SOUTHEAST DECISION SCIENCES INSTITUTE
ANNUAL MEETING
February 25-27, 2015

PROGRAM
Revised at completion of the Conference
March 2, 2015
Welcome to the Southeast Decision Sciences Institute Conference

On behalf of the council, officers, and 2015 program committee, I would like to welcome you to the 45th Annual Meeting of the Southeast Decision Sciences Institute (SEDSI) in beautiful Savannah, GA. The program committee has worked very hard to put together an excellent program with more than 100 papers, panels and workshops that I think you will find to be very enlightening and enjoyable. In addition to participating in some great sessions, I hope that this meeting will also provide you an opportunity to renew old friendships and to meet new colleagues from universities, businesses, and other organizations throughout the southeast and beyond. We are very fortunate this year to have a number of the nation’s leading publishers and software vendors participating in the sessions and exhibiting their products in the exhibition area. Please stop by to thank them for their support of our meeting and to see what they have to offer.

I would like to express my sincere gratitude to all of those who helped make this conference possible and it was truly a team effort. There are many key individuals who worked very hard to help develop this conference and program for all of us to enjoy. They include a wonderful team of track chairs, reviewers, session chairs, discussants, special session developers, and graduate and undergraduate student paper judges. Also included are the officers, both current and past, who were there to offer friendly advice, encouragement, and support throughout the process. I am very grateful to them for offering to share their knowledge and expertise and I thank them for their support.

I have quickly learned that one of the most critical elements in developing and delivering a successful conference is the availability of a conference management decision support system. Jay Teets, our CMS coordinator, deserves a colossal "Thank You!" for all of his help in this respect. Our CMS system proved to be quite stubborn at times and I honestly could not have done it without Jay. I truly appreciate all of his hard work and dedication.

I would also like to thank all of those at Virginia Tech for their support of the conference over the past year. A special thank you goes to Robert T. Sumichrast, Dean of the Pamplin College of Business Administration and Bernard W. Taylor III., head of the Business Information Technology Department for all of their support which enabled me to serve as your program chair.

My final expression of gratitude goes to you, the participants and members of SEDSI. The purpose of this conference is to serve you and it is because of you that this conference continues to be a success and continues to grow. If I can be of any assistance to you, please do not hesitate to ask. I hope that you enjoy your time in Savannah and have a great conference.

Jason K. Deane, Ph.D.
2015 SE DSI Program Chair
Decision Sciences Institute

The Decision Sciences Institute is a professional society dedicated to the development and application of quantitative and behavioral methods to administrative problems. Most functional areas of business are represented among the membership. Through its journals, Decision Sciences and the Decision Sciences Journal of Innovative Education, along with national, international, and regional meetings, and other activities, the Decision Sciences Institute serves as a vehicle to advance and disseminate the theory, application, pedagogy, and curriculum development of the decision sciences.

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With its pedestrian-friendly layout and innovative urban design, Savannah serves as a balm for the senses. The city inspires visitors with its emerald tree canopy, quaint cobblestone streets and majestic architecture. Take the time to wander off the beaten path and experience the history, beauty and charm of this beloved coastal city. Savannah is an abundant city to visit any time of year, with activities for everyone to indulge in. From St. Patrick’s Day events, music and food festivals, to art exhibits and Civil War re-enactments, Savannah brims with all kinds of events to excite the mind, the body and the senses. We hope you enjoy every magical moment in Savannah.

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University of Georgia
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Virginia Commonwealth University
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Student Papers: Masters
Joan M. Donohue ................................................................................................ University of South Carolina

Student Papers: Ph.D.
Joan M. Donohue ................................................................................................ University of South Carolina

Student Papers: Undergraduate
Joan M. Donohue ................................................................................................ University of South Carolina

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<table>
<thead>
<tr>
<th>Name</th>
<th>Institution</th>
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<tbody>
<tr>
<td>Xiang Liu</td>
<td>Marymount University</td>
</tr>
<tr>
<td>Elizabeth H. Lowry</td>
<td>Bon Secours Health System, Inc.</td>
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<td>Ronald J. MacKinnon</td>
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<td>John R. O'Malley, Jr.</td>
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<td>Nathan A. Oestreich</td>
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<td>C. Barry Pitzner</td>
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<td>Tammy L. Prater</td>
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<td>Zhilei Qiao</td>
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<td>Cliff T. Ragsdale</td>
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<td>Terry R. Rakes</td>
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<td>Emma Jane Riddle</td>
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<td>Tracy D. Rishel</td>
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<td>Ralph Ruby, Jr.</td>
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<td>Paula Ruby</td>
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### General Program Schedules - Overview

#### Wednesday, February 25th

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<tr>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>11:00 AM</td>
<td>Prefunction 2nd Floor</td>
<td>Registration, Exhibition</td>
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<tr>
<td>1:30 PM</td>
<td>Franklin SP1</td>
<td>Workshop: Office Mix - Superpowers for PowerPoint</td>
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<tr>
<td>1:30 PM</td>
<td>Johnson SP2</td>
<td>Panel: Sustainability from a University Perspective: Definition, Objectives and Implementation</td>
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<tr>
<td>1:30 PM</td>
<td>Chatham AN1</td>
<td>New Approaches in Analytics</td>
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<tr>
<td>2:45 PM</td>
<td>Prefunction 2nd Floor</td>
<td>Coffee</td>
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<tr>
<td>3:00 PM</td>
<td>Reynolds MT2</td>
<td>SEINFORMS Officers</td>
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<tr>
<td>3:00 PM</td>
<td>Forsyth AG1</td>
<td>Banking and Finance</td>
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<tr>
<td>3:00 PM</td>
<td>Forsyth AN3</td>
<td>Workshop: Making Statistics More Effective in Schools of Business: Providing More Value for Your Students</td>
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<tr>
<td>3:00 PM</td>
<td>Johnson IS1</td>
<td>Information Technology and Education</td>
</tr>
<tr>
<td>3:00 PM</td>
<td>Franklin MG1</td>
<td>Empirical Studies of Culture and Organizations</td>
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<tr>
<td>3:00 PM</td>
<td>Chatham SC1</td>
<td>Applications of Operations Management</td>
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<tr>
<td>5:00 PM</td>
<td>Mercer MT3</td>
<td>SEDSI Distinguished Service Awards Committee</td>
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#### Thursday, February 26th

