SOUTHEAST DECISION SCIENCES INSTITUTE
FORTY-FOURTH ANNUAL MEETING

February 19-21, 2014

PROGRAM
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Welcome to the
Southeast Decision Sciences Institute Conference

On behalf of the council, officers, and 2014 program committee, I would like to welcome you to the 44th Annual Meeting of the Southeast Decision Sciences Institute in beautiful Wilmington, NC. The program committee has put together an excellent program with 121 papers, panels and workshops in 42 regular sessions. I hope this year’s meeting is a pleasant and worthwhile experience for you. I would personally like to thank the Program Committee for doing an outstanding job creating a compelling program. I would also like to thank the Council for giving me this opportunity to serve Southeast Decision Sciences Institute as your program chair. I hope this meeting will provide you an opportunity to renew old acquaintances and to meet new colleagues from universities, businesses, and other organizations throughout the southeast and beyond.

As part of the conference this year, Bob Andrews has once again organized a mini-conference focusing on “Making Statistics more Effective in Schools of Business.” These sessions are open to all conference attendees and will be held during the Thursday and Friday sessions. Joan Donohue and her team have organized our student paper competition which features 38 submissions that will be presented across all three days. Please try to attend some of the student paper sessions and support these future scholars and potential colleagues. And finally we will have the nation’s leading publishers exhibiting their materials so please stop by their tables in the registration area to see what they have to offer.

In order to facilitate attendance we’ve changed our annual business meeting to Thursday at 8:45, please grab your breakfast and come join us! We look forward to hosting everyone at the President’s reception at 6:30 PM on Thursday February 20th. Also, please remember to attend the President’s Luncheon on Friday February 21st at Noon. At the annual luncheon we will be recognizing the people who have contributed to the success of this meeting and also to the organization over the years. We will also recognize the winners of the Student Paper Competitions and the best papers in track.

I would like to thank Drs. George Lowry, Chris Zobel, and Kellie Keeling for providing ongoing guidance and support. I would also like to thank all the track chairs, reviewers, and student paper judges for their hard work in making a high quality program possible. Many thanks go to Dr. Al Avery for his expertise with the Conference Management System and to Dr. John O’Malley for maintaining and updating the web site. I also want to thank all the session chairs and discussants for their participation. My special thanks to all the organizations and individuals that have provided financial support for the conference.

I would not have undertaken this job without the support of my Dean Dr. Stanley Eakins, and my institution East Carolina University. I would also like to give special thanks to Dr. Drew Rosen for making the arrangements with the hotel, to Dr. Elaine Seeman as my Associate Program Chair, and to my mother, Sue Barton, for her assistance at the registration desk!

Finally, I would like to say thank you to all the participants for making this meeting possible. Enjoy the meeting!

Shanan G. Gibson, PhD
2014 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.

Wilmington, North Carolina

Also known as the Port City, Wilmington is located in the southeastern corner of North Carolina between the Cape Fear River and the Atlantic Ocean. Although not just a tourist town, Wilmington, NC boasts attractions such as the Battleship North Carolina, Airlie Gardens, numerous golf courses, and almost everyone enjoys touring the historic district with its variety of architecture, unique shops and restaurants. Depending on whom you ask, the 44th annual meeting of the SE DSI is being held in a "most fun, affordable city," "best arts town," "top 10 recreation city," or "the next big thing." However you choose to describe Wilmington, NC, we know that you will enjoy not only the 44th annual conference, but will find myriad activities for all age groups and interests.

Sponsors and Exhibitors

Special thanks to our exhibitors and sponsors:

Appalachian State University
East Carolina University, College of Business
Furman University, Department of Business & Accounting
Hawkes Learning Systems
James Madison University, Department of Computer Information Systems & Business Analytics
University of North Carolina Wilmington, Cameron School of Business & the Information Systems & Operations Management Department
Pearson Education
Virginia Tech, Pamplin College of Business & the Department of Business Information Technology
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Virginia Tech

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Kellie B. Keeling
University of Denver

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Randolph-Macon

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Georgia Southern University

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Shanan Gibson
East Carolina University

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Virginia Tech

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Jason K. Deane
Virginia Tech

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Robert T. Barrett
Lander University
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University of West Florida
Kirk R. Karwan
Furman University

Ina S. Markham
James Madison University
Quinton J. Nottingham
Virginia Tech
Barbara A. Price
Georgia Southern University
Terry R. Rakes
Virginia Tech
A. James Wynne
Virginia Commonwealth University
### Past Presidents

<table>
<thead>
<tr>
<th>Years</th>
<th>Name</th>
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<tr>
<td>1981-1982</td>
<td>Mary Sue Younger</td>
<td>2002-2003</td>
<td>Ina Markham</td>
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<tr>
<td>1988-1989</td>
<td>Betty Whitten</td>
<td>2009-2010</td>
<td>Barry A. Wray</td>
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# Distinguished Service Award Recipients

<table>
<thead>
<tr>
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<tr>
<td>Robert L. Andrews</td>
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<td>Hope M. Baker</td>
<td>Kennesaw State University</td>
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<td>Joanna R. Baker</td>
<td>University of North Carolina - Charlotte</td>
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<td>Arthur G. Bedeian</td>
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<td>Edward Clayton</td>
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<td>Roscoe Davis</td>
<td>University of Georgia</td>
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<td>Carl W. Gooding</td>
<td>Jacksonville State University</td>
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<td>Sang M. Lee</td>
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<td>Laurence J. Moore</td>
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<td>James A. Pope</td>
<td>University of Toledo</td>
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<td>Terry R. Rakes</td>
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<td>Stephanie S. Robbins</td>
<td>University of North Carolina - Charlotte</td>
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<td>L. Drew Rosen</td>
<td>University of North Carolina - Wilmington</td>
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<td>Brooke A. Saladin</td>
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<td>Bernard W. Taylor III</td>
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<td>Joseph G. Van Matre</td>
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<td>Mary Sue Younger</td>
<td>University of Tennessee</td>
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<td>Ronald Zigli</td>
<td>The Citadel</td>
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Program Committee

