
**SOUTHEAST DECISION SCIENCES INSTITUTE
2011 ANNUAL MEETING**

**Wednesday, February 23
Thursday, February 24
and
Friday, February 25**

THE PROGRAM CHRONOLOGICALLY

Wednesday, February 23

11:00AM

REGISTRATION

*11:00AM to 5:00 PM
Prefunction 2nd Floor*

EXHIBITION

*11:00AM to 5:00 PM
Prefunction 2nd Floor*

PLACEMENT

*11:00AM to 5:00 PM
Prefunction 2nd Floor*

2:00PM

**[SP1] WORKSHOP: NEW
FEATURES IN OFFICE 2010**

2:00PM to 3:15 PM Forsyth

Coordinators

*Wilma M. Andrews, Virginia
Commonwealth University
Robert L. Andrews, Virginia
Commonwealth University*

**[AC1] CYBERSPACE
IDENTITY, ENCRYPTION
AND SECURITY**

2:00PM to 3:15 PM Pulaski

Chairperson

*John Ken Corley II, Appalachian
State University*

Toward a Unified Ontology of Trusted
Identity in Cyberspace

*Harry Katzan, Jr., Savannah
State University*

Encryption and Portable Data Storage

*Cynthia Knott Eck, Marymount University
Gerard Steube, Marymount University*

Discussants

*John Ken Corley II, Appalachian
State University*

*Harry Katzan, Jr., Savannah
State University*

**[AG1] INTERNATIONAL
AND MACRO-ECONOMICS**

2:00PM to 3:15 PM Telfair

Chairperson

Steven D. Lang, Randolph-Macon College

When Will the Unemployment Rate
Return to Normal?

*C. Barry Pfitzner, Randolph-
Macon College*

A Survey of Double Dip Recession

*Reza Kheirandish, Clayton
State University*

Shabnam Mousavi, Max Planck Institute

Ali Dadpay, Clayton State University

The Relationship between the Us-China

Trade Balance and the Value of the

Renminbi: An Empirical Analysis

*C. Barry Pfitzner, Randolph-
Macon College*

*Bixian Zheng, City University
of Hong Kong*

Discussants

*Reza Kheirandish, Clayton
State University*

Steven D. Lang, Randolph-Macon College

Nikki M. Finlay, Clayton State University

**[IE1] ETHICS, INTERNSHIPS,
AND PRESENTATION ISSUES**

2:00PM to 3:15 PM *Chatham*

Chairperson

*Edward D. Showalter, Randolph-
Macon College*

Work Ethic among Students: What Are
Some of the Meanings?

*John E. Spillan, University of North
Carolina at Pembroke*

*William S. Thomas, North Carolina
at Pembroke*

*Marlon R. McPhatter, University of
North Carolina - Pembroke*

The Effect of Self-Efficacy on Perceptions
of Student Internship Effectiveness

*Edward D. Showalter, Randolph-
Macon College*

*George S. Lowry, Randolph-
Macon College*

Creating and Delivering Formal
Presentations in a Distance Learning
Classroom

*David Lewis, University of
Massachusetts - Lowell*
*Thomas Sloan, University of
Massachusetts Lowell*

Discussants

*David Lewis, University of
Massachusetts - Lowell*

Karen Shuler, The Citadel

*John E. Spillan, University of North
Carolina at Pembroke*

**[MG1] WORKPLACE
ATTITUDES AND
PERCEPTIONS: LEARNING,
QUALITY, AND
GOVERNANCE**

2:00PM to 3:15 PM *Oglethorpe A*

Chairperson

Sara B. Kiser, Judson College

Human Resource Practitioners, Workplace
Learning, and Evidence-based

Management: A Preliminary Analysis

*Paula D. Crouse, Mount Saint
Vincent University*

*Wendy P. Doyle, Mount Saint
Vincent University*

*Jeffrey D. Young, Mount Saint
Vincent University*

Correlation of Six Sigma Success in

Theory X vs. Theory Y Organizations

*Janet H. Sanders, East
Carolina University*

*Samir Youssef Khoury, East
Carolina University*

Faculty Senates and Their Knowledge and
Perceptions of the Governance of

Intercollegiate Athletics: The Case of the
"Southeastern Conference"

*Amber Christine Fallucca, University of
South Carolina - Columbia*

Discussants

*Amber Christine Fallucca, University of
South Carolina - Columbia*

*Paula D. Crouse, Mount Saint
Vincent University*

*Janet H. Sanders, East
Carolina University*

Wednesday, February 23

[SC1] TQM AND POM

2:00PM to 3:15 PM *Oglethorpe B*

Chairperson

Emma Jane Riddle, Winthrop University

Remanufacturing Scheduling: A
Systematic Literature Review and
Analysis

*Roger J. Gagnon, North Carolina
A & T State University*

*Shona Morgan, North Carolina
A & T State University*

The Cumulative Effect of Reliability
Failure on Customer Perception

*Rhonda L. Hensley, North Carolina
A & T State University*

*Joanne S. Utley, North Carolina
A & T State University*

A Modified Computational Dynamic
Programming Approach to a Production
and Inventory Control Problem

