Wednesday, February 20

REGISTRATION
11:00 AM to 6:00 PM
Ansonborough

EXHIBITION
11:00 AM to 5:00 PM
Ansonborough

[MT1] MEETING:
DISTINGUISHED SERVICE AWARD COMMITTEE
1:30 PM to 2:45 PM
Edisto

Chairperson
L. Drew Rosen, University of North Carolina - Wilmington

[AG1] ISSUES IN FINANCE
1:30 PM to 2:45 PM
Kiawah

Chairperson
C. Barry Pfitzner, Randolph-Macon College

Using Interrupted Time Series to Predict Stock Prices When the Company Issues an Earnings Warning
Craig G. Harms, University of North Florida

Determining Patterns in Implied Volatility
John W. Stamey, Jr., Coastal Carolina University

Re-visiting Differentials between Historical Measures of Risk and the Risk Implied by Economic Value Added(R)
Wesley M. Jones, Jr., The Citadel

Discussants
Wesley M. Jones, Jr., The Citadel
C. Barry Pfitzner, Randolph-Macon College
Craig G. Harms, University of North Florida
[ED1] WORKSHOP: ROUNDTABLE ON EFFECTIVELY USING TEAM / GROUP PROJECTS
1:30 PM to 2:45 PM Waggborough
Coordinator
P. Olson, National University
Leaders
Donna M. Schaeffer, Marymount University
Cynthia Knott Eck, Marymount University

[MG1] SUSTAINABILITY AND INFORMATION SYSTEMS ISSUES
1:30 PM to 2:45 PM Santee
Chairperson
Vicki M. Luoma, Minnesota State University - Mankato
Sustainability and Corporate Responsibility: Is There Enough Progress?
Christopher Ziemnowicz, University of North Carolina at Pembroke
Erika Holmes, University of North Carolina at Pembroke
The Dichotomy of Technology as Both the Villain and the Hero to Human Resource and Other Professionals
Janice Witt Smith, Winston-Salem State University
Sharon White, Winston-Salem State University
Soaring to the Cloud: Legal and Management Issues
Milton H. Luoma, Metropolitan State University
Vicki M. Luoma, Minnesota State University - Mankato
Discussants
Janice Witt Smith, Winston-Salem State University
Vicki M. Luoma, Minnesota State University - Mankato
Christopher Ziemnowicz, University of North Carolina at Pembroke

[MK1] FOOD, MUSIC, GENDER AND WINE!
1:30 PM to 2:45 PM Wondo
Chairperson
Elisabeth G. Velazquez, Roanoke College
Does Gender Influence Attitude Toward Genetically Modified Food?
Howard Ling, University of North Carolina at Pembroke
Marilu E. Santos, University of North Carolina at Pembroke
Do Wine Bottle Sizes and Shapes and Wine Label Colors and Shapes Matter in Agritourism Wine Prices and Sales?
Forrest Stegelin, University of Georgia
Social Media and Online Digital Music Evaluation
Yanbin Tu, Robert Morris University
Miao Zhao, Roger Williams University
Discussants
James D. Doyle, University of North Carolina at Pembroke
Tobin Turner, Presbyterian College
Howard Ling, University of North Carolina at Pembroke

[PS1] PUBLIC SECTOR, NOT FOR PROFIT & HEALTHCARE MANAGEMENT
1:30 PM to 2:45 PM Cooper
Chairperson
Wilma M. Andrews, Virginia Commonwealth University
Factors Influencing Obesity
Robert T. Barrett, Lander University
Neil Riley, Francis Marion University
Engaging Community Service Students Through Visual Storytelling of High School Students with Disabilities
James P. Lawler, Pace University
CABG Surgery Mortality and Risk Adjustment

Joseph G. Van Matre, University of Alabama - Birmingham
Ted Bos, University of Alabama - Birmingham

Discussants
Wilma M. Andrews, Virginia Commonwealth University
Joseph G. Van Matre, University of Alabama - Birmingham
Robert T. Barrett, Lander University

2:45 PM

[SP1] WORKSHOP: OFFICE 2013: ENHANCED RIBBON PLUS CLOUD
3:00 PM to 4:15 PM

Coordinators
Wilma M. Andrews, Virginia Commonwealth University
Robert L. Andrews, Virginia Commonwealth University

