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# Headline News



## **Johannes Moenius Receives the 2010 Paul Geroski Best Paper Award**

The two best papers published in the *International Journal of Industrial Organization* each year are awarded the Paul Geroski Best Paper Award. The two best papers are selected by the editorial board of the journal. One of two winners of 2010 is "Winning while losing: Competition dynamics in the presence of indirect network effects". The paper is by Sarit Markovich (Kellogg School of Management, Northwestern University) and **Johannes Moenius** (School of Business, University of Redlands). It was published in May 2009, volume 27, issue 3, of the Journal. The award was established in 2007 for papers published in the year 2006. The award is named after Professor Paul Geroski who passed away in 2005. He served as co-Managing Editor of the IJIO from 1987-1992.

([http://www.elsevier.com/framework\\_products/promis\\_misc/indor-paul%20geroski%20award.htm](http://www.elsevier.com/framework_products/promis_misc/indor-paul%20geroski%20award.htm))

### **Paper Abstract**

What determines competition dynamics in markets with indirect network effects? We analyze this question in a dynamic hardware–software framework, where software firms compete in quality upgrades. We identify market structure as a major determinant of competition dynamics. Indirect network effects tie together the performance of firms on the same platform: a successful competitor raises the value of all firms on the same platform, where an unsuccessful firm may enjoy a windfall increase in its market value. In contrast to the tipping result in the literature, we find tendencies toward increasing competition across platforms for a wide range of market structures.



## **Jim Pick Publishes the 2nd Edition of *Exploring the Urban Community***

Richard Greene and **James Pick** published their 2<sup>nd</sup> edition of their book *Exploring the Urban Community: a GIS Approach*. The book publisher is Prentice Hall. This urban geography book explores traditional topics such urban spatial structure, systems of cities, central place theory, neighborhood change, industrial location analysis, the urban core, suburbanization, and edge cities. It expands upon these to include contemporary topics such as Chinese urbanization, mega-regions, Chinese, Indian, and African global cities, global environmental processes, climate change and cities, the recent U.S. housing crisis, urban impacts of Hurricane Katrina, viable downtowns, urban policies of the Obama Administration, mobile spatial connectivity, and the urban digital divide. It features strong integration of GIS technologies and emphasizes its importance as a skill in the professional field. Exercises are provided in ArcGIS 10 and Google Earth.

(<http://www.amazon.com/Exploring-Urban-Community-GIS-Approach/dp/0130175765>)

### **Citation**

Greene, Richard P., **Pick, James B.** (2011) *Exploring the Urban Community: a GIS Approach*. 2nd edition. Upper Saddle River, New Jersey: Prentice Hall.

**Book chapters:** Urban Geography and the Spatial Display of Urban Environments; The Dynamics of Cities; Defining the Metropolis; The Internal Structure of Cities; Systems of Cities; Neighborhoods; Migration and Residential Mobility; Race, Ethnicity, Gender, and Poverty; Industrial Location; Urban Core and Edge City Contrasts; Environmental Problems; Urban and Regional Planning.



## Denise MacNeil's Publication Praised by President of the Society of Early Americanists

Susan Imbarrato, President, Society of Early Americanists, praised **Denise MacNeil's** recently published book. According to Macmillan publishing "MacNeil's *The Emergence of the American Frontier Hero 1682-1826* draws creatively on myth, imagery, and symbol in a comprehensive portrait of the frontier as a complex borderland. With innovative readings of literary, historical, and cinematic figures, MacNeil's sweeping study offers intriguing, new approaches to the field of American Studies."

**Denise MacNeil** (School of Business, University of Redlands) published her manuscript *The Emergence of the American Frontier Hero, 1682-1826. Gender, Action and Emotion* with Palgrave Macmillan in 2009. Her book is a study that follows the early evolution of the American frontier hero, from its roots in Mary Rowlandson's narration of her experiences as a prisoner during King Phillip's war through works by Unca Eliza Winkfield, Charles Brockden Brown, James Fenimore Cooper, the film-maker John Ford, and actor John Wayne.

(<http://us.macmillan.com/theemergenceoftheamericanfrontierhero16821826>)

### The Book

This book identifies America's first prose bestseller, *A Narrative of the Captivity and Restoration of Mrs. Mary Rowlandson* (1682) as the genesis of the American frontier hero. The study places the initial literary emergence of this heroic stereotype in Rowlandson's text. Identifying the Adamic hero's maternity in Rowlandson's text, this analysis provides a prehistory of that iconic hero that pushes back the genesis of the frontier hero from the early nineteenth-century to the mid-seventeenth century, while expanding the gender.



## Mak Kaboudan among Most Downloaded Genetic Programming Authors

Every five years, Bill Langdon (University College, London) and Steve Gustafson (GE Global Research, Niskayuna, NY) publish a review paper that reports statistics on the most cited genetic programming authors in the field. In 2010, they published their second review "Genetic Programming and Evolvable Machines: Ten Years of Reviews". The paper was published in 2010 in *Genetic Programming and Evolvable Machines* (volume 11, pp 321-338).

In Table 2 of their paper, they present a list of the most downloaded authors among 25,248 downloads. **Mak Kaboudan's** name appears very close to the top of this list.

(<http://www.cs.ucl.ac.uk/staff/wlangdon/ftp/papers/gppubs10.pdf>)

**Table 2. Most Downloaded GP Authors  
(in 25,248 downloads)**

John Koza	William Langdon	Riccardo Poli	Michael Dempster
<b>Mahmoud Kaboudan</b>	Jin Li	Wolfgang Banzhaf	Graham Bates
James Werner	Hussein Suleman	Vasco Leemans	Conor Ryan
Peter Nordin	Shu-H. Chen	Richard Forsyth	Edward P Tsang
Peter John Angeline	Maarten Keijzer	Martin Hemberg	Yazann Romahi



## **Jeffery Smith Named to Editorial Board**

**Jeffery Smith** was named to the editorial board of Business Ethics Quarterly. Business Ethics Quarterly is the journal of the Society for Business Ethics, the primary, international association of business ethics scholars.



## **Johannes Moenius Receives the 2009 Israel Strategy Conference Best Paper Award**

Sarit Markovich (Interdisciplinary Center, Herzliya) and **Johannes Moenius** (University of Redlands) were the winners of the Israel Strategy Conference (ISC) Best Paper Award for 2009. The 3rd ISC was organized by the faculty of Management at Guilford Glazer School of Business and Management, Ben-Gurion University, Beer Sheva, Israel and held December 27-29, 2009. The title of their paper was:  
*"To Hunt or to Scavenge: Optimal Investment Strategies"*

(<http://www.isc.org.il/2009/index.php>)

### **Paper Abstract**

What determines optimal R&D investment in a market with indirect network effects? We analyze this question in a hardware-software framework, where software firms strategically invest in quality upgrades. We find that a firm's optimal investment depends predominantly on (1) its quality level relative to its competitors on the same hardware and on (2) the quality level of software firms on the same hardware relative to other hardware platforms. Using a dynamic model, we examine the effect of initial quality differences within and across platforms on firms' investment behavior. We show that small quality differences across platforms stimulate investment across firms on the same platform, regardless of their current quality level. However, large quality differences across platforms affect competition within platforms such that a firm's quality level relative to competitors on the same platform may increase or reduce its incentives to invest. In this case, responses to own and cross quality upgrades are determined by the overall market structure. The two different responses - increased or reduced investment, give rise to a taxonomy of optimal investment strategies. Since responses depend on market structure, we can then map a firm's position within the market into its optimal investment strategy.