Program Chair
Shanan Gibson .................................................................................. East Carolina University

Associate Program Chair
Elaine Seeman .................................................................................. East Carolina University

Proceedings Editor
Albert E. Avery .................................................................................. Towson University

Local Arrangements Coordinator
Drew Rosen ....................................................................................... University of North Carolina - Wilmington

Placement/Technology Coordinator
Jason Deane ...................................................................................... Virginia Tech

Track Chairs
Accounting, Business Ethics & Law, Information Privacy & Security
Catherine Staples .................................................................................. Randolph-Macon College
Agricultural & Environmental Economics, Economics & Finance
Shanan Gibson .................................................................................. East Carolina University
Analytics, Business Intelligence, Data Mining & Statistics
Cynthia Knott ..................................................................................... Marymount University
Donna M. Schaeffer ........................................................................... Marymount University
Hospitality, Recreation & Sports
Steve Lang ......................................................................................... Randolph-Macon College
Innovative Education, Teaching & Pedagogy
Suzanne J. Smith ................................................................................ Presbyterian College
IS, IT, e-Business and Social Media
Chuck Leska ...................................................................................... Randolph-Macon College
Management, Organizational Behavior, Organizational Theory & HRM
Sara B. Kiser ....................................................................................... Alabama State University
Marketing and International Business
Elisabeth G. Velazquez ........................................................................ Roanoke College
Public Sector, Not for Profit & Healthcare Management
Wilma M. Andrews ........................................................................... Virginia Commonwealth University
Student Papers
Joan M. Donohue ................................................................................ University of South Carolina
Supply Chain Management and Logistics, POM and TQM
Richard W. Monroe ........................................................................... East Carolina University
## Reviewers

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<tr>
<th>Name</th>
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<tr>
<td>Cheryl L. Aasheim</td>
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<td>Huichuan Chen</td>
<td>University of Tennessee at Martin</td>
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<td>Subhasish Dasgupta</td>
<td>George Washington University</td>
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<td>Joan M. Donohue</td>
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<td>Keli Feng</td>
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<td>George Heilman</td>
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<td>Rhonda L. Hensley</td>
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<td>Michael Hutkin</td>
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<td>Kimberly Johnson</td>
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George S. Lowry..........................................................Randolph-Macon College
Cynthia B. Lucking........................................................Presbyterian College
Anthony Narsing ..........................................................Middle Georgia State College
Sathasivam Mathiyala......................................................Winston-Salem State University
Ramin C. Maysami........................................................University of North Carolina at Pembroke
Christina D. McCart .......................................................U.S. National University
Esmail Mohebbi ............................................................University of West Florida
Richard W. Monroe .......................................................East Carolina University
Shona Morgan .............................................................North Carolina A&T State University
Nathan A. Oestreich ......................................................San Diego State University
Patrick Olson ................................................................National University
Sung-Hee Park ...............................................................Dalton State College
C. Barry Pfitzner ............................................................Randolph-Macon College
Tammy L. Prater .............................................................Alabama State University
Zhaoqiong Qin ..............................................................North Carolina A&T State University
Cliff T. Ragsdale ..............................................................Virginia Tech
Randall Reid .................................................................University of West Florida
Emma Jane Riddle .........................................................Winthrop University
Donna M. Schaeffer ........................................................Marymount University
Edward D. Showalter ......................................................Randolph-Macon College
Marilyn Smith ...............................................................Winthrop University
Suzanne J. Smith ..........................................................Presbyterian College
Wayne A. Smith ..........................................................Presbyterian College
Claudia J. Stanny ........................................................University of West Florida
Catherine L. Staples ....................................................Randolph-Macon College
Forrest Stegelin ...........................................................University of Georgia
Nick Thomopoulos .........................................................Illinois Institute of Technology
Tobin Turner ..............................................................Presbyterian College
Nicholas Twigg ............................................................Coastal Carolina University
Joanne S. Utley ..........................................................North Carolina A & T State University
Elisabeth G. Velazquez ..................................................Roanoke College
Joann Williams .............................................................Judson College
Julie Ann Stuart Williams ................................................University of West Florida
A. James Wynne .........................................................Virginia Commonwealth University
Yanjun Yu .................................................................Southern University at New Orleans
Jeffrey D. Young ........................................................Mount Saint Vincent University
Christopher W. Zobel ...................................................Virginia Tech
Special Events and Meetings

Wednesday, February 19
Registration..........................................................11:00 AM
                      11:00 AM to 6:00 PM, Cape Fear Registration
Exhibition ..........................................................11:00 AM
                      11:00 AM to 5:00 PM, 3rd Floor Lobby
Coffee ..............................................................2:45 PM
                      2:45 PM to 3:00 PM, 3rd Floor Lobby
Distinguished Service Award Committee Meeting..........................5:00 PM
                      5:00 PM to 6:15 PM, Cape Fear, Salon A

Thursday, February 21
SEDSI Council Meeting.............................................7:30 AM
                      7:30 AM to 8:45 AM, Magnolia
Registration........................................................8:00 AM
                      8:00 AM to 5:00 PM, Cape Fear Registration
Exhibition ..........................................................8:00 AM
                      8:00 AM to 5:00 PM, 3rd Floor Lobby
Continental Breakfast.............................................8:00 AM
                      8:00 AM to 8:30 AM, 3rd Floor Lobby
SEDSI Business Meeting............................................8:45 AM
                      8:45 AM to 10:00 AM, Cape Fear, Salon A
Coffee ..............................................................10:00 AM
                      10:00 AM to 10:15 AM, 3rd Floor Lobby
SEDSI Officers Meeting............................................11:45 AM
                      11:45 AM to 1:15 PM, Magnolia
Coffee ..............................................................2:45 PM
                      2:45 PM to 3:00 PM, 3rd Floor Lobby
SE INFORMS Officers Meeting......................................4:30 PM
                      4:30 PM to 5:45 PM, Cape Fear, Salon A
President's Reception.............................................6:30 PM
                      6:30 PM to 8:30 PM, Magnolia/Dogwood/Grand
Undergraduate Poster Displays......................................6:30 PM
                      6:30 PM to 7:45 PM, Magnolia/Dogwood/Grand