3:00 PM

[AG2] ISSUES IN AGRICULTURAL ECONOMICS AND TOURISM
3:00 PM to 4:15 PM

Chairperson
Reza Kheirandish, Clayton State University

Discussants
Joseph G. Van Matre, University of Alabama - Birmingham
Robert T. Barrett, Lander University

Do Cotton Fiber Characteristics Still Offer Competitive Advantages during Times of High Cotton Fiber Prices?
Forrest Stegelin, University of Georgia

Impact of the Panama Canal Expansion on Corn Exports in the Southeast Region of the United States - A Literature Review
Guohua Ma, South Carolina State University
LaKeethia Curry, South Carolina State University
Austin James, South Carolina State University

The Impact of the Recession of 2008 on the Hospitality and Tourism Sector: An Analysis Using the Employment Beta
Sam G. Berry, The Citadel
Wesley M. Jones, Jr., The Citadel
John D. Synovec, The Citadel

Discussants
Sam G. Berry, The Citadel
Forrest Stegelin, University of Georgia
Guohua Ma, South Carolina State University

[ED2] ACCREDITATION AND RETENTION ISSUES
3:00 PM to 4:15 PM

Chairperson
Janette Moody, The Citadel

Discussants
A. James Wynne, Virginia Commonwealth University
Lynda Hodgson, Virginia Commonwealth University

Coming 360-Validating Information Systems ABET Program Outcomes: A Study Using Regional Businesses
A. James Wynne, Virginia Commonwealth University
Lynda Hodgson, Virginia Commonwealth University

COFFEE
2:45 PM to 3:00 PM
Ansonborough

Sponsored by
Department of Business and Accounting
Furman University
Greenville, SC
A Shortage in Business Doctoral Candidates in Academia: Contributing Factors, Impact on Academia and Remediation

Megan Wydick Martin, Virginia Tech
Enrollment, Retention, and Graduation Rate Challenges Facing HBCU's and Minority Institutions
Michael H. Deis, Clayton State University
Ali Dadpay, Clayton State University

Discussants
Ali Dadpay, Clayton State University
A. James Wynne, Virginia Commonwealth University
Megan Wydick Martin, Virginia Tech

[IS1] STUDENTS AND IS
3:00 PM to 4:15 PM Harleston

Chairperson
George Heilman, Winston-Salem State University

An Exploration of Factors Influencing a Student's Decision to Join a Professional Computing Organization
Sathasivam Mathiyalakan, Winston-Salem State University
George Heilman, Winston-Salem State University
Sharon White, Winston-Salem State University

Teaching an Introductory Database Course: A Comparison of Performance for Group versus Individual Projects and In-Class versus Online Quizzes
Cheryl L. Aasheim, Georgia Southern University

Discussants
Cheryl L. Aasheim, Georgia Southern University
Elena Moshkovich, University of Montevallo

[SC1] OPERATIONS MODELING
3:00 PM to 4:15 PM Edisto

Chairperson
Richard W. Monroe, East Carolina University

Square Root Approximation for the Fixed Charge Transportation Problem
Veena G. Adlakha, University of Baltimore
Krzysztof Kowalski
Simi Wang, University of North Carolina at Chapel Hill

On Generating Hard Integer Programming Test Problems
Robert M. Nauss, University of Missouri - St. Louis

Trends in Service Queuing Research
Rhonda L. Hensley, North Carolina A & T State University
Joanne S. Utley, North Carolina A & T State University

Discussants
Richard W. Monroe, East Carolina University
Sam K. Formby, Appalachian State University
Keli Feng, South Carolina State University
Thursday, February 21

7:30 AM

[MT2] MEETING: SEDSI COUNCIL
7:30 AM to 8:45 AM     Edisto
Chairperson
A. James Wynne, Virginia
Commonwealth University

8:00 AM

REGISTRATION
8:00 AM to 5:00 PM
Ansonborough

EXHIBITION
8:00 AM to 5:00 PM
Ansonborough

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

Sponsored by
Daniels College of Business
University of Denver
8:45 AM

[MT3] MEETING: SE INFORMS OFFICERS
8:45 AM to 10:00 AM  Kiawah
Chairperson
Edward D. Showalter,
Randolph-Macon College

