Wednesday, 29 January

8am   **Registration**
Atrium

9:30am   **SEDSI Vice Presidents, Board, and Council Meeting**
Think Tank @ NOMA
Chaired by: Dr. Cheryl Aasheim

12:30pm   **Registration**
Atrium

12:30pm   **Plenary Address**
Redbud A&B
Chaired by: Dr. Bob Andrews and Dr. Kellie Keeling and Dr. Reza Kheirandish

12:30pm   **Advice for AI Use for University Instruction**
» Prof. Nicole Beyersdorf[1], Dr. Reza Kheirandish[2] (1. Wall College of Business, Coastal Carolina University, 2. Clayton State University)

1:30pm   **Entrepreneurship and Sustainability**
Redbud B
Chaired by: Dr. Amin Haeri

1:30pm   **Asian Indian American Consumers and the Decision to Adopt Sustainable Indo-Western Apparel**
» Vaishnavi Venkatesh[1], Dr. Joanna Trammell[1], Dr. Jennifer Yurchisin[1] (1. Catawba College)

1:45pm   **Operational Flexibility in Energy Systems: Strategic Investment Patterns and Their Impact**
» Dr. Amin Haeri[1], Dr. Ahmet Colak[2] (1. Wall College of Business, Coastal Carolina University, 2. University of North Carolina Wilmington)

2pm   **The Big "Little Tech" Swing: The Ideological Shift of Tech Startups and Their Venture Capitalists**
» Dr. Sherry Fowler[1] (1. NC State University)

2:15pm   **Starting up AI**
» Dr. Can Dogan[1], Dr. Emin Dinlersoz[2], Dr. Nikolas Zolas[3] (1. Radford University, 2. Center for Economic Studies, U.S. CENSUS Bureau, 3. U.S. Department of State)

1:30pm   **Data, Analytics, and Statistics Instruction (DASI)**
Redbud C
Chaired by: Dr. Bob Andrews and Dr. Kellie Keeling and Dr. Reza Kheirandish

1:30pm   **DASI Welcome and Overview of DASI Activities**
» Dr. Bob Andrews[1], Dr. Kellie Keeling[2], Dr. Reza Kheirandish[3] (1. Virginia Commonwealth University, 2. University of Denver, 3. Clayton State University)

1:30pm   **Healthcare, Public Sector, and Not-for-Profit Management**
Dogwood
Chaired by: Dr. Xiaohui You

1:30pm   **Mental health disparities across socioeconomic factors**
» Dr. Xiaohui You[1] (1. Metropolitan State University of Denver)

1:53pm   **The Role of Technology Access in Rural Healthcare Outcomes: A Tri-State Comparative Analysis**
» Dr. Laquanda Leaven Johnson[1], Ms. Oghenetejiri Ebakivie[1] (1. North Carolina A&T State University)

Continued from **Wednesday, 29 January**

2:16pm — **TAKING THE PRESSURE OFF THE CLINICIAN: THE CREATION OF A PRESSURE INJURY DECISION SUPPORT TOOL**
» Dr. Amy Campbell[1], Dr. Matt Campbell[1], Dr. Joyce Pittman[1], Dr. Jo Ann Otts[1], Dr. Bettina Riley[1] (1. University of South Alabama)

2:39pm — **HOW GENDER AND RECIPROCITY IMPACT HEALTH OUTCOMES IN ONLINE COMMUNITIES**
» Dr. Zachary Davis[1], Dr. Robert Boylan[1], Dr. Marie Laure Bougnol[1] (1. Jacksonville University)

1:30pm — **Innovative Education, Assessment, Engaged Learning, Curriculum, Teaching, and Pedagogy**
Magnolia
Chaired by: Dr. James Lawler

1:30pm — **Using AI, Mixed Reality, IOT, and Metaverse for Integrated STEAM Education to Improve Collective Intelligence**
» Dr. Adela S.M. Lau[1], Soo-ah Kim[2], Kening Gong[2], Liege Cheung[3], Ludwig Y.L. Pang[4], Isabella C.H. Chiu[4], Ashley Y.C. Leung[4], Edna A.N. Li[5], Osanna W.H. Leung[4], Sabrina L.Y. Wong[4], Dr. Patrick Ma[6], Dr. Herbert Lee[6] (1. Data Science Lab, Division of Statistics and Actuarial Science, School of Computing and Data Science, The University of Hong Kong and Thinkify Technology Limited, 2. University of Hong Kong, 3. University of Illinois at Urbana-Champaign, 4. St. Paul's Secondary School, 5. St Paul's Secondary School, 6. Marvel Digital Limited and Thinkify Technology Limited)

1:53pm — **Student Learning Success: How Small Changes Bring Big Results**
» Dr. Inessa Korovyakovskaya[1] (1. Savannah State University)

2:16pm — **A Case Study: Art History and Project Management Class Collaboration**
» Dr. Kimberly Whitehead[1] (1. Anderson University (SC))

1:30pm — **IS, IT, Blockchain Technology, Social Media, Information Privacy, Security, and System Resilience**
Crepe Myrtle
Chaired by: Mr. Tonmoy Paul