*G. Naadi Naadimuthu, Fairleigh
Dickinson University*

R.N. Kapur, Kansas State University

E.S. Lee, Kansas State University

Discussants

Lance A. Matheson, Virginia Tech

Jay M. Teets, Coastal Carolina University

Joanne S. Utley, North Carolina

A & T State University

Using Illusions in the Classroom:
Principles, Best Practices, and
Measurement

*Kevin Lee Elder, Georgia
Southern University*

*Ronald J. MacKinnon, Georgia
Southern University*

*David E. Deviney, Tarleton
State University*

Discussants

*Kevin Lee Elder, Georgia
Southern University*

Mayes D. Mathews, Saint Leo University

3:15PM

COFFEE BREAK

3:15PM to 3:30 PM

Prefunction 2nd Floor

Co-sponsored by
Randolph-Macon College
Department of Economics & Business
and
Southeast Decision Sciences Institute

3:30PM

**[MG2] OPERATIONALIZING
THEORIES: INNOVATION,
MARKETING, AND
SUSTAINABILITY**

3:30PM to 4:45 PM *Forsyth*

Chairperson

*Catherine Lowry Franssen, Randolph-
Macon College*

Made From Scratch

*George S. Lowry, Randolph-
Macon College*

*Catherine Lowry Franssen, Randolph-
Macon College*

*Jonathan E. Lowry, University
of Cincinnati*

**[TP1] TOOLS FOR
SUPPORTING CLASSROOM
INSTRUCTION**

2:00PM to 3:15 PM *Reynolds*

Chairperson

Subrata Acharya, Towson University

Untangling the Mysteries of Teaching
with Synchronous Tools

Carey B. Cole, James Madison University

Christie Liu, James Madison University

Wednesday, February 23

Operating Strategies and Economic
Factors in the Airline Industry: The
Southwest Effect Extended

*Richard Cobb, Jacksonville
State University*

*David W. Palmer, Jacksonville
State University*

*Christopher A. Westley, Jacksonville
State University*

Sustainability - Is the Time Right for Its
Mass Acceptance?

*William R. Crandall, University of North
Carolina at Pembroke*

*Richard E. Crandall, Appalachian
State University*

Discussants

*Richard E. Crandall, Appalachian
State University*

*George S. Lowry, Randolph-
Macon College*

*Jonathan E. Lowry, University
of Cincinnati*

**[MK1] CREATIVITY AND
ADVERTISING**

3:30PM to 4:45 PM *Oglethorpe A*

Chairperson

*Kenneth W.H. Day, Jacksonville
State University*

Polysemy in Advertising: A Study of the
Effects of Advertising Messages on
Decision Making

*William Chasteen, Savannah
State University*

*Shalonda K. Bradford, Savannah
State University*

The SHARP Conceptual Framework for
Young Adults - What IS Cool?

*Carl Sharperson III, Savannah
State University*

*Reginald Leseane, Savannah
State University*

Discussants

*Anshu Saxena Arora, Savannah
State University*

*Shalonda K. Bradford, Savannah
State University*

[PS1] HEALTHCARE TOPICS

3:30PM to 4:45 PM *Pulaski*

Chairperson

*Donna J. Slovensky, University of
Alabama - Birmingham*

Healthcare Quality and Outcome
Measures

*Joseph G. Van Matre, University of
Alabama - Birmingham*

*Donna J. Slovensky, University of
Alabama - Birmingham*

Building a Sustainable Process for
Analyzing Environmental Protection
Agency Constituent Input Via Social
Networks

*Ellen M. Walk, University of Richmond
Julia D. Brannan, University of Richmond*

Discussants

*Ellen M. Walk, University of Richmond
Donna J. Slovensky, University of
Alabama - Birmingham*

**[SC2] SUPPLY CHAIN AND
E-COMMERCE**

3:30PM to 4:45 PM *Franklin*

Chairperson

*Rhonda L. Hensley, North Carolina A & T
State University*

An Analysis of Inland Logistics Clusters

*Richard W. Monroe, East
Carolina University*

Exploring E-Commerce Usage in Leading
Industry Sectors

Jay M. Teets, Coastal Carolina University

Discussants

*Forrest Stegelin, University of Georgia
Jacquelynne McLellan, Frostburg
State University*

