



## Wednesday, 18 February

9:30am	<b>SEDSI Vice Presidents, Board, and Council Meeting</b> <i>St. Augustine</i> Chaired by: Dr. Elena Olson
11:30am	<b>Registration</b> <i>Pre-Function Atrium</i>
12:30pm	<b>Plenary Address</b> <i>Jacksonville</i> Chaired by: Robert Andrews and Dr. Kellie Keeling and Reza Kheirandish
	<b>AI Use for Research</b> » <a href="#">Joshua Mitchell</a> (Lander University)
1:30pm	<b>Accounting, Economics, and Finance</b> <i>Pensacola A</i> Chaired by: Dr. Charles Lambert
1:30pm	<b>Passive Ownership and Information Acquisition. Insights from EDGAR and Google Searches</b> » <a href="#">Dr. Charles Lambert</a> (Mercer)
2pm	<b>Financial Statement Importance: Evidence from Commercial Lending Studies</b> » <a href="#">Dr. Arnold Schneider</a> (Georgia Institute of Technology)
2:30pm	<b>BOARD DEMOGRAPHIC DIVERSITY, LEADERSHIP ROLES, AND EARNINGS QUALITY IN US FIRMS</b> » <a href="#">Dr. Ann Mungai</a> (North Carolina A&T State University), Dr. Geoffrey Ngene (North Carolina A&T State University), Dr. Charles Lambert (Mercer)

1:30pm	<b>Management Strategy, Organizational Behavior, Organizational Theory, Human Resource Management</b> <i>Pensacola B/C</i> Chaired by: Dr. Tope Adeyemi-Bello
1:30pm	<b>Innovation Governance Structures as Sources of Sustained Competitive Advantage: A Comparative Analysis of Firm Performance in the Biopharmaceutical Sector</b> » <a href="#">Michael Porter</a> (Alabama Agricultural & Mechanical University), Felicia Farrar (Alabama Agricultural & Mechanical University)
2pm	<b>Understanding Racial and Ethnic Differences in Job Expectations: Integrating Cultural Values and Self-Determination Frameworks</b> » Dr. Cody Chullen (East Carolina University), Dr. Dennis Barber III (East Carolina University), Dr. John Haymore (Troy University), <a href="#">Dr. Tope Adeyemi-Bello</a> (East Carolina University)
2:30pm	<b>GLOBAL VIRTUAL TEAM: THE FRAMEWORK PROPOSAL</b> » <a href="#">Prof. AHU TUGBA KARABULUT</a> (ISTANBUL KENT UNIVERSITY)
1:30pm	<b>Data, Analytics, and Statistics Instruction (DASI)</b> <i>Jacksonville</i> Chaired by: Reza Kheirandish and Dr. Kellie Keeling and Robert Andrews
	<b>DASI Welcome, Evolving Instruction with AI and Authentic Assessment</b> » <a href="#">Andrea Neely</a> (University of Tennessee), <a href="#">Kellie Keeling</a> (University of Denver)
1:30pm	<b>Student Research: Undergraduate, Master's, and Doctoral.</b> <i>Duval B</i> Chaired by: Dr. Irina Toteva
1:30pm	<b>Augmenting Forecasting and Evaluation of Strategic-Decision Making in New Ventures with AI-Driven Predictive Models</b> » <a href="#">Alicia Del Pardo</a> (Fayetteville State University)



Continued from **Wednesday, 18 February**

2pm	<b>Financial Impact of Distributed Ledger Technology Implementations</b> » <u>Mr. Anthony Davis</u> (Jacksonville University), Dr. Irina Toteva (Jacksonville University), Dr. Douglas Johansen (Jacksonville University), Dr. Vikas Agrawal (Jacksonville University)
2:30pm	<b>Advancing Financial Risk Analytics with Machine Learning, Generative AI, and Explainable Modeling Tools</b> » <u>Ms. Brooke McClinton</u> (Virginia State University)
3pm	<b>Tea and Coffee Break</b> <i>Pre-Function Atrium</i>
3:30pm	<b>Healthcare, Public Sector, and Non-for-Profit Management</b> <i>Pensacola B/C</i> Chaired by: Iris Junglas
3:30pm	<b>Same Same but Different-How Acculturation Shapes the Doctor-Patient Identity Connection</b> » <u>Dr. Michelle Ruiz</u> (Louisiana State University Shreveport)
4:05pm	<b>Empowered or Misguided? Understanding Patient Empowerment in Generative AI-Driven Self-Diagnosis</b> » Olga Biedova (College of Charleston), Blake Ives (College of Charleston), <u>Iris Junglas</u> (College of Charleston)
3:30pm	<b>Data, Analytics, and Statistics Instruction (DASI)</b> <i>Jacksonville</i> Chaired by: Robert Andrews and Dr. Kellie Keeling and Reza Kheirandish
	<b>Applied Analytics, Statistical Reasoning, and Optimization in Practice</b> » <u>Yann Ferrand</u> (Augusta University), <u>Dr. Clint Harshaw</u> (Presbyterian College)

3:30pm	<b>Student Research: Undergraduate, Master's, and Doctoral.</b> <i>Duval B</i> Chaired by: Uma Gupta
3:30pm	<b>FIBER OPTIC MANUFACTURING USING AI IN QUALITY ASSURANCE</b> » <u>Amanda Larison</u> (University of South Carolina Upstate)
4pm	<b>Predicting and Reducing Product Returns in Modern Retail</b> » <u>Mr. Henry Ndeleko</u> (Susquehanna University), <u>Dr. Hayder Zghair</u> (Southern Arkansas University)
4:30pm	<b>Round Holes, Square Leadership: Leadership Homogeneity, Strategic Orientation, and the Team-Project Performance Link</b> » <u>Mrs. Kourtney Plotzker</u> (Jacksonville University), Dr. Irina Toteva (Jacksonville University), Dr. Douglas Johansen (Jacksonville University)

