The Program Chronologically

Wednesday, February 23

11:00AM

[SP1] Workshop: New Features in Office 2010
2:00PM to 3:15 PM Forsyth

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

[AC1] Cyberspace Identity, Encryption and Security
2:00PM to 3:15 PM Pulaski

Chairperson
John Ken Corley II, Appalachian State University

Toward a Unified Ontology of Trusted Identity in Cyberspace
Harry Katzan, Jr., Savannah State University

Encryption and Portable Data Storage
Cynthia Knott Eck, Marymount University
Gerard Steube, Marymount University

Discussants
John Ken Corley II, Appalachian State University
Harry Katzan, Jr., Savannah State University

2:00PM

[AG1] International and Macro-Economics
2:00PM to 3:15 PM Telfair

Chairperson
Steven D. Lang, Randolph-Macon College

When Will the Unemployment Rate Return to Normal?
C. Barry Pfitzner, Randolph-Macon College

Registration
11:00AM to 5:00 PM Prefunction 2nd Floor

Exhibition
11:00AM to 5:00 PM Prefunction 2nd Floor

Placement
11:00AM to 5:00 PM Prefunction 2nd Floor
A Survey of Double Dip Recession
Reza Kheirandish, Clayton State University
Shabnam Mousavi, Max Planck Institute
Ali Dadpay, Clayton State University
The Relationship between the Us-China Trade Balance and the Value of the Renminbi: An Empirical Analysis
C. Barry Pfitzner, Randolph-Macon College
Bixian Zheng, City University of Hong Kong

Discussants
Reza Kheirandish, Clayton State University
Steven D. Lang, Randolph-Macon College
Nikki M. Finlay, Clayton State University

[IE1] ETHICS, INTERNSHIPS, AND PRESENTATION ISSUES
2:00PM to 3:15 PM Chatham
Chairperson
Edward D. Showalter, Randolph-Macon College

Work Ethic among Students: What Are Some of the Meanings?
John E. Spillan, University of North Carolina at Pembroke
William S. Thomas, North Carolina at Pembroke
Marlon R. McPhatter, University of North Carolina - Pembroke
The Effect of Self-Efficacy on Perceptions of Student Internship Effectiveness
Edward D. Showalter, Randolph-Macon College
George S. Lowry, Randolph-Macon College
Creating and Delivering Formal Presentations in a Distance Learning Classroom
David Lewis, University of Massachusetts - Lowell
Thomas Sloan, University of Massachusetts Lowell

Discussants
David Lewis, University of Massachusetts - Lowell
Karen Shuler, The Citadel
John E. Spillan, University of North Carolina at Pembroke

[MG1] WORKPLACE ATTITUDES AND PERCEPTIONS: LEARNING, QUALITY, AND GOVERNANCE
2:00PM to 3:15 PM Oglethorpe A
Chairperson
Sara B. Kiser, Judson College

Human Resource Practitioners, Workplace Learning, and Evidence-based Management: A Preliminary Analysis
Paula D. Crouse, Mount Saint Vincent University
Wendy P. Doyle, Mount Saint Vincent University
Jeffrey D. Young, Mount Saint Vincent University

Correlation of Six Sigma Success in Theory X vs. Theory Y Organizations
Janet H. Sanders, East Carolina University
Samir Youssef Khoury, East Carolina University

Faculty Senates and Their Knowledge and Perceptions of the Governance of Intercollegiate Athletics: The Case of the "Southeastern Conference"
Amber Christine Fallucca, University of South Carolina - Columbia

Discussants
Amber Christine Fallucca, University of South Carolina - Columbia
Paula D. Crouse, Mount Saint Vincent University
Janet H. Sanders, East Carolina University
Wednesday, February 23

[SC1] TQM AND POM
2:00PM to 3:15 PM Oglethorpe B
Chairperson
Emma Jane Riddle, Winthrop University

Remanufacturing Scheduling: A Systematic Literature Review and Analysis
Roger J. Gagnon, North Carolina A & T State University
Shona Morgan, North Carolina A & T State University

The Cumulative Effect of Reliability Failure on Customer Perception
Rhonda L. Hensley, North Carolina A & T State University
Joanne S. Utley, North Carolina A & T State University

A Modified Computational Dynamic Programming Approach to a Production and Inventory Control Problem
G. Naadi Naadimuthu, Fairleigh Dickinson University
R.N. Kapur, Kansas State University
E.S. Lee, Kansas State University

Discussants
Lance A. Matheson, Virginia Tech
Jay M. Teets, Coastal Carolina University
Joanne S. Utley, North Carolina A & T State University

Using Illusions in the Classroom: Principles, Best Practices, and Measurement
Kevin Lee Elder, Georgia Southern University
Ronald J. MacKinnon, Georgia Southern University
David E. Deviney, Tarleton State University

