SOUTHEAST DECISION SCIENCES INSTITUTE
ANNUAL MEETING
February 17-19, 2016

PROGRAM
Welcome to the
Southeast Decision Sciences Institute Conference

On behalf of the council, officers, and 2016 program committee, I would like to welcome you to the 46th Annual Meeting of the Southeast Decision Sciences Institute (SEDSI) in Colonial Williamsburg, VA. The program committee has put together an excellent conference with almost 100 papers, panels and workshops that I think you will find to be 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 one of the nation's leading case publishers and statistics 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. It was truly a team effort. Many key individuals worked 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, special session developers, and graduate and undergraduate student paper judges. Also included are the officers and council members, 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 support.

This year we contracted with a new conference management system, Ex Ordo, and I appreciate their good customer support team for answering my dozens of questions as we explored how to navigate the system and put the program together.

I would also like to thank all of those at Presbyterian College for their encouragement over PC's role in conference over the past year. A special thank you goes to several individuals starting with Don Raber, Provost at Presbyterian College, who supported this endeavor. My Business Administration colleague Tobin Turner took the lead in reviewing papers for awards and stepped in to fill in quite a number of gaps. PC student intern Lauren Mahon brought her computer expertise, patience, and organizational skills to help complete registration. Lastly, my family has graciously tolerated my late evenings and Saturdays at the office, my messy piles at home, and weeks of take-out food. I am grateful for you all.

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. I hope that you enjoy your time in Colonial Williamsburg and have a great conference.

Suzanne J. Smith, PhD
2016 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. Membership includes representatives from most of the functional areas of business. 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.

Colonial Williamsburg, Virginia

Experience life in revolutionary times through the historical setting, tours, shops, taverns, and re-enactments. Learn of the hopes, struggles, and fears of the ordinary people in these uncertain times. As you explore the challenges of daily life set against the backdrop of revolution, get caught up in the historic moments taking place around you. Golf, spa packages, shopping, and fine dining await you in this one-of-a-kind historical setting. We hope you enjoy experiencing a taste of the past through present day eyes in Colonial Williamsburg.

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Amit Shah
Frostburg State University

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Virginia Commonwealth University
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<th>Period</th>
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<td>1971-1972</td>
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<td>Amit J. Shah</td>
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<td>Wesley M. Jones, Jr.</td>
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<td>Quinton J. Nottingham</td>
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<td>George Lowry</td>
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<td>Christopher Zobel</td>
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<td>Kellie Keeling</td>
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    Mauro Falasca ..................................East Carolina Univer:
  Innovative Education, Teaching & Pedagogy
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    Joan M. Donohue ........................................University of South Carol
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  Supply Chain Management and Logistics, POM and TQM
    Ben Skipper and Christopher Boone .................Georgia Southern Univer:
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Joseph G. Van Matre ............................................................ University of Alabama - Birmingham
Elisabeth G. Velazquez ........................................................ Roanoke Coll
Julie Ann Stuart Williams .................................................... University of West Flor
Wednesday, February 17
11:00AM

Registration 11:00AM – 5:00PM
Exhibition 11:00AM – 5:00PM

1:30 PM

EC1: Applications in Economics
1:30PM – 2:45PM   Tidewater D

Session Chair
Reza Kheirandish, Clayton State University

Value-Added Pricing of Malted Grains for Craft Beer  
Forrest Stegelin, University of Georgia

State Exchanges under the Affordable Care Act: Political or Economic Determinants?  
Barry Pfitzner, Randolph-Macon College

Heuristics in Business and Economics: A Survey  
Reza Kheirandish, Clayton State University
Shabnam Mousavi, Johns Hopkins University

ED1: New Approaches for OB & OM Classes
1:30PM – 2:45PM   Liberty Room

Session Chair
Cynthia Knott, Marymount University

Scenario Based Testing in an Undergraduate Organizational Behavior Class  
Edward Showalter, Randolph-Macon College
George Lowry, Randolph-Macon College

An Experiential Sustainability Project Designed for an Operations Management Class  
Chris McCart, Roanoke College
Mike Hutkin, Roanoke College

