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Papers Sorted by ID

(for full papers or abstracts, please see the online proceedings on the WDSI Web site)

Paper ID: 3 MAKING THE MOST OF A COLLEGE INTERNSHIP: COLLEGE STUDENTS AND INTERNSHIP SUPERVISORS SHARE THEIR PERSPECTIVES

Wednesday, April 1, 2026 3:00 PM Oceanview 1

ABSTRACTBased on survey data from over 500 internship supervisors and over 500 college students, this presentation sheds light on what makes a college student “stand-out” in an internship. With over 50% of employers noting that they would hire a college student for full-time employment following a successful internship, this study sheds light on not only what employers are looking for in an intern but what college students can do to “stand-out” during their internship. From an academic standpoint, this study informs educators on how to help students leverage their internship experience to secure employment following graduation. **Keywords:** Internship, Employment, College Intern, Job Search

Paper ID: 4 AI AGENCY IN ADVERTISING: EFFECTS ON AD PERCEPTION AND CONSUMER ENGAGEMENT

Thursday, April 2, 2026 10:00 AM Oceanview 3

Artificial intelligence (AI) integration in advertising has transformed brand-consumer interactions through enhanced targeting, personalization, and ad optimization. However, few studies have explored consumer responses to AI-generated or optimized ads, particularly regarding attitudes and behavioral intentions. This study examines the impact of varying AI agency levels—low (recommendation), moderate (creation), and high (full automation)—on consumer perceptions of ad creativity, attitudes, and behavioral intentions, including clicks and purchases.

Paper ID: 5 EVALUATING THE IMPACT OF SOCIAL MEDIA PLATFORMS ON USER PERFORMANCE: AN APPLICATION OF THE INFORMATION SYSTEMS SUCCESS MODEL

Wednesday, April 1, 2026 10:00 AM Oceanview 4

THIS STUDY EXAMINES THE SUCCESS OF MOBILE SOCIAL MEDIA PLATFORMS IN AN ERA SHAPED BY ADVANCED MOBILE COMMUNICATION AND MULTIFUNCTIONAL DEVICES. SOCIAL MEDIA PLATFORMS ENABLE SYNCHRONOUS AND ASYNCHRONOUS INTERACTION, COLLABORATION, AND INFORMATION SHARING, BUT MANY FAIL DUE TO LIMITED UNDERSTANDING OF USER NEEDS AND WEAK ENGAGEMENT STRATEGIES. RATHER THAN IMITATION, SUSTAINED USE DEPENDS ON PERSONALIZATION, INTERACTIVITY, AND USABILITY. DESPITE WIDESPREAD ADOPTION, ESTABLISHED INFORMATION SYSTEMS FRAMEWORKS HAVE RARELY BEEN APPLIED TO EVALUATE MOBILE SOCIAL MEDIA PLATFORMS. THIS STUDY APPLIES THE INFORMATION SYSTEMS SUCCESS MODEL TO ASSESS SYSTEM, INFORMATION, SERVICE, AND INTERACTION QUALITY, WHILE EXAMINING USER FAMILIARITY AS A MODERATING FACTOR INFLUENCING SATISFACTION, MOTIVATION, AND PERFORMANCE OUTCOMES.

Paper ID: 6 GAMIFICATION FOR STUDENT ENGAGEMENT IN QUANTITATIVE BUSINESS COURSES

Wednesday, April 1, 2026 3:00 PM Oceanview 1

This study examines the effectiveness of gamification, specifically an escape room activity, in enhancing engagement and learning outcomes in a quantitative business course. The activity integrates problem-solving tasks designed to reinforce quantitative concepts in an interactive and collaborative format. The study evaluates whether this gamified approach increases students’ engagement, strengthens their perceived understanding, and improves their confidence in applying quantitative skills compared to traditional methods. Findings provide insights into the potential of gamification as an instructional strategy for business education, highlighting both its benefits and the challenges encountered in implementation.

Paper ID: 7 MANAGING SUPPLY CHAIN RISKS IN TRADE WARS ENVIRONMENTS

Wednesday, April 1, 2026 8:00 AM Oceanview 3

Supply Chain Management (SCM) is a dynamic discipline that evolves with changing market conditions. Since the 9th century, trade has relied on interconnected systems built on trust, risk, and opportunity. SCM addresses key challenges and often exposes inefficiencies in current models. To reduce these inefficiencies, growing attention is given to Supply Chain Risk Management (SCRM). SCRM promotes transparency among participants, increasing the chances of smooth, efficient operations. While globalization has facilitated trade, it has also heightened risks for cross-border supply chains. Interdependence between countries boosts productivity but magnifies vulnerabilities. This paper explores the application of SCRM, reviews existing models, and introduces a new model designed for high-risk scenarios such as trade wars.

Paper ID: 8 AN INTEGRATED LEARNING APPROACH USING REAL-WORLD DATA IN A BUSINESS ANALYTICS COURSE

Thursday, April 2, 2026 10:00 AM Oceanview 2

This paper discusses the implementation of a comprehensive group project using real-world diamond price data within a business analytics course structure with hybrid educational theories. The experiential learning project due at the end of the semester aims to bridge theory taught in class and practice and to foster students’ technical skill building. This Capstone-Integrated learning model (CILM) implements the revised Bloom’s Taxonomy to guide the formulation of learning objectives across the knowledge and cognitive process dimensions. The project’s cyclic structure mainly reflects Kolb’s four dimensions of experiential learning. The CRISP-DM theory is adapted to guide the organization of the project. Besides, this study addresses common challenges in group projects, including mitigating free riding, the collaborative process, and the educator’s role. Students are encouraged to apply tools for subtasks of each stage including data preparation, data analysis, statistic inference, visualization, and interpretation. The project structure and evaluation tools are detailed. Suggestions and detailed teaching notes are provided to assist educators to incorporate this project into their curricula.

Paper ID: 9 CONSUMER AWARENESS: SHAPING CARBON STRATEGY IN SUPPLY CHAINS

Wednesday, April 1, 2026

8:00 AM Oceanview 4

This study examines how consumer low-carbon awareness (CLCA) affects supply chain networks. It evaluates two scenarios: symmetric, where knowledge of the carbon footprint is shared by manufacturers and consumers, and asymmetric, where only manufacturers are informed. We developed a decision model for the symmetric case and a multi-period model with variational inequalities for the asymmetric case, focusing on manufacturers' production, pricing, emissions abatement, and consumer welfare. The findings indicate that asymmetric information impedes emissions abatement. Additionally, enhanced CLCA and reduced transportation costs are shown to lower carbon emissions. These insights, contributing to the literature, underscore the importance of consumer awareness and the enhancement of carbon information disclosure for practical and policy-making purposes.

Paper ID: 10 ESG-BASED E-BUSINESS IMPLEMENTATION FOR THE MANUFACTURING INDUSTRY USING DIGITAL SIGNATURE

Thursday, April 2, 2026

1:00 PM Oceanview 1

This study focuses on how enterprises, under the strategy of promoting ESG (Environmental, Social, and Corporate Governance), introduce digital signature technology to reduce paper-based operations and carbon emissions, while improving process efficiency and data security. With the rise of global environmental awareness, Corporate Social Responsibility (CSR) and ESG (Environmental, Social, and Governance) have received increasing attention. Beyond pursuing economic benefits, companies must also contribute to environmental protection and social responsibility. Carbon reduction has thus become an unavoidable issue. In this trend, many companies use digital transformation to improve operational efficiency and reduce environmental impact. Digital signature technology plays a key role in carbon reduction and process digitization. The research scope focuses on the HR department's document processes at Company K, including interview forms and manager evaluations during recruitment, confidentiality agreements, non-compete agreements, and employment contracts after onboarding. The study first clarifies the differences between electronic signatures, digital signatures, and electronic signing, as well as the evolution and current status of relevant laws in Taiwan and internationally. It then takes the HR department of Company K as a case study, planning to convert large volumes of paper documents in recruitment and employment processes into digital forms using digital signatures. This approach meets legal compliance and operational needs, reduces paper storage space, improves operational efficiency, and enhances the company's ESG rating. Finally, the study proposes a technical framework as a reference for other enterprises while implementing digital signatures.

Paper ID: 11 FAST AND FRUGAL HEURISTIC DECISIONS FOR PRICING FREIGHT DELIVERY SERVICES

Thursday, April 2, 2026

1:00 PM Oceanview 3

This study examines human decision-making in reverse auctions for truckload delivery services. Under uncertainty about operational costs and rival bids, providers of those services use fast and frugal heuristics (FFHs) to set prices. While these FFHs are rational, human decisions result in significantly lower profits than optimization models. Moreover, human FFHs lead to more variable outcomes. These findings yield insights on spot market pricing from a behavioral theory perspective and on performance gaps between human decision-making and optimization in this context. The insights have practical implications for evaluating spot pricing decisions when access to optimization tools is limited.

Paper ID: 12 HOW SOCIAL MEDIA ANALYTICS CAN MAKE BIGGER IMPACTS: RADICAL VERSUS INCREMENTAL INNOVATION

Thursday, April 2, 2026

10:00 AM Oceanview 3

Prior research has advanced substantially our understanding of how social media analytics (SMA) affect business performance. However, the specific value of SMA to radical and incremental innovation has not been fully explored and appreciated. Drawing on the resource-based view and the knowledge-based view, this study examines whether the use of SMA strengthens radical innovation to a greater extent than it does incremental innovation. Based on the survey data from 182 firms, the results show that the use of SMA is more likely to lead to radical innovation than to incremental innovation. In addition, knowledge-exploration competence only partially mediates the relationship between SMA and radical innovation. Nevertheless, knowledge-exploitation competence not only partially mediates such a relationship, but also fully mediates the link between SMA and incremental innovation.

Paper ID: 13 WHY DO LONG-TIME FRANCHISEES REMAIN WITH THEIR FRANCHISORS? A LOOK AT LEGACY CONDITIONS, PERSONAL RELATIONSHIPS AND GRATITUDE

Wednesday, April 1, 2026

10:00 AM Oceanview 2

This paper elucidates motives for U.S. franchisees to remain with their system long term – despite many forces that may entice them to depart. Franchise contracts in the U.S. typically run ten to twenty years. In emerging markets, for example in Brazil, franchise agreements are significantly shorter, often only lasting five years. Why do franchisees in developed markets appear to remain committed to their franchisors for much longer periods? Contractual 'grandfather clauses', relationships with the franchisor's 'liaison' staff, and emotional attachment are examined as prominent factors that may make franchisees stay rather than leave.

Paper ID: 14 TRANSCENDING PSYCHOLOGICAL DISTANCE: LEADER CONSTRUAL LEVEL IMPACTS EMPLOYEE VOICE

Wednesday, April 1, 2026

3:00 PM Oceanview 2

Drawing on construal level theory, we hypothesize that leaders who routinely construe information abstractly promote greater psychological connection among their employees and engender greater employee voice. In a two wave study, we demonstrate that supervisor's construal level predicts employee promotive and prohibitive voice. Furthermore, employees who feel psychologically close to their supervisors are more likely to speak up. However, supervisors' construal level is not associated with greater employee feelings of closeness to the supervisor, and construal level and employee feelings of psychological distance predict employee voice through separate non mediating pathways.

Paper ID: 16 THE OPTIMAL LEVEL OF R&D SPENDING FOR HIGH-TECH COMPANIES

Friday, April 3, 2026

10:00 AM Oceanview 3

High-Tech companies, including Nvidia, Microsoft, and Apple are by far the most successful companies in the world as measured my market capitalization. Necessary to their success is research and development (R&D) spending which helps to ensure that these companies continue their market dominance, especially in the midst of the AI revolution. With this in mind, we have developed a multiple regression analysis model to help determine the optimal level of R&D spending for high-tech companies. An interesting insight from our analysis is that the one-year market capitalization gains of these most successful high-tech companies were positively correlated to R&D intensity but negatively correlated to overall R&D spending.

Paper ID: 17 RISKY BUSINESS: A GAME-THEORETIC MARKOV CHAIN APPROACH TO DYNAMIC HOTEL PRICING

Friday, April 3, 2026

10:00 AM Oceanview 2

Hotel pricing has become increasingly complex as traditional models struggle to account for competitive dynamics and uncertainty. Traditional models, such as same-day-last-year or ARIMA, remain widely used, yet they fail to address strategic interactions among hotels and the risks introduced by volatile demand environments. This study introduces a game-theoretic Markov decision process (GT-MDP) to capture both competitive pricing behavior and stochastic market conditions. Using STR data from 2018–2025 across five U.S. markets, Monte Carlo simulations benchmark the GT-MDP against conventional methods. The outcome will be a decision-support framework for dynamic pricing. Findings demonstrate improved revenue performance and reduced variance under uncertainty, offering both theoretical advancement and practical tools for resilient revenue management.

Paper ID: 18 INTERNALITIES AND EXTERNALITIES IN COORDINATING SUSTAINABLE SUPPLY CHAINS: A PROSPECTIVE LENS

Wednesday, April 1, 2026

1:00 PM Oceanview 4

Organizations, like individuals with self-control challenges, face intertemporal dilemmas in balancing short-term profits with long-term sustainability. This paper develops a game-theoretic model where manufacturers set remanufacturing levels and retailers invest in greening to influence demand over time. Both weigh immediate gains against future sustainability. Drawing on prospective theorizing and Appreciative Inquiry, we show how aspirations such as carbon-neutral supply chains often conflict with present choices. Results reveal that temporal orientation (short- vs. long-term) shapes supply chain externalities, with impacts varying by partner alignment. Findings underscore the need for temporal coordination to advance sustainable supply chain transitions.

Paper ID: 19 THE SERVICE INNOVATION MODEL OF CONTINUOUS USAGE OF IN-DESTINATION TOUR SERVICES: EXPERIENCE-EXPECTATION SATISFACTION AS MODERATOR

Wednesday, April 1, 2026

1:00 PM Oceanview 3

Based on the service innovation model, the study examine value acquisition and continued usage for in-destination tour services. Experience-expectation satisfaction serves as a moderator. 756 valid questionnaires and analyzed using PLS-SEM. Results show that service innovation significantly influences co-created service value and experience value, both of which positively affect continued use. Experience-expectation satisfaction further moderates the relationship between value acquisition and continuous usage. The study suggests that the tourism industry enhance services through customization to create unique travel experiences. Practical implications include improving customer service and strengthening interaction efficiency among customers, sellers, and platforms.

Paper ID: 20 THE INTEGRATION OF ARTIFICIAL INTELLIGENCE IN THE MEDICAL INDUSTRY: ENHANCING ORGANIZATIONAL MANAGEMENT, ALLEVIATING NURSE BURNOUT, AND PROMOTING SOCIO-TECHNICAL COLLABORATION

Friday, April 3, 2026

8:00 AM Oceanview 2

The healthcare sector is plagued by pervasive staff burnout, organizational inefficiencies, and diagnostic inaccuracies arising from exclusive reliance on human judgment, which may be susceptible to biases or oversights. Nurses, in particular, face elevated turnover rates amid staffing shortages, often compelled to undertake non-clinical duties such as housekeeping. Diagnostic errors can delay critical interventions, jeopardizing patient safety. Artificial intelligence (AI) represents an evolving technology with the potential to address these challenges by automating administrative tasks, including the management of electronic medical records (EMRs), thereby reducing nurse workload, optimizing organizational processes, and furnishing data-driven diagnostic support via algorithmic analysis. This revised paper, incorporating developments as of September 2025, applies cognitive load theory and socio-technical theory to examine AI's integration into healthcare, addressing key research questions. Drawing on recent advancements, such as AI's role in predictive diagnostics and ethical governance, the analysis explores AI's multifaceted impacts, including ethical dilemmas like data privacy and bias, as well as cybersecurity vulnerabilities. AI is framed as a supportive tool that augments human capabilities, fostering efficiency, innovation, and superior patient outcomes, while emphasizing the need for robust ethical and security frameworks to mitigate risks.

Paper ID: 21 MULTI-FORMAT SUPPORTED DIGITIZATION FOR QUOTATION DOCUMENTS

Thursday, April 2, 2026

1:00 PM Oceanview 1

Amidst the wave of digital transformation, the demand for automated document processing is increasingly urgent for businesses, especially in industries highly dependent on paper and semi-structured documents. For example, in the automotive repair industry, quotation documents have diverse formats and complex content, often including tables, handwritten annotations, and sensitive personal information. This presents a significant challenge for traditional document processing methods. This study proposes and implements an automated digitization process for multi-format quotation documents to address this. The system leverages Optical Character Recognition (OCR) and an AI-based information extraction model. The workflow converts scanned paper documents into digital formats and uses AI to extract key information from tables and text accurately. The research evaluated the system's performance and achieved an accuracy of over 90% in information extraction, demonstrating the efficiency and practicality of the approach. This work provides an effective solution for digitizing complex documents and enhancing the efficiency of the automotive repair industry, which can be applied in different domains for the proliferation of e-commerce.