1:30pm — **Assessing & Optimizing Cyber Risk with Bayesian Networks**
» Prof. Kurt Schulzke[1] (1. University of North Georgia)

1:53pm — **Social Media Analytics and Organization Attractiveness**
» Dr. Rajiv Dahiya[1] (1. UNC Pembroke)

2:16pm — **Navigating Ethical Challenges of Generative AI in Healthcare: Privacy, Equity, and Accountability**
» Dr. Soham Sengupta[1], Dr. Asit Bandyopadhayay[2] (1. Middle Tennessee State University, 2. Austin Peay State University)

2:39pm — **Modeling Meta's Response to Irish GDPR sanctions using Bayesian Networks**
» Prof. Kurt Schulzke[1] (1. University of North Georgia)

1:30pm — **Supply Chain Management, Production and Service Operations Management, Quality Management, Logistics, Hospitality, Recreation, and Sports Management**
Gardenia
Chaired by: Dr. Mauro Falasca

1:30pm — **Vertical Farming and Its Impact on Underutilized Urban Resources**
» Mr. Brian Hunt[1], Dr. Craig Hill[1] (1. Clayton State University)

1:53pm — **Current Supply Chains: Potential Risks and Possible Solutions**
» Prof. Alexander Mechitov[1], Prof. Helen Moshkovich[1] (1. The University of Montevallo)

2:16pm — **How Satisfied are College Students with the Environment, Food, and Beverage at University Campus Cafeterias? A Case Study**
» Dr. Abdul-Aziz Bahha[1] (1. Lander University)

2:39pm — **Cross-Efficiency of NCAA Division I Women's Basketball: A Preliminary Study**
» Dr. Mauro Falasca[1] (1. East Carolina University)

3pm — **Tea and Coffee Break**
Atrium

3:30pm Analytics, Big Data Applications, Business Intelligence, Data Mining, Statistics, and Expert Systems
Redbud A
Chaired by: Majed Al-Ghandour

3:30pm Examining Topics in Business Analytics Teaching Journals 2003-2023
» Dr. Kellie Keeling[1] (1. University of Denver)

3:53pm A Data-Driven Framework for Sustainable Agriculture through Crop Segmentation and Market Basket Analysis
» Mr. Srinivas Reddy Duggampudi[1], Ms. Sivani Gudem[1] (1. Oklahoma State University)

4:16pm A comparative study of alternative machine learning models' performance in predicting Bitcoin prices
» Dr. Zhixin Kang[1] (1. UNC Pembroke)

4:39pm Consumer Choices on Energy Provider and Sustainable Energy – An Exploratory Predictive Analysis on California Community Choice Aggregation (CCA) entities
» Dr. Arpita Jadav[1], Dr. Justin Riddell[2] (1. Jacksonville University, 2. Florida State College Jacksonville)

3:30pm AI Tools: Implications for Research, Teaching, and Student Learning
Redbud B
Chaired by: Dr. Mike Shurden

3:30pm Strategies to Safeguard Integrity
» Dr. Emory Hiott[1], Dr. Darin Gerdes[1], Dr. Ben LeVan[1] (1. Charleston Southern University)

3:53pm An Examination of Accidental AI Plagiarism: Best Methods to Identifying AI Written Papers and What it Means for Faculty Workloads
» Dr. Roland Sparks[1] (1. Johnson & Wales University)

4:16pm Artificial Intelligence: A Comparison of Student Awareness Over Time
» Dr. Mike Shurden[1], Dr. Susan Shurden[1] (1. Lander University)

3:30pm Management Strategy, Organizational Behavior, Organizational Theory, Human Resources Management
Dogwood
Chaired by: Dr. Baiyun Gong

3:30pm Perceived Supervisor Support and Job Resource Sufficiency in Remote Work
» Dr. Randi L. Sims[1], Dr. Baiyun Gong[1] (1. Nova Southeastern University)

3:53pm Fostering Resilience in Trauma-Affected Employees: The Role of Authentic Leadership and Organizational Support to Enhanced Work Productivity
» Dr. Michael Shick[1], Dr. Janice Black[2] (1. Western Carolina University, 2. Northeastern State University)

4:16pm Fostering Innovation in the Sarawak Civil Service: The Impact of Evidence-Based Decision-Making
» Ms. Pei Nei Chong[1], Ms. Lena Haji Masa'at[1], Ms. Herlina Ajaib Jamahari[1], Mr. Superi Awang Said[1] (1. Sarawak Transformation and Innovation Unit)

3:30pm Innovative Education, Assessment, Engaged Learning, Curriculum, Teaching, and Pedagogy
Magnolia
Chaired by: Dr. Matthew Peters

3:30pm The Problem with Evaluating Groupwork: Bypassing Student Feedback Issues with a More Transparent Deliverable
» Dr. Matthew Peters[1], Amanda Peters[2] (1. Lander University, 2. Rockhurst University)

3:53pm Beyond Traditional Pedagogy: Leveraging Generative AI to Create Engaging Active Learning Exercises for Technology Education in HBCUs
» Dr. Nikhil Bandodkar[1], Dr. Renu Singh[1] (1. South Carolina State University)

