SOUTHEAST DECISION SCIENCES INSTITUTE
2008 ANNUAL MEETING

Wednesday, February 20
Thursday, February 21
and
Friday, February 22

THE PROGRAM CHRONOLOGICALLY

Wednesday, February 20

10:00AM

REGISTRATION
10:00AM to 5:00 PM  Lakeview

PLACEMENT
10:00AM to 5:00 PM  Lakeview

EXHIBITORS
10:00AM to 5:00 PM  Lakeview
1:30PM

[AG1] INVESTOR TRADING AND INTERNET PIRACY
1:30PM to 3:00 PM Room 312

Chairperson
Dan Bowles, Randolph-Macon College

Does Investor Trade on Heterogeneous Beliefs? - Evidence from Trading Volume on Analyst Recommendation Dates
Guohua Ma, South Carolina State University

From Gray to Legal: How Anime and Manga Became Legit
Nikki M. Finlay, Clayton State University

Discussants
Dan Bowles, Randolph-Macon College
Wesley M. Jones, Jr., The Citadel

[IS1] ROLE OF TECHNOLOGY IN ORGANIZATIONS
1:30PM to 3:00 PM Room 314

Chairperson
Shanan G. Gibson, East Carolina University

The Impact of Technological Opportunism and Organizational Size on the Early Adoption of Disruptive Technology
Gary G. Garrison, Belmont University

Acceptance of Electronic Medical Records Implementation and the Role of the Theory of Planned Behavior
Elaine D. Seeman, East Carolina University
Shanan G. Gibson, East Carolina University

Applying the R4 Framework of Resilience: Information Technology Disaster Risk Management at Northrop Grumman
Michael A. King, Virginia Tech
Christopher Zobel, Virginia Tech

Discussants
Shanan G. Gibson, East Carolina University
Adel M. Novin, Clayton State University
Young B. Choi, James Madison University
1:30PM

[IS2] MOBILE COMPUTING
1:30PM to 3:00 PM Room 304

Chairperson
Robert Gehling, Auburn University - Montgomery

How Does the Use of Instant Messaging Impact Performance?
Haya Ajjan, University of North Carolina - Charlotte
Yuan Niu, Uncc
Muhammad Adeel Zaffar, (No affiliation in address)
Susan Joyce Winter, Portland State University

Mobile Internet Service - User Experience, Satisfaction and Continual Use Intention
Liqiong Deng, West Georgia
Douglas E. Turner, University of West Georgia
Robert Gehling, Auburn University - Montgomery

Mobile Tv Adoption Strategy in U.S. Wireless Market
Seungjae Shin, Mississippi State University
Jerry Cunningham, Mississippi State University, Meridian
Jack E. Tucci, Mississippi State University, Meridian

Discussants
Liqiong Deng, West Georgia
Reza Kheirandish, Clayton State University
Robert Gehling, Auburn University - Montgomery

[IE1] WORKSHOP: A FRAMEWORK FOR COURSE LEARNING ACTIVITIES AND ASSESSMENTS
1:30PM to 3:00 PM Room 306

Coordinators
Thomas F. Hawk, Frostburg State University
Amit J. Shah, Frostburg State University
1:30PM

[IE2]  THE GAMES STUDENTS PLAY
1:30PM to 3:00 PM  Room 302
Chairperson
Qidong Cao, Winthrop University

Improved Entrepreneurship Pedagogy Through the Use of PC Games
Kenneth E. Callow, Bay Path College
Jane E. Weyant, Bay Path College

Determining the Patterns and Impact of Property and Railroad: Trading in
"-opoly" Type Games Through Computer Simulation
Chuck Leska, Randolph Macon College
Edward D. Showalter, Randolph-Macon College

A Cross-Disciplinary View for Teaching Business Process Management in Existing
Simulation Courses
Susan W. Palocsay, James Madison University

Discussants
Michael Latta, Coastal Carolina University
Qidong Cao, Winthrop University

[PO1]  QUANTITATIVE MODELING IN OPERATIONS
MANAGEMENT
1:30PM to 3:00 PM  Room 308
Chairperson
Mauro Falasca, Virginia Tech

Modeling Customer Delivery Times Using the Asymmetric Laplace Probability Density Function
Alfred L. Guiffrida, Kent State University

Inventory Control Under Box Jenkin's ARIMA Period Demand and Random Lead Time
Kal Namit, Winston-Salem State University
Jim Chen, Norfolk State University

An Efficient Heuristic for Discontinuous Tour Scheduling Problems With a Single Shift Type
Tony R. Johns, Clarion University of Pennsylvania

Discussants
Jason K. Deane, Virginia Tech
Tony R. Johns, Clarion University of Pennsylvania
Alfred L. Guiffrida, Kent State University
3:00PM

