

Northeast Decision Sciences Institute

54th Annual Conference

March 27-29, 2025

Hershey, PA

*Generative AI to Enhance
Supply Chain Resilience*



Decision Sciences Institute

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NEDSI 2025

The board of the Northeast Decision Sciences Institute gratefully acknowledges the host institution for our 54th annual conference:

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■ Welcome



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March 27, 2025

Dear NEDSI Members and Guests,

As the proud host institution of the annual meeting of the Northeast Decision Sciences Institute, I am honored to welcome you to the 54th meeting of this prestigious conference. Dr. Dinesh Pai, associate professor of supply chain management in the Penn State Harrisburg School of Business, and his team have put together an excellent program and we are pleased to be able to present it to you.

The theme of this year's conference is "Generative AI to Enhance Supply Chain Resilience". I hope you enjoy your interactions with our Penn State Harrisburg faculty and staff and the various program tracks, keynote speakers and panel discussions.

On behalf of the faculty, staff, and students at Penn State Harrisburg, I wish you a productive and successful meeting.

Best regards,

Dave Callejo Pérez, Ed.D.
Chancellor and Dean

■ Welcome



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March 27, 2025

Dear NEDSI Members and Guests,

It is my great pleasure to welcome you to the annual meeting of the Northeast Decision Sciences Institute. We have a tremendous conference in store for you this year.

As all attendees know, academic conferences are not easy to organize. There are thousands of details one must tend to. Over the past several months, I have witnessed the tremendous investment of time and energy that Dr. Dinesh Pai and his team have put into this event. Thanks to their steady work and careful planning, we are now poised to enjoy what will surely be a tremendous experience.

The theme of this year's conference could not be more timely. Like you, I am looking forward to learning what the latest thinking is on generative AI and its impact on supply chains. However, as fascinating as our panels and speakers promise to be, I also invite you to take a few hours to venture out into Hershey. This town has a fascinating history, which you can access at the Hershey Story (guests of Hershey Lodge and The Hotel Hershey receive complimentary tickets to The Hershey Story and Hershey Gardens). So please enjoy exploring Hershey and do not hesitate to ask any of us for suggestions.

On behalf of Penn State Harrisburg's School of Business Administration, I wish you a productive, stimulating, but also fun conference experience.

Sincerely,

A handwritten signature in black ink that reads "John R. Haddad". The signature is written in a cursive style.

John R. Haddad

■ Welcome



Dinesh R. Pai
Penn State Harrisburg

Welcome to NEDSI 2025!

On behalf of the board and program committee of the Northeast Decision Sciences Institute, I would like to extend a hearty welcome to the 54th Annual Conference in Hershey, PA!

The theme of the conference is “Generative AI to Enhance Supply Chain Resilience.” The program committee has planned an amazing conference around the theme, complete with a range of pertinent multidisciplinary tracks, plenary talks, workshops, panel discussions, and social hours. The conference’s theme coincidentally aligns with the challenges posed by the recent pandemic and the geopolitical conflicts that have an impact on supply chains. It also addresses the recent rise of artificial intelligence, a source of a national debate. As such, over three days, the conference aims to discuss, deliberate, and provide actionable solutions to overcome many of the challenges.

We are thrilled to once again provide you with a diverse range of paper presentations, panel discussions, and workshops, thanks to the many efforts of academics, leaders, and volunteers. A student poster session will also be held. In short, there will be plenty of opportunities for networking and professional growth at the conference.

The board and organizing committee worked very hard to put together a great 2025 conference. Apart from the NEDSI board, we extend our heartfelt appreciation to Penn State Harrisburg, which will serve as institutional host of NEDSI 2025. Specifically, I would like to thank Dr. David M. Callejo Pérez, Chancellor, Penn State Harrisburg, and Dr. John Haddad, the interim director of the School of Business Administration, without whose support the conference could not have taken place.

In closing, the NEDSI board welcomes you to NEDSI 2025. We are confident it will be a valuable, rewarding, and pleasurable conference for you.

Best regards,

A handwritten signature in blue ink, appearing to read "Dinesh R. Pai". The signature is written in a cursive style and is positioned above a horizontal line.

Dinesh R. Pai
NEDSI 2025 Conference Chair

■ NEDSI 2025 Keynote Speaker

Gen AI and Supply Chain Resilience: Future-Proofing Through Innovation

Adriana Souza



Adriana Souza is a data science expert focused on leveraging AI to drive innovation and solve complex business problems. As a Senior Finance Manager at D&H Distributing, she collaborates with supply chain professionals to develop AI-driven solutions for forecasting and pricing optimization. Her expertise enables firms to enhance decision-making and adaptability in an ever-evolving landscape. At this year's NEDSI conference, Adriana will discuss the transformative effects of generative AI on creating resilient and flexible supply chains, while also sharing practical insights from her experience at the intersection of data science and distribution. She holds a bachelor's degree in economics and a master's degree in data science from New College of Florida, along with an MBA from Louisiana State University.

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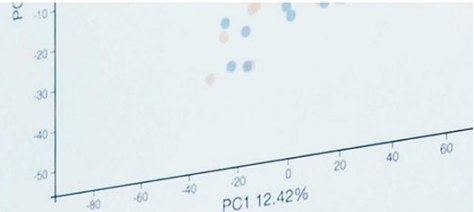
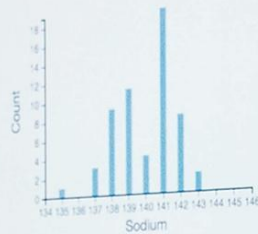
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Data table

Sample	Time-point	Patient	Year
2	Pre	2	2009
3	Pre	3	2009
4	Pre	4	2009
24	Pre	24	2010
25		25	2010
26		26	2010
27		27	2010
28		28	2010
29		29	2010
30		30	2010
31		31	2010
34		34	2010
35		35	2010



■ ABOUT

The Decision Sciences Institute

The Decision Sciences Institute (DSI) is a professional organization of academicians and practitioners interested in the application of quantitative and behavioral methods to the problems of society.

Through national, international and regional conferences, competitions and publications, the DSI provides an international forum for presenting and sharing researching the study of decision processes across disciplines. The DSI also plays a vital role in the academic community by offering professional development activities and job placement services.

Three divisions— Americas, Asia and Pacific, and Europe - operate within the DSI. The Americas division is comprised of five chapters, including NEDSI, and the Asia and Pacific division has three separate chapters. Each division has a representative on the Board of Directors. Chapters have their own elected board of directors and hold annual meetings.

The DSI, an independent nonprofit educational organization, is located in Houston, Texas, where it receives extensive support from the C.T. Bauer College of Business at the University of Houston.

Northeast Decision Sciences Institute

The Northeast Decision Sciences Institute (NEDSI) is one of five regions in the Americas Division of the professional society, the Decision Sciences Institute. This region encompasses the Northeastern United States. NEDSI holds an annual regional meeting each spring that features presentations of original research papers, panels, workshops, and other interesting innovations in the fields of accounting, business analytics, business education, finance, governance, healthcare management, marketing, operations management/operations research, strategic management, supply chain management, sustainability, and technology management, among others. Awards for “Best Paper” in several categories are given each year.

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■ NEDSI 2025 Lifetime Service Award



Jennifer Swanson, Stonehill College

Professor Jennifer Swanson has been an active participant in the Northeast Decisions Sciences Institute for almost 30 years, serving as President, Program Chair, Board member, Advisory Council member, Archivist, Poster Committee Chair, and other roles. Her PhD is in Management from the University of Rhode Island and she is currently the Chair of the Global Business, Operations & Strategy Department at Stonehill College. In addition, she has spent numerous summers teaching and training at the undergraduate, graduate, and executive level in Southeast Asia. She has published in a wide variety of journals, served on the Board for MicroLoan Foundation USA, participated in a China Fulbright-Hays Group Project, was Co-Director for a U.S. Department of Education grant on Canada, Ireland, and Portugal, participated in a COIL program team teaching U.S. and Bolivian students, and developed travel learning communities involving student travel to Europe, Africa, Central America, and Latin America.