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<tr>
<td>7:30 AM</td>
<td>Mercer MT4</td>
<td>SEDSI Council</td>
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<td>8:00 AM</td>
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<tr>
<td>8:45 AM</td>
<td>Pulaski MT5</td>
<td>SEDSI Business Meeting</td>
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<tr>
<td>10:00 AM</td>
<td>Prefunction 2nd Floor</td>
<td>Coffee</td>
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<tr>
<td>10:15 AM</td>
<td>Reynolds SP3</td>
<td>Beta Gamma Sigma</td>
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<tr>
<td>10:15 AM</td>
<td>Johnson AC1</td>
<td>Accounting Crossovers and New Methods of Analysis</td>
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<tr>
<td>10:15 AM</td>
<td>Forsyth AN4</td>
<td>Workshop: Making Statistics More Effective in Schools of Business: Text Mining Instruction</td>
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<tr>
<td>10:15 AM</td>
<td>Franklin ED1</td>
<td>Assessing and Predicting Student Performance</td>
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<tr>
<td>10:15 AM</td>
<td>Pulaski IS2</td>
<td>Information Technology, Risk and Security</td>
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<tr>
<td>10:15 AM</td>
<td>Chatham PS1</td>
<td>Health Care and Public Sector</td>
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<tr>
<td>10:15 AM</td>
<td>Oglethorpe A PM1</td>
<td>Student Paper Competition - Masters 1</td>
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<td>11:45 AM</td>
<td>Mercer MT6</td>
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<tr>
<td>1:30 PM</td>
<td>Johnson AC2</td>
<td>Accounting Topics</td>
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<td>Forsyth AN5</td>
<td>Workshop: Making Statistics More Effective in Schools of Business: Topics in Quantitative Instruction</td>
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<td>1:30 PM</td>
<td>Franklin ED2</td>
<td>Innovation in the Classroom</td>
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<td>1:30 PM</td>
<td>Oglethorpe A PU1</td>
<td>Student Papers - Undergraduate 1</td>
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<tr>
<td>1:30 PM</td>
<td>Chatham SC2</td>
<td>Empirical Research in Supply Chain and Logistics Networks</td>
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<tr>
<td>3:00 PM</td>
<td>Chatham SP4</td>
<td>Panel: Meet the Editor Session</td>
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<tr>
<td>3:00 PM</td>
<td>Franklin AC3</td>
<td>Legal and International Issues Affecting the Workplace</td>
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<td>Pulaski AG2</td>
<td>Environmental and Economic Development</td>
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<td>Forsyth AN6</td>
<td>Workshop: Making Statistics More Effective in Schools of Business: Translating Statistics to Business</td>
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<td>Johnson IS3</td>
<td>Information Technology Potpourri</td>
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<td>Student Paper Competition - Ph. D.</td>
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<td>Student Papers - Undergraduate 2</td>
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<td>AC4</td>
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Friday, February 27th

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<tr>
<td></td>
<td></td>
<td></td>
<td>Continental Breakfast</td>
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<tr>
<td>8:45 AM</td>
<td>Reynolds</td>
<td>SP5</td>
<td>Potpourri</td>
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<td></td>
<td>Pulaski</td>
<td>AN7</td>
<td>Business Analytics</td>
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<td></td>
<td>Forsyth</td>
<td>AN8</td>
<td>Workshop: Making Statistics More Effective in Schools of Business: Demonstrations of Software to Assist Statistics Instruction</td>
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<td>Franklin</td>
<td>ED4</td>
<td>Adapting to Different Learning Styles and Non-Traditional Formats</td>
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<td>Chatham</td>
<td>PS2</td>
<td>Health Care and Not For Profit</td>
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<td>Johnson</td>
<td>SC4</td>
<td>Contemporary Applications of Logistics and Supply Chain</td>
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<td>Coffee</td>
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<td>10:15 AM</td>
<td>Chatham</td>
<td>SP6</td>
<td>Workshop: Mission Impossible? Better Conference Presentations</td>
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<td>Forsyth</td>
<td>AN9</td>
<td>Panel: Discussion of Software for Statistics and Analytics Instruction</td>
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<td>Franklin</td>
<td>ED5</td>
<td>Does Delivery Format Matter?</td>
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<td>Johnson</td>
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<td>President's Lunch</td>
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WEDNESDAY, FEBRUARY 25

11:00AM

REGISTRATION
11:00AM to 6:00 PM  Prefunction 2nd Floor Room

EXHIBITION
11:00AM to 5:00 PM  Prefunction 2nd Floor Room

1:30PM

[SP1] WORKSHOP: OFFICE MIX - SUPERPOWERS FOR POWERPOINT
1:30PM to 2:45 PM  Franklin Room

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

[SP2] PANEL: SUSTAINABILITY FROM A UNIVERSITY PERSPECTIVE: DEFINITION, OBJECTIVES AND IMPLEMENTATION
1:30PM to 2:45 PM  Johnson Room

During the panel session, we will layout the framework for which Marymount University has put forth through 2024, to deal with the issues surrounding Sustainability. We want to explore the differences in other Universities plans and compare them to how we are conducting ourselves. We would also like to discuss the definition of Sustainability. Through research and discussing this will other colleagues, it is a term that does not seem to have a definite definition. Some consider it an environmental cause; others consider it an accounting or financial going concern for an institution. We are interested in learning about these differences and seeing how the different definition diverge and converge. We have been researching the topic internally as an institution and find that outside input would improve our knowledge and understanding from other points of view. We welcome everyone to join us to share experiences, suggestions, and anything else that may open our minds to new ideas on the subject.