1:30PM – 2:45PM   Tidewater B

Session Chairs
Robert Andrews, Virginia Commonwealth University
Wilma Andrews, Virginia Commonwealth University

Windows 10, Office 2016 – Microsoft’s New Products  
Wilma Andrews, Virginia Commonwealth University
Robert Andrews, Virginia Commonwealth University

IS1: Issues in IS/IT – 1
1:30PM – 2:45PM  Tidewater C  

**Session Chair**  
*Lissa Velazquez, Roanoke College*

Lessons from a Summer in Silicon Valley  
*Donna Schaeffer, Marymount University*  
*Patrick Olson, Yokohama National University*

Cybersecurity: Learning from the Remarkably Effective Process of Hacking  
*Wayne Smith, Avtec, Inc.*

**MG1: Behavioral Influences in Management**  
1:30PM – 2:45PM  Patriot Room  

**Session Chair**  
*Kay Keels, Coastal Carolina University*

The Interaction of Gender and Personality and the Delivery of Quality Knowledge-Based Work Artifacts  
*Nicholas Twigg, Coastal Carolina University*  
*J. Kay Keels, Coastal Carolina University*

Effects of the Planned Entrepreneurial Behavior on the Entrepreneurial Intention  
*Tuqba Karabulut, Istanbul Commerce University*

**Coffee Break**  
2:45PM – 3:00PM  Tidewater Foyer

3:00PM

**AN1: Analytics in Practice**  
3:00PM – 4:15PM  Liberty Room  

**Session Chair**  
*William Miller, Georgia College*

A Min-Max Normalized Ranking Method for Finding the Most Efficient DMUs in Data Envelopment Analysis  
*Jae-Dong Hong, South Carolina State University*  
*Kiyoung Jeong, University of Houston Clear Lake*

Managing Aircraft Maintenance Resource Allocations using DEA  
*James Gibson, Texas Tech University*

Industry-Specific Sources of Big Data Research Opportunities and Challenges: The Agency for Healthcare Research and Quality Data Bases and Software Tools  
*William Miller, Georgia College*  
*Christopher Lowery, Georgia College*  
*Andrew Sumner, Georgia State University*
DA1: Improving Quantitative and Statistical Instruction
3:00PM – 4:15PM   Tidewater B

Session Chair
Robert Andrews, Virginia Commonwealth University

Improving Quantitative and Statistical Instruction
Robert Andrews, Virginia Commonwealth University
Robin Snyder, Robin Snyder
Joseph Van Matre, University of Alabama at Birmingham
Ping Wang, James Madison University
Steve Silver, The Citadel

ED2: Panel: Millennials in our Midst
3:00PM – 4:15PM   Tidewater C

Session Chair
Donna Schaeffer, Marymount University

Millennials in Our Midst
Cynthia Knott, Marymount University
Donna Schaeffer, Marymount University
Charles Tichenor, Marymount University

MK1: International Business
3:00PM – 4:15PM   Tidewater D

Session Chair
Christopher Ziemnowicz, University of North Carolina at Pembroke

Christopher Ziemnowicz, University of North Carolina at Pembroke
John Spillan, University of North Carolina at Pembroke

Exploratory Validation of the Women as Managers Scale with a Sample of Chinese College Students
Tope Adeyemi-Bello, East Carolina University
Cody Chullen, East Carolina University
Xiao-Yu Xi, China Pharmaceutical University

SC1: Connecting SCM Theory & Practice
3:00PM – 4:15PM   Patriot Room

Session Chair
Burcu Adivar, Fayetteville State University

The Truncated Normal Distribution and the Safety Stock
Nick Thomopoulos, Illinois Tech

Service Parts Management: An Empirically Derived Agenda
Flexible Factory: Adapting to Volatile Market