[SP2] WORKSHOP: DON'T READ THOSE SLIDES! TIPS FOR IMPROVING CONFERENCE PRESENTATIONS
8:45 AM to 10:00 AM  Cooper
Coordinator
George S. Lowry, Randolph-Macon College
Leaders
Wilma M. Andrews, Virginia Commonwealth University
Catherine Lowry Franssen, Randolph-Macon College
R. Adam Franssen, Longwood University

Adaptive Memory Projection and Scatter Search for Multidimensional Knapsack Problems with Multiple-Choice Sets
Vincent C. Li, National Chiayi University
Robust Monitoring of Contaminated Multivariate Data
Eric B. Howington, Valdosta State University
Forecasting Donated Goods for a Local Food Bank
Lauren Davis, North Carolina A&T State University
Steven Jiang, North Carolina A&T State University
Shona Morgan, North Carolina A&T State University
Christina Harris, North Carolina A&T State University

Discussants
Eric B. Howington, Valdosta State University
Margaret M. Capen, East Carolina University
Donna M. Schaeffer, Marymount University

[AN1] ANALYTICS, BUSINESS INTELLIGENCE, DATA MINING & STATISTICS
8:45 AM to 10:00 AM  Harleston
Chairperson
Donna M. Schaeffer,
Marymount University

[ED3] COMMUNICATION AND PEER EVALUATION
8:45 AM to 10:00 AM  Waggborough
Chairperson
Suzanne J. Smith, Presbyterian College

Business Communication Instructors and Undergraduate Business Students
Perception of Workplace Qualities
Donald Earl English, Texas A&M University - Commerce
Edgar J. Manton, Texas A&M University - Commerce
Patterns of Accountability: The Millennial and Peer Evaluations

Janice A. Black, Coastal Carolina University
J. Kay Keels, Coastal Carolina University
H. Lee Shinaberger, Coastal Carolina University

Using Peer Evaluation to Support Class Participation Grading in a Managerial Communication Course

Suzanne J. Smith, Presbyterian College

Discussants
Janice A. Black, Coastal Carolina University
Suzanne J. Smith, Presbyterian College
Donald Earl English, Texas A&M University - Commerce

[TS1] WORKSHOP:
MSMESB: EXPLORING THE ROLE OF ELECTRONIC MEDIA FOR CLASS INSTRUCTION
8:45 AM to 10:00 AM

Coordinator
Robert L. Andrews, Virginia Commonwealth University

Leaders
Barbara A. Price, Georgia Southern University
David M. Levine, Baruch College (C U N Y)

Discussants
Michael Monahan, Frostburg State University
Stan W. Vinson, Lander University

[MG2] LEADERSHIP DEVELOPMENT AND TEAM EFFECTIVENESS
8:45 AM to 10:00 AM

Chairperson
Sam G. Berry, The Citadel

A Quantitative Study of Leadership Development in Financial Institutions in Rural Environments
Stan W. Vinson, Lander University
Terry M. Chambers, Lander University

Team Effectiveness: An Analysis of Team Characteristics
Sam G. Berry, The Citadel
William Sharbrough, The Citadel
Bob Riggle, The Citadel
Danielle L. Ginn, The Citadel

Discussants
Michael Monahan, Frostburg State University
Stan W. Vinson, Lander University

[AC1] AUDITING AND TAX LAWS
10:15 AM to 11:30 AM

Chairperson
Nathan A. Oestreich, San Diego State University

Marriage Penalty: Intended, or Not, Is This Effectively a Federal Tax on Marriage?
Nathan A. Oestreich, San Diego State University
James E. Williamson, San Diego State University
Steve Gill, San Diego State University
Exploring the Need for Selective Accounting and Auditing Standards in Small and Medium Business Beyond the United States

Maria L. Bullen, Dominican University of California
Gregory S. Kordecki, Clayton State University

The Expanding Role of Internal Audit

Elizabeth H. Lowry

Discussants
Maria L. Bullen, Dominican University of California
Nathan A. Oestreich, San Diego State University
Brad R. Johnson, Francis Marion University

[ED4] LINKING THEORY WITH PRACTICE
10:15 AM to 11:30 AM Waggborough
Chairperson
Craig G. Harms, University of North Florida

