
SOUTHEAST DECISION SCIENCES INSTITUTE 2009 ANNUAL MEETING

Wednesday, February 18 - Friday, February 20

THE PROGRAM CHRONOLOGICALLY

Wednesday, February 18

10:00AM

**REGISTRATION -
WEDNESDAY**

10:00AM to 5:00 PM

Ansonborough

1:30PM

**[SP1] WORKSHOP: EXCEL,
WORD & POWERPOINT 2007
FEATURES: : FINDING THE
OLD ONES AND USING THE
NEW ONES**

1:30PM to 3:00 PM

Suite 2

Coordinators

*Wilma M. Andrews, Virginia
Commonwealth University*

*Robert L. Andrews, Virginia
Commonwealth University*

This session is for individuals struggling with Office 2007 or those that are just now making the transition from office 2003. Many features existing in 2003 have been relocated and are not easy to find. Microsoft has also added in new features that can be useful. The session leaders will present numerous features that may have frustrated users who tried to find them in Office 2007 and ones that they feel could be helpful to faculty in performing their duties. Participants will be encouraged to interact by asking questions and sharing what they have learned also.

**[AC1] TUTORIAL: USING
THE SIPOC FRAMEWORK
TO TEACH COST FLOWS IN
MANAGERIAL
ACCOUNTING**

1:30PM to 3:00 PM

Ashley

Presenters

Sheila Foster, The Citadel

Carl E. Betterton, The Citadel

Accountants have moved out of their cubicles, put away their eyeshades and pocket protectors, and moved into the mainstream of the organization. For over a decade textbooks and professors have told accounting students that they will be members of the management team. Unfortunately, too often, the disciplines of management and accounting are taught as if they were totally separated with little or no overlap between them. This presentation proposes to:

1. Simplify how the flow of costs through an organization is taught in managerial accounting by showing how to
2. Integrate the presentation of and accounting for manufacturing costs with the SIPOC framework.

**[AG1] FORECASTING IN
RISKY SETTINGS**

1:30PM to 3:00 PM

Edisto

Chairperson

Steven D. Lang, Randolph-Macon College

Performance Appraisal and Football Point Spreads

*Ladd Michael Kochman, Kennesaw State
University*

The Determinants of Scoring in NFL Games and Beating the Spread

Wednesday, February 18

*C. Barry Pfitzner, Randolph-
Macon College*

Steven D. Lang, Randolph-Macon College

Tracy D. Rishel, Belmont Abbey College

Forecast the Existing-Home Sales in the
U.S.

Andrew T. Light, Liberty University

Discussants

Steven D. Lang, Randolph-Macon College

Ladd Michael Kochman, Kennesaw

State University

*C. Barry Pfitzner, Randolph-Macon
College*

[IS1] ROLE OF TECHONOLOGY IN ORGANIZATIONS

1:30PM to 3:00 PM *Wraggborough*

Chairperson

*Edward D. Showalter, Randolph-Macon
College*

Predicting Acceptance of Electronic
Medical Records: What Factors Matter
Most?

*Shanan G. Gibson, East Carolina
University*

*Elaine D. Seeman, East Carolina
University*

RFID Use in Today's Large
Manufacturing Firm: An Exploratory
Study

*Angappa Gunasekaren, Umass Dartmouth
Timothy Shea, University of
Massachusetts - Dartmouth*

*David Lewis, University of Massachusetts
- Lowell*

Business Intelligence (B I): A Case Study
of Achieving Operational Excellence in
Chemical and Kaolin Manufacturing

*Jason Maxwell, Georgia College & State
University*

Patricia Layton, Kamin, Llc

*Tanya Goette, Georgia College & State
University*

Discussants

*Edward D. Showalter, Randolph-Macon
College*

*R. Franklin Morris, Jr., The Citadel
Christopher Zobel, Virginia Tech*

[IE1] WORKSHOP: NAVIGATING THE MINEFIELDS IN ONLINE EDUCATION

1:30PM to 3:00 PM

Harleston

Coordinator

Patricia P. McArver, The Citadel

The Citadel School of Business Administration made its first forays into online education during the Summer 2008 session. As is the case with any new endeavor, the four hardy souls who ventured where others had not gone emerged from the summer with a collection of lessons learned and a few battle scars. Their primary adversary throughout the process was the technology. To simplify the process of teaching courses online as well as to enhance the experiences of students in the classroom, The Citadel's Oral Communications Laboratory is investing in a Mediasite installation. The equipment should be operational for the Spring 2009 semester. The hope is that with this investment, instructors will be able to focus once again on their teaching without worrying about the foibles of technology. Navigating the Minefields in Online Education will cover The Citadel's entry into distance learning and will encourage others to share their experiences in online education.

[MG1] UNDERSTANDING EMPLOYEE BEHAVIOR AND THE INDIVIDUAL AND ORGANIZATIONAL EFFECTS

1:30PM to 3:00 PM

Santee

Chairperson

Melita Prati, East Carolina University

Emotional Intelligence Skills: The
Building Blocks of Defense from
Emotional Labor Burnout

Melita Prati, East Carolina University

Joy H. Karriker, East Carolina University

Lifestyle Behaviors: Evaluating Behaviors

That Justify Increasing the Employee's

Cost for Employer Provided Health

Insurance

*R. Eugene Hughes, East Carolina
University*

Wednesday, February 18

Understanding the Role of Justice Climate
in Shaping Organization Level
Interpersonal Behavioral Norms

*Andrew O. Herdman, East Carolina
University*
*W. Lee Grubb III, East Carolina
University*

Discussants

William Sharbrough, The Citadel
Forrest Stegelin, University of Georgia
*Timothy Ward Nichols, North Carolina
State University*

[MK1] SERVICES

1:30PM to 3:00 PM Suite 1

Chairperson

*Ugur Yavas, East Tennessee State
University*

Organizational Support and Personal Trait
Determinants of Service Worker
Performance: An Empirical Study

*Ugur Yavas, East Tennessee State
University*

Osman M. Karatepe, Gazimagusa
Emin Babakus, The University of Memphis
The K-Factor in Service Analysis