MT1: SE INFORMS Officers
4:30PM – 5:30PM  Governor Jefferson Boardroom

Session Chair
Jay Teets, Coastal Carolina University

Thursday, February 18

SE DSI Council
7:30AM – 8:30AM  Allegheny Room A

8:00 AM

Registration  8:00AM – 5:00PM  Tidewater
Exhibition  8:00AM – 5:00PM  Tidewater

Continental Breakfast
8:00AM – 8:45AM  Tidewater Foyer

8:45 AM

AN3: Analytics in Academics
8:45AM – 10:00AM  Tidewater D

Session Chair
Carin Lightner-Laws, Clayton State University

Investigating Approximate Statistical Properties of Scaled Problem Instances of Simpson’s Paradox Using Big Data Cluster Computing Techniques

Robin Snyder, Robin Snyder

Suggestions for Presenting Results Visually for Introductory Statistics Topics

Kellie Keeling, University of Denver

Exploring Uses for Data Mining in Academia

Carin Lightner-Laws, Clayton State University
Constance Lightner, Fayetteville State University
DA2: Addressing Challenges for Teaching Business Statistics
8:45AM – 10:00AM Tidewater B

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

Addressing Challenges for Teaching Business Statistics  
*Robert Andrews, Virginia Commonwealth University*  
*Pam Burch, Virginia Commonwealth University*  
*Kim Melton, University of North Georgia*  
*Weiyong Zhang, Old Dominion University*  
*Ben Marlin, Army Logistics University*

ED4: Examining the Business Curriculum
8:45AM – 10:00AM Liberty Room

**Session Chair**
Bob Barrett, Lander University

Putting Neuroscience in the Business Curriculum  
*George Lowry, Randolph-Macon College*  
*Catherine Franssen, Longwood University*

Enhancing the Online Course Experience: The Case for Synchronous Discussions  
*William Crandall, University of North Carolina at Pembroke*  
*Melissa Mann, University of North Carolina at Pembroke*

Revitalizing the Capstone Experience: Synthesizing Stakeholder Needs While Supporting the Mission  
*Janice Black, Coastal Carolina University*  
*J. Kay Keels (Coastal Carolina University)*  
*Nicholas Rhew (Coastal Carolina University)*

MG2: Management Potpourri
8:45AM – 10:00AM Tidewater C

**Session Chair**
Sara Kiser, Alabama State University

Distributed Workforce Issues: Communication and Work Relationships  
*Richard Monroe, Longwood University*  
*James Haug, Longwood University*

Leadership from Europe’s Powerhouse: An Exploratory Study  
*Amit Shah, Frostburg State University*  
*Michael Monahan, Frostburg State University*

PD1: PhD Student Papers
8:45AM – 10:00AM Heritage Room

**Session Chairs**
James Lawler, Pace University  
Donna Schaeffer, Marymount University
Regulatory Disruption Risks Facing Supply Chain Management

*Nihar Kumthekar, Georgia Southern University
Mohammed Anas Irfan, Georgia Southern University*

**PS1: Public Sector, Non-Profit, and Health Care Potpourri**
8:45AM – 10:00AM Patriot Room

**Session Chair**

*Joseph Van Matre, University of Alabama at Birmingham*

Benefits of Adaptive Capability on the Performance of US Long-Term Healthcare Providers
*Christie Hui-Chuan Chen, University of Tennessee at Martin*

Retirement Analysis for Millennials – a Simulation Approach
*Ajay Aggarwal, Henderson State University
Frank Smith, Colorado State University*

Bidding Strategies in Procurement Auctions with Information Asymmetries
*Joan Donohue, University of South Carolina
Kathleen Whitcomb, University of South Carolina
Timothy Fry, University of South Carolina*

**Coffee Break**
10:00AM – 10:15AM  Tidewater Foyer

**SE DSI Business Meeting**
10:15AM – 11:30AM  Tidewater B

**SE DSI Officers Lunch**
11:45AM – 1:00PM  Garden Lounge

**1:30 PM**

**AC1: Tax and Legal Issues**
1:30PM – 2:45PM  Liberty Room

**Session Chair**

*Brad Johnson, Francis Marion University*

Do Service Level Agreements Matter for Cloud Computing Adoption? A Transaction Cost Model
*Howard Hamilton, ECPI University
James Parrish, Nova Southeastern University
Yair Levy, Nova Southeastern University
Marlon Clarke, Nova Southeastern University*
How a High-Income Taxpayer May Avoid the Suspension of Business Losses – Treated as a Passive Activity Losses

Brad Johnson, Francis Marion University

Do Current Case Law Trends on Proportionality and Technology-Assisted Review Obviate the Need for Changes to F.R.C.P. Rule 26?