Paper ID: 23 MIXED-INTEGER SIMULATION OPTIMIZATION FOR MULTI-ECHELON INVENTORY PROBLEMS WITH LOST SALES

Thursday, April 2, 2026

8:00 AM Oceanview 3

We propose a mixed-integer simulation optimization framework for solving multi-echelon inventory problems with lost sales. We want to seek optimal settings of the order-up-to levels and the review intervals for warehouse and retailers. The aim is to minimize the total expected costs including the inventory holding cost, the ordering cost and the penalty cost. The proposed optimization method represents a complementary combination of ranking-and-selection procedures and stochastic approximation algorithms for both integer-valued and real-valued variables. We provide a proof for the finite-time statistical validity of the developed algorithm. We also discuss the convergence conditions for the asymptotic optimality of our algorithm. The algorithmic performance is examined with experiments under different parameter settings and stopping conditions. During the experiments, our algorithm performs favorably in comparison to the popular Arena optimization tool, OptQuest.

Paper ID: 24 CLUSTERED INTERPRETABILITY: BRIDGING GLOBAL AND LOCAL EXPLANATIONS IN AI

Friday, April 3, 2026

10:00 AM Oceanview 2

This paper introduces the novel concept of clustered interpretability to enhance the transparency and fairness of AI models, especially in high-stakes domains like healthcare, finance, and justice. Traditional interpretability techniques often miss critical subgroup differences by focusing on global or local explanations. To address this, the authors propose a framework that partitions datasets into meaningful clusters, introducing the notions of cluster fit (alignment with SHAP values) and parsimony (simplicity of feature-outcome relationships). They also present a multi-objective framework for optimizing both cluster fit and parsimony, along with a novel solution filtering algorithm that ensures fairness across clusters. The framework's effectiveness is demonstrated using a healthcare dataset on substance use disorder (SUD) treatment, showing that prioritizing parsimony yields simpler interpretability patterns and uncovers significant clinical insights and social implications not highlighted by traditional methods. This approach bridges the gap between global and local interpretability, offering a balanced and scalable solution for identifying nuanced patterns within and across subpopulations.

Paper ID: 25 GENERATION Z'S INTENTION BEHAVIOR TO SUBSCRIBE THE PAID DIGITAL SUBSCRIPTION SERVICES

Thursday, April 2, 2026

1:00 PM Oceanview 1

This study investigates the Generation Z's intention to subscribe to paid digital services, drawing upon the Theory of Planned Behavior. According to this framework, three constructs are examined: attitudes toward paid membership, subjective norms, and perceived behavioral control. The findings indicate that positive attitudes and subjective norms significantly enhance subscription intentions, whereas the perceived behavioral control exerts a negative effect. Participants were further categorized into early and late Generation Z subgroups. Both groups demonstrated similar attitudes and spending behaviors, however younger members exhibited a reduced susceptibility to social influence. The results suggest that Generation Z values paid digital contents but prefers transparent pricing, clear benefits, and autonomy over aggressive marketing.

Paper ID: 26 OMNICHANNEL DECISIONS UNDER EVOLVING CHANNEL PREFERENCES DURING SUPPLY CHAIN DISRUPTIONS

Wednesday, April 1, 2026

1:00 PM Oceanview 3

Disruption in an omnichannel supply chain can significantly affect decision-making due to uncertainties in product demand, changes in consumer preferences for distribution channels, and disruptions in the upstream supply chain. In this paper, we craft a model capturing changing consumer channel preferences and uncertainties associated with disruptions in an omnichannel supply chain. We examine how channel pricing, channel promotion, and a retailer's profits are affected by anticipating the impact of supply chain disruptions. We find that a retailer must estimate the likelihood of a disruption in the supply chain to make proper channel pricing and promotion decisions. We also observed that channel preference is vital in determining a retailer's profit. E-channel price should, in general, increase immediately following a significant disruption. The retailer may stop promoting the retail channel when the consumer preference shifts towards the e-channel.

Paper ID: 27 EXTENDING RFM WITH TEMPORAL AND VOLUME DIMENSIONS FOR CUSTOMER SEGMENTATION AND PROMOTION IN FUEL RETAILING

Wednesday, April 1, 2026

3:00 PM Oceanview 4

This study proposes and evaluates a customer segmentation framework that extends the traditional Recency-Frequency-Monetary (RFM) model by incorporating interpurchase intervals and transaction volume. Using 12 months of transactional data from over 42,000 customer-product interactions in the fuel retail sector, we combine behavioral vectorization and machine learning prediction. The findings highlight the managerial value of temporally sensitive and semantically interpretable segmentation models for high-frequency, low-margin retailing. This research contributes by extending the RFM framework with temporal and volume-based dimensions, demonstrating how RFMI features, combined with clustering and machine learning, improve the interpretability and predictive power of customer segmentation in high-frequency, low-margin retail contexts.

Paper ID: 30 BUNDLING IN THE STREAMING TV INDUSTRY

Wednesday, April 1, 2026

3:00 PM Oceanview 2

Product and service bundling is a very old marketing strategy. Customers receive a discounted price and companies receive increased revenue. Streaming television services started their own bundling strategy in 2017, ten years after the start of the industry. This first bundling strategy consisted of Netflix and T-Mobile. This can be labelled as the first bundling wave. Bundles in this wave mainly consisted of a combination between streamers and non-streamers or streaming services owned by the same company. Many of these bundles still exist today (i.e., 2025). The second bundling wave started in 2024 when Disney+, Hulu, and Max created a bundle at a significant discount for subscribers. StreamSaver, consisting of Peacock, Netflix, and Apple TV+ was another bundle created in 2024. This is the first time for a bundling strategy combining cross-company streaming services. Initial results from these bundles lowered the churn rate and increased the subscriber retention rate, a problem that has plagued the industry since 2019. The third bundling wave should be about ecosystem bundles that consist of many non-streaming services in the same bundle.

Paper ID: 31 THE IMPACT OF DECISION-MAKING MECHANISM ON SUPPLY CHAIN PERFORMANCE

Friday, April 3, 2026

8:00 AM Oceanview 4

This paper examines the influence of the order quantity decision-making mechanism on supply chains, with a particular focus on total inventory costs (TIC) and the bullwhip effect (BWE) within a four-echelon linear supply chain model. Two decision-making mechanisms—centralized global optimization (CGO) and decentralized local optimization (DLO)—are considered under two environmental factors: demand uncertainty and order lead time uncertainty. According to a 2x3 full factorial design employing Taguchi methodology, CGO reduces TIC by 78% and the BWE by 47%, while exhibiting greater robustness in terms of TIC but a marginally less robustness in terms of BWE compared to DLO.

Paper ID: 32 MANAGING RESOURCE SCARCITY IN CIRCULAR PLASTICS: QUALITATIVE EVIDENCE FROM FINNISH MANUFACTURERS

Wednesday, April 1, 2026

1:00 PM Oceanview 4

This study explores how Finnish plastics manufacturers respond to resource scarcity during the EU circular economy transition. Drawing on 20 interviews, the research shows that firms perceive scarcity through price volatility, quality inconsistencies, and regulatory pressure, making recycled polymers strategically significant. Firms combine buffering strategies, such as closed-loop recycling, diversification, and stockpiling, with bridging strategies like contracts, alliances, and consortia. These responses reduce vulnerability but also deepen interdependencies. The outcomes are paradoxical: collaboration is necessary to build circular infrastructures, yet rivalry over high-quality recyclates continues. The study sheds new light on the practical implementation of circular economy.

Paper ID: 33 TEACHING CUSTOMER SEGMENTATION WITH EXCEL: AN RFM-BASED MARKETING ANALYTICS CASE

Wednesday, April 1, 2026

3:00 PM Oceanview 4

This teaching case introduces an Excel-based approach to customer segmentation using Recency–Frequency–Monetary (RFM) analysis. Designed for introductory marketing courses, the exercise employs a real iFood dataset to help students clean data, assign RFM scores, and develop actionable customer personas – all without specialized software or coding skills. Students identify high-value segments, translate insights into targeted marketing strategies, and distinguish behavioral from demographic data. Classroom pilots show the case boosts analytics confidence and marketing insight while remaining easy to implement in traditional or online formats. The case offers instructors a scalable, practical way to integrate marketing analytics into undergraduate curricula.

Paper ID: 34 THE EFFECTS OF YOUNG CONSUMER CULTURAL VALUES ON PERCEIVED BRAND PERFORMANCE IN EMERGING MARKETS

Wednesday, April 1, 2026

10:00 AM Oceanview 2

The importance of this study lies in the use of well-developed and tested scales to examine differences across two emerging markets (Russia and China) in the effects of young consumer cultural values on perceived brand performance. The study measured young consumers' attention toward two global brands - Apple and Samsung. The study showed that young consumers with strong cultural values positively recognized both global brands' performance. However, Chinese consumers who demonstrated strong cultural values, such as stimulation, achievement, and security, showed adverse effects on Apple brand performance. At the same time, young Russian consumers with a strong power value significantly impacted Apple's brand performance. Furthermore, the study confirmed that cultural values such as hedonism strongly affected both brand performances in both countries.

Paper ID: 35 AI JOB MARKET TRENDS: TOPIC MODELING APPROACH

Wednesday, April 1, 2026

1:00 PM Oceanview 1

The rapid growth of artificial intelligence (AI) has significantly transformed the job market, increasing demand for specialized roles and skills. This study analyzes over 3,627 AI-related job postings collected from Indeed.com between September 2024 and February 2025. Using text mining and Latent Dirichlet Allocation (LDA), we examine job titles, descriptions, and skills to identify hiring patterns and emerging trends. Our findings reveal high-paying roles at leading companies, regional salary differences, and frequently offered benefits. We also categorize job types and highlight in-demand skills across AI subfields. These insights provide valuable guidance for job seekers, employers, and policymakers navigating the evolving landscape of AI-driven employment.

Paper ID: 36 HUKOU AND ACCESS TO HEALTHCARE OF RURAL-TO-URBAN MIGRANT WORKERS: A QUALITATIVE STUDY

Wednesday, April 1, 2026

10:00 AM Oceanview 3

Rural-to-urban migrant workers in China face unique challenges in accessing healthcare services compared with their urban or rural counterparts. Multiple factors contribute to this. One of the often overlooked, yet very important factors, is Hukou, the residential registration system of China. This study conceptualizes Hukou as a formal and informal institution. We conducted semi-structured interviews with 60 selected migrant workers in Beijing and analyzed the interview data using Braun and Clarke's thematic analysis. We found that institutional, situational, and dispositional factors influence migrant workers' healthcare access. As a formal institution, Hukou presents barriers through restrictions on health insurance and employment. As an informal institution, Hukou correlates with social stigma. Situational and dispositional factors—such as education, family bonds, self-efficacy, and beliefs—also influence healthcare-seeking decisions and access to healthcare. Based on the results, four policy solutions are proposed to reduce the barriers to accessing healthcare services for migrant workers.

Paper ID: 37 A SYSTEM DESIGN PROTOTYPE FOR INTELLIGENT DECISION SUPPORT

Friday, April 3, 2026

10:00 AM Oceanview 2

Traditional design of decision support systems focuses on providing quantitative information support by using an information base consisted of a numerical data base and a quantitative model base. Such an information base can be expanded to include a large text base in which textual, qualitative information can be organized, stored, and retrieved. Using the semantic analysis technology, a new design concept would include an intelligent agent component in the system that not only engages a decision maker with data abstraction and model management but also intelligently derive textual information from the text base to provide integrated quantitative and qualitative information support. The advancement of information systems often comes from new system concepts, but systems must be developed to interact with theory building, experimentation, and observation to form an integrated and dynamic research program. The purpose of this research is to develop the system design for an intelligent decision system that embraces such a new concept.

Paper ID: 38 SENTIMENT ANALYSIS OF QUANTUM-ENHANCED AI

Wednesday, April 1, 2026

1:00 PM Oceanview 1

This study analyzed 50 media articles from 2024–2025 about quantum-enhanced artificial intelligence. Most articles (72%) were positive or hype-oriented, 24% were neutral, and only 4% were skeptical. The strong tilt toward optimism shows that the media shape expectations by highlighting breakthroughs and potential, while giving less attention to risks or limits. Implications for inflating public expectations on both business and our economy are discussed as well as potential solutions.

Paper ID: 40 FROM RISK TO REWARD: SHARED-SAVINGS CONTRACTS IN AN UNCERTAIN LANDSCAPE

Wednesday, April 1, 2026

1:00 PM Oceanview 4

This study examines the strategic dynamics of shared-savings contracts under uncertainty in material reduction efforts through a game-theoretic model. We analyze how uncertainty influences the decision-making behavior of a manufacturer and a supplier engaged in such contracts. Our findings indicate that increased uncertainty initially incentivizes both parties to exert greater effort. However, beyond a critical threshold, heightened uncertainty diminishes their willingness to participate, potentially undermining the effectiveness of these contracts.

Paper ID: 41 REGTECH-ENABLED TRANSACTION MONITORING AND RISK TRANSPARENCY IN THE BANKING SECTOR

Wednesday, April 1, 2026

10:00 AM Oceanview 4

Banks face rising AML/CFT expectations while rule-based transaction monitoring suffers from high false positives and poor adaptability to hybrid laundering behaviors. We propose a RegTech-enabled framework that balances detection and explainability. Historical customers reported to the JFIU are transformed into 61 rule-derived features to form individual behavioral fingerprints. K-means clustering on these fingerprints learns five risk archetypes (G1–G5). For any customer, the system computes similarities (0–1) to the archetype centroids as transparent risk scores, naturally expressing mixed profiles rather than forcing a single label. Two decision-ready dashboards operationalize the outputs: a micro-view showing cumulative values across the 61 rules (concrete triggers) and a macro-view displaying similarities to G1–G5 (risk portrait). The approach converts discrete rules that hits into continuous, comparable risk distributions, preserves business semantics via expert-named archetypes, and shortens the path from model to action for case triage and audit. We position the method as a practical bridge between rule systems and opaque classifiers, with implications for reducing alert fatigue, improving interpretability, and strengthening model governance in banking transaction monitoring.

Paper ID: 42 RECKONING PLASTIC PARADOX: CAN CIRCULARITY SOLVES PLASTIC POLLUTION?

Wednesday, April 1, 2026

1:00 PM Oceanview 4

Since the discovery of synthetic plastic in 1907, plastics have been considered both as a modern marvel and a global menace—driving innovation while suffocating water systems and infiltrating the human body. Plastic pollution has emerged as a critical challenge with profound ecological, health, and economic consequences. Studies have shown that microplastics and chemical additives permeate air, water, soil, ocean, and food systems, where they bioaccumulate and pose risks including endocrine disruption, oxidative stress, inflammatory responses, and respiratory complications. The health burden alone is estimated to cost the global economy \$1.5 trillion annually. These impacts strain healthcare systems while pollution simultaneously undermines agriculture, fisheries, and waste management. In response, industries are advancing sustainable decision-making and innovation—through biodegradable polymers, green chemistry, circular design, closed-loop recycling, extended producer responsibility (EPR), and waste-to-energy technologies. While these approaches hold promise to reduce reliance on single-use plastics and foster resilience, their scope remains limited without cohesive international governance. The recent failure to secure consensus on the United Nations plastic treaty highlights persistent policy gaps, leaving progress reliant on voluntary initiatives and market incentives. Bridging this divide requires stronger integration of scientific evidence, industrial innovation, and binding global frameworks. Only through this alignment can societies mitigate plastic pollution, protect human health, and accelerate the transition to sustainable production and consumption systems. Keywords: Plastic pollution; Microplastics; Human health; Industrial innovation; Sustainable decision-making; Circular economy; Recycling; UN plastic treaty

Paper ID: 43 ASSESSING CARBON REDUCTION STRATEGIES FOR TAIWAN'S TRANSPORTATION SECTOR: ALTERNATIVE FUELS AND NATURAL CARBON SINKS FOR ROAD VEHICLES

Wednesday, April 1, 2026

8:00 AM Oceanview 4

The impacts of climate change are intensifying, and the transport sector must lead the transition to meet the Paris Agreement goals. The IPCC AR6(2023), IPCC AR7(2025) and COP29 emphasize the urgency of moving away from fossil fuels, recognizing hydrogen as a key solution. In Taiwan, the National Greenhouse Gas Inventory (2025) shows transport emissions reached 36.924 MtCO₂e in 2023, with road transport accounting for 96.3%. Yet, the adoption of alternative fuels remains limited, with E3 ethanol gasoline and B2 biodiesel present only in small amounts; Carbon fee measures exclude transport fuels, and natural carbon sink policies lack concrete planning. Without structural change, Taiwan will likely miss its 2030–2050 reduction targets. This study evaluates the carbon-reduction potential of ethanol gasoline, biodiesel, and hydrogen under different adoption rates, while analyzing the effects of tax-based measures and natural sinks. Results show that a business-as-usual pathway will fail to meet targets. Expanding E3 and B2 fuels provides short-term benefits but leaves long-term gaps. Incorporating hydrogen, especially post-2030 as infrastructure improves, enables substantial reductions critical for achieving net zero by 2050. Moreover, combining hydrogen with fiscal measures and natural sinks further strengthens mitigation outcomes. In conclusion, a coordinated strategy integrating fuels, policy, and natural resources is essential for Taiwan's transport sector to meet interim goals and realize its 2050 net-zero vision. Keywords: decarbonization, ethanol fuel and biodiesel, hydrogen, carbon tax, natural sinks.