**[WA1] WORKSHOP: ARE
YOU UP TO FUNCTIONING
IN THE CLOUD?**

3:30PM to 4:45 PM

Chatham

Coordinators

Wilma M. Andrews, Virginia

Commonwealth University

Robert L. Andrews, Virginia

Commonwealth University

*Joan M. Donohue, University of
South Carolina*

Special Thanks to our Exhibitors and Sponsors

The Citadel, School of Business Administration

Coastal Carolina University, E. Craig Wall College
of Business Administration

Georgia Southern University

Hawkes Learning Systems

Kennesaw State University, Michael J. Coles
College of Business

Pearson Education, Boston

Pearson Education, New York

Randolph-Macon College, Department of
Economics and Business

Roanoke College, Department of
Business Administration

South-Western Cengage Learning

Virginia Tech, Department of Business
Information Technology

Thursday, February 24

7:00AM

**[MT1] MEETING: SE DSI
COUNCIL MEETING**

7:00AM to 8:30 AM Mercer

Chairperson

*A. James Wynne, Virginia
Commonwealth University*

7:30AM

REGISTRATION

*7:30AM to 2:00 PM
Prefunction 2nd Floor*

**CONTINENTAL
BREAKFAST**

*7:30AM to 8:00 AM
Prefunction 2nd Floor*

8:00AM

EXHIBITION

*8:00AM to 2:30 PM
Prefunction 2nd Floor*

PLACEMENT

*8:00AM to 2:30 PM
Prefunction 2nd Floor*

**[AC2] ONLINE
INFORMATION SECURITY
AND RISK ANALYSIS**

8:00AM to 9:15 AM Franklin

Chairperson

*Stephen Z. Jourdan, Auburn
University - Montgomery*

An Investigation of Organizational
Information Security Risk Analysis

*Stephen Z. Jourdan, Auburn
University - Montgomery*

R. Kelly Rainer, Auburn University

Thomas E. Marshall, Auburn University

F. Nelson Ford, Auburn University

Privacy: An Analysis of the Literature

*John Ken Corley II, Appalachian
State University*

*Stephen Z. Jourdan, Auburn
University - Montgomery*

*Andrew Norton, Appalachian
State University*

Analyzing Theories in the Studies on
Online Information Privacy Concerns:
Comparison and Integration

Yuan Li, Columbia College

Discussants

*Harry Katzan, Jr., Savannah
State University*

Cynthia Knott Eck,

Marymount University

*Stephen Z. Jourdan, Auburn
University - Montgomery*

**[MK2] INTERNATIONAL
MARKETING**

8:00AM to 9:15 AM *Oglethorpe A*

Chairperson

*Michael Monahan, Frostburg
State University*

Sustainable Strategic Management: The
Case of Poland

*John E. Spillan, University of North
Carolina at Pembroke*

*Christopher Ziemnowicz, University of
North Carolina at Pembroke*

*Marlon R. McPhatter, University of North
Carolina - Pembroke*

An Exploratory Study of the Internet
Viewing and Buying Habits of University
Students in Spain

*Michael Monahan, Frostburg
State University*

Amit J. Shah, Frostburg State University

*Paloma T. Bernal, Rey Juan
Carlos University*

Advertising Appeals on Global Cultural
Spectrum

John Hudson, Savannah State University

Discussants

Elisabeth G. Valazquez, Roanoke College

*John E. Spillan, University of North
Carolina at Pembroke*

John James Fitzgerald, Keiser University

[PS2] TOURISM

8:00AM to 9:15 AM *Pulaski*

Chairperson

*James E. Stoddard, Appalachian
State University*

A Comparison of Welcome Center and
Area Attraction Visitors: Differences in
the Blue Ridge National Heritage Area

*James E. Stoddard, Appalachian
State University*

*Stephen W. Clopton, Appalachian
State University*

Tourism Research: A Neural Network and
Cluster Analysis Approach

Ajay K. Aggarwal, Millsaps College
*Dinesh S. Dave, Appalachian
State University*

Discussants

*Dinesh S. Dave, Appalachian
State University*

*Stephen W. Clopton, Appalachian
State University*

**[WA2] WORKSHOP: ISSUES
IN XBRL VALIDATION**

8:00AM to 9:15 AM *Reynolds*

Coordinator

*John W. Stamey, Jr., Coastal
Carolina University*

9:15AM

COFFEE BREAK

9:15AM to 9:30 AM
Prefunction 2nd Floor

Co-sponsored by
Virginia Tech
Department of Business Information
Technology
Bernard W. Taylor, III, Head
and
Southeast Decision Sciences Institute

9:30AM

[SP2] ISSUES IN ASSESSMENT

9:30AM to 10:45 AM

Pulaski

Chairperson

A. James Wynne, Virginia Commonwealth University

The Assessment Process and Improvements That Just Do Not Deliver: A Case Study with Empirical Evidence

*A. James Wynne, Virginia Commonwealth University
Lynda Hodgson, Virginia Commonwealth University*

A Case Study of One Program's Journey Through the Minefields of Assessment

*Tanya Goette, Georgia College & State University
Bryan A. Marshall, Georgia College & State University*

Using Digital Measures to Optimize Accomplishments for Evaluation and Assessment Reporting Purposes

*Michael H. Deis, Clayton State University
Alisa R. Kirk, Clayton State University*

Discussants

*James M. Henson, California State University - Fresno
A. James Wynne, Virginia Commonwealth University
Tanya Goette, Georgia College & State University*

[IE2] INNOVATION'S EFFECT ON TEACHING STRATEGIES

9:30AM to 10:45 AM

Chatham

Chairperson

Cynthia Knott Eck, Marymount University

Comparison of How Professors in Various Disciplines Are Using Web 2.0 Technologies in the Classroom.

Rick J. Weible, Marshall University

Globalization-How Has IT Changed Teaching Strategies?