Retrieving Hypotheses Parameters From Real Life Events

C.J. Duan, Troy University
Where Does Theory and Practice Intersect in Contemporary Business Education?
Christopher Ziemnowicz, University of North Carolina at Pembroke
Are We Really Going Green Part Two
Craig G. Harms, University of North Florida

Discussants
Dmitriy Aleksandrovich Nesterkin, Coastal Carolina University
Suzanne J. Smith, Presbyterian College
C.J. Duan, Troy University

[IS2] SOFTWARE ANALYSIS
10:15 AM to 11:30 AM Harleston
Chairperson
Yanjun Yu, Southern University - New Orleans

An Analysis of the 2011-12 Simulation Software Data in OR/MS Today
Ajay K. Aggarwal, Henderson State University
Dinesh S. Dave, Appalachian State University

The Research Trend on Global Software Development from 1999 to 2011: The Latent Semantic Analysis Approach
Yanjun Yu, Southern University - New Orleans
Yibai Li, University of Scranton

Discussants
Alexander I. Mechitov, University of Montevallo
Anshu Saxena Arora, Savannah State University

[MK2] PANEL: STUDY ABROAD IN GROWTH AND EMERGING MARKETS
10:15 AM to 11:30 AM Cooper
Moderator
Kirk R. Karwan, Furman University
Panelists
Candace Deans, University of Richmond
L. Drew Rosen, University of North Carolina - Wilmington
Thursday, February 21

[SC2] SUPPLY CHAIN MODELING  
10:15 AM to 11:30 AM  

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

Global Supply Trends and U.S. Infrastructure for Intermodal Freight Movement  
Richard W. Monroe, East Carolina University

Optimization and Simulation Modeling of Disaster Relief Supply Chain: A Literature Review  
Keli Feng, South Carolina State University  
Tana Isaac, South Carolina State University  
Deedee D. Agu, South Carolina State University  
Emmanuel Bizimana, South Carolina State University

A Virtualization Model for Logistics Training Using Computer Based Training Tools and SAP ERP  
Samir Youssef Khoury, East Carolina University  
Kourosh Jenab, Society of Reliability Engineering  
Victor D. Boatright, East Carolina University

Discussants  
Roberta Russell, Virginia Tech  
Robert M. Nauss, University of Missouri - St. Louis  
Chuanhui Xiong, University of North Carolina at Pembroke

[TS2] WORKSHOP: MSMESB: PUBLISHER AND FACULTY DIALOGUE ON IMPROVING INSTRUCTIONAL MATERIALS  
10:15 AM to 11:30 AM  

Coordinator  
Robert L. Andrews, Virginia Commonwealth University

Leaders  
Franny Kelly, John Wiley & Sons  
Marianne Stepanian, Pearson Education  
Erin Lane, Pearson Education

11:45 AM

[MT4] MEETING: SEDSI OFFICERS  
11:45 AM to 1:15 PM  

Chairperson  
George S. Lowry, Randolph-Macon College

1:30 PM

[AC2] LEGAL, FINANCIAL, AND MANAGERIAL ISSUES  
1:30 PM to 2:45 PM  

Chairperson  
Maria L. Bullen, Dominican University of California

Amoeba Management and Organizational Ambidexterity: Similarities, Differences, and Implications  
Ralph W. Adler, University of Otago  
Toshiro Hiromoto, Accountants and Auditing Oversight Board
Compilation and Review Engagements: New Directions in Non-Audit Services
Maria L. Bullen, Dominican University of California
Gregory S. Kordecki, Clayton State University
Using the Declaratory Judgment Act and the Equity Powers of a Federal Court to Halt Officials of Horry County, South Carolina from Unreasonably Seizing Property by Applying a Zoning Ordinance That Does Not Exist
Brad R. Johnson, Francis Marion University

[ED5] EDUCATION POTPOURRI
1:30 PM to 2:45 PM Wagborough
Chairperson
Margaret M. Capen, East Carolina University
Teaching the Teachers of Project Management
Timothy J. Kloppenborg, Xavier University
Kathryn Noel Wells, Kershaw County School District
Rodrigo Chavez Heres, Tec De Monterrey
Ignacio P. Von Pultitz, Tec De Monterrey
Teaching the Women and the Economy Course
Nikki M. Finlay, Clayton State University