*Harry Katzan, Jr., Savannah State
University*

Segmentation Analysis of Grocery
Shoppers in Alabama

*James O. Bukenya, Alabama A & M
University*
*Micheal L. Mukiibi, Alabama A&M
University*

Discussants

*P. Krishnakumar, Slippery Rock
University*
Elisabeth G. Velazquez, Roanoke College
John E. Timmerman, The Citadel

**[WA1] EXPERT SYSTEMS
AND DECISION SUPPORT
SYSTEMS**

1:30PM to 3:00 PM Wando

Chairperson

Alfredo Abarca, College of Charleston

Expert System for Student Advisement

*Ramesh M. Choudhari, South Carolina
State University*

Decision Support System for Data
Validation

*Shobha R. Choudhari, South Carolina
State University*

Discussants

Ann B. Little, High Point University
David W. Little, High Point University

3:00PM

**AFTERNOON COFFEE
BREAK**

3:00PM to 3:30 PM
Ansonborough

3:30PM

**[SP2] WORKSHOP:
PODCASTS IN HIGHER
EDUCATION; WHY AND
HOW? REACHING
STUDENTS THROUGH THE
TECHNOLOGY THEY USE**

3:30PM to 5:00 PM Ashley

Coordinators

Lance A. Matheson, Virginia Tech
*John R. O'Malley, Jr., Georgia Southern
University*

Lecturing students doesn't seem to work very well.
Many students don't come to class regularly and
when they do, they are often not involved.

Learning theory suggests that lecturing is not very
effective (although it is cost effective). Involving
the students in the class can be more effective but
often means that covering required course material
is problematic. Podcasting is a technology that can
help solve both problems. In this workshop, the
problems with traditional teaching methods will be
discussed in relationship to current students. Then
a demonstration on how to create a podcast will be
given. Finally, ways to make podcasts available to
students will be discussed

[IS2] NETWORKING AND

COMMUNICATION ISSUES

3:30PM to 5:00 PM *Wraggborough*

Chairperson

Chlotia P. Garrison, Winthrop University

Motivations for Using Short Messaging Service

*Liqiong Deng, West Georgia
Jun Sun, University of Texas -
Pan American
Douglas E. Turner, University of
West Georgia
Bradley Prince, University of
West Georgia*

Competition and Strategy in the U.S.

Broadband Industry

*Seungjae Shin, Mississippi
State University
Jack E. Tucci, Mississippi State
University, Meridian*

Network Security for Cyber War

Young B. Choi, James Madison University

Discussants

*Chlotia P. Garrison, Winthrop University
April H. Reed, East Carolina University
Liqiong Deng, West Georgia*

**[IE2] PORTER AND THE
SUPPLY CHAIN**

3:30PM to 5:00 PM *Wando*

Chairperson

Nikki M. Finlay, Clayton State University

A Strategic Assessment of the Higher Education Industry: Applying the Porters Five Forces for Industry Analysis

Michael A. King, Virginia Tech

Practical Examples of Supply Chain Applications Using a Distribution Laboratory

*Samir Youssef Khoury, East
Carolina University
Leslie R. Pagliari, East
Carolina University*

An Update on Utilizing the Top 25 Supply Chains in the Classroom

*Richard W. Monroe, Coastal
Carolina University*

Discussants

*Leslie R. Pagliari, East
Carolina University*

Qidong Cao, Winthrop University

Michael A. King, Virginia Tech

**[IE3] INNOVATIVE
EDUCATION #2**

3:30PM to 5:00 PM *Edisto*

Chairperson

Christina D. McCart, Roanoke College

The Role of Leadership and Feedback in Successful Collaborative Team Performance

*John Bradley, East Carolina University
Richard Hauser, East Carolina University
An Entrepreneurship Course with a Twist
William Sharbrough, The Citadel
Erik T. Cox, The Citadel*

Act, Don't React: A Teaching Case on Operational Risk Management in Banking

*Bryan L. Aasheim,
Cheryl L. Aasheim, Georgia
Southern University
Susan R. Williams, Georgia
Southern University*

Discussants

*Julie Ann Stuart Williams, University of
West Florida
John Bradley, East Carolina University
William Sharbrough, The Citadel*

**[MK2] WATCHING THE
CONSUMER**

3:30PM to 5:00 PM *Suite 1*

Chairperson

*Harry Katzan, Jr., Savannah
State University*

Consumer Acceptance of RFID: A Test of Competing Models

*Jeffery S. Smith, Florida State University
Mark R. Gleim, Florida State University
Sung-Hee Park, Kettering*

The Internet Shopping Habits of High School Students in Appalachia

*Michael Monahan, Frostburg
State University
Amit J. Shah, Frostburg State University*

A Night on the Town: An Observational Study of Leisure Clientele of Bars in the Charleston Area Based on the Marketing Mix

Jennifer L. Prelack, College of Charleston

Discussants

*David M. Furman, Clayton
State University*

*P. Krishnakumar, Slippery
Rock University*

*Harry Katzan, Jr., Savannah
State University*

**[ST1] PANEL: DISCUSSION
OF ACADEMIC SUPPORT
PRODUCTS FOR BUSINESS
STATISTICS INSTRUCTION**

3:30PM to 5:00 PM

Suite 2

Moderator

*Robert L. Andrews, Virginia
Commonwealth University*

Panel led open discussion of a variety of support products for business statistics. These include textbooks, automated homework systems and tutoring systems provided by publishing companies; computational tools consisting of calculators, spreadsheets and statistical packages; course management and content delivery products such as Blackboard and WebCT; automated feedback via student response systems (clickers); and any other products that panelists or attendees bring up during the session.