# Scholarly Activities

## Journal Articles

### Bing Bai

➡ Lawler, J. J., Chen, S. J., Wu, P. C., Bae, J., and **Bai, B.** (2010) High performance work systems in foreign subsidiaries of American Multinationals: An institutional model, *Journal of International Business Studies*, 42: 1-19.

**Abstract:** This study examines the implementation of high-performance work systems (HPWSs) in 217 subsidiaries of American-based multinational enterprises operating in 14 countries in Asia, Africa, and Europe. Specifically, this paper explores the effect of host-country institutional factors on the extent of HPWS implementation in subsidiaries, and focuses on “strong agency” influences and dominance effects. The proposed model was more successful in explaining the effect of HPWSs on rank-and-file employees than on managers. Of particular interest is the strong positive association between host-country economic growth and HPWS implementation, which suggests a possible cyclical sensitivity of subsidiaries regarding human resource management strategy.

➡ Jain, H., Lawler, J. J., **Bai, B.**, and Kyung, E. (2010) Effectiveness of Canada's employment equity legislation for women: Implications for policy makers, *Relations Industrielles/Industrial Relations*, 65-2: 304-329.

**Abstract:** This study focuses on the effectiveness of the federal Employment Equity Act (EEA). We assess the EEA with regard to female employees using quantitative data from employer reports published under the provisions of the EEA and the Canadian Census. Data in this study cover the period 1997 to 2004. The most significant finding is that employment equity has increased over time, but at a diminishing rate. In fact, there now may be something of a downturn in employment equity for women in the industries covered by the EEA. Several policy implications following from the study are provided.


### Allison Fraiberg

➡ **Fraiberg, A.** (2010) With Edges of Rage and Despair: Anger and the Poetry of Office Life, *Journal of Management Inquiry* 19.3, 196-207.


**Abstract:** In the past two decades, management studies have made significant use of poetry both in research projects and teaching contexts. During the same time, numerous collections of poetry have appeared focusing on business life with contributions in particular by office workers. This article addresses the relationship between management research on poetry and the actual poetry in these ever more frequently appearing collections. In particular, the persistent themes of anger, rage, and despair are revealed generate a broader understanding of workplace-anger issues, one that fully and deeply incorporates the inner lives of workers.

➡ **Fraiberg, A.** (2010) Fiction, Business Studies, and Leadership: From Know-How to Embracing Impossibility, *The Journal of Leadership Studies* 3.4, 97-101.

**Abstract:** While business and management education has made significant use of literary fiction, especially for leadership studies, that use has been limited to case study approaches that serve as how-to guide for managers. Such an approach undermines the possibilities of literature, however, which thrives on paradox, contradiction, and ambiguity. To introduce a more complex approach, this essay offers a reading of Herman Melville's *Bartleby, the Scrivener*, a text about a rather impossible copy editor and the lawyer who attempts to solve an unsolvable problem.

 **Fraiberg, A.** (2009) Blending Globalization, Business, and Liberal Arts, Editors' Choice Selection, *Academic Exchange Quarterly*, 156-162.

**Abstract:** Business programs seeking to incorporate liberal arts education into the curriculum confront a history of tension between the former's applied contexts and the latter's more broad-based objectives. Taking the popular business concept of globalization, this paper demonstrates how to resolve that tension by incorporating teaching techniques that draw attention to the process of reflecting on inherited business structures and assumptions.

 **Fraiberg, A.** (2009) *The New Economics of Sustainable Consumption: Seeds of Change*, a review in *In-Spire Journal of Law, Politics and Societies* 4.1, 95-96.

**Abstract:** Review of Gil Seyfang's text, which (1) interrogates the consequences of green marketing driven by a consumption-based approach; and (2) proposes an alternate model of sustainable consumption built upon the goals of the New Economics, which provides a critique of market-driven consumption.

#### Mak Kaboudan

 **Kaboudan, M.** (2009) A two-stage multi-agent system to predict the unsmoothed monthly sunspot numbers, *International Journal of Mathematics and Computer Sciences* 5: 138-143.


**Abstract:** A multi-agent system is developed here to predict monthly details of the upcoming peak of the 24th solar magnetic cycle. While studies typically predict the timing and magnitude of cycle peaks using annual data, this one utilizes the unsmoothed monthly sunspot number instead. Monthly numbers display more pronounced fluctuations during periods of strong solar magnetic activity than the annual sunspot numbers. Because strong magnetic activities may cause significant economic damages, predicting monthly variations should provide different and perhaps helpful information for decision-making purposes. The multi-agent system developed here operates in two stages. In the first, it produces twelve predictions of the monthly numbers. In the second, it uses those predictions to deliver a final forecast. Acting as expert agents, genetic programming and neural networks produce the twelve fits and forecasts as well as the final forecast. According to the results obtained, the next peak is predicted to be 156 and is expected to occur in October 2011- with an average of 136 for that year.


#### Johannes Moenius

 Markovich, S. and **Moenius, J.** (2009) Winning While Losing: Competition Dynamics in the Presence of Indirect Network Effects, *International Journal of Industrial Organization*, Vol. 27 (3), 346-357.

**Abstract:** What determines competition dynamics in markets with indirect network effects? We analyze this question in a dynamic hardware–software framework, where software firms compete in quality upgrades. We identify market structure as a major determinant of competition dynamics. Indirect network effects tie together the performance of firms on the same platform: a successful competitor raises the value of all firms on the same platform, where an unsuccessful firm may enjoy a windfall increase in its market value. In contrast to the tipping result in the literature, we find tendencies toward increasing competition across platforms for a wide range of market structures.

#### James Pick

 Romano, N., **Pick, J.** and Roztocki, N. (2010) A Motivational Model for Technology-Supported Cross-organizational and Cross-border Collaboration, Guest Editorial, *European Journal of Information Systems*, 19:117-133.

 **Pick, J.** (2010) Web and Mobile Spatial Decision Support as Innovations: Comparison of United States and Hong Kong, China, *Annals of Information Systems*, Vol 14, D. Schuff, D. Paradice, F. Burstein, D.J. Power, and R. Sharda (eds), Volume titled *Decision Support: An Examination of the DSS Discipline*, pp. 83-112.

➡ Forstall, R., Greene, R., and **Pick, J.** (2009) Which are the Largest? Why Published Lists of Major Urban Areas Vary So Greatly, *Journal of Economic and Social Geography (Tijdschrift Voor Economische en Sociale Geografie)*, 100(3):277-297.

