

# Northeast Decision Sciences Institute

54<sup>th</sup> Annual Conference

March 27-29, 2025

Hershey, PA

*Generative AI to Enhance  
Supply Chain Resilience*



Decision Sciences Institute

Scholars • Educators • Problem Solvers

# NEDSI 2025

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

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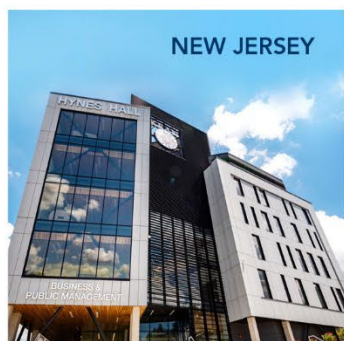
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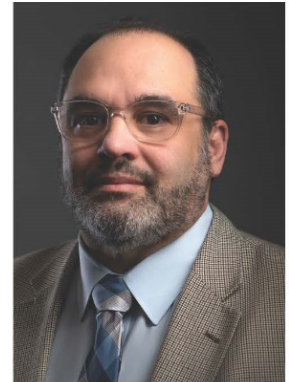
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March 27, 2025

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".

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,



Dinesh R. Pai  
NEDSI 2025 Conference Chair

## ***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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### **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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**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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<b>Xiangrong Liu</b>	Bridgewater State University

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<b>Krista Hill</b>	Babson College
<b>Kellyann Berube Kowalski</b>	UMass Dartmouth

## ■ NEDSI 2025 BEST PAPER AWARDS

### **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: Expanding the Modalities and Frequency of Course Offerings**

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

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#### **Patient Privacy: An Ethical Analysis of Emerging Tech in Hospitals**

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

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#### **From Reps to Replicas: The Rise of Fitness Digital Twins**

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

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#### **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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#### **Reducing Fresh Produce Waste Using Cellulosic Bio-Coating**

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

---

#### **Exploring the Town Management and University Partnership Impact on Community and Economic Development in Bridgewater, Massachusetts**

David Alatorre  
Bridgewater State University, Bridgewater, MA, USA

---

#### **Deep Reinforcement Learning for the Heterogeneous Capacitated Vehicle Routing Problem**

Yuanymeng Zhu<sup>1</sup>, Dan Liu<sup>2</sup>

<sup>1</sup>Department of Management, Kean University, Union, NJ, USA. <sup>2</sup>Department of Management, Kean University, Union, NJ, USA

---



## ■ UNDERGRADUATE/GRADUATE RESEARCH POSTER PARTICIPANTS

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### **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

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### **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

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### **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

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### **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

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### **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

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### **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

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### **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

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### **Urban Planning: Implementing Accessibility in City Design**

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

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### **Efficacy of Phishing Remediation: An Undergraduate Honors Thesis**

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

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

Claire Coons  
Millersville University, Millersville, PA, USA

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### **Rich Picture Analysis for Health Policy**

Akira Dasgupta<sup>1</sup>, Kuan-Lung Chen<sup>2</sup>

<sup>1</sup>Riverside High School, Leesburg, VA, USA. <sup>2</sup>The George Washington University, Washington DC, USA

## ■ UNDERGRADUATE/GRADUATE RESEARCH POSTER PARTICIPANTS

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

Isabelle Darcy

Bridgewater State University, Bridgewater, MA, USA

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### **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

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## ***GRADUATE STUDENT RESEARCH POSTERS***

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

Aoibhin Lavery, Elif Kongar

University of New Haven, West Haven, CT, USA

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### **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

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### **Generative AI in Omni-Channel Marketing**

Aarya Upadhyay, Ellen Belitzky

University of New Haven, West Haven, CT, USA

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### **AI for Cost Reduction in B2C E-Commerce Supply Chains**

Simran Harjani, Ellen Belitzky

University of New Haven, West Haven, CT, USA

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### **Pitfalls of Over-Dependency on AI in Financial Markets**

Nikhita Rane, Ellen Belitzky

University of New Haven, West Haven, CT, USA

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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

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

Dharmi Shah, EunSu Lee

New Jersey City University, Jersey City, NJ, USA

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### **Leadership and Team Sports**

Denish Patel<sup>1</sup>, EunSu Lee<sup>2</sup>

<sup>1</sup>Dallas Baptist University, Dallas, TX, USA. <sup>2</sup>New Jersey City University, Jersey City, NJ, USA

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### **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