Friday, February 22
Registration..........................................................8:00 AM
                      8:00 AM to 11:30 AM, Cape Fear Registration
Exhibition ..........................................................8:00 AM
                      8:00 AM to 11:30 AM, 3rd Floor Lobby
Continental Breakfast.............................................8:00 AM
                      8:00 AM to 8:30 AM, 3rd Floor Lobby
Coffee ..............................................................10:00 AM
                      10:00 AM to 10:15 AM, 3rd Floor Lobby
President's Luncheon..............................................11:45 AM
                      Noon to 1:30 PM, Azalea
Wednesday, February 19

11:00AM

EXHIBITION 11:00 AM-5:00 PM 3rd Floor Lobby
REGISTRATION 11:00 AM 6:00 PM Cape Fear Registration Area

1:30 PM

[AG1] AGRICULTURAL & ENVIRONMENTAL ECONOMICS I
1:30PM to 2:45 PM Cape Fear, Salon A

Session Chair
Nikki M. Finlay, Clayton State University

Sell in May and Go Away Revisited
Ladd Michael Kochman, Kennesaw State University

Faith-Based Investment
Liang Ding, University Of North Carolina At Pembroke

GDP Growth, Unemployment, Financial Stress: The Us and the UK
C. Barry Pfitzner, Randolph-Macon College
Steven D. Lang, Randolph-Macon College

Discussants
Steven D. Lang, Randolph-Macon College
Nikki M. Finlay, Clayton State University
Craig S. Galbraith, University of North Carolina - Wilmington

[AN1] THE INTERACTION OF DATA & USERS
1:30PM to 2:45 PM DeRosset Room

Session Chair
Kellie B. Keeling
University of Denver

Users’ Behavior Comparison Between Newcomers And Experienced Users In Online Knowledge Communities
Zhilei Qiao, (No Affiliation in Address)
Alan Wang, Virginia Tech
Aditya Johri, (No Affiliation in Address)

Comparing User Text Ratings of Doctors with Their Quantitative Ratings
Kellie B. Keeling, University of Denver
Tabitha L. James, Virginia Tech
Deborah F. Cook, Virginia Tech

Social Media and Project Management: The Next Generation Communication Tool to Enhance an Evolving Relationship and Improve Project Success
A. James Wynne, Virginia Commonwealth University
Chandrashekar D. Challa, Virginia Commonwealth University
Bernie W. Farkas, Virginia Commonwealth University

Discussants
A. James Wynne, Virginia Commonwealth University
Zhilei Qiao, (No Affiliation in Address)
Sathasivam Mathiyalakan, Winston-Salem State University

[ED1] EDUCATION POTPOURRI
1:30PM to 2:45 PM Carolina Room

Session Chair
Suzanne J. Smith, Presbyterian College

Suzanne J. Smith, Presbyterian College

A Study Of Disability Film Media At A Major Metropolitan University
James P. Lawler, Pace University

Discussants
Christina D. McCart, Roanoke College
Robert T. Barrett, Lander University

[MK1] MOBILE APPS AND MILLENIALS
1:30PM to 2:45 PM Dudley Room

Session Chair
Monica B. Fine
Coastal Carolina University

Choosing a Career in Marketing: The Perception of Millennial Students
Kimberly E. Scruton, Methodist University
Howard Ling, University of North Carolina at Pembroke

Attitudes Toward Receiving Current Events Through Mobile Applications
Monica B. Fine, Coastal Carolina University
Paul Clark, (No Affiliation)
Melissa Clark, Coastal Carolina University

Discussants
Elisabeth G. Velazquez, Roanoke College
William R. Crandall, University of North Carolina at Pembroke

SOUTHEAST DECISION SCIENCES INSTITUTE
[PU1] UNDERGRADUATE STUDENT PAPERS I  
1:30PM to 2:45 PM  
Cape Fear, Salon B

**Session Chairs**  
Tracy D. Rishel, Wake Forest University  
Sung-Hee Park, Dalton State College  
Elaine Seeman, East Carolina University

A Survey of Business Alumni: Evidence of Continuing Need for Law Courses in the Business Curriculum  
Anjail Abdul-Salaam, Savannah State University

Supply Chain Risk Management of Counterfeit Prescription Medication in the Pharmaceutical Industry  
Joshua Darren Lane, Savannah State University

Guilt Appeals in Advertising: How "guilt" Relates to a Firm's Corporate Social Responsibility  
Briyoni S. Bester, Savannah State University

The Role of Global Strategies in International Business: Evidence from McDonald's and Walmart in China  
Milan Beall, Savannah State University

Human Resource and Its Critical Impact on Firm Performance: Employee Engagement and New Employee Onboarding  
Ahkanyala J. Jordan, Savannah State University

The Role of Social Media in Arab Spring: Case of Tunisia  
Amel Nefatni, Savannah State University

Luxury Partner-Branding: What Happens when "luxury" is on Your Side?  
Dominique White, Savannah State University

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[SC1] SUPPLY CHAIN STRATEGIES: REMANUFACTURING AND POSTPONEMENT  
1:30PM to 2:45 PM  
Latimer Room

**Session Chair**  
Shona Morgan, North Carolina A&T State University

An Update on the Progress in Remanufacturing Line Balancing  
Shona Morgan, North Carolina A&T State University