#### James Pick & Rasool Azari

➡ **Pick, J.** and **Azari, R.** (2011) A Global Model of Technological Utilization Based on Governmental, Business Investment, Social, and Economic Factors, accepted to be published in the special issue of the *Journal of Management Information Systems*.

**Abstract:** This exploratory paper presents a conceptual model of the factors of governmental support and openness, business and technology investment, and socio-economic level that are posited to influence technological utilization. The conceptual model and propositions are developed inductively based on logic and prior research about the relationship among variables related to the factors. Structural equation modeling (SEM) is applied to operationalize and test the model. The SEM analysis tests five research questions for the overall model and relationships between its factors. The data on 110 nations are recent and from the World Bank and World Economic Forum. Findings indicate a critical pathway of influences between the factors of government support and openness, investment in business and technology, socio-economic level, and technology utilization. The paper presents two country case examples of the model and suggests policy steps for national governments of developed and developing nations, especially to prioritize ICT, create openness, strengthen R&D and technology investment, and enhance education and IT training.

#### James Pick & Rama Ramakrishna

➡ **Pick, J.** and **Ramakrishna, H.** (2009) Impact of Global Sourcing of Talent on Graduate IS Curriculum: One Approach to Redesign, *Journal of Information Technology Case and Applications Research* 11(4):60-84.

#### Rama Ramakrishna & Avijit Sarkar

➡ **Ramakrishna, H., Sarkar, A.** and Vijayaraman, B. (2010) Infusion of GIS and spatial analysis in business school curricula: A status report, *Journal of Informatics Education Research*, Spring/Fall 2010, URL: <http://www.sig-ed.org/jier/index.html>.

**Abstract:** Though the use of geographic information systems (GIS) and spatial analysis (SA) in many governmental agencies and utility companies has been extensive, its use in businesses has been relatively limited. One possible explanation for this lag is the lack of infusion of GIS and SA concepts and/or tools in business school curricula. This results in rather limited education and training for business students, the future knowledge workers and managers, and thus limits GIS and SA implementation and usage in businesses. In order to address this issue, it is important to first understand the current status of the infusion of GIS and SA concepts/applications and tools in business schools. We present findings from an exploratory empirical study regarding this infusion: the perceived need, its current level, its facilitators/inhibitors, and its success in business schools. Results indicate that the infusion, in general, is currently low; however some groups of faculty see a need for enhanced infusion of GIS and SA in the business curriculum. It appears that there is a lack of course materials to support the infusion. Faculty who have infused GIS and SA in their courses report good success in their efforts and faculty, in general, report a lack of success of infusion in their schools/colleges. We present implications for business schools, the academic publishing industry, and also for companies that develop and market GIS and SA tools/technologies.

#### Avijit Sarkar

➡ **Sarkar, A., Batta, R.** and Nagi, R. (2009) Finding Rectilinear Least Cost Paths in the Presence of Convex Polygonal Congested Regions, *Computers and Operations Research*, 36: 737-754.

**Abstract:** This paper considers the problem of finding the least cost rectilinear distance path in the presence

of convex polygonal congested regions. We demonstrate that there are a finite, though exponential number of potential staircase least cost paths between a specified pair of origin–destination points. An upper bound for the number of entry/exit points of a rectilinear path between two points specified a priori in the presence of a congested region is obtained. Based on this key finding, a “memory-based probing algorithm” is proposed for the problem and computational experience for various problem instances is reported. A special case where polynomial time solutions can be obtained has also been outlined.

### Jeffery Smith

➡ **Smith, J.** and Dubbink, W. (2011) Understanding the Role of Moral Principles in Business Ethics: A Kantian Perspective, *Business Ethics Quarterly* 21(2): 205-231.

**Abstract:** Does effective moral judgment in business ethics rely upon the identification of a suitable set of moral principles? We address this question by examining a number of criticisms of the role that principles can play in moral judgment. Critics claim that reliance on principles requires moral agents to abstract themselves from actual circumstances, relationships and personal commitments in answering moral questions. This is said to enforce an artificial uniformity in moral judgment. We challenge these critics by developing an account of principle-based moral judgment that has been widely discussed by contemporary Kantian scholars. In so doing we respond to some basic problems raised by so-called “moral particularists” who voice theoretical objections to the role of principles as well as to contemporary business ethicists who have criticized principle-based moral judgment along similar lines. We conclude with some future areas of research.

➡ Dubbink, W. and Smith, J. (2011) A Political Account of Corporate Moral Responsibility, *Ethical Theory and Moral Practice*, forthcoming.

**Abstract:** Should we conceive of corporations as entities to which moral responsibility can be attributed? This contribution presents what we will call a political account of corporate moral responsibility. We argue that in modern, liberal democratic societies, there is an underlying political need to attribute greater levels of moral responsibility to corporations. Corporate moral responsibility is essential to the maintenance of social coordination that both advances social welfare and protects citizens’ moral entitlements. This political account posits a special capacity of self-governance that corporations can intelligibly be said to possess. Corporations can be said to be “administrators of duty” in that they can voluntarily incorporate moral principles into their decision-making processes about how to conduct business. This account supplements and partly transforms earlier pragmatic accounts of corporate moral responsibility by disentangling responsibility from its conventional linkages with accountability, blame and punishment. It thereby represents a distinctive way to defend corporate moral responsibility and shows how Kantian thought can be helpful in addressing the problems surrounding the concept.

➡ **Smith, J.** (2009) Review of Peter Ulrich’s *Integrative Economic Ethics: Foundations of a Civilized Market Economy*, James Fearn (trans.), Cambridge UP, 484, *Notre Dame Philosophical Reviews*.

### Satish Thosar


➡ Jaggia, S. and **Thosar, S.** (2010) A partial defense of the giant squid, *Journal of Financial Transformation* 28: 8-11.

**Abstract:** We examine a claim in the popular press that Goldman Sachs Inc was largely responsible for causing and profiting from various financial crises over the years. We revisit our sample of high-tech IPOs launched during the dotcom bubble of the late 1990s. We find that based on the aftermarket price patterns, GS was a reasonably responsible player compared to its peer group.

**More:** The giant squid refers to Goldman Sachs Inc. characterized as: “a great vampire squid wrapped around the face of humanity, relentlessly jamming its blood funnel into anything that smells like money” in a Rolling Stone magazine article.

## Published Books


### Denise MacNeil

 **MacNeil, D.** (2009) *Emergence of the American Frontier Hero, 1682-1826: Gender, Action and Emotion*. Palgrave Macmillan.