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Krista Hill	Babson College
Kellyann Berube Kowalski	UMass Dartmouth

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Best Application of Theory Award

Using Natural Language Processing for Data-driven Risk Management
Haleh Valian, Biogen

Best Contribution to Theory Award

*A Comparative Look into Coping and Other Organizational Theories
to Explain Organizational Resilience*
Raktim Pal, James Madison University
Nezih Altay, DePaul University

Bryant University Best Paper Award in Supply Chain Management and Logistics

*Collaborative New Product Development: The Implications of Long-term vs. Short-term Contract
Choice on Cost-sharing in Vertical Channels*
Abhishek Roy, Temple University
Ganesh Balasubramanian, T A Pai Management Institute

Richard Briotta Best Paper Award in Knowledge Management/Strategy

From Pixels to Insights: Large Language Models for Automated Data Visualization Enhancement
Andres Fortino, New York University

David M. Levine Best Paper Award in Innovative Education

Ethics of AI in Education
Alexander Pelaez, Hofstra University
Amal Jacobsen, Progressive School of Long Island
Jim Samuel, Rutgers University
Kaushik Sengupta, Hofstra University

Best Ph.D. Student Paper Award

Quantum Machine Learning Approaches in Malware Analysis: An Extended Review
Philip Shen, Marymount University
Jennifer Ferreras-Perez, Marymount University

Best Overall Conference Paper Award

*Generating Sparse and Plausible Counterfactual Explanations with Spatial Diversity
and High Fidelity for Artificial Intelligence Decision Systems*
Nolan Talaei, University of Massachusetts Lowell
Asil Oztekin, University of Massachusetts Lowell
Hongwei Zhu, University of Massachusetts Lowell
Luvai Motiwalla, University of Massachusetts Lowell

■ **UNDERGRADUATE/GRADUATE RESEARCH POSTER PARTICIPANTS**

UNDERGRADUATE STUDENT RESEARCH POSTERS

A Practical Guide for Navigating the PTE Tax Landscape

Caitlin Sizemore, Alisha Harper
Bellarmine University, Louisville, KY, USA

**Educational Growth and Student Access at the University of Southern Maine:
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Isabella Rossborough, Simon Gabaree
University of Southern Maine, Portland, ME, USA

Pixel Meets Algorithms; ARTificial Intelligence Revolutionzes Video Game Design

Devon Tolbert
York College of Pennsylvania, York, PA, USA

**Digitizing Historical Logistics Industrial Maps and Studying the Growth
and Development of Jersey City Ports Post World War**

Ankith Anil Kadagadakai, EunSu Lee
New Jersey City University, Jersey City, NJ, USA

High Scores, Dark Agendas: Radicalization Within Gaming Platforms

Nevin Ferry, Tamara Schwartz (mentor)
York College of Pennsylvania, York, PA, USA

**Assessing the Security of Operational Technology Industrial Control Systems
Controlled by Information Technology Assets**

Conner Everett, Tamara Schwartz (mentor)
York College of Pennsylvania, York, PA, USA

Patient Privacy: An Ethical Analysis of Emerging Tech in Hospitals

Ian Burns, Tamara Schwartz (mentor)
York College of Pennsylvania, York, PA, USA

From Reps to Replicas: The Rise of Fitness Digital Twins

Zachary Deal, Tamara Schwartz (mentor)
York College of Pennsylvania, York, PA, USA

Investigating the Impact of Tariffs on Global Trade in the Trump 2.0 Era

Youngwoo Cho, EunSu Lee
New Jersey City University, Jersey City, NJ, USA

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Joselyn Reyes, EunSu Lee
New Jersey City University, Jersey City, NJ, USA

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David Alatorre
Bridgewater State University, Bridgewater, MA, USA

Deep Reinforcement Learning for the Heterogeneous Capacitated Vehicle Routing Problem

Yuanyumeng Zhu¹, Dan Liu²

¹Department of Management, Kean University, Union, NJ, USA. ²Department of Management, Kean University, Union, NJ, USA

■ UNDERGRADUATE/GRADUATE RESEARCH POSTER PARTICIPANTS

Information Gain-Based MCDM Approach for Urban Critical Freight Corridor Identification using Spatial-Temporal Data Analysis

Yiyang Liu, Dan Liu
Kean University, Union, NJ, USA

A Dynamic Road Damage Prediction Framework Using XGBoost and ArcGIS: Enhancing Flood Disaster Management in New Jersey

Haoxiang Liu, Dan Liu
Department of Management, Kean University, Union, NJ, USA

Artificial Intelligence Policy in Lethal Autonomous Weapons Systems (LAWS) across the United States, China, and the European Union

Janel Baxter, Dr. Anshu Arora, Dr. Amit Arora, Dr. Pradeep Behera
University of the District of Columbia, Washington DC, USA

Social Robotics and Human-Robot Interaction in Healthcare

Nkechi Iweriebor, Dr. Anshu Arora, Dr. Amit Arora, Dr. Bushra Saeed
University of the District of Columbia, Washington DC, USA

Emotional Artificial Intelligence in Customer Service: Can AI Truly Replace Human Empathy?

Tamaya Edwards, Dr. Anshu Arora, Dr. Amit Arora
University of the District of Columbia, Washington DC, USA

Enhancing Agricultural Efficiency and Safety: The Synergy of AI, Robotics, and Human-Centered Smart Farming

Nicholas Brown, Dr. Amit Arora, Dr. Anshu Arora
University of the District of Columbia, Washington DC, USA

A Multi-Objective Optimization Framework for ESG-Constrained Portfolios using Advanced Diversification Techniques

Ignacio Pericet, Amit Arora, Anshu Arora
University of the District of Columbia, Washington DC, USA

The Determinants of AI Usage in the Workplace: A Comparative Study between Job-Market Entrants and Young Professionals

Leslie Lopez, Krupali Soni, Kayla Grant, Aaron van Klyton, Md. Golam Kibria
Kean University, Union, NJ, USA

Navigating the Blue Ocean and Economy: Renewable Energy Solutions and Sustainable Maritime Practices

Josh Esteban, EunSu Lee
New Jersey City University, Jersey City, NJ, USA

Urban Planning: Implementing Accessibility in City Design

Eman Hermas, EunSu Lee
New Jersey City University, Jersey City, NJ, USA

Efficacy of Phishing Remediation: An Undergraduate Honors Thesis

Chandra Dhimal, Michael Douglas
Millersville University, Millersville, PA, USA

Medical Malpractice: Legal, Insurance, and Ethical Implications. Inspired by a True Story.

Claire Coons
Millersville University, Millersville, PA, USA

Rich Picture Analysis for Health Policy

Akira Dasgupta¹, Kuan-Lung Chen²

¹Riverside High School, Leesburg, VA, USA. ²The George Washington University, Washington DC, USA

■ UNDERGRADUATE/GRADUATE RESEARCH POSTER PARTICIPANTS

Euthanasia Rates Among Companion Animals in Los Angeles County Compared to Income Level

Isabelle Darcy

Bridgewater State University, Bridgewater, MA, USA

Evaluating Student Experiences with the Class Waitlist System at NDSU

Samantha Hendrickson, Anna Kessel, Kaylyn Haug, Rylee Stotz, Alison Hinze

North Dakota State University, Fargo, ND, USA

GRADUATE STUDENT RESEARCH POSTERS

The Convergence of Generative AI and Quality Assurance: Enhancing Pharmaceutical Supply Chain Resilience.