Toward an Understanding of Risk in the Process Industry  
Monique L. French, University of Colorado - Colorado Springs  
P. Richard Martin, Coastal Carolina University  
Richard W. Monroe, East Carolina University

**Discussants**  
Wesley M. Jones, Jr., The Citadel  
Amit Arora, Savannah State University

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**Wednesday, 2:45PM**

| COFFEE | 2:45 PM-3:00 PM | 3rd Floor Lobby |
Wednesday, 3:00 PM

[AN2] TUTORIAL: A DATA ANALYTICS TOOL DEMONSTRATION
3:00PM to 4:15 PM DeRosset Room
The tutorial will provide an overview of data analytics tools and a demonstration of the Excel data mining add-in.
Presenter
Cheryl L. Aasheim, Georgia Southern University

[ED2] WORKSHOP: BUILDING AN EDUCATIONAL BRIDGE TO ADDRESS BOTH EMPLOYER EXPECTATIONS AND MANAGEMENT STUDENTS’ COMPETENCY DEVELOPMENT
3:00PM to 4:15 PM Carolina Room
Higher education faces significant challenges with the heightened attention on both the quality of instruction and workforce readiness. Employers as external stakeholders have challenged institutions to address deficiencies that impact workforce readiness (e.g., demonstrated knowledge of content areas) and procedural knowledge (e.g., skillfulness; The Conference Board et al., 2006). This workshop reviews the observed deficiencies in the competencies for students in management programs that have implications for curriculum development and assessment. While some lessons already learned will be shared, this workshop is also about generating new ideas and learning from each other. Finally, different teaching techniques and their appropriate use given different student gap profiles is discussed.

Coordinators
Janice A. Black, Coastal Carolina University
J. Kay Keels, Coastal Carolina University
Nicholas Twigg, Coastal Carolina University
Arlise P. McKinney, Coastal Carolina University

[ED3] LEARNING & ASSESSMENT
3:00PM to 4:15 PM Latimer Room
Session Chair
George S. Lowry, Randolph-Macon College

Learning Outcome Action-Verbs: Mapping Perceptions of Learning to Bloom’s Taxonomy
George S. Lowry, Randolph-Macon College
Edward D. Showalter, Randolph-Macon College
Timothy W. Merrill, Randolph-Macon College

Initial Assessment of Student Models to Memos
Julie Ann Stuart Williams, University of West Florida
Claudia J. Stanny, University of West Florida
Randall Reid, University of West Florida
Christopher Hill, West Florida University

Discussants
Lisa Williams, Pennsylvania State University
Michael Latta, Coastal Carolina University

[MG1] CREATING A COMPETITIVE ADVANTAGE: GLOBAL, EMPLOYEE, AND CONSUMER TRUST ISSUES
3:00PM to 4:15 PM Cape Fear, Salon A

Session Chair
Sara B. Kiser, Alabama State University

Intrinsic or Extrinsic Factors: What Matters Most to Singapore Students Entering the Workforce
Amit J. Shah, Frostburg State University
Michael Monahan, Frostburg State University
Rainer Jochum, Baden-Wuerttemberg Cooperative State University

Managers and Fallacy of Composition
Ibrahim Anil, Marmara University
Ahmet Cakmak, Marmara University
Nesrin Sungur, Marmara University
Cem Canel, University of North Carolina - Wilmington

Discussants
Cem Canel, University of North Carolina - Wilmington
Tobin Turner, Presbyterian College

[PU2] UNDERGRADUATE STUDENT PAPERS II
3:00PM to 4:15 PM Cape Fear, Salon B

Session Chairs
Tracy D. Rishel, Wake Forest University
Sung-Hee Park, Dalton State College
Elaine Seeman, East Carolina University

Marketing Meets Web 2.0: What’s Trending in Chinese Social Media?
Sharmayne Overton, Savannah State University

What Determines Gold Prices?
Linh Chu, Randolph-Macon College

Living Young Wild and Free: Should Advertisers Focus More on the Spending of Younger Demographics?
Anthony L. Taylor, Savannah State University

Data Mining: New Retail Weapon for a Struggling Economy
Allen Phan, Savannah State University

Detecting and Preventing Fraud in Accounting Field: Ethical Implications and Human Behavior
Andrea Pavlovic, Savannah State University

Supply Chain Metrics for Potable Water Distribution in Middle East Refugee Camps
Benjamin Schwengel, Savannah State University

Subliminal Advertising: The Real Life Status Quo
Wynitta Lee, Savannah State University

[SC2] DISASTER RELIEF SUPPLY CHAINS AND SECURITY TOPICS
3:00PM to 4:15 PM Dudley Room

Session Chair
Joanne S. Utley, North Carolina A & T State University
A Goal Programming Formulation of Disaster Relief Supply Chain Design Problem
Jae-Dong Hong, South Carolina State University
Keli Feng, South Carolina State University

Security in Service Operations
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

Evaluating and Analyzing Disaster Relief Supply Chain: A Simulation Approach
Keli Feng, South Carolina State University
Fariba Tebyanian, South Carolina State University

Discussants
Zhaoqiong Qin, North Carolina Agricultural and Tech. State University
Tatiana Rudchenko, Kennesaw State University
Marilyn Smith, Winthrop University

Wednesday, 5:00PM

[MT1] MEETING: DISTINGUISHED SERVICE AWARD COMMITTEE
5:00PM to 6:15 PM  Cape Fear, Salon A
Chairperson, L. Drew Rosen, University of North Carolina - Wilmington
Thursday, February 20

7:30AM

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

8:00AM

EXHIBITION 8:00 AM-5:00 PM
3rd Floor Lobby
CONTINENTAL BREAKFAST 8:00-8:30 AM
3rd Floor Lobby
REGISTRATION 11:00 AM 6:00 PM
Cape Fear Registration Area

8:45AM

[MT3] MEETING: SEDSI BUSINESS MEETING
8:45 AM to 10:00 AM
Cape Fear, Salon A
Chairperson, Christopher W. Zobel, Virginia Tech

10:00AM

COFFEE 10:15 AM-10:15 AM
3rd Floor Lobby

10:15 AM

[SP1] WORKSHOP: METHODS AND CONTENT FOR PROVIDING BETTER STATISTICS INSTRUCTION
10:15AM to 11:30 AM
McRae Room

Program creation and course instruction involves deciding what should be included, how it should be delivered and selecting the best supplements to use to assist in the learning process. Session presenters will give their perspectives on: 1. Adapting course delivery and structure to different audiences, 2. Experiences with two different business statistics textbooks and course management systems, 3. Giving students exposure to Bayesian statistical methods. These initial presentations will serve as a springboard for the audience to react to the presenter’s perspectives and provide their own perspectives on these topics.