COFFEE BREAK
Co-Sponsored by
School of Business and Economics
Jessica M. Bailey, Dean
Winston-Salem State University

and

Dept. of Business Admin./Econ
Dr. Larry A. Lynch, Chair
Roanoke College

3:00PM to 3:30 PM    Lakeview

3:30PM

[SP1] WORKSHOP: SIX SIGMA: AN IMPORTANT DECISION SCIENCE TOOL IN BUSINESS DECISIONS
3:30PM to 5:00 PM    Room 306

Coordinator
Oluseyi Kaforiji, Tuskegee University
The primary goal of businesses is the maximization of the present value of their future earnings as well as cost minimization.
3:30PM

[AC1] TEACHING AND LEARNING IN ACCOUNTANCY
3:30PM to 5:00 PM Room 304

Chairperson
Maria L. Bullen, Clayton State University

Peachtree vs. Quickbooks: The Students' Point of View
Adel M. Novin, Clayton State University

Enhancing Staff Training and Student Learning Through Financial Reporting Disclosures
Greg Kordecki, Clayton College & State University

An Analysis of the Change in College of Business Ethical Codes
Kathy Moffett, State University of West Georgia
John R. O'Malley, Jr., Georgia Southern University
J. Harrison McCraw, University of West Georgia

Discussants
John L. Stancil, Florida Southern College
Harrison McGraw, State University of West Georgia
Adel M. Novin, Clayton State University

[IS3] TECHNOLOGY IMPLEMENTATION IN ORGANIZATIONS
3:30PM to 5:00 PM Room 302

Chairperson
Elaine D. Seeman, East Carolina University

A Case for Using Virtual Machines By Organizations
C. Ryan Ashley, Auburn-Montgomery
Robert Gehling, Auburn University - Montgomery

The Role of Occupational Values in Electronic Medical Records Implementation
Shanan G. Gibson, East Carolina University
Elaine D. Seeman, East Carolina University

Applying Effective Marketing Strategies to Increase Information Systems Enrollments
Harry L. Reif, James Madison University
Richard G. Mathieu, James Madison University
Carey B. Cole, James Madison University

Discussants
Richard Hauser, East Carolina University
Christopher Zobel, Virginia Tech
Mark I. Hwang, Central Michigan University
3:30PM

[IS4] SERVICE QUALITY & INTERNATIONAL APPLICATIONS
3:30PM to 5:00 PM Room 308

Chairperson
James P. Lawler, Pace University

Service Event Classification: A DNA of Services
Harry Katzan, Jr., Savannah State University

Central Asian Information Technology Development
Milam Aiken, University of Mississippi
Mahesh B. Vanjani, Texas Southern University

Discussants
Robert L. Andrews, Virginia Commonwealth University
Reza Kheirandish, Clayton State University

[MK1] TOURISM, CELEBRITY RATINGS, AND PERFORMANCE IN PROFESSIONAL SPORTS
3:30PM to 5:00 PM Room 310

Chairperson
Elisabeth L. Velasquez, Roanoke College

Determining the Probability of Tourist Secondary Activities to Assess Tourism Preferences, Develop Visitation Estimates and Forecast Sales Using a First-Order Markov Model
James E. Stoddard, Appalachian State University
Stephen W. Clopton, Appalachian State University
Dinesh S. Dave, Appalachian State University

Perception vs. Performance in Professional Sport
Sudhir Chawla, Angelo State University
Tom F. Badgett, Angelo State University
Michael Adam, Angelo State University

Analyzing Differences in Celebrity Ratings Using the Analytic Hierarchy Process-Across Industries and Product Types
Cynthia Knott Eck, Marymount University
James Ryerson, Marymount University

Discussants
David M. Furman, Clayton State University
Cynthia Knott Eck, Marymount University
Sudhir Chawla, Angelo State University
3:30PM

[TP1] WORKSHOP: ADDING 10 YEARS TO YOUR ACADEMIC LIFE: A NEW ONLINE SYSTEM FOR GIVING HOMEWORK AND EXAMS IN YOUR OM COURSE
3:30PM to 5:00 PM  Room 312

  **Coordinators**
  Barry Render, Rollins College
  Jay Hetzer, Texas Lutheran
  Barry Render, Rollins College

[TP2] TEACHING TIPS II
3:30PM to 5:00 PM  Room 314

  **Chairperson**
  Judith Hunt, East Carolina University

  Demand Forecasting -- Art, Science, or Chaos?
  Richard E. Crandall, Appalachian State University
  William R. Crandall, University of North Carolina, Pembroke

