2011 INTERDISCIPLINARY CONFERENCE PROGRAM

MAY 20-22, 2011

College of Technology
Cameron Building
University of Houston, Texas
ACKNOWLEDGEMENT

AHLiST would like to thank all the organizers and supporting staff of the College of Technology at the University of Houston for their hard work. Without their help this conference would have not been possible.

Also we would like to extend a special thank you to the 2011 Conference Program Chair:

Dr. Hyo-Joo Han, Georgia Southern University.
HELPFUL INFORMATION

1. **WIRELESS SERVICE**: Cameron Building
   
   Open wireless service will be available in Cameron Building during the conference time.

2. **OPEN COMPUTER ACCESS**: Room 239B
   
   One can use computers, email, and internet in Room 239B.

3. **TAXI SERVICE**
   At the University of Houston Hilton Hotel one can call the front desk (713-741-2447) to book a cab. It takes between 15 to 25 minutes for a cab to arrive.

   The UH Hilton uses the Yellow Cab Company (phone 713-236-1111 or yellowcabhouston.com). A taxi can be ordered by phone or online. There is a fare estimator on the website.

   The address of the Cameron Building is 4200 Wheeler (corner of Cullen and Wheeler).
Participants, please be aware of the following norms:

a) Each panel consists of 3 or 4 presentations and 1 moderator.

b) Each participant will have 15 to 20 minutes for her/his presentation. Although a presentation may be co-authored by more than one person, it should be 20 minutes.

c) Each panel should allow last 15 minutes for discussion.

d) Each panel will be strictly 1 hour and 15 minutes.

Announcement:

- All presenters must be members of the Association by conference time.
- *JHLiST*: conference participants will be invited to submit an article (20-page long) for publication. The official publication of the Association is The Journal of History, Literature, Science and Technology (JHLiST), devoted to the research and investigation pertaining to the theories and practices of science, technology, medicine, history and literature. The journal explores the multidisciplinary “consilience,” the linkage of science and humanities to create insights into human endeavors. The JHLiST is a professionally produced, edited, and peer-reviewed academic journal.
- For more information go to: www.ahlist.org
FRIDAY, MAY 20, 2011

10am to 12pm

Opening Ceremony
PLACE: Cameron Room 101

Welcome from AHLiST President:
Dr. Song I. No
Associate Dean, Purdue University

Welcome from University of Houston:
Dean William Fitzgibbon, PhD
“Future & Technology”

Keynote Lecture
Introduced by Dr. Shirley Ezell, University of Houston

Engines of Our Ingenuity

Dr. John Lienhard
(University of Houston)
12pm to 1pm: LUNCH

The 1st Floor Lobby
Cameron Building

1pm to 2:15pm: Session I

Place: Room 103

1. 1. Communication and Technology I

Communication Technology and the Future of Public Relations I
Moderator: Consuelo Waight

1. An Explication of the Pros and Cons of the Mobile Phone Text Message Communication
Samson Oluga, Federal Polytechnic Ede

2. Media Tools Relate to Public Relations Work Categories & Professional Competencies
Bey-Ling Sha, San Diego State U, John Forde, Mississippi State U,
Melissa LaBorde, Louisiana State U, Alexandria

3. The Impact of Digitalization on Civic Participation and Conversation
Soojin Kim, Jeong-Nam Kim, Purdue U, Alessandro Lovari, Univ. di Siena
Place: Room 105
I. 2. Marketing and Consumer Behavior

Future Marketing and Technology
Moderator: Eklou Amendah

1. Consumer attitude toward fashion items and fashion accessories:
The role of augmented reality
Paul Barton, Eklou Amendah, Southern New Hampshire U

2. Exploring Consumers’ Attitudes towards E-personalization
Process and Privacy Concerns: the Case with Travel Websites
Jungkun Park, University of Houston
Jungkook Lee, Indiana U & Purdue U, Indianapolis