Coordinator
Robert L. Andrews, Virginia Commonwealth University

Leaders
Joan M. Donohue, University of South Carolina
Christopher M. Lowery, Georgia College & State University
William Johnson Miller, Georgia College & State University
Robin M. Snyder, (No Affiliation)

[AG2] ISSUES IN ECONOMICS II
10:15AM to 11:30 AM
Dudley Room

Session Chair
C. Barry Pfitzner, Randolph-Macon College

Postponement Assembly As a Supply Chain Management Strategy
Nick T. Thomopoulos, Illinois Institute of Technology
Perceptions and Concerns of Southeastern Nonindustrial Private Forest Landowners of the Woody Biomass and Bio-Energy Markets
Danielle Hernandez, University of Georgia
Forrest Stegelin, University of Georgia
Impacts Of Panama Canal Expansion On The Southeastern Cotton Industry
Forrest Stegelin, University of Georgia

Discussants
George S. Lowry, Randolph-Macon College
C. Barry Pfitzner, Randolph-Macon College
Rebecca Gonzalez, University of North Carolina at Pembroke
[AN3] DATA & METRICS
10:15AM to 11:30 AM Carolina Room

Session Chair
Robert M. Nauss, University of Missouri - St. Louis

Utilizing Lagrangean Relaxation for Solution of Hard Generalized Assignment Problems
Robert M. Nauss, University of Missouri - St. Louis

Big Data Options for Small Business
Donna M. Schaeffer, Marymount University
P. Olson, National University

Disney and Metrics for Sustainability
Donna M. Schaeffer, Marymount University
Cynthia Knott Eck, Marymount University

Discussants
Zhilei Qiao, (No Affiliation in Address)
Robert M. Nauss, University of Missouri - St. Louis
Cheryl L. Aasheim, Georgia Southern University

[IS1] SOCIAL COMPUTING AND MEDIA
10:15AM to 11:30 AM Cape Fear, Salon A

Session Chair
Chuck Leska, Randolph-Macon College

Minority Student’s Use of Facebook
Sathasivam Mathiyalakan, Winston-Salem State University
George Heilman, Winston-Salem State University
Sharon White, Winston-Salem State University
Jorge O. Brusa, Texas A & M International University
Pablo C. Gutierrez, Texas A & M International University

Effects of Social Media Usage on Hbcu College Students’ Academic Performance
Yanjun Yu, Southern University - New Orleans

State of Research in Social Computing
Subhasish Dasgupta, George Washington University
Sandra A. Vannoy, Appalachian State University

Discussants
Yanjun Yu, Southern University - New Orleans
George Heilman, Winston-Salem State University
Chuck Leska, Randolph-Macon College

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

Chairperson, Christopher W. Zobel, Virginia Tech

Thursday, 11:45AM

[MK2] MARKETING AND GOVERNMENT: "GMO" LABELING & INTERNATIONAL TRADE PROMOTIONS
10:15AM to 11:30 AM DeRosset Room

Session Chair
Elisabeth G. Velazquez, Roanoke College

Did Political Orientation and Economic Self-Interest Affect the Outcome of California Proposition 13
Howard Ling, University of North Carolina at Pembroke

Examining the Role of Trade Promotion Programs in Increasing Export Capacity of Small Scale Enterprises.
Renu Singh, South Carolina State University

Discussants
Monica B. Fine, Coastal Carolina University
Sara B. Kiser, Alabama State University

[PU3] UNDERGRADUATE STUDENT PAPERS III
10:15AM to 11:30 AM Cape Fear, Salon B

Session Chairs
Sung-Hee Park, Dalton State College
Tracy D. Rishel, Wake Forest University
Elaine Seeman, East Carolina University

Do Ads Work on Social Networks?
Brejia Blocker, Savannah State University

Discrimination and Ethics of Human Resource Management in the Workplace
Michael Green, Savannah State University

Do Counterfeits Raise the Appeal of Luxury Brands?
Shawana Rapp, Savannah State University

Warehouse Management: Voice Recognition Raising Firm Performance and Increasing Efficiency
Jeffrey Iwanski, Savannah State University

Breaking the Glass Ceiling: The Effectiveness of Women in Top Managerial Positions
Teanesa Fabian, Savannah State University

Evolution of Masculinity Appeals in Advertising: Introducing Traditional versus Contemporary Masculinity
Caroline Shafer, Savannah State University

The Relationship between Job-Satisfaction and Customer-Satisfaction
William Proulx, Savannah State University
Thursday, 1:30 PM

[SP2] WORKSHOP: OVERVIEW OF ANALYTICS CAPABILITIES FOR EXCEL 2013 DATA
1:30PM to 2:45 PM                    McRae Room

Traditional uses of Excel do not take advantage of the analytics capabilities of Excel 2013 Professional. This session will explore these capabilities and give an overview of new 2013 features that include Office Apps, PowerView, PowerPivot, PowerMap (GeoFlow), and PowerQuery and a couple Excel Add-ins that can be easily used for analytics.