This book defines the previously unaddressed, early evolution of the American frontier hero in literature and popular culture. Denise MacNeil resituates the literary origins of this hero from the nineteenth century to the seventeenth century by tracing its roots to Mary Rowlandson's narration of her experiences as a prisoner. This study follows the subsequent evolution through works by Unca Eliza Winkfield, Charles Brockden Brown, James Fenimore Cooper, and the film-maker John Ford and actor John Wayne. This book exposes complex gender and racial roots and clarifies a cultural stereotype that has become one of those most highly coded as white and masculine within American literature and culture. The book has the following eight chapters:

1. The American Frontier Hero in Mary Rowlandson's *Narrative of the Captivity and Restauration*
2. Mythological Roots of the American Frontier Hero
3. Mary Rowlandson, Puritan Hero
4. Mothering the Adamic Hero
5. Transcending Gendered English American Social Positions: Gender and Racial Multiplicity in *The Female American; or, the Adventures of Unca Eliza Winkfield*
6. Dancing between Ferocity and Delicacy in *Edgar Huntly; or, Memoirs of a Sleep-Walker* by Charles Brockden Brown
7. Reconstituting the American Frontier Hero through James Fenimore Cooper's *Natty Bumppo in The Last of the Mohicans: A Narrative of 1757*
8. Mary Rowlandson in Jeans: The John Ford/John Wayne Film *The Searchers* and the Mary Rowlandson Heroic Archetype.

### Peter Bergevin & Michael MacQueen

 **Bergevin, P. and MacQueen, M.** (2010) *Accounting for Managers*. New York: iUniverse.

In May 2010, University of Redlands Professors Peter M. Bergevin and Michael M. MacQueen co-authored an introductory accounting textbook specifically designed for executive MBA programs. Rather than attempt to turn the general business student into an accountant, the material contained in *Accounting for Managers* is intended to improve the quality of the economic decisions students will make as managers. The authors view accounting as a broad-based financial information system. One cannot understand managerial accounting without comprehending the context that produces such data. Consequently, the student using this text learns about the inputs and processes as well as the outputs of the accounting system. *Accounting for Managers* takes a holistic approach to the subject matter, which links the organization's accounting system to the outside world.


Peter M. Bergevin and Michael M. MacQueen's objective in writing *Accounting for Managers* is to make students and professionals informed users of accounting data. They believe in getting to the point and demonstrating the practical benefits of accounting. In other words, their book is the anti-textbook textbook, it reflects the authors' educational and life philosophy: get to point and do something about it. Improve your decision-making abilities and climb the corporate ladder. *Accounting for Managers* enables you to unleash the power of financial information in order to improve your ability to conduct business operations, make shrewd investments, and secure needed financing. Unlike stuffy treatments of accounting, *Accounting for Managers* clearly and concisely provides you with the needed financial information necessary to make the right choices at the right time. *Accounting for Managers* seamlessly integrates accounting theory with practice. Its information, insights, and lessons will help you to convert business challenges into professional accomplishments. This superb treatment of the "Language of Business" will reside on your desk through the years as your professional successes mount. *Accounting for Managers* is an ideal text for managerial accounting courses in MBA programs. It is especially suitable to online, accelerated, and executive programs.

### Table of Contents:


Chapter 1: Accounting Information; Chapter 2: Accounting Disclosures;  
Chapter 3: Auditing and Taxation; Chapter 4: Accounting for Entity Capitalization;  
Chapter 5: Cost Considerations; Chapter 6: Budgeting;  
Chapter 7: Control and Evaluation.

## Conference Proceedings

### Rasool Azari & James Pick


 **Azari, R. and Pick, J.** (2009) High performance work practices and knowledge transfer within US Multinational Corporation: The moderating effects of host countries' institutional and cultural environments. *Proceedings of the Southwest Academy of Management Annual Meeting*, Oklahoma City, OK.

### Bing Bai

 **Bai, B. and Aguilera, R.** (2009). High performance work practices and knowledge transfer within US Multinational Corporation: The moderating effects of host countries' institutional and cultural environments. *Proceedings of the Southwest Academy of Management Annual Meeting*, Oklahoma City, OK.

**Abstract:** Based on organizational learning theory and resource-based view, we propose a new theoretical model to understand how high performance work practices influence knowledge transfer within U.S. MNCs. Within an institutional theory framework, we further argue that host countries institutional and cultural environments moderate the relationship between high performance work practices and knowledge flows. We conclude by discussing contributions and limitations of this study and managerial implications.

### Denise MacNeil

 **MacNeil, D.** (2009) Developing an Early American Representation of the Heroic in *The Female American; or, The Adventures of Unca Eliza Winkfield, Success and Failure: Proceedings of the 29<sup>th</sup> APEAA Conference*. Aveiro, Portugal. Associação Portuguesa de Estudos Anglo-Americanos.

**Abstract:** This essay explores aspects of the anonymous 1767 novel *The Female American; or, The Adventures of Unca Eliza Winkfield*. *The Female American* recounts the experiences of a biracial, binational heroine, as this heroine steers her way through multiple life calamities, including becoming castaway on an uninhabited island. The novel contends with dissonance between conceptualizations of the feminine and the heroic, discord between races and within a biracial individual, and with junctures of wilderness and domicile. As an evolutionary link in the development of this hero, Winkfield's novel refines the nascent American frontier hero that appears in Mary Rowlandson's 1682 text *The Narrative of the Captivity and Restauration*. *The Female American* is significant in the processes of transgendering the American frontier hero and of furthering the amalgamation of gendered, colonial and Native American attributes within the developing hero. Challenging contemporaneous solutions for women and racial minorities, Winkfield questions the nature of human happiness, framing an examination of the value of integration of Native American consciousness, perceptions, agency, and wilderness skills within a complex, successful negotiation of anglicized social challenges. Demonstrating attributes necessary to flourish socially in a number of racial and national contexts, Winfield furthers the development of a racially and androgynously integrated heroic character and sets the stage for the masculinizing influences that come to bear on the character at the fin de siècle and the opening of the nineteenth century.

**More:** A shorter version of this paper was presented at the annual conference of the Associação Portuguesa de Estudos Anglo-Americanos, Aveiro, Portugal, April 19, 2008.

### James Pick & Kamala Gollkota

➡ **Pick, J.** and **Gollakota, K.** (2010) Technology for Rural Telecenters In India: A Model and Exploratory Study of Diffusion of Information For Telecenter Use and Sustainability, *Proceedings of the 2010 Americas Conference on Information Systems*, Atlanta, Georgia: Association for Information Systems.

### Avijit Sarkar

➡ **Sarkar, A.**, Desmarais, A. and Wong, M. (2010) Identification and spatial analysis of logistics clusters in southern California", *39<sup>th</sup> Annual Meeting of the Western Decision Sciences Institute*, Lake Tahoe NV, April 2010.

**Abstract:** This research provides a geographic information system (GIS) based framework to visualize warehousing and transportation facilities located in southern California (CA) relative to the region's transportation infrastructure. It identifies which regions (cities) in southern CA have evolved as logistics clusters, specifically which regions are hotspots of warehousing facilities, as well as truck, rail, and air transport facilities. Further, this work spatially analyzes the proximity of warehousing locations in different regions to truck, rail, and air transport facilities by computing accessibility indices. The results obtained provide spatial intelligence to local businesses and government which can view and analyze the logistics landscape of southern CA to inform business planning, policy planning, and decision-making.

➡ **Sarkar, A.** and Greene, R. (2009) Trade Area Analysis for a Hispanic Bridal Magazine, *Business Educators Track, ESRI Business GIS Summit*, San Diego CA, 2009.