Panelists

*Barbara A. Price, Georgia Southern
University*

Kellie B. Keeling, University of Denver

*Joan M. Donohue, University of South
Carolina*

*Charles A. Correia, Virginia
Commonwealth University*

Thursday, February 19

7:00AM

**[MT1] MEETING: SEDSI
COUNCIL MEETING**

7:00AM to 8:00 AM *Kiawah*

Developing Ethical Maturity in the
Classroom: A Study in Progress

*Gary Alan Poe, Grambling
State University*

Discussants

*Edward D. Showalter, Randolph-
Macon College*

*Maria L. Bullen, Clayton State University
Fredrick Davidson, Concord University*

7:30AM

**CONTINENTAL
BREAKFAST**

7:30AM to 8:00 AM
Ansonborough

**[IS3] CURRICULUM
DESIGNS AND STRATEGIES I**

8:00AM to 9:30 AM *Wraggborough*

Chairperson

*Douglas E. Turner, University of
West Georgia*

**REGISTRATION-
THURSDAY**

7:30AM to 3:30 PM
Ansonborough

Integrating Collaboration Software Skills
Into an Introductory Information Systems
Course

*Harry L. Reif, James Madison University
Carey B. Cole, James Madison University*
Meeting student training opportunities in
data storage technology through a
collaboration between a local technology
community and the local university

*Robert Gehling, Auburn University -
Montgomery*

Tom F. Griffin, Auburn-Montgomery

Enhancing Ethical Decision-Making
Through MIS Courses

Susan S. Light, Liberty University

Discussants

*Karen Naylon Coffman, High
Point University*

*Susan S. Light, Liberty University
Chuck Leska, Randolph-Macon College*

8:00AM

[AC2] ISSUES IN ETHICS

8:00AM to 9:30 AM *Ashley*

Chairperson

*Edward D. Showalter, Randolph-
Macon College*

A Conceptual Model for Ethical Decision
Making with Multiple Objectives and
Multiple Stakeholders

Fredrick Davidson, Concord University

The Corporate Character Ethical Value
Matrix: Theory & Measure Development

*Edward D. Showalter, Randolph-
Macon College*

**[IE4] WORKSHOP: RUBRICS
AND FEEDBACK FOR
CONSTRUCTED RESPONSE
ASSESSMENTS**

8:00AM to 9:30 AM

Wando

Coordinators

Thomas F. Hawk, Frostburg

State University

Amit J. Shah, Frostburg State University

This workshop will introduce participants to the concept of evaluation and feedback rubrics for course learning goals that require constructed response assessments (e.g., case analyses, research papers, team projects, oral presentations, etc.) as well as suggestions for enhancing the effectiveness and value of instructor-generated feedback on those assessments. Participants will have the opportunity to work on developing a holistic or analytic rubric for an assessment activity from a course of their choice and explore the implications for the type and form of feedback they can or may give and how to cope with possible student reactions to the feedback.

**[IE5] LEARNING OUTSIDE
THE CLASSROOM**

8:00AM to 9:30 AM

Harleston

Chairperson

Qidong Cao, Winthrop University

Mentoring University Students: The Development, Evolution, and Achievements of the Citadel Mentors Association

Earl Walker, The Citadel

Bruce Strauch, The Citadel

Forrest Stegelin, University of Georgia

Wesley M. Jones, Jr., The Citadel

Faculty Assessment of Internships: A Review of Current Practices and Recommendations for Improving Partnerships

Suzanne J. Smith, Presbyterian College

Linda C. Jameison, Presbyterian College

Summer International Internship in China for Undergraduate Accounting Students:

An Experiential Learning Approach

Sean Chen, Furman University

Discussants

Sean Chen, Furman University

Earl Walker, The Citadel

Suzanne J. Smith, Presbyterian College

**[MG2] EMPLOYEE
ATTITUDES IN THE
WORKPLACE FROM
GOOFING OFF TO FILING
GRIEVANCES**

8:00AM to 9:30 AM

Santee

Chairperson

Timothy J. Keogh, The Citadel

Racial Attitudes and Ethical Considerations and Challenges of the Millennial Generation

Janice Witt Smith, Winston-Salem

State University-

Cognitive Frames for Workplace

Grievances: A Preliminary Investigation

Kurt H. Loess, East Tennessee

State University

Predictors of Goofing Off at Work

Wayne H. Decker, Salisbury University

Discussants

William R. Crandall, University of North

Carolina, Pembroke

Richard E. Crandall, Appalachian

State University

Janice Witt Smith, Winston-Salem

State University-

**[MK3] MARKETING AND
INTERNATIONAL BUSINESS
POTPOURRI**

8:00AM to 9:30 AM

Suite 1

Chairperson

David M. Furman, Clayton

State University

The Currency Denomination of External European Union Imports After European Union Expansion

Images of Women in Advertisements: A Revisit

P. Krishnakumar, Slippery

Rock University

Sunita Joan Peacock, Slippery

*Rock University
Lathika Krishnakuma*
Assessment of a Marketing Crisis as a
Guide to Recovery
*John E. Timmerman, The Citadel
Ian Shepherd, Abilene
Christian University*

Discussants

*P. Krishnakumar, Slippery
Rock University
John E. Timmerman, The Citadel
Mark David Witte, College of Charleston*

**[ST2] WORKSHOP:
TEACHING TRICKS FOR
QUANTITATIVE ANALYSIS:
CONTROL CHARTS,
SAMPLING DISTRIBUTIONS,
MULTIPLE REGRESSION,
AND TIME SERIES
ANALYSIS**

8:00AM to 9:30 AM Suite 2

Coordinator

Kellie B. Keeling, University of Denver
The presenters in this session will share some tips and tricks that they use in teaching quantitative analysis. Two presentations will share active learning exercises for teaching control charts and sampling distributions. One presentation will cover some built-in Excel functions that can be used in the presentation of subset selection in multiple regression. And the final presentation will cover using the application of the stock market to teach concepts such as time series and regression.