Continued from **Wednesday, 29 January**

4:16pm — **Student and Employer Interpretations of Academic Integrity**
» Dr. Nancy Albers[1], Dr. Tami Knotts[2], Dr. Ravi Narayanaswamy[1], Dr. Karen James[2] (1. University of South Carolina Aiken, 2. Louisiana State University Shreveport)

3:30pm — **IS, IT, Blockchain Technology, Social Media, Information Privacy, Security, and System Resilience**
Crepe Myrtle
Chaired by: Dr. Md Nabid Alam

3:30pm — **Effect of Cybersecurity Task Force on Social Engineering Frauds: Evidence from U.S. States**
» Dr. Md Nabid Alam[1] (1. Troy University)

3:53pm — **Advancing Cybersecurity Education: A Comprehensive Awareness Program**
» Dr. Syed Raza[1], Dr. Changsub Shim[1] (1. Delta State University)

4:16pm — **Gamified Information Sharing and Organization's Performance**
» Dr. Tahmina Sultana[1] (1. Troy University)

4:39pm — **Leveraging Social Computing to Address E-Government Challenges: Insights from the Information Technology Sector**
» Dr. Anupam Nath[1] (1. Georgia Gwinnett Collge)

3:30pm — **Supply Chain Management, Production and Service Operations Management, Quality Management, Logistics, Hospitality, Recreation, and Sports Management**
Gardenia
Chaired by: Dr. Maryam Mahdikhani

3:30pm — **Model Formation: Distributed Supply Chain Knowledge Community Exchange**
» Dr. Kimberly Deranek[1], Dr. Barbara Hewitt[2], Dr. Kimberly Whitehead[3], Dr. Ryan Atkins[4] (1. Nova Southeastern University, 2. Texas State, 3. Anderson University (SC), 4. Duquesne University)

3:53pm — **Expanding the Analysis: Impact of Environmental Regulations on Companies and Compliance Managers**
» Prof. Michael McKinney[1] (1. East Tennessee State University)

4:16pm — **Does green supply chain management leads to better firm financial performance controlling for supply chain effectiveness?**
» Lingyu Li[1] (1. Virginia Commonwealth University)

4:39pm — **Analyzing the Evolution of Port Productivity Pre- and Post-COVID-19: Implications for Supply Chain Management**
» Dr. Maryam Mahdikhani[1] (1. College of Charleston)

Thursday, 30 January

8am — **Registration**
Atrium

8am — **Undergraduate Students**
Think Tank @ NOMA
Chaired by: Dr. Suzanne Smith

8am — **Artificial Intelligence (AI) in Financial Reporting**
» Ms. Rebecca Knight[1] (1. Presbyterian College)

8:23am — **Constructing Famous Graph Theory Graphs with Python and Generative AI**
» Dr. Shanzhen Gao[1], Amari Brooks[1], Rose Moyenga[1], Brooke Mcclinton[1] (1. Virginia State University)

8:46am — **Unveiling Healthcare Disparities: Exploring Race, Gender, and Cultural Influences in America**
» Karla Hernandez[1], Bucumi Specioza[1], Lonnie Nguyen[1], Gabriella Liberati[1], Brendan Kidnay-Rouse[1], Joseph Mora[1], Dr. Xiaohui You[1] (1. Metropolitan State University of Denver)

Continued from **Thursday, 30 January**

8am **Accounting, Economics, and Finance**
Redbud A
Chaired by: Dr. Jeff Ngene

8am **Effect of Firm Complexity on Firm Innovation: A Multi-year Analysis.**
» Dr. Anjee Gorkhali[1] (1. Susquehanna University)

8:23am **Power Laws and Bubbles in Oil Prices**
» Dave Seamans[1], Calvin Blackwell[2] (1. Sargent Investment Group, 2. College of Charleston)

8:46am **Predicting COVID Vaccine Uptake Using XGBoost and SHAP**
» Dr. James Farrell[1] (1. Florida Southern College)

9:09am **The effect of Russia-Ukraine war on the energy market in Europe**
» Mr. Hossein Borzouee[1], Dr. Reza Kheirandish[2] (1. Kavoshgaran Paya Mehvar (LTD), 2. Clayton State)

8am **Data, Analytics, and Statistics Instruction (DASI)**
Redbud C
Chaired by: Dr. Bob Andrews and Dr. Kellie Keeling and Dr. Reza Kheirandish

8am **Effective Use of Excel, SAS Studio, R, and Python for Instruction and Analysis**
» Dr. Yan Ferrand[1], Dr. Samira Nichols[2], Dr. Mike Ellis[2] (1. Augusta University, 2. University of Central Arkansas)

8am **IS, IT, Blockchain Technology, Social Media, Information Privacy, Security, and System Resilience**
Dogwood
Chaired by: Prof. Victor Chen

8am **Increasing Security within Edge Computing Environments**
» Mr. Jeffrey Holifield[1], Dr. Jordan Shropshire[1] (1. University of South Alabama)

8:23am **DO I FIT INTO THE GIG ECONOMY? UNDERSTANDING KEY DETERMINANTS OF JOB-CRAFTING AMONG WORKERS IN IT-DRIVEN GIG PLATFORMS**
» Mr. Dinh-Hieu Truong[1], Prof. Victor Chen[1] (1. National Cheng Kung University)