3. Generation Y adoption of IPod touch: The moderating effect of risk
Ryan Mcdermott, Deanna Kizer, Eklou Amendah, Southern New Hampshire U

2:30pm to 3:45pm: Session II

Place: ROOM 103
II. 1. Communication and Technology II

Communication Technology and the Future of Public Relations II
Moderator: Mequanint Moges

1. Left behind: Social Media Tribulations of Small Businesses in Remote Rural America
Jonathan R. Slater, Colleen Lemza, SUNY Plattsburgh

2. Testing Differential Effects of Internet Use on Public's Knowledge, Attitude, and Behaviors: A Study of Public Segmentation and Genetically-Modified Food Issue in South Korea
Soo Yun Kim, U of South Carolina  Jeong-Nam Kim, Purdue U,
Sangil Jun, Korean Institute of Environment and Health

3. Taxonomy of Employee-Created Online Ranting Websites: An Exploratory Study
Bo Kyung Kim, Go-Un Yi, Jeong-Nam Kim, Purdue U
2:30pm to 3:45pm: Session II (cont’d)

Place: ROOM 105
II. 2. Multitrack I
   Technology and Art in Future
   Moderator: Kijoon Back
   1. Using Computational Concepts and Tools To Critique Techno-Utopianism
      Tina Kelleher, Towson Univ.
   2. Views of Muslim Scholars on Modern Science and Technology
      Nurdeng Deuraseh, Ahamad Termizi Talib, Husni M. Harun, Universiti Putra Malaysia
   3. The Vanishing Voices in UAE - The Art of storytelling in UAE -
      Backgrounds, Characteristics, themes and continuity
      Abdel Nasir Abdel Kareem, Ittihad University

4pm to 5:15pm: Session III

Place: ROOM 103
III. 1. Communication and Technology III
   Communication Technology and the Future of Public Relations II
   Moderator: Liang-Chieh Cheng
   1. Consumer Relations in Business to Consumer (B2C) Electronic Commerce: Environments: A Study of Taiwan and the United States
      Ming-Yi Wu, California Lutheran U
   2. Taxonomy of Customer-Created Online Ranting Websites: An Exploratory Study
      Go-Un Yi, Bo Kyung Kim, Jeong-Nam Kim, Purdue U
Saturday, May 21, 2011

9am to 10:15am: Session IV

Place: ROOM 103

IV. 1. Technology Application in Human Resources Development
Future Technology Application in Human Interaction and Engineering
Moderator: Holly Hutchins
1. Finding the Right Socio-cultural Mode for Human-Robot Interaction: A Delphi Study
Se Jin Heo, Jim Brown, University of Minnesota
2. Super DataWaves and Reliability
Noh-Jin Park, Oklahoma City University, Nohpill Park, K. M. George, Oklahoma State University
3. Creativity as a Necessary Component of Engineering Education
Senguttuvan Annamalai, Sree Vidyanikethan Engineering College

Place: ROOM 105

IV. 2. Web, Social Media, Networking
Web and Future Web Application
Moderator: Brian Rutherford
1. Future Direction for a Next Generation Web
Young Choi, Regent University, Young-Han Choe, ITU-T (Switzerland), Tae Oh, Rochester Institute of Technology
2. Gov. 2.0 in the Caribbean: From Traditional to Social Media Reaching People
Ingrid Sturgis, Howard University
3. The Realized Benefits of Social Networking Services by Adult Learners
Yuanqiong Wang, Jessica Arfaa, Towson University
10:30am to 11:45am: Session V

Place: ROOM 103

V. 1. Technology and Education I
Innovative Technology in Learning and Teaching
Moderator: Hyo-Joo Han
1. iTeaching: Evaluation of the use of Mobile Technology in the College Classroom
   Whitney Herrington, Abilene Christian University
2. New Technologies Repeating Education History
   Wynter Chauvin, Stephen F. Austin State University
3. Open Source and Free Game-based Learning Platforms
   Jungwoo Ryoo, Penn State U, Altoona