Leaders

*Julie Ann Stuart Williams, University of
West Florida
Joan M. Donohue, University of
South Carolina
Cliff T. Ragsdale, Virginia Tech
Craig G. Harms, University of
North Florida*

9:30AM

**MORNING COFFEE
BREAK**

9:30AM to 10:00 AM
Ansonborough

10:00AM

**[AC3] ASSORTED
ACCOUNTING TOPICS**

10:00AM to 11:30 AM *Ashley*

Chairperson

Greg Kordecki, Clayton State University
Funds Flow Along the Supply Chain
*Richard E. Crandall, Appalachian
State University*
Flexible Working Arrangements and Their
Impact Upon Job Satisfaction in an
Accounting Firm

*Joseph B. Gilmore, Frostburg
State University*

*Richard A. Johnson, Frostburg
State University*

Quality Control Revisions for CPA Firms:
Barriers or Opportunities

Greg Kordecki, Clayton State University

Discussants

Greg Kordecki, Clayton State University

*Richard E. Crandall, Appalachian
State University*

*Joseph B. Gilmore, Frostburg
State University*

**[AG2] FINANCE AND
ECONOMICS POTPOURRI**

10:00AM to 11:30 AM *Wando*

Chairperson

Nikki M. Finlay, Clayton State University

The Economics of a Plant Breeding
Program

Forrest Stegelin, University of Georgia

Conserving Fuel: Adding the Truck Driver
to the Equation

Nikki M. Finlay, Clayton State University

*Gregory A. Allen, Clayton
State University*

James E. Winton, Clayton State University
Has Online Shopping Encroached Into
Our Holiday Traditions?

JoAnna Shore, Frostburg State University
*Mark A. Shore, Allegany College
of Maryland*

Discussants

JoAnna Shore, Frostburg State University
Forrest Stegelin, University of Georgia
Nikki M. Finlay, Clayton State University

**[AG3] INTERNATIONAL
ECONOMICS**

10:00AM to 11:30 AM *Edisto*

Chairperson

*C. Barry Pfitzner, Randolph-
Macon College*

Medical Tourism Facilitators -- A
Structure-Conduct-Performance Analysis
*Lydia Gan, University of North
Carolina - Pembroke*

*James R. Frederick, University of North
Carolina - Pembroke*

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

Convergence in Latin America: What Do
We Know?

*C. Barry Pfitzner, Randolph-
Macon College*

Kyle Wiggins, Randolph-Macon College

Discussants

Lonnie L. Bryant

*James R. Frederick, University of North
Carolina - Pembroke*

[IS4] IT STUDIES

10:00AM to 11:30 AM *Wraggborough*

Chairperson

Yong B. Shin, Francis Marion University

Knowledge and Skill Requirements for
Entry-Level Information Technology
Workers: Do Employers in the IT Industry
View These Differently Than
Employers in Other Industries?

Cheryl L. Aasheim, Georgia

Southern University
*Susan R. Williams, Georgia
Southern University*

Examine the Source of Cognitive
Dissonance in IT Professionals

Yong B. Shin, Francis Marion University
Allen E. Smith, Francis Marion University
Modern Storage Network Technology and
Storage Virtualization: New Advantages,
Barriers to Acceptance, and Possible
Solutions

Michael Spenser, Auburn-Montgomery
*Robert Gehling, Auburn University -
Montgomery*

A Dynamic Analysis of Good and Poor
Performing: Open Source Software
Projects Using Artificial Neural Networks
*Barry A. Wray, University of North
Carolina - Wilmington*

Discussants

*Elaine D. Seeman, East
Carolina University*

*Timothy Shea, University of
Massachusetts - Dartmouth*
*Susan R. Williams, Georgia
Southern University*

*Robert Gehling, Auburn
University - Montgomery*

**[MG3] DEALING WITH
CRISES AND CRITICAL
BEHAVIORS IN TODAY'S
ENVIRONMENT**

10:00AM to 11:30 AM *Santee*

Chairperson

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

Crisis Management in the New Strategy
Landscape

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

*John A. Parnell, University of North
Carolina at Pembroke*

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

A Behaviorally Anchored Rating Scale for
Critical Behaviors in Disaster
Management

Adam P. Rostis, Saint Mary's University
Hari Das, Saint Mary's University
Using Systems Dynamics to Improve
Coordination Between Hospital Units

*John E. Spillan, University of North
Carolina - Pembroke*
*Christopher Ziemnowicz, University of
North Carolina - Pembroke*

Discussants

Timothy J. Keogh, The Citadel
*Samir Youssef Khoury, East
Carolina University*
*Amy McMillan-Capehart, East
Carolina University*

**[PS1] HEALTHCARE:
ISSUES, CAUSES &
COMPARISONS**

10:00AM to 11:30 AM Suite 1

Chairperson

*Wilma M. Andrews, Virginia
Commonwealth University*

Some Issues in Healthcare Quality
Ajay K. Aggarwal, Millsaps College
The Nursing Shortage in the USA and
Abroad: Underlying Causes and
Recommendations to Resolve

*Robert T. Barrett, South Carolina
State University*
*Bobbie Perdue, South Carolina
State University*

Root Cause Analysis : Industry and
Healthcare Comparisons

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

Discussants

*Robert T. Barrett, South Carolina
State University*
*Joseph G. Van Matre, University of
Alabama - Birmingham*
Ajay K. Aggarwal, Millsaps College

**ATTENDANCE PREDICTION,
LEARNING RUBRICS, AND
PRINCIPAL COMPONENTS
ANALYSIS**

10:00AM to 11:30 AM Suite 2

Chairperson

Kellie B. Keeling, University of Denver

Is This Yet Another Anomaly in
Operations Research?