Paper ID: 44 FAILED BANK ASSET RECOVERY: THE BALANCE SHEET CHOICES

Friday, April 3, 2026

10:00 AM Oceanview 1

This study explores the impact of the balance sheet choices of failed bank on asset recovery rates during the Great Recession. We find asset recovery rates are lower for banks with higher exposure to real estate loans and regions with more volatile housing prices, while relying on brokered deposit. This suggests that asset recovery rates are lower as a consequence of banks' choice to fund loans by brokered deposits, to pursue aggressive growth strategies via riskier loans lent in more volatile locations. Finally, this research will shed valuable lights for policy makers in dealing with assets of failed banks.

Paper ID: 45 CITIZEN DATA SCIENTISTS DRIVING SUPPLY CHAIN PERFORMANCE

Friday, April 3, 2026

8:00 AM Oceanview 4

This study develops a conceptual model integrating Technological-Organizational-Environmental, Human-Organizational-Technology, and Resource-Based View frameworks to explore how citizen data scientists influence supply chain performance. Drawing on survey data from logistics and supply chain organizations, the research examines the interplay between big data analytics adoption, citizen data scientists' capabilities, and performance outcomes. Results show that technology significantly amplifies the impact of citizen data scientists, who also moderate the relationship between analytics adoption and supply chain success. Finally, the study proposes a practical maturity model for integrating citizen data scientists into supply chain operations, providing organizations with a roadmap to harness distributed analytics capabilities. By demonstrating how democratized data science drives competitive advantage, this research contributes both to theory and practice in supply chain management and business analytics.

Paper ID: 46 THE OPT-IN, OPT-OUT DILEMMA FOR STATES UNDER THE ONE BIG BEAUTIFUL BILL: HEALTHCARE, FOOD, AND EDUCATION ISSUES

Friday, April 3, 2026

10:00 AM Oceanview 4

The 2025 One Big Beautiful Bill Act has forced states to reconsider how they fund healthcare, food assistance, and education. States are being required, for the first time, to pick up a larger share of Medicaid costs and a percentage of food assistance benefits. Meanwhile, governors must decide whether their states will opt in to a new federal tax-credit scholarship program, which will allow taxpayers to receive federal government reimbursements for donating to "scholarship granting organizations", nonprofit organizations whose primary mission is to provide scholarships to eligible K–12 students attending qualified private schools. This presentation will not only provide an overview of these topics, but will also provide specific and actionable suggestions for states to follow.

Paper ID: 47 DISPARITIES IN THE QUALITY OF ELDERLY HOME CARE – IMPACT OF NATIVE LANGUAGE OF THE SERVICE USER AND THE MAJORITY LANGUAGE IN THE REGION

Wednesday, April 1, 2026

10:00 AM Oceanview 3

The demand for elderly home care services is quickly growing in the Global North. Similarly, the quality of the services is expected to be equal between different service users within the same social and health care system. Many countries in the World have multiple official languages, and thus the native languages of a patient can differ with the native language of the employee providing the services or with the majority language in a region. This study aims to uncover the impact of native language of a service user and the majority language of a region in explaining disparities in the quality of elderly home care services in Finland.

Paper ID: 49 OPTIMIZING FULFILLMENT STRATEGY IN E-COMMERCE: A STOCHASTIC APPROACH TO BALANCING SPEED, RISK, AND PROFIT

Thursday, April 2, 2026

8:00 AM Oceanview 3

The rapid expansion of e-commerce has forced retailers to confront a fundamental strategic dilemma: how to balance the high profit margins of a fast, self-managed warehouse fulfillment system against the lower financial risk of a third-party drop-shipping model. Traditional inventory models, often designed for stable environments, fail to adequately capture this complex, time-sensitive trade-off, leading to unprofitable and uncompetitive fulfillment strategies. This paper addresses this challenge by developing a professional-grade, two-stage stochastic optimization model that finds the optimal, risk-adjusted fulfillment policy for a diverse product portfolio. The model's primary contribution is its ability to make a single, upfront strategic decision—which products to stock and which to designate as drop-ship only—that maximizes the expected value of profit across a variety of possible future demand scenarios. By explicitly modeling the cumulative, day-by-day costs of holding inventory based on both its financial value and its physical volume, our formulation provides a clear, quantitative answer to the speed-versus-price trade-off. The results demonstrate that this approach yields a resilient and profitable strategy, providing a powerful decision-support tool for e-commerce businesses to navigate the complexities of a modern, uncertain market.

Paper ID: 51 STRATEGIES FOR THE GLOBAL ALLIANCE FOR VACCINES AND IMMUNIZATION IN INTERNATIONAL VACCINE PRICING AND PROCUREMENT

Wednesday, April 1, 2026

1:00 PM Oceanview 3

The Global Alliance for Vaccines and Immunization (Gavi) is a public-private organization that, since the late 1990s, has introduced innovative financial mechanisms to secure funding to help low- and low-middle-income countries procure affordable vaccines through pool procurement in the UNICEF market. UNICEF induces an affordable vaccine market by organizing tenders where manufacturers commit vaccine supply to meet the expected needs of LICs and LMICs. These countries can apply for Gavi financial support to procure vaccines. The Global Polio Eradication Initiative (GPEI) created in 1988 is a multinational organization that has designed, coordinated, and implemented strategies to eradicate polio. Since its inception in 1988, the number of polio cases has been reduced by 99%. Gavi is supporting the eradication efforts of GPEI, which calls for the adoption of at least one dose of inactivated polio vaccine (IPV) in the national immunization schedules in conjunction with a novel oral polio vaccine (nOPV). To support this goal, the international community relies on IPV-containing vaccines, including a hexavalent vaccine (Hexa), which offers protection against six diseases in a single dose, including IPV. This study addresses the feasibility of supporting the GPEI's IPV strategy by increasing the supply and adoption of Hexa. We consider the tradeoffs resulting from the protection overlap of vaccines that offer part of the antigens included in Hexa with IPV. We use mathematical programming to examine optimal contract prices and quantities within the global vaccine market, which minimizes Gavi's contract and distribution costs while incentivizing the production of the Hexa vaccine.

Paper ID: 52 TOWARDS SUSTAINABLE DECISION MAKING OVER GIS: A SURVEY

Thursday, April 2, 2026

8:00 AM Oceanview 4

To facilitate steps toward sustainability in Geographic Information Systems (GIS), this work surveys recent literature to identify foundational topics and software. The most frequently cited topics and software categories were identified from the analysis of 105 peer-reviewed publications from 2014-2024. The topical review finds that software development, crop mapping, and water mapping are the most prevalent subjects of study. The corresponding software review reveals that geospatial analysis tools, machine learning models, and series analysis software are the most commonly used categories. This survey offers readers insight into the most impactful areas of GIS, positioning them to develop sustainable solutions.

Paper ID: 53 EVOLVING SOCIAL STANDARDS: GOVERNANCE AND SOCIAL PERFORMANCE IN SUPPLY CHAINS

Wednesday, April 1, 2026

1:00 PM Oceanview 4

Firms confront persistent social challenges in their supply chains and adjust governance and standards in response. This study examines how supply chains adapt to social performance shortfalls and identifies the processes through which the breadth of social standards expands over time. It advances a process framework linking governance mechanisms to the scope of standards adopted across suppliers and assesses how these configurations relate to social outcomes. By tracing the dynamic interplay among governance and performance, the study clarifies how expanding social standards strengthen supply-chain social responsibility.

Paper ID: 54 STRATEGY OF SOFTWARE UPDATE FOR ELECTRIC PRODUCTS

Thursday, April 2, 2026

8:00 AM Oceanview 4

Many electric products, such as smartphones have software update to keep the products operating more smoothly and securely. However, most manufacturers use software update policy for their legacy products to strategically retire those products and push the users to upgrade to new edition of the products. We are studying this strategy from both the perspective of sustainable operation and the perspective of profit optimization.

Paper ID: 56 TOWARDS A DESIGN THEORY FOR EXPLAINABLE CLINICAL DECISION SUPPORT SYSTEMS

Wednesday, April 1, 2026

10:00 AM Oceanview 1

The integration of Retrieval-Augmented Generation (RAG) into Clinical Decision Support Systems (CDSS) has the potential to transform clinician decision-making. However, conventional Large Language Models (LLMs) produce hallucinations that damage clinician trust. This study develops a clinician-centered design theory for Explainable AI (XAI) in CDSS, grounded in the Extended Cognitive Fit Model (ECFM) and Information Systems Design Theory (ISDT). Five design principles are proposed: data protection, workflow alignment, patient-centered contextualization, human-centered oversight, and reliable clinical evidence delivery. The XAI-CDSS design theory facilitates clinician trust while advancing transparent AI systems. Future work will instantiate and evaluate the theory in prototype form.

Paper ID: 57 TOWARDS RADIOLOGY SOFTWARE FOR DEVELOPING REGIONS TO PROMOTE SUSTAINABILITY IN MEDICAL DECISION MAKING

Thursday, April 2, 2026

8:00 AM Oceanview 4

This study identifies “developing” and “established” regions within California’s 58 counties to inform the creation of appropriate radiological software solutions for underserved areas. Analysis reveals developing regions—defined as counties with a 25th percentile or lower concentration of hospital facilities—have a substantially lower average per-capita income (\$55,335) than established regions (\$105,790). To contextualize technological needs, a systematic review of 72 papers from 2024 was conducted, identifying statistical analysis software and Computed Tomography (CT) as the most prevalent tools in modern radiological practice. These findings provide a crucial foundation for developing a financially accessible and appropriate software solution for California’s medically underserved communities.

Paper ID: 58 THE DECISION MAKER'S STRATEGIC DILEMMA - WHERE DO THE ORGANIZATION'S EMPLOYEES WORK?

Wednesday, April 1, 2026

3:00 PM Oceanview 2

Deciding between promoting multilocal work or requiring office-based work presents a challenge for companies. In a study of ten Finnish organizations, 2,418 employees were surveyed with results analyzed using multivariate methods. Three groups emerged: Empowered Remotes, Committed On-Sites, and Disconnected Doubters. The latter, 35% of the workforce, pose significant leadership challenges due to issues with work engagement, extra-role performance, and potential burnout. Addressing these requires strategic management of office/remote/hybrid initiatives, focusing on communication, collaboration, career progression, and fair evaluations. Effective leadership can influence group dynamics, enhancing organizational culture, employee satisfaction, and productivity.

Paper ID: 60 STACKABLE LEARNING: BRIDGING WORKFORCE TRAINING AND STUDENT APPLIED PROJECTS

Wednesday, April 1, 2026

3:00 PM Oceanview 1

The Workforce Innovation and Career Engagement (WICE) initiative connects workforce training with student learning to advance career readiness and strengthen employer partnerships. Funded through Employer Training Panel (ETP) funds from a Workforce Development Board, WICE provides incumbent workers with upskilling and reskilling in areas such as analytics and data storytelling. The training content and industry challenges are then incorporated into applied projects in a Center for Innovative Analytics (CIA), where students engage in hands-on problem-solving. This presentation will examine WICE as an emerging model of integrated workforce development and academic innovation. The approach demonstrates how universities can design learning pathways that support incumbent worker training while advancing student career readiness, expand industry engagement, and address regional workforce needs in ways that are scalable across higher education. Keywords: Business Analytics Education, Stackable Learning, Experiential Learning, Student Engagement

Paper ID: 61 COMPLEMENTARITY IN ACTION: LINKING BIODIVERSITY AND CIRCULAR ECONOMY SUPPLY CHAIN PRACTICES

Wednesday, April 1, 2026

3:00 PM Oceanview 3

Biodiversity loss poses a significant global threat to the ecosystems that supply chains depend on. Addressing this challenge intersects with the circular economy, which aims to reduce resource extraction and environmental pressure through regenerative practices. This study examines the extent to which companies integrate circular economy and biodiversity practices within their supply chains and explores the implications of such integration through the lens of complementarity theory. The research investigates potential synergies and aims to advance understanding of cross-domain sustainability complementarity. It uses a mixed-method approach focusing on multinational firms, combining the analysis of sustainability reports and semi-structured interviews.

Paper ID: 62 OPTIMIZING RESILIENCE AND COST IN MULTI-ECHELON SUPPLY CHAINS: A TWO-STAGE STOCHASTIC PROGRAMMING APPROACH

Thursday, April 2, 2026

8:00 AM Oceanview 3

This paper introduces a multi-objective two-stage stochastic programming model to design cost-efficient and resilient multi-echelon supply chains. The model handles proactive strategic decisions (supplier selection, contracting, facility design) in the first stage and adaptive operational responses (order, production, flow) in the second stage, after disruption realization. A key contribution is a quantifiable resilience metric—normalized to capture demand fulfillment, redundancy, and risk—allowing explicit cost-resilience trade-off analysis. To solve the resulting large-scale problem, we propose an accelerated L-shaped decomposition algorithm featuring a combinatorial Bender's cut. Experiments confirm that the proposed approach significantly enhances service continuity under disruptions without excessive cost.

Paper ID: 63 INSTITUTIONAL INVESTMENT IN ACTIVE ETFs: WEAKNESS OR SKILL?

Friday, April 3, 2026

10:00 AM Oceanview 1

The prevalence of actively managed exchange-traded funds (active ETFs) has grown rapidly since 2008; however, their role within institutional portfolios remains unclear. This paper investigates whether institutional investments in active ETFs reflect superior portfolio management skills or reveal weaknesses in internal investment capacity. Using comprehensive quarterly holdings data from over 10,000 U.S. institutions and 343 active ETFs from 2008 to 2022, this study documents a steady increase in the institutional adoption of active ETFs. While early adopters underperform compared to non-holders in their common stock portfolios, this underperformance diminishes over time as adoption increases and financial infrastructure matures. Likewise, higher institutional ownership initially predicts lower ETF returns, but this trend reverses in later years.

Paper ID: 64 ADAPTIVE DECISION RULES FOR MANAGING TRANSPORTATION DISRUPTIONS ACROSS ECONOMIC REGIMES: AN EMPIRICAL AND IMPLEMENTATION FRAMEWORK

Thursday, April 2, 2026

1:00 PM Oceanview 3

Transportation disruptions impose substantial operational costs, yet existing frameworks often assume static environments. This study develops context-adaptive decision rules for managing disruptions across varying economic conditions. Analyzing over 100 million flights from 2009–2025, we identify regime shifts in disruption dynamics: weather-related and cascading delays increase disruption probability by 4–8× during normal operations but converge to baseline during COVID-19 ($p < 0.001$). Based on these findings, we derive implementation-ready decision matrices emphasizing cascading prevention, evening optimization, and proactive weather management. The proposed adaptive strategies significantly reduce cost exposure and enhance return on resilience investments. This research provides airlines with empirically validated thresholds and a practical framework for resilient, data-driven decision-making in dynamic operating environments.

Paper ID: 65 BEYOND BOUNDARIES: HOW SELF-LEADERSHIP AND DIGITAL COMPETENCY DRIVE JOB PERFORMANCE AMONG DIGITAL NOMADS

Thursday, April 2, 2026

1:00 PM Oceanview 4

As work transcends physical boundaries, digital nomads represent a new paradigm of autonomous, self-directed professionals. This study examines how self-leadership, self-efficacy, digital work competency, and task autonomy collectively shape job performance in boundaryless work environments. Grounded in self-regulation and organizational behavior theories, the research explores both the empowering and fatiguing aspects of digital work. The findings are expected to advance understanding of how individuals sustain motivation and productivity beyond traditional structures, offering practical implications for organizations seeking to enhance engagement, leadership effectiveness, and performance in flexible, technology-enabled workplaces.