[MG2] OPERATIONALIZING THEORIES: INNOVATION, MARKETING, AND SUSTAINABILITY
3:30PM to 4:45 PM Forsyth
Chairperson
Catherine Lowry Franssen, Randolph-Macon College

Made From Scratch
George S. Lowry, Randolph-Macon College
Catherine Lowry Franssen, Randolph-Macon College
Jonathan E. Lowry, University of Cincinnati

3:30PM

[TP1] TOOLS FOR SUPPORTING CLASSROOM INSTRUCTION
2:00PM to 3:15 PM Reynolds
Chairperson
Subrata Acharya, Towson University

Untangling the Mysteries of Teaching with Synchronous Tools
Carey B. Cole, James Madison University
Christie Liu, James Madison University
Wednesday, February 23

Operating Strategies and Economic Factors in the Airline Industry: The Southwest Effect Extended
Richard Cobb, Jacksonville State University
David W. Palmer, Jacksonville State University
Christopher A. Westley, Jacksonville State University

Sustainability - Is the Time Right for Its Mass Acceptance?
William R. Crandall, University of North Carolina at Pembroke
Richard E. Crandall, Appalachian State University

Discussants
Richard E. Crandall, Appalachian State University
George S. Lowry, Randolph-Macon College
Jonathan E. Lowry, University of Cincinnati

[PS1] HEALTHCARE TOPICS
3:30PM to 4:45 PM Pulaski

Chairperson
Donna J. Slovensky, University of Alabama - Birmingham

Healthcare Quality and Outcome Measures
Joseph G. Van Matre, University of Alabama - Birmingham
Donna J. Slovensky, University of Alabama - Birmingham

Building a Sustainable Process for Analyzing Environmental Protection Agency Constituent Input Via Social Networks
Ellen M. Walk, University of Richmond
Julia D. Brannan, University of Richmond

Discussants
Ellen M. Walk, University of Richmond
Donna J. Slovensky, University of Alabama - Birmingham

[MK1] CREATIVITY AND ADVERTISING
3:30PM to 4:45 PM Oglethorpe A

Chairperson
Kenneth W.H. Day, Jacksonville State University

Polysemy in Advertising: A Study of the Effects of Advertising Messages on Decision Making
William Chasteen, Savannah State University
Shalonda K. Bradford, Savannah State University

The SHARP Conceptual Framework for Young Adults - What IS Cool?
Carl Sharperson III, Savannah State University
Reginald Leseane, Savannah State University

Discussants
Anshu Saxena Arora, Savannah State University
Shalonda K. Bradford, Savannah State University

[SC2] SUPPLY CHAIN AND E-COMMERCE
3:30PM to 4:45 PM Franklin

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

An Analysis of Inland Logistics Clusters
Richard W. Monroe, East Carolina University

Exploring E-Commerce Usage in Leading Industry Sectors
Jay M. Teets, Coastal Carolina University

Discussants
Forrest Stegelin, University of Georgia
Jacquelynnne McLellan, Frostburg State University
[WA1] WORKSHOP: ARE YOU UP TO FUNCTIONING IN THE CLOUD?
3:30PM to 4:45 PM Chatham

Coordinators
Wilma M. Andrews, Virginia Commonwealth University
Robert L. Andrews, Virginia Commonwealth University
Joan M. Donohue, University of South Carolina

Special Thanks to our Exhibitors and Sponsors
The Citadel, School of Business Administration
Coastal Carolina University, E. Craig Wall College of Business Administration
Georgia Southern University
Hawkes Learning Systems
Kennesaw State University, Michael J. Coles College of Business
Pearson Education, Boston
Pearson Education, New York
Randolph-Macon College, Department of Economics and Business
Roanoke College, Department of Business Administration
South-Western Cengage Learning
Virginia Tech, Department of Business Information Technology
Thursday, February 24

7:00AM

[MT1] MEETING: SE DSI COUNCIL MEETING
7:00AM to 8:30 AM Mercer
Chairperson
A. James Wynne, Virginia Commonwealth University

7:30AM

REGISTRATION
7:30AM to 2:00 PM Prefunction 2nd Floor

CONTINENTAL BREAKFAST
7:30AM to 8:00 AM Prefunction 2nd Floor

8:00AM

EXHIBITION
8:00AM to 2:30 PM Prefunction 2nd Floor

[AC2] ONLINE INFORMATION SECURITY AND RISK ANALYSIS
8:00AM to 9:15 AM Franklin
Chairperson
Stephen Z. Jourdan, Auburn University - Montgomery

An Investigation of Organizational Information Security Risk Analysis
Stephen Z. Jourdan, Auburn University - Montgomery
R. Kelly Rainer, Auburn University
Thomas E. Marshall, Auburn University
F. Nelson Ford, Auburn University

Privacy: An Analysis of the Literature
John Ken Corley II, Appalachian State University
Stephen Z. Jourdan, Auburn University - Montgomery
Andrew Norton, Appalachian State University