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### **Air Quality Improvements: A Catalyst for Better Respiratory Health**

Sara Rehman, Anvitaa Patne

Clark University, Worcester, MA, USA

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# NJCU







# **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 Paioletti<sup>1</sup>, Olga Sass<sup>2</sup>, Richard Young<sup>3</sup>, Nick Divan<sup>4</sup>  
(<sup>1</sup>Senior Director, Supply Chain Services, Phoenix Contact. <sup>2</sup>Supervisor, International Trade Compliance & Transportation, Phoenix Contact. <sup>3</sup>Distinguished Professor Emeritus of Supply Chain Management, School of Business Administration, Penn State Harrisburg. <sup>4</sup>Vice 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 Liu<sup>1</sup>, Guangzhi Shang<sup>2</sup> (<sup>1</sup>James Madison University, Harrisonburg, VA, USA. <sup>2</sup>Florida 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 Orenstein<sup>1</sup>, Elena Galkina<sup>2</sup> (<sup>1</sup>Seton Hall University, South Orange, NJ, USA. <sup>2</sup>California 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 Addeo<sup>1</sup>, Deborah Helman<sup>1</sup>, David Walters<sup>2</sup> (<sup>1</sup>DeVry University, Iselin, NJ, USA. <sup>2</sup>Independent 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<sup>1</sup>, Jianing Fang<sup>2</sup> (<sup>1</sup>Hofstra University, Hempstead, New York, USA. <sup>2</sup>Kean 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<sup>1</sup>, Claire Stoner<sup>1</sup>, Serafina Samosky<sup>1</sup>, Alli Marchant<sup>2</sup>

<sup>1</sup>Duquesne University, Pittsburgh, PA, USA. <sup>2</sup>Grand



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 Haghighi<sup>1</sup>, Afroz Moatari-Kazerouni<sup>2</sup>, Gyeong Jun Lee<sup>1</sup> (<sup>1</sup>Toronto Metropolitan University, Toronto, ON, Canada. <sup>2</sup>Widener 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 Mariani<sup>1</sup>, Loreen Powell<sup>2</sup> (<sup>1</sup>Commonwealth University of Pennsylvania, Bloomsburg, PA, USA. <sup>2</sup>Marywood 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](#)<sup>1</sup>, Esmail Bahalkeh<sup>2</sup> (<sup>1</sup>Penn State Harrisburg, School of Business Administration, Middletown, PA, USA. <sup>2</sup>University 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](#)<sup>1</sup>, [Jennifer Swanson](#)<sup>2</sup> (<sup>1</sup>University of Massachusetts Dartmouth, North Dartmouth, MA, USA. <sup>2</sup>Stonehill 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](#)<sup>1</sup>, Nezh Altay<sup>2</sup> (<sup>1</sup>James Madison University, Harrisonburg, VA, USA. <sup>2</sup>DePaul 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](#)<sup>1</sup>, Ganesh Balasubramanian<sup>2</sup> (<sup>1</sup>Temple University, Fox School of Business, Philadelphia, PA, USA. <sup>2</sup>T 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<sup>1</sup>, [Piya Sarkar](#)<sup>2</sup>, Shubham Gupta<sup>3</sup> (<sup>1</sup>Temple

University, Philadelphia, PA, USA. <sup>2</sup>Penn State University, Harrisburg, PA, USA. <sup>3</sup>New 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 Patel<sup>1</sup>, Jim Samuel<sup>1</sup>, Alexander Pelaez<sup>2</sup>, Shreyash Kalal<sup>1</sup> (<sup>1</sup>Rutgers University, New Brunswick, NJ, USA. <sup>2</sup>Hofstra University, Hempstead, NY, USA)