8:46am **Privacy Risks and Personal Data Breach - Profiling Risks and Developing Security Habits for Individual Users**
» Sunanda Sen[1], Mr. Tonmoy Paul[2] (1. Oklahoma State University, 2. Dentsu X)

9:09am **Implications of Security on Supply Chain Visibility Platforms**
» Dr. Laura Brewer[1], Dr. Shekar Challa[2], Dr. Dinesh Dave[1] (1. Appalachian State University, 2. Virginia State University)

8am **Healthcare, Public Sector, and Not-for-Profit Management**
Magnolia
Chaired by: Dr. Tope Adeyemi-Bello

8am **Applying Capacitated Vehicle Routing Problem with Time Windows to Enhance Overall Satisfaction of Home Healthcare Staff and Patients**
» Dr. Chulin Likasiri[1] (1. Chiang Mai University)

8:23am **Optimal Location Model for Multi-Vehicle Type Emergency Service Stations**
» Dr. Damitha Bandara[1], Mrs. Margaret Schulte[1], Dr. Jennifer Goodrich[1] (1. University of Tennessee at Chattanooga)

8:46am **Is Our Safety Net a Lifesaver or a Lifesucker: Evaluating Nursing Perceptions of a Medication Administration Dashboard Warning System on Patient Safety**
» Dr. Amy Campbell[1], Dr. Matt Campbell[1], Dr. Todd Harlan[1], Dr. Janise Banks[1] (1. University of South Alabama)

Continued from **Thursday, 30 January**

8am — **Marketing, Consumer Behavior, International Business, Business Ethics, and Business Law**
Crepe Myrtle
Chaired by: Prof. Michael McKinney

8am — **What Drives Autonomous Cars? Exploring Consumer Behavior and Innovation Diffusion in Autonomous Car Adoption.**
» Dr. Elham Torabi[1], Dr. Gizem Atav[1], Mr. Will Jones[1] (1. James Madison University)

8:23am — **How do justice and ethics help examine destination tourism?**
» Dr. Jiyoon An[1] (1. Fayetteville State University)

9:30am — **Tea and Coffee Break**
Atrium

10am — **Undergraduate Students**
Think Tank @ NOMA
Chaired by: Dr. Suzanne Smith

10am — **The Global Pursuit of Health and Happiness**
» Ms. Eaint Kyal Syn Lynn[1] (1. Presbyterian College)

10:23am — **Proposed Charlotte to Atlanta High-Speed Passenger Rail Line: An Economic, Infrastructural, and Developmental Analysis in the Upstate of South Carolina**
» Mr. Ian Macurda[1], Dr. Kimberly Whitehead[1] (1. Anderson University (SC))

10:46am — **Benchmarking the Port of Charleston: Competitive Analysis and Strategies for Enhancing National Ranking**
» Shane Love[1] (1. College of Charleston)

10am — **Accounting, Economics, and Finance**
Redbud A
Chaired by: Dr. Micah Grant

10am — **Analytical Insights into the Economic Impact of a Wildlife Reserve: A Case Study**
» Dr. Serina Al-Haddad[1], Dr. John Shideler[1], Ms. Victoria Amon[1], Ms. Katherine Kim[1], Mr. Zubair Zabir[1] (1. Rollins College)

10:23am — **Adapting or Still Lagging Behind? Investigating Complacency in Small CPA Firms**
» Dr. Micah Grant[1] (1. University of West Florida)

10:46am — **Passive Ownership and Information Acquisition: Insights from EDGAR and Google Searches**
» Dr. Charles Lambert[1] (1. Mercer Universiity)

11:09am — **Presidency and Stock Market**
» Dr. Susan Ji[1], Dr. John Simon[2] (1. Christopher Newport University, 2. Governors State University)

10am — **The Pros and Cons of Substack: A How to Guide for "Getting Your Geek On" for Business Faculty**
Redbud B
Chaired by: Dr. Nikki Finlay

10am — **The Pros and Cons of Substack: A How to Guide for "Getting Your Geek On" for Business Faculty**
» Dr. Nikki Finlay[1] (1. Clayton State University)

10am — **Data, Analytics, and Statistics Instruction (DASI)**
Redbud C
Chaired by: Dr. Bob Andrews and Dr. Kellie Keeling and Dr. Reza Kheirandish

10am — **Course Content for Basic Data Literacy & Analytical Thinking in our Current Environment**
» Dr. Jeffrey Camm[1], Dr. Cheryl Hild[2] (1. Wake Forest University, 2. Lincoln Memorial University)

10am — **IS, IT, Blockchain Technology, Social Media, Information Privacy, Security, and System Resilience**
Dogwood
Chaired by: Dr. Cheryl Aasheim

Continued from **Thursday, 30 January**

10am — **Surveying Vulnerabilities: Tech-Driven Insights Into U.S. Healthcare Disinformation**
» Mr. Russell Cantrell[1], Dr. Amy Campbell[1], Dr. Matt Campbell[1] (1. University of South Alabama)

10:23am — **The Effect of AI Code Generation on Developer Productivity**
» Scott Morgan[1], Dr. John Jamison[1] (1. Marymount University)