Aoibhin Laverty, Elif Kongar

University of New Haven, West Haven, CT, USA

Resilient Supply Chains, Resilient Communities: An AI-Powered Emergency Response Framework

Aarya Kshetri, Nahian Karim, Sneha Anumandla, Elif Kongar

University of New Haven, West Haven, Connecticut, USA

Generative AI in Omni-Channel Marketing

Aarya Upadhyay, Ellen Belitzky

University of New Haven, West Haven, CT, USA

AI for Cost Reduction in B2C E-Commerce Supply Chains

Simran Harjani, Ellen Belitzky

University of New Haven, West Haven, CT, USA

Pitfalls of Over-Dependency on AI in Financial Markets

Nikhita Rane, Ellen Belitzky

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Emotional Intelligence as a Measure of Potential Academic Success

Angelina Zuger, Kubra Banu, Joash Kawal, Kabhi Shanmugasundaram

Clark University, Worcester, MA, USA

Problems Faced by Indian Exporters to Export Psyllium Husks to the USA

Dharmi Shah, EunSu Lee

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Leadership and Team Sports

Denish Patel¹, EunSu Lee²

¹Dallas Baptist University, Dallas, TX, USA. ²New Jersey City University, Jersey City, NJ, USA

If they Can, Why Can't We? Comparing the United States' and European Union's Approaches to Artificial Intelligence Governance and Regulation

Muano Nevhudzholi, Mariam Sanogo, Dr. Anshu Arora, Anshu Arora

University of the District of Columbia, Washington DC, USA

Air Quality Improvements: A Catalyst for Better Respiratory Health

Sara Rehman, Anvitaa Patne

Clark University, Worcester, MA, USA

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Conference Program Schedule of Presentations

March 27-29, 2025

**Hershey Lodge
Hershey, PA**

Panel and Keynote Sessions

Panel: The Tariff Tightrope: Balancing Business and Supply Chain Stability

Thursday, March 27 - 8:00 am

Location: Wild Rose A, B

Chair: Dinesh Pai

Discussants:

- *Lou Paoletti, Senior Director, Supply Chain Services, Phoenix Contact
- *Olga Sass, Supervisor, International Trade Compliance & Transportation, Phoenix Contact
- *Richard Young, Distinguished Professor Emeritus of Supply Chain Management, Penn State Harrisburg
- *Nick Divan, Vice President of Financial Planning Analysis, D&H Distributing (via Zoom)

Join leaders from industry and academia as they discuss how tariffs imposed by the current administration are impacting business and supply chain management decision-making.

Scholarly Journals Editors' Panel

Friday, March 28 - 8:00 am

Location: Wild Rose A

Chair: Theologos Homer Bonitsis

Panelists:

- * Xenophon Koufteros (Co-Editor-in-Chief of Decision Sciences Journal)
- * Pedro Reyes (Co-Editor-in-Chief of Decision Sciences Journal of Innovative Education)
- * Arash Azadegan (Associate Editor of Journal of Supply Chain Management)
- * Sang-Heui Lee (Editor-in-Chief of Journal of Managerial Issues)

Meet the Editors of four scholarly journals. Each editor will make a brief presentation about their journal, followed by time for Q&A.

Panel: Transformative Role of AI in Decision-Making

Friday, March 28 - 10:00 am

Location: Wild Rose A, B

Chair: Dinesh Pai

Panelists:

- * Ed Lada, Jr. (President and CEO, Goodwill Keystone)
- * Abha Dawesar (Chief Digital Analytics Officer, Institutional Division, Vanguard)
- * Jim Prussack (General Manager—Infrastructure, Security, and Industry for Americas Global Partner Solutions, Microsoft)
- * Scot Case (Vice President, Sustainability and Corporate Responsibility, National Retail Federation)

Join industry leaders from Microsoft, Vanguard, the National Retail Federation, and Goodwill Keystone Area as they explore how data and analytics shape business strategy, decision-making, and culture. They will discuss the transformative role of AI in decision-making and how their industries are adapting to an evolving landscape.

NEDSI 2025 Keynote

Friday, March 28 - 5:00 pm

Location: Empire A, B, C

Keynote Speaker: Adriana Souza, Senior Finance Manager at D&H Distributing
Title: Gen AI and Supply Chain Resilience: Future-Proofing Through Innovation

Adriana will discuss the transformative effects of generative AI on creating resilient and flexible supply chains, while also sharing practical insights from her experience at the intersection of data science and distribution.

Thursday, March 27

7:30 am **Registration**
Confection Hall Lobby

8:00 am **PAN-1: Panel: The Tariff Tightrope: Balancing Business and Supply Chain Stability**
Wild Rose A, B
Chaired by: Dinesh Pai

Panel: The Tariff Tightrope: Balancing Business and Supply Chain Stability

Lou Paoletti¹, Olga Sass², Richard Young³, Nick Divan⁴
(¹Senior Director, Supply Chain Services, Phoenix Contact. ²Supervisor, International Trade Compliance & Transportation, Phoenix Contact. ³Distinguished Professor Emeritus of Supply Chain Management, School of Business Administration, Penn State Harrisburg. ⁴Vice President of Financial Planning Analysis, D&H Distributing)

9:00 am **Breakfast/Brunch (sponsored by Kean University)**
Empire A, B

10:00 am **OMR-1: Advances in OM/OR: Empirical Studies**
Magnolia A
Chaired by: Dan Liu

The Effect of Consumer Attributions and Relationships on Return Recovery Outcomes in the Apparel Industry

Dan Liu¹, Guangzhi Shang² (¹James Madison University, Harrisonburg, VA, USA. ²Florida State University,

Tallahassee, FL, USA)

Analyzing Bikeshare User Preferences Across Urban Zones: A Case Study of San Francisco's Zoning Influence on Ridership

Kaverinathan Dhanapal, Sanuj Kumar (New Mexico State University, Las Cruces, NM, USA)

AI Technologies in Supply Chain: Aligning Innovation with Market Demand

Mahsa Soltaninejad, Oliver Schaer, Seung-Lae Kim (Drexel University, Philadelphia, PA, USA)

10:00 am **SCM-1: Contemporary Topics in Supply Chain Management I**

Magnolia B

Chaired by: Eric Addeo

Regulating safer consumer products through supply chain mapping

Penina Orenstein¹, Elena Galkina² (¹Seton Hall University, South Orange, NJ, USA. ²California Department of Toxic Substances Control, CA, USA)

Multi-tier supplier selection using total cost of ownership and data envelopment analysis

Feras Saleh, Anjali Awasthi (Concordia University, Montreal, Quebec, Canada)

An Interdisciplinary Approach to The Synthesis of a Novel Circular Value Chain

Eric Addeo¹, Deborah Helman¹, David Walters² (¹DeVry University, Iselin, NJ, USA. ²Independent Researcher, Port Macquarie, Australia)

Thursday, March 27 (continued)

10:00 am **DSS-1: Technology-Supported Decision Making**
Magnolia C
Chaired by: Bryan Higgs

Strategic Interactions in Climate Action: A Game-Theoretic Analysis of City Managers and World Leaders

Sampson Addo, [Bryan Higgs](#) (University of the District of Columbia, Washington DC, USA)

Advanced Forecasting for RIA Firms: Machine Learning and Quantum Approaches

[Damon Gray](#) (Drexel University, Philadelphia, PA, USA)

Enhancing Heterogeneous Treatment Effect Estimation in Personalized Marketing: Integrating Feature Embeddings with Meta-Learners and Causal Forests

[Rashedul Hasan](#), Asil Oztekin (University of Massachusetts Lowell, Lowell, MA, USA)

A Game-Theoretic Analysis of the Electric Vehicle Transition: Consumer, Business, and Grid Perspectives

[Bryan Higgs](#) (University of the District of Columbia, Washington, DC, USA)

10:00 am **IEC-1: Innovations in Classroom Instruction I**
Wild Rose A
Chaired by: Ronda Mariani

An Analysis of the Impact of Student Perceptions of an ERPsim Game on Their Performance

[Sung Shim](#) (Seton Hall University, South Orange, NJ, USA)

Protecting Genetic Privacy: Lessons from the 23andMe Data Breach

[Amelia Olsson](#), [Shaoping Zhao](#) (Stockton University, Galloway, NJ, USA)