[IS3] FACTORS THAT IMPACT CUSTOMERS SATISFACTION
1:30 PM to 2:45 PM Harleston
Chairperson
Elena Moshkovitch, University of Montevallo
Assessing the Impact of Poor Service Quality on Customer Satisfaction in the Federal Service Industry
Anshu Saxena Arora, Savannah State University
Mahesh S. Raisinghani, Texas Woman's University
Adoption of Electronic Tax Filing: The Impact of Trust
Elena Moshkovitch, University of Montevallo
Alexander I. Mechitov, University of Montevallo
It's a Small World After All: Sustainability at Disney Corporation
Donna M. Schaeffer, Marymount University
Srinivasan Raghaven, Marymount University

[MG3] JOB HUNTING AND HIRING
1:30 PM to 2:45 PM Santee
Chairperson
Sung-Hee Park, Dalton State College
Information Congruency Model: The Role of Information Congruency in Job Seekers' Decision Making Process
Raina M. Rutti, Dalton State College
Sung-Hee Park, Dalton State College
Marilyn M. Helms, Dalton State College
Using Job Analysis for Developing an Effective HR Selection Strategy: An Experiential Exercise
   Robin Anne Cheramie, Kennesaw State University
Finding Work on the Sub-Continent: Job Hunting Strategies in India
   Michael Monahan, Frostburg State University
   Amit J. Shah, Frostburg State University
   Riya Shah, Mountain Ridge High School

Discussants
   Robin Anne Cheramie, Kennesaw State University
   Amit J. Shah, Frostburg State University
   Terry M. Chambers, Lander University

[MK3] US AND DUTCH ATTITUDES, PERCEPTIONS IN GHANA AND US MARKET SHARE
1:30 PM to 2:45 PM
Chairperson
Yanbin Tu, Robert Morris University

Predictive Power of Personal Factors in Studying Students' Perception of Sales Profession in Ghana
   Victor Bahhouth, University of North Carolina at Pembroke
   John E. Spillan, University of North Carolina at Pembroke
   Edwin Clifford Mensah, University of North Carolina at Pembroke

Analysis of Tilapia Fillet Market Share in the US
   Abed G. Rabbani, University of Georgia
A Comparison of American and Dutch Students' Attitudes Toward Women Managers
   Tope Adeyemi-Bello, East Carolina University
   Joseph Tomkiewicz, East Carolina University
   Edwin R. Vermeulen, Han University of Applied Science

Discussants
   Tope Adeyemi-Bello, East Carolina University
   John E. Spillan, University of North Carolina at Pembroke
   Jeff Shockley, College of Charleston

[PM1] GRADUATE STUDENT PAPER SESSION 1
1:30 PM to 2:45 PM
Chairpersons
   Joan M. Donohue, University of South Carolina
   Cheryl L. Aasheim, Georgia Southern University
   Michael Hutkin, Roanoke College
   Christina D. McCarr, Roanoke College

The Effects of Social Support and Self-Efficacy on Depression in College Students
   Christina King, Savannah State University
Drops in the Glass: The Influence of Alcohol Advertising on Young Adults
   Melody Burks, Savannah State University
Antecedents and Effects of Job Satisfaction
   Yao Yao, Savannah State University
Work and College Students: The Impact of Stress on Academic Performance
   Candice Ebai, Savannah State University

[TS3] WORKSHOP: MSMESB: INCLUDING ANALYTICS IN THE CURRICULUM
1:30 PM to 2:45 PM
Coordinator
Robert L. Andrews, Virginia Commonwealth University
Leaders
   Kirk R. Karwan, Furman University
   Kellie B. Keeling, University of Denver
   Barry A. Wray, University of North Carolina - Wilmington
2:45 PM

COFFEE
2:45 PM to 3:00 PM
Ansonborough

3:00 PM

[AC3] TEACHING AND ACADEMIC RESEARCH IN ACCOUNTANCY
3:00 PM to 4:15 PM
Kiawah
Chairperson
Ralph W. Adler, University of Otago

Successful Authors' Views on the Editorial Review Processes of Accounting Journals
   Ralph W. Adler, University of Otago
   Gregory A. Liyanarachchi, University of Maryland Eastern Shore

An Evaluation of Accounting Programs at Virginia Colleges and Universities: A Proposal
   Catherine L. Staples, Randolph-Macon College