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

Sahar Sherwani<sup>1</sup>, Zarak Khan<sup>2</sup>, Jim Samuel<sup>2</sup>, Rajiv Kashyap<sup>3</sup>, Kushal Patel<sup>2</sup> (<sup>1</sup>Rutgers University, New Brunswick, NJ, USA. <sup>2</sup>Rutgers University, New Brunswick, NJ, USA. <sup>3</sup>William 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 Branch<sup>1</sup>, Jarvis Green<sup>2,3</sup>, Chris Tate<sup>4</sup>, Patrick Menash<sup>5</sup>, Kimberly Milligan<sup>6</sup>, Gulnihah Ozbay<sup>6</sup>, Micheal Casson<sup>6</sup>, Neset Himket<sup>7</sup> (<sup>1</sup>Green Reef Foundation, Doha, Qatar, Qatar. <sup>2</sup>Green Reef Foundation, Baton Rouge, LA, USA. <sup>3</sup>Oceans 97, Baton Rouge, LA, USA. <sup>4</sup>Red Hat, Boston, Massachusetts, USA. <sup>5</sup>Southern University, Baton Rouge, LA, USA. <sup>6</sup>Delaware State University, Dover, DE, USA. <sup>7</sup>University 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. Amendah<sup>1</sup>, Archana Kumar<sup>2</sup> (<sup>1</sup>University of Southern Maine, Manchester, NH, USA. <sup>2</sup>Montclair State

University, Montclair, NJ, USA)

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

Khiem Dinh Mai<sup>1</sup>, Ja-shen Chen<sup>2</sup> (<sup>1</sup>Global Partners Service Center Corp., Taipei, Taiwan. <sup>2</sup>College 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 Hahn<sup>1</sup>, Jonathan Doh<sup>2</sup> (<sup>1</sup>Salisbury University, Salisbury, MD, USA. <sup>2</sup>Villanova University, Villanova, PA, USA)

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

**Decision**

William Kline<sup>1</sup>, Tom Adams<sup>2</sup>, Richard Brown<sup>1</sup>  
(<sup>1</sup>Pennsylvania State University Harrisburg, Middletown, PA, USA. <sup>2</sup>La 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: Afrooz Moatari-Kazerouni

**Structuring Resilient Supply Chains: A New Blueprint for Network Design**

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

**Indoor Farm Supply Chain Management**

Eric W Stein<sup>1,2</sup>, Afrooz Moatari-Kazerouni<sup>3</sup> (<sup>1</sup>Penn State, Malvern, PA, USA. <sup>2</sup>Center of Excellence for Indoor Agriculture, Philadelphia, PA, USA. <sup>3</sup>Widener 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)



Northeast Decision Sciences Institute 2024 Annual Conference March 27-29, 2025 *All times in EDT*

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 Pelaez<sup>1</sup>, Amal Jacobsen<sup>2</sup>, Jim Samuel<sup>3</sup>, Kaushik Sengupta<sup>1</sup> (<sup>1</sup>Hofstra University, Hempstead, NY, USA. <sup>2</sup>Progressive School of Long Island, Merrick, NY, USA. <sup>3</sup>Rutgers 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 Koufteros<sup>1</sup>, Pedro Reyes<sup>2</sup>, Arash Azadegan<sup>3</sup>, Sang-Heui Lee<sup>4</sup> (<sup>1</sup>Co-Editor-in-Chief of Decision Sciences Journal, College Station, TX,

USA. <sup>2</sup>Co-Editor-in-Chief of Decision Sciences Journal of Innovative Education, Waco, TX, USA. <sup>3</sup>Associate Editor of Journal of Supply Chain Management, Newark, NJ, USA. <sup>4</sup>Editor-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 Issa<sup>1</sup>, Hussein Issa<sup>2</sup> (<sup>1</sup>Saint Peter's University, Jersey City, NJ, USA. <sup>2</sup>Rutgers 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 Arize<sup>1</sup>, John Malindretos<sup>2</sup>, Theodoros

Northeast Decision Sciences Institute 2024 Annual Conference March 27-29, 2025 All times in EDT

Stamatopoulos<sup>3</sup>, Chuanqian Zhang<sup>2</sup> (<sup>1</sup>Texas A&M, Commerce, TX, USA. <sup>2</sup>William Paterson University, Wayne, NJ, USA. <sup>3</sup>University of West Attica, Athens, Greece)

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

Haleigh Casey<sup>1</sup>, Eric Kyper<sup>1</sup>, Michael Douglas<sup>2</sup> (<sup>1</sup>Lynchburg University, Lynchburg, VA, USA. <sup>2</sup>Millersville 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.<sup>1</sup>, Abha Dawesar<sup>2</sup>, Jim Prussack<sup>3</sup>, Scot Case<sup>4</sup> (<sup>1</sup>President and CEO, Goodwill Keystone. <sup>2</sup>Chief Digital Analytics Officer, Institutional Division, Vanguard. <sup>3</sup>General Manager—Infrastructure, Security, and Industry for Americas Global Partner Solutions, Microsoft. <sup>4</sup>Vice 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**