Redefining Academic Support: The Synergy Between GPT Assistants and Embedded Librarians in Online Classrooms

[Ronda Mariani](#), [Michael Coffta](#) (Commonwealth University of Pennsylvania, Bloomsburg, PA, USA)

Alice in Borderland: The King of Diamonds Classroom Activity

[Michael Douglas](#) (Millersville University, Millersville, PA, USA)

11:40 am **Lunch (on your own)**

1:00 pm **AFE-1: Contemporary Issues in Accounting**
Magnolia B
Chaired by: Nathan Slavin

Understanding the Formation of Joint Ventures: ASU 2023-05 ([Nathan Slavin](#)¹, Jianing Fang² (¹Hofstra University, Hempstead, New York, USA. ²Kean University, Newark, NJ, USA)

Asset Impairment Created by Climate Change: New Challenges for Recording and Reporting

[A. J. Stagliano](#) (Saint Joseph's University, Philadelphia, PA, USA)

Increasing Student Engagement and Motivation in Tax Classes through Age-Based Scenarios and Practical Application ([K Bryan Menk](#)¹, [Claire Stoner](#)¹, Serafina Samosky¹, Alli Marchant²

¹Duquesne University, Pittsburgh, PA, USA. ²Grand

Canyon University, Phoenix, AZ, USA)

Cross-Border Accounting Scandals and Frauds

Ikechukwu Ndu (William Paterson University, Wayne, NJ, USA)

Similarities between the development of the Jewish calendar and generally accepted accounting principles (GAAP)

Dov Fischer (Brooklyn College, Brooklyn, NY, USA)

1:00 pm

CSI-1: Ethics, Healthcare, and Equity in Emerging Technologies

Wild Rose A

Chaired by: Douglas Hales

Digital Twinning Capital Costs (CAPx) and Operating Costs (OPx) within Process: An Emulation in a Manufacturing Company

Douglas Hales (The University of Rhode Island, Kingston, RI, USA)

Navigating AI Governance and Ethics: Strategies for the Future

Haleh Karimi, Alisha Harper (Bellarmine University, Louisville, KY, USA)

A Conceptual Framework for Integrating Emerging Technologies into Occupational Health and Safety Management Systems

Aida Haghighi¹, Afroz Moatari-Kazerouni², Gyeong Jun Lee¹ (¹Toronto Metropolitan University, Toronto, ON, Canada. ²Widener University, Philadelphia, PA, USA)

The Impact of Social Media and Technology on Empowering Saudi Women Entrepreneurs in National Social Projects: Analytical Research in Accordance to the Saudi 2030 Vision

Noha Alharbi (University of Bridgeport, Bridgeport, CT, USA)

Developing SMARTER Robots Engaged in Robotic Interventions for Students with Learning Disabilities

Anshu Arora, Amit Arora (University of the District of Columbia, Washington DC, USA)

Thursday, March 27 (continued)

1:00 pm

IEC-2: AI in Education

Magnolia C

Chaired by: Ram Misra

Learning from Experience: A ChapGPT Application in a Classroom

Anil Aggarwal, Cong Zhang, Danielle Fowler (University of Baltimore, Baltimore, MD, USA)

Bridging Academic Learning and Workforce Readiness: The Role and Value of Generative AI and Custom GPTs in Marketing Education.

Ronda Mariani¹, Loreen Powell² (¹Commonwealth University of Pennsylvania, Bloomsburg, PA, USA. ²Marywood University, Dunmore, PA, USA)

Exploring A Constructive Use of ChatGPT in the Classroom

Yang Li, Ram Misra (Montclair State University, Montclair, NJ, USA)

Smart Training for Smart Plants: VR and AI in Wastewater Treatment

Sofia M. Vidalis, Olanrewaju I. Ayodele (Penn State Harrisburg, Middletown, PA, USA)

Thursday, March 27 (continued)

1:00 pm **HSM-1: Healthcare and Data Analytics I**

Wild Rose B

Chaired by: Andres Fortino

Towards a Data Science Pattern Language

Tianyu Wang, [Andres Fortino](#), Roy Lowrance (New York University, New York, NY, USA)

Nurse Staffing in Rural Hospitals and Hospital Performance

[Dinesh R. Pai](#)¹, Esmail Bahalkeh² (¹Penn State Harrisburg, School of Business Administration, Middletown, PA, USA. ²University of New Hampshire, Health Management and Policy Department, Durham, NH, USA)

A Validation Analysis of the Resident Matching Algorithm

[Kartikeya Puranam](#), [Briance Mascarenhas](#) (Rutgers University, Camden, NJ, USA)

2:40 pm **Coffee Break (sponsored by James Madison University)**

Confection Hall Lobby

3:00 pm **SOB-1: Organizational Resilience and Change Management**

Magnolia A

Chaired by: Raktim Pal

From First Contact to Fatigue: The Hidden Toll of College Admissions Work.

[Richelyn Penn Mekile](#), [David Gefen](#) (Drexel University, Philadelphia, PA, USA)

The Evolution of Teleworking: Analyzing Critical

Success Factors for Sustained Excellence

[Kellyann Kowalski](#)¹, [Jennifer Swanson](#)² (¹University of Massachusetts Dartmouth, North Dartmouth, MA, USA. ²Stonehill College, South Easton, MA, USA)

The Three Pillars of Digital Transformation: Technology Integration, Platforms, and Skills

Ganesh Bhatt, [Samuel Ejiaku](#) (Morgan State University, Baltimore, MD, USA)

A Comparative Look into Coping and Other Organizational Theories to Explain Organizational Resilience

[Raktim Pal](#)¹, [Nezih Altay](#)² (¹James Madison University, Harrisonburg, VA, USA. ²DePaul University, Chicago, IL, USA)

3:00 pm **SCM-2: Emerging Topics in Supply Chain Management (invited session)**

Magnolia B

Chaired by: Piyal Sarkar

Collaborative New Product Development: The Implications of Long-term vs. Short-term Contract Choice on Cost-sharing in Vertical Channels

[Abhishek Roy](#)¹, [Ganesh Balasubramanian](#)² (¹Temple University, Fox School of Business, Philadelphia, PA, USA. ²T A Pai Management Institute, Manipal, KA, India)

Combating Greenwashing in Green Supply Chains: A Game-Theoretic Approach to Auditing Practices with Blockchain Technology

Shubham Gupta, [Vignesh Kesavaprakash](#) (New Jersey Institute of Technology, Newark, NJ, USA)

Impact of Cocreation under Supply Chain Encroachment Setting

[Abhishek Roy](#)¹, [Piyal Sarkar](#)², [Shubham Gupta](#)³ (¹Temple

University, Philadelphia, PA, USA. ²Penn State University, Harrisburg, PA, USA. ³New Jersey Institute of Technology, Newark, NJ, USA

The Role of Generative AI in World-Class Logistics and Supply Chain Management

Angappa Gunasekaran (Penn State University, Middletown, PA, USA)

Motiwalla (University of Massachusetts Lowell, Lowell, MA, USA)

203 Dynamic Vehicle Routing with Social Media Integration in Disaster Relief

Emre Kirac (Christopher Newport University, Newport News, VA, USA)

Thursday, March 27 (continued)

3:00 pm **DSS-2: Artificial Intelligence I**

Magnolia C

Chaired by: Nolan Talaei

Development and Structure of an Introductory Graduate Course in AI for Business

AJ Raven (Drexel University, Philadelphia, PA, USA)

Tackling the Ambiguity Challenge with Generative Artificial Intelligence: AICMA, A Framework for Identification, Classification and Mitigation of Ambiguity

Kushal Patel¹, Jim Samuel¹, Alexander Pelaez², Shreyash Kalal¹ (¹Rutgers University, New Brunswick, NJ, USA. ²Hofstra University, Hempstead, NY, USA)