Accounting and Business Law: Arguments for Greater Legal Scope and Depth in the Accounting Curriculum
   Lawrence K. Menter, Clayton State University
   Dustin M. Grant, Clayton State University
   Gregory S. Kordecki, Clayton State University

Discussants
   Gregory S. Kordecki, Clayton State University
   Ralph W. Adler, University of Otago
   Catherine L. Staples, Randolph-Macon College

[ED6] MAKING CONNECTIONS
3:00 PM to 4:15 PM
Harleston
Chairperson
John R. O'Malley, Jr., Georgia Southern University

Applying Universal Design of Instruction
   George S. Lowry, Randolph-Macon College
   Edward D. Showalter, Randolph-Macon College

It Takes a Village: Running a Successful Internship Program
   Donna M. Schaeffer, Marymount University
   David Pomeroy, Marymount University

Problem Solving in the Workplace Through Application of Business Knowledge and Quantitative Methods
   Samuel H. Tolbert, Lander University
   Robert T. Barrett, Lander University

Discussants
   Robert T. Barrett, Lander University
   Edward D. Showalter, Randolph-Macon College
   George S. Lowry, Randolph-Macon College

[ED7] INFORMATION SYSTEMS AND HIGHER EDUCATION
3:00 PM to 4:15 PM
Waggborough
Chairperson
James P. Lawler, Pace University

The Development and Deployment of a Web-Based Tool to Manage Students' Requests for Closed Courses
   Samir Youssef Khoury, East Carolina University
   David Bucci, East Carolina University

Note Taking: An Important Part of the Learning Process
   Paula Ruby, Arkansas State University
   Ralph Ruby, Jr., Arkansas State University

Discussants
   Robert T. Barrett, Lander University
   Edward D. Showalter, Randolph-Macon College
   George S. Lowry, Randolph-Macon College
Engagement and Impact in a College Inclusion Pilot Program for Individuals with Disabilities  
James P. Lawler, Pace University  
Discussants  
Ralph Ruby, Jr., Arkansas State University  
Samir Youssef Khoury, East Carolina University  
Michael H. Deis, Clayton State University

[PM2] GRADUATE STUDENT PAPER SESSION 2  
3:00 PM to 4:15 PM  
Chairpersons  
Cheryl L. Aasheim, Georgia Southern University  
Michael Hutkin, Roanoke College  
Christina D. McCart, Roanoke College

College of Business Students’ Predictors of Success and Academic Performance: The Effects of Academic Intervention and Communication, General Self-efficacy, Academic Motivation, and Social Activity  
Christopher Jenner, Savannah State University

The Dynamics of Autism: Meeting the Social & Economic Challenge  
Sonya P. Myricks, Clayton State University  
Jessica J. Vickson, Clayson State University

Culture of Online Education  
Joy J. Godin, Georgia College & State University

The Effect of Price Increases on Supply Chain of the Pharmaceutical Industry  
Chuanhui Xiong, University of North Carolina at Pembroke

The Effects of Internal Firm Decisions on Supply Risk  
Sam K. Formby, Appalachian State University

Competing on the Extended Supply Chain  
Robert Russell, Virginia Tech  
Jay M. Teets, Coastal Carolina University  
Discussants  
Joanne S. Utley, North Carolina A & T State University  
He-Boong Kwon, Colorado State University - Pueblo  
Veena G. Adlakha, University of Baltimore

[TS4] WORKSHOP: MSMESB: EXPLORING WAYS TO ASK EFFECTIVE QUESTIONS AND ENGAGE STUDENTS  
3:00 PM to 4:15 PM  
Coordinator  
Robert L. Andrews, Virginia Commonwealth University  
Leaders  
Christopher M. Lowery, Georgia College & State University  
Joan M. Donohue, University of South Carolina  
Robert A. Stine, Wharton School

4:30 PM

[MT5] MEETING: SEDSI BUSINESS MEETING  
4:30 PM to 5:15 PM  
Chairperson  
George S. Lowry, Randolph-Macon College
### UNDERGRADUATE POSTER DISPLAYS

**6:30 PM to 7:45 PM**  
*Palmetto Courtyard*

- **Hard-Sell and Soft-Sell Advertising: Popular Trends and Consumer Perceptions**  
  by Theodore Parrish, Savannah State University