Moderators
Cynthia Knott Eck, Marymount University
Donna M. Schaeffer, Marymount University

[AN1] NEW APPROACHES IN ANALYTICS
1:30PM to 2:45 PM  Chatham Room

Session Chair
Kellie B. Keeling, University of Denver

ReviewMap: An Exploratory Text Mining System for Competitive Analysis Using Online Reviews
William J. Amadio, Rider University - Lawrenceville

Examining the Topics in the Decision Sciences Journal of Innovative Education with Text Analytics
Kellie B. Keeling, University of Denver
Deborah F. Cook, Virginia Tech
Tabitha L. James, Virginia Tech

Using Parametric Upper Bound Derived Cuts and Tightened Relaxations to Solve Hard Generalized Assignment Problems
Robert M. Nauss, University of Missouri - St. Louis

Discussants
Kellie B. Keeling, University of Denver
Robert M. Nauss, University of Missouri - St. Louis
William J. Amadio, Rider University - Lawrenceville
[AN2] TUTORIAL: USING R FOR BUSINESS ANALYTICS
1:30PM to 2:45 PM
Forsyth Room

Tutorial will show how to use the R programming language for Business Analytics. The demonstration will focus on basic semantics and functional applicability of R, in the context of developing an industry-like analytics solution to a retail problem. This goal will be achieved by touching on all seven of INFORMS Certified Analytics Professional (CAP) domain areas which provide a thoughtful framework to follow when developing analytical solutions. R was designed to transform students from users to developers which permits them to grow and extend their analytical and programming skillsets to meet the complexity of the problems they are trying to solve. R provides the means to perform all of the descriptive and predictive analytics techniques found in commercial software platforms like SAS Enterprise Miner and SPSS Modeler, but also prescriptive analytics all within the same software platform and for free.

Presenter
Matthew A. Lanham, Virginia Polytechnic Institute & State University

2:45PM

COFFEE
2:45PM to 3:00 PM
Co-Sponsored by Roanoke College & Clayton State University
Prefunction 2nd Floor Room

3:00PM

[MT2] MEETING: SEINFORMS OFFICERS
3:00PM to 4:15 PM
Reynolds Room

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

[AG1] BANKING AND FINANCE
3:00PM to 4:15 PM
Pulaski Room

Session Chair
Forrest Stegelin
University of Georgia

Use of Fringe Financial Services in the United States
Rebecca Gonzalez, University of North Carolina at Pembroke

An Overview of the Chinese Banking System: Its History, Challenges and Risks
Lili Chen, Lander University
Stan W. Vinson, Lander University

A Bayesian Approach of Estimating Financial Assets' Risk Dynamics
Zhixin Richard Kang, University of North Carolina at Pembroke

Discussants
Lili Chen, Lander University
Zhixin Richard Kang, University of North Carolina at Pembroke
Rebecca Gonzalez, University of North Carolina at Pembroke
[AN3] WORKSHOP: MAKING STATISTICS MORE EFFECTIVE IN SCHOOLS OF BUSINESS: PROVIDING MORE VALUE FOR YOUR STUDENTS

3:00PM to 4:15 PM  Forsyth Room

Session Chair
Robert L. Andrews, Virginia Commonwealth University

Session addresses the advantages obtained from using the MyStatLab course management system in introductory statistics and in-class exercises to provide visual understanding of multivariate methods. MyStatLab frees up class time for exercises, guest presenters, and more practical interactive problems relevant to a business curriculum. The multivariate methods include interaction in regression, principal component analysis, multivariate analysis of variance and discriminant analysis, and cluster analysis.

Having a Ball with Applied Multivariate Statistical Methods
Robert L. Andrews, Virginia Commonwealth University

Teaching an Old Dog New Tricks, Let's Try MyStatLab
Gary R. Hackbarth, Valdosta State University

[IS1] INFORMATION TECHNOLOGY AND EDUCATION

3:00PM to 4:15 PM  Johnson Room

Session Chair
Susan R. Williams, Georgia Southern University

Connectivity for College Students in the Post PC World
Patricia A. Tilley, Frostburg State University
JoAnna Shore, Frostburg State University

What First Year Students Know and Don't Know About Computer Concepts 2004-2014
Ronald J. MacKinnon, Georgia Southern University
John N. Dyer, Georgia Southern University
Kevin Lee Elder, Georgia College & State University

Discussants
George E. Heilman, Winston-Salem State University
Patricia A. Tilley, Frostburg State University
John N. Dyer, Georgia Southern University

[MG1] EMPIRICAL STUDIES OF CULTURE AND ORGANIZATIONS

3:00PM to 4:15 PM  Franklin Room

Session Chair
Kirk R. Karwan, Furman University

Relationships Among Diversity, Communication and Verbal Miscommunication in Culturally Diverse Work Groups
Inessa Y. Korovyakovskaya, Savannah State University
Hyonsong Chong, Jackson State University

The Leadership Styles of University Students in China
Amit J. Shah, Frostburg State University
Michael Monahan, Frostburg State University
Yan Bao, Frostburg State University

Perceptions of Crisis and Disaster Preparedness, Safety, and Fear among University Faculty and Staff: An Exploratory Study
Bruce C. Raymond, Colorado State University - Pueblo
Karen L. Fowler, Colorado State University - Pueblo