ESHRO: An Innovative Evaluation Framework for AI-Driven Mental Health Chatbots

Sahar Sherwani¹, Zarak Khan², Jim Samuel², Rajiv Kashyap³, Kushal Patel² (¹Rutgers University, New Brunswick, NJ, USA. ²Rutgers University, New Brunswick, NJ, USA. ³William Paterson University, Wayne, NJ, USA)

Generating Sparse and Plausible Counterfactual Explanations with Spatial Diversity and High Fidelity for Artificial Intelligence Decision Systems

Nolan Talaei, Asil Oztekin, Hongwei Zhu, Luvai

3:00 pm

CSI-2: Workshop: An Ocean 97 and Green Reef Foundation Aquaculture Digital Twin Adoption Experience for HBCU's in Aquaculture with a Net Zero Waste Activity Focus

Wild Rose A

Chaired by: Benjamin Branch

An Ocean 97 and Green Reef Foundation Aquaculture Digital Twin Adoption Experience for HBCU's in Aquaculture with a Net Zero Waste Activity Focus

Benjamin Branch¹, Jarvis Green^{2,3}, Chris Tate⁴, Patrick Menash⁵, Kimberly Milligan⁶, Gulnihal Ozbay⁶, Micheal Casson⁶, Neset Himket⁷ (¹Green Reef Foundation, Doha, Qatar, Qatar. ²Green Reef Foundation, Baton Rouge, LA, USA. ³Oceans 97, Baton Rouge, LA, USA. ⁴Red Hat, Boston, Massachusetts, USA. ⁵Southern University, Baton Rouge, LA, USA. ⁶Delaware State University, Dover, DE, USA. ⁷University of South Carolina, Columbia, SC, USA)

3:00 pm

MCB-1: AI, VR, and Digital Transformation in Marketing

Wild Rose B

Chaired by: Eklou Amendah

Comparing Virtual Reality and Website as Shopping Medium: Perspective from the S.O.R Model

Eklou R. Amendah¹, Archana Kumar² (¹University of Southern Maine, Manchester, NH, USA. ²Montclair State

University, Montclair, NJ, USA)

The Mediating Role of Digital Marketing Capabilities on Digital Marketing Performance in SMEs: An RBV Perspective

Khiem Dinh Mai¹, Ja-shen Chen² (¹Global Partners Service Center Corp., Taipei, Taiwan. ²College of Management, Yuan Ze University, Taoyuan, Taiwan)

6:00 pm **President's Reception (sponsored by University of Massachusetts Lowell, Manning School of Business)**
Empire A, B, C

Friday, March 28

7:30 am **Registration**
Confection Hall Lobby

7:30 am **Continental Breakfast (sponsored by Goodwill Keystone Area)**
Empire A, B

8:00 am **SOB-2: Analyzing Key Factors for Organizational Success**
Magnolia A
Chaired by: Parvinder Gupta

Filling in the Gaps: Missing Data Methods for Hofstede's LTO Cultural Dimension
Eugene Hahn¹, Jonathan Doh² (¹Salisbury University, Salisbury, MD, USA. ²Villanova University, Villanova, PA, USA)

The Effect of CEO and CFO Compensation Structures on the Quarterly Guidance Cessation

Decision

William Kline¹, Tom Adams², Richard Brown¹
(¹Pennsylvania State University Harrisburg, Middletown, PA, USA. ²La Salle University, Philadelphia, PA, USA)

Employee Involvement in Organizational Social Responsiveness Initiatives: Balance between Internal and External Empathy

Shanggeun Rhee, Glynnis Tan (Kean University, Union, NJ, USA)

8:00 am **SCM-3: Supply Chain Resilience**
Magnolia B
Chaired by: Afroz Moatari-Kazerouni

Structuring Resilient Supply Chains: A New Blueprint for Network Design

Afroz Moatari-Kazerouni, Yvonne Lederer Antonucci
(Widener University, Chester, PA, USA)

Indoor Farm Supply Chain Management

Eric W Stein^{1,2}, Afroz Moatari-Kazerouni³ (¹Penn State, Malvern, PA, USA. ²Center of Excellence for Indoor Agriculture, Philadelphia, PA, USA. ³Widener University, Chester, PA, USA)

Collaborative Climates and Supply Chain Flexibility: Keys to Competitive Advantage

Yan Jin (Quinnipiac University, Hamden, CT, USA)

Resilience to Supply Chain Disruptions: An Investigation of the Roles of Innovativeness and Green Supply Chain Management Practices During the COVID-19 Pandemic

Lindsay Givens (Southern Arkansas University, Magnolia, AR, USA)

Friday, March 28 (continued)

8:00 am **DSS-3: Artificial Intelligence II**
Magnolia C
Chaired by: Alexander Pelaez

Comparative Case Study on Implementing Generative AI in Medical Practices to Ease Documentative Overburden: A Sociotechnical Systems Perspective
Sri Ramesh Eevani, Rajiv Nag (Drexel University, Philadelphia, PA, USA)

Threat of AI - How Serious Can It Be?
Jinchang Wang (Stockton University, Galloway, NJ, USA)

Building Generative Artificial Intelligence (GAI) Utilization Expertise and Trust in GAI Output: A Parsimony Quantitative Model Approach to Predictors in the Software Development Industry Dynamics
Triumf Qosej, David Gefen (Drexel University, Philadelphia, PA, USA)

Ethics of AI in Education
Alexander Pelaez¹, Amal Jacobsen², Jim Samuel³, Kaushik Sengupta¹ (¹Hofstra University, Hempstead, NY, USA. ²Progressive School of Long Island, Merrick, NY, USA. ³Rutgers University, New Brunswick, NJ, USA)

8:00 am **PAN-2: Scholarly Journals Editors' Panel**
Wild Rose A
Chaired by: Theologos Homer Bonitsis

Scholarly Journals Editors' Panel
Xenophon Koufteros¹, Pedro Reyes², Arash Azadegan³, Sang-Heui Lee⁴ (¹Co-Editor-in-Chief of Decision Sciences Journal, College Station, TX,

USA. ²Co-Editor-in-Chief of Decision Sciences Journal of Innovative Education, Waco, TX, USA. ³Associate Editor of Journal of Supply Chain Management, Newark, NJ, USA. ⁴Editor-in-Chief of Journal of Managerial Issues, Pittsburg, KS, USA)

9:30 am **Undergraduate/Masters Student Research Poster Session**
Confection Hall Lobby
Chaired by: Jennifer Swanson

9:40 am **Coffee Break (sponsored by Penn State Great Valley, School of Business Administration)**
Confection Hall Lobby

10:00 am **AFE-2: Current Issues in International Finance**
Magnolia B
Chaired by: Theologos Homer Bonitsis

Exploring Corporate Capital Structure and Overleveraging in the Pharmaceutical Industry
Samar Issa¹, Hussein Issa² (¹Saint Peter's University, Jersey City, NJ, USA. ²Rutgers University, New Brunswick, NJ, USA)

A Leveraged Bootstrap Causality Approach to Investigate Relationships between the Consumer Inflation, Stock Market and Real Estate Market during March 2020 – Oct 2024
Howard Lee (Commonwealth University of Pennsylvania, Bloomsburg, PA, USA)

A Reexamination of Foreign Exchange Hedging by Multinational Enterprises
Augustine Arize¹, John Malindretos², Theodoros

Stamatopoulos³, Chuanqian Zhang² (¹Texas A&M, Commerce, TX, USA. ²William Paterson University, Wayne, NJ, USA. ³University of West Attica, Athens, Greece)

NAFTA/UMSCA and Ford: An Analysis of Trade Agreement Impacts on an Automotive Giant

Haleigh Casey¹, Eric Kyper¹, Michael Douglas² (¹Lynchburg University, Lynchburg, VA, USA. ²Millersville University, Millersville, PA, USA)

Predictability of Financial Restatements: Conventional vs. Machine Learning

Khaled Abdou (Penn State University - Berks, Reading, PA, USA)

Friday, March 28 (continued)