- **Portrayal of Women Athletes in Advertising**  
  by Jennifer Lowe, Savannah State University

- **Marketing Intervention: The Effects of Advertising on the Consumption of Sugary Soft Beverages**  
  by Brittany Fields, Savannah State University

- **Consumer Anthropomorphism: Societal Impacts of Anthropomorphic Advertising**  
  by Joshua Shaffer, Savannah State University

- **Brand Equity Via Brand Diffusions and Brand Naming Strategies: Effects on Global Society**  
  by Eric Billinger, Savannah State University

### PRESIDENT'S RECEPTION

**6:30 PM to 8:30 PM**  
*Palmetto Courtyard*

Sponsored by  
The Department of Economics & Business  
Randolph-Macon College  
Ashland, Virginia
Friday, February 22

8:00 AM

REGISTRATION
8:00 AM to 11:30 AM
Ansonborough

EXHIBITION
8:00 AM to 11:30 AM
Ansonborough

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

8:45 AM

[AG3] ISSUES IN ECONOMICS
8:45 AM to 10:00 AM
Santee

Chairperson
Wesley M. Jones, Jr., The Citadel

Credit and Finance Perceptions in Latino Community Enclaves
Rebecca Gonzalez, University of North Carolina at Pembroke
John E. Spillan, University of North Carolina at Pembroke
Olga Chapa, University of Houston-Victoria

GDP Growth, Unemployment, and Indexes of Financial Stress
C. Barry Pfitzner, Randolph-Macon College
Steven D. Lang, Randolph-Macon College

Re-evaluation of the European Monetary Union Maastricht Convergence Criteria
Sanela Porca, University of South Carolina - Aiken

Discussants
Steven D. Lang, Randolph-Macon College
Reza Kheirandish, Clayton State University
John E. Spillan, University of North Carolina at Pembroke

[AN2] WORKSHOP: DATA MINING WITH OPEN SOURCE TOOLS: EXAMPLES OF STRUCTURED AND UNSTRUCTURED DATA ANALYSIS
8:45 AM to 10:00 AM
Harleston

Coordinators
Michael A. King, Virginia Tech
Gary M. Fetter, Radford University
[ED8] PANEL:
INFORMATION LITERACY, GLOBALIZATION, AND TECHNOLOGY:
MEETING UNIVERSITY REQUIREMENTS IN AN INNOVATIVE, ENGAGING WAY
8:45 AM to 10:00 AM Waggborough
Moderator
Donna M. Schaeffer, Marymount University
Panelists
Mason Yang, Marymount University
Gail Flatness, Marymount University

[PU1] UNDERGRADUATE STUDENT PAPER SESSION 1
8:45 AM to 10:00 AM Cooper
Chairpersons
James P. Lawler, Pace University
Richard W. Monroe, East Carolina University
Sara B. Kiser, Alabama State University
Theodore Parrish, Savannah State University
Portrayal of Women Athletes in Advertising
Jennifer Lowe, Savannah State University
Best Practices for Developing Websites for Small Businesses/ Organizations with Uncertainty
Timothy William Hunt, Georgia Southern University
Marketing Intervention: The Effects of Advertising on the Consumption of Sugary Soft Beverages
Brittany Fields, Savannah State University

[MK4] VALUE CREATION
8:45 AM to 10:00 AM Wondo
Chairperson
James D. Doyle, University of North Carolina at Pembroke
Creating Value for the Shopper: Customer Involvement as a Tool for Increasing Customer Satisfaction in Retail
Tobin Turner, Presbyterian College
Jeff Shockley, College of Charleston
Value Creating Mediating Mechanisms Within the Market Orientation-Performance Relationship: A Meta-Analysis
James D. Doyle, University of North Carolina at Pembroke
Anahit Armenakyan, Nipissing University
Discussants
Elisabeth G. Velazquez, Roanoke College
Abed G. Rabbani, University of Georgia

[SC4] OM AND TQM
8:45 AM to 10:00 AM Edisto
Chairperson
Sam K. Formby, Appalachian State University
Sequencing Reliability Initiatives in Services
Joanne S. Utley, North Carolina A & T State University
Rhonda L. Hensley, North Carolina A & T State University
Kathryn Dobie, North Carolina A&T State University
Categorizing OM-Related Journals Using Citations