  Teaching Students to Be Effective Consultants Both at Home and Abroad
  Martin Starr, Rollins College
  Henrique Luiz Correa, Crummer Gsb, Rollins College

  Forecasting With Innovation Diffusion Models Using Spreadsheets
  John F. Kros, East Carolina University

  **Discussants**
  John F. Kros, East Carolina University
  Tope Adeyemi-Bello, East Carolina University
  Max Burns, North Georgia College & State University
Thursday, February 21

7:00AM

[MT1] MEETING: SE DSI COUNCIL MEETING
7:00AM to 8:00 AM   Lakeview

7:30AM

COFFEE BREAK
Sponsored by
Dr. Randy Edwards, Dean
Walker College of Business
Appalachian State University
7:30AM to 8:00 AM   Lakeview

REGISTRATION
7:30AM to 5:00 PM   Lakeview

PLACEMENT
7:30AM to 5:00 PM   Lakeview

EXHIBITORS
7:30AM to 5:00 PM   Lakeview
Thursday, February 21

8:00AM

[SP2] WORKSHOP: GEOGRAPHIC INFORMATION SYSTEMS
8:00AM to 9:30 AM Room 308

Coordinator
A. James Wynne, Virginia Commonwealth University

[AG2] STUDIES IN LEARNING AND CHOICE
8:00AM to 9:30 AM Room 302

Chairperson
C. Barry Pfitzner, Randolph-Macon College

Assessing Interdisciplinary Learning in the Principles of Microeconomics Course: An Exploratory Analysis
Nikki M. Finlay, Clayton State University

Towards Formalizing the Observed Behavior of Choice
Shabnam Mousavi, Max Planck Institute
Reza Kheirandish, Clayton State University

How Do You Average the Averages?
Ravij Badarinathi, Univ. of North Carolina - Wilmington
Ladd Michael Kochman, Kennesaw State University

Discussants
C. Barry Pfitzner, Randolph-Macon College
Guohua Ma, South Carolina State University
Nikki M. Finlay, Clayton State University
8:00AM

[IS5]  IT MODELS
8:00AM to 9:30 AM  Room 314

Chairperson
Changsub Shim, Savannah State University

The Influence of Math and Computer Confidence on Computer Self-Efficacy
R. Franklin Morris, Jr., The Citadel
Evelyn Holmes Thrasher, University of Massachusetts - Dartmouth

Small World Effects in Open Source Software Communities: An Analysis of Project Dependency Data
Christopher L. Huntley, Fairfield University
Stephanie L. Lucca, Fairfield University

Service Quality Based on the Pull Model
Harry Katzan, Jr., Savannah State University
Changsub Shim, Savannah State University

Discussants
Mark I. Hwang, Central Michigan University
John L. Wilson, Nova Southeastern University
Christina D. McCart, Roanoke College

[MG1]  GENDER AND AGE ISSUES IN MANAGEMENT
8:00AM to 9:30 AM  Room 310

Chairperson
Shanan G. Gibson, East Carolina University

Familiarity as a Factor in Understanding Undergraduate Students' Attitudes Toward Lesbians as Managers
James O. Smith, East Carolina University
Joseph Tomkiewicz, East Carolina University

A Preliminary Examination of Gender Differences in Motivation of College and University Faculty to Engage in Scholarly Activities
Mak Khojasteh, Winston-Salem State University
Robert A. Herring III, Winston - Salem State University

The Quest for Efficient Recruitment and Retention Across Generations
Joseph Tomkiewicz, East Carolina University
Robb Frankel, UNF
Mariusz Sagan, Higher School of Economics and

Discussants
Melita Prati, East Carolina University
Joseph Tomkiewicz, East Carolina University
James O. Smith, East Carolina University
8:00AM

[PO2] QUALITY MANAGEMENT SYSTEMS
8:00AM to 9:30 AM  Room 304

Chairperson
Deborah F. Cook, Virginia Tech

Implementing Jit Purchasing: An Integrated Approach for Items With Imperfect Quality
Daesung Ha, Marshall University
Seung-Lae Kim, Drexel University

Regression Control Charts for Limited Process Data
J. Gaylord May, Wake Forest University
Joanne M. Sulek, North Carolina A & T State University

The Impact of Job Specific and Quality Management Employee Training on Employee Capability and Service System Performance in China
Alan W. Mackelprang, University of South Carolina
Jay Jayaram, University of South Carolina
Kefeng Xu, University of Texas - San Antonio

Discussants
Marilyn S. Jones, Winthrop University
Alfred L. Guiffrida, Kent State University
David W. Little, High Point University