Paper ID: 66 BRIDGING INNOVATION ACROSS DIVIDES: A QUALITATIVE STUDY OF UNIVERSITY STARTUP INCUBATORS IN DIFFERENT ECONOMICAL ZONES

Wednesday, April 1, 2026

8:00 AM Oceanview 2

This qualitative study explores how university startup incubators (USIs) function within economically disadvantaged and advantaged communities. Using consensual qualitative research (CQR), we interviewed fifteen incubator directors to examine how environmental contexts shape resource acquisition, collaboration, and incubation practices. Findings reveal five interrelated themes describing how incubators in resource-poor settings act as trust-builders, mentors, and bridges to external networks, whereas those in advantaged regions operate as accelerators of established ecosystems. The study extends resource dependence and social capital theories while offering actionable insights for universities and policymakers seeking inclusive entrepreneurial development across economic divides.

Paper ID: 67 PREDICTING ORGAN CONVERSION AND YIELD IN HEART, LUNG, LIVER, AND KIDNEY TRANSPLANTS USING STACKING ENSEMBLE MODELS FOR DECISION SUPPORT

Thursday, April 2, 2026

8:00 AM Oceanview 2

We develop ensemble learning models to evaluate organ conversion and organ yield in heart, lung, liver, and kidney transplantation. Conversion indicates whether a procured organ is designated for transplant, and yield indicates whether it is successfully transplanted. Using United Network for Organ Sharing data, we train 16 ensemble models with 15 base algorithms and one meta-learner. Features include donor demographics, clinical status, behavioral factors, and procedural factors. Feature selection uses Chi-square tests for categorical variables and Random Forest importance for continuous variables. Ensembles outperform individual models, with accuracy from 87 percent for heart conversion to 98 percent for liver conversion.

Paper ID: 68 OPTIMIZING PATIENT OUTCOMES AND RESOURCE ALLOCATION: PREDICTING HOSPITAL STAY DURATION IN LUNG AND HEART TRANSPLANT RECIPIENTS USING ENSEMBLE LEARNING METHOD

Thursday, April 2, 2026

8:00 AM Oceanview 2

WE DEVELOP AN ENSEMBLE META-STACKED MODEL TO PREDICT HOSPITAL LENGTH OF STAY FOLLOWING LUNG AND HEART TRANSPLANTATION. PROLONGED STAYS INCREASE COST AND STRAIN CAPACITY, SO FORECASTS INFORM PLANNING AND MANAGEMENT. USING UNITED NETWORK FOR ORGAN SHARING DATA, WE INCLUDE CLINICAL, DEMOGRAPHIC, AND LOGISTICAL PREDICTORS. BASE LEARNERS INCLUDE MULTIPLE LINEAR REGRESSION, SUPPORT VECTOR MACHINES, GRADIENT BOOSTING, ARTIFICIAL NEURAL NETWORKS, AND RANDOM FORESTS. A LOGISTIC REGRESSION META LEARNER COMBINES PREDICTIONS. WE ADD DONOR-RECIPIENT GENDER MATCH AND ETHNICITY MATCH VARIABLES AND USE BORUTA FOR FEATURE SELECTION. ROOT MEAN SQUARE ERROR IS ABOUT 1.33 DAYS FOR THE HEART AND 1.50 DAYS FOR THE LUNG.

Paper ID: 69 FISCAL TRANSPARENCY AND BALLOT OUTCOMES: EVIDENCE FROM BART AND LA METRO

Thursday, April 2, 2026

10:00 AM Oceanview 4

Public transit investments generate far-reaching economic benefits that are not always visible to voters. Understanding how transit agencies communicate these benefits and engage the public in their financial performance is crucial for passing ballot measures that support transit services. This study examines the relationship between transit agencies' fiscally transparent communication, ballot outcomes, and fiscal health. Using data from the American Public Transportation Association's ballot records, transit agencies' financial reports, and social media analytics, we conduct a mixed-methods comparative case study of Bay Area Rapid Transit (BART) and the Los Angeles County Metropolitan Transportation Authority (LA Metro) in California. The study highlights the role of transparency in fostering broad public support and financial stability.

Paper ID: 70 FAME OR FLAW? UNDERSTANDING THE DUAL ROLE OF CELEBRITY ENTREPRENEURS IN VENTURE PERFORMANCE

Wednesday, April 1, 2026

8:00 AM Oceanview 2

We develop a two-theory account of celebrity entrepreneurship that explains why fame can both enhance and undermine new venture performance. Using Bourdieu's practice theory, we conceptualize celebrity status as a portfolio of convertible capital—economic, cultural, social, symbolic, political, and reputational—that accelerates legitimacy, resource access, and market fit. Using attribution theory, we explain how media-driven and self-serving attributions heighten overconfidence, overoptimism, narcissism, and arrogance that impair judgment. Prior business experience conditions both routes. Six propositions specify mechanisms and boundary conditions, advancing a coherent agenda for future inquiry and practical guidance for celebrity founders, investors, and ecosystem actors

Paper ID: 71 A FORESIGHTED NEWSVENDOR APPROACH FOR DYNAMIC INVENTORY MANAGEMENT

Thursday, April 2, 2026

8:00 AM Oceanview 3

In this paper, we introduce a new approach for computing base-stock levels in periodic-review inventory systems with dynamic economic parameters and demand. The proposed method produces a newsvendor-like formula that yields approximately optimal base-stock levels. Compared with a dynamic programming-based approach, it offers substantial reductions in computation time. Moreover, unlike the newsvendor formula obtained from a myopic approximation, our formula explicitly incorporates both future demand and cost dynamics.

Paper ID: 72 DIGITAL TRANSFORMATION AND COST BEHAVIOR: AN EMPIRICAL ANALYSIS ACROSS TECHNOLOGY LEVELS

Wednesday, April 1, 2026

8:00 AM Oceanview 1

The technological advancements of artificial intelligence, machine learning, and blockchain have significantly impacted the business world. These technologies have not only enabled the emergence of new businesses such as Duolingo and Uber, and innovations like Bitcoin and Ethereum, but also created new opportunities and reshaped the landscape for all businesses, with varying impacts. Many firms have adopted these technologies in their primary operations, enabling the digital transformation of core business functions to become more efficient and value-creating—for example, the digitalization of retailers, financial technology (FinTech) in financial services, and Industry 4.0 in manufacturing and industrial processes.

Paper ID: 73 CEO PAY TIED TO ESG METRICS: AN EMPIRICAL ANALYSIS

Thursday, April 2, 2026

10:00 AM Oceanview 1

In this paper, we study the effect of incorporating ESG metrics in executive compensation on ESG and risk-return performance of the firm. Using a unique database collected from DEF 14A filings by Equilar Inc., we examined 151 S&P 500 firms from 2020 to 2023. Our findings suggest that companies linking CEO pay to ESG metrics tend to improve their ESG scores, particularly environmental scores, with significant economic effects, while governance scores are influenced more by structural factors such as board size, CEO duality, tenure, and leverage. However, there is no statistically significant relationship between excess returns and the CEO's ESG compensation component.

Paper ID: 74 WEIGHTED FEDERATED LEARNING WITH MULTI-AGENT DEEP REINFORCEMENT MODULES FOR DECENTRALIZED V2X RESOURCE ALLOCATION

Friday, April 3, 2026

10:00 AM Oceanview 3

This paper proposes a decentralized resource-allocation framework for V2X that couples multi-agent deep reinforcement learning with weighted federated averaging. Each V2V link is modeled as a Double DQN agent that jointly selects a spectrum sub-band and a transmit-power level. At the same time, a base station periodically aggregates client models using loss-aware weights to mitigate non-IID heterogeneity. In 3GPP-aligned urban cellular scenarios, our method improves the capacity-reliability frontier, raising the V2I sum capacity and sustaining high V2V delivery. As traffic density and payload size increase, it outperforms single-agent DRL, non-federated MARL, and a random baseline. To reduce communication cost, we further adopt selective participation that aggregates only the top-p% clients each round, achieving substantial uplink savings with minimal accuracy loss. These results indicate a scalable, privacy-preserving approach to spectrum-and-power control for dynamic vehicular networks.

Paper ID: 75 MARKETING JOSEKIS: A GO-BASED FRAMEWORK FOR STRATEGIC MARKETING DECISION-MAKING

Wednesday, April 1, 2026

10:00 AM Oceanview 2

The strategic depth of the ancient game of Go offers powerful insights into complex decision-making and competition—core challenges in marketing strategy. This study introduces Marketing Josekis: standardized, Go-inspired sequences of marketing actions suited to specific strategic contexts. The Marketing Joseki Framework translates Go's tactical principles into structured yet adaptive marketing models applicable to product launches, market entry, crisis management, and customer retention. This framework bridges strategic reasoning and decision modeling, offering a novel approach that enhances both conceptual understanding and practical guidance for marketers in dynamic competitive environments.

Paper ID: 76 THE RISE OF THE FREE-RANGE CONSUMER: IMPACTS ON MARKETING STRATEGY

Wednesday, April 1, 2026

10:00 AM Oceanview 2

A sample of mostly young consumers is utilized to examine how characteristics of consumers with increased tendencies toward free-range consumption are impacted. This study postulates that free-range consumers will have less of a tendency toward several characteristics – collectivism, religiosity, conformity motivation, and risk aversion. Conversely, free-range consumers will have an increased tendency toward other characteristics – cultural openness, entitlement, exploitativeness, innovativeness, materialism, aggression, and self-esteem. A research model offers a set of hypotheses to test these relationships. Statistica analyses reveal support for most relationships hypothesized.

Paper ID: 77 UPWARD INFLUENCE: AN ACTIVITY ON HOW TO INFLUENCE ONE'S SUPERIORS

Wednesday, April 1, 2026

3:00 PM Oceanview 1

This paper describes an activity in the art and skill of upward influence or influencing one's boss. Following a short explanation of the basic concept, the paper shifts to a discussion of influence and influence tactics: the tools of upward influence. The paper then lays out four strategies for approaching one's boss with an intent to influence, based on a Wall Street Journal article by Weisinger & Lobsenz (1998). A classroom activity for implementing the strategies is then described. The paper includes both an appendix on influence tactics and an appendix that includes six scenarios for implementing the activity. Keywords: Upward influence

Paper ID: 78 TEACHING MARKET BASKET ANALYSIS: A DATA-DRIVEN EXERCISE FOR MARKETING ANALYTICS COURSE

Wednesday, April 1, 2026

3:00 PM Oceanview 4

This teaching case presents an experiential learning activity that helps students understand and apply Market Basket Analysis (MBA) using real-world retail data. Using the Apriori algorithm, students analyze customer transaction data to identify frequent itemsets and interpret support, confidence, and lift to generate actionable marketing insights. The case uses a publicly available grocery dataset and guides students in translating analytical results into strategies such as product bundling, cross-selling, and shelf placement decisions. Designed for marketing analytics courses, the case supports AACSB learning goals related to data literacy, critical thinking, and applied marketing decision-making, with instructor guidance and assessment suggestions included.

Paper ID: 79 THE IMPACT OF CORPORATE DIGITAL RESPONSIBILITY PRACTICES ON WORKPLACE TECHNOSTRESS DURING DIGITAL TRANSFORMATION

Thursday, April 2, 2026

10:00 AM Oceanview 2

This paper investigates how Corporate Digital Responsibility (CDR) practices can mitigate workplace technostress amid rapid organizational digitalization. Drawing on interdisciplinary literature, we propose a conceptual model linking four key CDR factors, data privacy policies, digital disconnection practices, ethical technology monitoring, and digital literacy support, to reduced technostress among employees. By integrating psychological, organizational, technical, and ethical perspectives, this research advances understanding of CDR as an organizational resource to reduce technostress. The paper highlights the strategic value of human-centered digital practices for employee well-being and by extension, organizational success.

Paper ID: 80 DO TELEWORKERS USE MORE REMOTE SERVICES? EVIDENCE FROM A CALIFORNIA-WIDE SURVEY

Thursday, April 2, 2026

10:00 AM Oceanview 4

Usage of telework and remote services such as e-commerce, online delivery services, distance learning, and telehealth shifted significantly during the COVID-19 pandemic, raising questions about their relationship. This study contributes to recent literature by analyzing results from a 2,000+ response survey of California working adults during May and June 2025. Survey responses suggest that working from home has declined more than other remote services in the past year, but remains a major shift since the pandemic began. Online retail and leisure activities saw sustained increases, with around one third of respondents shopping online more and one quarter increasing online leisure time. Growth in telehealth, grocery delivery, and online education was modest. Online shopping did not reduce trips for some people, though many reported it reduced some of their trips. Work and non-work travel have largely stabilized or slightly declined; visits to restaurants, bars, and retail stores have decreased for many. Further analysis exploring the factors influencing the likelihood (binary regression model) and frequency (Poisson regression model) of engaging in online activity over the past 30 days suggests that telework is positively associated with remote service usage, both in total and across all measures (online retail, groceries, and meals, distance learning, and telehealth). These findings highlight the dynamic and spatial nature of travel behavior and its dependence on broader economic and social shifts. Policymakers and managers should thus evaluate the interacting influences of WFH, ecommerce, and demographic status by region on travel behavior and VMT, paying particular attention to ecommerce types.

Paper ID: 81 ELIMINATING THE CHEVRON DEFERENCE DOCTRINE: REDEFINING THE INHERENT AUTHORITY OF FEDERAL AGENCIES TO INTERPRET APPLICABLE STATUTORY LAW

Friday, April 3, 2026

10:00 AM Oceanview 4

On June 28, 2024, the U.S. Supreme Court in *Loper Bright Enterprises v. Raimondo*, Secretary of Commerce, made a historic decision. The Court overturned the long-standing Chevron deference doctrine, a principle that had guided federal courts in upholding federal agency interpretations of ambiguous statutes if those interpretations were reasonable. This doctrine, which had been in place for decades, dictated that if a federal agency provided a reasonable understanding of a law passed by Congress, the courts were required to defer to the Agency's interpretation. The Court's decision to eliminate this doctrine marks a significant shift in the inherent authority of federal agencies to interpret applicable statutory law. Federal courts will now exercise independent judgment when interpreting statutes, thereby weakening regulatory agencies' power and potentially increasing the number of legal challenges to agency actions across various government sectors. This research paper examines the foundations of the Chevron Doctrine, the Court's rationale for its reversal, and the significant legal implications of that reversal. It reviews those cases that have followed the *Loper Bright Enterprises* decision and its continuing influence on federal regulatory agencies.

Paper ID: 82 ACCOUNTING CLASSES UTILIZATION OF EDUCATIONAL RESOURCES

Thursday, April 2, 2026

8:00 AM Oceanview 1

The intention of this paper is to discuss the application and implementation of education theories by utilizing medical education techniques and learning methods in the accounting classes involving undergraduate and graduate courses. Specific course adaptations incorporate team-based learning, problem-based learning, flipped classroom learning, and virtual environments that involve AACSB's learner-to-learner and faculty-to-learner engagement opportunities. The classroom techniques include assignments, content, group efforts, work assignments, homework requirements, desired accounting products, and evaluation for various applications. Technical, communication, teamwork and decision-making proficiencies are explored. Proposed learning techniques presented within the discussion can easily be incorporated into existing class formats and time constraints without major disruptions.

Paper ID: 83 A DIGITAL TWIN APPROACH TO THE INTEGRATED AIRLINERECOVERY PROBLEM

Friday, April 3, 2026

10:00 AM Oceanview 3

The airline industry is a critical enabler of global connectivity and economic activity, yet it remains highly vulnerable to disruptions from weather, maintenance, and system delays. The integrated airline recovery problem (IARP) addresses the restoration of flight schedules, crew assignments, and passenger itineraries following such disruptions. This paper develops a stochastic simulation-based Digital Twin (DT) framework to support real-time airline recovery within the Airline Operations Control Center (AOCC). Major findings show that (1) the proposed simulation captures stochastic passenger and aircraft flows under dynamic disruptions, (2) the DT framework enables near real-time synchronization between physical and digital models, and (3) integrated recovery across aircraft and passengers improves both operational resilience and passenger service outcomes. The study contributes to both the airline operations and DT research domains by bridging decision-support modeling and real-world implementation needs.

Paper ID: 84 FROM DETECTION TO DECISION: USING EXPLAINABLE AI FOR TRANSPARENT FRAUD ANALYTICS

Wednesday, April 1, 2026

1:00 PM Oceanview 1

This study explores how Explainable AI (XAI) can enhance fraud detection and decision support in financial analytics. We develop two supervised machine learning models using XGBoost and Random Forest classification techniques and apply them to the Advanced Transaction Fraud Analysis dataset to classify transactions as either fraudulent or legitimate. Class imbalance is managed through targeted resampling. Shapley Additive exPlanations (SHAP) is applied to promote transparency and managerial understanding, explaining how key features of the dataset influence each fraud prediction. The findings show that explainable AI strengthens decision quality and builds trust, contributing to more responsible AI use in financial decision-making.