10:00 am **PAN-3: Panel: Transformative Role of AI in Decision Making**

Wild Rose A, B

Chaired by: Dinesh Pai

Panel: Transformative Role of AI in Decision-Making

Ed Lada Jr.¹, Abha Dawesar², Jim Prussack³, Scot Case⁴ (¹President and CEO, Goodwill Keystone. ²Chief Digital Analytics Officer, Institutional Division, Vanguard. ³General Manager—Infrastructure, Security, and Industry for Americas Global Partner Solutions, Microsoft. ⁴Vice President, Sustainability and Corporate Responsibility, National Retail Federation)

11:40 am **Lunch (on your own)**

11:40 am **NEDSI Board Meeting (NEDSI board members only)**

Magnolia D

1:00 pm **SOB-3: Investigating Dynamics Influencing Organizational Performance**

Magnolia A

Chaired by: Henry Adobor

Managerial Dysfunctions and Exogenous Shocks: The Case of the Hotel Industry During the COVID-19 Pandemic

William Kline, Richard Brown (Pennsylvania State University Harrisburg, Middletown, PA, USA)

Learning and Performance: An Investigation

Parvinder Gupta (Indian Institute of Management Ahmedabad, Ahmedabad, Gujarat, India)

A Political Analysis Framework for Examining Power Dynamics in Open Strategy

Henry Adobor (Quinnipiac University, Hamden, CT, USA)

Unlock Success: How Organizational Resilience Bridges Resources and Performance

Huilin Liu (Arkansas State University, Jonesboro, AR, USA)

1:00 pm **AI/Machine Learning in Supply Chain Decision Making**

Magnolia B

Chaired by: Pedro Reyes

AI and Supply Chain Resilience: Benefits, Challenges, and Future

Pedro Reyes¹, Christopher Meyer¹, John Visich², Pat Jaska³ (¹Baylor University, Waco, TX, USA. ²Bryant University, Smithfield, RI, USA. ³University of Mary Hardin-Baylor, Belton, TX, USA)

Leveraging Machine Learning for Enhanced Supply Chain Decision-Making: A Study on Shipment Pricing and Mode Selection

Khushi Mehta (Hofstra University, Hempstead, NY, USA)

Generative AI in Supply Chain: A Systematic Review of Opportunities, Benefits, and Challenges

Musa Shaikh, Chandra Prakash, Pavan Mutha (University of the Cumberland, Williamsburg, KY, USA)

Empowering Learning Business Analytics through ChatGPT

Rose Sebastianelli, Nabil Tamimi, Iordanis Petsas (University of Scranton, Scranton, PA, USA)

The Pitcher's Dilemma

Nicholas Patrichuk, Alexander Pelaez (Hofstra University, Uniondale, NY, USA)

Advancing Stock Price Prediction: A Hybrid LLM and Transformer-LSTM Framework with Multi-Task Learning

Rashedul Hasan, Asil Oztekin (University of Massachusetts Lowell, Lowell, MA, USA)

Friday, March 28 (continued)

1:00 pm **IEC-3: Workshop: Harnessing AI: Strategies for Enhancing Education and Research**

Magnolia C

Chaired by: Kathleen Ferris

Harnessing AI: Strategies for Enhancing Education and Research Success

Kathleen Ferris (Bridgewater State University, Bridgewater, MA, USA)

1:00 pm **CSI-3: Issues in Sustainability, Investments/Crypto, and Effects of Emerging Technologies**

Wild Rose B

Chaired by: Subhasish Dasgupta

1:00 pm **BDA-1: Sustainability and Socioeconomic Applications in the Age of AI**

Wild Rose A

Chaired by: Iordanis Petsas

Paradoxes in Combining Inequalities

Jinchang Wang (Stockton University, Galloway, NJ, USA)

Factors that Affect American Savings in the 21st Century

Grace Gallagher (Hofstra University, Hempstead, NY, USA)

Leveraging IoT for Environmental Sustainability: Enhancing Practices at Mercedes-Benz

Jessica Schwartz^{1,2,3,4,5}, Patricia Jones^{6,2}, Lori Farr^{1,5} (¹University of the Cumberland, Williamsburg, KY, USA. ²Baker College, Owosso, MI, USA. ³APUS, Washington, DC, USA. ⁴Nexford University, Washington, DC, USA. ⁵Western Governors University, Salt Lake City, UT, USA. ⁶Wilmington University, Wilmington, DE, USA)

International Investments in Artificial Intelligence: Determinants and Effects

Kraiwinee Bunyaratavej (Delaware State University, Dover, DE, USA)

Prompt Engineer - The New Programmer

Bay Arinze, Samir Shah (Drexel University, Philadelphia, PA, USA)

**A Review of Information Systems and
Cryptocurrency Research**

Subhasish Dasgupta¹, Michael Chuang², Yuan Xue³
(¹George Washington University, Washington, DC,
USA. ²University of Illinois, Springfield, Springfield, IL,
USA. ³Elizabeth City State University, Elizabeth City,
NC, USA)

Friday, March 28 (continued)

2:00 pm **Undergraduate/Masters Student Research Poster Session**
Confection Hall Lobby
Chaired by: Jennifer Swanson

2:40 pm **Coffee Break (sponsored by University of the District of
Columbia, School of Business and Public Administration)**
Confection Hall Lobby

3:00 pm **SCM-5: Quantitative Modeling in Supply Chain
Management**
Magnolia A
Chaired by: Raza Rafique

**Humanitarian Logistics Network System Design using
Machine Learning Base on the Productivity-Driven
Clustering Evaluation Method**

Jae-Dong Hong (South Carolina State University,
Orangeburg, SC, USA)

**Data-Driven Supply Chains and Firm Performance:
Unveiling the Role of Supply Chain Integration in
Emerging Economies**

Raza Rafique (Kean University, Union, NJ, USA)

**Artificial Intelligence-Enhanced Stochastic
Optimization to Mitigate Supply Chain Disruptions**
Ge Guo (University of Baltimore, Baltimore, MD, USA)

Trade Credit Contracts under Weather Risk

Piyal Sarkar¹, Mohamed Wahab Mohamed
Ismail², Liping Fang² (¹Penn State University,
Harrisburg, PA, USA. ²Toronto Metropolitan University,
Toronto, Canada)

3:00 pm **AFE-3: Contemporary Issues in Finance**
Magnolia B
Chaired by: Ikechukwu Ndu

**Bitcoin and Lottery Stocks - Competition for The
Investor's Attention**

Tao Li¹, Wenxiu Nan² (¹SUNY New Paltz, New Paltz,
NY, USA. ²Salisbury University, Salisbury, MD, USA)

**The Spillover Effect of Dual Holdings on Analysts'
Information Environment**

Seung Won Lee¹, Heeick Choi², Sunghoon Joo³, Hakjoon
Song³ (¹Penn State Harrisburg, Middletown, PA,
USA. ²Sungkyunkwan University, Seoul, Korea,
Republic of. ³California State University, Dominguez
Hills, Carson, CA, USA)

**From Investigation to Incarceration: Beyond A Single
Agency Prosecuting Financial Institution Related
Crimes**

Renee Flasher, Olivia Bolinsky (Penn State Harrisburg,
Middletown, PA, USA)

**Economic Determinants of profitability of listed banks
in the United States: A Panel Data Approach**

Ikechukwu Ndu¹, Emmanuel Anoruo², Chiaku
Chukwuogor³ (¹William Paterson University, Wayne, NJ,
USA. ²Coppin State University, Baltimore, MD,

USA. ³Eastern Connecticut State University, Willimantic, CT, USA

Buy-Now-Pay-Later (BNPL) Lending: Innovation and Opportunity

Subramanian Narayanaswamy (New Jersey Institute of Technology, Newark, NJ, USA)

Friday, March 28 (continued)

3:00 pm **IEC-4: Innovations in Course Curriculum**

Magnolia C

Chaired by: Bea Chiang

Experiential Learning- Interdisciplinary Project Collaboration to Engage Students in Cost Accounting Class

Bea Chiang, Diane Bates, Kim Pearson, Monisha Pulimoon (The College of New Jersey, Ewing, NJ, USA)

Real Time Analytics System Design: An Integration of AWS Kinesis, Apache Pinot, and Apache Superset

Zhengzhong Shi (University of Massachusetts Dartmouth, Dartmouth, MA, USA)

What Should We be Teaching in UG Introduction to Information Systems?