Vicki Luoma, Minnesota State University
Milton Luoma, Metropolitan State University
Emmy Buboltz, Minnesota State University

DA3: IBM’s Watson Analytics
1:30PM – 2:45PM  Tidewater B

Session Chair
Robert Andrews, Virginia Commonwealth University

IBM’s Watson Analytics
Robert Andrews, Virginia Commonwealth University
Wesley Strom, IBM

ED5: Panel: Faculty Academic Involvement in Retirement
1:30PM – 2:45PM  Heritage Room

Session Chair
Bob Herring, Winston-Salem State University

How can Professors Stay Involved in Academia after Retirement? Or Do They Want To?

Robert Herring, Winston-Salem State University

PS2: Health Care Solutions
1:30PM – 2:45PM  Tidewater D

Session Chair
James Lawler, Pace University

A Patient Community in Silico for Simulation of Major Disease Epidemiology, Progression, and Complications: Effect of Prophylaxis, Treatment, and Aging

Matt Campbell, University of South Alabama
Abu Al-Mehdi, University of South Alabama
Susan Ledoux, University of South Alabama

Implementing Information Systems Management into Healthcare Practices to Optimize Medicare Efficiency

Rebecca Scott, University of North Carolina at Wilmington
Jeff Cummings, University of North Carolina at Wilmington

Answering the $64,000 Question: A Model of Physician-Owned Clinic HER Adoption

Dina Shrestha, University of South Alabama
Matt Campbell, University of South Alabama
Amy Campbell, University of South Alabama
Coffee Break

2:45PM – 3:00PM  Tidewater Foyer

3:00 PM

DA4: JMP: From Introductory Statistics to Analytics

3:00PM – 4:15PM  Tidewater B

Session Chair

Robert Andrews, Virginia Commonwealth University

From Introductory Statistics to Analytics

Robert Andrews, Virginia Commonwealth University
Mia Stephens, JMP

EC2: Finance and Firm Valuation

3:00PM – 4:15PM  Tidewater C

Session Chair

Forrest Stegelin, University of Georgia

The National Response Center Data Base: How to Use It?

Marko Horn, Valdosta State University
Gary Hackbarth, Valdosta State University

The Distribution of Information, the Market for Financial News, and the Cost of Capital

Paul Marmora, Randolph-Macon College

Mainstream Banking amongst Hispanic, Black and Asian Populations

Rebecca Gonzalez, University of North Carolina at Pembroke

ED6: Entrepreneurship and Business Memos

3:00PM – 4:15PM  Liberty Room

Session Chair

Shona Morgan, North Carolina A&T State University

Using Business Memos to Introduce Audience Considerations for a Discussion of a Productivity Problem

Julie Williams, University of West Florida
Kristine Gallamore, University of West Florida

Weaving the Thread of Entrepreneurship through a Core Business Curriculum

Nicholas Twigg, Coastal Carolina University
Leann Mischel, Coastal Carolina University
Janice Black, Coastal Carolina University
Active Learning with Business Memos to Lead Students to Discover How to Model a Third Decision

Julie Williams, University of West Florida
Randall Reid, University of West Florida
Kristine Gallamore, University of West Florida

**IS2: Issues in IS/IT – II**
3:00PM – 4:15PM   Tidewater D

**Session Chair**
Michelle Hagadorn, Roanoke College

Island World: A Serious Gaming Platform for Data Collection
Matt Campbell, University of South Alabama
William Gilsson, University of South Alabama
David Bourrie, University of South Alabama
Devin White, University of South Alabama