[PS1] CURRENT EFFECTS OF THE ECONOMY AND THE BABY BOOMERS
8:00AM to 9:30 AM  Room 306

Chairperson
Wilma M. Andrews, Virginia Commonwealth University

A Look at Today's Government Financial Manager
Judith A. Kamnikar, Auburn University - Montgomery
Edward G. Kamnikar, Troy University
Keren H. Deal, Auburn University - Montgomery

Some Issues With US Healthcare
Ajay K. Aggarwal, Millsaps College

Living Wage 101
Jane H. Philbrick, Savannah State University
Sara B. Kiser, Judson College
Jane Clary, College of Charleston

Discussants
Sara B. Kiser, Judson College
Judith A. Kamnikar, Auburn University - Montgomery
Keren H. Deal, Auburn University - Montgomery
8:00AM

[ST1] PANEL: IMPORTANT ISSUES FOR STATISTICS INSTRUCTION IN SCHOOLS OF BUSINESS
8:00AM to 9:30 AM  Room 312

Moderator
Robert L. Andrews, Virginia Commonwealth University

Panelists
Barbara A. Price, Georgia Southern University
Kellie B. Keeling, University of Denver
Stephen W. Custer, VCU
Ellen M. Walk, University of Richmond

9:30AM

COFFEE BREAK
Belk College of Business
Steven H. Ott, Interim Dean
UNC Charlotte
9:30AM to 10:00 AM  Lakeview

10:00AM

[MT2] MEETING: SE INFORMS COUNCIL MEETING
10:00AM to 11:30 AM  Room 308
10:00AM

[AC2] AUDITING, TAXES, AND THE LAW
10:00AM to 11:30 AM Room 304
Chairperson
Reza Kheirandish, Clayton State University

- Addressing the Tax Gap - Sources, Symptoms, and Solutions
  John L. Stancil, Florida Southern Col
- Can a Franchisor Be Liable for the Discriminatory Conduct of a Franchisee Under Either Title VII of the Civil Rights Act or Section 1981 of Title 42 of the United States Code?
  Brad R. Johnson, Francis Marion University
- Factors Affecting Auditor's Use of Confirmatory Search Strategies
  John T. Reisch, East Carolina University

Discussants
John T. Reisch, East Carolina University
Lawrence Menter, Clayton State University
Maria L. Bullen, Clayton State University

[MK2] SUPPLY CHAIN AND INTERNATIONAL INNOVATION ISSUES
10:00AM to 11:30 AM Room 314
Chairperson
Rhonda L. Hensley, North Carolina A & T State University

- Evolution of Supply Chain Research in Operations Journals
  Rhonda L. Hensley, North Carolina A & T State University
  Kathryn Dobie, North Carolina A&T State University
- Where Are the International Innovators?
  Michael Latta, Coastal Carolina University
  Nicholas Twigg, Coastal Carolina University
- A Comparative Study of American and Taiwanese Companies in Developing Lean Supply Chains
  Charlie C. Chen, Appalachian State University
  Richard E. Crandall, Appalachian State University
  Shin-Yuan Hung, Nat. Chung Cheng U.

Discussants
William R. Crandall, University of North Carolina, Pembroke
Tom F. Badgett, Angelo State University
Joel Taiwo Oluseye Oke, Winston-Salem State University
10:00AM

[PO3] SUPPLY CHAIN MANAGEMENT
10:00AM to 11:30 AM Room 310

Chairperson
Seung-Lae Kim, Drexel University

The Current State of Empirical Research About Supply Chain Management
Richard W. Monroe, Coastal Carolina University

Modeling Internet Pickups and Returns in Retail/E-tail Supply Chains
Stephen C. Mahar, University of North Carolina - Wilmington
P. Daniel Wright, Villanova University
Kurt M. Brethauer, Indiana University

How Does Industrial Distribution Impact Value in the Supply Chain?
Marilyn Smith, Winthrop University
William R. McCleave, Jr., (No Affiliation)

Discussants
Deborah F. Cook, Virginia Tech
Daesung Ha, Marshall University
Valentin H. Pashtenko, Christopher Newport University

[PS2] USING ANALYSIS TO BETTER UNDERSTAND NON-PROFIT NEEDS
10:00AM to 11:30 AM Room 302

Chairperson
Keren H. Deal, Auburn University - Montgomery

Sensitivity of Super-Efficient Data Envelopment Analysis : Results to Individual Decision-Making Units: Example of Surgical Workload By Specialty
Liam O'Neill, University of North Texas

Evaluating Fundraising Software for a Nonprofit Group, a Multicriteria Decision Problem
Robert L. Andrews, Virginia Commonwealth University
Wilma M. Andrews, Virginia Commonwealth University

Discussants
L. Taylor Damonte, Coastal Carolina University
Liam O'Neill, University of North Texas
10:00AM

