

POSTER PRESENTATIONS

BUSINESS & COMPUTER INFORMATION SYSTEM

Undergraduate

Title: National Differences In The Financial Ratios Of Investment Banking Companies With Implications For Investors		Presentation ID: A13 – LS
Author: Francois Brou	Discipline: Business & Computer Information System	
Campus: Texas A&M University – Kingsville	Student Level: Undergraduate	
Co-Authors:	Mentor(s): Thomas Krueger	
<p>Abstract Technology evolution has broadened investors’ access to remote markets, which has increase the number of cross borders transactions and investments. One reputed method to analyze firms is the use of financial ratios. However, financial ratios are meaningless until they are compared to industry standards or historical benchmark. This paper investigates the robustness of such standards within the investment banking industry and provides some insight regarding how these standards vary across continents and nations. The financial ratios used to compute the Altman Z score served as framework of this research. The two hypotheses are: Ho1: In the investment banking industry, the financial ratios used in computation of Altman’s Z-score are the same across national boundaries. Ho2: In the investment banking industry, Altman’s Z-scores are the same across national boundaries. We computed the financial ratios of 34 investments banks from two countries on three continents. Then we compared these ratios to each other using t-tests. We found consistent differences in the ratios across countries and continents. Therefore, the standards vary from a country to another. These differences could be explained by macroeconomic differences and governmental policies.</p>		

Title: Brain Activity During Online Purchasing		Presentation ID: A14 – LS
Author: Chelsea Williams	Discipline: Business & Computer Information System	
Campus: Texas A&M University – Kingsville	Student Level: Undergraduate	
Co-Authors:	Mentor(s): Valerie Bartelt	
<p>Abstract E-commerce is a common trade most business professions practice. It would be beneficial for businesses to know if online shoppers are influenced by different values such as items that have hedonistic (pleasurable) or utilitarian (practical) effect. Knowledge of this will allow businesses to come up with a marketing strategy that leads to an increase in sales. During the Spring 2014 semester, a random sample of students attending Texas A&M University-Kingsville participated in a study that analyzed the brain activity during online purchasing. Data was collected during each Electroencephalography (EEG) administration. During testing, each participant was shown a random order of 40 hedonic (pleasant) and 40 utilitarian lamps with a short positive comment. After analyzing the data and deleting any obscure data, it was found that results support the hypothesis. Hedonic lamps require less deep thought process, while utilitarian lamps require more. The results indicated that more lamps will be bought on impulse if they are hedonic rather than utilitarian. This discovery may lead to a more efficient advertising strategy for businesses.</p>		

Master's

Title: Infrastructure Of Connected Vehicles And Risks	Presentation ID: A15 – LS
Author: Mohan Krishna Gangarapu	Discipline: Business & Computer Information System
Campus: Texas A&M University International	Student Level: Master's
Co-Authors: Shashank Kumar Silveri	Mentor(s): Dr. Haibo Wang
Abstract Introduction: Connected vehicles, to put it simple are vehicles which can talk to one another and also with the infrastructure. With an aim to change the transportation system by improving safety and mobility of vehicles on road, U.S Department of Transportation along with other stakeholders is actively involved in development and deployment of connected vehicles technology. Through vehicle-to-vehicle (V2V) and vehicle-to-infrastructure (V2I) communication standard systems, connected vehicles technology aims to decrease road crashes and increase awareness of on-road situations for drivers. Connected Vehicles would be able to communicate with each other through Dedicated Short Range Communications (DSRC), informing drivers with in-vehicles warnings for crash situations, about vehicles approaching from blind side and braking actions of vehicles moving ahead. Risks: As these vehicles use there on board Wi-Fi connections for communications and data transfers, security risks are bound to exist. With all the data being fed into the cloud, a more secure network system and car design is a necessity for these devices. The onboard systems have control over steering wheel, brakes, music system, indicator lights, transmission and every other system of the vehicle, the lack of data encryption, proper cloud security system could lead to serious risks. The increase in number of vehicles yearly, data generated by connected vehicles and the related infrastructure could be very large. The question of mobile networks ability to handle this data is also to be answered.	

