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

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

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 TECHNOLOGY 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

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

[SP2] WORKSHOP:
PODCASTS IN HIGHER EDUCATION; WHY AND HOW? REACHING STUDENTS THROUGH THE TECHNOLOGY THEY USE
3:30PM to 5:00 PM Ashley

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 AFTERNOON COFFEE BREAK
3:00PM to 3:30 PM Ansonborough
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 Apalachia
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

7:30AM

CONTINENTAL BREAKFAST
7:30AM to 8:00 AM  Ansonborough

REGISTRATION - THURSDAY
7:30AM to 3:30 PM  Ansonborough

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

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

[IS3] CURRICULUM DESIGNS AND STRATEGIES I
8:00AM to 9:30 AM  Wraggborough

Chairperson
Douglas E. Turner, University of West Georgia

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
[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  
Mark David Witte, College of Charleston  
Images of Women in Advertisements: A Revisit  
P. Krishnakumar, Slippery Rock University  
Sunita Joan Peacock, Slippery Rock University
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

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

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

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

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
Thursday, February 19

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 CRISSES 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
Thursday, February 19

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, State University of South Carolina
  Bobbie Perdue, State University of South Carolina

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, State University of South Carolina
  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 ATTENDANCE PREDICTION, LEARNING RUBRICS, AND PRINCIPAL COMPONENTS ANALYSIS
10:00AM to 11:30 AM  Suite 2

Chairperson
Kellie B. Keeling, University of Denver

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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
Thursday, February 19

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

[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

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

[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
[IE6] INNOVATION EDUCATION #1  
1:00PM to 2:30 PM  
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  
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

[ST4] FINANCE, INSURANCE, AND REAL ESTATE ANALYSIS  
1:00PM to 2:30 PM  
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, University of Montevallo  
Alexander I. Mechitov, University of Montevallo  
Luiz Flavio Autran Monteiro Gomes, Ibmc del  
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  
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  
Samir Youssef Khoury, East Carolina University  
Discussants  
Kurt H. Loess, East Tennessee State University
Thursday, February 19

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

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 Injactability 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

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

[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
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

[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

[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

MBAs and the Modern Street Gang
Timothy Ward Nichols, North Carolina State University

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

[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
Friday, February 20

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

[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-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

[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

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

PRESIDENT'S LUNCH
Noon
Charlestonian Ballroom