**Thursday, 19 February**

8am	<b>Registration</b> <i>Pre-Function Atrium</i>
8am	<b>AI Tools: Implications for Research, Teaching, and Student Learning</b> <i>Pensacola A</i> Chaired by: Dr. Mukesh Srivastava
8am	<b>Integrating Digital Twins, Artificial Intelligence, and Computational Modeling for Enhanced Decision-Making</b> » <u>Dr. Shanzhen Gao</u> (Virginia State University)
8:30am	<b>Applying the Technology Acceptance Model to Artificial Intelligence in Military Operations: Identifying Additional Acceptance Factors</b> » <u>Dr. Mukesh Srivastava</u> (University of Mary Washington)



Continued from Thursday, 19 February

9am	<b>Faculty Adaption and Creative Engagement with Generative Artificial Intelligence (GenAI)</b> » <u>James Lawler</u> (Pace University), <u>Ms. Sarita Himthani</u> (Pace University)	8am	<b>Modeling Time to First Academic Risk Event Across Multiple Programs and Cohorts: A Multi-Cohort Survival Analysis Approach</b> » <u>Dr. Kuldeep Rawat</u> (Elizabeth City State University)
8am	<b>Analytics, Big Data Applications, Business Intelligence, Data Mining, Statistics, and Expert Systems</b> <i>Pensacola B/C</i> Chaired by: Prof. Felix Kamuche	8:23am	<b>FROM DATA TO DECISIONS: HOW BUSINESS SCHOOLS CAN PREPARE AI-LITERATE LEADERS</b> » <u>Dr. Antonina Bauman</u> (Tommy and Victoria Baker School of Business, The Citadel), Dr. Liz Diers (School of Business and Professional Studies, Truman State University), Dr. Geethalakshmi Lakshmikanth (School of Business & Technology, Emporia State University), Dr. Tanja Steigner (School of Business & Technology, Emporia State University), Dr. Joyce Zhou (School of Management, University of Louisiana Monroe)
8am	<b>The Impact of Data Analytics and Statistics Instruction (DASI) On Student Learning: An Exploratory Study</b> » <u>Prof. Felix Kamuche</u> (Morehouse College)	8:46am	<b>A Pilot Study in Student Attitude Toward Oracle APEX</b> » <u>Dr. Sathasivam Mathiyalakan</u> (Winston-Salem State University)
8:30am	<b>AI Adoption in Small and Medium Enterprises: Predicting ROI</b> » <u>Nate Paulo</u> (Rollins College), <u>Mr. Alex Koussey</u> (Rollins College), <u>Parker Jahn</u> (Rollins College)	9:09am	<b>Leveraging GenAI for Interactive Learning: Simulating the Newsvendor Game to Explore Inventory Management Strategies</b> » <u>Dr. Sina Shokoohyar</u> (Seton Hall Universit), Mr. Andrew Sinclair (Wilmington University), Ms. Ayah Elsais (Seton Hall University)
9am	<b>Privacy-Preserving Text Mining of Employee Feedback to Guide Learning &amp; Development Programs</b> » <u>Ms. Navya Sree Bandaru</u> (Oklahoma State University)	8am	<b>Supply Chain Management, Production and Service Operations Management, Quality Management, Logistics, Hospitality, Recreation, and Sports Management</b> <i>Duval A</i> Chaired by: Dr. Hadi Farhangi
8am	<b>Data, Analytics, and Statistics Instruction (DASI)</b> <i>Jacksonville</i> Chaired by: Reza Kheirandish and Dr. Kellie Keeling and Robert Andrews	8am	<b>Formulation of Third-Party Logistics in the Perspective of Logistics Provider</b> » <u>Dr. Hadi Farhangi</u> (Savannah State University)
	<b>Providing Proper Instruction Given Macro-level Disruption of Work and Higher Ed</b> » <u>Uma Gupta</u> (University of South Carolina Upstate), <u>Joshua Jones</u> (QuantHub), <u>Abbas Bagherian Kasgari</u> (ModelAI)	8:30am	<b>A ZERO-ONE-BASED EUCLIDEAN DISTANCE APPROACH TO STRATEGIC DESIGN OF HUMANITARIAN SUPPLY CHAIN NETWORK SYSTEM</b> » <u>Prof. Jae-Dong Hong</u> (South Carolina State University)
8am	<b>Innovative Education, Assessment, Engaged Learning, Curriculum, Teaching and Pedagogy</b> <i>St. Augustine</i> Chaired by: Dr. Antonina Bauman		