[ST2] MANAGEMENT SCIENCE POTPOURRI
10:00AM to 11:30 AM Room 312

Chairperson
Barbara A. Price, Georgia Southern University

Alternate Optimal Solutions in Transportation Problems
Veena G. Adlakha, University of Baltimore
Krzysztof Kowalski, (No Affiliation)

Comparing Two Methods of Parallel Analysis Implementation
Kellie B. Keeling, University of Denver

Characterizing Complexity Bounds for the Electrical Power Districting Problem
Paul K. Bergey, North Carolina State University
Cliff T. Ragsdale, Virginia Tech
Robert B. Handfield, North Carolina State University

Discussants
Kellie B. Keeling, University of Denver
Paul K. Bergey, North Carolina State University
Stephen W. Caster, V C U

Noon

[MT3] MEETING: SE DSI OFFICERS MEETING
Noon to 1:00 PM Lakeview Dining
1:00PM

[SP3] PANEL: SERVICE SCIENCE: A NEW, INTERDISCIPLINARY OPPORTUNITY FOR TEACHING AND RESEARCH
1:00PM to 2:30 PM Room 302
Moderator
Kirk R. Karwan, Furman University
Panelists
Robert E. Markland, University of South Carolina
Jeffery S. Smith, Florida State University
David A. Collier, Florida Gulf Coast University

[SP4] WORKSHOP: LIVING IN THE KNOWLEDGE SOCIETY (LIKES): A MULTI-DISCIPLINARY APPROACH TO REVITALIZING COMPUTING EDUCATION
1:00PM to 2:30 PM Room 314
Coordinator
Christopher Zobel, Virginia Tech
Leaders
Steve Sheetz, Virginia Tech
Carlos Evia, Virginia Tech
Weiguo Fan, Virginia Tech
Edward Fox, Virginia Tech

[SP5] WORKSHOP: PUBLISHING TIPS FOR BUSINESS FACULTY
1:00PM to 2:30 PM Room 312
Coordinator
Danny Arnold, Frostburg State University
This presentation consists of a series of tips or "tricks of the trade" designed to help both novice and experienced publishers, from the perspective of quantity and quality.
1:00PM

[AC3] ACCOUNTING AND DECISION MAKING
1:00PM to 2:30 PM Room 308

Chairperson
Nikki M. Finlay, Clayton State University

Lean Accounting -- Fad or Fashion?
Richard E. Crandall, Appalachian State University
Karen T. Main, Appalachian State University

Incorporating Human Resource Accounting Value Measures in Capital Investment Decisions
Maria L. Bullen, Clayton State University

Using Design Patterns, Analysis Patterns and Case-Based Reasoning to Improve Information Modeling and Method Engineering in Systems Development
Sean Chen, Furman University
Bonnie W. Morris, West Virginia University

Discussants
Greg Kordecki, Clayton College & State University
Sean Chen, Furman University
Nikki M. Finlay, Clayton State University

[IS6] DECISION SUPPORT & BUSINESS INTELLIGENCE SYSTEM
1:00PM to 2:30 PM Room 306

Chairperson
Thomas E. Griffin, Nova Southeastern University

Toward a Greater Understanding of Business Intelligence: Survey Results
Mark I. Hwang, Central Michigan University
James J. Cappel, Central Michigan University

Meeting Growing Demands of Standardization Education in Information and Communications Technology Industry
Young B. Choi, James Madison University
Jungwoo Ryoo, Penn State Altoona
Harry L. Reif, James Madison University
Hyun Eui Lim, (No affiliation in address)

Techniques for Improving Understanding in Visual Decision Support Aids
Richard Hauser, East Carolina University

Discussants
Norma H. Clifton, Roanoke College
Cynthia Knott Eck, Marymount University
Milam Aiken, University of Mississippi
1:00PM

[PS3] GOVERNMENT ACTIONS: TAXES AND BANKRUPTCY
1:00PM to 2:30 PM  Room 310

Chairperson
Robert T. Barrett, South Carolina State University

Municipal Bankruptcy in the Individual States
Keren H. Deal, Auburn University - Montgomery
Judith A. Kamnikar, Auburn University - Montgomery
Edward G. Kamnikar, Troy University

A Scenario-Based Approach to Potential Tax Impact of Timeshare Usage in a Coastal Economy
Darla J. Domke-Damonte, Coastal Carolina University
L. Taylor Damonte, Coastal Carolina University
Gary Loftus, Coastal Carolina University

South Carolina's Cigarette Tax Increase Decision
Robert T. Barrett, South Carolina State University
Robert E. Pugh, Francis Marion University
Neil Riley, Francis Marion University

Discussants
Jane H. Philbrick, Savannah State University
Wilma M. Andrews, Virginia Commonwealth University
Ajay K. Aggarwal, Millsaps College