Paper ID: 85 THE AFFECTION OF GOVERNMENT ENVIRONMENTAL ATTENTION TO GREEN TECHNOLOGY INNOVATION?

Thursday, April 2, 2026

8:00 AM Oceanview 4

This study aims to explore the relationship between and by using city-level panel data from 2004 to 2020 in China. According to theoretical analysis and empirical tests, we examine how, and through what influencing mechanisms, affects the development and adoption of . Our study highlights the importance of government attention to environmental issues in promoting . Our findings contribute to a better understanding of the relationship between and , ultimately provide policy enlightenment for achieving sustainable low-carbon development.

Paper ID: 86 AIRBNB

Wednesday, April 1, 2026

8:00 AM Oceanview 2

This case study examines the rise of Airbnb from modest beginnings renting an air mattress in a San Francisco apartment to becoming a global provider of lodging and travel experiences. Through its safe and reliable platform, Airbnb connects potential guests with hosts offering short-term accommodations around the world. Since its launch in 2008, the company has grown into a globally recognized brand. Their success story illustrates how a simple idea can evolve into an entrepreneurial venture and ultimately into a transformative global business.

Paper ID: 87 FROM FIT TO FAVORABLE: ANALYZING THE ALIGNMENT OF VIRTUAL REALITY GUIDE APPLICATIONS WITH TOURIST TASKS

Thursday, April 2, 2026

10:00 AM Oceanview 3

This study develops a conceptualization of escapism experiences facilitated by VR technology, and introduces an entirely new model by integrating the technology acceptance model (TAM) and task-technology fit (TTF) model. Besides, this study extends the construct of perceived usefulness by considering the technological attributes of VR technology and including augmentation and interactivity as antecedents of perceived usefulness. An analysis of data collected from 328 visitors of the VR guide application revealed that perceived usefulness exerted positive effects on escapism experiences and adoption intention and that perceived ease of use had a positive effect on adoption intention whereas escapism experiences did not. TTF affected perceived usefulness and perceived ease of use significantly. In addition, augmentation and interactivity demonstrated positive effects on perceived usefulness.

Paper ID: 88 DEVELOPING A MANAGED VOLATILITY STRATEGY FOR BEACH INVESTMENT GROUP: A CASE STUDY

Friday, April 3, 2026

10:00 AM Oceanview 1

The increase in financial market volatility over the past quarter of a century suggests that portfolio management approaches that focus more on the risk side rather than the return side of the portfolio management equation should become increasingly important. One such approach is what is known as managed volatility. Managed volatility centers the portfolio's volatility around a set target, thus decreasing overall volatility and henceforth risk. This approach is often used in conjunction with covered call writing. The addition of these two strategies to an overall portfolio can add substantial value by increasing returns while reducing risk. In this paper, we explore whether and how such an approach could be implemented and applied to portfolios managed by the Beach Investment Group at CSULB and some of the ways that this implementation would differ across the BIG-managed portfolios and how such an implementation may differ from that followed for professionally managed portfolios.

Paper ID: 90 DO BALANCE SHEETS MISREPRESENT SHAREHOLDERS' CLAIMS TO ASSETS? EVIDENCE FROM CORPORATE, PROPERTY, AND AGENCY LAW

Thursday, April 2, 2026

8:00 AM Oceanview 1

ABSTRACT This paper asks whether the balance sheet required by GAAP and IFRS faithfully represents shareholders' claims to net assets insofar as those standards equate them with a proprietor's. Using a comparative analysis of corporate, property, and agency law, the study shows that shareholders have weaker rights and duties of ownership in net assets than a proprietor's. Accordingly, the proprietary balance sheet lacks representational faithfulness to the extent it presents shareholders' ownership claims to net assets as equivalent to a proprietor's. This paper proposes a balance sheet that classifies right-side accounts as sources of assets—debt as Liabilities, proceeds from share issuance as Equity, and cumulative profits and losses, net of dividends and other distributions, as Retained Earnings. By representing claims more accurately, the proposed balance sheet clarifies the institutional legitimacy of corporate governance.

Paper ID: 92 FROM RELATIONAL TO OBJECT-ORIENTED: ADVANCING THE REA MODEL FOR MODERN ACCOUNTING INFORMATION SYSTEMS

Wednesday, April 1, 2026

8:00 AM Oceanview 1

This study advances a generalized object-oriented framework for the design of accounting information systems (AIS), extending and refining the Resources–Events–Agents (REA) model initially developed by McCarthy (1982). Traditional relational database approaches have been limited in their ability to represent the semantic richness of economic phenomena, often resulting in redundancy, inefficiency, and weak internal controls. Object-oriented database technology, by contrast, provides greater alignment between conceptual and physical models through encapsulation, inheritance, and polymorphism. Integrating these principles with the REA framework enables more faithful representation of resources, events, and agents, while strengthening system reliability and auditability. The analysis highlights the advantages of abstraction and inheritance in reducing redundancy and improving data integrity, as well as the role of encapsulation in enhancing access control and mitigating audit risk. The study suggests that an object-oriented REA framework offers improved efficiency, scalability, and internal control relative to traditional approaches, and provides a basis for incorporating temporal dimensions to support advanced decision-making.

Paper ID: 93 INVENTORY DECISIONS FOR LIMITED SHELF-LIFE PRODUCTS UNDER IN-TRANSIT LOSS AND NATURAL DECAY

Thursday, April 2, 2026

1:00 PM Oceanview 3

This paper investigates procurement and inventory decisions for limited shelf-life products facing in-transit loss (with the loss factor α) and natural decay (loss factor β). Employing an extended newsvendor framework, the research examines how these dual sources of circulation loss influence optimal stocking policies under different structures of decision-making authority – specifically, vendor-managed inventory (VMI) versus retailer-managed inventory (RMI) – and loss responsibility between business partners. In this setting, the vendor bears full responsibility for in-transit loss arising from mishandling and transportation conditions, while all quality-related deterioration losses, including natural decay, are transferred to the retailer upon delivery of the goods. Under the traditional RMI arrangement, the predominance of one type of loss over the other often results in significant inefficiencies and suboptimal supply chain performance. In contrast, when a VMI system is implemented, stocking decisions become better aligned and coordinated, particularly when in-transit loss dominates natural decay. The study further demonstrates that an incentive-aligned allocation of goodwill loss penalties between business partners influences stocking behaviour. Together with the circulation loss factors, these shared goodwill loss penalties jointly determine the desired service level and overall system performance. The findings offer managerial insights into coordinating inventory decisions for critical perishable items, such as vaccines, blood products, and fresh produce, contributing to both theoretical and practical understandings of perishability-driven supply chain management.

Paper ID: 94 MACHINE LEARNING FOR DEMAND FORECASTING AND INVENTORY OPTIMIZATION IN SUSTAINABLE SUPPLY CHAINS

Thursday, April 2, 2026

8:00 AM Oceanview 4

This study presents a machine learning approach to support sustainable decision making in retail supply chains. Using retail sales data, interpretable models forecast weekly product demand while identifying key demand drivers through analysis. The forecasts inform an inventory simulation that balances service levels, costs, and waste reduction. Results show that models enhance both forecast accuracy and managerial trust, leading to more sustainable stocking and replenishment decisions. The research contributes a transparent, data-driven framework aligning machine learning–based decision intelligence with sustainability goals in retail operations.

Paper ID: 95 GENDER DIVERSITY IN SUPPLY CHAIN LEADERSHIP AND FIRM PERFORMANCE: THE MEDIATING ROLE OF SUPPLIER DIVERSITY AND THE MODERATING EFFECT OF ORGANISATIONAL CULTURE IN GHANAIAN MANUFACTURING FIRMS

Wednesday, April 1, 2026

3:00 PM Oceanview 3

This paper examines how gender diversity in supply chain leadership affects the performance of manufacturing firms in Ghana, with supplier diversity and organisational culture serving as mediators and moderators, respectively. Drawing on upper echelons theory and resource dependence theory, the study employs a quantitative research design with data from 400 supply chain executives and analyses them using structural equation modelling (SEM-PLS). The findings indicate that gender diversity in leadership markedly improves firm performance in terms of cost efficiency, quality, and innovation metrics ($\beta = 0.645$, $p < 0.001$). Supplier diversity partially mediates this relationship ($\beta = 0.576$, $p < 0.001$) by fostering resilience and innovation through inclusive sourcing networks. Simultaneously, organisational culture has a slight moderating effect ($\beta = -0.033$, $p = 0.008$), enhancing the advantages of diversity in inclusive cultural contexts. The study contributes to the literature by linking leadership demographics to external resource configurations, demonstrating that diversity is not merely an ethical imperative but also a strategic enabler of performance in emerging-market supply chains.

Paper ID: 96 INDIVIDUAL ANALYST'S REACTION IN FORECAST REVISION TO SURPRISE NEWS

Thursday, April 2, 2026

8:00 AM Oceanview 1

In this study, we examine whether analysts overreact or underreact in revising earnings forecasts in response to surprise news. The surprise news is classified as either good or bad, based on changes from analysts' own prior forecasts relative to consensus estimates. We use the error of forecast revision—measured as the difference between forecast revisions and actual earnings—as an indicator of analysts' behavioral response. Using the data from U.S. firms between 2018 and 2022, we find that analysts overreact to surprise good news and underreact to surprise bad news, a finding consistent with Beyer's (2008) theory that the analyst tries to downward the forecast and correct the optimism prior to the forecast. However, this asymmetric response is nuanced. Overreaction is moderated when analysts face high-innovation reversal good news, whereas underreaction becomes more pronounced with high-innovation reversal bad news. In addition, both overreaction and underreaction diminish in magnitude as forecast revisions approach earnings announcement dates, suggesting that analysts issue more accurate revisions when they have access to more timely information.

Paper ID: 97 INTEGRATING BEHAVIORAL HEALTH: AN ECOLOGICAL SYSTEMS APPROACH

Wednesday, April 1, 2026

10:00 AM Oceanview 3

Integrated behavioral healthcare offers a promising model to bridge the divide between mental and physical health services, yet its implementation in the United States remains complex. This paper applies Ecological Systems Theory to examine how individual, organizational, and policy environments interact to shape integrated care delivery. At the microsystem level, patient-provider relationships and team-based care models directly influence clinical outcomes and patient engagement. Broader system levels highlight how policy, financing structures, and workforce dynamics affect the sustainability of integrated care. By identifying both barriers and facilitators, this ecological perspective underscores the need for coordinated, culturally responsive, and provider-driven strategies to advance effective behavioral health integration.

Paper ID: 98 OPTIMAL QUALITY DESIGN OF SMART TECHNOLOGIES FOR PORT DIGITALIZATION: THE ROLE OF PORT GOVERNANCE

Wednesday, April 1, 2026

1:00 PM Oceanview 3

Smart ports enhance operational efficiency through innovative data-driven technologies. A key strategic issue in their digitalization is determining the optimal quality level of adopted technologies. This paper analyzes optimal quality design under two port governance frameworks: one profit-driven and the other welfare-oriented. Using game-theoretic models, we examine how governance structures influence quality decisions and port performance. The profit-maximizing model shows both parties align on the same quality level to maximize synergy, while the welfare-maximizing model reveals higher quality investments, with the port authority overinvesting to enhance social welfare. The findings highlight governance as a key driver of effective port digitalization.

Paper ID: 99 FORECASTING CRYPTOCURRENCY PRICES BY INTEGRATING MARKET SENTIMENT AND HISTORICAL DATA

Friday, April 3, 2026

10:00 AM Oceanview 1

ABSTRACT This paper investigates whether integrating market sentiment with historical data improves cryptocurrency price forecasting accuracy. We propose a hybrid modeling framework that incorporates Bitcoin's historical price data with textual features extracted from financial news using a range of techniques including LDA, NMF, BERTopic for topic modeling, and TextBlob, VADER, and FinBERT for sentiment. Our methodology systematically compares sentiment-enhanced deep learning models (Bidirectional LSTM, GRU, Transformer-based models) against traditional price-only benchmarks (ARIMA, baseline LSTM). We will discuss preliminary findings on models incorporating topic and sentiment features compared to those relying solely on historical prices, providing empirical evidence for the value of topic and sentiment analysis in cryptocurrency market prediction. Keywords: Cryptocurrency Price Forecasting, Sentiment Analysis, Topic Modeling, Deep Learning, FinBERT

Paper ID: 100 EXPLORING CONSUMER PREFERENCES FOR LOCAL FOOD IN SUPERMARKETS

Wednesday, April 1, 2026

8:00 AM Oceanview 4

This study investigates consumer perceptions and preferences regarding the availability of local food in supermarkets and aims to formulate strategies for the grocery industry to better meet these consumer needs. A questionnaire was created and distributed to 2,276 panel participants for an online survey. Out of these, 1,465 individuals completed at least 85% of the survey, resulting in a 64.4% response rate. The findings revealed that 75% of respondents occasionally (52.2%) or always (22.9%) purchase locally grown or produced foods, while 14% reported that they are unaware or do not pay attention to the origins of their food. The primary motivations for purchasing local foods were to "support the local economy" (73.9%) and "support farmers" (72.2%), followed by considerations for "sustainability" (46.1%) and "food safety" (36.6%). Price (66.3%) and items being "on sale" (44.8%) were identified as the most significant factors influencing their decisions to buy local foods, alongside the presence of informational signage (34.5%). Keywords: local foods, grocery shopping, supermarket, consumer preference

Paper ID: 101 BOARD EMOTION AND IT EXECUTIVE COMPENSATION

Thursday, April 2, 2026

10:00 AM Oceanview 2

Senior IT executives such as CIO are agents hired by firms' boards of director on behalf shareholders to manage organizational IT resources and develop IT strategies that are strongly tied with firms' performances. Boards of directors often rely on compensation as incentives on guiding the behaviors of senior IT executives. It has been found that the CIO compensation continues to rise year over year, along with the changing of their package structures (Shein 2024). In practices, board of directors are human beings who are likely to make decisions "inherently affective in nature." (De Keyser, Guiette, Vandenboom, 2021). Executives can also exercise their managerial power over internal directors to pursue self-interest, including obtaining large pay (Grabke-Rundell and Gomez-Mejia, 2002). This paper seeks to explore the role of board of directions emotion in IT executive compensation decisions, and the managerial power IT executive can exercise to offset the impacts of board emotion. With a unique dataset combining multiple data sources, we identified 170 firm samples from 8 industries and collected their 2023 CIO compensation and cooperate annual reports data. A sentimental analysis is conducted on the annual reports to generate board emotion scores. Their association with IT executive compensation is then tested among samples. The results show that board emotion is associated with IT executive compensation and that association is moderated by IT executive's organizational structure power. The paper is the first study investigating irrational aspect of IT executive compensation in IS literature.

Paper ID: 102 INFORMATION DISCLOSURE, POLYCENTRIC COLLABORATIVE GOVERNANCE, AND CORPORATE ENVIRONMENTAL BEHAVIOR: A MACHINE-LEARNING-BASED EVALUATION OF ENVIRONMENTAL INFORMATION DISCLOSURE POLICY

Thursday, April 2, 2026

1:00 PM Oceanview 4

This study examines how information-based environmental governance institutions influence green technological innovation by leveraging China's Environmental Information Disclosure (EID) pilot as a quasi-natural experiment. We conceptualize EID not merely as a transparency policy, but as a digital information management mechanism that reconfigures strategic interactions among governments, firms, and the public. Drawing on a panel dataset covering 284 prefecture-level cities (2004-2018) and A-share listed firms (2008-2021), we develop a dynamic evolutionary game model to capture how disclosure-driven governance incentives evolve across actors. Empirically, we apply Double Machine Learning (DML) to estimate the causal effect of EID on green innovation, finding that pilot cities exhibit significantly greater improvements in green patenting. We further employ Doubly Debiased LASSO and causal path analysis to uncover a triadic mechanism: increased governmental attention → administrative enforcement and media pressure → public petitions and legislative initiatives → strengthened corporate environmental responsibility. Among these, government actions exhibit the strongest marginal effect, followed by public oversight and firm-level compliance. Finally, moderation analysis reveals that the strength of local environmental legal institutions significantly conditions policy effectiveness. These findings provide new insights into how information disclosure-as-a governance infrastructure-mobilizes distributed actors and enables polycentric coordination to promote sustainable innovation.