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

[ED4] ISSUES IN EDUCATION
1:30PM to 2:45 PM                    Carolina Room

Session Chair
Michael Latta, Coastal Carolina University

Assuring Academic Integrity Of Student Projects In An Introductory MIS Course - A Case Study
Esmail Mohebbi, University of West Florida
Randall Reid, University of West Florida

on? What in the World is Going
Sheila Foster, The Citadel
Robert E. Freer, The Citadel

Are College of Business Missions Really Aligned with Their University Missions?
Janice A. Black, Coastal Carolina University
Michael Latta, Coastal Carolina University

Discussants
Sheila Foster, The Citadel
Margaret M. Capen, East Carolina University
Reza Kheirandish, Clayton State University

[PM1] MBA STUDENT PAPERS I
1:30PM to 2:45 PM                    Cape Fear, Salon B

Session Chairs
Howard Ling, University of North Carolina at Pembroke
Christopher M. Lowery, Georgia College & State University
Matthew A. Lanham, Virginia Polytechnic Institute & State University
William Johnson Miller, Georgia College & State University

Slice-of-Life vs. Slice-of-death Advertising Appeals
Christina King, Savannah State University

College Students’ Time Management: Correlation with Academic Performance and Stress
Oumarou Dera, Savannah State University

The Influence of Workplace Attraction on Organizational Commitment and Retention
McKia Davis, Savannah State University
Jasmine Pendergraph, Savannah State University

Black in Corporate America: An Exploratory Study to Guide Tomorrows Leaders
Antonio Richmond, Savannah State University

Thursday, 2:45PM

COFFEE
2:45 PM-3:00 PM
3rd Floor Lobby

[SC3] METRICS IN OPERATIONS AND SUPPLY CHAIN MANAGEMENT
1:30PM to 2:45 PM                    Dudley Room

Session Chair
Rhonda L. Hensley, North Carolina A & T State University

Supply Chain Delivery Performance Improvement for Uniformly Distributed Delivery Time
Tatiana Rudchenko, Kennesaw State University

Extending the Definition of Manufacturing Capability
Rhonda L. Hensley, North Carolina A & T State University
Joanne S. Utley, North Carolina A & T State University

Discussants
Rhonda L. Hensley, North Carolina A & T State University
Chuanhui Xiong, University of North Carolina at Pembroke

SOUTHEAST DECISION SCIENCES INSTITUTE
Thursday, 3:00PM

[SP3] PANEL: WHAT ISSUES DO BIG DATA PRESENT FOR BUSINESS EDUCATION?
3:00PM to 4:15 PM  McRae Room

Big Data has received a lot of attention in business publications. How should course content and curriculum be influenced by Big Data? Are there different skills and knowledge that we should be teaching to better prepare students for a business environment that will be seeking to obtain actionable knowledge from the increased volume, variety and velocity of available data? Are there topics that have been historically taught in business statistics that should be replaced with Big Data relevant topics? The presenters and those attending will discuss these questions.

Moderator
Robert L. Andrews, Virginia Commonwealth University

Panelists
Kellie B. Keeling, University of Denver
Robert A. Stine, Wharton School

[AC1] INFORMATION PRIVACY AND SECURITY, LEGAL, AND FINANCIAL ISSUES
3:00PM to 4:15 PM  Carolina Room

Session Chair
Steve Gill, San Diego State University

Analyzing Retirement Plan Loans, Especially Those for Principal Residence Acquisitions, Can Be Complicated
Steve Gill, San Diego State University

Nathan A. Oestreich, San Diego State University

The Legal, Income Tax and Estate Planning Implications of Strategies to Alleviate the Health Care, Financial Security and Asset Protection Concerns of U.S. Retired Elderly Persons
Brad R. Johnson, Francis Marion University
Neil Riley, Francis Marion University

Discussants
Brad R. Johnson, Francis Marion University
Vicki M. Luoma, Minnesota State University - Mankato

[ED5] PANEL: DESIGN AND DELIVERY OF A MASSIVE ONLINE OPEN COURSE (MOOC):
WHY DO IT? HOW TO DO IT BEST? WHAT ARE THE IMPLICATIONS OF THEIR GROWTH AND FURTHER DEVELOPMENT?
3:00PM to 4:15 PM  Cape Fear, Salon A

Moderators
Ramin Cooper Maysami
University of North Carolina at Pembroke
Elaine D. Seeman
East Carolina University
John R. Drake
East Carolina University

[PS1] PUBLIC SECTOR, NOT FOR PROFIT & HEALTHCARE MGMT
3:00PM to 4:15 PM  DeRosset Room

Session Chair
Wilma M. Andrews
Virginia Commonwealth University

Analysis of Employee Learning on Operations and Supply Chain Management in Healthcare Industry
Hui-chuan Chen, University of Tennessee - Martin

Improving Hospital Laboratory Performance through Optimal Stage Selection: The Analytic Hierarchy Process Approach
Laquanda Temeca Leaven, North Carolina A&T State University

An Analysis of Organizational Structures Within Rural Multi-Hospital Systems
George Raul Audi, Ohio University
Margaret M. Capen, East Carolina University
Tony Polito, East Carolina University

Discussants
Margaret M. Capen, East Carolina University
Hui-chuan Chen, University of Tennessee - Martin
Laquanda Temeca Leaven, North Carolina A&T State University
[PM2] MBA STUDENT PAPERS II
3:00PM to 4:15 PM Cape Fear, Salon B

Session Chairs
Christopher M. Lowery, Georgia College & State University
Matthew A. Lanham, Virginia Polytechnic Institute & State University
Howard Ling, University of North Carolina at Pembroke
William Johnson Miller, Georgia College & State University

Domestic Violence in College Students: The Effects of Male Dominance and Substance Abuse
Vida Marshall, Savannah State University