Place: ROOM 105

V. 2 Technology and Health Care I
Tele-Medicine and Health Information Technology
Moderator: Driss Benhaddou
1. Prospects and Challenges of Telemedicine in Nigeria
   Kingsley Ukaoha, British Computer Society, Francisca Egbokhare, Nigerian Computer Society
2. Some Historical and Philosophical Issues in Mental Health Information Technology
   Wen-Ran Zhang, Georgia Southern University, Louie Zhang, University of Texas School of Nursing at Houston

12pm to 1:30pm: LUNCH

The 1st Floor Lobby
Cameron Building
1:30pm to 2:45pm

Interest Groups

Birds of a Feather Meetings

The 1st Floor Lobby and Lounge
Cameron Building

3pm to 4:15pm: Session VI

Place: ROOM 101

VI. 1. Teaching IT

Business Intelligence, Education and IT
Moderator: Tae Oh

1. Augmented Reality for the Classroom: Enhancing Concepts for Computing Courses
Y. Wang, Alfreda Dudley, Giovanni Vincenti, James Braman, Towson University

2. Analytics Workflow in MS Excel: Reflections and Conceptual Model
Adrian Gardiner, Georgia Southern University

3. An Information Systems Case Study: Framework to Develop Students Technology Skills
Nada Khatib, University of Houston
3pm to 4:15pm: Session VI (cont’d)

Place: ROOM 103
VI. 2. Organization and Technology I

Enterprise IT and Project Management I
Moderator: Hsiang-Jui Kung
1. Managing Outsourced e-business Development Projects: Lessons Learned and Success Factors
Dien Phan, St. Cloud State University
2. Engineering Research and Development with Creativity
S. Annamalai, S. V. Engineering College
3. Real-life IT Capstone Student Projects: Impact of Multiple Instructor Roles on Student Learning
Karen Patten, University of South Carolina

Place: ROOM 105
VI. 3. Sales

Selling Management and Hospitality
Moderator: Kijoon Back
1. Luxury Hotels in South Korea and the US: A Comparative Study of Website Performance
Jungkook Lee, Erica Berte, IUPU, Columbus
2. The Impact of Mentoring on Burnout and its Consequences
Nathaniel Hartmann, Brian Rutherford, Purdue University, G. Alexander Hamwi, Missouri State University, Scott Friend, University of Nebraska-Lincoln
3. The Evolving Role of Salesperson
Joon-Hee Oh, Georgia State University, Nwamaka A. Anaza, Francis Marion University
4:30pm to 5:45pm: Session VII

Place: ROOM 101
VII. 1. Organization and Technology II
   Enterprise IT and Project Management II
   Moderator: Karen Patten
   1. Information Security Culture
      Hsiang-Jui Kung, Georgia Southern University
   2. Information Security Culture
      Mirza Murtaza, Middle Tennessee State U, Jaymeen Shah, Texas State U
   3. Integrating Service Learning with Internship to enhance Leadership Skills
      James Ejiwale, Jackson State University

Place: ROOM 103
VII. 2. e-Commerce
   Framework and Model in E-Commerce
   Moderator: Seiji Endo
   1. Protective Measures in e-Commerce to Deal with Security Threats Arising out of Social Issues: A Framework
      Biswajit Tripathy, Synergy Institute of Engineering and Technology, Jibitesh Mishra, CET BPUT
   2. An Application of Multiple-Group Causal Models in Assessing Apparel Retail Brands' Structural Invariance in a Multichannel Shopping Context
      Mijeong Noh, Western Illinois University
   3. Effects of Social Presence and Awareness in Virtual Teams
      Hyo-Joo Han, Georgia Southern U
   4. The Implementation of Augmented Reality on e-Commerce
      Pataranit Bunnag, Loersiri Kurasirikul, Vanivilai Techasomboon, Sirindhorn International Institute of Technology, Thammasat U