Discussants
Yuan Li, Columbia College
Anthony Narsing, Middle Georgia State
Kirk R. Karwan, Furman University
[SC1] APPLICATIONS OF OPERATIONS MANAGEMENT
3:00PM to 4:15 PM

Chatham Room

Session Chair
Nick T. Thomopoulos, Illinois Institute of Technology

Safety Stock Via the Truncated Normal Distribution

Nick T. Thomopoulos, Illinois Institute of Technology

Discussants
Nick T. Thomopoulos, Illinois Institute of Technology

5:00PM

[MT3] MEETING: SEDSI DISTINGUISHED SERVICE AWARDS COMMITTEE
5:00PM to 6:15 PM

Mercer Room

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

THURSDAY, FEBRUARY 26

7:30AM

[MT4] MEETING: SEDSI COUNCIL
7:30AM to 8:45 AM

Mercer Room

Chairperson
Kellie B. Keeling, University of Denver

8:00AM

REGISTRATION, EXHIBITION
8:00AM to 5:00 PM

Prefunction 2nd Floor Room

CONTINENTAL BREAKFAST
8:00AM to 8:30 AM
Sponsored by Virginia Commonwealth University

Prefunction 2nd Floor Room

8:45AM

[MT5] MEETING: SEDSI BUSINESS MEETING
8:45AM to 10:00 AM

Pulaski Room

Chairperson
Kellie B. Keeling, University of Denver
THURSDAY
10:00AM

COFFEE
10:00AM to 10:15 AM
Prefunction 2nd Floor Room

10:15AM

[SP3] BETA GAMMA SIGMA
10:15AM to 11:30 AM
Reynolds Room

Session Chair
Nikki M. Finlay, Clayton State University

Beta Gamma Sigma 2.0

[Nikki M. Finlay, Clayton State University
Adel M. Novin, Clayton State University

[AC1] ACCOUNTING CROSSES AND NEW METHODS OF ANALYSIS
10:15AM to 11:30 AM
Johnson Room

Session Chair
Maria L. Bullen, San Jose State University

Human Resource Accounting: Overview and Implications for Organizations' Management and Reporting
Maria L. Bullen, San Jose State University
Gregory S. Kordecki, Clayton State University

New Wave Reporting--Relative Utility for U.S. Preparers and Users
Gregory S. Kordecki, Clayton State University
Maria L. Bullen, San Jose State University

What the Accounting Profession Can Learn From the Aircraft Maintenance Profession
Dov Fischer, Brooklyn College - C.U.N.Y.

[AN4] WORKSHOP: MAKING STATISTICS MORE EFFECTIVE IN SCHOOLS OF BUSINESS: TEXT MINING INSTRUCTION
10:15AM to 11:30 AM
Forsyth Room

Session Chair
Kellie B. Keeling, University of Denver

Learn from the classroom experiences of teaching natural language processing, n-grams, and cluster analysis for text analytics and see a demonstration of how it was done with Python. Also learn about ensemble machine learning techniques that provide a significantly more sophisticated approach to model estimation as compared to traditional techniques that evaluate accuracy based on hold-out samples or cross validation sampling. This will be done with Rapid Miner.

Experiences with Teaching Text Mining

Ensemble Learning with Rapidminer: Applied Text Mining

Kellie B. Keeling, University of Denver
Robert L. Andrews, Virginia Commonwealth University
Michael A. King, Virginia Tech
Robert L. Andrews, Virginia Commonwealth University
[ED1] ASSESSING AND PREDICTING STUDENT PERFORMANCE
10:15AM to 11:30 AM  Franklin Room

**Session Chair**  
Tuncay Bayrak, Western New England University

E-Portfolios: A Vehicle to Improve the Marketability of Information Systems Graduates and Coming Full-Circle in Curriculum Assessment:  
Kaveh Mohajeri, (No Affiliation)  
A. James Wynne, Virginia Commonwealth University

An Exploration of Attributes Associated with Successful Online MBA Students  
Carin A. Lightner-Laws, Frostburg State University  
Constance A. Lightner, Fayetteville State University

**Discussants**  
Sung J. Shim, Seton Hall University  
Hui-Chuan Chen, University of Tennessee - Martin

[IS2] INFORMATION TECHNOLOGY, RISK AND SECURITY
10:15AM to 11:30 AM  Pulaski Room

**Session Chair**  
Cheryl L. Aasheim, Georgia Southern University

A Taxonomy of Android Vulnerabilities  
Jordan D. Shropshire, University of South Alabama  
Jon W. Chapman, University of South Alabama  
Christopher A. Kadlec, Georgia Southern University  
Elizabeth H. Lowry, (No Affiliation)

Information Technology (IT) Risks in Healthcare - A Practitioner's Perspective  
Kevin Lee Elder, Georgia College & State University  
Mark Barnhill, Georgia College & State University  
John N. Dyer, Georgia Southern University  
Ronald J. MacKinnon, Georgia Southern University

Reconciling Enterprise Security Concerns with the BYOD Trend  
Kevin Lee Elder, Georgia College & State University  
Christopher A. Kadlec, Georgia Southern University  
Elizabeth H. Lowry, Bon Secours Health System, Inc.

**Discussants**  
Kevin Lee Elder, Georgia College & State University  
Christopher A. Kadlec, Georgia Southern University  
Elizabeth H. Lowry, Bon Secours Health System, Inc.