**Abstract:** This case study focuses on the current distribution strategy of a Spanish-language bridal magazine launched recently by a small business firm based in southern California. Management's objectives include increased circulation, development of a nationwide marketing strategy, and most importantly positioning the magazine as a brand name product in order to attract a reputed and committed roster of advertisers. GIS has been used to investigate the magazine's current trade areas, compute accessibility of existing magazine distributors in relation to neighboring population centers, and test the statistical significance of spatial clusters of neighborhoods of similar demographic attributes. Geodemographic analysis was conducted to gain insights into customer characteristics in magazine distributor trade areas. A GIS-assisted framework to target wedding industry vendors as potential advertisers has also been developed.

➡ **Sarkar, A.** (2009) A Survey of GIS Applications in Operations Research", *38<sup>th</sup> Annual Meeting of the Western Decision Sciences Institute*, Kauai HI, 2009.

**Abstract:** The last decade has witnessed a reasonable growth in the use of Geographic Information Systems (GIS) towards the efficient solution of complex operations research (OR) problems. This research surveys instances of GIS infusion in OR during the period 1990 – 2008 and finds evidence of such infusion in problems that can be classified as vehicle routing, logistics and supply chain management (SCM), and site location. Each article is analyzed in terms of specific application, the role of GIS, the role of OR, and benefits derived. Trends are identified from the surveyed applications and scope of GIS infusion in unexplored areas is also outlined.

## Book Chapters

### Bing Bai

➡ **Bai, B.** and Sun, J. (2010) Service industry in China. In P. Sheldon, S. Kim, and Y. Li (Eds.), *China's changing workplace*.

## Mak Kaboudan

➡ **Kaboudan, M.** (2011) A Multi-Agent System Forecast of the S&P/Case-Shiller LA Home Price Index. In S.-H. Chen, Y. Kambayashi, and H. Sato, editors, *Multi-Agent Applications with Evolutionary Computation and Biologically Inspired Technologies: Intelligent Techniques for Ubiquity and Optimization*, Idea Group Inc.

**Abstract:** Successful decision-making by home-owners, lending institutions, and real estate developers among others is dependent on obtaining reasonable forecasts of residential home prices. For decades, home-price forecasts were produced by agents utilizing academically well-established statistical models. In this chapter, several modeling agents will compete and cooperate to produce a single forecast. A cooperative multi-agent system (MAS) is developed and used to obtain monthly forecasts (April 2008 through March 2010) of the S&P/Case-Shiller home price index for Los Angeles, CA (LXXR). Monthly housing market demand and supply variables including conventional 30-year fixed real mortgage rate, real personal income, cash out loans, homes for sale, change in housing inventory, and construction material price index are used to find different independent models that explain percentage change in LXXR. An agent then combines the forecasts obtained from the different models to obtain a final prediction.

**More:** Mak's paper on forecasting the S&P/Case-Shiller Home Price Index appeared as the first chapter in the book.

## James Pick

➡ Gray, P., Horan, T. and **Pick, J.** (2010) Geographic Information Systems, in Gass, Saul, and Fu, Michael (eds.), *Encyclopedia of Operations Research and Management Science*, 3rd edition, New York, NY: Springer Science, in press.

➡ **Pick, J.** (2010) Web and Mobile Spatial Decision Support as Innovations: Comparison of United States and Hong Kong, China, in *Annals of Information Systems*, Vol 14, D. Schuff, D. Paradice, F. Burstein, D.J. Power, and R. Sharda (eds), Volume titled *Decision Support: An Examination of the DSS Discipline*, pp. 83-112.

➡ **Pick, J.** (2009) Business Models for Geographic Information, in Warf, Barney, *Encyclopedia of Geography*, Thousand Oaks, California, Sage Publications.

## Rama Ramakrishna & Avijit Sarkar

➡ **Ramakrishna, H., Sarkar, A.** and Bachani, J. (2009) Business Analytics Success: A Conceptual Framework and an application to Virtual Organizing, in C. Camison, D. Palacios, F. Garrigos, & C. Devece (Eds.), *Connectivity and Knowledge Management in Virtual Organizations: Networking and Developing Interactive Communications* (pp. 222-254). Hershey PA, 2009: Information Science Reference.

**Abstract:** The chapter presents a conceptual framework that identifies technological and organizational factors that impact the success of business analytics (BA) use in organizations in general and virtual organizations in particular. The framework explores BA success through three business disciplines: Decision Sciences (DS), information systems (IS), and management. We believe that BA success comes from proper interaction between the three disciplines. Though the concept of BA has been around for a long time in business literature, its full potential use has not been realized in organizations for a variety of reasons. The information and communication technologies (ICT) that have made virtual organizations, and flattening of the world possible have also created a better infrastructure/environment for use of BA by providing the capability to collect massive amounts of data and by providing easier-to-use analytic tools. Currently, BA is being touted as the next information technology (IT) capability that will generate considerable value including competitive advantage to businesses. In this chapter we present and discuss our framework, discuss its viability through existing examples of BA success, and finally apply the framework to a special emerging context in organizations, virtual organizing. Implications of this framework for identifying and filling research gaps in this area and implications for managers interested in exploring BA use in their organizations are presented.

## Conference Presentations

### Rasool Azari



**Azari, A.** (2010) Global Integration and Collaboration: The Perils and Promises of Supply Chain Management (SCM), a paper presented at the 41<sup>st</sup> Annual Meeting of Decision Sciences Institute (DSI), San Diego, California, November 2010.

**Abstract:** This study uses system dynamics approach to analyze and evaluate the problems of integration and collaborations in supply chain management. By reviewing recent literature and technology development in SCM this paper attempts to develop a model that addresses various problems and promises of integration and suggests policy implications to deal with the risk involved in SCM.

### Bing Bai



**Bai, B.** and Sun, J. (2010) Compensation in the service industry, a paper presented at the Institute of Behavioral and Applied Management meeting, San Diego, CA.

**Abstract:** As the service industry emerged from the transition from the central controlled economy to the more market driven economy in China, the compensation system in the service industry has attracted more attention these days. This paper is focused on the characteristics of the compensation system in the service industry in China. A comparative study on the compensation in the service industry in a more broad global setting will be further explored.

### Allison Fraiberg



**Fraiberg, A.** (2010) Donning the Scarlet Letter: Embracing Campus Academics Outside the English Department, a paper presented at Northeast Modern Language Association Convention. Montreal, Canada, April 7-11, 2010. Panel: Navigating the Academic Nexus.

**Abstract:** Presentation of ideas and resources tailored to career goals outside the English department and within professional departments and schools such as business and management. Focus: (1) graduate preparation in communications, rhetoric/composition, and professional and technical writing; (2) conferences in business and management that demonstrate interest in work from humanities-based scholars; and (3) journals from business, management, and organization studies that embrace inter- and multi-disciplinary approaches to research.



**Fraiberg, A.** (2009) When Critical Thinking Isn't Enough: Approaches to Teaching Problem-Solving, a paper presented at the California Business Educators Association Conference. Riverside, California, November 7-10, 2009.