Paper ID: 103 USING AI MODELS TO ADDRESS PEDIATRIC TYPE 1 DIABETES-RELATED CARE DISPARITIES WITH EHR DATA

Thursday, April 2, 2026

8:00 AM Oceanview 2

Type 1 Diabetes care for pediatric patients is a continuous challenge in public health domain, due to uneven medical resource access and discrepancies of treatment quality. Based on health disparity theory and predictive analytics principles, equity-oriented models with electronic health record (EHR) data might be able to identify children most at risk of poor glycemic control, especially for those underserved populations. To validate this statement, we plan to train AI model with clinical, demographic, and behavioral data, and further develop personalized risk profiles. Leveraging EHR data from 2018 to 2023 among multiple hospitals, we plan to deploy logistic regression, random forest, and deep learning techniques to prognosticate adverse outcomes and facilitate timely, equitable care.

Paper ID: 104 SETTING THE AGENDA: USING EXECUTIVE DISASTER DECLARATIONS TO FIGHT THE OPIOID EPIDEMIC

Wednesday, April 1, 2026

10:00 AM Oceanview 3

In the throes of a national opioid epidemic, executives in eight states used their emergency declaration powers in novel way, acting as political entrepreneurs to raise the salience of this issue for their legislatures. In the parlance of the Multiple Streams Framework, this action ripened the political stream and opened a window for coupling. In this article, we present a case comparison of eight states that issued opioid emergency declarations from 2014 to 2018. We explore how the pandemic further shaped executive disaster powers, the implications for such agenda setting in the future, and implications of this novel use of power for other public health crises like obesity and suicide.

Paper ID: 105 AI: HOW WILL IT AFFECT PRODUCTIVITY GROWTH IN HEALTHCARE?

Friday, April 3, 2026

8:00 AM Oceanview 2

Artificial Intelligence (AI) has been described by some as a revolutionary technology that will transform how organizations function. Many of the first applications of AI have been in healthcare. Will AI transform healthcare improving patient outcomes and lowering costs? This paper explores that question focusing on how AI may affect productivity in the healthcare system. It examines the history of productivity growth in global healthcare with particular emphasis on the U.S. How the unique culture of healthcare organizations will influence the deployment of AI is considered as well as the "productivity paradox" of limited effect of new technologies on productivity growth. Use cases of AI for various purposes in healthcare are presented and some conclusions drawn about the potential of AI to improve healthcare productivity growth.

Paper ID: 106 WHO WAS SWIMMING NAKED WHEN THE TIDE WENT OUT? ESG RESPONSES TO FINANCIAL SHOCKS

Friday, April 3, 2026

8:00 AM Oceanview 1

This paper investigates whether corporate environmental, social, and governance (ESG) activities are discretionary outlays or long-term commitments by exploiting local bank failures as plausibly exogenous shocks to financing conditions. Using a difference-in-differences design on 29,830 U.S. firm-year observations from 2002–2023, we find that firms, on average, scale back ESG activities following local bank failures, consistent with ESG often being treated as discretionary spending under financial pressure. However, the response is highly heterogeneous. Firms with stronger pre-shock ESG performance, narrower talk–action gaps, favorable employee sentiment, reputational strength, and adherence to standardized reporting frameworks exhibit greater resilience, while firms engaging in greenwashing reduce ESG activities more sharply. Robustness tests using corporate donations confirm that more flexible forms of ESG spending are cut first. We further show that financial consequences depend on ESG authenticity: although debt financing contracts significantly after bank failures, authentically high-ESG firms retain superior access to credit, whereas symbolic performers face pronounced financing declines. These findings highlight financial shocks as an effective stress test for ESG authenticity, demonstrating that genuine commitments enhance resilience and financing capacity, while superficial practices collapse under strain. Our study contributes to the literature on financial constraints, ESG authenticity, and corporate finance by providing novel evidence on when ESG is curtailed and when it is preserved, offering insights for investors, regulators, and policymakers seeking to distinguish substantive ESG strategies from symbolic compliance.

Paper ID: 107 FROM IDENTITY TO TRUST: A REVIEW AND RESEARCH AGENDA FOR SELF-SOVEREIGN IDENTITY AND VERIFIABLE CREDENTIALS FOR THE DIGITAL ECONOMY

Thursday, April 2, 2026

10:00 AM Oceanview 2

Self-sovereign identity (SSI) and verifiable credential (VC) technologies are increasingly drawing interest from research and business communities. However, confusion remains around key terms—SSI, VC, and decentralized identity—and how they connect. This paper offers a critical literature review of SSI research and highlights four key insights. First, it traces the history of identity and credential systems to explain why VCs are gaining importance. Second, it clarifies core terminology. Third, it identifies three main gaps: knowledge (inconsistent definitions), implementation (few real-world examples versus broad proposals and potential applications), and inspiration (technical goals versus social and institutional challenges). These gaps present significant opportunities for future research and innovation in business.

Paper ID: 108 DO HANDWRITTEN NOTES ASSIGNMENTS HELP COLLEGE STUDENTS? EXPLORING A REVERSE INNOVATION

Thursday, April 2, 2026

1:00 PM Oceanview 2

Students in an undergraduate capstone course were given assignments to submit handwritten notes on eight chapters assigned for reading and discussion during the semester. These assignments were a substitute for attendance grades in regular classes and weekly check-ins for online classes. The research question is whether students found these assignments helpful. To answer the question, student comments on the end of semester Student Rating of Instruction, which are anonymous and voluntary, were analyzed for sentiments expressed specifically about the chapter notes assignments. An overwhelming majority of specific comments about the assignments show a positive sentiment.

Paper ID: 109 NAVIGATING CANADA'S CLEAN ENERGY TRANSITION: A COMPARISON WITH THE USA

Wednesday, April 1, 2026

8:00 AM Oceanview 4

Canada's energy transition has achieved notable progress, ranking 8th globally in clean energy investment (\$35 billion USD in 2024), with an 83% non-emitting electricity grid and 46% growth in renewable capacity (2019–2024). Yet significant obstacles remain, such as infrastructure limitations, seasonal storage challenges, and regulatory fragmentation across provinces, which threaten the achievement of the 2035 net-zero electricity target. Comparative analysis with the United States reveals that both nations face similar multi-jurisdictional transmission approval barriers that impede the integration of their respective grids. However, the fundamental governance difference is critical: Canada's constitutionally protected provincial jurisdiction over electricity creates more rigid constraints than the US federal-state framework, substantially limiting interprovincial transmission coordination and cooperative policy implementation. This study identifies accelerated grid modernization, enhanced interprovincial transmission capacity, and coordinated federal-provincial governance as essential pathways to maintain North American energy market competitiveness.

Paper ID: 110 HOW DOES COVID-19 INFLUENCE FIRM PERFORMANCE AND EMPLOYEE PERCEPTIONS? COMPARATIVE STUDY BETWEEN U.S. AND AUSTRALIAN FIRMS.

Friday, April 3, 2026

8:00 AM Oceanview 1

We conduct an interrupted time series study and event-study framework to examine the immediate and subsequent impacts of COVID-19 on firm performance and employee perceptions within firms based in the US and Australia. The global public health crisis prompted different types of state or local mandates enforcing social distancing to curtail the spread of COVID-19. Such interventions have profound implications not only on personal lives but also on the operational dynamics of businesses. In this project, we focus on the impact of this public health issue on key indicators of firm performance, including ROA, ROE, Tobin's Q, and buy-and-hold stock returns. Additionally, we explore the impact of COVID-19 on employees, recognizing them as critical internal stakeholders. Building on these initial observations, we aim to delve into the pandemic's influence on employee perceptions. More importantly, we plan to conduct a comparative study by exploring how different country policies for COVID-19 between U.S. and Australia impact investors and employees differently. Further, this study includes cross sectional variation tests to determine whether COVID-19's impact differs across various firm types, firms with credible ESG reports, those rated highly in ESG performance scores, or firms with different managerial abilities. Moreover, we aim to conduct a detailed analysis by utilizing staggered, COVID-19-related state or local government regulations to study the causal impact of the global public health crisis on firms' performance and employees' perceptions. This comprehensive approach will offer deeper insights into the pandemic's multifaceted effects on the business sector.

Paper ID: 111 PERFORMANCE MEASUREMENT OF HOSPITALS DURING THE PRE- AND POST-COVID ERAS.

Wednesday, April 1, 2026

10:00 AM Oceanview 1

This study aims to evaluate the performance of health institutions in the state of Washington during the pre- and post-COVID periods.

Approximately 50 hospital data points are analyzed using DEA (Data Envelopment Analysis) and the Malmquist Index technique. Since the study seeks to compare the operational efficiencies during the medical crises, we will derive average efficiency scores for CRS, VRS, and SE during both periods for hospitals in the state of Washington. The Malmquist index is a method used to measure the change in productivity over the two periods, which will give us valuable insights into the productivity of hospitals in our work. We used the R software for our analysis.

Paper ID: 112 AI ASSESSMENT OF STANDARDIZED TEST SCORES AND UNDERGRADUATE ACADEMIC ACHIEVEMENT IN MBA EDUCATION

Wednesday, April 1, 2026

1:00 PM Oceanview 1

Artificial intelligence (AI) is increasingly used in higher education admissions to support data-driven and transparent decision-making. This study evaluates the predictive validity of the Graduate Management Admission Test (GMAT) and undergraduate GPA for MBA academic performance, utilizing both artificial neural networks and traditional regression models. Data from 250 MBA students enrolled at an AACSB-accredited U.S. public university between 2010 and 2017 are analyzed to assess individual and combined effects on graduate GPA. Results indicate that GMAT and undergraduate GPA jointly provide the strongest prediction, while GMAT alone marginally outperforms undergraduate GPA as a single predictor. Amid ongoing debates over test-optional admissions, the findings provide empirical grounding and methodological guidance for MBA programs seeking to balance predictive accuracy with fairness in an AI-assisted admissions environment.

Paper ID: 114 THE FOCAL FIRM'S ROLE IN VALUE CHAIN CARBON MANAGEMENT

Wednesday, April 1, 2026

8:00 AM Oceanview 4

While regulation and stakeholder pressures are core drivers of value chain carbon management, the focal firm also plays a critical role. Using data for a sample of global firms from the Carbon Disclosure Project (CDP) and Bloomberg, we examine the link between a focal firm's governance and its level of engagement on climate-related issues along the value chain. We find that firms engaging with both suppliers and customers on climate-related issues tend to be more proactive on sustainability, adopting environmental policies and being aware of climate change risks, than firms with no value chain engagement.

Paper ID: 115 IMPROVEMENT PLAN FOR MANAGING THE SAFETY MATERIALS IN A MANUFACTURING FIRM

Friday, April 3, 2026

8:00 AM Oceanview 4

The supply chain will be disrupted when the performance of even one entity in the chain is not efficient. Hence, completion of work on each stage is critical in the operation of manufacturing firms. In our study, we will investigate a large manufacturing firm that suffered from the malfunction of a safety device using the Logit regression model. The test result was used as a dependent variable, and six variables were used as independent variables. The primary purpose of the study is to identify the root cause of the failure and propose an improvement plan for managing the safety device.

Paper ID: 116 COPY TRADING ANALYST TARGET PRICES: A PERFORMANCE MEASUREMENT FRAMEWORK FOR RETAIL INVESTORS

Thursday, April 2, 2026

10:00 AM Oceanview 1

Recent advancements in social media and trading platforms have encouraged copy trading—where inexperienced investors mimic the trades of experts. This study proposes a performance measurement framework for copy trading and examines how retail investors can effectively copy trade using sell-side analyst target prices. Results show that retail investors need to selectively follow analyst target prices by assessing implied returns, analyst credibility, and firm-specific factors to improve returns. Our findings contribute to the literature by shifting focus from institutional benchmarks to retail-centric performance metrics, introducing a practical trading strategy, and identifying key factors for selecting high-value target prices. The study lays the groundwork for decision-support tools to help retail investors make informed copy-trading choices.

Paper ID: 117 UNIVERSITIES AS CSR AGENTS: A CONCEPTUAL FRAMEWORK FOR SUSTAINABLE OPERATIONS AND GOVERNANCE

Thursday, April 2, 2026

1:00 PM Oceanview 2

This conceptual study examines the strategic role of sustainable operations in higher education institutions as extended agents of Corporate Social Responsibility (CSR). Rather than focusing solely on curriculum design, the research emphasizes the strategic role of universities in modeling sustainability-driven governance, resource-efficient operations, and inclusive decision-making. The proposed conceptual framework integrates circular economy principles and CSR metrics into academic operations, fostering institutional innovation and societal impact. By positioning universities as both knowledge centers and transformative agents, the study underscores their potential to advance the triple bottom line - people, planet, and profit - through operational excellence and strategic alignment with CSR objectives.

Paper ID: 118 THE RELATIONSHIP BETWEEN GREEN LOGISTICS AND SUSTAINABILITY PERFORMANCE

Wednesday, April 1, 2026

3:00 PM Oceanview 3

Sustainability is becoming increasingly important as an emerging concept. Since logistics is a core element of firm activities, sustainability has become an issue that logistics departments must face and consider. Firms can be sustainable only if they can meet the goals of three dimensions of environment, economic and social. Green logistics play a key concept for sustainable companies. Green logistics connects economic, environmental and social aspects. I developed a framework that links green logistics to sustainable performance. My proposals provide managers and researchers with relevant information to help them understand the green concept of the firm's logistics sector.

Paper ID: 119 THE ECONOMIC HETEROGENEITY OF WEATHER DELAYS: A CROSS-AIRLINE COST ANALYSIS

Thursday, April 2, 2026

1:00 PM Oceanview 3

This study examines the economic impact of weather-related flight delays on the U.S. passenger airline industry. Although adverse weather remains a leading cause of operational disruptions in commercial aviation, its financial impact varies significantly across carriers due to differences in operational efficiency, network structure, and fleet composition. Using time-series and multiple regression models with interaction effects, this analysis estimates delay costs by multiplying delay duration by a per-minute cost of \$100.80, as reported by Airlines for America. This study further examines differences in delays and related costs among airlines at various airports. Key factors include weather severity, airline operational efficiency, route characteristics, aircraft type, and whether the operation is a hub or non-hub operation. The study addresses two main questions: (1) How do airline-specific operational factors affect the relationship between weather conditions and delay costs? and (2) Which airlines demonstrate greater resilience to weather disruptions, and what factors contribute to this resilience? Findings reveal notable differences in how weather delay costs respond, suggesting that operational efficiency and network design are crucial in minimizing financial exposure to weather shocks. These insights improve understanding of cost factors in airline operations and inform strategies for creating more resilient schedules, fleet management, and routes under increasing weather variability.

Paper ID: 120 MACHINE LEARNING–BASED FORECASTING OF HAMPER DISTRIBUTION AT REGINA FOOD BANK

Wednesday, April 1, 2026

10:00 AM Oceanview 1

Regina Food Bank addresses food insecurity by collecting, managing, and distributing food hampers. Its supply chain faces challenges due to fluctuations in client demand, incoming donations, and volunteer engagement. This study applies machine learning to forecast weekly hampers distributed using historical appointments data, incorporating external features such as holidays, unemployment rates, and weather conditions to improve prediction accuracy. Our results show that the Random Forest model outperforms the linear regression and XGBoost models. Accurate forecasting of hampers distributed enables estimating the required food items and supports efficient inventory management.

Paper ID: 121 STRATEGIC ORIENTATION AND ITS INFLUENCE ON SUPPLY CHAIN RESILIENCE

Wednesday, April 1, 2026

8:00 AM Oceanview 3

This study explores the influence of a firm's strategic orientation on supply chain resilience. We look at strategic orientation in terms of the firm's innovativeness, risk-taking ability and proactiveness. We propose an indirect relationship between the three components of strategic orientation and supply chain resilience, where supply chain agility acts as a mediating variable. The proposed relationships are tested using survey data collected from US based manufacturing companies.

Paper ID: 123 MULTIPLE AUDIENCES, MULTIPLE PATHS: A FRAMEWORK FOR THE LEGITIMACY OF AI-HEALTH STARTUPS

Thursday, April 2, 2026

1:00 PM Oceanview 4

AI-health startups typically combine technical and scientific talent with entrepreneurial experience, but clinical expertise is selectively involved. Using evidence from 512 U.S. startups (2010–2024), we explore multiple pathways to legitimacy across audiences, where progress in one dimension (e.g., technical) can trigger or substitute for others (e.g., relational), and where regulatory or external endorsements may arrive in different orders. Scientific–technical teams work with upstream partners for early validation; regulatory and Health-IT teams collaborate with downstream providers for integration; and commercial teams engage with providers and payers for adoption. This evidence-informed framework guides role–partner choices and accelerates adoption of AI-health solutions.