Huiling 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 Reyes<sup>1</sup>, Christopher Meyer<sup>1</sup>, John Visich<sup>2</sup>, Pat Jaska<sup>3</sup> (<sup>1</sup>Baylor University, Waco, TX, USA. <sup>2</sup>Bryant University, Smithfield, RI, USA. <sup>3</sup>University 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 Cumberlands, 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 **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)

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

*Wild Rose B*

Chaired by: Subhasish Dasgupta

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

Jessica Schwartz<sup>1,2,3,4,5</sup>, Patricia Jones<sup>6,2</sup>, Lori Farr<sup>1,5</sup> (<sup>1</sup>University of the Cumberlands, Williamsburg, KY, USA. <sup>2</sup>Baker College, Owosso, MI, USA. <sup>3</sup>APUS, Washington, DC, USA. <sup>4</sup>Nexford University, Washington, DC, USA. <sup>5</sup>Western Governors University, Salt Lake City, UT, USA. <sup>6</sup>Wilmington 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 Dasgupta<sup>1</sup>, Michael Chuang<sup>2</sup>, Yuan Xue<sup>3</sup>  
(<sup>1</sup>George Washington University, Washington, DC,  
USA. <sup>2</sup>University of Illinois, Springfield, Springfield, IL,  
USA. <sup>3</sup>Elizabeth 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 Sarkar<sup>1</sup>, Mohamed Wahab Mohamed  
Ismail<sup>2</sup>, Liping Fang<sup>2</sup> (<sup>1</sup>Penn State University,  
Harrisburg, PA, USA. <sup>2</sup>Toronto 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 Li<sup>1</sup>, Wenxiu Nan<sup>2</sup> (<sup>1</sup>SUNY New Paltz, New Paltz,  
NY, USA. <sup>2</sup>Salisbury University, Salisbury, MD, USA)

**The Spillover Effect of Dual Holdings on Analysts'  
Information Environment**  
Seung Won Lee<sup>1</sup>, Heeick Choi<sup>2</sup>, Sunghoon Joo<sup>3</sup>, Hakjoon  
Song<sup>3</sup> (<sup>1</sup>Penn State Harrisburg, Middletown, PA,  
USA. <sup>2</sup>Sungkyunkwan University, Seoul, Korea,  
Republic of. <sup>3</sup>California 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 Ndu<sup>1</sup>, Emmanuel Anoruo<sup>2</sup>, Chiaku  
Chukwuogor<sup>3</sup> (<sup>1</sup>William Paterson University, Wayne, NJ,  
USA. <sup>2</sup>Coppin State University, Baltimore, MD,



USA. <sup>3</sup>Eastern 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 Kongar<sup>1</sup>, Gazi Duman<sup>1</sup>, Surendra Gupta<sup>2</sup> (<sup>1</sup>University of New Haven, West Haven, CT, USA. <sup>2</sup>Northeastern 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 Fang<sup>1</sup>, Yasamin Salmani<sup>2</sup>, Fariborz Partovi<sup>3</sup> (<sup>1</sup>Clark University, Worcester, MA, USA. <sup>2</sup>Bryant University, Smithfield, RI, USA. <sup>3</sup>Drexel 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 Sullivan<sup>1</sup>, Ellen Belitzky<sup>2</sup> (<sup>1</sup>Exact Changes, River Vale, NJ, USA. <sup>2</sup>University 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 Chang<sup>1</sup>, Nesreen El-Rayes<sup>2</sup>, Jim Shi<sup>1</sup>, Fuqin Zhou<sup>1</sup> (<sup>1</sup>New Jersey Institute of Technology, Newark, NJ, USA. <sup>2</sup>Georgia 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 Lennon<sup>1</sup>, Jerry Carbo<sup>2</sup>, Ian Langella<sup>2</sup> (<sup>1</sup>Pennwest University, California, PA, USA. <sup>2</sup>Shippensburg University, Shippensburg, PA, USA)

**Judgmental forecasting for decarbonization pathways in the European energy system**

Ali Gamaleldin Karam<sup>1</sup>, Mohamed Elshahhat Ali Khedr<sup>1</sup>, Francesco Cariatì<sup>1</sup>, Emanuele Giovanni Carlo

Ogliari<sup>1</sup>, Dina (Konstantia) Litsiou<sup>2</sup>, Vasileios Bougioukos<sup>3</sup> (<sup>1</sup>Politecnico di Milano, MILANO, Italy. <sup>2</sup>Manchester Metropolitan University, Manchester, United Kingdom. <sup>3</sup>Notre Dame London, London, United Kingdom)