Place: ROOM 105
VII. 3. Future
   Moderator: Andy Hines
   1. Images of the Future: An Historical Perspective
      Peter Bishop, University of Houston
6pm to 8pm

Banquet

Place: UH Hilton Hotel, 2nd Floor
Flamingo Room

Closing Announcement
Dean William Fitzgibbon
College of Technology
University of Houston

Dr. Song I. No
AHLiST President
Associate Dean, Purdue University

Keynote Lecture

Introduced by Dr. Marcy Norwood, University of Houston

“The Story of Human Spaceflight:
Past, Present and Future”

Dr. Michael Lutomski
Risk Manager
National Aeronautics and Space Administration (NASA)
Sunday, May 22, 2011
8:30am to 9:45am: Session VIII

Place: ROOM 101
VIII. 1. Logistics and Technology
Logistics and Global Supply Management
Moderator: Akinori Ono
1. Space, Time and the Dimensions of Industrial Change: A Structuralist Approach to the Impact of Supply Chain Management on the Automotive Industry
   Albrecht Fritzsche, TU Darmstadt
2. Utilizing an Epics to Automate Route Classification and Optimize a Transportation Network
   Leif Anderson, Liang-Chieh Cheng, University of Houston
3. Geographic Information System Applications in Supply Chains
   Liang-Chieh Cheng, Jeremy Phillips, University of Houston

Place: ROOM 103
VIII. 2. Technology and Health Care II
Mobile and Online Health Care
Moderators: Jungkun Lee
1. Mobile Learning and Healthcare: Challenges and opportunities
   Driss Benhaddou, University of Houston
2. RFID Technology in Health Care
   Afnan A. Alkharashi, Carnegie Mellon University
3. Level of Participation of Healthcare Professionals in Online Learning & Knowledge Sharing
   Abdulrahman Mirza, King Saud University  Mona Al-Majed, King Fahad Medical City, Reem Al-Hamidi, Medical Informatics Research & Development Center

Place: ROOM 105
VIII. 3. Technology and Education II
Technology in e-Learning
Moderator: Yuanqiong Wang
1. e-Learning using Cyberinfrastructure
   Jessie Walker, Mansour Mortazav, U of Arkansas, Pine Bluff, Samar Swaid, Philander Smith College
2. Effect of Web Caching on Load Time
   Emma Tang, Tae Oh, Rochester Inst. of Tech, Young Choi, Regent U
3. Student Perceptions of a Learning Management System
   Beena George, Rosemarie Rosell, Claire McDonald, U of St. Thomas, Houston
10am to 11:15am: Session IX

Place: ROOM 103
XI. 1. Multitrack II
Hospitality, Technology and Learning
Moderator: Jay Cho
1. Short and Open: The Future of Travel
   Senthil Kumar, Thomas Cook India Ltd
2. The Collaborative Relationship between Old and New ICTs in Underpinning Ghana's Democratic Development
   Kweku Koranteng, University of Ghana
3. Assessment of Student Learning Achievements in Blended Learning Environment
   Shafqat Hameed, Bahria U
4. Exploratory Analysis of Consumer Clickstream Data via Social Network Site's Downloading Behavior
   Constantino Malagón Luque, Universidad Antonio de Nebrija, Justo Hidalgo, 24symbols.com, Jungkun Park, University of Houston

Place: ROOM 105
XI. 2. Organization and Technology III
Project Management
Moderator: Seiji Endo
1. Project management, Strategic Planning and Project Control
   Mahdi Ghassemi, U of Tehran
2. Project Management On-the-job or Competence-based Training in Petrochemical Industries; Applying Modern Technology
   Ali Bayati, Mehdi Asadi Gharabaghi, Mehdi Ebrahimi, PIDMCo
3. Effect of Mobile Phone Technology on Moral Development of University Students; A Case Study of university of the Punjab
   Rana Abdul Majid Khan, U of Punjab, Muhammad Zaheer Asghar, Ihsan Ali, U of Management and Tech, Najaf Durre, Khalid Saleem, U of Punjab
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