Analyzing Theories in the Studies on Online Information Privacy Concerns: Comparison and Integration
Yuan Li, Columbia College

Discussants
Harry Katzman, Jr., Savannah State University
Cynthia Knott Eck, Marymount University
Stephen Z. Jourdan, Auburn University - Montgomery

8:00AM

PLACEMENT
8:00AM to 2:30 PM Prefunction 2nd Floor
Thursday, February 24

[MK2] INTERNATIONAL MARKETING
8:00AM to 9:15 AM Oglethorpe A

Chairperson
Michael Monahan, Frostburg State University

Sustainable Strategic Management: The Case of Poland
John E. Spillan, University of North Carolina at Pembroke
Christopher Ziemnowicz, University of North Carolina at Pembroke
Marlon R. McPhatter, University of North Carolina - Pembroke

An Exploratory Study of the Internet Viewing and Buying Habits of University Students in Spain
Michael Monahan, Frostburg State University
Amit J. Shah, Frostburg State University
Paloma T. Bernal, Rey Juan Carlos University

Tourism Research: A Neural Network and Cluster Analysis Approach
Ajay K. Aggarwal, Millsaps College
Dinesh S. Dave, Appalachian State University

Discussants
Dinesh S. Dave, Appalachian State University
Stephen W. Clopton, Appalachian State University

[WA2] WORKSHOP: ISSUES IN XBRL VALIDATION
8:00AM to 9:15 AM Reynolds

Coordinator
John W. Stamey, Jr., Coastal Carolina University

9:15AM

COFFEE BREAK
9:15AM to 9:30 AM
Prefunction 2nd Floor

Co-sponsored by
Virginia Tech
Department of Business Information Technology
Bernard W. Taylor, III, Head
and
Southeast Decision Sciences Institute

[PS2] TOURISM
8:00AM to 9:15 AM Pulaski

Chairperson
James E. Stoddard, Appalachian State University

A Comparison of Welcome Center and Area Attraction Visitors: Differences in the Blue Ridge National Heritage Area
James E. Stoddard, Appalachian State University
Stephen W. Clopton, Appalachian State University
9:30AM

[SP2] ISSUES IN ASSESSMENT
9:30AM to 10:45 AM Pulaski
Chairperson
A. James Wynne, Virginia Commonwealth University

The Assessment Process and Improvements That Just Do Not Deliver: A Case Study with Empirical Evidence
A. James Wynne, Virginia Commonwealth University
Lynda Hodgson, Virginia Commonwealth University

A Case Study of One Program's Journey Through the Minefields of Assessment
Tanya Goette, Georgia College & State University
Bryan A. Marshall, Georgia College & State University

Using Digital Measures to Optimize Accomplishments for Evaluation and Assessment Reporting Purposes
Michael H. Deis, Clayton State University
Alisa R. Kirk, Clayton State University

Discussants
James M. Henson, California State University - Fresno
A. James Wynne, Virginia Commonwealth University
Tanya Goette, Georgia College & State University

[IE2] INNOVATION'S EFFECT ON TEACHING STRATEGIES
9:30AM to 10:45 AM Chatham
Chairperson
Cynthia Knott Eck, Marymount University

Comparison of How Professors in Various Disciplines Are Using Web 2.0 Technologies in the Classroom.
Rick J. Weible, Marshall University

Globalization-How Has IT Changed Teaching Strategies?
Cynthia Knott Eck, Marymount University
Donna Schaeffer, Marymount University

Lowest Common Denominator for Innovation
Jonathan E. Lowry, University of Cincinnati
Brian F. Davies, University of Cincinnati

Discussants
Jonathan E. Lowry, University of Cincinnati
Rick J. Weible, Marshall University
Catherine Lowry Franssen, Randolph-Macon College

[IE3] WORKSHOP: CLASSROOM RESPONSE SYSTEMS: HANDHELD CLICKERS VS CELL PHONE TEXTING
9:30AM to 10:45 AM Franklin
Coordinator
Marshall G. Jones, Winthrop University
Leader
Suzanne J. Smith, Presbyterian College

[MG3] COMPONENTS OF ENTREPRENEURSHIP: DOMESTIC AND GLOBAL
9:30AM to 10:45 AM Oglethorpe B
Chairperson
Shanan G. Gibson, East Carolina University

Factors Related to the Success of Entrepreneurs in China
Benjamin C. Powell, Appalachian State University
Joan M. Donohue, University of South Carolina
Jeremy B. Fox, Appalachian State University
Xiaoya Liang, Fudan University

Trials and Tribulations in Small Business
Ownership
Michael Harris, East Carolina University
Shanan G. Gibson, East Carolina University
William C. McDowell, East Carolina University

Characteristics of Planning in Small Exporting Firms
Nabil A. Ibrahim, Augusta State University
T. M. Esposito, Augusta State University

Discussants
T. M. Esposito, Augusta State University
Joan M. Donohue, University of South Carolina
Shanan G. Gibson, East Carolina University