Title: Availability Of Health Care Providers In Rural Texas Counties	Presentation ID: A16 – LS
Author: Sanya Gupta	Discipline: Business & Computer Information System
Campus: Tarleton State University	Student Level: Master's
Co-Authors: Mary Pfalzgraf	Mentor(s): Dr. Hussain Jafri and Dr. Edward Osei
Abstract In this project we seek to contribute towards a better understanding of health care needs and availability with an emphasis on rural counties in Texas. We develop health care availability metrics for the three major disease conditions in Texas, namely cardiovascular, respiratory, and metabolic diseases. In collaboration with healthcare specialists, we develop a county-level user-friendly interactive GIS map of health care provision needs and availability for rural Texas counties. The indices are computed using publicly available data on physician locations and prevalence of disease conditions in each county of Texas. Preliminary results of the analysis suggests as expected, that cardiovascular, pulmonary, and endocrinology specialists are predominantly located within the major metropolitan areas in Texas. We present GIS maps showing the distributions of the three specialists across the state. Future presentations will focus on analysis of provider availability and need indices, which will highlight priority areas of need for public funding. Prescriptions for bridging the gap between surplus and deficit areas of health care provision will also be provided for use by state, local and private agencies to improve health care provision to underserved areas in particular, but also to all other regions in the state.	

Title: Mitigation Of Hazardous Materials Risk Across Cross-Border		Presentation ID: A17 – LS
Author: Parvateesh Gutti	Discipline: Business & Computer Information System	
Campus: Texas A&M University International	Student Level: Master's	
Co-Authors: Kumaraguru Neyveli Mahalingam, Naveen Kumar Duddala and Keerthy Kumar	Mentor(s): Dr. Haibo Wang	
<p>Abstract This project will give us an understanding on how to mitigate the risk involved in movement of hazardous material between borders. The major risk factors are language barrier between the borders, Limited knowledge in handling hazardous material and to provide appropriate medical treatment during and after causalities. From 2005 to 2014 about 166,017 Incidents were reported out of which 125 are fatal accidents and 2648 injuries took place, total loss of \$767,388,432 has happened by all mode of transports out of which about 76% are through Highway. California and Texas States has reported maximum number of incidents. Main Objective is to create a database about the hazardous material movements across the borders and share it with concerned departments, which would help in controlling and minimize the causalities if any accidents happen. Keywords: hazardous materials, database, border, incident, accidents.</p>		

Title: Investigation Of Freshman Students' Global Competence Aptitude Assessment In Relation To Preparedness For An Interconnected World		Presentation ID: A18 – LS
Author: Rochana Kaushik	Discipline: Business & Computer Information System	
Campus: Texas A&M University – Commerce	Student Level: Master's	
Co-Authors: Dr. Shonda Gibson and Dr. Tabetha Adkins	Mentor(s): Dr. Shonda Gibson	
<p>Abstract Educational institutions have been charged and challenged to prepare and produce globally competent graduates. Past research has shown that students are not necessarily formally educated and trained to comprehend the full impact of global interconnectedness, nor to make informed decisions with full knowledge and awareness of the global implications (Olson & Krueger, 2001). Hunter (2004) has defined global competence as “having an open mind while actively seeking to understand cultural norms and expectations of others, and leveraging this gained knowledge to interact, communicate and work effectively in diverse environments” (p. 81). In the current analysis, 930 incoming, first-time, full-time freshman students were asked to complete the Global Competence Aptitude Assessment (GCAA). Students demonstrated low levels of historical perspective and global awareness (external readiness). Overall, students’ internal and external readiness scores fell in the underdeveloped range. Supporting past research, the current study found that students have not fully mastered global competence, and may not be fully prepared to interact in an interconnected world. The results aid in better understanding college students’ level of global competence providing insight regarding areas for improvement and development of programs designed to improve global competence.</p>		

