# SOUTHEAST DECISION SCIENCES INSTITUTE
## 2010 ANNUAL MEETING

**Wednesday, February 17**

**Thursday, February 18**

**and**

**Friday, February 19**

THE PROGRAM CHRONOLOGICALLY

## Wednesday, February 17

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<td>10:00AM</td>
<td><strong>REGISTRATION</strong>&lt;br&gt;10:00AM to 5:00 PM&lt;br&gt;Cape Fear Registration</td>
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<td><strong>PLACEMENT</strong>&lt;br&gt;10:00AM to 5:00 PM&lt;br&gt;Third Floor Lobby</td>
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<td>1:30PM</td>
<td><strong>EXHIBITION</strong>&lt;br&gt;10:00AM to 5:00 PM&lt;br&gt;Third Floor Lobby</td>
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<td><strong>[AC1] JUSTICE AND LEGAL ISSUES</strong>&lt;br&gt;1:30PM to 3:00 PM&lt;br&gt;DeRosset</td>
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<td>Chairperson: Pamela S. Evers, University of North Carolina - Wilmington</td>
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<td>John Wayne and the Concept of Distributive Justice</td>
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<td>David M. Furman, Clayton State University</td>
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<td>Incorporating Quality Management Tools Into the Business Law Course</td>
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<td>Pamela S. Evers, University of North Carolina - Wilmington</td>
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<td>Discussants: Greg Kordecki, Clayton State University</td>
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<td>David M. Furman, Clayton State University</td>
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<td><strong>[AC2] ACCOUNTING ISSUES AND SOLUTIONS</strong>&lt;br&gt;1:30PM to 3:00 PM&lt;br&gt;Carolina</td>
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<td>Chairperson: Maria L. Bullen, Clayton State University</td>
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<td>Return on Investment for Supply Chain Partners</td>
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<td>Richard E. Crandall, Appalachian State University</td>
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<td>Oliver J. Julien, Appalachian State University</td>
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<td></td>
<td>Human Resource Accounting's Role in Organizational Sustainability</td>
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<td>Maria L. Bullen, Clayton State University</td>
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<td>Adel M. Novin, Clayton State University</td>
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</table>
The Use of Frequent Testing in Intermediate Accounting: A Proposal
Catherine L. Staples, Randolph-Macon College

Discussants
Maria L. Bullen, Clayton State University
Oliver J. Julien, Appalachian State University
Richard E. Crandall, Appalachian State University

[IE1] PANEL: USING YOUTUBE TO IMPROVE STUDENT PERFORMANCE IN A BUSINESS STATISTICS COURSE
1:30PM to 3:00 PM Cape Fear Salon A
Moderator
Michael H. Deis, Clayton State University

Panelists
Reza Kheirandish, Clayton State University
Shabnam Mousavi, Max Planck Institute

[MG1] LEARNING ABOUT DIFFERENCES AND LEADERSHIP
1:30PM to 3:00 PM Latimer
Chairperson
Rebecca Jane Setliff, Savannah State University

Precursors to Leadership: Look, Listen, Learn, Love and Laugh
Earl Walker, The Citadel

Examining Student Perceptions of Overweight Managers
James O. Smith, East Carolina University
William C. McDowell, East Carolina University
Joshua R. Aaron, East Carolina University
Joseph Tomkiewicz, East Carolina University

Becoming Bicultural in Corporate America
Cammie H. Oxendine, University of North Carolina at Pembroke

Discussants
Cammie H. Oxendine, Pembroke
Sara B. Kiser, Judson College
Shanan G. Gibson, East Carolina University

[MG2] DIFFERENT DECISION MAKING IDEAS FOR GLOBAL ECONOMIC GROWTH AND CRISIS MANAGEMENT FROM AROUND THE WORLD
1:30PM to 3:00 PM Dudley
Chairperson
Sanela Porca, University of South Carolina - Aiken