10:46am — **Legitimacy under Risk in Generative AI: Influencing Swift Trust and Swift Distrust**
» Farnaz Ghashami[1], Albert Harper[1], David Gefen[1] (1. Drexel University)

11:09am — **The RIN (Responsible, Involved, Not Involved) Activity: Propelling Class Project Teams to the Finish Line**
» Dr. Jae Hwan Lee[1], Dr. Greg Berka[2], Dr. Beth Schneider[2] (1. Rollins College, 2. Queens University of Charlotte)

10am — **Supply Chain Management, Production and Service Operations Management, Quality Management, Logistics, Hospitality, Recreation, and Sports Management**
Magnolia
Chaired by: Carin Lightner-Laws

10am — **Using Machine Learning Based on Efficiency-Driven Performance Evaluation Method for Strategic Design of Biomass-Biofuel Logistics System**
» Prof. Jae-Dong Hong[1] (1. South Carolina State University)

10:23am — **Government and Supply Chain: A Systematic Literature Review**
» Dr. Md Nabid Alam[1], Dr. Tahmina Sultana[1], Mr. Md Masud Rana[2] (1. Troy University, 2. San Juan College)

10am — **Marketing, Consumer Behavior, International Business, Business Ethics, and Business Law**
Crepe Myrtle
Chaired by: Mr. Al Iacobelli

10am — **Adapting to Change: How European E-commerce Fashion Retailers Navigated the COVID-19 Pandemic through the Inclusion of Service-Centric Website Features**
» Dr. Ravi Narayanaswamy[1], Dr. Richard Heiens[2] (1. University of South Carolina Aiken, 2. University of South Carolina Beaufort)

10:23am — **The Impact of AI Risk Scores on Business Managers' Ethical Decision-Making**
» Dr. Erin Klawitter[1], Dr. Heather Domin[2] (1. University of Notre Dame, 2. IBM)

10:46am — **An Exploration of Attitudes Toward Women Managers in Brazil**
» Dr. Tope Adeyemi-Bello[1], Dr. Cody Chullen[1], Dr. Dennis Barber[2], Dr. Flavia Cavazotte[3] (1. East Carolina University, 2. East Carolina UNiversity, 3. Pontifical Catholic University of Rio de Janeiro)

12:30pm — **Registration**
Atrium

1:30pm — **Master's Students**
Think Tank @ NOMA
Chaired by: Samuel Tweneboah-Koduah

1:30pm — **Investment Decision-Making Using Python, Logic, Mathematics, and Algorithms**
» Dr. Shanzhen Gao[1], Brooke Mcclinton[1], Rose Moyenga[1], Amari Brooks[1] (1. Virginia State University)

1:53pm — **Solving Computational Problems with Python and Generative AI in Colab**
» Dr. Shanzhen Gao[1], Rose Moyenga[1], Amari Brooks[1], Brooke Mcclinton[1] (1. Virginia State University)

2:16pm — **Airline Route Optimization for Economic and Environmental Efficiency: Top 10 U.S. Airports**
» Ms. Sheeba Grace Ratnakumar Rheuban[1], Dr. Aqi Dong[1] (1. Embry-Riddle Aeronautical University)

Continued from Thursday, 30 January	

1:30pm — **Analytics, Big Data Applications, Business Intelligence, Data Mining, Statistics, and Expert Systems**
Redbud A
Chaired by: Dr. Jasser Jasser

1:30pm — **"Now You See Me": Tracking Medical Faculty and Resident Wellness in Tableau**
» Mr. Russell Cantrell[1], Dr. Amy Campbell[1], Mr. Ben Loftis[1], Dr. Walker Plash[1], Ms. Amanda Arnold[1], Dr. Binata Mukherjee[1] (1. University of South Alabama)

1:53pm — **Two-Dimensional Rearrangement of Atoms via Convolutional Neural Network Models**
» Prof. Radom Pongvuthithum[1], Dr. Chulin Likasiri[1] (1. Chiang Mai University)

2:16pm — **Informer-based Anomaly Detection in Multivariate Time Series**
» Mr. Dongwook Yang[1], Mr. Kichun Lee[1] (1. Hanyang University)

2:39pm — **Leveraging Micro-Batch Processing and Association Rule Mining for Event Prioritization**
» Ibrahim AL-Agha[1], Dr. Pradeep Chowriappa[1] (1. Louisiana tech university)

1:30pm — **AI Tools: Implications for Research, Teaching, and Student Learning**
Redbud B
Chaired by: Dr. Uma Gupta

1:30pm — **Applications of Generative AI: A Case Study of AI Doctor**
» Liege Cheung[1], Xu Wang[2], Jiayu Zhang[3], Raymond K.M. Poon[4], Dr. Adela S.M. Lau[5] (1. University of Illinois at Urbana-Champaign, 2. Data Science Lab, Division of Statistics and Actuarial Science, School of Computing and Data Science, The University of Hong Kong, 3. Tangshan Fenghua International Bilingual School, 4. Poon's Pharm (USA) Medicine Ltd, 5. University of Hong Kong)

1:53pm — **Mapping the Ecosystem of AI Ethics: Key Domains and Critical Intersections**
» Dr. Uma Gupta[1] (1. University of South Carolina Upstate)