[ST1] WORKSHOP: MAKING STATISTICS MORE EFFECTIVE IN SCHOOLS OF BUSINESS: MOTIVATE YOUR STUDENTS WITH MASTERY LEARNING
9:30AM to 10:45 AM Forsyth
Coordinator
Robert L. Andrews, Virginia Commonwealth University
Leader
Brittany Walker, Hawkes Learning Systems

[ST2] MANAGEMENT SCIENCE: TRANSPORTATION AND TECHNOLOGY APPLICATIONS
9:30AM to 10:45 AM Oglethorpe A
Chairperson
Aniekan A. Ebiefung, University of Tennessee - Chattanooga

Veena G. Adlakha, University of Baltimore
Krzysztof Kowalski
On the Choice of Technology and Industrial Pollution
Aniekan A. Ebiefung, University of Tennessee - Chattanooga

Discussants
Eric B. Howington, Valdosta State University
Rhonda L. Hensley, North Carolina A & T State University

[WA3] WEB-BASED APPLICATIONS, AI AND IT
9:30AM to 10:45 AM Reynolds
Chairperson
Wilma M. Andrews, Virginia Commonwealth University

Decision Support System for Reliability Assessment
Ramesh M. Choudhari, South Carolina State University
Shobha R. Choudhari, South Carolina State University

Intelligent System Human-Machine Interfaces
Barbara J. Caldwell, Saint Leo University
Shannon O. Jackson, Saint Leo University
Mayes D. Mathews, Saint Leo University

SPHP: Towards Security in PHP Applications
Subrata Acharya, Towson University

Discussants
Subrata Acharya, Towson University
Ramesh M. Choudhari, South Carolina State University
Barbara J. Caldwell, Saint Leo University
Thursday, February 24

10:45AM

COFFEE BREAK
10:45AM to 11:00 AM
Prefunction 2nd Floor

Co-sponsored by
Roanoke College
Department of Business Administration
Christina D. McCart, Chair
and
Southeast Decision Sciences Institute

11:00AM

[AG2] LOCAL AND REGIONAL ECONOMICS
11:00AM to 12:15 PM Oglethorpe A
Chairperson
Nikki M. Finlay, Clayton State University

Transportation Alliance of Environmental Horticulture Producers in Georgia: An Aid to Buying and Selling Local
Forrest Stegelin, University of Georgia
Loss of Accreditation and Property Values
Nikki M. Finlay, Clayton State University
Michael H. Deis, Clayton State University
Linkages among Capital Investment, Education and Economic Growth in South Carolina: An Empirical Investigation
Muhammed Mustafa, South Carolina State University

Discussants
Nikki M. Finlay, Clayton State University
Steven D. Lang, Randolph-Macon College
Forrest Stegelin, University of Georgia

[IE4] MANAGEMENT SCIENCE APPROACHES AND ASSESSMENT
11:00AM to 12:15 PM Chatham
Chairperson
A. James Wynne, Virginia Commonwealth University

Integrate the Teachings of Statistics and Management Science Using Conjoint Product Design Problem
Xinfang Jocelyn Wang, Georgia Southern University
Analysis After Output - Overview
Kenneth R. MacLeod, East Carolina University

Discussants
Kenneth R. MacLeod, East Carolina University
Lynda Hodgson, Virginia Commonwealth University

[IS1] IS IN EDUCATION
11:00AM to 12:15 PM Franklin
Chairperson
Kevin Lee Elder, Georgia Southern University

An Update of ABET Accreditation of IS Programs
Ronald J. MacKinnon, Georgia Southern University
Kevin Lee Elder, Georgia Southern University
Transformation or Extinction - IT's Decision
Tracy D. Rishel, Belmont Abbey College
Hubert D. Glover, REDE
James E. Niemes, Alignment Partners Inc
Is it Time to Rethink the Office Application Knowledge Requirement for Business Students?
Robert Gehling, Auburn University - Montgomery
Leah Gehling, Auburn University at Montgomery

Discussants
Robert Gehling, Auburn University - Montgomery
Kevin Lee Elder, Georgia Southern University
Tracy D. Rishel, Belmont Abbey College

[MK3] INFLUENCE AND COFFEE BREAK
10:45AM to 11:00 AM
Prefunction 2nd Floor

Co-sponsored by
Roanoke College
Department of Business Administration
Christina D. McCart, Chair
and
Southeast Decision Sciences Institute
SALES
11:00AM to 12:15 PM Oglethorpe B
Chairperson
Kenneth W.H. Day, Jacksonville State University

Using Achrol's Uncertainty Scales to Measure Influence in Channels
Kenneth W.H. Day, Jacksonville State University

Market Orientation and Return on Investment (Revisited)
John James Fitzgerald, Keiser University
Gerald Sullivan, Keiser University
Boris D. Djokic, Keiser University