**Abstract:** Presentation of six critical *approaches* to analysis that move students beyond familiar critical thinking skill sets that limit analysis to evaluation only. With these approaches, students learn a comprehensive framework enabling them both to *understand* the nuances of a business problem and to *contribute* to its solution.




**Fraiberg, A. & George, E.L.** (2009) The Audacity of Hope; The Imperative of Cultural Studies: Dealing with Despair in the Literary Sites of Business Cultures, a paper presented at Rocky Mountain Modern Language Association Conference. Utah, October 8-10, 2009. Panel: Practical Approaches to Teaching Cultural Studies.

**Abstract:** Presentation addressing creative and pedagogical spheres of business culture: the place of poetic expression in the harried corporate workplace, and its revelations of deep-seated emotional despair; as well as the pedagogical forays into cultural studies courses for working undergraduates who are understandably


focused on the establishment as well as erosion of corporate cultural norms and who might, through analysis, find a middle ground between the reactionary and the idealistic in re-creating healthy workplace norms.

#### Mak Kaboudan

 **Kaboudan, M.** (2009) A Forecast of the S&P/Case-Shiller Home Price Index for Los Angeles by Use of Genetic Programming-/Neural Network-Multi-Agent System, a paper presented during the Society for Computational Economics 15<sup>th</sup> International Conference on Computing in Economics and Finance, hosted by University of Technology, Sydney, July 15 - 17, 2009.

**Abstract:** The economic impacts of temporal changes in residential home prices are well documented. Cyclical fluctuations in real estate prices in one country affect its own economy as well as others all over the world. Changes in home prices play a significant role in determining homeowners' abilities to borrow and spend and therefore impact general economic conditions one way or the other. Successful decision-making by home-owners, lending institutions, and real estate developers among others is dependent on obtaining reasonable forecasts of residential home prices. For decades, home-price forecasts were produced by agents utilizing academically well-established statistical models. In this paper, several modeling agents will compete and cooperate to produce a single forecast. A cooperative multi-agent system (MAS) is developed and introduced here. It is used to obtain monthly forecasts (April 2008 through March 2010) of the S&P/Case-Shiller home price index for Los Angeles, CA (LXXR). Monthly housing market demand and supply data including conventional 30-year fixed real mortgage rate, real personal income, cash out loans, homes for sale, change in housing inventory, and construction material price index are used to find independent models that explain percentage change in LXXR. A multi-agent model then combines the forecasts obtained from the different agents to find a best one. The construction is basically a progression defined in three stages. In the first, what may be perceived as the best variables that would explain variations in the monthly percentage change in the LA index are identified employing an agent who relies entirely on genetic programming to accomplish the task. In the second stage, agents employing genetic programming and neural network are commissioned to produce forecasts of the input variables identified in the first stage. In the third, agents compete and cooperate to produce a set of forecasts from which a final forecast is identified.

#### Denise MacNeil

 **MacNeil, D.** (2010) Literal and Figurative Geographies and the Expression of Heroic Identity in *The Winning of Barbara Worth* by Harold Bell Wright, a paper presented at the Associação Portuguesa de Estudos Anglo-Americanos, Lisbon, Portugal, April 15 – 17, 2010.

**Abstract:** With the recent financial collapse in the United States, the American hero reiterated a tragic aspect of its character and the extensive reach of that tragedy in our post-national economic world. Despite its obvious flaws, this self-referential hero locked in solitary battle against impossible odds, but presumably working ultimately for the collective good, has long been a force in popular culture and literature of the United States. Taking its start in the earliest decades of colonial presence in North America, this hero established and maintains its cultural and literary role through repeated interactions with frontier geographies, both real and imagined. The hero's engagement with the economic frontier—reaching an apex of cultural expression in the perspectives and mentalities that motivated the recent American financial collapse—marks a shift in the balance of motives within the hero. This paper looks at a moment significant to that shift when the hero interacts simultaneously with literal and figurative geographies, as presented in the 1911 American novel *The Winning of Barbara Worth* by Harold Bell Wright. This novel confronts the American hero with both the last raw "wilderness" within the continental United States (in the form of the desert of the American Southwest) and the emerging frontier of grand-scale financial and corporate manipulations made possible through the application of the Fourteenth Amendment of the U.S. Constitution to the understanding of the identity and rights of corporations. The hero's confrontation with these geographies alters the relationship of the hero's individual identity to the social whole, while obscuring the true nature of that altered identity from perception by the surrounding society. These changes facilitate an agency within the hero that makes the hero capable of acting against collective interests in such a way as to set the stage for the hero's involvement in later financial debacles.

➡ **MacNeil, D.** (2009) The Salton Sea Narratives: Shaping Collective Memory and Popular 'History' in The Winning of Barbara Worth by Harold Bell Wright, a paper presented at the American Literature Association, Boston, May 22, 2009 and at Associação Portuguesa de Estudos Anglo-Americanos, Oporto, Portugal, February 20, 2009.

**Abstract:** This paper explores Harold Bell Wright's *The Winning of Barbara Worth*, looking at the intersection of literary representation, journalistic accounts, and chronological record to reveal interrelations of history, fiction and the development of cultural memorialization. Written by one of the best-known and most widely read of early twentieth-century, popular American novelists, *The Winning of Barbara Worth* focuses on what is probably the single most dramatic and significant event in modern southern Californian history—the unintentional creation of the Salton Sea in the Imperial Valley in 1905-07—and frames this event with another highly publicized incident—the finding of an apparently orphaned two-year-old girl wandering alone in the southern California desert (the “Barbara Worth” of the title). The novel narrates engineering, environmental, and commercial events that led to the uncontrollable, eighteen-month-long flood of Colorado River waters during construction of irrigation systems in the arid southern California region, which produced the Sea. Although almost unknown today, *The Winning of Barbara Worth* achieved cultural saturation in the U.S. soon after its publication in 1911, becoming an instant best-seller and the first American novel to sell over one million copies. This popularity linked the creation of the Sea and the finding of the orphan in popular understanding, while saturating the culture with the novel's version of the two incidents. This paper examines ways in which the novel's juxtaposition of these two significant but actually unrelated events memorialized both occurrences.

#### James Pick

➡ **Pick, J.** (2010) International Comparison of Web-based Spatial Decision Support Systems: Case Study Analysis in the United States and Hong Kong, a paper presented during the Association of American Geographers Annual Meeting, Washington, DC. Special session on Spatial Decisions Support Systems, co-sponsored by the GIS and Cyberinfrastructure Specialty Groups, Washington, DC, April 15-18, 2010.

➡ **Pick, J.** (2010) Web-based Spatial Decision Support Systems as Innovations in CyberGIS: An Empirical Study, a paper presented at National Science Foundation TeraGrid Cyber GIS Workshop, Washington, DC, February 2-3, 2010.

➡ **Pick, J.** (2009) Geographic Information systems: a Tool for Improved Sustainability in the Utilities Industry, a paper presented in Pre-ECIS Workshop on *Investigating the Possibilities of Green IS* of the European Conference on Information Systems, Verona, Italy, June 7, 2009.