Cynthia Knott Eck, Marymount University

Donna Schaeffer, Marymount University

Lowest Common Denominator for Innovation

Jonathan E. Lowry, University of Cincinnati

Brian F. Davies, University of Cincinnati

Discussants

Jonathan E. Lowry, University of Cincinnati

*Rick J. Weible, Marshall University
Catherine Lowry Franssen, Randolph-Macon College*

[IE3] WORKSHOP: CLASSROOM RESPONSE SYSTEMS: HANDHELD CLICKERS VS CELL PHONE TEXTING

9:30AM to 10:45 AM

Franklin

Coordinator

Marshall G. Jones, Winthrop University

Leader

Suzanne J. Smith, Presbyterian College

[MG3] COMPONENTS OF ENTREPRENEURSHIP: DOMESTIC AND GLOBAL

9:30AM to 10:45 AM

Oglethorpe B

Chairperson

Shanan G. Gibson, East Carolina University

Factors Related to the Success of Entrepreneurs in China

Benjamin C. Powell, Appalachian State University

Joan M. Donohue, University of South Carolina

Jeremy B. Fox, Appalachian State University

Xiaoya Liang, Fudan University

Trials and Tribulations in Small Business

Ownership

Michael Harris, East Carolina University
Shanan G. Gibson, East Carolina University
William C. McDowell, East Carolina University

Characteristics of Planning in Small

Exporting Firms

Nabil A. Ibrahim, Augusta State University
T. M. Esposito, Augusta State University

Discussants

T. M. Esposito, Augusta State University
Joan M. Donohue, University of South Carolina
Shanan G. Gibson, East Carolina University

[ST1] WORKSHOP: MAKING STATISTICS MORE EFFECTIVE IN SCHOOLS OF BUSINESS: MOTIVATE YOUR STUDENTS WITH MASTERY LEARNING

9:30AM to 10:45 AM Forsyth

Coordinator

Robert L. Andrews, Virginia Commonwealth University

Leader

Brittany Walker, Hawkes Learning Systems

[ST2] MANAGEMENT SCIENCE: TRANSPORTATION AND TECHNOLOGY APPLICATIONS

9:30AM to 10:45 AM Oglethorpe A

Chairperson

Aniekan A. Ebiefung, University of Tennessee - Chattanooga

Transportation Problem with Quadratic Cost Coefficients

Veena G. Adlakha, University of Baltimore
Krzysztof Kowalski

On the Choice of Technology and Industrial Pollution

Aniekan A. Ebiefung, University of Tennessee - Chattanooga

Discussants

Eric B. Howington, Valdosta State University
Rhonda L. Hensley, North Carolina A & T State University

[WA3] WEB-BASED APPLICATIONS, AI AND IT

9:30AM to 10:45 AM Reynolds

Chairperson

Wilma M. Andrews, Virginia Commonwealth University

Decision Support System for Reliability Assessment

Ramesh M. Choudhari, South Carolina State University
Shobha R. Choudhari, South Carolina State University

Intelligent System Human-Machine Interfaces

Barbara J. Caldwell, Saint Leo University
Shannon O. Jackson, Saint Leo University
Mayes D. Mathews, Saint Leo University

SPHP: Towards Security in PHP Applications

Subrata Acharya, Towson University

Discussants

Subrata Acharya, Towson University
Ramesh M. Choudhari, South Carolina State University
Barbara J. Caldwell, Saint Leo University

10:45AM

COFFEE BREAK

*10:45AM to 11:00 AM
Prefunction 2nd Floor*

Co-sponsored by
Roanoke College
Department of Business Administration
Christina D. McCart, Chair
and
Southeast Decision Sciences Institute

11:00AM

**[AG2] LOCAL AND
REGIONAL ECONOMICS**

11:00AM to 12:15 PM Oglethorpe A

Chairperson

Nikki M. Finlay, Clayton State University

Transportation Alliance of Environmental
Horticulture Producers in Georgia: An
Aid to Buying and Selling Local
Forrest Stegelin, University of Georgia
Loss of Accreditation and Property
Values

*Nikki M. Finlay, Clayton State University
Michael H. Deis, Clayton State University*

Linkages among Capital Investment,
Education and Economic Growth in
South Carolina: An Empirical
Investigation

*Muhammed Mustafa, South Carolina
State University*

Discussants

Nikki M. Finlay, Clayton State University

*Steven D. Lang, Randolph-
Macon College*

Forrest Stegelin, University of Georgia

[IS1] IS IN EDUCATION

11:00AM to 12:15 PM Franklin

Chairperson

*Kevin Lee Elder, Georgia
Southern University*

An Update of ABET Accreditation of IS
Programs

*Ronald J. MacKinnon, Georgia
Southern University*

*Kevin Lee Elder, Georgia
Southern University*

Transformation or Extinction - IT's
Decision

*Tracy D. Rishel, Belmont Abbey College
Hubert D. Glover, REDE*

James E. Niemes, Alignment Partners Inc
Is it Time to Rethink the Office

Application Knowledge Requirement for
Business Students?