2:16pm — **Deep Reinforcement Learning based Cost Benefit Analysis for CHW Intervention in Rural Healthcare**
» Ms. Sanjana Saraswathi Gangineni[1], Mr. Sai Bollu[2], Dr. Pradeep Chowriappa[3] (1. Sanjana Saraswathi Gangineni, 2. Sai Bollu, 3. Louisiana tech university)

2:39pm — **Harnessing Complexity Theory for Understanding Innovation: A Case Study of Bottom-Up Generative AI Adoption**
» Prof. Iris Junglas[1], Mr. Eric Villafranca[2] (1. School of Business, College of Charleston, Charleston, SC, USA, 29401, 2. College of Charleston)

1:30pm — **Data, Analytics, and Statistics Instruction (DASI)**
Redbud C
Chaired by: Dr. Bob Andrews and Dr. Kellie Keeling and Dr. Reza Kheirandish

1:30pm — **Rethinking Instruction and the Role of Analysis Tools, Including AI, for Teaching Analytics**
» Dr. Jeffrey Camm[1], Dr. Kellie Keeling[2] (1. Wake Forest University, 2. University of Denver)

1:30pm — **Innovative Education, Assessment, Engaged Learning, Curriculum, Teaching and Pedagogy**
Dogwood
Chaired by: Dr. James Lawler

1:30pm — **Adapting Teaching Pedagogy for Faculty Health: The Adaptive Faculty Health Model (AFHM) for Enhancing Student Engagement and Societal Impact**
» Prof. Anthony Narsing[1], Prof. Troy Sullivan[1], Prof. Mimi Ford[1], Prof. Charlie Aiken[1] (1. Middle Georgia State University)

1:53pm — **THE IMPACT OF ACQUIRED PODCASTS ON STUDENTS' FINAL PROJECTS IN STRATEGIC MANAGEMENT CLASS**
» Dr. Suzanne Smith[1] (1. Presbyterian College)

	Continued from **Thursday, 30 January**

2:16pm — **Comparative Analysis of Experiential and Simulation-Based Learning**
» Dr. Syed Raza[1], Dr. Changsub Shim[1], Dr. Narendra Datta[2], Mr. Robert Miller[2] (1. Delta State University, 2. University of West Alabama)

2:39pm — **A Comparison of Non-STEM Learning Skills of Senior Undergraduate Students at Two Universities: A Pre-& Post-Study**
» Dr. Shekar Challa[1], Dr. James Lawler[2] (1. Virginia State University, 2. Pace)

1:30pm — **Editors' Panel**
Magnolia
Chaired by: Dr. Xenophon Koufteros

3pm — **Tea and Coffee Break**
Atrium

3:30pm — **Master's Students**
Think Tank @ NOMA
Chaired by: Dr. Inessa Korovyakovskaya

3:30pm — **Bacterial and miRNA Composition Analysis for Accurate Forensic Identification of Fluid Mixtures**
» Ms. Abrina Collins[1], Prof. Paul Brooks[1], Prof. Baneshwar Singh[1], Prof. Sarah Seashols-Williams[1] (1. Virginia Commonwealth University)

3:53pm — **From Virtual Assistants to Market Insights: The Expanding Role of Retrieval-Augmented Generation (RAG) Agents**
» Mr. Venkat Sai Phanindra Anagam[1] (1. Oklahoma State University)

3:30pm — **Analytics, Big Data Applications, Business Intelligence, Data Mining, Statistics, and Expert Systems**
Redbud A
Chaired by: Saravanan Krish

3:30pm — **Dynamic co-movements between aircraft lease rates and U.S. bond rates using wavelet and data-driven methods**
» Dr. Hari Adhikari[1], Dr. Youngran Choi[1] (1. Embry-Riddle Aeronautical University)

3:53pm — **Dynamic Pricing and Personalization in Airline Upgrade Offers: A Hybrid Machine Learning Approach for Revenue Optimization**
» Dr. Aqi Dong[1] (1. Embry-Riddle Aeronautical University)

4:16pm — **Scheduling of University Parking Student Personnel**
» Dr. Hadi Farhangi[1], Mr. Wend-Panga Laius Ephrem Ilboudo[1] (1. Savannah State University)

4:39pm — **Text Analytics for Content Analysis: A Case Study in Online Privacy**
» Dr. Rajiv Dahiya[1] (1. UNC Pembroke)

3:30pm — **AI Tools: Implications for Research, Teaching, and Student Learning**
Redbud B
Chaired by: Dr. Bhuvanesh Singh

3:30pm — **Artificial Intelligence in Project Management: A statistical assessment of risk aversion & acceptance & management strategies**
» Dr. Shekar Challa[1], Dr. Albert Wynne[2], Dr. Bernie Farkas[3] (1. Virginia State University, 2. Virginia Commonwealth University, 3. University of Tampa)

3:53pm — **Using AI in Business Curriculum**
» Dr. Reza Kheirandish[1] (1. Clayton State University)

Continued from **Thursday, 30 January**

4:16pm — **Teaching Prompt Engineering: A Core Skill for Business Students**
» Dr. Uma Gupta[1] (1. University of South Carolina Upstate)