The Effects of Organizational Communication on Job Satisfaction and Job Performance
Ndeye Dia, Savannah State University
Wendyam Ella Nikiema, Savannah State University

Determinants of Self-Efficacy and Academic Performance of International Students in USA
Achyut Deshineni, Savannah State University
Vittal Reddy Palle, Savannah State University

What Will Attract Consumers to Purchase Luxury Diffusion Brands? The Influence of the (In)congruence of Country-of-Origin and Country-of-Manufacture
Yao Yao, Savannah State University

[SC4] BENCHMARKING, QUALITY AND RISK TOPICS
3:00PM to 4:15 PM Dudley Room

Session Chair
Richard W. Monroe
East Carolina University

Better Practice Benchmarking Using Ann and DEA: Application to Rail Operators
He-Boong Kwon, Colorado State University - Pueblo

Quality Control Standards in the U.S. Military: How Has the Closed-Loop Supply Chain: Optimal Ordering Quantity and Price Setting of Remanufacturing
Chuanhui Xiong, University of North Carolina at Pembroke
Xiangrong Liu

Discussants
Richard W. Monroe, East Carolina University
Nick T. Thomopoulos, Illinois Institute of Technology

Thursday, 4:30 PM

[MT4] MEETING: SE INFORMS OFFICERS
4:30 PM to 5:45 PM Cape Fear, Salon A

Chairperson, Reza Kheirandish, Clayton State University
**Thursday, 4:30 PM**

**[AC2] ACCOUNTING ISSUES**

4:30PM to 5:45 PM  
Carolina Room  

Session Chair  
Joseph B. Gilmore, Frostburg State University  

Managerial Accounting - Tool Kit or Hardware Department?  
Sheila Foster, The Citadel  

Accounting Curriculum Change Proposals: A Comparison of the Three Proposals  
Catherine L. Staples, Randolph-Macon College  

Discussants  
Joseph B. Gilmore, Frostburg State University  
Cem Canel, University of North Carolina - Wilmington  

**[AG3] ISSUES IN ECONOMICS**

4:30PM to 5:45 PM  
DeRosset Room  

Session Chair  
Forrest Stegelin, University of Georgia  

Further Analysis Of The Size Premium In Small Business Valuation  
Craig S. Galbraith, University of North Carolina - Wilmington  
Curt H. Stiles, University of North Carolina - Wilmington  
Jacqueline Benitez-Galbraith, University of North Carolina at Wilmington  

Online Drug Pricing Comparison Between the U.S. And Canada  
Daniel Bougt, University of North Carolina  
Lydia Gan, University of North Carolina at Pembroke  

Implementing Loan Requirements To Counter Moral Hazard  
Rebecca Gonzalez, University of North Carolina at Pembroke  

Discussants  
Ladd Michael Kochman, Kennesaw State University  
Forrest Stegelin, University of Georgia  
Lydia Gan, University of North Carolina at Pembroke  

**[PM3] MBA STUDENT PAPERS III**

4:30PM to 5:45 PM  
Cape Fear, Salon B  

Session Chairs  
Matthew A. Lanham, Virginia Polytechnic Institute & State University  
Howard Ling, University of North Carolina at Pembroke  
Christopher M. Lowery, Georgia College & State University  
William Johnson Miller, Georgia College & State University  

The Impact of Social Networking Sites on College Students: Academic Performance and Psychological Health  
Aiesha Dawda, Savannah State University  
Dwan Barber, Savannah State University  

The Determinants of College Students’ Sense of Safety on Campus  
Donald Crawford, Savannah State University  

Do American Consumers Like Outsourcing?  
Jaclyn Dyer, Savannah State University  
Cory Glover, Savannah State University  

The Effects of Skill Variety, Coworker Support, and Supervisor Support on Job Satisfaction  
Michael P. Campell, Savannah State University  

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**Thursday, 6:30 PM**

**UNDERGRADUATE POSTER PRESENTATION**  
6:30 PM to 7:45 PM  
Magnolia/Dogwood/Grand Room  

**PRESIDENT’S RECEPTION**  
6:30 PM to 8:30 PM  
Magnolia/Dogwood/Grand Room
Friday, February 21

8:00AM

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8:45 AM

[SP4] TUTORIAL: THE ART AND SCIENCE OF PRESENTATIONS
8:45AM to 10:00 AM Latimer Room

This special session provides fundamentals for creating effective PowerPoint presentations geared especially for conferences but applicable to other venues. Suggestions and methods for designing engaging presentations explore technical aspects of working with PowerPoint 2013 as well as a strong focus on aesthetics. Several examples show approaches to capturing and creating a persistence of attention based on neuroscience research. Using feedback from previous tutorials on this topic, this session is updated and reflects recent best practices in the use of PowerPoint as a presentation platform.

Presenters
George S. Lowry, Randolph-Macon College
Wilma M. Andrews, Virginia Commonwealth University
Catherine Lowry Franssen, James Madison University

[SP5] PANEL: EXPERIENCE WITH ADDING ANALYTICS TO THE ACADEMIC PROGRAM
8:45AM to 10:00 AM McRae Room

Analytics is a hot topic with numerous sources forecasting that the future demand for individuals with analytics skills will exceed the supply. Universities are considering how analytics offerings can be included in their program offerings to provide better job opportunities for their graduates. The session will focus on experiences in creating an analytics course and in determining the curriculum for a degree component in analytics. Session leaders have a variety of experiences ranging from the undergraduate to graduate level. Audience members will be encouraged to share their experience and enter into discussion about analytics courses and curriculum.