*Pawel J. Kalczynski, California State
University - Fullerton*
*Jerzy Kamburowski, The University
of Toledo*

The Impact of Patient Non-attendance on
Efficiency and the Prediction of Non-
Attendance for Physical Therapy

*Julie Ann Stuart Williams, University of
West Florida*

Steven Pepper, University of West Florida
Using Rubrics to Assess Learning in
Quantitative Courses: A Success Story

*Cindy H. Randall, Georgia
Southern University*
*Barbara A. Price, Georgia
Southern University*
*Kathryn D. Randall, Georgia
Southern University*

Comparing Different Percentiles for
Parallel Analysis Implementation

Kellie B. Keeling, University of Denver

Discussants

*Julie Ann Stuart Williams, University of
West Florida*
*Cindy H. Randall, Georgia
Southern University*
Kellie B. Keeling, University of Denver
*Jerzy Kamburowski, The University
of Toledo*

**[ST3] FLOW SHOP
SCHEDULING, PATIENT**

11:30AM

**[MT2] MEETING: SEDSI
OFFICER'S MEETING**

11:30AM to 1:00 PM *Kiawah*

1:00PM

**[AC4] DATA SECURITY AND
THE BALANCED
SCORECARD**

1:00PM to 2:30 PM *Ashley*

Chairperson

Maria L. Bullen, Clayton State University

Biometric Data Security

James A. Pope, University of Toledo

*Dieter Bartmann, Universitaet
Regensburg*

Human Resource Accounting and the
Balanced Scorecard

Maria L. Bullen, Clayton State University

Adel M. Novin, Clayton State University

Discussants

David M. Furman, Clayton

State University

James A. Pope, University of Toledo

[AG4] INVESTMENTS

1:00PM to 2:30 PM *Edisto*

Chairperson

*George S. Lowry, Randolph-
Macon College*

Measures of Performance for Fund
Management: Does Active Investment
Pay?

Shabnam Mousavi, Max Planck Institute

*Reza Kheirandish, Clayton
State University*

*Lari H. Arjomand, Clayton
State University*

Using Rates of Return to Forecast
Returns: An Abstract

*George S. Lowry, Randolph-
Macon College*

Wesley M. Jones, Jr., The Citadel

Mutual Fund Complex Decisions to
Purchase Mutual Funds: Insider Insights

Lonnie L. Bryant

Discussants

Steven D. Lang, Randolph-Macon College

Lonnie L. Bryant

*George S. Lowry, Randolph-Macon
College*

**[IS5] CURRICULUM
DESIGNS AND STRATEGIES**

II

1:00PM to 2:30 PM *Wando*

Chairperson

Chuck Leska, Randolph Macon College

Communication on Virtual and Co-
Located Software Project Teams

April H. Reed, East Carolina University

Linda V. Knight, Depaul University

A Website Analysis of Ethical Codes for
Computing Programs

*Adrian Gardiner, Georgia
Southern University*

Lance A. Matheson, Virginia Tech

*J. Harrison McCraw, University of
West Georgia*

*John R. O'Malley, Jr., Georgia
Southern University*

Mobile Web Usability Development and
Maintenance

*Caroline G. Collier, Georgia College &
State University*

*Ajantha Dahanayake, Georgia College &
State University*

Discussants

Chuck Leska, Randolph-Macon College

*Caroline G. Collier, Georgia College &
State University*

*Susan R. Williams, Georgia
Southern University*

**[IE6] INNOVATION
EDUCATION #1**

1:00PM to 2:30 PM *Harleston*

Chairperson

*Robert Gehling, Auburn
University - Montgomery*

Hands-On Experience with Linear
Regression

*Hope M. Baker, Kennesaw
State University*

Analysis After Output III - Algorithms

*Kenneth R. MacLeod, East
Carolina University*

Discussants

*Betsy Page Sigman,
Georgetown University
Hope M. Baker, Kennesaw
State University*

**[MG4] THE ROLE OF
HUMAN RESOURCE
MANAGEMENT TODAY**

1:00PM to 2:30 PM *Santee*

Chairperson

*David T. Antonioni, University of
Wisconsin - Madison*

Hrm's Trends and Shifting Practitioner
Roles and Competencies: Preliminary
Evidence from Nova Scotia

*Paula D. Crouse, Mount Saint
Vincent University
Wendy P. Doyle, Mount Saint
Vincent University
Jeffrey D. Young, Mount Saint
Vincent University*

In Defense of Hr

*Gloria J. Harrell-Cook, Frostburg
State University*

Telecommuting's Effects on the
Employee, the Work Group, the
Organization, and Society

*Samir Youssef Khoury, East
Carolina University*

Discussants

*Kurt H. Loess, East Tennessee
State University*

*David T. Antonioni, University of
Wisconsin - Madison*

Mayes D. Mathews, Saint Leo University

**[ST4] FINANCE,
INSURANCE, AND REAL
ESTATE ANALYSIS**

1:00PM to 2:30 PM *Suite 2*

Chairperson

*Elena Moshkovich, University
of Montevallo*

Evaluating Volatility Forecasting Models
*Zhixin Richard Kang, University of North
Carolina - Pembroke*

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

An Analysis of Insurance Complaint
Ratios

*Richard L. Morris, Winthrop University
Glenn L. Wood, Winthrop University*

Decision Support for Real Estate
Evaluation

*Elena Moshkovich, Universit
of Montevallo*

*Alexander I. Mechitov, University
of Montevallo*

*Luiz Flavio Autran Monteiro Gomes,
Ibmec rj*

Discussants

*Elena Moshkovich, University
of Montevallo*

*Zhixin Richard Kang, University of North
Carolina - Pembroke*

Richard L. Morris, Winthrop University

**[SC1] PERFORMANCE
ISSUES IN SUPPLY CHAIN,
POM AND TQM**

1:00PM to 2:30 PM *Wraggborough*

Chairperson

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

An Inventory Model with Random Yields
for Investing to Setup Reduction Under a
Limited Capital Budget

*Kuo-Lung Hou
Li-Chiao Lin*

Developing a Methodology to Implement
Continuous Quality Improvement in
Health Care Organizations
*Rhonda L. Hensley, North Carolina A & T
State University*
*Kathryn Dobie, North Carolina A&T
State University*

Measuring the Performance of a 3PL
Company for Branch Operations
Seong-Jong Joo, Clayton State University
*James S. Keebler, Clayton
State University*

Discussants

*Rhonda L. Hensley, North Carolina A & T
State University*
Seong-Jong Joo, Clayton State University
Kuo-Lung Hou

**[SC2] SUPPLY CHAIN
MANAGEMENT AND
PURCHASING: CURRENT
TOPICS**

1:00PM to 2:30 PM *Suite 1*

Chairperson

*Richard W. Monroe, Coastal Carolina
University*

Reeling in Outsourcing
Marilyn Smith, Winthrop University
Roberta Russell, Virginia Tech
Information Technology and Demand
Driven Supply Chains
*Richard W. Monroe, Coastal
Carolina University*
Jay M. Teets, Coastal Carolina University

Discussants

Jay M. Teets, Coastal Carolina University
Christina D. McCart, Roanoke College

2:30PM

**AFTERNOON COFFEE
BREAK**

2:30PM to 3:00 PM
Ansonborough

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

2:30PM to 3:30 PM *Kiawah*

3:00PM

**[SP3] TUTORIAL: SERVICE
SCIENCE**

3:00PM to 4:30 PM *Suite 1*

Presenter

*Harry Katzan, Jr., Savannah State
University*

Generally speaking, there is a lack of knowledge in
schools of business about exactly what constitutes
Service Science.