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

Xiangrong Liu<sup>1</sup>, Samuel Serna-Otalvaro<sup>1</sup>, Anu Agarwal<sup>2</sup>, Pradnya Nagarkar<sup>2</sup>, Lionel Kimerling<sup>2</sup>, Ajay Gupta<sup>2</sup>, Sajan Saini<sup>2</sup>, Takahiro Ono<sup>2</sup>, Beth Unger<sup>2</sup> (<sup>1</sup>Bridgewater State University, Bridgewater, MA, USA. <sup>2</sup>Massachusetts Institute of Technology, Cambridge, MA, 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 Pakdil<sup>1</sup>, Maling Ebrahimpour<sup>2</sup>, Drew Zhang<sup>2</sup>, Benjavan Upatising<sup>3</sup>, Yuehwen Yih<sup>4</sup>, Mahtab Kouhizadeh<sup>2</sup> (<sup>1</sup>Eastern Connecticut State University, Willimantic, CT, USA. <sup>2</sup>University of Rhode Island, Kingston, RI, USA. <sup>3</sup>Center for Innovation and Transformational Change Department, UMass Memorial, Worcester, MA, USA. <sup>4</sup>Purdue 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**

**Example of ESOGÜ Health and Practice Research Hospital**

Neset Hikmet<sup>1</sup>, Menderes Tarcan<sup>2</sup> (<sup>1</sup>University of South Carolina, Columbia, South Carolina, USA. <sup>2</sup>Eskisehir Osmangazi University, Eskisehir, Turkey)

**Tech for Health: Understanding and Identifying Quality Health Information Online**

Loreen Powell<sup>1</sup>, Gwendolyn Powell<sup>2</sup>, Chaza Abdul<sup>1</sup>, Ronda Mariani<sup>3</sup> (<sup>1</sup>Marywood University, Scranton, PA, USA. <sup>2</sup>Penn State University, State College, PA, USA. <sup>3</sup>Commonwealth University, Bloomsburg, PA, USA)

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 Zejnullahi (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**  
Taoufik 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 Li<sup>1</sup>, Anantaram Balakrishnan<sup>2</sup> (<sup>1</sup>Bentley University, Waltham, MA, USA. <sup>2</sup>The 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 Chen<sup>1</sup>, Bintong Chen<sup>2</sup> (<sup>1</sup>Dalhousie University, Halifax, NS, Canada. <sup>2</sup>University 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 Zhu<sup>1</sup>, Michael Lash<sup>2</sup>, Kyle Li<sup>3</sup> (<sup>1</sup>Towson University, Towson, MD, USA. <sup>2</sup>University of Kansas, Kansas, KS, USA. <sup>3</sup>Thomas 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: Jyothisna 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 Gorkhali<sup>1</sup>, Asim Shrestha<sup>2</sup> (<sup>1</sup>Susquehanna University, Selinsgrove, PA, USA. <sup>2</sup>Denver University, Denver, CO, USA)

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

Jyothisna Harithsa<sup>1</sup>, Kofi Arhin<sup>2</sup> (<sup>1</sup>SUNY Geneseo, Geneseo, NY, USA. <sup>2</sup>Lehigh 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 Badve<sup>1</sup>, Ramakrishnainh Bezawada<sup>1</sup>, Karthik Sridhar<sup>2</sup> (<sup>1</sup>Baruch College, New York, NY, USA. <sup>2</sup>Baruch 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 Murshed<sup>1</sup>, Tilottama Chowdhury<sup>2</sup> (<sup>1</sup>Kutztown University of Pennsylvania, Kutztown, PA, USA. <sup>2</sup>Quinnipiac 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

55<sup>th</sup> NEDSI Annual Meeting • Philadelphia, PA • April 9-11, 2026

## Celebrating America's 250<sup>th</sup> Anniversary in Philadelphia!



### 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/>

### OUTSTANDING PAPER AWARDS

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

### PROGRAM TRACKS

- Accounting, Finance, and Economics
- Big Data, Analytics, and Knowledge Management
- Cyber Security, IT, and Emerging Technologies
- 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
- Undergraduate/Masters Student Posters

### HOTEL ARRANGEMENTS

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.

### HOST SPONSOR



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### CONTACT INFORMATION

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