Neil Desnoyers (Saint Joseph's University, Philadelphia, PA, USA)

Enhancing Decision Support Skills in Engineering Graduate Students through Game Theory

Bryan Higgs (University of the District of Columbia, Washington DC, USA)

What Do Students Say About HBCUs? A Preliminary Text-Mining Analysis

Cretson Dalmadge, Shih Chou (Winston-Salem State University, Winston-Salem, NC, USA)

3:00 pm **BDA-2: Decision-Making, Uncertainty, and Financial Insights of Analytics**

Wild Rose A

Chaired by: Jin Fang

Advancing E-Waste Management and Fraud Prevention with Ensemble Machine Learning in Remanufacturing

Elif Kongar¹, Gazi Duman¹, Surendra Gupta² (¹University of New Haven, West Haven, CT, USA. ²Northeastern University, Boston, MA, USA)

A Machine Learning Algorithm Based on Max-Normalized Efficiency-Oriented Evaluation Method for Measuring Performance

Jae-Dong Hong (South Carolina State University, Orangeburg, SC, USA)

A Data Envelopment Analysis Framework for Urban Ranking and Criteria Prioritization

Jin Fang¹, Yasamin Salmani², Fariborz Partovi³ (¹Clark University, Worcester, MA, USA. ²Bryant University, Smithfield, RI, USA. ³Drexel University, Philadelphia, PA, USA)

Socioeconomic Determinants of Banking Term Deposit Subscriptions: A Multivariate Analysis Approach

Prakarsha Mitra (Hofstra University, Hempstead, NY, USA)

Examining Housing Instability and the Homelessness Issue in the United States: A Data-Driven Analysis

Shilpa Balan, Latika Kapoor, Kajal Bhandare (California State University, Los Angeles, Los Angeles, CA, USA)

3:00 pm **LES-1: Ethics in Action: Navigating Work, Technology, and Global Accountability**

Wild Rose B

Chaired by: Dawn Adams-Harmon

Creating Resilience for Minorities and Female Workers, and the Role of Flexibility in Work Environments: A Mixed Method Study

Dawn Adams-Harmon, Jung Ah (Claire) Yung, Aleisha Lewis (Kean University, Union, NJ, USA)

CrowdStrike Outage: The Social Responsibility of Technology

Nancy Sullivan¹, Ellen Belitzky² (¹Exact Changes, River Vale, NJ, USA. ²University of New Haven, West Haven, CT, USA)

Modern Slavery and Human Trafficking in Supply Chains

Wojtek Wolfe, Srinivasa Puranam (Rutgers University, Camden, NJ, USA)

5:00 pm **NEDSI 2025 Keynote**

Empire A, B, C

Presentation by: Adriana Souza, Senior Finance Manager at D&H Distributing

Title: Gen AI and Supply Chain Resilience: Future-Proofing Through Innovation

6:00 pm **Gala Dinner (sponsored by Penn State Harrisburg, School of Business Administration)**

Empire A, B, C

Saturday, March 29

7:15 am **NEDSI General Business Meeting**

Wild Rose B

7:30 am **Registration**

Confection Hall Lobby

7:30 am **Continental Breakfast (sponsored by New Jersey Institute of Technology)**

Empire A, B

8:00 am **SUS-1: New Trends in ESG and Sustainability in Supply Chains**

Magnolia A

Chaired by: Konstantia Litsiou

Plastic Recycling Fueled with Blockchain-Driven Tokenization: ESG Optimization and Implications

Aichih Chang¹, Nesreen El-Rayes², Jim Shi¹, Fuqin Zhou¹ (¹New Jersey Institute of Technology, Newark, NJ, USA. ²Georgia State University, Atlanta, GA, USA)

Exploring the Sustainable Development of Taiwan's Taoist Temple Culture through the System Dynamics Approach

Tung-Shan Liao, Shan-Hai Lin Lung (College of Management, Yuan Ze University, Taoyuan, Taiwan)

AI and RBV: Generating Resilient Supply Chains

Mark Lennon¹, Jerry Carbo², Ian Langella² (¹Pennwest University, California, PA, USA. ²Shippensburg University, Shippensburg, PA, USA)

Judgmental forecasting for decarbonization pathways in the European energy system

Ali Gamaleldin Karam¹, Mohamed Elshahhat Ali Khedr¹, Francesco Cariatì¹, Emanuele Giovanni Carlo

Ogliari¹, Dina (Konstantia) Litsiou², Vasileios Bougioukos³ (¹Politecnico di Milano, MILANO, Italy. ²Manchester Metropolitan University, Manchester, United Kingdom. ³Notre Dame London, London, United Kingdom)

Literature Review on Resource Efficiency and Value Chain Innovation in Semiconductor Industry

Xiangrong Liu¹, Samuel Serna-Otalvaro¹, Anu Agarwal², Pradnya Nagarkar², Lionel Kimerling², Ajay Gupta², Sajan Saini², Takahiro Ono², Beth Unger² (¹Bridgewater State University, Bridgewater, MA, USA. ²Massachusetts Institute of Technology, Cambridge, MA, USA)

Example of ESOGÜ Health and Practice Research Hospital

Neset Hikmet¹, Menderes Tarcan² (¹University of South Carolina, Columbia, South Carolina, USA. ²Eskisehir Osmangazi University, Eskisehir, Turkey)

Tech for Health: Understanding and Identifying Quality Health Information Online

Loreen Powell¹, Gwendolyn Powell², Chaza Abdul¹, Ronda Mariani³ (¹Marywood University, Scranton, PA, USA. ²Penn State University, State College, PA, USA. ³Commonwealth University, Bloomsburg, PA, USA)

Saturday, March 29 (continued)

8:00 am **HSM-2: Healthcare and Data Analytics II**

Magnolia B

Chaired by: Fatma Pakdil

A Meta Analysis of 30-Day Unplanned Readmission Estimation Models

Fatma Pakdil¹, Maling Ebrahimpour², Drew Zhang², Benjavan Upatising³, Yuehwern Yih⁴, Mahtab Kouhizadeh² (¹Eastern Connecticut State University, Willimantic, CT, USA. ²University of Rhode Island, Kingston, RI, USA. ³Center for Innovation and Transformational Change Department, UMass Memorial, Worcester, MA, USA. ⁴Purdue University, West Lafayette, IN, USA)

Customer and Employee Perceptual Congruence in Service Co-production: A Simulation Study

Ahmet Ozkul (University of New Haven, West Haven, CT, USA)

The Role of Social Networks in the Perceptions of Health Professionals about New Technology: The

8:00 am

IEC-5: Innovations in Classroom Instruction II

Magnolia C

Chaired by: Ross Malaga

Managing Product Innovation: Lessons from Aviation History

Ram Gopalan (Rutgers, The State University of New Jersey, Camden, NJ, USA)

Online Asynchronous Case Teaching in an AI World

Ellen Thomas (New Jersey Institute of Technology, Newark, NJ, USA)

Enhancing Operations Management Education with AI: Engaging Students with Innovative In-Class Activities

Jonathan Jackson (Providence College, Providence, RI, USA)

Innovations in the Undergraduate Spreadsheet Modeling Course

Ross Malaga, Rreze Zejnnullahi (Montclair State University, Montclair, NJ, USA)

Saturday, March 29 (continued)

8:00 am **AFE-4: Topics in Accounting, Finance, and Economics**
Wild Rose A
Chaired by: Richard Muszynski III