Monetary Policy of Bosnia and Herzegovina and Its Function During the Current Economic and Financial Crisis
Sanela Porca, University of South Carolina - Aiken
Edin Arnaut, Aperion Unit Travnik

Impact of African Growth and Opportunity Act on Sub-Saharan Strategic and Economic Development
Enoch K. Beraho, South Carolina State University

Antecedents of Corporate Social Responsibility in China: An Exploratory Study
Benjamin C. Powell, Appalachian State University
Joan M. Donohue, University of South Carolina
Xiaoya Liang, Fudan University
Jeremy B. Fox, Appalachian State University

Discussants
Joan M. Donohue, University of South Carolina
William R. Crandall, University of North Carolina at Pembroke
Enoch K. Beraho, South Carolina State University
Wednesday, February 17

[TP1] IMPROVING LEARNING EFFECTIVENESS
1:30PM to 3:00 PM McRae

Chairperson
Barbara A. Price, Georgia Southern University

Linear Programming and the Simplex Problem
Chuck Leska, Randolph-Macon College

Innovative and Comprehensive Online Testing in Quantitative Courses
Antony Paulraj, University of North Florida
Rahul Kale, University of North Florida
Dag Naslund, University of North Florida
Paul Fadil, University of North Florida

The Dual Identity of Decision Science Courses: Learning Style Considerations in the Online Environment
Shona Morgan, North Carolina A&T State University
Patrick Rogers, North Carolina A&T State University

Discussants
Hope M. Baker, Kennesaw State University
Barbara A. Price, Georgia Southern University
Chuck Leska, Randolph-Macon College

3:00PM

COFFEE BREAK
3:00PM to 3:30 PM Cape Fear Lobby

Co-sponsored by Pearson Education, Boston and Southeast Decision Sciences Institute

3:30PM

[AG1] BIOFUEL PRODUCTION AND MANAGEMENT
3:30PM to 5:00 PM DeRosset

Chairperson
Forrest Stegelin, University of Georgia

Economic and Environmental Impacts of Corn Stover Removal for Biofuel Production: A Farm Level Case Study
Manik Anand, Auburn University
Jason S. Bergtold, Kansas State University
Patricia A. Duffy, Auburn University
David Archer, USDA-ARS-NGPRL

Marketing, Economic, Financial and Environmental Opportunities for Anaerobic Digesters and Manure Management
Forrest Stegelin, University of Georgia

Biobutanol - The Next Generation Biofuel
Paul K. Bergey, North Carolina State University

Discussants
Forrest Stegelin, University of Georgia
Paul K. Bergey, North Carolina State University
Forrest Stegelin, University of Georgia

[AG2] HUMAN CAPITAL, SCHOOLING, AND POVERTY
3:30PM to 5:00 PM Dudley

Chairperson
Steve Robinson, University of North Carolina - Wilmington

Analysis of Poverty in Atlanta's Southern Crescent
Nikki M. Finlay, Clayton State University
Jennifer S. Bowden, Clayton State University

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Wednesday, February 17

Freshman Retention for Schools Represented at SEDSI

C. Barry Pfitzner, Randolph-Macon College
David A. Brat, Randolph-Macon College
Steven D. Lang, Randolph-Macon College

Human Capital in Eastern Europe: Determinants of Student Test Scores

David A. Brat, Randolph-Macon College
Soso I. Mamukelashvili, Randolph-Macon College

Discussants
Steve Robinson, University of North Carolina - Wilmington
Michael H. Deis, Clayton State University
Nikki M. Finlay, Clayton State University

[IS1] INFORMATION SYSTEMS IN ORGANIZATIONS
3:30PM to 5:00 PM Cape Fear Salon A

Chairperson
Tanya Goette, Georgia College & State University

The Role of Information Systems Technology in Organization Change
Angela M. Mattia, Jacksonville University
Business Service Management: Measuring the Value of IT Systems
Bryan Alan Reinicke, University of North Carolina - Wilmington
Matthew Hernandez, University of North Carolina - Wilmington