Title: Security And Reliability Issues Of Wearable Devices:		Presentation ID: A19 – LS
Author: Naveen Kumar D	Discipline: Business & Computer Information System	
Campus: Texas A&M University International	Student Level: Master's	
Co-Authors: Parvateesh Gutti, Navneel Kuppili and Kumaraguru Neyveli Mahalingam	Mentor(s): Dr. Haibo Wang	
<p>Abstract Wearable devices pose lot of security risks with respect to data because of advancements in technology like Internet of Things. They are in lot of demand and has got widespread acceptance among public. They fall under following category fitness bands, smart goggles, clothes, rings, footwear and other sensor-enabled devices. Bluetooth and NFC (Near Field Communication) technology are commonly used in these devices for communication. It is estimated that this market will be worth some 12.6 billion U.S. dollars by 2018. Security issues like attackers stealing Personal data, financial data and manipulating data, all these can happen because of lack of authentication, encryptions followed by wearable devices and increasing cyber threats. Best example is</p>		

FitBit smart band which has unknowingly posted all its user activity data online. Reliability is not met 100% by any particular wearable because of wear and tear, battery life and others. There is need for human-Interactive wearable devices to improve the experience and security for personal data of users. Keywords: cyber threats, Bluetooth, wearable devices.

Title: A Robotic System For Detecting Distributed Denial-Of- Service Attacks		Presentation ID: A20 – LS
Author: Tao Lin		Discipline: Business & Computer Information System
Campus: Texas A&M University International		Student Level: Master's
Co-Authors: Tao Lin, Wei Ning and Haibo Wang		Mentor(s): Haibo Wang
<p>Abstract</p> <p>According to Department of Homeland Security, Denial-of-service (DoS) attacks are still the major problem in cyber security. The development of open mobile platform and Internet-of-Everything brings more challenges to detect the DoS, especially Distributed Denial-of-Service (DDoS) attacks. This project presents a framework of robotic system to address this issue using Machine Learning Techniques with a combination of Bayesian Networks, Deep Neural Networks and Support Vector Machines models. The robotic system is implemented by open source software R and can be embedded to any existing DDoS and DoS detection system as an intelligent data analytics tool.</p> <p>Keyword: Distributed Denial-of-Service Attacks, Robotic System, Bayesian Networks, Deep Neural Networks, Support Vector Machines</p>		

Title: Business And Telecommunication: Risks And Opportunities In Sub-Saharan Africa		Presentation ID: B13 – LS
Author: Akua Anyei Obeng		Discipline: Business & Computer Information System
Campus: Texas A&M University International		Student Level: Master's
Co-Authors:		Mentor(s): Dr. Lina De La Garza
<p>Abstract</p> <p>Africa is at the beginning of a massive growth wave as its telecommunication network increases. There is a vast market to invest in, as the population account for more than one billion but multinationals are not taking this opportunity of investment (African Development Bank, 2014). Although internet usage is in its infancy, significant improvements have been made in this sector during the last few decades. In 2010, mobile penetration accounted for more than fifty percent across the continent and a hundred percent in markets like mobile and TV services (Budde, 2012). This paper focuses on proposing new business strategies for foreign investors, since the African market is rapidly growing. North African countries are the most advanced in the digital world, but some sub-Saharan Africa countries are making prominent initiatives too. Therefore, the paper analyzes risks and opportunities investors could encounter both at macroeconomic and political level. From a methodological point of view, the paper adopts a data collection perspective to analyze challenges and new opportunities for businesses. In conclusion, our findings will enable us to examine benefits private sectors have encountered in the telecommunication market; therefore, we suggest the importance of collaboration between African markets and young foreign investors.</p>		