Data without Borders: Privacy, Data Ownership, and Legal Concerns for Data in the Cloud
Cynthia Knott, Marymount University
Michelle Liu, Marymount University
Diane Murphy, Marymount University

**SC2: Case Applications in SCM**
3:00PM – 4:15PM   Patriot Room

**Session Chair**
Bob Herring, Winston-Salem State University

Analyzing a Simulation Model for Disaster Relief Supply Chain: a Case Study
Keli Feng, South Carolina State University
Jae-Dong Hong, South Carolina State University

Logistics Optimization and Routing Planning: a Case Study of a City's Garbage Collection Operation
Gustavo Cruz, Anderson University
Anu Mathews, Anderson University

Improving Profits by Optimizing Ship’s Sailing Speed
Burcu Adivar, Fayetteville State University
Cansu Kasapoglu, Izmir University of Economics

**4:30 PM**

**DA5: What should be in Introductory Statistics?**
4:30PM – 5:45PM   Tidewater B

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

What should be Included in Business Statistics to Prepare Students for the World of Data-Driven Analytics?
Robert Andrews, Virginia Commonwealth University
ED7: New Learning Approaches
4:30PM – 5:45PM    Tidewater D

Session Chair
George Lowry, Randolph-Macon College

A Plan, Do, Check, Act (PDCA) Approach to Improve Team Assignments Using a Web-Based Tool
Shona Morgan, North Carolina A&T State University
Alice Stewart, North Carolina A&T State University

Integrating Project Management Principles with Systems Development Methodologies: Proposing an Experiential Peer-Managed Learning Model for Maximizing Student Learning
A. James Wynne, Virginia Commonwealth University
Chandrashekar Challa, Longwood University
Elena Olson, Virginia Commonwealth University

A Proposal: The Use of an Integrated Learning System in Intermediate Accounting
Cathy Staples, Randolph-Macon College

HS1: Sports and Tourism
4:30PM – 5:45PM    Liberty Room

Session Chair
Mauro Falasca, East Carolina University

Investigating the Impact of Music during Tours in China’s Setting
Han Yan, Wuxi No. 1 High School
Lucky Xue, East Carolina University
Huigang Liang, East Carolina University

Measuring Competitive Balance in NHRA Pro Stock Motorcycle
Clay Harshaw, Winston-Salem State University
Clint Harshaw, Presbyterian College
Gonzalo Asis, University of North Carolina at Chapel Hill

Towards an Efficiency Analysis of Collegiate Athletics
Mauro Falasca, East Carolina University
John Kros, East Carolina University

SC3: Supply Chain Management Issues
4:30PM – 5:45PM    Patriot Room

Session Chair
Kimberly Whitehead, Anderson University

Controlling Transaction Costs in Buyer-Supplier Relationships: the Role of Distributive Capability and Absorptive Capacity

Kimberly Whitehead, Anderson University

Entrepreneurial Supply Chain Information Network and Supply Chain Alertness

Xun Li, Nicholls State University
J Field, Nicholls State University

Effect of Delivery Lead Time on Production Policy in a Two-Tiered Supply Chain with Constrained Supply

Dimitriy Shaltayev, Christopher Newport University
Joono Rahko, University of Oulu
Borga Deniz, Framingham State University
Robert Hasbrouck, Christopher Newport University

6:30 PM

President’s Reception
6:30PM – 8:30PM  Piedmont Room

Undergraduate Student Posters
6:30PM – 8:30PM  Piedmont Room

Session Chair
Suzie Smith, Presbyterian College

Using an Enterprise Risk Management Framework to Prepare for Natural Disasters

Thomas Buchanan, Randolph-Macon College

Mutual Fund Performance Prediction Model

Stephanie Whitecross, Roanoke College

Social Media Marketing Analysis for the Nonprofit Festival Sector: Maximizing Revenue and Attendance Growth

Lauren Mahon, Presbyterian College

Friday, February 19

8:00 AM

Registration  8:00AM – 5:00PM  Tidewater
Exhibition  8:00AM – 5:00PM  Tidewater

Continental Breakfast
8:00AM – 8:45AM  Tidewater Foyer
8:45 AM

DA6: What Should Be In an Analytics Program or Class?
8:45AM – 10:00AM  Tidewater B