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9am	<b>Inventory Management Method Disruptions and Innovations in the Health Care Industry in the U.S. due to Covid-19 Pandemic</b> » <u>Camila Cramer</u> (Rollins College), Serina Al Haddad (Rollins College), Emmanuel Kodzi (Rollins College)	10:30am	<b>Assessing the Usefulness and Risks of Precision Technology on Sustainable Farming Practices Through AI</b> » <u>Dr. Mukesh Srivastava</u> (University of Mary Washington)
8am	<b>Student Research: Undergraduate, Master's, and Doctoral.</b> <i>Duval B</i> Chaired by: Ms. Meghashree Choudhary	11am	<b>AI as Instructor's Assistant: Assessing Google NotebookLM's Role in Teaching Undergraduate Data Mining</b> » <u>Prof. Youqin Pan</u> (Salem State University)
8am	<b>A Swift Review: An Analysis of Rhode Island's Non-Owner Occupied Property Tax Act</b> » <u>Ms. Lisa Bell</u> (Jacksonville University)	10am	<b>Analytics, Big Data Applications, Business Intelligence, Data Mining, Statistics, and Expert Systems</b> <i>Pensacola B/C</i> Chaired by: Dr. Rashmi Malhotra
8:30am	<b>The Contract Effect: Why NHL Players Perform Differently When Money Is on the Line</b> » <u>Ms. Vanessa Palisin</u> (Presbyterian College)	10am	<b>A MAX NORMALIZED DATA CLUSTERING USING MIN-MAX-STANDARDIZED EUCLIDEAN DISTANCES FOR EFFICIENCY EVALUATION IN THE DEA CONTEXT</b> » <u>Prof. Jae-Dong Hong</u> (South Carolina State University)
9am	<b>REASSESSING IMMIGRATION'S EFFECTS: A COMPREHENSIVE U.S. STUDY OF LABOR, ECONOMIC, AND CRIME OUTCOMES</b> » <u>Ms. Meghashree Choudhary</u> (Oklahoma State University), <u>Mr. Josias Hernandez Perez</u> (Oklahoma State University)	10:30am	<b>Machine Learning-Based Reclassification of Mutual Funds for Smarter Portfolio Construction</b> » <u>Dr. Rashmi Malhotra</u> (Saint Joseph's University), Dr. Davinder Malhotra (Thomas Jefferson University), Dr. Robert Nydick (Villanova University), Prof. Nathan Coates (Villanova University)
9:30am	<b>Tea and Coffee Break</b> <i>Pre-Function Atrium</i>	11am	<b>Strategic Selection of Machine Learning Frameworks</b> » Jordan Shropshire (University of South Alabama), <u>Amy Campbell</u> (University of South Alabama)
10am	<b>AI Tools: Implications for Research, Teaching, and Student Learning</b> <i>Pensacola A</i> Chaired by: Dr. Jae Hwan Lee	10am	<b>Marketing, Consumer Behavior, International Business, Business Ethics, and Business Law</b> <i>Miami</i> Chaired by: Inigo Arroniz
10am	<b>Teaching Strategy with Generative AI: Comparing Five Models Using Porter's Five Forces</b> » <u>Mr. Nate Paulo</u> (Rollins College), <u>Dr. Jae Hwan Lee</u> (Rollins College), <u>Mr. Alex Koussev</u> (Rollins College)	10am	<b>The effect of luck on indulgent behavior following organic consumption</b> » <u>Dr. Lixun Su</u> (Eastern Kentucky University)



Continued from **Thursday, 19 February**

10:23am	<b>DIGITAL ENGAGEMENT AND REPUTATION IN AVIATION CRISES: A FOUR-CASE EVALUATION OF USER-GENERATED AND NEWS-BASED ARTIFACTS USING THE DEAL FRAMEWORK</b> » <u>Dr. Laura Valenti</u> (Embry-Riddle Aeronautical University), <u>Dr. Michelle Wicmandy</u> (KBC (A Yokogawa Company))
10:46am	<b>Entry Timing and Platform Architecture: A Contingency Theory Framework for Competitive Advantage in Multi-Sided Markets</b> » <u>Indigo Arroniz</u> (Randolph-Macon College)
11:09am	<b>Consumer Behavior – How Individuals Consider Skin Color Purchases</b> » <u>Sara Kiser</u> (Alabama State University), Janel Bell Haynes (Tuskegee University), Mario Zaino (Alabama State University)
10am	<b>Data, Analytics, and Statistics Instruction (DASI)</b> <i>Jacksonville</i> Chaired by: Robert Andrews and Dr. Kellie Keeling and Reza Kheirandish
	<b>Ethics, Instruction, and Assessment in the Age of AI</b> » <u>Joshua Jones</u> (QuantHub), <u>Abbas Bagherian Kasgari</u> (ModelAI), <u>Thomas Groleau</u> (University of Kentucky)
10am	<b>Innovative Education, Assessment, Engaged Learning, Curriculum, Teaching and Pedagogy</b> <i>St. Augustine</i> Chaired by: Dr. Elizabeth Rasnick
10am	<b>Alternative Cybersecurity Credentials: Empowering Professionals and Bridging Knowledge Gaps</b> » <u>Dr. Elizabeth Rasnick</u> (Center for Cybersecurity at the University of West Florida), <u>Mr. guy garrett</u> (Center for Cybersecurity at the University of West Florida), <u>Mrs. Connar McCasland</u> (Center for Cybersecurity at the University of West Florida)