[WA1] THREATS, FAIRNESS, AND CONSTRAINTS
1:00PM to 2:30 PM  Room 304

Chairperson
Lance A. Matheson, Virginia Tech

Allocating Funds to Mitigate Information Technology Threats to Organizations Connected in a Supply Chain
Jason K. Deane, Virginia Tech
Terry R. Rakes, Virginia Tech
Loren Rees, Virginia Tech
Wade H. Baker, Verizon Business Security Solutions

Creating Fair Foursomes for a University Donor Golf Tournament
Cliff T. Ragsdale, Virginia Tech
Kevin Scheibe, Iowa State University

Examining Supply and Demand Constraints on Enrollments in Part-time Graduate Programs
Ellen M. Walk, University of Richmond
Lewis A. Litteral, University of Richmond

Discussants
Ellen M. Walk, University of Richmond
George S. Lowry, Randolph-Macon College
Thursday, February 21

Cliff T. Ragsdale, Virginia Tech

2:30PM

COFFEE BREAK
Sponsored by
Rollins MBA
Ranked #37 Nationally
(Forbes, 2007)
2:30PM to 3:00 PM    Lakeview

3:00PM

[AG3] MODELS AND QUANTITATIVE METHODS
3:00PM to 4:30 PM     Room 304

Chairperson
Ladd Michael Kochman, Kennesaw State University

Clustering of Financial Ratios Within Industries: An Empirical Analysis
Wesley M. Jones, Jr., The Citadel
Mark Bebensee, The Citadel

Does the Mankiw/Solow Model Have Predictive Power for Africa and the Middle East?
C. Barry Pfitzner, Randolph-Macon College
Dan Bowles, Randolph-Macon College

Discussants
Ladd Michael Kochman, Kennesaw State University
Mark Bebensee, The Citadel

[IS7] TUTORIAL: SERVICE SCIENCE
3:00PM to 4:30 PM

Presenter
Harry Katzan, Jr., Savannah State University
3:00PM

3:00PM to 4:30 PM Room 302

Moderator
Robert L. Andrews, Virginia Commonwealth University

Panelists
Wilma M. Andrews, Virginia Commonwealth University
Ali A. Nazemi, Roanoke College
Ina S. Markham, James Madison University

[IE3] ASSEMBLING, ANALYZING, AND INTERPRETING DATA
3:00PM to 4:30 PM Room 314

Chairperson
Robert Gehling, Auburn University - Montgomery

Analysis After Output II
Kenneth R. MacLeod, East Carolina University
The Business Value of Geographical Information Systems in Business School Curriculum
Andrew N. Arnette, Virginia Tech
Michael A. King, Virginia Tech
Is Microsoft Excel Skill Needed for Success? A Case of Business Statistics
Lari H. Arjomand, Clayton State University
Reza Kheirandish, Clayton State University

Discussants
Thomas F. Hawk, Frostburg State University
Christina D. McCart, Roanoke College
Edward D. Showalter, Randolph-Macon College
3:00PM

[PO4] ISSUES AND TRENDS IN OPERATIONS MANAGEMENT
3:00PM to 4:30 PM Room 308

Chairperson
Marilyn Smith, Winthrop University

Utilizing Emerging Trends in Operations Management for New Curriculum Development
Liqiong Deng, University of West Georgia
Douglas E. Turner, University of West Georgia

Measuring the Manufacturing Complexity Created By System Design
Anthony J. Gabriel, North Georgia College & State University

Impact of National Culture on "CSFs in the ERP System Implementation Process
Arun Palavedu Madapusi, University of North Texas

Discussants
David W. Little, High Point University
Mauro Falasca, Virginia Tech
Tanya Goette, Georgia College & State University

[PO5] MANAGING SERVICE OPERATIONS
3:00PM to 4:30 PM Room 310

Chairperson
Valentin H. Pashtenko, Christopher Newport University

The Contingent Nature of Service Recovery System Structures
Jeffery S. Smith, Florida State University
Kirk R. Karwan, Furman University

Insights from Staff Perceptions Regarding Patient Attendance for Physical Therapy and Clinic Productivity
Julie Ann Stuart Williams, University of West Florida
Melissa Webb, University of West Florida
Jeffrey Day, University of West Florida
Steven Pepper, University of West Florida

Discussants
Tony R. Johns, Clarion University of Pennsylvania
Jeffery S. Smith, Florida State University
3:00PM

[TP3] WORKSHOP: FROM INCEPTION TO PUBLICATION: 
CASE STUDY WRITING AND ANALYSIS
3:00PM to 4:30 PM  Room 312
Coordinator
Sharynn M. Tomlin, Angelo State University
Leader
Forest R. David, Francis Marion University