[PS1] HEALTH CARE AND PUBLIC SECTOR
10:15AM to 11:30 AM  Chatham Room

**Session Chair**  
Joseph G. Van Matre, University of Alabama - Birmingham

Crafting a Clinical and Academic Partnership to Improve Patient Safety in an Academic Medical Center  
Donna J. Slovensky, University of Alabama - Birmingham  
Joseph G. Van Matre, University of Alabama - Birmingham

Retirement Analysis - A Simulation Approach  
Ajay K. Aggarwal, Henderson State University  
Frank Smith, Colorado State University

**Discussants**  
Edward D. Showalter, Randolph-Macon College  
James P. Lawler, Pace University
[PM1] STUDENT PAPER COMPETITION - MASTERS 1
10:15AM to 11:30 AM

Session Chairs
Nikki M. Finlay, Clayton State University
Donna M. Schaeffer, Marymount University
Julie Ann Stuart Williams, University of West Florida

A Review of the Literature on Supply Chain Resilience: Major Findings and Directions for Future Research
Masoud Kamalahmadi, North Carolina A&T State University

A Comparative Analysis of Cloud Computing Providers: Revenue, Service Models, Pricing Models, and Ownership Structure
Mike Madison, Georgia College & State University

11:45AM

[MT6] MEETING: SEDSI OFFICERS
11:45AM to 1:15 PM

Chairperson
Kellie B. Keeling, University of Denver

1:30PM

[AC2] ACCOUNTING TOPICS
1:30PM to 2:45 PM

Session Chair
Catherine L. Staples, Randolph-Macon College

An Analysis of Student Grades in Accounting I and II: Does Semester Length or Gender Matter?
Catherine L. Staples, Randolph-Macon College

What Are the Cash Flow and Tax Burden Effects of Removing Large Party Service Charges from Tip Income?
Steve Gill, San Diego State University
Michael S. Keane, Michael S. Keane CPA
Nathan A. Oestreich, San Diego State University

Discussants
Dov Fischer, Brooklyn College - C.U.N.Y.
Maria L. Ballen, San Jose State University
Yolanda Cal, Alabama State University
**[AN5] WORKSHOP: MAKING STATISTICS MORE EFFECTIVE IN SCHOOLS OF BUSINESS: TOPICS IN QUANTITATIVE INSTRUCTION**

1:30PM to 2:45 PM  
Forsyth Room

Session Chair  
Robert L. Andrews, Virginia Commonwealth University

Session topics include: using free online survey tools for class activities; an overview of an online self-guided learning system, NoteShaper, and several projects with statistics and analytics components that may be used in statistics, finance or other quantitative courses; and a presentation of issues and an open discussion of the value of requiring calculus in the undergraduate business curriculum.

Conducting Free Online Surveys in an Undergraduate Statistics Class  
Joan M. Donohue, University of South Carolina

Hercher Publishing Projects in Statistics/Quality/Analytics  
Richard T. Hercher, Hercher Publishing Inc.

Defending the Value of Calculus in the Bachelor of Science Business Curriculum  
Annie M. Stith-Willis, Virginia Commonwealth University

**[ED2] INNOVATION IN THE CLASSROOM**

1:30PM to 2:45 PM  
Franklin Room

Session Chair  
Carin A. Lightner-Laws, Frostburg State University

Using Games, Simulations, Exercises and Experiments for Millennial Students of Agricultural Economics  
Forrest Stegelin, University of Georgia

An Example for Teaching Trouble Shooting in a Management Science Course  
Randall Reid, University of West Florida

Julie Ann Stuart Williams, University of West Florida

Claudia J. Stanny, University of West Florida

Maxwell D. Rankin, West Florida University of

Discussants  
Craig G. Harms, University of North Florida

Michael Hutkin, Roanoke College

Christina D. McCart, Roanoke College

**[PU1] STUDENT PAPERS - UNDERGRADUATE 1**

1:30PM to 2:45 PM  
Oglethorpe A Room

Session Chairs  
John R. O'Malley, Jr., Georgia Southern University

James P. Lawler, Pace University

Incongruent Messages in Advertising  
Erin Adams, Savannah State University

Quality Function Deployment and "Servqual" Application in a Service Industry  
Fahmi Khalid, University of North Carolina Wilmington
[SC2] EMPIRICAL RESEARCH IN SUPPLY CHAIN AND LOGISTICS NETWORKS
1:30PM to 2:45 PM

Chatham Room

Session Chair
Christopher A. Boone, Georgia Southern University

Supply Chain Management Performance: The Impact of Sharing and Communication on Flexibility and Partner Satisfaction
Suman Niranjan, Savannah State University
Katrina Savitskie, Savannah State University

Supply Chain Flexibility through Resource Orchestration: An Empirical Assessment of Lateral Transshipment Strategies
Christopher A. Boone, Georgia Southern University
Joseph B. Skipper, Ga Southern
Benjamin T. Hazen, University of Tennessee - Knoxville
Daniel P. Johnstone, 30th Space Wing

Discussions
Joseph B. Skipper, Ga Southern
Suman Niranjan, Savannah State University

2:45PM

COFFEE
2:45PM to 3:00 PM
Co-Sponsored by Georgia Southern University & Furman University
Prefunction 2nd Floor Room

3:00PM

[SP4] PANEL: MEET THE EDITOR SESSION
3:00PM to 4:15 PM

Chatham Room

Please join us for an enlightening discussion with Dr. Vijay R. Kannan, the editor of Decision Sciences Journal of Innovative Education.