10:23am	<b>Alignment of faculty publications and UN Sustainable Development Goals</b> » <u>Dr. Kaye McKinzie</u> (University of Central Arkansas), Dr. Mike Ellis (University of Central Arkansas), Dr. Joseph Thomas (University of Central Arkansas)
10:46am	<b>STREAMLINING EDUCATION FOR MOTIVATED STUDENTS</b> » <u>Dr. scott spangler</u> (Middle Georgia State University), Dr. Shannon Beasley (Middle Georgia State University)
11:09am	<b>Reality Television Is Still Relevant In The Classroom</b> » <u>Sara Bliss Kiser</u> (Alabama State University), Janel Bell Haynes (Tuskegee University), Krystal Trone (Alabama State University)
10am	<b>Supply Chain Management, Production and Service Operations Management, Quality Management, Logistics, Hospitality, Recreation, and Sports Management</b> <i>Duval A</i> Chaired by: Mauro Falasca
10am	<b>NAVIGATING RISKS IN THE MEDICAL TECHNOLOGY SUPPLY CHAINS</b> » <u>Dr. Yeongling Yang</u> (San Diego State University)
10:23am	<b>Delivery of technology services and the effect of concentration</b> » <u>Dr. Rafael Teixeira</u> (College of Charleston), Dr. Aleda Roth (Clemson University), Dr. Enrico Secchi (University College Dublin)
10:46am	<b>FROM TRUST TO RESPONSIBILITY: EXPLORING THE ROLE OF AI ADOPTION AND SUPPLY CHAIN TRANSPARENCY IN DRIVING CORPORATE SOCIAL RESPONSIBILITY</b> » <u>Dr. Antonina Bauman</u> (Tommy and Victoria Baker School of Business, The Citadel), Dr. John Dickens (Tommy and Victoria Baker School of Business, The Citadel), Dr. Hasan Uvet (Georgia Gwinnett College), Dr. Sally "Emory" Hiott (Nielsen College of Business, Charleston Southern University)



Continued from Thursday, 19 February

11:09am

**THE EFFECT OF SUPPLY CHAIN RISK MANAGEMENT MATURITY ON ROBUSTNESS IN AMERICAN AND CHINESE SMALL AND MEDIUM BUSINESSES AND ENTERPRISES: A PRELIMINARY CROSS-COUNTRY EMPIRICAL STUDY**

» Mauro Falasca (East Carolina University), Scott Dellana (East Carolina University), Ying Liao (East Carolina University)

10am

**Student Research: Undergraduate, Master's, and Doctoral.**

*Duval B*

Chaired by: Dr. Sooyeon Choi

10am

**STRESS DETECTION FRAMEWORK FOR MISSION-CRITICAL APPLICATIONS: ADDRESSING CYBERSECURITY ANALYSTS' STRESS USING FACIAL EXPRESSION RECOGNITION**

» Ms. Tiffany Davis-Stewart (North Carolina A&T State University)

10:30am

**Do wearables really make us happy? The impact of wearable use on college students' wellbeing**

» Dr. Sooyeon Choi (Francis Marion University), Santiago Sanchez (Francis Marion University), Kal-El Rodriguez (Francis Marion University)

11am

**Simulation as a Strategic Decision-Support Tool: A Review of Current Practices and Future Directions**

» Ms. Sana Nadir Bhimani (Southern Arkansas University), Dr. Hayder Zghair (Southern Arkansas University)

10am

**Management Strategy, Organizational Behavior, Organizational Theory, Human Resource Management**

*Tampa*

Chaired by: Dr. Sohel Imroz

10am

**Earn What You Want: Understanding the Behavioral and Motivational Effects of Self-Set Pay Before Versus After Task Completion**

» Emma Carroll (Rollins College), Katerina Latushka (Rollins College), Dr. Raghabendra KC (Rollins College), Prof. Vincent Mak (University of Cambridge)

10:30am

**Purple Ocean Strategy: Bridging the Divide Between Market Defense and Value Innovation in the Food and Beverage Industry**

» Mr. Alieu Kafoe (Marymount University), Dr. Jennifer Yang (Marymount University)

11am

**Gender equity in U.S. airlines: A comparative analysis of a legacy and low-cost carrier**

» Rachel Groce (Embry-Riddle Aeronautical University), Dr. Sohel Imroz (Embry-Riddle Aeronautical University)

12:30pm

**Registration**

*Pre-Function Atrium*

1:30pm

**AI Tools: Implications for Research, Teaching, and Student Learning**

*Pensacola A*

Chaired by: Archie Dong

1:30pm

**AI-Driven Content Firewall for Child-Safe Browsing: A Hybrid NLP and Computer Vision Approach for Real-Time Web Filtering**

» Racheal Appiah-kubi (Oklahoma State University), Mahla Hosseini (Oklahoma State University)

2pm

**Advanced Security Assessment: Technical Viability and Regulatory Constraints of Aggressive Anti-Cheating Methodologies**

» Ms. Sana Nadir Bhimani (Southern Arkansas University), Mr. Rushi Ganesh Konathala (Southern Arkansas University), Ms. Alekhya Kambhampati (Southern Arkansas University), Dr. Hayder Zghair (Southern Arkansas University)



Continued from Thursday, 19 February

2:30pm	<b>Layered Skies: A Multilayer Network Framework for Assessing Airline Connectivity Resilience and Single-Carrier Vulnerability</b> » <u>Ms. Mariell Luna Ramirez</u> (Embry-Riddle Aeronautical University), Mr. Benny Rivera Muniz (Embry-Riddle Aeronautical University), John Preiss (Embry-Riddle Aeronautical University), Archie Dong (Embry-Riddle Aeronautical University), Dr. Peng Li (Embry-Riddle Aeronautical University)
1:30pm	<b>Analytics, Big Data Applications, Business Intelligence, Data Mining, Statistics, and Expert Systems</b> <i>Pensacola B/C</i> Chaired by: Dr. Arpita Jadav
1:30pm	<b>IDENTIFYING CATALYZING FACTORS USING TEXT MINING ANALYTICS IN THE MORTGAGE INDUSTRY</b> » <u>Dr. Arpita Jadav</u> (Jacksonville University)
2pm	<b>A Simulation Study Exploring an Entropy Criteria for Data Dimensionality</b> » <u>Dr. Kellie Keeling</u> (University of Denver), Dr. Robert Pavur (University of North Texas)
2:30pm	<b>An Investigation of the Difference in the Impact of Demographic Variables on Americans' Perception of Artificial Intelligence</b> » <u>Moncef Belhadjali</u> (Norfolk State University)
1:30pm	<b>Healthcare, Public Sector, and Non-for-Profit Management</b> <i>Miami</i> Chaired by: Dr. Kimberly Whitehead
1:30pm	<b>Backorder Management in Healthcare: A Multi-Hospital Case Study of Current Practices and Patient Care Impact</b> » <u>Dr. Kimberly Whitehead</u> (Anderson University (SC))