Creative Strategies in Advertising: Hard Sell and Soft Sell Advertising Appeals Revisited
Charis McWhorter, Savannah State University
Anshu Saxena Arora, Savannah State University

Discussants
Michael Monahan, Frostburg State University
Kenneth W.H. Day, Jacksonville State University
Carl Sharperson III, Savannah State University

Deirdre Lynch, Pearson Education
Chuck Synovec, Pearson Education
Brittany Walker, Hawkes Learning Systems

[SC3] SERVICE OPERATIONS
11:00AM to 12:15 PM Reynolds
Chairperson
Richard W. Monroe, East Carolina University

Comparison of Robust Emergency Response Facility Location Models under the Risk of Disruptions
Jae-Dong Hong, South Carolina State University
Yuanchang Xie, South Carolina State University
Ki-young Jeong, University of Houston - Clear Lake

Ensuring Service Safety
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

Discussants
Roger J. Gagnon, North Carolina A & T State University
Roberta Russell, Virginia Tech

[ST3] WORKSHOP: MAKING STATISTICS MORE EFFECTIVE IN SCHOOLS OF BUSINESS: DIALOGUE WITH THE PUBLISHERS ON HOW WE CAN WORK TOGETHER TO IMPROVE INSTRUCTION
11:00AM to 12:15 PM Forsyth
Coordinator
Robert L. Andrews, Virginia Commonwealth University

Leaders
**[TP2] STUDENT AND FACULTY EVALUATIONS OF EACH OTHER**

11:00AM to 12:15 PM Pulaski

**Chairperson**
Marilyn Smith, Winthrop University

Starting Out on the Right Foot: Evaluating the Performance of First Semester Freshmen in a Skills-based Computer Course

*Paige S. Rutner, Georgia Southern University*
*Edna L. Levernier, Georgia Southern University*
*Valerie G. Kasay, Georgia Southern University*

Rubric for Evaluating Student Analyses of Business Cases

*Emma Jane Riddle, Winthrop University*
*Marilyn Smith, Winthrop University*

Can Student Evaluations of Teaching Be Too Good?

*John F. Repede, Queens University of Charlotte*
*M. Cherie Clark, Queens University of Charlotte*
*Roger McGrath, Queens University of Charlotte*

**Discussants**
*John F. Repede, Queens University of Charlotte*
*Paige S. Rutner, Georgia Southern University*
*Marilyn Smith, Winthrop University*

11:30AM

**[MT2] MEETING: SE DSI OFFICER'S MEETING**

11:30AM to 1:00 PM Mercer

**Chairperson**
Wesley M. Jones, Jr., The Citadel

Just What the Doctor Ordered? A Study of RFID Implementation in a US Hospital

*S. Matt Campbell, University of South Alabama*

An Examination of Online Synchronous Communication in the E-Government Domain

*Rhoda C. Joseph, Penn State Harrisburg*

1:00PM

**[MT3] MEETING: SE INFORMS COUNCIL MEETING**

1:00PM to 2:15 PM Oglethorpe A

**Chairperson**
Ali A. Nazemi, Roanoke College

**[SP3] PANEL: THE TROUBLED TRIANGLE IN ONLINE TEACHING AND LEARNING**

1:00PM to 2:15 PM Pulaski

**Moderator**
Ramin Cooper Maysami, University of North Carolina at Pembroke

**Panelists**
*Cammie H. Oxendine, University of North Carolina at Pembroke*
*Charles S. Harrington, North Carolina at Pembroke*
*Christopher Ziemnowicz, University of North Carolina at Pembroke*
*John E. Spillan, University of North Carolina at Pembroke*

**Discussants**
*John F. Repede, Queens University of Charlotte*
*Paige S. Rutner, Georgia Southern University*
*Marilyn Smith, Winthrop University*

**[IS2] IS IN PRACTICE**

1:00PM to 2:15 PM Franklin

**Chairperson**
Subrata Acharya, Towson University

Just What the Doctor Ordered? A Study of RFID Implementation in a US Hospital

*S. Matt Campbell, University of South Alabama*

An Examination of Online Synchronous Communication in the E-Government Domain

*Rhoda C. Joseph, Penn State Harrisburg*
Discussants
Rhoda C. Joseph, Penn State Harrisburg
Yuan Li, Columbia College

[IS3] IS AND YOUR STUDENTS
1:00PM to 2:15 PM Telfair
Chairperson
John W. Stamey, Jr., Coastal Carolina University
Results of a Study in Using Panopto in a Database Course
Sathasivam Mathiyalakan, Winston Salem State University
Exploring Student Attitudes towards Plagiarism: Does the Type of Work Matter
Cheryl L. Aasheim, Georgia Southern University
Paige S. Rutner, Georgia Southern University
Lixin Li, Georgia Southern University
Effects of Computer Self-Efficacy Beliefs and Acceptance of Instructional Technology on Learning Outcomes
Gladys M. Andres, North Carolina A&T State University
Hayward P. Andres, North Carolina A&T State University
Discussants
John W. Stamey, Jr., Coastal Carolina University
Sathasivam Mathiyalakan, Winston Salem State University
Cheryl L. Aasheim, Georgia Southern University

