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THE INFLUENCE OF PEER MENTORING: A GUIDE FOR FIRST-YEAR BUSINESS STUDENTS' ACADEMIC STUDIES AT THE UNIVERSITY OF CENTRAL OKLAHOMA

Nathan Tayero

Abstract

Peer mentoring is a form of mentorship that usually takes place between a person who has lived through a specific experience (peer mentor) and a person who is new to that experience (the peer mentee). The review of literature on peer mentoring explores the benefits, application and what a peer mentor is. This study focusses on identifying the qualities of a peer mentor that a student seeks. This research also seeks to identify ways on how to find a peer mentor who can aid them during their time of studies in the College of Business at the University of Central Oklahoma. Using the survey method, data will be obtained from students to learn about the qualities which students would like to see in a peer mentor. The questionnaire also seeks to identify the various ways students use to find a peer mentor.

An Analysis of Project Management Requirements for Data Analytics

I-Lin Huang

Abstract

Numerous projects of data analytics have been initiated in business areas each year. The projects of data analytics integrate and transform big data into insights. In the end, the insights generated by data analytics are expected to help organizations to gain competitive advantages by, for example, predicting customer trends and behaviors, and/or increasing business productivity.

However, it was reported that around 85% of the projects of data analytics would fail by the end of 2017. Various causes of failure have been discussed in the literature. However, there is no systematic organization of the causes of failure to help project managers of data analytics to avoid making the same mistakes in the future.

This research study used content analysis to investigate the causes of failure of the projects of data analytics in literature. Then a three-sphere model for systems management is chosen as the framework to categorize the causes of failure. Finally, a framework of causes of failure is proposed as the project management requirements for the success of a project of data analytics.

Does the Remote-Control “Control” Our Future?

Selena Romero & Ashley Salim

Abstract

In generations past, a remote control was merely the consumer manually turning a channel on the television. The concept of using an actual remote device to change a channel revolutionized the television industry and unlocked other uses of a remote device. This research explores the advancements of remote-control technology and tries to determine the direction of device usage in the future. Specific focus is placed on the dependency of repeated use and the variety of devices utilized, predicting phones are replacing all remotes in general. Also, do people prefer to search for a lost remote rather than use the appliance, even if it is closer? Would consumers be highly frustrated by not having the convenience of a remote? The methodology of this research was an online survey of random college students, faculty and a variety of professional participants, conducted over a three-week period. In concurrence with the survey, research data and published articles pertaining to this study were collected and reviewed. Research results indicate a clear pattern of predictable increased remote-control reliance.

The Impact and Uses for the YouTube Platform

Delarra Zangooei

Abstract

YouTube is the second largest search engine used on the internet, and the third most visited web site. With this much traffic, it's no wonder aspiring creators and companies flock to YouTube for opportunity.

This research was done to study the viewing habits of users, and how creators and advertisers alike would influence the community.

Since YouTube is as big a platform as they come, it's safe to bet most people have used it before, or regularly.

A large demographic of the community is children; creators will cater to that audience as to reach higher viewership and attract advertisers and gain popularity.

With so much community created content, it's evident that it is a threat to other entertainment businesses

The intention of YouTube usage positively affects consumers, motivating them with goals.

We find that most of these hypotheses hold true as most consumers use YouTube as a source of Entertainment or educational purposes. The youth especially, is a demographic of high importance when it comes to creators and advertisers, even if content is above their age restriction. Depending on the usage type, we found compulsive YouTube usage leads to negative academic motivation.

An Examination of Factors Affecting Online Video Streaming

Mart Gentry Barclay Cheatham

Abstract

We examined the users of online video streaming services. We wanted to discover what age groups primarily used video streaming services, which video streaming services are most popular, and the reasons people use online video streaming. We hypothesized that those who are 18-24 years old use streaming services most. Our hypothesis also predicted that Netflix is the most popular streaming service based on its Netflix Originals. Qualtrics survey links were given to respondents, 106 participated. The data suggests that Netflix is a dominant player in the market. Respondents were primarily 18-24 years old and two-thirds were women. Additionally, majority of respondents indicated that viewing options and convenience primarily influenced their choice of streaming service. There were three "other" responses to the streaming service question, the others were VRV and Sling. It appears that streamers typically watch five or fewer hours of video per day.

Is Click and Collect an effective strategy to implement to increase consumers' willingness to buy?

Taylor Patry

Abstract

As the market becomes more competitive, companies develop new technologies to attract customers. For instance, retailers, such as Amazon, Walmart, Kroger, etc., recently introduced “Click and Collect”, which gives customers the convenience of placing orders online and picking them up in store (Haddon, 2018). This service has become popular among consumers, and even has become a “basic expectation of shoppers” (Bond, 2018), who are interested in micro-shopping trips, i.e., less than five-minute visits to the store (Pearson, 2018). It allows the retailers to better compete against rival companies, reduce delivery costs (Haddon, 2018) and extend their product offerings via complementary services such as promotional alerts, product suggestions, and inventory reminders (Pearson, 2018). However, the implementation of this service may negatively impact in-store traffic (Baird, 2018), and potentially, the overall revenues of the stores. To better understand the tradeoffs that retailers are facing when implementing this innovative technology, this research investigates how consumers make purchase decisions having this option available to them. Specifically, in the first study, I investigate the moderating effect of product types on consumers' willingness to buy with the Click and Collect service. In the second, I explore how consumers with different levels of technological fluency are willing to adopt this service.

The JavaScript or jQuery Dilemma - What to Use

Bill Rosener

Abstract

JavaScript is a client-side scripting language for Internet browsers. It allows for interactive and dynamic elements on a web page. This could include listening and reacting to various user input. jQuery is a JavaScript library that makes it easier for developers to create interactive websites without having to write as much code. This is thanks to the pre-written code packaged up in jQuery. It would seem that using jQuery is a no-brainer?

This poster presentation will compare and contrast the time to develop applications using JavaScript and jQuery. It will also focus on software engineering. How easy is for other people to read and modify someone else's code.