Joan M. Donohue, University of South Carolina
Timothy D. Fry, University of South Carolina - Columbia

Comparative Efficiency Assessment and Strategic Benchmarking of Smart Phone Companies Using DEA
He-Boong Kwon, Colorado State University - Pueblo

Discussants
Jay M. Teets, Coastal Carolina University
Christopher W. Zobel, Virginia Tech
Samir Youssef Khoury, East Carolina University

[TS5] WORKSHOP: MSMESB: INNOVATION FOR INTRODUCING STATISTICS TO BUSINESS STUDENTS: FOCUS ON DATA AND ANALYTICS
8:45 AM to 10:00 AM
Ashley Coordinator
Robert L. Andrews, Virginia Commonwealth University

Leaders
Norean R. Sharpe, Georgetown University
David M. Levine, Baruch College (C U N Y)

10:00 AM

COFFEE
10:00 AM to 10:15 AM
Ansonborough

10:15 AM

[AC4] ETHICAL ISSUES IN ACCOUNTING
10:15 AM to 11:30 AM
Kiawah

Chairperson
Lara Z. Khansa, Virginia Tech

Alternative Dispute Resolution in Business: Framework and Forms
Judith Stilz Ogden, Clayton State University
Nikki M. Finlay, Clayton State University

The Fraud Diamond vs. Fraud Triangle Analytics: Evaluating the Influence of "Capability" for Auditing Unstructured Enterprise Data
Joseph B. Gilmore, Frostburg State University
Richard A. Johnson, Frostburg State University

A New Type of Corporation for Today's Entrepreneurs
Roberta Russell, Virginia Tech
Janine S. Hiller, Virginia Tech

Discussants
Joseph B. Gilmore, Frostburg State University
Lara Z. Khansa, Virginia Tech
Nikki M. Finlay, Clayton State University

[HS1] SPORTS MODELING
10:15 AM to 11:30 AM
Santee

Chairperson
David A. Collier, Florida Gulf Coast University

Simulating a Badminton Tournament: Examining Thrown Matches
Kellie B. Keeling, University of Denver

Measures of Continuous Improvement in Sports
David A. Collier, Florida Gulf Coast University
**Thursday, February 22**

**[ED9] ONLINE EDUCATION**

_10:15 AM to 11:30 AM_  
Edisto

**Chairperson**

Kenneth R. MacLeod, East Carolina University

Determinants of Success in an Online Management Information Systems Course: The Significance of Grade Point Average as a Performance Predictor  
Patricia LaRosa, California State University - Fresno

Reaching Millennial Students: Experiential Learning, New Class Design and Technology-Based Term Projects
Janice A. Black, Coastal Carolina University
Dmitriy Aleksandrovich Nesterkin, Coastal Carolina University

Decision Making, On-Line Teaching, and Socratic Inquiry
Kenneth R. MacLeod, East Carolina University
William Swart, East Carolina University

**Discussants**

Janice A. Black, Coastal Carolina University
Kenneth R. MacLeod, East Carolina University
Patricia LaRosa, California State University - Fresno

Consumer Anthropomorphism: Societal Impacts of Anthropomorphic Advertising
Joshua Shaffer, Savannah State University

Brand Equity Via Brand Diffusions and Brand Naming Strategies: Effects on Global Society
Eric Billinger, Savannah State University

Recovery Time: Economic Indicators Following Hurricane Katrina
Mark L. Dottore, Virginia Polytechnic Institute & State University

**[TS6] WORKSHOP:**

**MSMESB: EXPLORING THE ROLE OF RESAMPLING/BOOTSTRAPPING FOR UNDERSTANDING STATISTICAL INFERENCE**

_10:15 AM to 11:30 AM_  
Ashley

**Coordinator**

Robert L. Andrews, Virginia Commonwealth University

**Leader**

Richard D. De Veaux, Williams College

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**[PU2] UNDERGRADUATE STUDENT PAPER SESSION 2**

_10:15 AM to 11:30 AM_  
Cooper

**Chairpersons**

Joan M. Donohue, University of South Carolina
James P. Lawler, Pace University

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**Noon**

**PRESIDENT'S LUNCHEON**

Noon to 1:30 PM  
Charlestonian Ballroom

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