Electronic Health Records: Improving Patient Safety and Quality of Care in Texas Acute Care Hospitals
Stacy A. Bourgeois, University of North Carolina - Wilmington
Ulku Yaylacicegi, University of North Carolina Wilmington

Discussants
Stacy A. Bourgeois, University of North Carolina - Wilmington
R. Franklin Morris, Jr., The Citadel
Angela M. Mattia, Jacksonville University

[IE2] INNOVATIVE EDUCATION IN STATISTICS AND APPLIED STATISTICS
3:30PM to 5:00 PM Cape Fear Salon B

Chairperson
Hope M. Baker, Kennesaw State University

Advantages and Disadvantages to Using Different Statistical Software Packages for an Introductory Statistics Course
Cynthia Knott Eck, Marymount University
Gerard Steube, Marymount University

An Innovative Way to Teach Sampling and Confidence Intervals Using Excel
Ajay K. Aggarwal, Millsaps College

A Student Term Paper Evaluating Static Versus Dynamic Buy and Sell Signals in the Stock Market
Craig G. Harms, University of North Florida
Arthur L. Davis, University of North Florida

Discussants
Hope M. Baker, Kennesaw State University
Chuck Leska, Randolph Macon College
James P. Lawler, Pace University

3:30PM to 5:00 PM Latimer

Coordinator
Earl Walker, The Citadel
[MK1] THE GLOBAL CONSUMER
3:30PM to 5:00 PM Carolina

Chairperson
John E. Spillan, University of North Carolina at Pembroke

Relevance of Ethnocentrism on Ghanaian Consumer Buying Habits
Edwin Clifford Mensah, University of North Carolina at Pembroke
Victor Bahhouth, University of North Carolina at Pembroke
Christopher Ziemnowicz, University of North Carolina at Pembroke

Building Buyer-Seller Relationships with Selling Strategies
Judy A. Wagner, East Carolina University
Noreen M. Klein, Virginia Tech

An Attitude-Behavior Investigation of Consumer Participation in the Arts
James E. Stoddard, Appalachian State University
Stephen W. Clopton, Appalachian State University
Michael R. Evans, Appalachian State University

Discussants
Amit J. Shah, Frostburg State University
James E. Stoddard, Appalachian State University
William R. Crandall, University of North Carolina at Pembroke

[TP2] TEACHING AND PEDAGOGY POTPOURRI
3:30PM to 5:00 PM McRae

Chairperson
Elisabeth G. Velazquez, Roanoke College

Experiences with Assurance of Learning
Robert T. Barrett, South Carolina State University
Kay W. Lawrimore-Belanger, Francis Marion University
Renu Singh, South Carolina State University

Action Research in a Business Classroom - Case Study of the Perfect Storm
Janice Witt Smith, Winston-Salem State University

Raising the Phoenix From the Mud: Using Disaster Relief as Field Experiences in Ethics and Social Responsibility
Karen Shuler, The Citadel
Sheila Foster, The Citadel

Discussants
Christina D. McCart, Roanoke College
Sara B. Kiser, Judson College
Janice Witt Smith, Winston-Salem State University
Thursday, February 18

7:00AM

[AC3] ETHICAL ISSUES IN BUSINESS
8:00AM to 9:30 AM Cape Fear Salon A

Chairperson
Chlotia P. Garrison, Winthrop University

University Data Breaches 2005-2009
Cathy C. Ncube
Chlotia P. Garrison, Winthrop University

A Philosophical and Ethical Study of Good and Evil Applied to Business
M. Gregory Oakes, Winthrop University
Marilyn Smith, Winthrop University