2pm	<b>Developing a Multiomics-Based Graph Convolutional Network Model for Predicting Recurrence in Colon Adenocarcinoma</b> » <u>Dr. Zachary Davis</u> (Jacksonville University), Dr. Mini Zeng (Jacksonville University), Dr. Robert Boylan (Jacksonville University), Dr. Vikas Agrawal (Jacksonville University)
2:30pm	<b>Artificial Intelligence Use, Health Information Seeking, and Cognitive Bias: A Meta-Analytic Study to Inform Responsible AI Design</b> » <u>Dr. Tahmina Sultana</u> (Troy University)
1:30pm	<b>Data, Analytics, and Statistics Instruction (DASI) Jacksonville</b> Chaired by: Reza Kheirandish and Dr. Kellie Keeling and Robert Andrews
1:30pm	<b>Decision Intelligence and Practice-Oriented Analytics Instruction</b> » <u>Jeff Camm</u> (Wake Forest University), <u>Leslie Hendrix</u> (University of South Carolina), <u>Carmen Hall</u> (Presbyterian College)
1:30pm	<b>Innovative Education, Assessment, Engaged Learning, Curriculum, Teaching and Pedagogy St. Augustine</b> Chaired by: Shanan Gibson
1:30pm	<b>MAKING MANAGEMENT FLY: RELEVANCE OF BUSINESS EDUCATION FOR AVIATION STUDENTS</b> » <u>Shanan Gibson</u> (Embry-Riddle Aeronautical University), James Gibson (Embry-Riddle Aeronautical University), Arcenia Belo (Embry-Riddle Aeronautical University)
2pm	<b>Experiential Learning with Canva: Advantages and Challenges for Small Business Advertising</b> » <u>Dr. Karen James</u> (Louisiana State University Shreveport), Dr. Tami Knotts (Louisiana State University Shreveport), Dr. Nancy Albers (East Texas A&M University)
2:30pm	<b>Bringing Culture to Life: Lessons from a Cross-Cultural Business Communication Course in Scotland</b> » <u>Suzie Smith</u> (Presbyterian College)



Continued from Thursday, 19 February

1:30pm	<b>Supply Chain Management, Production and Service Operations Management, Quality Management, Logistics, Hospitality, Recreation, and Sports Management</b> <i>Duval A</i> Chaired by: Dr. Maryam Mahdikhani
1:30pm	<b>Macro Assessment of Sustainable Supply Chain Management: Insights from the World Sustainability Dataset</b> » <a href="#">Dr. Mark Heileman</a> (Rollins College), Dr. Kip Kiefer (Rollins College)
1:53pm	<b>Mapping Metaverse Integration in Supply Chains: A Multi-Method Approach</b> » <a href="#">Dr. Maryam Mahdikhani</a> (College of Charleston), Dr. Purushottam (PL) Meena (College of Charleston)
2:16pm	<b>AGENCY MANAGED CAMPAIGNS: A GAME-THEORETIC ANALYSIS OF COORDINATION IN DIGITAL MARKETING</b> » <a href="#">Amirhossein Saghezchi</a> (Drexel University), Prof. Seung-Lae Kim (Drexel University), Vesal Ghassemzadeh Kashani (University of Tehran), Prof. Christopher Gaffney (Drexel University)
2:39pm	<b>An evaluation of lower bounding approaches for the flow shop group scheduling problem with sequence dependent setups to minimize total completion time</b> » <a href="#">Jeffrey Schaller</a> (Eastern Connecticut State University), Jatinder Gupta (University of Alabama Huntsville)
1:30pm	<b>Student Research: Undergraduate, Master's, and Doctoral.</b> <i>Duval B</i> Chaired by: Dr. Irina Toteva
1:30pm	<b>AI-Enhanced Performance Validity Testing Through Multimodal Data Fusion.</b> » <a href="#">Mr. Noah Duncan</a> (Oklahoma State University)

2pm	<b>The Effects of LMX Quality on Employee Well-Being with Trust and Communication Frequency as Mediators</b> » <a href="#">Mr. Matthew Peaster</a> (Jacksonville University), Dr. Irina Toteva (Jacksonville University), Dr. Douglas Johansen (Jacksonville University)
2:30pm	<b>Deciphering Chain Success in Franchising: Linking Combinations of Support Mechanisms to Restaurant Profitability</b> » <a href="#">Mina Minaya Guerrero</a> (Kennesaw State University), Kudzi Mutoko (Kennesaw State University), <a href="#">Melih Madanoglu</a> (Kennesaw State University), Mariah Washington (Kennesaw State University)
1:30pm	<b>IS, IT, Blockchain Technology, Social Media, Information Privacy, Security, and System Resilience</b> <i>Tampa</i> Chaired by: Amy Campbell
1:30pm	<b>Moral Distance and User Acceptance of Generative AI</b> » Jordan Shropshire (University of South Alabama), <a href="#">Amy Campbell</a> (University of South Alabama)
2pm	<b>MAPPING CERTIFICATES TO COURSES: A PRELIMINARY DATA MODEL</b> » <a href="#">Dr. Brian Lambert</a> (Metropolitan State University of Denver), Dr. Mark Segall (Metropolitan State University of Denver)
2:30pm	<b>A Meta-SEM Study on Factors of Health App Engagement in Developing Countries</b> » <a href="#">Dr. Md Nabid Alam</a> (Troy University), Mr. Mohammed Riazul Islam (Socio HealthTech International), Ms. Nowrin Sultana Nishat (Socio HealthTech International)
3pm	<b>Tea and Coffee Break</b> <i>Pre-Function Atrium</i>
3:30pm	<b>Accounting, Economics, and Finance</b> <i>Pensacola A</i> Chaired by: Dr. Geoffrey Ngene