[IE5] WORKSHOP: USING VIRTUALIZATION AS A TEACHING TOOL IN A COMPUTER LAB SETTING: EXPLORING OPPORTUNITIES AND ISSUES
1:00PM to 2:15 PM Chatham
Coordinator
James M. Henson, California State University - Fresno

[ST4] WORKSHOP: MAKING STATISTICS MORE EFFECTIVE IN SCHOOLS OF BUSINESS: DEMONSTRATION OF MYSTATLAB FOR PEARSON EDUCATION TEXTS
1:00PM to 2:15 PM Forsyth
Coordinator
Robert L. Andrews, Virginia Commonwealth University
Leaders
Deirdre Lynch, Pearson Education
Chuck Synovec, Pearson Education

[ST5] STATISTICS: SENSITIVITY ANALYSIS, SIMULATION, AND CONFIDENCE INTERVALS
1:00PM to 2:15 PM Reynolds
Chairperson
Kellie B. Keeling, University of Denver
Sensitivity Analysis of a Monte Carlo Risk Assessment Model for Voting System Threats
John Harold Pardue
Eric S. Kyper, Lynchburg College
Rajneesh K. Singh, University of South Alabama
A Tennis Ladder Simulation: Does Aggressive Behavior Pay?
   Kellie B. Keeling, University of Denver
   Thomas E. Obremski, University of Denver
Confidence Intervals for the Median in the First Statistics Course
   Eric B. Howington, Valdosta State University

Discussants
   Kellie B. Keeling, University of Denver
   Joan M. Donohue, University of South Carolina
   John Harold Pardue, University of South Alabama

1:00PM to 2:15 PM   Oglethorpe B
Moderator
   Roberta Russell, Virginia Tech
Panelists
   Marilyn Smith, Winthrop University
   Jay M. Teets, Coastal Carolina University

[ST6] WORKSHOP: MAKING STATISTICS MORE EFFECTIVE IN SCHOOLS OF BUSINESS: TIPS FOR STATISTICS INSTRUCTION (THINGS THAT HAVE WORKED OR NOT WORKED)
2:30PM to 5:00 PM   Forsyth
Coordinator
   Glenn H. Gilbreath, Virginia Commonwealth University
Leaders
   Robert L. Andrews, Virginia Commonwealth University
   Barry A. Wray, University of North Carolina - Wilmington
   Joan M. Donohue, University of South Carolina
   David M. Levine, Baruch College (CUNY)
   Ravij Badarinathi, University of North Carolina - Wilmington

2:30PM
INDUSTRY TOUR, GEORGIA PACIFIC
2:30PM to 5:30 PM   Atrium
Tour of the Georgia Pacific Facility

INDUSTRY TOUR, GEORGIA PORT AUTHORITY
2:30PM to 5:30 PM   Atrium
Industry Tour of Savannah Ports
Thursday, February 24

6:30PM

PRESIDENT'S RECEPTION
6:30PM to 8:30 PM Atrium

Sponsored by
School of Business Administration
Ronald F. Green, Dean

UNDERGRADUATE POSTER SESSION
6:30PM to 8:00 PM Atrium

Chairperson
George S. Lowry, Randolph-Macon College

This special poster session recognizes the talents and efforts of some of our undergraduate scholars. The work shown here is solely their own.
Friday, February 25

7:30AM
REGISTRATION
7:30AM to 11:00 AM
Prefunction 2nd Floor

CONTINENTAL BREAKFAST
7:30AM to 8:00 AM
Prefunction 2nd Floor

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

PLACEMENT
8:00AM to Noon
Prefunction 2nd Floor

8:45AM
[AC3] ACCOUNTING TOPICS
8:45AM to 10:00 AM
Chairperson
Maria L. Bullen, Clayton State University
Accounting's Role in New Product Development (NPD)
Richard E. Crandall, Appalachian State University
Oliver J. Julien, Appalachian State University
Private Company Financial Reporting:
Alternatives to Accounting Standards for Public Companies
Maria L. Bullen, Clayton State University
Greg Kordecki, Clayton State University
Useful Information from Knowledge Retention Assessments in Intermediate Accounting and Auditing Courses
Maria L. Bullen, Clayton State University
Discussants
Maria L. Bullen, Clayton State University
Richard E. Crandall, Appalachian State University

[MT4] MEETING: SE DSI BUSINESS MEETING
8:00AM to 8:45 AM
Chairperson
Wesley M. Jones, Jr., The Citadel