Moderator
Vijay R. Kannan, Utah State University

[AC3] LEGAL AND INTERNATIONAL ISSUES AFFECTING THE WORKPLACE
3:00PM to 4:15 PM

Franklin Room

Session Chair
Sara B. Kiser, Alabama State University

Workplace Bullying: A Dilemma in the American Workplace
DeShannon N. McDonald, Alabama State University
Edward Brown, Alabama State University

What Legal Recourse Is Available To A Buyer In A Real Estate Transaction When Faced With A Closing Attorney's Malfeasance
Brad R. Johnson, Francis Marion University

Discussions
S. Matt Campbell, University of South Alabama
DeShannon N. McDonald, Alabama State University
[AG2] ENVIRONMENTAL AND ECONOMIC DEVELOPMENT
3:00PM to 4:15 PM

Session Chair
C. Barry Pfitzner, Randolph-Macon College

Do Clusters in Virginia Cluster According to Zipf?
Steven D. Lang, Randolph-Macon College
C. Barry Pfitzner, Randolph-Macon College

Measuring the Life Cycle Assessment and Economic Carbon Footprint of a Golf Course
Forrest Stegelin, University of Georgia
Steven D. Lang, Randolph-Macon College

Discussants
Forrest Stegelin, University of Georgia
Steven D. Lang, Randolph-Macon College

[AN6] WORKSHOP: MAKING STATISTICS MORE EFFECTIVE IN SCHOOLS OF BUSINESS:
TRANSLATING STATISTICS TO BUSINESS
3:00PM to 4:15 PM

Session Chair
Robert L. Andrews, Virginia Commonwealth University

Session focuses on the translation of analysis procedures to improving decision making in applied situations and will specifically address: whether models with higher R-square lead to decisions that yield higher profits; using confidence intervals to develop and assess critical thinking skills; and using unstructured data to improve model accuracy for predicting the onset of congestive heart failure.

Does Higher R-Square Translate Into Higher Profits?
Robert A. Stine, Wharton School
Robert L. Andrews, Virginia Commonwealth University

Using Confidence Intervals to Develop and Assess Critical Thinking Skills
Kim I. Melton, University of North Georgia

Improving Model Accuracy Using Unstructured Data - Predicting the Onset of Congestive Heart Failure
David A. West, IBM SPSS

[IS3] INFORMATION TECHNOLOGY POTPOURRI
3:00PM to 4:15 PM

Session Chair
Paige S. Rutner, Georgia Southern University

Evaluating Required Information Technology Job Skills
Binh M. Tran, Georgia Gwinnett College
Mirza B. Murtaza, Georgia Gwinnett College

The Relationship Between Effective Information Technology Governance And Project Portfolio Control, Risk Management, And Information Technology Alignment In An Organization
Mary L. Lind, North Carolina A&T State University
Vincent Ahene Parry, DeVry University

Smart Cars as the Ultimate Service
Donna M. Schaeffer, Marymount University
P. Olson, National University

Discussants
Mary L. Lind, North Carolina A&T State University
Donna M. Schaeffer, Marymount University
Binh M. Tran, Georgia Gwinnett College
[PD1] D. STUDENT PAPER COMPETITION - PH. D.
3:00PM to 4:15 PM
Oglethorpe B Room

Session Chairs
Suman Niranjan, Savannah State University
Zhixin Richard Kang, University of North Carolina at Pembroke

Innovation, Network and National Culture: Performance of the Relationship between Small World Networks to Promote Innovation
Nitya P. Singh, Eastern Michigan University
Blaine Stout, The University of Toledo

[PU2] STUDENT PAPERS - UNDERGRADUATE 2
3:00PM to 4:15 PM
Oglethorpe A Room

Session Chairs
James P. Lawler, Pace University
John R. O'Malley, Jr., Georgia Southern University

Analysis of Georgia Southern University Student College Football Attendance
Matthew D. DeAngelis, (No Affiliation)
Christopher G. Bergin
Jordan L. Bacon, Georgia Southern University
Michael Canter, Georgia Southern University

Will Bitcoin Change The Way We Do Business?
LaTasha P. Denard, Savannah State University

4:30PM

4:30PM to 5:45 PM
Franklin Room

Session Chair
DeShannon N. McDonald, Alabama State University

Have We Left The Barn Door Open? An Exploratory Examination Of Data Security In Consumer Grade Bio-Monitoring Devices
S. Matt Campbell, University of South Alabama
William B. Glisson, University of South Alabama
David L. Loeser, University of South Alabama
Amy A. Campbell, University of South Alabama

Discussants
Not attended

[AG3] FINANCIAL MARKETS AND ANALYSIS
4:30PM to 5:45 PM
Pulaski Room

Session Chair
Steven D. Lang, Randolph-Macon College

An Empirical Study on Sell-Side Stock Analysts' Recommendations Around the Great Recession
Zhixin Richard Kang, University of North Carolina at Pembroke
William S. Thomas, University of North Carolina at Pembroke
Stephen Bukowy, University of North Carolina at Pembroke

Performativity-Free Option Pricing Model Ranking

Discussants
Zhixin Richard Kang, University of North Carolina at Pembroke
Joshua Andrew Brooks, Lander University
Zena L. Buser, West Texas A & M University
[HS1] HOSPITALITY, RECREATION AND SPORTS
4:30PM to 5:45 PM

Session Chair
Mauro Falasca, East Carolina University

Golf: Why Variances Matter on the PGA and LPGA Tours
C. Barry Pfitzner, Randolph-Macon College
Tracy M. Moriconi, Randolph-Macon College
Jonathan S. Kogel, Randolph-Macon College

Chasing Success in NASCAR: A Statistical Look Into Race for the Chase Tournament Structure to Assess the Focus on Winning Races Across Three Championship Formats
Tracy D. Rishel, Wake Forest University
Elizabeth W. Baker, University of North Carolina - Wilmington
Frederick W. Crouch, Wake Forest University

Towards A Revpar Approach To Estimate Willingness-to-Pay And Market Size Distributions
Mauro Falasca, East Carolina University
Christopher M. Keller, East Carolina University

Discussants
Frederick W. Crouch, Wake Forest University
Mauro Falasca, East Carolina University
C. Barry Pfitzner, Randolph-Macon College