Continued from **Thursday, 19 February**

3:30pm	<p><b>New Versus Old Hedging Instruments for Portfolios: Evidence from Major Global Markets</b></p> <p>» <u>Dr. Geoffrey Ngene</u> (North Carolina A&amp;T State University), Dr. Vijaya Subrahmanyam (Mercer University), Dr. Anita Pennathur (Florida Atlantic University)</p>
4:05pm	<p><b>Finance Data: Google v. Yahoo</b></p> <p>» <u>Susan Ji</u> (Christopher Newport University), Drew McWhinney (Christopher Newport University)</p>
3:30pm	<p><b>Meet the Editors</b></p> <p><i>Pensacola B/C</i></p>
3:30pm	<p><b>Healthcare, Public Sector, and Non-for-Profit Management</b></p> <p><i>Miami</i></p> <p>Chaired by: Elnaz Khodaei</p>
3:30pm	<p><b>Beyond Q&amp;A: A Comparative Study of Proactive Conversational Agents in Healthcare</b></p> <p>» <u>Mr. Venkat Uppu</u> (Oklahoma State University), Mr. Varshith Kssp (Oklahoma State University)</p>
4pm	<p><b>Environmental and Psychological Factors Influencing Illicit Drug and Alcohol Use Among College Students: Building Sustainable and Healthy Campus Communities</b></p> <p>» <u>Elnaz Khodaei</u> (Bethune-Cookman University), Dr. Emad Ayad (Bethune-Cookman University), Nashelsky Oreste (Bethune-Cookman University), De' Karreon Brooks (Bethune-Cookman University), Hannah Bingaman (Bethune-Cookman University)</p>
4:30pm	<p><b>Optimizing Disaster Recovery Center Locations Through Multi-Level Equity-Based Modeling: A case study of Hurricane Helene</b></p> <p>» <u>Dr. Vinayaka Gude</u> (Elon University)</p>

3:30pm	<p><b>Data, Analytics, and Statistics Instruction (DASI)</b></p> <p><i>Jacksonville</i></p> <p>Chaired by: Robert Andrews and Dr. Kellie Keeling and Reza Kheirandish</p> <p><b>Using Gen AI tools to build courses, cases, and tutoring experiences</b></p> <p>» <u>Cheryl Aasheim</u> (University of Florida), <u>Ross Metusalem</u> (JMP), <u>Reza Kheirandish</u> (Clayton State University)</p>
3:30pm	<p><b>Experimental Learning: the Transformation of Core Concepts in Supply Chain</b></p> <p><i>St. Augustine</i></p> <p>Chaired by: Dr. Patricia Jordan</p>
3:30pm	<p><b>Experimental Learning: the Transformation of Core Concepts in Supply Chain</b></p> <p>» <u>Dr. Patricia Jordan</u> (Texas Christian University), <u>Dr. Laura Meade</u> (Texas Christian University)</p>
3:30pm	<p><b>SEDSI Business Meeting</b></p> <p><i>Duval A</i></p> <p>Chaired by: Dr. Elena Olson</p>
3:30pm	<p><b>Student Research: Undergraduate, Master's, and Doctoral.</b></p> <p><i>Duval B</i></p> <p>Chaired by: Dr. Irina Toteva</p>
3:30pm	<p><b>Flexible Work and Better Balance: Impacts on Well-being and Engagement</b></p> <p>» <u>Mrs. Maggie Abed Gosen</u> (Jacksonville University), Dr. Irina Toteva (Jacksonville University)</p>
4pm	<p><b>AI vs. Real Images in Utilitarian and Hedonic Products: Effects on Consumer Behavior</b></p> <p>» <u>Shirley Campos</u> (Jacksonville University), Dr. Irina Toteva (Jacksonville University), Dr. Douglas Johansen (Jacksonville University), Dr. Vikas Agrawal (Jacksonville University)</p>