5:00PM

[MT4] MEETING: SE DSI
BUSINESS MEETING
5:00PM to 6:00 PM  Room 308

6:00PM

PRESIDENT'S RECEPTION
Co-Sponsored by
College of Bus. & Appl. Prof. Sci.
Bob Barrett, Dean
South Carolina State University
and
The Cameron School of Business
Larry Clark, Dean
UNC Wilmington
6:00PM to 8:00 PM  Poolside
Friday, February 22

7:30AM

**COFFEE BREAK**
Sponsored by
School of Business
Macon State College
7:30AM to 8:00 AM    Lakeview

**REGISTRATION**
7:30AM to Noon    Lakeview

**PLACEMENT**
7:30AM to Noon    Lakeview

**EXHIBITORS**
7:30AM to Noon    Lakeview
8:00AM

8:00AM to 9:30 AM Room 312

Moderator
Nikki M. Finlay, Clayton State University

Panelists
Lawrence Menter, Clayton State
David M. Furman, Clayton State

[AG4] REGIONAL ECONOMIC STUDIES
8:00AM to 9:30 AM Room 304

Chairperson
Steven D. Lang, Randolph-Macon College

Assessment of Value Added Production as a Strategy for Rural Development in Alabama
James O. Bukenya, Alabama A & M University

Poverty and Economic Conditions in Virginia: Evidence from County and City Level Data
Steven D. Lang, Randolph-Macon College

Education and Business Climate and Economic Development: Evidence from South Carolina
Muhammed Mustafa, South Carolina State University
Haile M.G. Selassie, South Carolina State University
Alina Ovechkina, South Carolina State University

Discussants
Steven D. Lang, Randolph-Macon College
Muhammed Mustafa, South Carolina State University
James O. Bukenya, Alabama A & M
8:00AM

[MG2] ORGANIZATIONAL CULTURE & CORRELATES

Chairperson
Richard W. Monroe, Coastal Carolina University

Satisfaction and Aspirations: Differences Under Conditions of Equitable Payment and Underpayment
R. Eugene Hughes, East Carolina University

Mediating Effects of Information Quality on Trust and Performance in Interorganizational Relationships
William C. McDowell, East Carolina University
Joy H. Karriker, East Carolina University

Affecting Organizational Identity: A Manager's Influence
Melita Prati, East Carolina University
Amy McMillan-Capehart, East Carolina University
Joy H. Karriker, East Carolina University

Role of Organizational Culture on Project Success
Hulya Julie Yazici, Florida Gulf Coast University

Discussants
William C. McDowell, East Carolina University
Maria L. Bullen, Clayton State University
Hulya Julie Yazici, Florida Gulf Coast University
Robert Gehling, Auburn University - Montgomery

[ST3] QUANTITATIVE MODELING

Chairperson
Cliff T. Ragsdale, Virginia Tech

Developing a Tool for Undergraduate Business Students Similar to Dr. Deming's Red Bead Experiment
Robert L. Andrews, Virginia Commonwealth University
Stephen W. Custer, Virginia Commonwealth University

An Approximate Method for Staffing in M/M/S Queuing Systems
Farzaneh Fazel, Illinois State University
Ahmad Fakheri, Bradley University

The Relationship Between Multi-car Teams and Winning in NASCAR
Tracy D. Rishel, Belmont Abbey College
C. Barry Pfitzner, Randolph-Macon College

Discussants
C. Barry Pfitzner, Randolph-Macon College
Barbara A. Price, Georgia Southern University
Ellen M. Walk, University of Richmond
[SU1] STUDENT PAPER COMPETITION
8:00AM to 9:30 AM Room 310

Chairperson
George S. Lowry, Randolph-Macon College

Work/Life Balance - What Do Corporations Tout?
Sara B. Kiser, Judson College
Jennifer Jones Jones, Judson College
Charity Fuller, Judson College

An Empirical Investigation of the Influence of Social Value Orientations and Knowledge Asymmetry in the Formulation of Advice
Samantha P.L. Lee, University of Sydney

Judges
Tanya Goette, Georgia College
Wesley M. Jones, Jr., The Citadel

Student Paper Competition
Co-sponsored by
Randolph Macon College
Dr. William Johnston, Provost

and

Dr. Ron Green, Dean
School of Business Administration
The Citadel
8:00AM

[WA2] IT: ITS MANY FORMS
8:00AM to 9:30 AM  Room 314

Chairperson
Jay M. Teets, Coastal Carolina University

Computing Tools for Effective Healthcare Delivery Operations - The Case of Kaiser Permanente
Arvinder P.S. Loomba, San Jose State University
Manmeet K. Loomba, Kaiser Permanente

