



## Fifty-Fourth Annual Meeting – January 29-31, 2025 Greenville, South Carolina

**Hyatt Regency Greenville**  
**220 North Main Street**  
**Greenville, SC 29601**  
**(864)235-1234**

### Program Tracks

#### Accounting, Economics, and Finance

Dr. Daewoung "Joey" Choi, dwc1223@uw.edu

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

Dr. Yuyun Zhong, zhongyx@jmu.edu

#### Analytics, Big Data Applications, Business Intelligence, Data Mining, Statistics, and Expert Systems

Dr. Barbara Fraticelli, fraticelli@vt.edu

Dr. Luis J. Novoa, novoadlj@jmu.edu

#### Data Analytics and Statistics Instruction (DASI)

Dr. Bob Andrews, randrews@vcu.edu

Dr. Kellie Keeling, kkeeling@du.edu

*Note: DASI sessions are by invitation only. Please contact the Track Chairs for information and details regarding proposals.*

#### Entrepreneurship

Dr. Shankar Naskar, sn8sf@uvawise.edu

#### Healthcare, Public Sector, and Not-for-Profit Management

Dr. Laquanda Leaven Johnson, lljohnson1@ncat.edu

Dr. Sara Kiser, drbk98@gmail.com

#### Innovative Education, Assessment, Engaged Learning, Curriculum, Teaching and Pedagogy

Dr. Tami Knotts, tknotts@lsus.edu

#### IS, IT, Blockchain Technology, Social Media, Information Privacy, Security, and System Resilience

Dr. Shekar Challa, cchalla@vsu.edu

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

Dr. Matthew T. Jenkins, jenkinsmt@mail.etsu.edu

#### Marketing, Consumer Behavior, International Business, Business Ethics, and Business Law

Dr. Otis Jarvis, jarvisog@vcu.edu

#### Supply Chain Management, Production and Service Operations Management, Quality Management, Logistics, Hospitality, Recreation, and Sports Management

Dr. Hadi Farhangi, farhangih@savannahstate.edu

Dr. Suman Niranjani, suman.niranjani@unt.edu

#### Student Papers: Undergraduate, Master's, and Ph.D.

Dr. Inessa Korovyakovskaya, korovi@savannahstate.edu

Dr. Kimberly Whitehead, kwhitehead@andersonuniversity.edu

**Submission Deadline Extended: November 1, 2024**

### Competitive Papers

The submission of a competitive full paper or abstract (with subsequently submitted full paper) for review means that the paper is original and has not been previously copyrighted, published, presented, or submitted for publication or presentation. Outstanding papers will be selected and recognized at the meeting luncheon on January 31, 2025.

### Symposia, Panels, Tutorials, and Workshops

Proposals for symposia, panels, tutorials, and workshops must be at least two (2) pages long describing what you intend to do and why it would be of interest and importance to members of the Institute. Submissions should follow the General Guidelines detailed here although considerable latitude will be allowed as to the content and format of these sessions. You must provide your own specialized computers or other equipment needed for the session (SEDSI will provide projectors). All participants in symposia, tutorials, and workshops must register and attend the meeting.

***Please note that all papers, presentations, and panel sessions are held in-person. No virtual sessions will be available.***

**The Hyatt Regency Greenville is offering discounted room rates for registered SEDSI attendees from \$169 per night. The cutoff date for this discount is January 6, 2025 or when the SEDSI room block is filled. To make your reservation contact the Hyatt by phone at (864)235-1234 and mention you are with the SEDSI group. Early reservations are strongly recommended!**

### Volunteers

Volunteers are needed to serve as submission reviewers and as session chairs for the 2025 Program. Please contact the Program Chair at [charshaw@presby.edu](mailto:charshaw@presby.edu) by November 1, 2024 to serve the SEDSI community as a reviewer and/or as a session chair.

### Proceedings

The SEDSI will publish an online version of *Proceedings* containing all papers presented at the meeting as well as summaries of all symposia, tutorials, and workshops. Authors are responsible for adhering to the standards outlined online in the Guide for Authors found at <https://sedsi2025.exordo.com>. Notification of acceptance or rejection should occur in December 2024, and accepted papers will be due in final *Proceedings* form not later than January 31, 2025. At least one author must register for the meeting and present the paper during the meeting.

### Placement Service

The SEDSI Placement Service will be provided at the meeting at no cost to applicants or employers. Placement Service forms for applications and positions are available at the SEDSI website:

<https://sedsi.decisionsciences.org>

Completed forms may be sent to the Program Chair at [charshaw@presby.edu](mailto:charshaw@presby.edu).

### Student Papers

The SEDSI 2025 Student Paper Competition welcomes papers written by Undergraduate, Masters, and Ph.D. students. Papers submitted to any of the three Student Papers tracks must be solely of student authorship and will be subject to the same review process as regular papers. All student papers accepted by reviewers will be scheduled on the Program. Judges of the Student Paper Competition will evaluate the quality of each student paper. Additionally, judges will also assess the quality of presentation for undergraduate students for a separate award. Outstanding papers/presentations will be recognized at the President's Awards Luncheon on January 31, 2025.

### Program Chair

Dr. Clint Harshaw  
Presbyterian College  
[charshaw@presby.edu](mailto:charshaw@presby.edu)

### Vice President for Meetings

Dr. Drew Rosen  
University of North Carolina Wilmington  
[rosenl@uncw.edu](mailto:rosenl@uncw.edu)

### Proceedings Editor

Dr. Farshid Azadian  
Embry-Riddle Aeronautical University  
[azadianf@erau.edu](mailto:azadianf@erau.edu)

**Complete your submission at: <https://sedsi2025.exordo.com>**

**Note: *The submission deadline has been extended to November 1, 2024.***

1. Information to be entered during the paper submission process includes (a) the track and specific topic to which it is being submitted, (b) the title of the paper, (c) the authors' names, affiliations, and complete contact information including mailing addresses and email addresses.
2. The submission to be uploaded must be in an editable format (such as .docx) and should include the title and, optionally, a one-paragraph abstract between the title and the body of the paper. The names of the authors should NOT be included on this submitted paper for the review process. At least one author of an accepted paper is required to register for, and present at, the conference.
3. Format citations and references using APA Style (<https://apastyle.apa.org/style-grammar-guidelines>)
4. Additional information regarding guidelines for authors may be found at <http://sedsi2025.exordo.com>

The Decision Sciences Institute's Code of Conduct is adhered to by all authors and participants of the conference. The Code of Conduct is available at <https://decisionsciences.org/code-of-conduct>.

**Southeast Decision Sciences Institute  
Fifty-Fourth Annual Meeting  
January 29-31, 2025**

**Registration will be open soon!**

**For regularly updated information, please visit: <https://sedsi.decisionsciences.org>**

**Questions? Please contact the SEDSI 2025 Conference Program Chair at:  
[charshaw@presby.edu](mailto:charshaw@presby.edu)**