This tutorial will cover the following general
topics:

- Understanding services
- Service Models
- Service Systems
- Service Oriented Architecture (SOA)

**[IS6] TUTORIAL:
COMPARING THE
CHARACTERISTICS OF
PRINCIPLE ONLINE
TRAINING AND
ASSESSMENT PRODUCTS
FOR INTRODUCTORY
COMPUTER INSTRUCTION**

3:00PM to 4:30 PM *Harleston*

Presenter

*Wilma M. Andrews, Virginia
Commonwealth University*

The moderator will present relevant information and lead a discussion of four products: SAM2007 (Cengage), MyITLab (Pearson), SimNet (McGraw Hill) and SNAP (EMC/Paradigm). Characteristics discussed include: cost, easy of use by students and faculty, content coverage, product support for students and faculty, linkage to text materials, effectiveness of training modules, types of exam questions supported, time required to become familiar with the product for students and faculty, pricing flexibility, online help support for students and faculty, time duration of student accounts. Session participants will be invited to ask questions and provide their experience with these products and vendors.

**[IE7] PANEL: CREATING
AND IMPLEMENTING AN
INTERDISCIPLINARY
DEGREE PROGRAM:
INCENTIVES, RESISTANCE,
AND REWARDS**

3:00PM to 4:30 PM *Edisto*

Moderators

*Ramin Cooper Maysami, University of
North Carolina at Pembroke
James W. Robinson, University of North
Carolina at Pembroke*

Universities are often viewed as locations for innovation and change. New curricula should be designed based on the needs of the time, and existing programs ought to be modified or even eliminated. Change, however, is often hard to accept and resistance forms when a new program is proposed. Be it the threat of losing students to the new degree program, or simply the fear of the unknown, and the uncertainty of the need for the curriculum-opposition does appear when least expected. It took a team of 11 faculty member nearly 2 years to develop the Bachelor of Interdisciplinary Studies (BIS) at UNC-Pembroke, and to move through the University approval process. This panel discussion recounts the steps necessary to merge the needs and desires of the University administration with those of the faculty members when a new program is being established. The presentation/discussion will be useful to all members of institutions of higher learning-academics and administrators alike. Anyone with intentions of designing an entirely new program of study should attend this session

which will prepare them well for what to expect, and what not to take for granted.

Panelists

*Christopher Ziemnowicz, University of
North Carolina - Pembroke
John E. Spillan, University of North
Carolina - Pembroke*

**[MG5] LEADERSHIP AND
MANAGEMENT: THE
ALLUREMENT AND THE
LANGUAGE**

3:00PM to 4:30 PM *Ashley*

Chairperson

William Sharbrough, The Citadel

An Analysis of Gender Differences in
Perceptions of Leader Motivating
Language Use

*William Sharbrough, The Citadel
Susan Simmons, The Citadel*

The Allurement of Administration and
Management

*Amber C. Stegelin, University of
South Carolina
Forrest Stegelin, University of Georgia
A Model of Moral Leadership
Martha Mattare, Frostburg
State University*

Discussants

*Melita Prati, East Carolina University
Andrew O. Herdman, East
Carolina University
R. Eugene Hughes, East
Carolina University*

**[MG6] LEADERSHIP AND
SYNERGY**

3:00PM to 4:30 PM *Santee*

Chairperson

Timothy J. Keogh, The Citadel

Advancing an Understanding of the Roles
of Risk, uncertainty, and Instability and
the Reality of Negative Synergy

*Mayes D. Mathews, Saint Leo University
Shannon O. Jackson, Saint Leo University
Physician Style Differences: An Evidence*

Based Study of Leadership

Timothy J. Keogh, The Citadel

Does Emotional Intelligence Predict
Leadership Behaviors?