*Robert Gehling, Auburn
University - Montgomery*

*Leah Gehling, Auburn University
at Montgomery*

Discussants

*Robert Gehling, Auburn
University - Montgomery*

*Kevin Lee Elder, Georgia
Southern University*

Tracy D. Rishel, Belmont Abbey College

**[IE4] MANAGEMENT
SCIENCE APPROACHES
AND ASSESSMENT**

11:00AM to 12:15 PM Chatham

Chairperson

*A. James Wynne, Virginia
Commonwealth University*

Integrate the Teachings of Statistics and
Management Science Using Conjoint
Product Design Problem

*Xinfang Jocelyn Wang, Georgia
Southern University*

Analysis After Output - Overview

*Kenneth R. MacLeod, East
Carolina University*

Discussants

*Kenneth R. MacLeod, East
Carolina University*

*Lynda Hodgson, Virginia
Commonwealth University*

[MK3] INFLUENCE AND

SALES

11:00AM to 12:15 PM Oglethorpe B

Chairperson

*Kenneth W.H. Day, Jacksonville
State University*

Using Achrol's Uncertainty Scales to
Measure Influence in Channels

*Kenneth W.H. Day, Jacksonville
State University*

Market Orientation and Return on
Investment (Revisited)

*John James Fitzgerald, Keiser University
Gerald Sullivan, Keiser University
Boris D. Djokic, Keiser University*

Creative Strategies in Advertising: Hard
Sell and Soft Sell Advertising Appeals
Revisited

*Charis McWhorter, Savannah
State University
Anshu Saxena Arora, Savannah
State University*

Discussants

*Michael Monahan, Frostburg
State University
Kenneth W.H. Day, Jacksonville
State University
Carl Sharperson III, Savannah
State University*

**[ST3] WORKSHOP: MAKING
STATISTICS MORE
EFFECTIVE IN SCHOOLS OF
BUSINESS: DIALOGUE
WITH THE PUBLISHERS ON
HOW WE CAN WORK
TOGETHER
TO IMPROVE INSTRUCTION**

11:00AM to 12:15 PM Forsyth

Coordinator

*Robert L. Andrews, Virginia
Commonwealth University*

Leaders

*Deirdre Lynch, Pearson Education
Chuck Synovec, Pearson Education
Brittany Walker, Hawkes
Learning Systems*

**[SC3] SERVICE
OPERATIONS**

11:00AM to 12:15 PM Reynolds

Chairperson

*Richard W. Monroe, East
Carolina University*

Comparison of Robust Emergency
Response Facility Location Models under
the Risk of Disruptions

*Jae-Dong Hong, South Carolina
State University*

*Yuanchang Xie, South Carolina
State University*

*Ki-young Jeong, University of
Houston - Clear Lake*

Ensuring Service Safety

*Joanne S. Utley, North Carolina A & T
State University*

*Rhonda L. Hensley, North Carolina
A & T State University*

*Kathryn Dobie, North Carolina
A & T State University*

Discussants

*Roger J. Gagnon, North Carolina
A & T State University
Roberta Russell, Virginia Tech*

**[TP2] STUDENT AND
FACULTY EVALUATIONS
OF EACH OTHER**

11:00AM to 12:15 PM Pulaski

Chairperson

Marilyn Smith, Winthrop University

Starting Out on the Right Foot:
Evaluating the Performance of First
Semester Freshmen in a Skills-based
Computer Course

Paige S. Rutner, Georgia

Southern University

Edna L. Levernier, Georgia

Southern University

Valerie G. Kasay, Georgia

Southern University

Rubric for Evaluating Student Analyses
of Business Cases

Emma Jane Riddle, Winthrop University

Marilyn Smith, Winthrop University

Can Student Evaluations of Teaching Be
Too Good?

John F. Repede, Queens University

of Charlotte

M. Cherie Clark, Queens University

of Charlotte

Roger McGrath, Queens University

of Charlotte

Discussants

John F. Repede, Queens University

of Charlotte

Paige S. Rutner, Georgia

Southern University

Marilyn Smith, Winthrop University

11:30AM

**[MT2] MEETING: SE DSI
OFFICER'S MEETING**

11:30AM to 1:00 PM Mercer

Chairperson

Wesley M. Jones, Jr., The Citadel

1:00PM

**[MT3] MEETING: SE
INFORMS COUNCIL
MEETING**

1:00PM to 2:15 PM Oglethorpe A

Chairperson

Ali A. Nazemi, Roanoke College

**[SP3] PANEL: THE
TROUBLED TRIANGLE IN
ONLINE TEACHING AND
LEARNING**

1:00PM to 2:15 PM Pulaski

Moderator

*Ramin Cooper Maysami, University of
North Carolina at Pembroke*

Panelists

*Cammie H. Oxendine, University of North
Carolina at Pembroke*

*Charles S. Harrington, North Carolina
at Pembroke*

*Christopher Ziemnowicz, University of
North Carolina at Pembroke*

*John E. Spillan, University of North
Carolina at Pembroke*

[IS2] IS IN PRACTICE

1:00PM to 2:15 PM Franklin

Chairperson

Subrata Acharya, Towson University

Just What the Doctor Ordered? A Study
of RFID Implementation in a US Hospital
*S. Matt Campbell, University
of South Alabama*

An Examination of Online Synchronous
Communication in the E-Government
Domain

Rhoda C. Joseph, Penn State Harrisburg

Discussants

*Rhoda C. Joseph, Penn State Harrisburg
Yuan Li, Columbia College*

[IS3] IS AND YOUR STUDENTS

1:00PM to 2:15 PM *Telfair*

Chairperson

*John W. Stamey, Jr., Coastal
Carolina University*

Results of a Study in Using Panopto in a Database Course

*Sathasivam Mathiyalakan, Winston
Salem State University*

Exploring Student Attitudes towards Plagiarism: Does the Type of Work Matter

*Cheryl L. Aasheim, Georgia
Southern University
Paige S. Rutner, Georgia
Southern University*