➡ **Pick, J. Pick, J.** (2009) Architecture, Management, and Benefits of Web-based Spatial Applications: An Exploratory Case Study Analysis, a paper co-presented with Paolo Tovar in a special session on *GIS and Mapping on the Web* during the Annual Conference of American Association of Geographers, Las Vegas, Nevada, March 23-27, 2009.

#### James Pick & Kamala Gollkota

➡ **Pick, J. and Gollkota, K.** (2010) Technology for Rural Telecenters in India: A Model and Exploratory Study of Diffusion of Information For Telecenter Use and Sustainability, a paper presented during the 16th Americas Conference on Information Systems, Lima, Peru, August 12-15, 2010.

**Abstract:** In this paper, we use key concepts in strategic management, such as value, and use the conceptual framework of diffusion of innovations to understand factors underlying the lack of demand for rural telecenters. We present a background of ICT use in rural areas, examining both the prospects and current situation. We then develop a framework that explains rural telecenter performance using literature from strategic management, and information systems (notably diffusion of innovation). We then present the results of a pilot study of farmers in India who used/did not use ICT telecenters. We chose India as it has a large number of the world's poor, and is pioneering in the use of technology in rural areas and has by far the largest number of ICT telecenters. Findings indicate the research questions are mostly supported.


### Rama Ramakrishna

 **Ramakrishna, H.** and B.S. Vijayaraman, B. (2009) Development of a knowledge portal: GIS and spatial analysis for business, a paper presented at the 2009 ESRI Business GIS Summit, San Diego, CA.


**Abstract:** The use of geographic information systems (GIS) and spatial analysis (SA) in business has to date been relatively limited. One explanation is the lack of infusion of GIS concepts/applications in business school curriculum. This results in a lack of training for business students and thus fewer GIS applications implemented in businesses. One concrete step to address this issue is to make information on materials available for use by business schools and businesses.

Through funding from the Small Business Administration (SBA), the University of Redlands has developed a knowledge portal for GIS and SA in business. This session will introduce academic and business participants to the portal, discuss the development process, demonstrate the end product, and discuss the need for involvement from the academic and business communities. The portal's use and development has significant implications for business schools, companies developing and marketing GIS/SA tools/technologies, and for business.


### Rama Ramakrishna & Avijit Sarkar

 **Ramakrishna, H.** and **Sarkar, A.** (2010) A comparison of infusion of GIS and spatial analysis concepts among AACSB and non-AACSB business schools, a paper presented at the 41<sup>st</sup> Annual Meeting of the Decision Sciences Institute, San Diego CA, November 2010.

**Abstract:** Businesses are increasingly integrating geographic information systems (GIS) with mainstream information technology tools to facilitate managerial decision-making and generate competitive advantage. However accounts in the literature point to a substantial lag in GIS integration in business school curricula. Using a comprehensive survey, this paper systematically examines and compares the current status of GIS and spatial analysis infusion in AACSB- and non-AACSB accredited business schools.


 **Ramakrishna, H.** and **Sarkar, A.** (2009) Logistics problems: Does GIS add value in location and routing? A paper presented during the 40<sup>th</sup> Annual Meeting of the Decision Sciences Institute (in the Supply Chain Management track), New Orleans LA, November 2009.

**Abstract:** The early part of this decade has witnessed a substantial growth in the use of Geographic Information Systems (GIS) towards the solution of complex business logistics problems. However the benefits of GIS infusion are not well articulated. This study investigates prior research on site location and vehicle routing, explicitly identifies the value addition due to the combination of GIS and OR/MS derived algorithms and outlines the scope of GIS infusion in unexplored avenues of business logistics.

 **Ramakrishna, H.** and **Sarkar, A.** (2009) Vehicle Routing Problems: Does GIS Add Value? A paper presented during the INFORMS Annual Meeting (in the Vehicle Routing cluster), San Diego CA, October 2009.

**Abstract:** The last ten years have witnessed a substantial growth in the use of Geographic Information Systems (GIS) towards the solution of vehicle routing problems (VRP). However the benefits of GIS application have not been systematically cataloged. This study investigates prior research on the VRP and its variants, explicitly identifies the value addition in routing due to the combination of GIS with OR/MS derived algorithms and outlines the scope of GIS infusion in unexplored areas of vehicle routing.


### Avijit Sarkar & Satish Thosar

 **Sarkar, A.** and **Thosar, S.** (2009) Spatial Characteristics of IPO Firms, a paper presented during the Business Educators Track, ESRI Business GIS Summit, San Diego CA, 2009.


**Abstract:** There are two competing hypotheses about decision variables that drive a firm's location decision.

The first is a centrifugal argument anchored in the globalization (outsourcing, off shoring) phenomenon. This basically implies that with lowered cost of communication, firms' location decisions will be essentially driven by considerations such as the cost of: labor, commercially zoned real estate, taxes etc). This view is represented by Thomas Friedman's bestseller "The World is Flat". The other is a centripetal argument which maintains that firms will tend to cluster in areas which offer intangible benefits such as social and networking opportunities, access to centers of research and innovation and so on. A leading proponent of this view is Richard Florida in his recent book "Who's Your City?" To test these competing hypotheses, we examine the spatial characteristics of US-based firms that issued an initial public offering (IPO) during the 2001-2004 periods. An IPO is a significant marker in a firm's life cycle. A typical business enterprise starts small with an idea and limited capital - generally equity provided by the entrepreneur and immediate family/friends. Subsequent expansion rounds are financed typically by angel investors and then venture capitalists. Only one out of ten startups makes it to the IPO stage, where shares are sold to the public and the founders/financiers have the opportunity to make a return on their investments. We find that high-technology firms (such as computer software, hardware, biotech) display significant clustering in densely populated metro areas such as: San Francisco, Boston, New York-New Jersey, and Los Angeles). These are precisely the type of firms that could in principle locate anywhere but are choosing high-cost urban locations. This lends initial support for the centripetal hypothesis. Tapestry segment analysis for four SF counties lends credence to the notion that the location decision for many IPO firms is guided by deeper and more nuanced considerations than factor input costs.

### Jeffery Smith


 **Smith, J.** and Dubbink, W. (2010) Separating Governance and Corporate Citizenship, a paper present during the Society for Business Ethics Annual Meeting, Montreal, Quebec, August 6, 2010.

**Abstract:** This paper challenges the claim put forth by Moon, Crane and Matten (2008) that while corporations are not equivalent in status to individual citizens, they nonetheless deserve to be taken "as if" they are citizens. Corporations are, in their terms, "quasi" citizens in virtue of (a) their resemblance to individual citizens, and (b) the governance role they play in securing the entitlements of individual citizens. We argue that this parallel between individual and corporate citizenship is misplaced. First, it is problematic to think that the citizenship status of individual members of a corporation lends support to the citizenship status of corporations themselves. Second, there is a strong need to conceptually distinguish participation in governance from citizenship status; whereas the latter may carry some responsibilities to the former, it is far from clear that the reverse holds. These arguments speak against extending quasi citizenship status to corporations in the way that Moon, Crane and Matten suggest.