Using Web Technologies to Improve Rural Access to Health Care Information
John R. O'Malley, Jr., Georgia Southern University
Jay M. Teets, Coastal Carolina University
Lance A. Matheson, Virginia Tech

Reduction of Field Loss By a Video Processing System
Timur Z. Mirzoev, Georgia Southern University

Discussants
Harry L. Reif, James Madison University
Arvinder P.S. Loomba, San Jose State University
Reza Kheirandish, Clayton State University

9:30AM

COFFEE BREAK
Sponsored by
Dept. of Information Systems
Dr. Tom Case, Chair
Dept. of Information Technology
Dr. Art Gowan, Chair
Georgia Southern University

9:30AM to 10:00 AM  Lakeview
10:00AM

[SP6] POTPOURRI OF SPECIAL TOPICS
10:00AM to 11:30 AM Room 310

Chairperson
Jay M. Teets, Coastal Carolina University
A Feasibility Study for U.S. Regional Universities to Enter China's Higher Education Market

Qidong Cao, Winthrop University
Thomas E. Griffin, Nova Southeastern University

Regression to the Mean, Baseball, Age, and Batting Average
C. Barry Pfitzner, Randolph-Macon College
Evan Dungan, Randolph-Macon College

U.S. Competitiveness and Global Markets
Anthony Narsing, Macon State
A. Ouandlous, Savannah State University
Harry G. McAlum, Macon State College

Discussants
Changsub Shim, Savannah State University
Barry A. Wray, University of North Carolina - Wilmington
Elisabeth L. Velasquez, Roanoke College

[IS9] WORKSHOP: USING KML, XML, AND XSL TO CREATE GOOGLE EARTH APPLICATIONS
10:00AM to 11:30 AM Room 314

Coordinator
Betsy Page Sigman, Georgetown University

Leader
William J. Garr, Georgetown University

[IE4] PANEL: USING TECHNOLOGY TO ENHANCE, BROADEN THE REACH AND/OR INCREASE THE EFFICIENCY OF INSTRUCTION
10:00AM to 11:30 AM Room 306

Moderator
Barbara A. Price, Georgia Southern University

Panelists
Robert L. Andrews, Virginia Commonwealth University
Wilma M. Andrews, Virginia Commonwealth University
10:00AM

[IE5] PROGRAM AND CURRICULUM MATTERS
10:00AM to 11:30 AM Room 302

Chairperson
Tanya Goette, Georgia College

A Discussion of Word Problem Structure in a Management Science Course
Randall Reid, University of West Florida
Julie Ann Stuart Williams, University of West Florida

Management Class at Disney World: The Impact of a Special Topics Maymester Course
Suzanne J. Smith, Presbyterian College

Outsourcing a High Speed Internet Access Project: An Information Technology Class
Case Study - Part II
William B. Carper, University of West Florida
Richard G. Platt, University of West Florida
Michael McCool, (No Affiliation)

Discussants
Tanya Goette, Georgia College
Elaine D. Seeman, East Carolina University
Marilyn Smith, Winthrop University

[MK3] MARKETING AND PURCHASING ISSUES
10:00AM to 11:30 AM Room 308

Chairperson
Notis Pagiavlas, Winston-Salem State University

The Activation-Expectations Model of Channel Power: Matching or Exceeding Expectations
Kenneth W.H. Day, Jacksonville State University

Evolving Issues Surrounding Vendor Analysis
John E. Timmerman, The Citadel

Relevance of Ethnocentrism Among Consumers in Kuwait
Christopher Ziemnowicz, University of North Carolina - Pembroke
Victor Bahhouth, University of North Carolina - Pembroke
Yussef Zgheib, Notre Dame University - Lebanon

Discussants
Nikki M. Finlay, Clayton State University
Christopher Ziemnowicz, University of North Carolina - Pembroke
Linda G. Sprague, Rollins College
10:00AM

[TP4] TEACHING TIPS # 1
10:00AM to 11:30 AM Room 312

Chairperson
Richard E. Crandall, Appalachian State University

An Analysis of Role Play in Ethical Decision Making: Consolidated Widgets International
Max Burns, North Georgia College

The Teaching Test
Judith Hunt, East Carolina University

Prerequisite Coursework as a Predictor of Performance in a Graduate Management Course.
Amy McMillan-Capehart, East Carolina University
Tope Adeyemi-Bello, East Carolina University

Discussants
Judith Hunt, East Carolina University
Sharynn M. Tomlin, Angelo State University
Henrique Luiz Correa, Crummer Gsb, Rollins College

Noon

PRESIDENT'S LUNCH
Noon to 1:30 PM Lakeview Dining