Continued from <b>Thursday, 19 February</b>			
4:30pm	<b>Circular Value Retention in Luxury Resale Markets: Evidence from Data-Driven Supply Chain Analysis</b> » <u>Ms. Katie Cope</u> (College of Charleston), <u>Ms. Francesca Lynch</u> (College of Charleston), Dr. Maryam Mahdikhani (College of Charleston)	8am	<b>Accounting, Economics, and Finance</b> <i>Pensacola A</i> Chaired by: Dr. Hyeonjoon Park
3:30pm	<b>IS, IT, Blockchain Technology, Social Media, Information Privacy, Security, and System Resilience</b> <i>Tampa</i> Chaired by: Dr. Mehdi Darban	8am	<b>THE DOUBLE-EDGED ROLE OF FINANCIAL OVERCONFIDENCE ON HOUSEHOLD FINANCIAL BEHAVIORS</b> » <u>Dr. Ahmet Akin</u> (Oglethorpe University), Prof. Cemil Kuzey (Murray State University)
3:30pm	<b>What Drives Twitch Raids? Decoding Community Engagement</b> » <u>Dr. Roopa Ramesh Desai</u> (Louisiana State University Shreveport), Dr. Jie Zhang (The University of Texas at Arlington), Dr. Kay-Yut Chen (The University of Texas at Arlington)	8:30am	<b>Leave It to Innovate: Venture Capital's Response to Paid Family Leave</b> » <u>Dr. Hyeonjoon Park</u> (Grand Valley State University), Dr. Tae In Jun (Grand Valley State University), Dr. Amal Abeysekera (Hofstra University)
4pm	<b>Impact of Social Media on Social Isolation: Mediating Role of Cognitive Triad</b> » <u>Dr. Md Nabid Alam</u> (Troy University), <u>Dr. Tahmina Sultana</u> (Troy University)	9am	<b>Effect of Complexity on ESG Initiatives of a Firm</b> » <u>Dr. Anjee Gorkhali</u> (Susquehanna University)
4:30pm	<b>Dormant Ties and Innovative Dynamics: Unpacking the Impact of Reactivated Relationships in Virtual R&amp;D Setting</b> » <u>Dr. Mehdi Darban</u> (Louisiana State University Shreveport)	8am	<b>Healthcare, Public Sector, and Non-for-Profit Management</b> <i>Miami</i> Chaired by: Kim Hester
6pm	<b>President's Reception</b> <i>Pre-Function Atrium</i>	8am	<b>Resilience from Remembrance: A Spiral Model of Nostalgic Coping in Hybrid Organizations</b> » <u>Ms. Emily Moon</u> (McClean High School), <u>Dr. Jae Hwan Lee</u> (Rollins College)
Friday, 20 February		8:35am	<b>Turning Research Into Action: Reducing Turnover in a Mid-Size Police Department</b> » <u>Sarah Nonis</u> (Arkansas State University), Kim Hester (Arkansas State University), <u>Melodie Philhours</u> (Arkansas State University)
8am	<b>Registration</b> <i>Pre-Function Atrium</i>	8am	<b>Data, Analytics, and Statistics Instruction (DASI)</b> <i>Jacksonville</i> Chaired by: Reza Kheirandish and Dr. Kellie Keeling and Robert Andrews



Continued from **Friday, 20 February**

**Personalized Dashboards, AI Tools, and Visual Literacy for Data Instruction**

» Maureen Petkewich (University of South Carolina), Suzie Smith (Presbyterian College), Shawna Brooks (Bethune-Cookman University), Tyrese Taylor (Bethune-Cookman University)

8am **Innovative Education, Assessment, Engaged Learning, Curriculum, Teaching and Pedagogy**

*St. Augustine*  
Chaired by: Chandrasheker Challa

8am **AI AND ACADEMIC INTEGRITY IN HIGHER EDUCATION: A CONJOINT ANALYSIS STUDY OF EMPLOYER HIRING DECISIONS**

» Ms. Caitlyn Albers (Mitchell College of Business, University of South Alabama), Mr. Travis Albers (Mitchell College of Business, University of South Alabama), Dr. Nancy Albers (East Texas A&M University)

8:30am **An Artificial Intelligence Model to Enhance Live, Work, Teach, and Play**

» Chandrasheker Challa (Virginia State University)

9am **Evaluating Marketable Skills of Graduate STEM Students Through a Research Project Seminar Shark Tank**

» James Lawler (Pace University), Dr. Anthony Joseph (Pace University)

8am **Supply Chain Management, Production and Service Operations Management, Quality Management, Logistics, Hospitality, Recreation, and Sports Management**

*Duval B*  
Chaired by: Zhaoqiong (Julie) Qin

8am **Enhancing Coordination in International Risk-Sharing Contracts: A Game-Theoretical Approach with Implications for Global Supply Chains**

» Dr. Sina Shokoohyar (Seton Hall University)

8:30am **Online-return vs. offline-return between online and BM retailers**  
» Zhaoqiong (Julie) Qin (South Carolina State University)

9am **The Supply Chain Risk Posed by AI Model Dependence**  
» Dr. Jeremy Straub (Center for Cybersecurity at the University of West Florida)

9:30am **THE RELATIONSHIP BETWEEN SUPPLY CHAIN MANAGERS' FAMILIARITY WITH SUPPLY CHAIN TECHNOLOGIES, THE USE AND POSSIBLE USE OF SUPPLY CHAIN TECHNOLOGIES, AND SUPPLY CHAIN SUSTAINABILITY**

» James Stoddard (Appalachian State University), Dinesh Dave (Appalachian State University), Doug Marrelli (Appalachian State University), Laura Brewer (Appalachian State University)

8am **Management Strategy, Organizational Behavior, Organizational Theory, Human Resource Management**

*Tampa*  
Chaired by: Dr. Vera Lucia Costinhas da Silva Alves

8am **Examining and Extending the Theory of Adaptive Leadership in a Global Context -Banks in Kenya**

» Dr. Monica Oketch (US International University - Africa), Dr. Matthew Waritay Guah (South Carolina State University)

8:15am **EFFECTS OF CANDIDATE GENDER AND ASSERTIVENESS ON LIKABILITY AND PROMOTABILITY TO A LEADERSHIP POSITION: COMPARING PERCEPTIONS OF U.S. MILLENNIALS WITH THOSE OF OLDER U.S. WORKERS**

» Dr. Vera Lucia Costinhas da Silva Alves (Rollins College), Dr. Misty Loughry (Crummer Graduate School of Business at Rollins College), Dr. Smith-Jentsch Kimberly (Crummer Graduate School of Business at Rollins College)