Lixin Li, Georgia Southern University

Effects of Computer Self-Efficacy Beliefs and Acceptance of Instructional Technology on Learning Outcomes

*Gladys M. Andres, North Carolina
A&T State University
Hayward P. Andres, North Carolina
A&T State University*

Discussants

*John W. Stamey, Jr., Coastal
Carolina University
Sathasivam Mathiyalakan, Winston
Salem State University
Cheryl L. Aasheim, Georgia
Southern University*

[IE5] WORKSHOP: USING VIRTUALIZATION AS A TEACHING TOOL IN A COMPUTER LAB SETTING: EXPLORING OPPORTUNITIES AND ISSUES

1:00PM to 2:15 PM *Chatham*

Coordinator

*James M. Henson, California State
University - Fresno*

[ST4] WORKSHOP: MAKING STATISTICS MORE EFFECTIVE IN SCHOOLS OF BUSINESS: DEMONSTRATION OF MYSTATLAB FOR PEARSON EDUCATION TEXTS

1:00PM to 2:15 PM *Forsyth*

Coordinator

*Robert L. Andrews, Virginia
Commonwealth University*

Leaders

*Deirdre Lynch, Pearson Education
Chuck Synovec, Pearson Education*

[ST5] STATISTICS: SENSITIVITY ANALYSIS, SIMULATION, AND CONFIDENCE INTERVALS

1:00PM to 2:15 PM *Reynolds*

Chairperson

Kellie B. Keeling, University of Denver

Sensitivity Analysis of a Monte Carlo Risk Assessment Model for Voting System Threats

*John Harold Pardue
Eric S. Kyper, Lynchburg College
Rajneesh K. Singh, University
of South Alabama*

A Tennis Ladder Simulation: Does
Aggressive Behavior Pay?

Kellie B. Keeling, University of Denver
*Thomas E. Obremski, University
of Denver*

Confidence Intervals for the Median in
the First Statistics Course

*Eric B. Howington, Valdosta
State University*

Discussants

Kellie B. Keeling, University of Denver
*Joan M. Donohue, University
of South Carolina*
*John Harold Pardue, University of
South Alabama*

**[SC4] PANEL:
SUSTAINABLE
OPERATIONS: FACTOR OF
PRODUCTION, CORPORATE
RESPONSIBILITY OR
COMPETITIVE
ADVANTAGE?**

1:00PM to 2:15 PM *Oglethorpe B*

Moderator

Roberta Russell, Virginia Tech

Panelists

Marilyn Smith, Winthrop University
*Jay M. Teets, Coastal
Carolina University*

2:30PM

**INDUSTRY TOUR,
GEORGIA PACIFIC**

2:30PM to 5:30 PM *Atrium*

Tour of the Georgia Pacific Facility

**INDUSTRY TOUR,
GEORGIA PORT
AUTHORITY**

2:30PM to 5:30 PM *Atrium*

Industry Tour of Savannah Ports

**[ST6] WORKSHOP: MAKING
STATISTICS MORE
EFFECTIVE IN SCHOOLS OF
BUSINESS: TIPS FOR
STATISTICS INSTRUCTION
(THINGS THAT HAVE
WORKED OR
NOT WORKED)**

2:30PM to 5:00 PM *Forsyth*

Coordinator

*Glenn H. Gilbreath, Virginia
Commonwealth University*

Leaders

*Robert L. Andrews, Virginia
Commonwealth University*
*Barry A. Wray, University of North
Carolina - Wilmington*

*Joan M. Donohue, University
of South Carolina*

*David M. Levine, Baruch College
(CUNY)*

*Ravij Badarinathi, University of North
Carolina - Wilmington*

Thursday, February 24

6:30PM

PRESIDENT'S RECEPTION

6:30PM to 8:30 PM Atrium

Sponsored by
School of Business Administration
Ronald F. Green, Dean

**UNDERGRADUATE POSTER
SESSION**

6:30PM to 8:00 PM Atrium

Chairperson

*George S. Lowry, Randolph-
Macon College*

This special poster session
recognizes the talents and efforts
of some of our undergraduate
scholars. The work shown here is
solely their own.

Friday, February 25

7:30AM

REGISTRATION
7:30AM to 11:00 AM
Prefunction 2nd Floor

**CONTINENTAL
BREAKFAST**

7:30AM to 8:00 AM
Prefunction 2nd Floor

8:00AM

EXHIBITION
8:00AM to 11:30 AM
Prefunction 2nd Floor

PLACEMENT

8:00AM to Noon
Prefunction 2nd Floor

**[MT4] MEETING: SE DSI
BUSINESS MEETING**

8:00AM to 8:45 AM Oglethorpe A
Chairperson
Wesley M. Jones, Jr., The Citadel

8:45AM

**[AC3] ACCOUNTING
TOPICS**

8:45AM to 10:00 AM *Chatham*
Chairperson
Maria L. Bullen, Clayton State University

Accounting's Role in New Product
Development (NPD)

*Richard E. Crandall, Appalachian
State University*

*Oliver J. Julien, Appalachian
State University*

Private Company Financial Reporting:
Alternatives to Accounting Standards for
Public Companies

Maria L. Bullen, Clayton State University
Greg Kordecki, Clayton State University