Enhanced Probability of Default Estimation with Esscher Transform and EM Algorithm
Sung Ik Kim (Louisiana State University Shreveport, Shreveport, LA, USA)

A New Data Envelopment Analysis Approach that Ranks Mutual funds and Mutual Fund Companies
Richard Muszynski III (Wilkes University, Wilkes-Barre, PA, USA)

Ethics of ChatGPT in CPE qualified assessment for CPAs
Dov Fischer (Brooklyn College, Brooklyn, NY, USA)

Beyond Linearity: Modeling Key U.S. Economic Indicators with Rational Curves
Taufik Meklachi, Brian Adams (Pennsylvania State University Harrisburg, Middletown, PA, USA)

9:40 am **Coffee Break (sponsored by the University of Massachusetts Dartmouth, School of Business Administration)**
Confection Hall Lobby

10:00 am **OMR-2: Advances in OM/OR: Modeling Studies**
Magnolia A
Chaired by: Janos Pinter

Model Templates for Optimization Model Development in Excel

Janos Pinter (Rutgers University, Piscataway, NJ, USA)

Optimal Charging Control for Autonomous Electric Ride-Sharing Fleet
Ehsan Mahyari (University of Scranton, Scranton, PA, USA)

A Clustering-based Approach for Items Storage and Allocation Problem
Reza Nafar, Satyaveer Singh Chauhan, Salim Lahmiri (Concordia University, Montreal, Canada)

Cyclic Routing Problem with Time Separation Constraints
Gang Li¹, Anantaram Balakrishnan² (¹Bentley University, Waltham, MA, USA. ²The University of Texas at Austin, Austin, TX, USA)

10:00 am **SCM-6: Contemporary Topics in Supply Chain Management II**
Magnolia B
Chaired by: Shengbin Wang

Cross-Channel Effect in Omnichannel Retailing
Shengbin Wang (The College of New Jersey, Ewing, NJ, USA)

Enhancing Urban Logistics Resilience with Parcel Locker-Assisted Dual-Mode Multi-Objective Vehicle Routing
Dan Liu (Kean University, Union, New Jersey, USA)

Deterring Counterfeits through the Introduction of a Store-Brand Product
Jing Chen¹, Bintong Chen² (¹Dalhousie University, Halifax, NS, Canada. ²University of Delaware, Newark, DE, USA)

Supply Chain Contracts and Quality Investment with Blockchain Adoption

Min Wang (Drexel University, Philadelphia, PA, USA)

Saturday, March 29 (continued)

10:00 am **DSS-4: Natural Language Processing**

Magnolia C

Chaired by: Andres Fortino

DataSciLawBot: An LLM Chatbot for the Application of Data Science Industry Laws To Business Decisions

Sawyer Huang, Andres Fortino, Roy Lowrance (New York University, New York, NY, USA)

Using Natural Language Processing for Data-driven Risk Management

Haleh Valian (Biogen, Cambridge, MA, USA. Harvard University, Cambridge, MA, USA)

Design Science and Behavioral Science in Information Systems Research (From 2004 to 2024)

Toyin Asonibare, Ganesh Bhatt (Morgan State University, Baltimore, MD, USA)

From Pixels to Insights: Large Language Models for Automated Data Visualization Enhancement

Andres Fortino (New York University, New York, NY, USA)

Interdependence Between Stock Return, Social Media Sentiments, and Geopolitical Risks

Xiaorui Zhu¹, Michael Lash², Kyle Li³ (¹Towson University, Towson, MD, USA. ²University of Kansas, Kansas, KS, USA. ³Thomas Wootton High School, Rockville, MD, USA)

10:00 am **CSI-4: Cybersecurity, Privacy, Supply Chain, and Quantum Issues in Emerging Technologies**

Wild Rose A

Chaired by: Jyothsna Harithsa

Quantum Machine Learning Approaches in Malware Analysis: An Extended Review

Philip Shen, Jennifer Ferreras-Perez (Marymount University, Arlington, VA, USA)

Blockchain Adoption in Supply Chain: A Trust Building Mechanism

Md Golam Kibria (Kean University, Union, NJ, USA)

Traffic Congestion as an Antecedent of Data Breaches.

Anjee Gorkhali¹, Asim Shrestha² (¹Susquehanna University, Selinsgrove, PA, USA. ²Denver University, Denver, CO, USA)

Navigating Uncertainty: Technology and Artificial Intelligence (AI) Sentiment in ESG Reports Pre- and Post-Pandemic

Jyothsna Harithsa¹, Kofi Arhin² (¹SUNY Geneseo, Geneseo, NY, USA. ²Lehigh University, Bethlehem, PA, USA)

10:00 am **MCB-2: Emerging Trends in Marketing Strategy, Branding, and Consumer Engagement**

Wild Rose B

Chaired by: Estefany Galdamez

Customer Relationship Management for Intangible Goods: The Effects of Customer Commitment, Engagement, Responsiveness, and Reactance on Customer Rejection

Ameya Badve¹, Ramakrishnainh Bezawada¹, Karthik Sridhar² (¹Baruch College, New York, NY, USA. ²Baruch College, New York, NY, USA)

Consumer Perspective on Forced Labor: Product Price Tolerance

Estefany Galdamez (New Jersey Institute of Technology, Newark, NJ, USA)

Reactions to Competence- versus Warmth-based Brand Transgressions: Role of Political Orientation

Feisal Murshed¹, Tilottama Chowdhury² (¹Kutztown University of Pennsylvania, Kutztown, PA, USA. ²Quinnipiac University, Hamden, CA, USA)

Bridging the Gap in Marketing Operations: The Agile Campaign Managed Customer Framework.

Amirhossein Saghezchi, Seung-Lae Kim (Drexel University, Philadelphia, PA, USA)

Future of Decision Sciences: Complexity, Innovation, Sustainability

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MEETING ANNOUNCEMENT

The 2026 Northeast Decision Sciences Annual Meeting will take place April 9-11, 2026, in Philadelphia, PA. The three-day conference begins on Thursday and concludes at Saturday noon. Conference registrants are invited to attend the Welcome Reception, President's Reception, and Gala Dinner Award Ceremony.

CALL FOR PAPERS

Full papers, abstracts, and workshops are invited for, but not limited to, the topic areas listed. Undergraduate and Master level students may submit proposals for Poster Sessions. Sessions involving practitioners will be given consideration. Submissions will be blind refereed and accepted full papers will be published in the online Conference Proceedings, subject to author approval. By submitting a manuscript, the author certifies that it is not copyrighted or previously published, has not been presented or accepted for presentation at another professional meeting, and is not currently under review for presentation at another professional meeting.

At least one of the authors certifies that he/she intends to register for and attend the conference to present the paper if it is accepted.

All papers, abstracts, and posters must be submitted electronically by January 7, 2026, through the conference website. If you have proposals for panels, roundtable discussions, sessions, and workshops, please email them to the program chair. For additional information visit <https://nedsi.decisionsciences.org/>

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Outstanding papers are eligible for the following awards:

- David M. Levine Best Paper Award in Innovative Teaching
- Richard Briotta Best Paper Award in Knowledge Management/Strategy
- Bryant University Best Paper Award in Supply Chain Management and Logistics
- Best Ph.D. Student Paper Award
- Best Contribution to Theory Award
- Best Application of Theory Award
- Best Overall Conference Paper Award

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- Accounting, Finance, and Economics
- Big Data, Analytics, and Knowledge Management
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- DSS, Machine Learning, and AI
- Healthcare Analytics and Services Management
- Human-Technology Interface
- Innovative Education, Curriculum, and Cases
- Innovation and Creativity
- Legal, Ethical, and Social Issues
- Marketing and Consumer Behavior
- Operations Management/Operations Research
- Public Administration and Policy
- Strategy and Organizational Behavior
- Supply Chain Management and Logistics
- Sustainability Management
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The host hotel is the [Sonesta Philadelphia Rittenhouse Square](#). For reservations with the conference rate, a link will be made available on the conference website.

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