Title: An Analysis Of The Title Insurance Industry In Texas		Presentation ID: B14 – LS
Author: Angela Obolsky	Discipline: Business & Computer Information System	
Campus: Texas A&M University – Commerce	Student Level: Master's	
Co-Authors:	Mentor(s): Dr. Sandra Gates	
<p>Abstract For the past few legislative sessions, the title insurance industry has had to defend against the threat of deregulation by lawmakers or others who don't understand the positive aspects of the longstanding, successful system of title insurance and rate regulation in Texas. This research aims to communicate the importance of the regulation of title insurance in Texas by conducting a financial analysis of the Texas title insurance industry, as well as a comparison of title insurance rates across states with varying degrees of regulation. Based on statistical data from the Texas Department of Insurance, the financial report will examine the growth of the title industry from 1997 to 2013 relative to the total assets, premiums written, operating income, operating expenses, and net income. It will also analyze the number of title policies issued in Texas, the number of claims made, and the loss ratio. Using online title rate calculators and rate sheets published by title agencies, the promulgated rate in Texas will be compared with the rates in California, New York, North Carolina, Georgia, Arizona, and New Mexico. Those states have similar housing economies to that of Texas.</p>		

Title: Overview Of Reliability And Security Issues In Wireless Sensor Networks		Presentation ID: B15 – LS
Author: Kartheek Srungaram	Discipline: Business & Computer Information System	
Campus: Texas A&M University International	Student Level: Master's	
Co-Authors: Nikhitha Ommi	Mentor(s): Dr. Haibo Wang	
<p>Abstract Wireless Sensor Network (WSN) is deployed with tiny sensor nodes which are capable of sensing changes around and communicated with other devices. WSN is an emerging technology whereas its usage spans across areas like not constrained to Industries, ecological monitoring, health care and military surveillance. The criticality of many of these missions requires reliability and security of data being transferred. Existing wired network routing protocols and security schemas doesn't work for WSN because of their imperatives. WSN suffers from many constrains including small memory, low computational power, limited energy resources and prone to tampering of node. In this project we will present a survey of various reliability and security issues of WSNs primarily concentrating on various security compromising attacks. Keywords: Sensor network, security, reliability, attacks</p>		

Title: Increasing Customer Citizenship Behavior: The Context Of Airline Services		Presentation ID: B16 – LS
Author: Maximilian Wiener	Discipline: Business & Computer Information System	
Campus: Texas A&M University – Central Texas	Student Level: Master's	
Co-Authors:	Mentor(s): Dr. Shuqin Wei	
<p>Abstract Customer citizenship behavior (CCB; voluntary behavior performed by customers to help other customers, service employees or service organizations) has been an increasingly important topic in marketing. Despite the extensive research on CCB, why customers perform CCB in the context of airline services is unknown. Airline services context is different from other services contexts because air travel experience usually involves a higher level of stress. Air travel involves confined spaces and the impact of punctuality is magnified. Will stress associated with air travel play a role in influencing CCB? If yes, will it increase or decrease CCB and under what conditions? We attempt to answer these questions by investigating under what conditions, why and how customers would perform CCB during air travel. We hypothesize that customers would engage in more CCB when they experience more air travel stress. We propose that CCB may be a coping strategy for customers to</p>		

reduce stress. Two experimental studies are conducted. In the first study, three variables are manipulated: purpose of the trip, crowdedness of the flight, and timeliness of the flight. In the second study, two variables are manipulated: point of delay and point of crowdedness. Results will be available during the conference.

Title: The Growing Importance Of Using An Eportfolio Among Students For Personal And Professional Development		Presentation ID: B17 – LS
Author: Christopher Woodard	Discipline: Business & Computer Information System	
Campus: Texas A&M University – Commerce	Student Level: Master's	
Co-Authors: Mr. Christopher Woodard, Dr. Shonda Gibson and Dr. Tabettha Adkins	Mentor(s): Dr. Shonda Gibson and Dr. Tabettha Adkins	

Abstract
 An electronic portfolio (ePortfolio) is an interactive method for students to demonstrate both academic and co-curricular experiences (artifacts); allowing for greater introspection, reflection, and details than a standard resume will. Research has shown that the use of ePortfolios can assist with facilitation of student learning by providing a representation of the ‘whole student’ experience (Yancey, 2009) meeting the demands of employers who expect graduates to demonstrate a solid connection of knowledge, experiences, and abilities. Past studies have shown that increased skill in tracing personal improvement and making connections between course material and experiences by use of ePortfolios (Clarks & Enyn, 2012). The current study (N= 364) investigated freshman students’ perspectives and opinions in regard to creation and use of the ePortfolio. The majority of students reported that the creation process was easy, and t hat they anticipated using the ePortfolio in the future for a variety of purposes including school, work, applications, personal knowledge, personal improvement, and to track accomplishments. Overall, this study found that students found the ePortfolio to be a helpful resource as they began university studies, and they also found value for future use, both personal and professional development.