Paper ID: 124 CAN A NATIONAL LEAGUE BRAND REVITALIZE THE U.S. THOROUGHBRED RACING INDUSTRY?

Thursday, April 2, 2026

10:00 AM Oceanview 3

Thoroughbred racing in the United States faces multiple challenges: waning fan engagement, an aging core audience, and serious horse welfare concerns. This case examines whether creating a national league-brand—featuring unified identity, media & sponsorship structure, enhanced fan experience, and rigorous welfare policies—could meaningfully restore the sport's relevance and financial health. Lessons are drawn from how Major League Soccer (MLS) and the Women's National Basketball Association (WNBA) built their brands through media rights, star appeal, young and diverse fan bases, social/digital engagement, and sponsorship growth. Students will examine whether the methods used by these leagues can save thoroughbred racing, and if not, what other strategies should it utilize?

Paper ID: 125 FINANCIAL SUSTAINABILITY IN THE CALIFORNIA STATE UNIVERSITY SYSTEM: EVIDENCE FROM SIX CAMPUSES

Thursday, April 2, 2026

10:00 AM Oceanview 4

This study explores the financial sustainability of the California State University (CSU), the largest four-year public university system in the United States. Enrolling over 460,000 students annually and graduating more than 125,000 individuals who enter California's workforce each year, the CSU's financial health has far-reaching implications. Using data from six CSU campuses from FY2020 to FY2023, the study analyzed their revenue and expenditure structures, financial solvency, and socio-economic factors. Together, the six campuses represent the diversity of the CSU system in terms of size, mission, geography, and financial structures. The findings contribute to broader scholarly and policy conversations on financial sustainability in public higher education.

Paper ID: 126 MULTI-PERIOD PRICING AND PRODUCT IMPROVEMENT: HOW INFORMATIVE ARE PRODUCT RATINGS TO NEW CUSTOMERS?

Wednesday, April 1, 2026

1:00 PM Oceanview 2

With the widespread adoption of product review platforms in the market, sellers must carefully consider how product ratings interact with crucial decisions regarding pricing and performance improvement. Such decisions should optimally incorporate prior ratings while they provide an opportunity for a seller to stimulate the ratings which guide future customers' purchase decisions. Employing a multi-period game-theoretic setting, we analyze a forward-looking firm's pricing and product improvement strategies, facing multiple generations of customers who potentially receive a performance signal from prior product ratings. We show that the firm increases its optimal price after a period wherein the true performance proves to be greater or slightly less than the ex ante expectation, and decreases the price otherwise. Also, firms should reduce (increase) their improvement size as product performance increases when improvement is cheap (expensive).

Paper ID: 127 A ROLE-PLAYING GAME FOR TEACHING FREIGHT FORWARDING IN SUPPLY CHAINS

Wednesday, April 1, 2026

3:00 PM Oceanview 1

Freight forwarders are crucial logistical intermediaries in the global supply chain, yet undergraduate students often struggle to fully grasp their complexities. This study introduces a classroom simulation game to teach freight forwarding in a supply chain management course. Students assume roles such as shipper, freight forwarder, carrier, and customs broker to manage a mock international shipment. Disruption events are randomly integrated, requiring real-time problem-solving from students. The game concludes with an evaluation of group performance. Pre- and post-session surveys demonstrate the effectiveness of the proposed game in improving students' understanding of freight forwarding operations and the impact of disruptions on international shipping. This is the first study to introduce an in-class business simulation game on the global freight forwarding process.

Paper ID: 128 BIPOC FOUNDER SOCIAL CONNECTIONS AND STARTUP FUNDING OUTCOMES : AN EXPLORATORY STUDY

Wednesday, April 1, 2026

8:00 AM Oceanview 2

Social networks play a significant role in the level of organizational success startup enterprise can achieve. Dubini and Aldrich (1991) argued that entrepreneurs who are more likely to leverage their interpersonal connections for resources are more likely to survive and succeed. Research has validated this theoretical argument. Banerji and Reimer (2019) showed that the average number of founder connections on LinkedIn was the best predictor of amounts of funds raised by their companies compared to other variables including founder experience and skills. This study explored if these effects were replicated in startup companies owned by BIPOC founders. After analyzing founder data for 345 founders from 153 companies, we see that founder connections are positively correlated with startup funds raised and is a better predictor of funds raised than founder experience. A key takeaway of this study is that while BIPOC founder connections are valuable for startup fundraising outcomes, they networks tend to be less valuable than founders in the sample who are not classified as BIPOC.

Paper ID: 129 ESG-LINKED COMPENSATION AND CORPORATE ESG WASHING BEHAVIOR

Thursday, April 2, 2026

10:00 AM Oceanview 1

We examine how linking executive compensation to environmental, social, and governance (ESG) outcomes affects a firm's levels of ESG washing. We hypothesize that the adoption of ESG-linked pay heightens disclosure incentives rather than actual performance improvements, thereby intensifying ESG washing. Using data from 2,073 U.S. firms across 11 sectors from 2015 to 2023, we construct a set of novel measures of ESG washing which capture the extent to which a firm's ESG disclosure exceeds what is explained by actual performance or firm fundamentals. We find that firms linking executive compensation to ESG outcomes show higher levels of greenwashing, governance washing, and to some degree, social washing. The evidence suggests that these patterns are more closely associated with greater disclosure activity than with changes in underlying ESG performance.

Paper ID: 130 A HIDDEN GLASS CEILING: THE ROLE OF CAREER MAXIMIZING IN CAREER ADVANCEMENT

Wednesday, April 1, 2026

3:00 PM Oceanview 2

This study explores how decision-making style may serve as an overlooked factor in career advancement, particularly in relation to the glass ceiling. Building on prior research showing that maximizers tend to achieve better outcomes through extensive search and long-term thinking, the paper examines whether these tendencies translate into higher promotion rates—and whether such behaviors are equally common or equally rewarded for women and minorities. Drawing from theories of socialization and cultural influence, the study proposes that underrepresented groups may be less career maximizing, contributing indirectly to persistent gaps in advancement and pay. By connecting decision style to structural inequality, this research highlights a hidden mechanism of workplace disparity and offers insight into how encouraging adaptive maximizing behaviors could promote more equitable career outcomes.

Paper ID: 131 IMPACTS OF THE VIRGIN ISLANDS FLAG OF CONVENIENCE ON THE US SUPPLY CHAIN RESILIENCE

Thursday, April 2, 2026

1:00 PM Oceanview 3

In a world of global interdependence, the United States is grappling with fragmented supply chains shaped by various geopolitical factors. Recent disruptions have arisen from the COVID-19 pandemic, US-China tensions, and conflicts in Ukraine and the Middle East. In 2024, challenges such as digitalization, cybersecurity, labor shortages, and port congestion have also emerged, affecting trade costs. This study examines the Virgin Islands' Flag of Convenience (FoC) and its effect on US supply chain resilience, focusing on four questions: 1. What role does ship nationality play in lawful conduct under international law and the Jones Act? 2. How dependent is the US on international shipping, and what vulnerabilities exist? 3. What are the pros and cons of the Virgin Islands FoC amidst rising national concerns? 4. How does the FoC influence the security of the US supply chain in an unregulated shipping environment without Jones Act enforcement?

Paper ID: 132 IS PROFESSIONAL ATTIRE IN THE FINANCIAL INDUSTRY NEEDED FOR TRUST?

Wednesday, April 1, 2026

10:00 AM Oceanview 2

Professional attire has traditionally signified competence and trustworthiness in client-facing roles; however, evolving workplace norms and hybrid work arrangements have introduced uncertainty about its continued influence. Existing research primarily focuses on perceptions rather than actual consumer behaviors, leaving a gap in understanding how portfolio managers' attire affects client trust, satisfaction, and investment allocation. This study addresses this gap using a mixed-methods approach. Semi-structured interviews with portfolio managers examine the significance of formal and informal attire in establishing client trust. In the same token, a survey with Canadian and U.S. participants examined the impact of advisor attire on trust in professional and character competence, customer satisfaction, and investment allocation, with gender, prior experience, and investment knowledge as moderators. Drawing on trust theories, attire is conceptualized as a cue influencing client evaluations. Preliminary findings suggest that professional dress continues to shape client trust and satisfaction, offering practical guidance for firms seeking to reinforce credibility, optimize client relationships, and align employee appearance with evolving workplace norms.

Paper ID: 133 BIG VERSUS BAM: COOPERATION AND COMPETITION AMONG TWO SOUTHERN CALIFORNIA SMIF PROGRAMS

Friday, April 3, 2026

10:00 AM Oceanview 1

Two of the larger and more prominent universities within the California State University system are California State University, Long Beach (Long Beach State), and California State Polytechnic University, Pomona (Cal Poly Pomona), and reflecting their educational prominence each of these universities is home to a well-regarded SMIF (Student-Managed Investment Fund) program. Long Beach State is home to Beach Investment Group (BIG), while Cal Poly Pomona is home to Bronco Asset Management (BAM). BIG, originally launched in Fall 1995, is one of the older SMIF programs in southern California, while BAM was started a couple decades later, in 2017, but a common factor among the two programs is their participation in the annual Request For Proposal (RFP) competition and its related SMIF program that is sponsored by the CFA Society of Orange County (CFAOC). This is a relatively unique program established by the CFAOC in collaboration with Long Beach State. The distinctive partnership between the CFAOC and participating universities has fostered collaboration and innovation across campuses, including both Long Beach State and Cal Poly Pomona, each shaping its SMIF program to reflect its own academic strengths and strategic vision. In this paper, we will explore the histories of BIG and BAM and describe and discuss the similarities and differences between these two programs in terms of their structure and operations. We will also discuss the history of the CFAOC's RFP competition and SMIF program and examine the role and impact that this program has had on both BIG and BAM.

Paper ID: 134 MEASURING TECHNOSTRESS IN CORPORATE CULTURE: INSIGHTS FROM THE 10-K ANNUAL REPORTS

Wednesday, April 1, 2026

8:00 AM Oceanview 1

This study introduces an innovative approach for quantifying the technostress phenomenon, drawing on textual narratives from the firm's annual report. Based on a dataset covering the S&P 500 index firms, we analyze 2,532 10-K annual reports and highlight the key contributors of technostress across six different dimensions of technostress using a combined score. A major advantage of the new six-dimensional scoring framework is that it offers a set of objective metric proxies to capture technostress without bias. Also, it adopts natural language processing, revealing hidden patterns and anomalies that indicate technostress. We further validate this framework by applying fixed-effect regression models to examine the impact of technostress on productivity. The main results imply that the four technostress dimensions presented in techno risks, insecurity, uncertainty, and invasion negatively impact firms' productivity. This framework offers practical implications for firms, allowing them to generate a rich profile concerning the degree of technostress associated with existing practices, highlighting the crucial need for advanced interventions, facilitating comparisons with other firms from the same or different industries, as well as cross-country comparisons.

Paper ID: 135 CHARITABLE CONTRIBUTIONS OF CARS AND OTHER PROPERTY TO CHARITY: AN UPDATE

Friday, April 3, 2026

8:00 AM Oceanview 1

The airwaves are constantly proliferated by ads touting the tax benefits related to gifts of used automobiles and other property to charity. Supporting charities is noble, but the tax benefits are probably exaggerated. Approximately 10 percent of individual tax returns include itemized deductions. Only those who itemize their deductions receive any benefit at all from charitable contribution, and the contribution deduction beginning in 2026 only applies to cash contributions. This research investigates the current tax landscape for charitable contributions of property other than cash.

Paper ID: 136 THE IMPACT OF FREE RIDING AND COMPETITIVE COUNTERSTRATEGIES ON SERVICE PROVISION

Wednesday, April 1, 2026

1:00 PM Oceanview 3

In omnichannel retailing, online retailers can exploit in-store services provided by brick-and-mortar (BM) retailers, a phenomenon we term service free riding. Meanwhile, some online retailers invest in live-streaming services to engage customers directly. We develop game-theoretic models to study (i) how service free riding impacts BM and online retailers and the manufacturer when services are provided by the retailer vs. by the manufacturer, and (ii) whether live-streaming services can serve as an effective counterstrategy. We show: (1) free riding can benefit BM retailers with low base demand but hurt online retailers with high base demand; (2) shifting services from the BM retailer to the manufacturer mitigates or even reverses the negative effect of free riding for BM retailers with moderate base demand and amplifies positive effects for very small BM retailers; and (3) when free riding harms a strong online retailer, self-provided live-streaming dominates manufacturer-provided live-streaming as a counterstrategy.

Paper ID: 138 OREO: A GLOBAL SUCCESS STORY IN BRAND EVOLUTION AND MARKET LEADERSHIP

Wednesday, April 1, 2026

3:00 PM Oceanview 4

This case study examines Oreo's evolution from a simple sandwich cookie to a global snacking powerhouse, analyzing the brand's strategic growth and market leadership over its 111-year history. Through examination of financial performance, manufacturing capabilities, and market adaptation strategies, the study demonstrates how Mondelez International has successfully maintained Oreo's market leadership while adapting to changing consumer preferences and expanding into new markets. With annual global retail sales exceeding \$3.7 billion and a presence in over 100 countries, Oreo's success story provides valuable insights into effective brand management, supply chain optimization, and global market development.

Paper ID: 139 INCLUSIVE OR ISOLATING? A LITERATURE REVIEW ON THE IMPACT OF TECHNOLOGICAL LEARNING TOOLS ON NEURODIVERGENT LEARNERS

Thursday, April 2, 2026

1:00 PM Oceanview 2

As artificial intelligence tools and digital learning platforms become increasingly integrated into classrooms, their impact on neurodivergent students—those with conditions such as autism, ADHD, or dyslexia—warrants closer examination. This literature review synthesizes findings from 28 sources on how technological learning tools influence accessibility, engagement, and equity. While these tools can enhance personalization and autonomy, they may also introduce barriers such as sensory overload, social isolation, and ethical concerns. The review identifies equity, accessibility, and communication as key themes, concluding that inclusive design and neurodivergent participation are vital to realizing technology's full potential in education.

Paper ID: 140 EXPLORING THE DYNAMICS OF ENERGY BALANCE AND BODY WEIGHT THROUGH SYSTEM DYNAMICS MODELING

Wednesday, April 1, 2026

1:00 PM Oceanview 2

Understanding how the body maintains energy balance is fundamental to explaining the dynamics of obesity and related metabolic conditions. The energy balance system encompasses multiple interacting subsystems—metabolism, appetite regulation, physical activity, and energy storage—that collectively work to preserve equilibrium between caloric intake and expenditure. However, the nonlinear and feedback-driven nature of these relationships makes it challenging to predict how changes in diet, physical activity, or physiology translate into long-term body weight dynamics. In this study, we developed a system dynamics (SD) model of human energy balance to capture the complex regulatory feedbacks connecting body composition, energy intake, and energy expenditure. The model integrates conceptual frameworks from physiology and empirical findings from quantitative studies to represent how metabolic and behavioral adaptations respond to deviations from baseline body weight. The model was validated against several empirically established reference modes of body weight change. Simulation results demonstrated that accurately representing feedback loops governing appetite and metabolism is critical for reproducing observed weight trajectories. This research highlights the value of system dynamics modeling as a framework for integrating diverse physiological processes and empirical evidence into a coherent representation of energy balance.

Paper ID: 141 PREDICTING FORMULA 1 RACE OUTCOMES: A MACHINE-LEARNING APPROACH IN THE POST-REFUELING ERA (2010–2024)

Friday, April 3, 2026

10:00 AM Oceanview 3

This study develops predictive models of Formula 1 race outcomes using data from the Post-Refueling Era (2010–2024) of the Formula 1 World Championship. The dataset contains over 150,000 records across 15 sub-datasets, covering races, qualifying sessions, pit stops, drivers, constructors, circuits, and weather. The objective is to estimate final race positions using measurable variables such as grid position, pit stop timing, constructor and driver standings, circuit characteristics, and temporal indicators. Multiple supervised learning methods including linear regression, random forest, gradient boosting, support vector regression, and a feed-forward artificial neural network are being implemented and compared to assess predictive capability. Feature engineering integrates both pre-race and in-race variables, distinguishing between internal team-controlled factors and external contextual influences such as circuits, weather, and regulations. The project aims to evaluate how combinations of features and modeling approaches can best predict finishing positions, offering a systematic framework for understanding performance and strategy in modern Formula 1 racing. Keywords: Formula 1, Machine Learning, Motorsports Analytics, Predictive Modeling, Data-Driven Strategy

Paper ID: 143 INTEGRATING COBIT 2019 AND NIST AI RMF: TOWARD A COMPREHENSIVE FRAMEWORK FOR ORGANIZATIONAL AI GOVERNANCE

Friday, April 3, 2026

8:00 AM Oceanview 2

As artificial intelligence (AI) is quickly adopted in organizational decision-making and operations, ensuring trustworthy, accountable, and value-driven deployment of AI has become a central challenge, which calls for effective AI governance. This study proposes an integrated framework that combines the architectural breadth of COBIT 2019 enterprise IT governance framework with the operational depth of NIST Artificial Intelligence Risk Management Framework (AI RMF 1.0), producing a governance architecture for AI applications. The result is a dual-layer system: COBIT provides oversight and accountability, while NIST delivers continuous risk control and trustworthiness measurement. A Value–Risk–Trust cycle is introduced that captures the dynamics between governance direction, operational assurance, and outcome feedback. The integrated model enables institutionalization of trustworthy-AI practices within existing IT-governance infrastructures, achieving both compliance and innovation agility.