[ED3] EFFECTIVE USE OF ON-LINE COURSEWARE
4:30PM to 5:45 PM

Session Chair
Elisabeth G. Velazquez, Roanoke College

Comparison between Online Quantitative Web-Based Assignments and Traditional Textbook-Based Assignments
Hui-chuan Chen, University of Tennessee - Martin
Sung J. Shim, Seton Hall University
Minsuk K. Shim, University of Rhode Island

Use of Web-Based Courseware and Student Performance
Tuncay Bayrak, Western New England University
Bahadir Akcam, Western New England University

Designing an Instrument to Measure Student Satisfaction with a Web Based Training and Testing Tool
A. James Wynne, Virginia Commonwealth University

Discussants
Paula Ruby, Arkansas State University
Elisabeth G. Velazquez, Roanoke College

[MG2] CURRENT ISSUES IN MANAGEMENT
4:30PM to 5:45 PM

Session Chair
George S. Lowry, Randolph-Macon College

Knowledge, Skills and Abilities in Supply Chain Management: A Human Capital Theory Perspective
Christian Lewis Rossetti, North Carolina State University

How Will Recalls Affect General Motor's Sustainability Plan? A Proposed Improvement Plan
Anthony Narsing, Middle Georgia State
William T. Sanders, Macon State College

An Explicit Test Of Verbal Reinforcers Using Auditory And Visual Cues
George S. Lowry, Randolph-Macon College
Edward D. Showalter, Randolph-Macon College
John W. McManus, Randolph-Macon College

Discussants
Cynthia Knott Eck, Marymount University
Gary R. Hackbarth, Valdosta State University
William T. Sanders, Macon State College
[PM2] STUDENT PAPER COMPETITION - MASTERS 2
4:30PM to 5:45 PM
Oglethorpe A Room

Session Chairs
Donna M. Schaeffer, Marymount University
George Raul Audi, Ohio University

ERP Training in Consolidation
DaOsha L. Pack, Georgia Southern University

Minimizing the Risks of ERP Implementation Challenges: A Case Study
Erin Marie Doyle, Georgia Southern University

[SC3] MODELLING AND SIMULATION APPLICATIONS OF SUPPLY CHAIN AND FIELD SERVICES
4:30PM to 5:45 PM
Chatham Room

Session Chair
Josey Chacko, Virginia Tech

Simulating a Disaster Relief Supply Chain through Case Study
Keli Feng, South Carolina State University
Jae-Dong Hong, South Carolina State University

Modeling Disaster Uncertainty with Fuzzy Goal Programming
Terry R. Rakes, Virginia Tech
Josey Chacko, Virginia Tech
Jason K. Deane, Virginia Tech
Loren Rees, Virginia Tech

Optimal Server Back-Up Decisions With Travel Time
Suman Niranjan, Savannah State University
Saligrama Agnihothri, Binghamton University

Discussants
Suman Niranjan, Savannah State University
Keli Feng, South Carolina State University
Loren Rees, Virginia Tech

6:30PM

6:30PM to 8:30 PM
PRESIDENT'S RECEPTION: Sponsored by The University of Denver
Atrium Room

UNDERGRADUATE POSTER DISPLAYS

6:30PM to 7:45 PM
The Influence of Alfred Marshall On Modern Economics Writing Practices
Sarah Maxwell, Randolph-Macon College
Atrium Room
FRIDAY, FEBRUARY 27

8:00AM

REGISTRATION & EXHIBITION
8:00AM to 11:30 AM
Prefunction 2nd Floor Room

CONTINENTAL BREAKFAST
8:00AM to 8:30 AM
Sponsored by Virginia Tech
Prefunction 2nd Floor Room

8:45AM

[SP5] POTPOURRI
8:45AM to 10:00 AM
Reynolds Room

Session Chair
Donna M. Schaeffer, Marymount University

Cultivating Ethical Culture In Cybersecurity Education: An Inquiry-Based Learning Approach
Donna M. Schaeffer, Marymount University
Xiang Liu, Marymount University

Revisiting Job Expectations of Chinese Male and Female College Students
Tope Adeyemi-Bello, East Carolina University

Positive and Negative Affect Associated with Work-Family-School Conflict
Louis Jourdan, Clayton State University
Reza Kheirandish, Clayton State University

 Discussants
Reza Kheirandish, Clayton State University
Donna M. Schaeffer, Marymount University
Tope Adeyemi-Bello, East Carolina University

[AN7] BUSINESS ANALYTICS
8:45AM to 10:00 AM
Pulaski Room

Session Chair
Cheryl L. Aasheim, Georgia Southern University

Using Data Visualization to View the Impact of Consolidation on One Bachelor of Business Administration Program
Kim I. Melton, University of North Georgia

Developing a Survey for Big Data and Data Science Skills
Cheryl L. Aasheim, Georgia Southern University
Paige S. Runer, Georgia Southern University
Sasan R. Williams, Georgia Southern University
Adrian Gardiner, Georgia Southern University

Run Tests for a Sequence of Nominal Data with Multi-Classes - A Unified Approach Based on Recurrence Relations
Young H. Chun, Louisiana State University

 Discussants
Young H. Chun, Louisiana State University
Kim I. Melton, University of North Georgia
Cheryl L. Aasheim, Georgia Southern University
[AN8] WORKSHOP: MAKING STATISTICS MORE EFFECTIVE IN SCHOOLS OF BUSINESS: DEMONSTRATIONS OF SOFTWARE TO ASSIST STATISTICS INSTRUCTION

8:45AM to 10:00 AM  
Forsyth Room

**Session Chair**  
Robert L. Andrews, Virginia Commonwealth University

Session focuses on demonstrating the use of and value provided JMP and StatCrunch statistical software for teaching graphical and statistical analysis procedures. This will include data visualization and modeling as well as geographic mapping. Also included will be a discussion of using resampling techniques in introductory statistics courses and a demonstration of software for doing it.