[AC4] WORKSHOP:
NATIONAL STRATEGY FOR TRUSTED IDENTITY IN CYBERSPACE
8:45AM to 10:00 AM
Coordinator
Harry Katzan, Jr., Savannah State University
IS POTPOURRI
8:45AM to 10:00 AM  Franklin
Chairperson
Liqiong Deng, University of West Georgia

Exploring Malicious Software Trends Using Social Network Analysis
Michael A. King, Virginia Tech
Tabitha L. James, Virginia Tech
Lara Z. Khansa, Virginia Tech
Deborah F. Cook, Virginia Tech

Determinants of Price Discounts in ASP Services
William B. Richmond, Western Carolina University
Paul Nelson, University of Rochester

Discussants
William B. Richmond, Western Carolina University
Liqiong Deng, University of West Georgia

WORKSHOP: MAKING STATISTICS MORE EFFECTIVE IN SCHOOLS OF BUSINESS: ARE WE TEACHING WHAT WE KNOW OR WHAT THE STUDENTS NEED FOR THEIR FUTURE?
8:45AM to 10:00 AM  Forsyth
Coordinator
Robert L. Andrews, Virginia Commonwealth University

Leaders
Glenn H. Gilbreath, Virginia Commonwealth University
Stephen W. Custer, Virginia Commonwealth University

MBA STUDENT PAPER COMPETITION
8:45AM to 10:00 AM  Oglethorpe B
Chairpersons
Joan M. Donohue, University of South Carolina
Hope M. Baker, Kennesaw State University
Robert T. Barrett, South Carolina State University
Jeffery S. Smith, Florida State University

Cloud Computing: A Newer Phenomenon in the IT Segment of Supply Chain
Christopher W. Taylor, Appalachian State University

Balancing Work with Life: A Look at Alternate Scheduling in the Long-Term Health Care Industry
Marlon R. McPhatter, University of North Carolina - Pembroke

A Comparison of Two WYSIWYG Software Packages
Ashley M. Sears, Georgia College & State University

UNDERGRADUATE STUDENT PAPER COMPETITION I
8:45AM to 10:00 AM  Telfair
Chairpersons
Forrest Stegelin, University of Georgia
Nikki M. Finlay, Clayton State University
Eric B. Howington, Valdosta State University
Joanne S. Utley, North Carolina A & T State University

Ethics in Advertising
Micah Jeremiah Washington, Savannah State University

Perceptions of Constraint and Resource in the Construction Industry
Katie L. Raulerson, Randolph-Macon College
Online Advertising and Brand Recall: The Role of Knowledge and Awareness  
*Ebony Williams, Savannah State University*

Are IT Students More Ethical than Non-IT Students When it Comes to Behaviors Related to IT?  
*Kadisa T/Talisa Johnson, Georgia Southern University*

**10:00AM**

**COFFEE BREAK**  
10:00AM to 10:15 AM  
Prefunction 2nd Floor

Sponsored by  
Coastal Carolina University  
E. Craig Wall Sr. College of Business Administration  
Ralph Byington, Dean

**10:15AM**

**[AC5] ARRESTING VIEWPOINTS ON SPORTS**  
10:15AM to 11:30 AM  
Chatham

**Chairperson**  
*William R. Crandall, University of North Carolina at Pembroke*

Sex, Stocks and Sports: Danielle Chiesi and Her Quest for Inside Information  
*Joseph B. Gilmore, Frostburg State University*

Protecting Amateur Athletics or Preventing Competition? An Economic Model of NCAA Division I Sports  
*William L. Anderson, Frostburg State University  
Amit J. Shah, Frostburg StateUniversity*

**Discussants**  
*Oliver J. Julien, Appalachian State University  
Greg Kordecki, Clayton State University*

**[TP3] TUTORIAL: FUMBLING AROUND AS A TEACHER: WHAT A COACH OF 35 YEARS HAS LEARNED ABOUT FACILITATION AS LEADERSHIP**  
8:45AM to 10:00 AM  
Pulaski

**Presenter**  
*Earl Walker, The Citadel*

**[AG3] FINANCE ISSUES**  
10:15AM to 11:30 AM  
Oglethorpe B

**Chairperson**  
*Michael H. Deis, Clayton State University*

Customer Relationship Management for Financial Services: Strategies, Implications, and the Role of People, Process, and Technology in Effective Delivery  
*Ramin Cooper Maysami, University of North Carolina at Pembroke  
Charles S. Harrington, North Carolina at Pembroke*

Role and Models of Optimism in Corporate Management  
*Shabnam Mousavi, Max Planck Institute  
Reza Kheirandish, Clayton State University  
Michael H. Deis, Clayton State University*
Rates of Return You Can Trust
George S. Lowry, Randolph-Macon College
Chuck Leska, Randolph-Macon College
Wesley M. Jones, Jr., The Citadel
Discussants
Reza Kheirandish, Clayton State University
Ramin Cooper Maysami, University of North Carolina at Pembroke
Reza Kheirandish, Clayton State University