Doctoral

Title: An Integrated-Dynamic Mode Of Entry Model: An Extended Approach		Presentation ID: B18 – LS
Author: Zagdbazar Davaadorj	Discipline: Business & Computer Information System	
Campus: Texas A&M University International	Student Level: Doctoral	
Co-Authors: Bolortuya Enkhtaivan	Mentor(s): Haibo Wang	
<p>Abstract</p> <p>This paper proposes a model with integrated features of different mode of entry theories with an extension of dynamic interactions between the host government and foreign firms. The integrated-dynamic model introduces eight propositions and enriches the literature by several different facets. First, it explicitly proposes optimal decision choices of the host country complementing one-sided decision making process in the previous literatures. Second, the new model adopts Economic Freedom Index from the Heritage Foundation that has an advantage of utilizing a single measurement for a country as well as potentially to be separated into different dimensions depending on the needs of prioritization by the foreign entrants' strategic decisions. Moreover, direct use of the index is a desirable aspect of the model to be tested empirically and provides practical implications for global strategic decision makers. The model captures dynamic features of two-sided decision making processes where past performances of both the host government and foreign investors are taken into consideration. This feature fits well in long-term commitment practices of MNEs.</p>		

Title: Use Of Ensemble Classifiers For Bankruptcy Prediction Problem		Presentation ID: B19 – LS
Author: Mohammad Hendijani Zadeh	Discipline: Business & Computer Information System	
Campus: Texas A&M University International	Student Level: Doctoral	
Co-Authors:	Mentor(s): Dr. Haibo Wang	
<p>Abstract</p> <p>In the domain of accounting and finance, topic of bankruptcy prediction, also titled as corporate failure prediction, is regarded as one of the noteworthy subjects. Currently, high competitive job condition puts every firm in danger of financial distress. So, necessity of having efficient classification tools to face with financial distress prediction (FDP) problem is undeniable. This article intends to present four integrated classifiers to deal with FDP for our particular data set. Particle swarm optimization(PSO), as a wrapper feature selection methodology, and particle component analysis(PCA), as a filtering feature selection technique, have been combined with multilayer perceptron (MLP) and support vector machine (SVM) classifiers. Our four ensemble approaches which are PSO-MLP, PSO-SVM, PCA-MLP and PCA-SVM have been implemented by the use of Rapid Miner, known as a data mining software. As reported by results of our empirical experiment, PSO-SVM combined classifier exceeded the other classifiers concerning to precision of prediction. PSO-SVM integrated classifier can be considered a good option to confront with corporate failure prediction issue.</p> <p>Key words: Financial distress prediction, support vector machine, multilayer perceptron, particle component analysis, particle swarm optimization</p>		

Title: The Effect Of Unemployment, Government Expenditure On Education, And Standard Of Living On Crime		Presentation ID: B20 – LS
Author: Efrain Medina	Discipline: Business & Computer Information System	
Campus: Texas A&M University International	Student Level: Doctoral	
Co-Authors:	Mentor(s): Haibo Wang	
<p>Abstract</p> <p>There are difference studies that have measured the relationship between unemployment and crime. In this study, we analyze the impact of unemployment, government expenditure on education, and standard of living on crime.</p>		

Using data from different national census and the World Bank Databank, we will determine the significance of three hypotheses that will be tested. First, we hypothesize that unemployment will have a positive and significant relationship with crime rate. Secondly, expenditure on education will have a negative and significant relationship with crime rate. Lastly, standard of living will have a negative and significant relationship with crime rate. The R language system will be used to perform the analytics, and illustrate the patterns between the variables. The results will contribute to have a better understanding of how these three factors affect the level of crime rate. Future studies should include more countries in order to increase the reliability and validity of the results.