Paper ID: 144 UNDERSTANDING VOLATILITY IN US BEEF SUPPLY CHAIN

Wednesday, April 1, 2026

8:00 AM Oceanview 3

The motivation of this new effort is to initiate supply chain management research to identify the causes, constraints and potential solutions for stabilizing and improving the US beef supply chain. The purpose will be to provide supply chain actors with insights on how to reorganize and grow a more stable and sustainable beef supply chain for the future. Goals include identifying challenges and solutions that are feasible across multiple supply tiers including: beef farming, beef development, beef processing, and beef retail. The immediate goal of this research will be to open a discussion in the supply chain literature about the current state of knowledge and practice in the US beef industry. A more long-term goal will be to develop more integrated supply chain strategies that create sustainable performance that is economically viable for actors in all tiers of the supply chain.

Paper ID: 145 POLICY UNCERTAINTY AS A CATALYST: GLOBAL EVIDENCE ON INDUSTRIAL ROBOTICS ADOPTION

Thursday, April 2, 2026

10:00 AM Oceanview 1

This study examines the impact of economic policy uncertainty on industrial robotic automation from a global perspective. Leveraging a cross-country panel dataset from 2004 to 2022, we analyze how different industries respond to uncertainty by investing in automation across different economies. Our findings suggest that the industrial adoption of robotics is positively associated with higher EPU, particularly in capital-intensive sectors such as automotive, electronics, and basic metals. However, this relationship varies across industries and countries due to differences in labor market structures, financial constraints, and institutional environments. We identify key moderating factors, including profitability, volatility, leverage, and capital market development, which influence firms' automation decisions under uncertainty. Additionally, demographic characteristics — such as population growth, aging, and employment structures — play a significant role in shaping automation responses. Using panel OLS estimation and instrumental variable (IV) analysis, we establish a robust dynamic between EPU and automation, demonstrating that uncertainty acts as a catalyst for firms to substitute labor with technology. These findings have critical implications for policymakers and businesses, highlighting the need to balance technological advancement with labor market policies in uncertain economic environments.

Paper ID: 146 IMPROVING HEART RATE VARIABILITY INSIGHTS IN TEAM SPORTS: COMPARING FILTERING TECHNIQUES FOR RMSSD ESTIMATION

Wednesday, April 1, 2026

10:00 AM Oceanview 1

Heart rate variability (HRV) metrics, particularly the root mean square of successive differences (RMSSD), are valuable for monitoring player recovery and fatigue in team sports. However, the accuracy and interpretability of RMSSD depend on how heart-rate (HR) data are filtered before analysis. This study compares three preprocessing approaches—(1) unfiltered HR-to-RR conversion, (2) rolling-median smoothing, and (3) interquartile-range (IQR) outlier removal—to identify the most effective method for deriving RMSSD from wearable sensor data collected during matches and training sessions. For each player-session, RMSSD values were computed under all three methods and evaluated using four quantitative metrics: data completeness, correlation with external load indicators (minutes played and intensity ratio), intraclass correlation (ICC) for temporal reliability, and the proportion of extreme outliers relative to baseline. Repeated-measures ANOVA and post-hoc tests assessed statistical differences, supported by ranking heat-bar visualizations.

Paper ID: 147 FACTORS IMPEDING THE USE OF MODULAR CONSTRUCTION IN THE UNITED STATES

Wednesday, April 1, 2026

1:00 PM Oceanview 2

The growing U.S. population and the corresponding rise in demand for affordable housing have intensified the need for more efficient construction methods. Traditional site-built construction continues to dominate the housing market; however, it faces significant challenges such as skilled labor shortages, declining productivity, and frequent cost and schedule overruns. These limitations hinder its ability to deliver housing at the scale and pace required. Modular construction has emerged as a promising alternative that can improve project efficiency, shorten construction timelines, and reduce overall costs through off-site fabrication and standardized processes. This study seeks to (1) validate and prioritize the key factors that impede the widespread adoption of modular construction in the United States and (2) provide actionable recommendations to overcome these barriers. A comprehensive literature review was conducted to identify the potential challenges, followed by the development and distribution of a survey targeting industry professionals experienced in modular construction. Using the Analytical Hierarchy Process (AHP), 26 expert responses were analyzed to determine the relative importance and ranking of the identified factors. The findings reveal that the three most critical barriers to modular construction adoption are: (1) regulatory and code-related constraints, (2) design and integration challenges unique to modular projects, and (3) limited industry familiarity and experience with modular methods. The study concludes by highlighting the need for regulatory reform, enhanced design collaboration, and expanded professional training to promote broader implementation of modular construction and address the nation's affordable housing demand.

Paper ID: 148 TELEWORK IN THE US FEDERAL GOVERNMENT — PAST, PRESENT AND FUTURE

Thursday, April 2, 2026

10:00 AM Oceanview 4

Over the past decade, telework has evolved from a limited workplace flexibility initiative to a core component of human capital strategy across US federal agencies. It has become a key policy instrument for workforce management and employee engagement. Drawing on data from the Federal Employee Viewpoint Survey (FEVS) from 2010 to 2024, this study examines the trends and development of telework policies in U.S. federal agencies. Specifically, the analysis examines how the federal workforce's access to and use of telework have changed over time, and whether telework participation is associated with employees' job satisfaction and intention to leave their organizations. Using pooled regression models, the analysis explores how telework participation and related policy environments influence employees' perceptions of their work performance, satisfaction, and retention intentions. The analysis also explores variation across federal agencies and administrative periods to assess how shifting telework policies and leadership priorities influence employee outcomes. In addition to the quantitative analysis, the paper will examine the current telework policies under the new presidential administration, highlighting recent policy reversals and their implications for workforce management, organizational performance, and public service delivery. The study contributes to the growing body of research on public sector telework and offers practical insights into how federal agencies can balance flexibility, productivity, and accountability in the post-pandemic era.

Paper ID: 149 JURY DECISION MAKING IN THE 21ST CENTURY: A THEMATIC ANALYSIS OF THE LITERATURE

Friday, April 3, 2026

10:00 AM Oceanview 4

Jury decision making is a multifaceted process that involves individual and group decision making. A range of factors influence the decisions juries make including components of the case, group dynamics, and personal characteristics of participants. The research on jury decision making is burgeoning, however, no systematic evaluations of the literature appear after 2012. With the ever-expanding accessibility of information due to technology and social media, the context of jury decision making has changed in the past decade. In this study, we conduct a systematic review of the literature on jury decision making from 2000 onwards. Our aim is to examine the state of the research through the lens of evolving sociocultural contexts and determine whether it affirms or conflicts with prior empirical evidence. Our findings reveal that media and technology effects are an emerging area of research.

Paper ID: 150 ACT SCORES PREDICT STUDENT SUCCESS

Wednesday, April 1, 2026

8:00 AM Oceanview 1

ABSTRACTThis paper evaluates the extent to which ACT scores predict student academic achievement in a principles of financial accounting course. The study uses student-level data from an AACSB-accredited university. Regression analyses control for cumulative GPA, instructional format, academic major, participation in supplemental learning resources, and demographic characteristics. Results show a consistent positive relationship between ACT scores and course performance. These findings contribute to the admissions literature by indicating that standardized test scores continue to provide meaningful information about academic success, even as test-optional policies become more widespread.

Paper ID: 151 EXPLORING THE EMPOWERMENT EFFECTS OF A DIETARY CONSULTATION CHATBOT ON THE WELL-BEING OF MAINTENANCE HEMODIALYSIS PATIENTS

Thursday, April 2, 2026

8:00 AM Oceanview 2

This study examined the effects of a dietary consultation chatbot on dietary knowledge and quality of life among patients undergoing maintenance hemodialysis. Using a one-group pretest–posttest design, 41 participants were followed for three months. Participants were stratified by baseline dietary knowledge; those with lower initial knowledge (n=20) demonstrated significant improvements, particularly in potassium-related dietary understanding. Additionally, participants who improved their dietary knowledge reported significant increases in physical quality of life. By providing real-time, personalized nutritional information, the chatbot appeared to enhance dietary self-management and support patient well-being, suggesting its potential as a feasible patient-empowerment tool in hemodialysis care.

Paper ID: 153 ARTIFICIAL INTELLIGENCE IN SPORTS MANAGEMENT: A MULTIDIMENSIONAL REVIEW OF PERFORMANCE, OPERATIONS, FAN ENGAGEMENT, AND ETHICAL GOVERNANCE

Friday, April 3, 2026

8:00 AM Oceanview 2

Artificial intelligence (AI) is fundamentally transforming the landscape of sports management by enhancing performance analytics, operational efficiency, fan engagement, and ethical governance. This study synthesizes evidence from seventy-two scholarly and industry sources to examine the multidimensional influence of AI within contemporary sports ecosystems. Employing a qualitative secondary research design, the analysis identifies five interrelated domains: player performance optimization, tactical and operational decision analytics, personalized fan engagement, health monitoring and injury prevention, and ethical-legal governance. Findings reveal that AI-driven models such as graph neural networks, convolutional neural networks, and explainable AI significantly outperform traditional analytical approaches, offering deeper insights into performance patterns, strategic responsiveness, and decision quality. Concurrently, AI systems in fan analytics and athlete health management are redefining both organizational practice and stakeholder experience. However, these advances introduce ethical challenges related to privacy, bias, data ownership, and equitable access. The review concludes that the sustainable integration of AI in sports management depends on transparent governance, human oversight, and the development of digital literacy across all organizational levels. By positioning AI as a collaborative partner rather than a substitute for human expertise, sports organizations can foster responsible innovation that strengthens both performance and integrity in the global sporting domain.

Paper ID: 154 AI-INFORMED SYSTEM DYNAMICS FOR CANADA–U.S. SUPPLY CHAIN DECISIONS UNDER GEOPOLITICAL UNCERTAINTY

Wednesday, April 1, 2026

8:00 AM Oceanview 3

Trade tensions reshape global supply chains, yet managers and policymakers lack timely evidence on tariff effects. This study presents an AI-informed framework that couples text mining of news and scholarly sources with a system-dynamics model of cross-border flows. Insights from text analytics parameterize behavioral and policy shocks, enabling what-if analysis of U.S. tariffs on Canadian exports. Simulations reveal nonlinear and delayed feedbacks linking costs, trade volume, innovation, employment, and emissions; modest tariff reductions can sharply accelerate recovery of trade flows. The approach delivers transparent, data-driven decision support for operations and policy design under geopolitical uncertainty.

Paper ID: 155 RIDESHARING STRATEGIES TO ENHANCE EVACUATION COVERAGE AND REDUCE DELAYS

Friday, April 3, 2026

8:00 AM Oceanview 4

Disaster evacuations often suffer from seat shortages, limited transportation resources, and unequal vehicle accessibility, which can leave vulnerable populations stranded. Efficiently coordinating limited vehicles is therefore critical to saving lives. This study develops a ridesharing-enabled, multi-objective evacuation planning model that aims to maximize the number of evacuees while minimizing total evacuation time. The model incorporates realistic constraints such as time windows, contraflow strategies, convergent pickup plans, and accessibility for individuals with disabilities. To capture uncertainty in disaster conditions, a data-driven robust optimization approach is applied. Results demonstrate significant improvements in evacuation coverage and time, offering valuable insights for emergency managers.

Paper ID: 156 AI IN THE DECISION SCIENCES CURRICULUM

Thursday, April 2, 2026

1:00 PM Oceanview 2

Artificial intelligence is rapidly changing the supply chain workforce. The arrival of ChatGPT has sparked excitement in academia, fueling an AI gold rush. The integration of AI technology in classrooms is poised to transform educational practices, preparing students for the evolving demands of industry. This study examines the incorporation of generative AI, such as ChatGPT, into education through various pedagogical theories—behavioral, cognitive, constructivist, connective, humanistic, social, and experiential—to identify necessary innovations for effective AI use.

Paper ID: 157 DIVERSITY RECRUITMENT VIDEOS IN NUTRITION AND DIETETICS: AN INNOVATIVE EDUCATIONAL OUTREACH TOOL

Thursday, April 2, 2026

1:00 PM Oceanview 2

The Academy of Nutrition and Dietetics developed recruitment videos to increase a diverse pipeline of students entering the profession. The videos are geared toward elementary, middle, and high school audiences. Using qualitative content analysis and survey feedback from students and educators, the videos demonstrate how cultural humility and visual storytelling can potentially influence viewers' career interests. Videos are available at the Academy and present an innovative approach to promoting diversity and inclusion within the nutrition and dietetics profession. By integrating diversity-focused digital media into outreach and advising, higher education programs can strengthen their commitment to equity and inspire the next generation of dietetics professionals.

Paper ID: 158 CONTINGENCY FACTORS IN BLOCKCHAIN-ENABLED SUPPLY CHAINS: A SYSTEMATIC REVIEW OF KEY MODERATORS FOR EFFECTIVENESS

Wednesday, April 1, 2026

8:00 AM Oceanview 3

This systematic review identifies key contingency factors influencing the effectiveness of blockchain technology in supply chains. Guided by contingency theory and the TOE framework, the study synthesizes technological, organizational, and environmental moderators shaping blockchain–outcome relationships and proposes an integrative agenda for understanding when blockchain generates meaningful supply chain value.

Paper ID: 159 IMPACTS OF NURSING STAFFING ON HOSPITAL-ACQUIRED PRESSURE ULCERS

Friday, April 3, 2026

10:00 AM Oceanview 3

About one in four U.S. patients experiences harm during healthcare, often linked to inadequate nurse staffing. This study examines how staffing quantity (overall levels), quality (RN skill mix), and commitment (full-time employment) affect the risk of hospital-acquired pressure ulcers (HAPUs), a key patient safety indicator. Using discharge-level data from 203 hospitals and 1.3 million cases, we find all three staffing measures significantly influence HAPU risk, with full-time employment showing the strongest effect. Results vary by hospital ownership, with larger effects in for-profit hospitals. These findings offer guidance for staffing strategies that can reduce patient harm.

Paper ID: 161 WHO PAYS TO GO GREEN? POWER ASYMMETRY AND THE ENVIRONMENTAL GAP IN THE LSP–SHIPPER INTERFACE

Wednesday, April 1, 2026

3:00 PM Oceanview 3

Logistics service providers (LSPs) and shippers face growing pressure to improve environmental performance, yet persistent frictions arise as they disagree on environmental targets and how to share responsibility for green initiatives. We develop game-theoretic models of a decentralized LSP–shipper supply chain to examine how consumer preferences, eco-efficiency, and power asymmetry in green investment cost-sharing shape environmental target decisions. Each party has an economically optimal target, and misalignment generates an “environmental gap”. We identify conditions under which alignment is achievable and show how unilateral control and negotiated cost-sharing affect green investment incentives, as well as when decentralized outcomes can approach centralized benchmarks.

Paper ID: 162 BUSINESS MODEL AND PRODUCT DESIGN CHOICES: THE ROLE OF UPGRADABILITY UNDER SERVICIZING

Friday, April 3, 2026

8:00 AM Oceanview 4

In view of the recent trend to prioritize access to a product over ownership, manufacturers may adopt servicing, under which firms sell use or functionality of a product rather than ownership. While servicing creates opportunities, it also exposes firms to technological obsolescence risk due to retained ownership and operating responsibilities. An upgradable product design strategy can address this risk by enabling independent upgrading and replacement of components, aligning with circular economy principles. This study examines interactions between product design choices, upgradable versus nonupgradable, and business models, selling versus servicing. Overall, we show that servicing upgradable products emerges as the most profitable strategy when base production costs are sufficiently high for firms.

Paper ID: 163 MEET THE EDITORS OF DSJ AND DSJIE

Thursday, April 2, 2026

3:00 PM Oceanview 2

The panelists, the editors of Decision Sciences Journal and Decision Sciences Journal of Innovative Education, will discuss how to publish in these premier journals.