Moderator
Robert L. Andrews, Virginia Commonwealth University

Panelists
Cem Canel, University of North Carolina - Wilmington
Stephen Hill, U. N. Carolina Wilmington
Kirk R. Karwan, Furman University
Kellie B. Keeling, University of Denver
Barry A. Wray, University of North Carolina - Wilmington

[AC3] DATA, TRUST, POLITICS, & CONSEQUENCES
8:45AM to 10:00 AM Cape Fear, Salon B

Session Chair
Tobin Turner, Presbyterian College

Crimes and Punishment at the Galleon Group: The Consequences of Illegal Insider Trading
Joseph B. Gilmore, Frostburg State University
Richard A. Johnson, Frostburg State University

Consumer Trust and Satisfaction: The Entrepreneur's Challenge of Establishing Scalable Trust
Tobin Turner, Presbyterian College

Cloud Computing - Management Benefits and Legal Challenges
Vicki M. Luoma, Minnesota State University - Mankato
Milton H. Luoma, Metropolitan State University

Discussants
Sheila Foster, The Citadel
Amit J. Shah, Frostburg State University
Joseph B. Gilmore, Frostburg State University

[ED6] HANDS ON LEARNING
8:45AM to 10:00 AM DeRosset Room

Session Chair
Christina D. McCart, Roanoke College

An Experiential Model for Teaching Sustainable Operations
Christina D. McCart, Roanoke College
Michael Hutkin, Roanoke College

Experiential Learning Through Internships
Robert T. Barrett, Lander University
Samuel H. Tolbert, Lander University
Carol P. Wood, Lander University

Does Playing Monopoly Help Students Learn Accounting?
Cynthia B. Lucking, Presbyterian College

Discussants
Harry Katzman, Jr., Webster University
Cynthia B. Lucking, Presbyterian College
Edward D. Showalter, Randolph-Macon College
[ED7] WORKING WITH & UNDERSTANDING STUDENTS
8:45AM to 10:00 AM Dudley Room

Session Chair
Reza Kheirandish, Clayton State University

What is a Good Predictor of Success in an MBA Program? A Follow-Up Study
Reza Kheirandish, Clayton State University
Michael H. Deis, Clayton State University

The Prevalence of Sustainable Values and Behaviors Among College Students: An Exploratory Student Research Activity
Elisabeth G. Velazquez, Roanoke College

The Time is Right for Teaching Business Intelligence
Wayne A. Smith, Presbyterian College

Discussants
Wayne A. Smith, Presbyterian College
Emma Jane Riddle, Winthrop University
Mauro Falasca, East Carolina University

[PD1] PHD STUDENT PAPERS
8:45AM to 10:00 AM Cape Fear, Salon A

Session Chairs
Laquanda Temeca Leaven, North Carolina A&T State University
Gary M. Fetter, Radford University
Sathasivam Mathiyalakan, Winston-Salem State University

To Ship or Not To Ship: That is the Question
Zachary E. Bowden, Virginia Tech

Does Quality Still Pay? Establishing a Conceptual Link between Quality Management and Supply Chain Resilience
Willis N. Mwagola, Georgia Southern University

Examining the Corporate Usage of Social Media: A Competitive Action Perspective
Yuhong Li, Virginia Tech
Alan Wang, Virginia Tech
Weiguo Fan, Virginia Tech

The United States Energy Supply System: The Influence of Production, Politics, and Sustainability
James R. Gibson, Texas Tech University

Friday, 10:00AM

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SOUTHEAST DECISION SCIENCES INSTITUTE
Friday, 10:15 AM

[SP6] WORKSHOP: IBM ANALYSIS SOFTWARE DEMONSTRATION
10:15AM to 11:30 AM  McRae Room

Coordinator
Robert L. Andrews, Virginia Commonwealth University

Leaders
Penelope K. Gardner, IBM Research Division
Anthony J. Young, IBM Research Division

[HS1] HOSPITALITY, RECREATION & SPORTS
10:15AM to 11:30 AM  Cape Fear, Salon B

Session Chair
Steven D. Lang, Randolph-Macon College

Success In NASCAR: The Statistical Determinants of Points
C. Barry Pfitzner, Randolph-Macon College
Tracy D. Rishel, Wake Forest University
Towards A Decision Support Model for Title IX Compliance
Gary M. Fetter, Radford University
Mauro Falasca, East Carolina University
Kelly Belanger, Virginia Tech

Discussants
Steven D. Lang, Randolph-Macon College
James R. Gibson, Texas Tech University

[SC5] APPLIED ANALYSIS IN OPERATIONS AND SUPPLY CHAIN MANAGEMENT
10:15AM to 11:30 AM  Carolina Room

Session Chair
Carl E. Betterton
The Citadel

An Experiment with Locating Facilities
Cem Canel, University of North Carolina - Wilmington
The Effect of Imperfection on Process Constraint Location
Carl E. Betterton, The Citadel

Discussants
He-Boong Kwon, Colorado State University - Pueblo
Michael Monahan, Frostburg State University

Friday, 12-NOON

PRESIDENT’S RECEPTION
12:00 PM to 1:30 PM  Azalea Room

[PS2] STOCK MARKET PREDICTIONS AND CONSTRUCTION PROCUREMENT AUCTIONS
10:15AM to 11:30 AM  Cape Fear, Salon A

Session Chair
Wilma M. Andrews
Virginia Commonwealth University

Can the Stock Market Predict Elections Better Than the Polls?
Ajay K. Aggarwal, Henderson State University
Frank Smith, Colorado State University

A Study of Unbalanced Bidding in Construction Procurement
Auctions
Joan M. Donohue, University of South Carolina
Timothy D. Fry, University of South Carolina - Columbia
Kathleen M. Whitcomb, University of South Carolina

A Study on the Dynamic Correlations among the Return Volatilities
of the Three Major U.S. Stock Indices Surrounding the Great Recession
Zhixin Richard Kang, University of North Carolina at Pembroke
Ramin Cooper Maysami, University of North Carolina at Pembroke

Discussants
Joan M. Donohue, University of South Carolina
Ajay K. Aggarwal, Henderson State University
James P. Lawler, Pace University

SOUTHEAST DECISION SCIENCES INSTITUTE