Useful Information from Knowledge
Retention Assessments in Intermediate
Accounting and Auditing Courses

Maria L. Bullen, Clayton State University

Discussants

Maria L. Bullen, Clayton State University
*Richard E. Crandall, Appalachian
State University*

**[AC4] WORKSHOP:
NATIONAL STRATEGY FOR
TRUSTED IDENTITY IN
CYBERSPACE**

8:45AM to 10:00 AM *Oglethorpe A*
Coordinator
*Harry Katzan, Jr., Savannah
State University*

[IS4] IS POTPOURRI

8:45AM to 10:00 AM *Franklin*

Chairperson

*Liqiong Deng, University
of West Georgia*

Exploring Malicious Software Trends
Using Social Network Analysis

*Michael A. King, Virginia Tech
Tabitha L. James, Virginia Tech
Lara Z. Khansa, Virginia Tech
Deborah F. Cook, Virginia Tech*

Determinants of Price Discounts in ASP
Services

*William B. Richmond, Western
Carolina University
Paul Nelson, University of Rochester*

Discussants

*William B. Richmond, Western
Carolina University
Liqiong Deng, University
of West Georgia*

**[ST7] WORKSHOP: MAKING
STATISTICS MORE
EFFECTIVE IN SCHOOLS OF
BUSINESS: ARE WE
TEACHING WHAT WE
KNOW OR WHAT THE
STUDENTS NEED FOR
THEIR FUTURE?**

8:45AM to 10:00 AM *Forsyth*

Coordinator

*Robert L. Andrews, Virginia
Commonwealth University*

Leaders

*Glenn H. Gilbreath, Virginia
Commonwealth University
Stephen W. Custer, Virginia
Commonwealth University*

**[SU1] MBA STUDENT PAPER
COMPETITION**

8:45AM to 10:00 AM *Oglethorpe B*

Chairpersons

*Joan M. Donohue, University of
South Carolina*

*Hope M. Baker, Kennesaw
State University*

*Robert T. Barrett, South Carolina
State University*

Jeffery S. Smith, Florida State University

Cloud Computing: A Newer Phenomenon
in the IT Segment of Supply Chain

*Christopher W. Taylor, Appalachian
State University*

Balancing Work with Life: A Look at
Alternate Scheduling in the Long-Term
Health Care Industry

*Marlon R. McPhatter, University of North
Carolina - Pembroke*

A Comparison of Two WYSIWYG
Software Packages

*Ashley M. Sears, Georgia College
& State University*

**[SU2] UNDERGRADUATE
STUDENT PAPER
COMPETITION I**

8:45AM to 10:00 AM *Telfair*

Chairpersons

*Forrest Stegelin, University of Georgia
Nikki M. Finlay, Clayton State University*

*Eric B. Howington, Valdosta
State University*

*Joanne S. Utley, North Carolina
A & T State University*

Ethics in Advertising

*Micah Jeremiah Washington, Savannah
State University*

Perceptions of Constraint and Resource in
the Construction Industry

*Katie L. Raulerson, Randolph-
Macon College*

Online Advertising and Brand Recall: The Role of Knowledge and Awareness

Ebony Williams, Savannah State University

Are IT Students More Ethical than Non-IT Students When it Comes to Behaviors Related to IT?

Kadisa T/Talisa Johnson, Georgia Southern University

**[TP3] TUTORIAL:
FUMBLING AROUND AS A
TEACHER: WHAT A COACH
OF 35 YEARS
HAS LEARNED ABOUT
FACILITATION AS
LEADERSHIP**

8:45AM to 10:00 AM *Pulaski*

Presenter

Earl Walker, The Citadel

10:00AM

COFFEE BREAK

10:00AM to 10:15 AM
Prefunction 2nd Floor

Sponsored by
Coastal Carolina University
E. Craig Wall Sr. College
of Business Administration
Ralph Byington, Dean

10:15AM

**[AC5] ARRESTING
VIEWPOINTS ON SPORTS**

10:15AM to 11:30 AM *Chatham*

Chairperson

William R. Crandall, University of North Carolina at Pembroke

Sex, Stocks and Sports: Danielle Chiesi and Her Quest for Inside Information

Joseph B. Gilmore, Frostburg State University

Protecting Amateur Athletics or Preventing Competition? An Economic Model of NCAA Division I Sports

William L. Anderson, Frostburg State University
Amit J. Shah, Frostburg State University

Discussants

Oliver J. Julien, Appalachian State University

Greg Kordecki, Clayton State University

[AG3] FINANCE ISSUES

10:15AM to 11:30 AM *Oglethorpe B*

Chairperson

Michael H. Deis, Clayton State University

Customer Relationship Management for Financial Services: Strategies, Implications, and the Role of People, Process, and Technology in Effective Delivery

Ramin Cooper Maysami, University of North Carolina at Pembroke
Charles S. Harrington, North Carolina at Pembroke

Role and Models of Optimism in Corporate Management

Shabnam Mousavi, Max Planck Institute
Reza Kheirandish, Clayton State University
Michael H. Deis, Clayton State University