*David T. Antonioni, University of
Wisconsin - Madison*

Discussants

James O. Smith, East Carolina University

Janice Witt Smith, Winston-Salem

State University

Paula D. Crouse, Mount Saint

Vincent University

**[SC3] STRATEGIES AND
MODELS FOR SUPPLY
CHAIN MANAGEMENT**

3:00PM to 4:30 PM Wraggborough

Chairperson

Marilyn Smith, Winthrop University

A Comparison of Regression Models for
Forecasting a Cumulative Variable

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

J. Gaylord May, Wake Forest University

Addressing Supply Chain Risks Through
Agile Strategies

*Richard W. Monroe, Coastal Carolina
University*

*P. Richard Martin, Coastal Carolina
University*

Discussants

*P. Richard Martin, Coastal Carolina
University*

Marilyn Smith, Winthrop University

**[TP1] TECHNIQUES FOR
IMPROVING LEARNING
EFFECTIVENESS IN
INTRODUCTORY
STATISTICS COURSES**

3:00PM to 4:30 PM Suite 2

Chairperson

Ann B. Little, High Point University

Reducing Technology Learning Curve in
Introductory Statistics Course Using

Visual Interactive Statistical Analysis

Dmitriy Shaltayev, Christopher

Newport University

Harland Hodges, College of Charleston

Robert Baker Hasbrouck, Christopher

Newport University

Emphasizing One-sided Interval

Estimation in Introductory Business

Statistics Courses

Penelope R. Verhoeven, Kennesaw

State University

Victor K. Wakeling, Kennesaw

State University

Discussants

Craig G. Harms, University of

North Florida

Sam G. Berry, The Citadel

5:00PM

**[MT4] MEETING: SEDSI
BUSINESS MEETING**

5:00PM to 6:00 PM Harleston

6:00PM

PRESIDENT'S RECEPTION

6:00PM to 7:30 PM

Palmetto Courtyard

Friday, February 20

7:30AM

REGISTRATION - FRIDAY

7:30AM to 10:30 AM

Ansonborough

**CONTINENTAL
BREAKFAST**

7:30AM to 7:30 AM

Ansonborough

8:00AM

**[SP4] PANEL: TOOLS OR
TOYS? FORUM ON
ACADEMIC USES OF
RECENT
INNOVATIONS**

8:00AM to 9:30 AM

Suite 1

Moderator

*Robert L. Andrews, Virginia
Commonwealth University*

This is a forum discussion focusing on a variety of relatively recent technology and software innovations that can potentially be used by faculty. These include tablet PCs and computers with touch-controlled screen; course management system tools like WIMBA and threaded discussions; Office 2007; collaboration and document management tools such as Microsoft SharePoint; automated feedback via student response systems (clickers); and any other products that panelists or attendees bring up during the session.

Panelists

*Wilma M. Andrews, Virginia
Commonwealth University
Harry L. Reif, James Madison University*

*Barbara A. Price, Georgia
Southern University*

Carey B. Cole, James Madison University

**[AC5] A POTPOURRI OF
TOPICS**

8:00AM to 9:30 AM

Wraggborough

Chairperson

James A. Pope, University of Toledo

Using the Analytic Hierarchy Process to Look at the Tradeoffs Among Stakeholders in the Case of Surrogacy When the Initial Intention of the Parties Involved Change After the Pregnancy Has Ensued

Cynthia Knott Eck, Marymount University

Susanne Ninassi, Marymount University

Alyson Eisenhardt, Marymount University

Strategies for Choosing a Dispute Resolution Method

Judith Stilz Ogden, Clayton

State University

Nikki M. Finlay, Clayton State University
Small Business and Ethics Program

David M. Furman, Clayton

State University

Discussants

David M. Furman, Clayton

State University

James A. Pope, University of Toledo

Cynthia Knott Eck, Marymount University

[IS7] IT MODELS

8:00AM to 9:30 AM

Harleston

Chairperson

Jason K. Deane, Virginia Tech

A Utility-Based Approach for E-Service Pricing

Wei-Lun Chang, Tamkang University

Improving the Efficiency of Online Advertisement Targeting Via Artificial

Intelligence Analysis of User's Web Surf History

*Jason K. Deane, Virginia Tech
Loren Rees, Virginia Tech
Terry R. Rakes, Virginia Tech*

Integrated Risk-Driven Security
Assessment Methodology: Irsam

Bel G. Raggad, Pace University

Discussants

*Bel G. Raggad, Pace University
R. Franklin Morris, Jr., The Citadel
Jason K. Deane, Virginia Tech*

*State University
Paul K. Bergey, North Carolina State
University*

Discussants

*Martha Mattare, Frostburg State
University
Gloria J. Harrell-Cook, Frostburg State
University
Richard A. Heiens, University of South
Carolina Aiken
John E. Spillan, University of North
Carolina - Pembroke*

**[MG7] THE ATTITUDES OF
UNDERGRADUATES,
GRADUATES AND
FACULTY: WHAT DO THEY
THINK?**

8:00AM to 9:30 AM *Santee*

Chairperson

*Robert A. Herring III, Winston - Salem
State University*

Attitudes Towards Codes of Ethics: Are
There Differences Between Business and
Non-business Students?

*Nabil A. Ibrahim, Augusta
State University
Chris Bourdouvalis, Augusta
State University*

Assessing College Students' Impressions
of Managers :the Significance of a
College Degree

*James O. Smith, East Carolina University
Joseph Tomkiewicz, East
Carolina University
William C. McDowell, East
Carolina University
Terry Oglesby*

A Preliminary Examination of the Factors
of Faculty Personal Productivity: Is There
a Better Way?

*Robert A. Herring III, Winston - Salem
State University
Robert A. Dengler, Roosevelt University
M. Eileen Higgins, Frostburg
State University*

MBA's and the Modern Street Gang

Timothy Ward Nichols, North Carolina

**[SU1] PH.D. STUDENT
PAPER COMPETITION**

8:00AM to 9:30 AM *Ashley*

Chairperson

*Joan M. Donohue, University of South
Carolina*

Extending the Vector Analytical
Hierarchy Process Clustering Algorithm
to Create More Coherent Subgroups

Andrew N. Arnette, Virginia Tech

The Role of Internal Marketing in Six
Sigma Success

*Sam K. Formby, University of
South Carolina*

Does Supply Chain Flexibility Influence
Plant Level Modification Flexibility and
Plant Performance?

*Alan W. Mackelprang, University of
South Carolina*

Can Information Technology Project
Managers Increase Their Project Success
Through the Use of Political Skill?

*Jennifer Elizabeth Gerow,
Clemson University*

Judges

*Joan M. Donohue, University of
South Carolina
Edward D. Showalter, Randolph-
Macon College
Forrest Stegelin, University of Georgia*

**[SU2] MBA/MS STUDENT
PAPER COMPETITION - I**

8:00AM to 9:30 AM

Edisto

Chairperson

Lance A. Matheson, Virginia Tech

A Comparison of Patient Attendance
Prediction Models

Steven Pepper, University of West Florida

Expectations of Today's Job Seekers: Do
They Value the Job or Their Wallet?