8:30am **Emirates Airlines: Turning multiculturalism into a competitive edge**

» Inaki Bercian (Embry-Riddle Aeronautical University), Chris Bogran (Embry-Riddle Aeronautical University), Jorge Chiro Tarrab (Embry-Riddle Aeronautical University), Safar Rasulov (Embry-Riddle Aeronautical University), Louis Walker (Embry-Riddle Aeronautical University), Dr. Sohel Imroz (Embry-Riddle Aeronautical University)



Continued from **Friday, 20 February**

9:30am **Tea and Coffee Break**  
*Pre-Function Atrium*

10am **AI Tools: Implications for Research, Teaching, and Student Learning**  
*Pensacola A*  
 Chaired by: James Lawler

10am **Beyond Words: Impacts of Artificial Intelligence (AI) Real-Time Translation Tools on Communication and Culture**  
 » James Lawler (Pace University), Mr. Zenil Priteshkumar Patel (Pace University)

10:35am **AI Vibe Coding, Student Preparation and Research**  
 » Dr. Jeremy Straub (Center for Cybersecurity at the University of West Florida)

10am **Analytics, Big Data Applications, Business Intelligence, Data Mining, Statistics, and Expert Systems**  
*Pensacola B/C*  
 Chaired by: Prof. Kurt Schulzke

10am **Predicting Repayment Intention in Digital Loan Platforms: A Psychometric Approach**  
 » Mr. Xin Liu (University of North Carolina at Pembroke), Mr. Scott Cohen (University of North Carolina at Pembroke), Ms. Ruiying Sun (University of North Carolina at Pembroke), Ms. Zining Guo (University of North Carolina at Pembroke)

10:35am **Bayesian network modeling of compliance risk in wind energy production**  
 » Prof. Kurt Schulzke (University of North Georgia)

10am **Accounting, Economics, and Finance**  
*Miami*  
 Chaired by: Dr. Li Zhang

10am

**IS THE 2021 TEACHER RENUMERATION RECEIVED BY AN INDIAN CITIZEN, EXEMPT FROM FEDERAL INCOME TAX (AND THEREBY SOUTH CAROLINA INCOME TAX) UNDER THE INDIA-US TREATY OR, INSTEAD, DID THE INDIAN CITIZEN RETROACTIVELY LOSE HIS TEACHER EXEMPTION?**

» Dr. Brad Johnson (Francis Marion University), Dr. KAY POSTON (Francis Marion University)

10:30am

**State Pension Plan Versus State Optional Retirement Program**  
 » Dr. Li Zhang (The Citadel)

10am

**Data, Analytics, and Statistics Instruction (DASI)**  
*Jacksonville*  
 Chaired by: Robert Andrews and Dr. Kellie Keeling and Reza Kheirandish

**GAISE-aligned Statistical Literacy, Interactive Simulations and Cutting-edge Innovations**

» Milo Shield (New College of Florida), Alton Alexander (Front Analytics), Chandrasheker Challa (Virginia State University)

10am

**This Ain't Your Grandpa's Finance Program – Keeping the Finance Curriculum Relevant in a Modern World**  
*St. Augustine*  
 Chaired by: Prof. Reinhold Lamb

**This Ain't Your Grandpa's Finance Program – Keeping the Finance Curriculum Relevant in a Modern World**

» Prof. Reinhold Lamb (University of North Florida), Prof. Oliver Schnusenberg (University of North Florida), Prof. Pieter de Jong (University of North Florida)

10am

**Entrepreneurship and Sustainability**  
*Duval B*  
 Chaired by: Dr. Caroline Glackin



Continued from **Friday, 20 February**

10am	<b>Analysis of Entrepreneurial Access to Capital: What Entrepreneurial Data Tells Us</b> » Dr. Caroline Glackin (University of North Carolina at Pembroke), Dr. Murat Adivar (Fayetteville State University), Mr. Xin Liu (University of North Carolina at Pembroke), Ms. Sixuan Ren (University of North Carolina at Pembroke), Mr. Zihao Xie (University of North Carolina at Pembroke), Ms. Bingyi Yin (University of North Carolina at Pembroke)
10:23am	<b>Predictive Modeling Using AI: Connecting Effectuation-Based Decision Patterns to Venture Performance</b> » Dr. Meysam Manesh (Fayetteville State University), Dr. Assad Tavakoli (Fayetteville State University), Alicia Del Pardo (Fayetteville State University)
10:46am	<b>The Effect of Learning Experiences, Prior Work Experiences and Gender on Business Opportunity Identification in Oman</b> » Dr. nasreddine saadouli (gulf university for science and technology)
11:09am	<b>RECLAMATION OR ABDICATION? ECONOMIC AND FINANCIAL IMPACTS OF THE DECISION TO MOVE INDONESIA'S CAPITAL</b> » Dr. Susan Key (Tuskegee University)
10am	<b>Management Strategy, Organizational Behavior, Organizational Theory, Human Resource Management</b> <i>Tampa</i> Chaired by: Dr. Jae Hwan Lee
10am	<b>National Innovation Systems and CBDC Trajectories: The Role of Creative Outputs and Corruption</b> » Dr. Jae Hwan Lee (Rollins College), Mr. Eric Tacl (US Bank)
10:30am	<b>Cyber Insurance Strategies for Info Sec Leaders: Insights From Claim Data</b> » Dr. Dalton Crabtree (University of South Florida), Olga Biedova (College of Charleston), Dr. Clinton Daniel (University of South Florida)

11am	<b>AUTHENTICITY IN CSR CHANGE AND EMPLOYEE COMMITMENT</b> » <u>Ms. Boram Do</u> (Yonsei University)
12pm	<b>SEDSI 2026 Awards Luncheon</b> <i>Florida Ballroom</i>