3:30pm — **Data, Analytics, and Statistics Instruction (DASI)**
Redbud C
Chaired by: Dr. Bob Andrews and Dr. Kellie Keeling and Dr. Reza Kheirandish

3:30pm — **Examining the Effect of Team Projects and Response Systems on Student Performance**
» Dr. Barbara Fraticelli[1], Dr. Eric Tucker[2] (1. Virginia Tech, 2. United States Air Force Academy)

3:30pm — **Innovative Education, Assessment, Engaged Learning, Curriculum, Teaching and Pedagogy**
Dogwood
Chaired by: Dr. Elena Olson

3:30pm — **Adapting Agile Design Factory Methodology for Community Engagement and Social Entrepreneurship Projects of STEM**
» Dr. James Lawler[1], Dr. Anthony Joseph[2] (1. Pace, 2. Pace University)

3:53pm — **Loneliness: Implications for Faculty Self-Care and Teaching**
» Dr. Lisa Burke-Smalley[1], Randy Evans[1], Dr. Andrea Neely[1] (1. University of Tennessee at Chattanooga)

6pm — **President's Reception**
Pergola @ Roost

Friday, 31 January

8am — **Registration**
Atrium

8am — **Ph.D. Students**
Think Tank @ NOMA
Chaired by: Dr. Susan Ji

8am — **STRUCTURE LEARNING USING INFORMATION THEORY BASED FEATURE SELECTION FOR GEOSPATIAL DATA**
» Mr. AHMED MUDHISH[1], Dr. Pradeep Chowriappa[1] (1. Louisiana tech university)

8:23am — **Integrating CNN-LSTM and Blockchain for Robust Botnet Detection in IIOT**
» Mr. Ahmed ALMALKI[1], Mr. Harsha Kalle[2], Dr. Pradeep Chowriappa[3] (1. Ahmed Almalki, 2. Harsha Kalle, 3. Louisiana tech university)

8:46am — **A Study of Rural Health Care for Chronic Care Management**
» Joanna Keeling[1], Dr. Pradeep Chowriappa[1] (1. Louisiana tech university)

8am — **Accounting, Economics, and Finance**
Redbud A
Chaired by: Dr. Nikki Finlay

8am — **Baseball says, "What about me?"**
» Dr. Wesley Jones[1], Mr. Wilson Lesslie[1] (1. The Citadel)

8:23am — **The Impact of Financial Reporting Quality on Dividend Policy and the Role of IFRS Adoption**
» Hayden Weber[1] (1. The University of Tennessee, Martin)

8:46am — **Global and US Assets: Global Market Segmentation**
» Dr. Seongcheol Paeng[1], Dr. Jeong Tae Ok[1] (1. Shawnee State University)

9:09am — **Herding Behavior, Macroeconomic News, and Business Cycles**
» Dr. Jeff Ngene[1], Ms. Alina Noorani[1] (1. Mercer Universiity)

Continued from **Friday, 31 January**

8am — **AI Tools: Implications for Research, Teaching, and Student Learning**
Redbud B
Chaired by: Dr. Anjee Gorkhali

8am — **The big six model of AI Trust: A 20-item scale for measuring human trust in AI**
» Dr. John Dickens[1], Dr. Hasan Uvet[2], Dr. Antonina Bauman[1], Dr. Hee Yoon Kwon[1] (1. The Citadel, 2. Georgia Gwinnett Collge)

8:15am — **AI and Curriculum: What are we teaching about AI?**
» Dr. Parthasarati Dileepan[1], Dr. Andrea Neely[1] (1. University of Tennessee at Chattanooga)

8:30am — **Towards Green AI: Sustainable AI in Telecommunications**
» Mr. Devesh Srivastava[1], Dr. Bhuvanesh Singh[2] (1. Cisco Systems, 2. University of St. Thomas)

8am — **Data, Analytics, and Statistics Instruction (DASI)**
Redbud C
Chaired by: Dr. Bob Andrews and Dr. Kellie Keeling and Dr. Reza Kheirandish

8am — **Enhancing Data Insights through Visualization, Copilot, and Power BI**
» Dr. Cheryl Aasheim[1], Dr. Dena Breece[2], Dr. Stewart Thomas[2] (1. University of Florida, 2. UNC Pembroke)

8am — **Innovative Education, Assessment, Engaged Learning, Curriculum, Teaching and Pedagogy**
Dogwood
Chaired by: Dr. Jasser Jasser

8am — **Engaging HBCU Business Students in Learning Experiences**
» Dr. Shanzhen Gao[1] (1. Virginia State University)

8:23am — **Integrating Lean Principles and Higher Education Administration with the support of Artificial Intelligence**
» Dr. Joshua Ray[1], Mr. Kevin Hinkle[1], Mrs. Sheri Schatz[1] (1. Lincoln Memorial University)

8:46am — **Bridging the Learning Gap: An App for Statistical Data Literacy**
» Ms. Laura Boettcher[1], Dr. Serina Al-Haddad[1], Dr. Jasser Jasser[1] (1. Rollins College)

9:09am — **Global STEMConverge: Igniting Innovation through Global Collaboration**
» Dr. Elena Olson[1] (1. Virginia Commonwealth University)