[IS5] THE BEST IT WORKERS
10:15AM to 11:30 AM Franklin
Chairperson
Yuan Li, Columbia College

Toward a Better Understanding of Mexican IT Workers
Amy Woszczynski, Kennesaw State University
Pamila Dembla, Kennesaw State University

This is Not What I Signed Up for: Job Modification and IT Worker Turnover
Jordan D. Shropshire, Georgia Southern University
Steven C. Burrell, Georgia Southern University
Christopher A. Kadlec, Georgia Southern University

Expert Programmer: The Determinants of Exceptional Productivity
Dmitriy Aleksandrovich Nesterkin, Coastal Carolina University
Thomas Jones, University of Arkansas
Tobin Porterfield, Towson University
Discussants
Jordan D. Shropshire, Georgia Southern University
S. Matt Campbell, University of South Alabama
James P. Lawler, Pace University

[MG4] BUSINESS STUDENT VIEWPOINTS: ETHICS, SKILLS, AND WOMEN AS MANAGERS
10:15AM to 11:30 AM Oglethorpe A
Chairperson
Robert T. Barrett, South Carolina State University

Student Attitudes About Corporate America: A Study of Business Students at Historically Black Colleges and Universities
Robert T. Barrett, South Carolina State University
Marion Rogers Sillah, South Carolina State University

Workplace Qualities: Views of College of Business Undergraduate and Graduate Students
Donald Earl English, Texas A&M University - Commerce
Edgar J. Manton, Texas A&M University - Commerce
Janet I. Walker, Texas A&M University - Commerce

Attitudinal Differences Toward Women Managers by Students at Different Stages of Their Business Education
Tope Adeyemi-Bello, East Carolina University
Joseph Tomkiewicz, East Carolina University
Discussants
Joseph Tomkiewicz, East Carolina University
Marion Rogers Sillah, South Carolina State University
Donald Earl English, Texas A&M University - Commerce
[PS3]  GOVERNMENTAL TOPICS
10:15AM to 11:30 AM  Reynolds
Chairperson
Harry Katzan, Jr., Savannah State University

Cyberspace Policy Review and the National Strategy for Trusted Identity in Cyberspace
Harry Katzan, Jr., Savannah State University

Giving the Customer a Voice in the Business of Government
Tracy D. Rishel, Belmont Abbey College
Hubert D. Glover, REDE
James E. Niemes, Alignment Partners Inc

Assessing Presidential Transitions: Bill Clinton's Inaugural Year in Office
Earl Walker, The Citadel
Al Lovvorn, The Citadel

Discussants
Al Lovvorn, The Citadel
Harry Katzan, Jr., Savannah State University
Hubert D. Glover, REDE

[ST8]  WORKSHOP: MAKING STATISTICS MORE EFFECTIVE IN SCHOOLS OF BUSINESS: STORY TELLING FOR TEACHING STATISTICS
10:15AM to 11:30 AM  Forsyth
Coordinator
Robert L. Andrews, Virginia Commonwealth University
Leaders
Robert A. Stine, Wharton School
Kellie B. Keeling, University of Denver
Richard D. De Veaux, Williams College

[SU3]  PH. D. STUDENT PAPER COMPETITION
10:15AM to 11:30 AM  Pulaski
Chairperson
Janet H. Sanders, East Carolina University

Structuring Mobile Website Development to Incorporate Mobile Web Best Practices
Caroline G. Collier, Georgia College & State University

Managing Global Brand Equity: Changing Perspectives
Amit Arora, Georgia Southern University

Data Anomalies Within the Management Literature
Ray Fung, Harvard University

[SU4]  UNDERGRADUATE STUDENT PAPER COMPETITION II
10:15AM to 11:30 AM  Telfair
Chairperson
Forrest Stegelin, University of Georgia
Nikki M. Finlay, Clayton State University
Eric B. Howington, Valdosta State University
Joanne S. Utley, North Carolina A & T State University

Online Brand Advertising: How to Create Digital Brands Through Interactive Advertising
Melanie N. Paul, Savannah State University

Gravity Model of Asian Nations Trade Using Panel Data
Yan Guo, Randolph Macon College

New Media vs. Old Media: How the New Interactive Media is Taking over the Traditional World
Ashley N. Woodard, Savannah State University

Home Depot: Revolutionizing the Home Improvement Industry
Justine Lauren Armes, Randolph-Macon College
Friday, February 25

Noon

PRESIDENT'S LUNCHEON
Noon to 1:30 PM
Savannah Ballroom D & E

Sponsored by Pearson Education, Boston

STUDENT PAPER AWARDS
Noon to 1:30 PM
Savannah Ballroom D & E

Sponsored by
Kennesaw State University
Kathy Schwaig, Interim Dean of the Coles College of Business
Richard M. Franza, Chair of the Department of Management and Entrepreneurship
Govind Hariharan, Chair of the Department of Economics, Finance and Quantitative Analysis