 **Smith, J.** (2010) Corporate Duties of Virtue: Making (Kantian) Sense of CSR, a paper presented at the Annual Vincentian Business Ethics Conference, DePaul University, Chicago, IL, October 16, 2010.

**Abstract:** Norman Bowie's notion of the firm as a "moral community" (1999) has many normative implications for the management and governance of business firms. Significant among these is the firm's so-called "imperfect duty of beneficence," or the duty to promote the well being of others. This essay critically reviews the significance of this duty as it relates to more recent discussions of corporate social responsibility (CSR). It extends Bowie's Kantian analysis in order to establish a thoroughly moral justification of corporations' social responsibilities. This argument relies on Kant's original distinction from the Metaphysics of Morals between "duties of right" and "duties of virtue." By identifying responsibilities outlined by traditional models of CSR as duties of virtue, this essay reunites Bowie's understanding of the imperfect nature of corporate beneficence with its original Kantian formulation and, at the same time, brings recent literature in Kantian moral thought into conversation with management scholars employing the concepts of CSR and corporate citizenship.

### Satish Thosar

 **Thosar, S.** and Jaggia, S. (2010) The role of investor sentiment in the IPO aftermarket, a paper presented at the Multinational Finance Society meetings held in Barcelona, Spain, June 27-30, 2010.

**Abstract:** In this paper, we use two price signals on the cusp of an IPO, *price revision* (change from pre-offer

to offer price) and *initial return* (change from offer to market open price), as proxies of investor sentiment, which appears to have potent and lingering effects over a six-month aftermarket window. For instance, firms that rank high on our investor optimism scale exhibit considerable initial price momentum and sharp reversals. We show that a mechanical trading strategy designed to exploit aftermarket patterns generates economically significant risk-adjusted returns compared to a buy-and-hold benchmark.


## Other Scholarly Activities

### Bing Bai

 **Bai, B.** (2009) The impact of national culture on HPWPs in U.S. MNCs affiliates. *University of Redlands, School of Business Research Seminar*. Redlands, CA.

**Abstract:** This paper investigated the influence of national culture on High Performance Work Practices (HPWPs) in U.S. MNCs affiliates using House's 9 scales revealed by the GLOBE study. Data were collected from six regions and 13 countries: East Asia (China, Korea, Japan, Taiwan), Southeast Asia (Thailand, Vietnam, Singapore), South Asia (India), Africa (South Africa, Kenya), Western Europe (Germany, Italy), and Eastern Europe (Russia). Based on these cross-national data, cultural influences were tested on four subsystems of HPWPs – staffing, compensation, training, and workplace empowerment. The results of the study suggested that variations in national culture influence HR subsystems implementation very much, which supported the notion that national culture matters with regard to HPWPs implementation. Research on national culture and HPWPs in MNCs has been further enriched.


### Mak Kaboudan


 **Kaboudan, M.** (2010) Forecasting the S&P/Case-Shiller Home Price Indices for San Diego & LA Metro Areas, a paper presented as part of our San Diego Campus 25th anniversary, San Diego, CA, November 2010.

**Abstract:** This presentation introduces the use of a unique technique when predicting future changes in residential home prices by integrating computational algorithms (genetic programming and neural networks) to produce forecasts of price changes. After a brief review of these algorithms, the way agents interact to produce forecasts will be presented using these techniques and concludes with a forecast of where home prices are heading in San Diego and Los Angeles in the next 20 months.

Forecasting the direction single family residential home prices are heading is important to many of us. The S&P / Case-Shiller indices are well known for their accurate tracking of those prices over time. Forecasting helps with many important decisions potential buyers and sellers of single family homes make. It also helps lending institutions with their role in financing purchases of homes. This presentation introduces the use of a unique technique when predicting future changes in residential home prices by integrating computational algorithms (genetic programming and neural networks) to produce forecasts of price changes. After a brief review of these algorithms, the way agents interact to produce forecasts will be presented using these techniques and concludes with a forecast of where home prices are heading in San Diego and Los Angeles in the next 20 months.

### Johannes Moenius

 **Moenius, J.** (2009) Anatomy of a Housing Crash: The Case of the California Inland Empire, a paper presented before the University of Redlands Board of Trustees in February 2009.

 **Moenius, J.** (2009) Anatomy of a Housing Crash: The Case of the California Inland Empire a paper presented at the University of Missouri in May 2009.

➡ **Moenius, J.** (2009 & 2010) Are we done yet? Challenges of Southern California (and the Inland Empire) on its way out of the crisis, a paper presented six times at Diocese of San Bernardino Land Development Committee Meeting, Redlands, CA in November 2009; at the University of Redlands Speaker Bureau Series, Redlands, CA in 2010; at the CEO' s club, Riverside, CA in June 2010; before the Redlands Roundtable, Redlands, CA in 2010; at the ISCS, San Diego in September 2010; at Diocese of San Bernardino Land Development Committee Meeting, Chino, CA in November 2010.

#### James Pick

➡ **Pick, J.** (2010) Sabbatical in Hong Kong and Mainland China: Reflections, a paper presented at the School of Business Research Series, University of Redlands, February 10, 2010.

➡ **Pick, J.** (2009) Which are the Largest Cities in the World? A talk during the Seminar in Colloquium Series on Population and Immigration on February 10, 2009 at the Department of Sociology, University of California Irvine

➡ **Pick, J.** (2009) Studying Global Digital Inequality: Impacts of Government, Investment, and Social Factors on Technology Utilization, a talk at CRITO Hour on March 5, 2009 at Center for Research on Information Technology in Organizations, University of California Irvine.

➡ **Pick, J.** (2009) Global Digital Inequality: Impacts of Government and Socio-Economic Factors on Technology Utilization, a talk during Seminar in MIS Seminar, Department of MIS, City University of Hong Kong, April 21, 2009.

➡ **Pick, J.** (2009) Geographic Information Systems: A Tool for Business Decisions, a talk during a Seminar at Lingnan University, Tuen Mun, Hong Kong, sponsored by Department of Computing and Decision Sciences and Hong Kong Institute of Business Studies, April 22, 2009.

➡ **Pick, J.** (2009) Web-based and Mobile-based Geographic Information Systems in Organizations, a talk presented during a Seminar at Lingnan University, Tuen Mun, Hong Kong, sponsored by Department of Computing and Decision Sciences and Hong Kong Institute of Business Studies, April 29, 2009.

➡ **Pick, J.** (2009) Mexico and India: Comparing the Development of their Technology Sectors, a talk presented during a Seminar at Lingnan University, Tuen Mun, Hong Kong, sponsored by Department of Computing and Decision Sciences and Hong Kong Institute of Business Studies, May 6, 2009.

➡ **Pick, J.** (2009) Which are the Largest Cities in the World? A talk presented during a Research Seminar, School of Sociology and Population Studies, Renmin University, Beijing, China, May 13, 2009.

#### Satish Thosar

➡ **Thosar, S.** severed as expert panel discussant on the financial crisis for the Banta Center of the School of Business, University of Redlands in March 2009.

➡ **Thosar, S.** severed as expert panel discussant on the financial crisis at Mt. Sac Community College, CA in May 2009.