Rates of Return You Can Trust

*George S. Lowry, Randolph-
Macon College*

Chuck Leska, Randolph-Macon College

Wesley M. Jones, Jr., The Citadel

Discussants

*Reza Kheirandish, Clayton
State University*

*Ramin Cooper Maysami, University of
North Carolina at Pembroke*

*Reza Kheirandish, Clayton
State University*

**[IS5] THE BEST IT
WORKERS**

10:15AM to 11:30 AM *Franklin*

Chairperson

Yuan Li, Columbia College

Toward a Better Understanding of
Mexican IT Workers

*Amy Woszczyński, Kennesaw
State University*

*Pamila Dembla, Kennesaw
State University*

This is Not What I Signed Up for: Job
Modification and IT Worker Turnover

*Jordan D. Shropshire, Georgia
Southern University*

*Steven C. Burrell, Georgia
Southern University*

*Christopher A. Kadlec, Georgia
Southern University*

Expert Programmer: The Determinants of
Exceptional Productivity

*Dmitriy Aleksandrovich Nesterkin,
Coastal Carolina University*

*Thomas Jones, University of Arkansas
Tobin Porterfield, Towson University*

Discussants

*Jordan D. Shropshire, Georgia
Southern University*

*S. Matt Campbell, University of
South Alabama*

James P. Lawler, Pace University

**[MG4] BUSINESS STUDENT
VIEWPOINTS: ETHICS,
SKILLS, AND WOMEN AS
MANAGERS**

10:15AM to 11:30 AM *Oglethorpe A*

Chairperson

*Robert T. Barrett, South Carolina
State University*

Student Attitudes About Corporate
America: A Study of Business Students at
Historically Black Colleges and
Universities

*Robert T. Barrett, South Carolina
State University*

*Marion Rogers Sillah, South Carolina
State University*

Workplace Qualities: Views of College of
Business Undergraduate and Graduate
Students

*Donald Earl English, Texas A&M
University - Commerce*

*Edgar J. Manton, Texas A&M
University - Commerce*

*Janet I. Walker, Texas A&M
University - Commerce*

Attitudinal Differences Toward Women
Managers by Students at Different Stages
of Their Business Education

*Tope Adeyemi-Bello, East
Carolina University*

*Joseph Tomkiewicz, East
Carolina University*

Discussants

*Joseph Tomkiewicz, East
Carolina University*

*Marion Rogers Sillah, South Carolina
State University*

*Donald Earl English, Texas A&M
University - Commerce*

[PS3] GOVERNMENTAL TOPICS

10:15AM to 11:30 AM *Reynolds*

Chairperson

Harry Katzan, Jr., Savannah State University

Cyberspace Policy Review and the National Strategy for Trusted Identity in Cyberspace

Harry Katzan, Jr., Savannah State University

Giving the Customer a Voice in the Business of Government

*Tracy D. Rishel, Belmont Abbey College
Hubert D. Glover, REDE*

James E. Niemes, Alignment Partners Inc
Assessing Presidential Transitions: Bill Clinton's Inaugural Year in Office

*Earl Walker, The Citadel
Al Lovvorn, The Citadel*

Discussants

*Al Lovvorn, The Citadel
Harry Katzan, Jr., Savannah State University
Hubert D. Glover, REDE*

[ST8] WORKSHOP: MAKING STATISTICS MORE EFFECTIVE IN SCHOOLS OF BUSINESS: STORY TELLING FOR TEACHING STATISTICS

10:15AM to 11:30 AM *Forsyth*

Coordinator

Robert L. Andrews, Virginia Commonwealth University

Leaders

*Robert A. Stine, Wharton School
Kellie B. Keeling, University of Denver
Richard D. De Veaux, Williams College*

[SU3] PH. D. STUDENT PAPER COMPETITION

10:15AM to 11:30 AM *Pulaski*

Chairperson

Janet H. Sanders, East Carolina University

Structuring Mobile Website Development to Incorporate Mobile Web Best Practices
Caroline G. Collier, Georgia College & State University

Managing Global Brand Equity: Changing Perspectives
Amit Arora, Georgia Southern University

Data Anomalies Within the Management Literature
Ray Fung, Harvard University

[SU4] UNDERGRADUATE STUDENT PAPER COMPETITION II

10:15AM to 11:30 AM *Telfair*

Chairperson

*Forrest Stegelin, University of Georgia
Nikki M. Finlay, Clayton State University
Eric B. Howington, Valdosta State University
Joanne S. Utley, North Carolina A & T State University*

Online Brand Advertising: How to Create Digital Brands Through Interactive Advertising

Melanie N. Paul, Savannah State University

Gravity Model of Asian Nations Trade Using Panel Data
Yan Guo, Randolph Macon College

New Media vs. Old Media: How the New Interactive Media is Taking over the Traditional World

Ashley N. Woodard, Savannah State University

Home Depot: Revolutionizing the Home Improvement Industry
Justine Lauren Armes, Randolph-Macon College

Noon

PRESIDENT'S LUNCHEON

Noon to 1:30 PM

Savannah Ballroom D & E

Sponsored by Pearson Education, Boston

**STUDENT PAPER
AWARDS**

Noon to 1:30 PM

Savannah Ballroom D & E

Sponsored by

Kennesaw State University

Kathy Schwaig, Interim Dean of the Coles
College of Business

Richard M. Franza, Chair of the
Department of Management and
Entrepreneurship

Govind Hariharan, Chair of the Department
of Economics, Finance and Quantitative
Analysis