Josh D. Wolf, Frostburg State University

Emotional Labor and Passive Deep

Acting: An Exploration of the Emotional
Labor Efforts of Older Workers

*Khy Donovan Logan, East
Carolina University*

Judges

Lance A. Matheson, Virginia Tech

Sara B. Kiser, Judson College

John R. O'Malley, Jr., Georgia

Southern University

Chairperson

Sam G. Berry, The Citadel

An Interactive Pedagogy for Integrating
the Theory and Calculations of the
Weighted Average Cost of Capital

Sam G. Berry, The Citadel

A Student Term Paper Evaluating Buy
and Sell Signals in the Stock Market

*Craig G. Harms, University of
North Florida*

The Sustainable Corporation: An
Integrative Course for Business and
Liberal Arts Students

Kirk R. Karwan, Furman University

Discussants

Dmitiry Shaltayev, Christopher

Newport University

Victor K. Wakeling, Kennesaw

State University

Earl Walker, The Citadel

**[SU3] UNDERGRADUATE
STUDENT PAPER
COMPETITION - I**

8:00AM to 9:30 AM

Wando

Chairperson

Liqiong Deng, West Georgia

Basics of Storage and Networks and the
IT Infrastructure in the Healthcare
Environment

*Nicola Brauer, University of Applied
Sciences Ingolstadt*

The Economic Impact of Marine
Recreational Fishing in South Carolina
and Its Relevance to the Economy of the
State

*Thomas C. McManus, College
of Charleston*

Judges

Liqiong Deng, West Georgia

Cliff T. Ragsdale, Virginia Tech

Hope M. Baker, Kennesaw

State University

9:30AM

**MORNING COFFEE
BREAK**

9:30AM to 10:00 AM

Ansonborough

10:00AM

**[AC6] ACCOUNTABILITY
AND RESPONSIBILITY
ISSUES**

10:00AM to 11:30 AM

Ashley

Chairperson

*Catherine L. Staples, Randolph-
Macon College*

Accountability Within Virginia: Elected
and Appointed School Boards: An
Abstract

Catherine L. Staples, Randolph-

**[TP2] IMPROVING
LEARNING EFFECTIVENESS**

8:00AM to 9:30 AM

Suite 2

*Macon College
George S. Lowry, Randolph-
Macon College*

Crisis and Criticism: Duke University and
the Failures of the Lacrosse Case

*William L. Anderson, Frostburg
State University*

Amit J. Shah, Frostburg State University

Corporate Social Responsibility - Issues
and Promises Among Multinational
Enterprises in China

*Sean Chen, Furman University
Kirk R. Karwan, Furman University*

Discussants

*William L. Anderson, Frostburg
State University*

*Sean Chen, Furman University
Catherine L. Staples, Randolph-
Macon College*

**[MG8] STRATEGY,
DIVERSITY MANAGEMENT
AND PURCHASING THEIR
PLACE IN
TODAY'S ORGANIZATION**

10:00AM to 11:30 AM *Santee*

Chairperson

*Amy McMillan-Capehart, East Carolina
University*

Diversity Management Recognition and
the Impact on Stock Price Valuation

*Amy McMillan-Capehart, East Carolina
University*

*Joshua R. Aaron, East Carolina
University*

Purchasing From Traditional to
Contemporary

*Richard E. Crandall, Appalachian State
University*

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

An Examination of Strategic Orientation
and Growth Strategies Among Credit
Unions

*Richard A. Heiens, University of South
Carolina Aiken*

Larry P. Pleshko, Kuwait University

Discussants

Adam P. Rostis, Saint Mary's University

*Robert A. Herring III, Winston - Salem
State University*

Wayne H. Decker, Salisbury University

**[PS2] NONPROFIT
DIRECTION AND SECURITY
ISSUES**

10:00AM to 11:30 AM *Suite 1*

Chairperson

*Charles A. Correia, Virginia
Commonwealth University*

Credit Unions and Their Directors

*Dalton E. Brannen, Augusta
State University*

*Nabil A. Ibrahim, Augusta
State University*

Privacy and E-Commerce in the United
States and the European Union

*John P. Geary, Appalachian
State University*

*Dinesh S. Dave, Appalachian
State University*

Ajay K. Aggarwal, Millsaps College

David P. Cook, Old Dominion University

Discussants

*John P. Geary, Appalachian
State University*

*John R. O'Malley, Jr., Georgia
Southern University*

**[SU4] MBA/MS STUDENT
PAPER COMPETITION - II**

10:00AM to 11:30 AM *Edisto*

Chairperson

*Joan M. Donohue, University of South
Carolina*

Development of Chinese Automobile
Industry

Cong Wang, Winthrop University

Analytics: An Emerging Trend in Modern
Organizations

Jason P. Moats, Virginia

Friday, February 20

Commonwealth University

Individual Ignorance a la Internet Bubble
*Jordan Paul Mitchell, East
Carolina University*

Judges

*Lance A. Matheson, Virginia Tech
Sara B. Kiser, Judson College*

**[SU5] UNDERGRADUATE
STUDENT PAPER
COMPETITION - II**

10:00AM to 11:30 AM *Wando*

Chairperson

Cliff T. Ragsdale, Virginia Tech

The Economic Impact of the Hispanic
Population in the United States: A Case
Study of Charleston, South Carolina.

*Heather M. Crouch, College
of Charleston*

Gm Eda - Podmr Relationship

*Warren Andrew Griffith,
Liberty University*

An Analytical Study of the Sponsorship of
Olympic Sports in the National Collegiate
Athletics Association

*Cassandra Lynne Tubb, College
of Charleston*

Judges

*Liqiong Deng, West Georgia
Cliff T. Ragsdale, Virginia Tech
Joan Donahue, University of
South Carolina*

**[WA2] WEB APPLICATIONS
POTPOURRI**

10:00AM to 11:30 AM *Suite 2*

Chairperson

JoAnna Shore, Frostburg State University

Forseeing Consumer Value, a Pricing
Game Learning Tool

Alfredo Abarca, College of Charleston

On-Line System for Predicting

Agricultural Loan Defaults

*Ramesh M. Choudhari, South Carolina
State University*

Discussants

*Ramesh M. Choudhari, South Carolina
State University*

Alfredo Abarca, College of Charleston

Noon

<p>PRESIDENT'S LUNCH</p>

Noon

Charlestonian Ballroom