Session Chair
Robert Andrews, Virginia Commonwealth University

What Should Be in an Analytics Program or Class?
Robert Andrews, Virginia Commonwealth University
James Bradley, College of William and Mary
Kellie Keeling, University of Denver
Mia Stephens, JMP
Weiyong Zhang, Old Dominion University

ED8: Innovation Opportunities in Education
8:45AM – 10:00AM  Patriot Room

Session Chair
Sara Kiser, Alabama State University

Does Calculator Use and Test Format Mask Weakness in Basic Math Ability? Experimental Evidence in Principles of Economics
Melanie Fennell, Randolph-Macon College
Irene Foster, George Washington University

Using Newsvendor with Monte Carlo simulation to Optimize Ordering of Flu Vaccines: a Case Study
Rebecca Scott, University of North Carolina at Wilmington
Stephen Hill, University of North Carolina at Wilmington

ED9: Workshop: Teaching with Cases
8:45AM – 10:00AM  Liberty Room

Session Chair
Tobin Turner, Presbyterian College

Teaching with Cases: Classroom and 'Online'
Steve Leybourne, Boston University

PU1: Undergraduate Student Papers
8:45AM – 10:00AM  Tidewater D

Session Chairs
Charley Tichenor, Marymount University
Elena Olson, Virginia Commonwealth University
Kim Whitehead, Anderson University

Application of Principles from “The Goal” to Real Estate Operations
Richard Keller, Mount St. Mary's University
The Relationships between Culture, Leader-Member Exchange Quality, and Job Satisfaction of Vietnamese Employees

Uyen Hill, Savannah State University

Using an Enterprise Risk Management Framework to Prepare for Natural Disasters

Thomas Buchanan, Randolph-Macon College

What’s Your Type? Stereotype that is: African American Stereotypes in Advertising

Wykella Patrick, Savannah State University

Coffee Break
10:00AM – 10:15AM Tidewater Foyer

10:15 AM

AC2: Trust and Security Issues
10:15AM – 11:30AM Tidewater C

Session Chair
Cathy Staples, Randolph-Macon College

A Meta-Model of Academic Dishonesty

Patsy Lewellyn, University of South Carolina Aiken

Trust as a Currency: Using Serious Gaming to Survey Sensitive Data

Stacy Miller, University of South Alabama
Matt Campbell, University of South Alabama
William Gilsson, University of South Alabama

An Analysis of Cybersecurity Requirements in Healthcare

Maureen van Devender, University of South Alabama
Matt Campbell, University of South Alabama

DA7: What is the Role of Analytics in Doing Business?
10:15AM – 11:45AM Tidewater B

Session Chair
Robert Andrews, Virginia Commonwealth University

What is the Role of Analytics in Doing Business?

Robert Andrews, Virginia Commonwealth University

ED10: Legal and Accreditation Issues
10:15AM – 11:30AM Patriot Room

Session Chair
Jim Wynne, Virginia Commonwealth University

Empowering College Students with Cognitive Disabilities in a Special Education Program Integrating E-Portfolio Technology
Notes on Accreditation

James Lawler, Pace University

The Legal aspect of Faculty/Student Relationships in Higher Education

Robert Barrett, Lander University

Susan Shurden, Newberry College

Robert Barrett, Lander University

**PM1: Masters/MBA Student Presentations**
10:15AM – 11:15AM Liberty Room

**Session Chairs**

*Carin Lightner-Laws, Clayton State University*

*Howard Hamilton, ECPI University*

*Kay Keels, Coastal Carolina University*

Applying Evidence Based Management at the North Carolina Aquarium at Fort Fisher

*Catherine Aasen, Fayetteville State University*

Confessions of a Shopaholic: The Value of Luxury Brands on Society

*Esmira Gheisary, Savannah State University*

An Overview of Nursing Retention Issues

*Anissa Bowers, Valdosta State University*

**President’s Lunch**
11:45AM – 1:00PM   Allegheny Room