8am — **Analytics, Big Data Applications, Business Intelligence, Data Mining, Statistics, and Expert Systems**
Magnolia
Chaired by: Dr. Amin Haeri

8am — **The Impact of AI and data analytics technology on Supply Chain performance in the Beverage Industry**
» Ms. Camila Cramer[1], Dr. Serina Al-Haddad[1] (1. Rollins College)

8:15am — **Optimizing Property Valuations with Large Language Models: A Data Driven Approach with Instruction Fine-Tuning**
» Ms. Naa Norley Vanderpuye-Orgle[1], Dr. David Simmonds[1] (1. Auburn University at Montgomery)

9:30am — **Tea and Coffee Break**
Atrium

10am — **Management Strategy, Organizational Behavior, Organizational Theory, Human Resource Managment**
Redbud A
Chaired by: Mr. Al Iacobelli

10am — **Factors Affecting Innovation in Electric Flights**
» Joshua Cooper[1], Dr. Sohel Imroz[1] (1. Embry-Riddle Aeronautical University)

Continued from **Friday, 31 January**

10:23am — **Locus of Unethical Leadership Behavior: The Moderating Effect of Employee Creativity on Subordinate Generative Unethical Behavior**
» Mr. Al Iacobelli[1], Dr. John Jamison[1], Dr. Courtney Porter[1], Dr. Melody Chao[2] (1. Marymount University, 2. The Hong Kong University of Science and Technology)

10:46am — **A Role of Retrieval-Augmented Generation in Financial Forecasting**
» Ms. Harmanprit Kaur[1], Dr. Frank Lee[1] (1. Georgia State University)

10am — **Supply Chain Management, Production and Service Operations Management, Quality Management, Logistics, Hospitality, Recreation, and Sports Management**
Redbud B
Chaired by: Dr. Addison Pond

10am — **Factors affecting financial performance of U.S. franchising restaurant chains**
» Dr. Melih Madanoglu[1], Valerie Thomas[1], Avery Seiz[1], Kana Lewis[1], Morgan Lucas[1], Dev Patel[1], Jayden Perdue[1], Samuel Dunphy[1], Lisbeth Gallardo[1] (1. Kennesaw State University)

10:23am — **Optimizing Waterborne Imports from Asia: A Comparative Study of East vs. West Coast U.S. Ports**
» Dr. Hannan Sadjady Naeeni[1] (1. Longwood University)

10:46am — **Assessing the Impact of Super Bowl Titles on NFL Quarterbacks' Hall of Fame Candidacy**
» Dr. Addison Pond[1], Dr. James Allen[2] (1. Saint Mary's College of California, 2. Presbyterian College)

11:09am — **Resilient Sourcing: Leveraging Adaptive Strategies to Mitigate Supply Chain Disruptions**
» Dr. Purushottam Meena[1] (1. College of Charleston)

10am — **Data, Analytics, and Statistics Instruction (DASI)**
Redbud C
Chaired by: Dr. Bob Andrews and Dr. Kellie Keeling and Dr. Reza Kheirandish

10am — **Turn Data into Action by Finishing with a Strong Story**
» Dr. Bob Andrews[1], Dr. Charlie Apigian[2] (1. Virginia Commonwealth University, 2. Belmont University)

10am — **Entrepreneurship and Sustainability**
Dogwood
Chaired by: Dr. Susan Ji

10am — **Supporting the Expanding Role of Women in Social Enterprises: Identifying Entrepreneurial Mindset in Role Models from Classical Literature**
» Dr. Janice Black[1], Dr. Lane Perry[2], Prof. Wendy Cagle[2] (1. Northeastern State University, 2. Western Carolina University)

10:23am — **Making Sense of a US Veteran-inclusive Open Innovation Ecosystem: A Topic Modeling Approach**
» Dr. Jae Hwan Lee[1], Dr. Sean Newman[2], Dr. Jiyoon An[3] (1. Rollins College, 2. Stetson University, 3. Fayetteville State University)

10:46am — **Athla-preneurship: The Business of Me**
» Dr. Nina Radojevich-Kelley[1], Dr. David Eyl[1], Dr. Brian Wigley[1] (1. Shenandoah University)

10am — **Analytics, Big Data Applications, Business Intelligence, Data Mining, Statistics, and Expert Systems**
Magnolia
Chaired by: Dr. Meng Liu

10am — **Prioritized User Preference-based Multi-Objective Reinforcement Learning for Real-Time Decision-Making Systems**
» Ms. Vivya Kalidindi[1], Dr. Pradeep Chowriappa[1] (1. Louisiana tech university)

Continued from **Friday, 31 January**	

10:23am	**Selecting an Information Technology Career Field: A Data Envelopment Analysis (DEA) Approach** » Dr. Brian Lambert[1], Dr. Joe Hasley[1], Dr. Abel Moreno[1] (1. Metropolitan State University of Denver)
10:46am	**Smart Incentive Compensation: Designing Employee Bonuses Using Machine Learning and Analytics** » Yiheng An[1], Dr. Jia Li[1], Dr. Jeffrey Camm[1] (1. Wake Forest University)
12pm	**SEDSI 2025 Awards Luncheon** *Studio 220 @ NOMA*