Interactive and Visual Data Analysis with JMP 11 Pro  
Darryl Revenew, JMP Academic Team  
Robert L. Andrews, Virginia Commonwealth University

Teaching Resampling in an Introductory Statistics Course  
Webster West, North Carolina State University  
Robert L. Andrews, Virginia Commonwealth University

[ED4] ADAPTING TO DIFFERENT LEARNING STYLES AND NON-TRADITIONAL FORMATS

8:45AM to 10:00 AM  
Franklin Room

**Session Chair**  
Christina D. McCart, Roanoke College

Teaching Style-learning Style Fit Implications for International Joint Degree Programs  
Hayward P. Andres, North Carolina A&T State University

An Investigation Of Nurse Technology Training And Acceptance Of EHR Software  
Nohel Zaman, Carolina  
Sherrie Drye Cannoy, North Carolina A&T State University

Developing and Delivering a Study Abroad Class: Meeting the Needs of All Stakeholders  
David Lewis, University of Massachusetts - Lowell  
Deborah B. Finch, University of Lowell

**Discussants**  
David Lewis, University of Massachusetts - Lowell  
Ralph Ruby, Jr., Arkansas State University  
Dennis H. Barber III, Armstrong State University

[PS2] HEALTH CARE AND NOT FOR PROFIT

8:45AM to 10:00 AM  
Chatham Room

**Session Chair**  
James P. Lawler, Pace University

Establishing a University Academic Healthcare Institute with Multiple Centers: A Case Study  
Gary R. Hackbarth, Valdosta State University

A Case Study On Empowering A Non-Profit Organization To Better Help People With Disabilities Through M-Health  
James P. Lawler, Pace University

Reducing Phlebotomist Work Overload in Hospital Laboratories Using a Blood Draw Assignment Model  
Laquanda Temeca Leaven, North Carolina A&T State University

**Discussants**  
Ajay K. Aggarwal, Henderson State University  
Joseph G. Van Matre, University of Alabama - Birmingham  
Joseph G. Van Matre, University of Alabama - Birmingham
8:45AM to 10:00 AM

Session Chair
Joseph B. Skipper, Ga Southern

Decreasing Ambiguity in Resilient Supply Chains. A Guideline of Organizational Complexity for Contemporary Supply Chains
Artur Swierczek, University of Economics in Katowice

Effect of Solar Energy Price Reduction on Supply Chain Performance and Contract Design
Chuanhui Xiong, University of North Carolina at Pembroke
Xiangrong Liu, Bridgewater State University

Discussants
Chuanhui Xiong, University of North Carolina at Pembroke
Artur Swierczek, University of Economics in Katowice

10:00AM

COFFEE
10:00AM to 10:15 AM
Co-Sponsored by Randolph-Macon College & The Case Centre
Prefunction 2nd Floor Room

10:15AM

[SP6] WORKSHOP: MISSION IMPOSSIBLE? BETTER CONFERENCE PRESENTATIONS
10:15AM to 11:30 AM

Coordinator
Wilma M. Andrews, Virginia Commonwealth University

[AN9] PANEL: DISCUSSION OF SOFTWARE FOR STATISTICS AND ANALYTICS INSTRUCTION
10:15AM to 11:30 AM

A panel of users will discuss their experiences and perspectives on a variety of computational software for instruction in a statistics or analytics course. Software packages to be addressed include but are not limited to Excel, JMP, Minitab, R, SAS, SPSS and StatCrunch. Discussion will focus on multiple criteria for evaluating software including desired purpose for the software in the course, availability of the software, ease of use, and future value to the students. In addition to the panel those attending will be encouraged to participate in the discussion.

Moderators
Kellie B. Keeling, University of Denver
Robert L. Andrews, Virginia Commonwealth University

Panelists
Michael A. King, Virginia Tech
Matthew A. Lanham, Virginia Polytechnic Institute & State University
Kim I. Melton, University of North Georgia
Robert A. Stine, Wharton School
Joseph G. Van Matre, University of Alabama - Birmingham
Webster West, North Carolina State University
## [ED5] DOES DELIVERY FORMAT MATTER?

### Session Chair

*Michael Hutkin, Roanoke College*

Comparing Two Delivery Methods to Teach Microcomputer Applications  
Paula Ruby, Arkansas State University  
Ralph Ruby, Jr., Arkansas State University

The Impact of Action Research and Cohort Based Learning on Doctoral Business Administration Students- A Case of an Online Doctorate of Business Administration Program  
Anant Ravindra Deshpande

What Can Virtual Behavior Offer to Entrepreneurship Education?  
Dennis H. Barber III, Armstrong State University  
Michael Morrison, Edinboro University

### Discussants

*Hayward P. Andres, North Carolina A&T State University*  
Paula Ruby, Arkansas State University  
Hui-chuan Chen, University of Tennessee - Martin

## [SC5] QUALITY CONTROL

### Session Chair

*Katrina Savitskie, Savannah State University*

IS Organization Development A Logical Complement To Six Sigma?  
Robert A. Herring III, Winston-Salem State University

Medical Demand Chain Performance and Treatment Service Levels for Wounded Military Personnel?  
Richard Martin, Coastal Carolina University  
Dennis Edwards, Coastal Carolina University  
Jay Teets, Virginia Tech

### Discussants

*Richard Martin, Coastal Carolina University*  
Robert A. Herring III, Winston-Salem State University

## NOON

### PRESIDENT'S LUNCH

Noon to 1:30 PM  
Sponsored by Pearson Publishing  
Savannah Ballroom B Room