Discussants
Marilyn Smith, Winthrop University
Cathy C. Ncube

7:30AM

REGISTRATION
7:30AM to 5:00 PM
Cape Fear Registration

CONTINENTAL BREAKFAST
7:30AM to 8:00 AM
Cape Fear Lobby

8:00AM

EXHIBITION
8:00AM to 5:00 PM
Third Floor Lobby

PLACEMENT
8:00AM to 5:00 PM
Third Floor Lobby

[AG3] FINANCIAL MARKETS
8:00AM to 9:30 AM DeRosset

Chairperson
Nikki M. Finlay, Clayton State University

Betting on Market Efficiency
Ladd Michael Kochman, Kennesaw State University
Ravij Badarinath, University of North Carolina - Wilmington

American Savings and the Retirement Delusion
Michael J. Ivie, Clayton State University
Nikki M. Finlay, Clayton State University

Was Financial Deregulation the Result of Free-Market Ideology? An Examination of the Literature
William L. Anderson, Frostburg State University
Amit J. Shah, Frostburg State University

Evolution of the Tied Insurance Agents Amidst the Changing Financial Landscape
Ramin Cooper Maysami, University of North Carolina at Pembroke
Cammie H. Oxendine, University of North Carolina at Pembroke
Discussants
Wesley M. Jones, Jr., The Citadel
Lydia Gan, University of North Carolina at Pembroke
C. Barry Pfitzner, Randolph-Macon College
Amit J. Shah, Frostburg State University

[MG4] HOW TO ADDRESS COMMUNICATION TODAY:
PRESENTATIONS, SOCIAL NETWORKING, AND PERSONAL DIGITAL ASSISTANTS
8:00AM to 9:30 AM Carolina
Chairperson
Sara B. Kiser, Judson College

ET Phone Home: PDAs in the Workplace
Jane H. Philbrick, Savannah State University
Rebecca Jane Setliff, Savannah State University

How Social Networking Outlets Are Changing the Way We Approach Crisis Communications: Lessons Learned from the Recent Blog Storms
William R. Crandall, University of North Carolina at Pembroke
Christopher Ziemnowicz, University of North Carolina at Pembroke

Discussants
James O. Smith, East Carolina University
Zhixin Richard Kang, University of North Carolina at Pembroke
Rebecca Jane Setliff, Savannah State University

[SC1] ADVANCES IN SUPPLY CHAIN MANAGEMENT
8:00AM to 9:30 AM Latimer
Chairperson
Roberta Russell, Virginia Tech

The Strategic Employment of Decision Agents in Supply Chain Management: An Exploratory Study
Angela M. Mattia, Jacksonville University
The Growth of E-Commerce and the Relationship to Supply Chain Integration
Richard W. Monroe, Coastal Carolina University
Jay M. Teets, Coastal Carolina University

Discussants
Jason K. Deane, Virginia Tech
Franklin T. Warren, Virginia Tech

[TP3] PANEL: ASSESSMENT OF TECHNOLOGY SKILLS IN CORE BUSINESS CLASSES
8:00AM to 9:30 AM Cape Fear Salon B
Moderator
Ina S. Markham, James Madison University

Panelists
Cheryl L. Aasheim, Georgia Southern University
Wilma M. Andrews, Virginia Commonwealth University
Hope M. Baker, Kennesaw State University
Joan M. Donohue, University of South Carolina

Discussants
James O. Smith, East Carolina University
Zhixin Richard Kang, University of North Carolina at Pembroke
Rebecca Jane Setliff, Savannah State University
Thursday, February 18

[TP4] PANEL: CLASS PREPARATION: TRADITIONAL VS. ONLINE
8:00AM to 9:30 AM Dudley
Moderator
Brad Prince, University of West Georgia
Panelists
Jo Ann Flynn, Georgia College & State University
Robin Anne Cheramie, Kennesaw State University
Barbara A. Price, Georgia Southern University

[IS2] WORKSHOP: IT'S NOT ABOUT GIS! A JOURNEY TO BRING A BUSINESS LOCATION INTELLIGENCE CURRICULUM TO BUSINESS SCHOOLS
10:00AM to 11:30 AM Latimer
Coordinator
Jay M. Teets, Coastal Carolina University
Leader
Michael A. King, Virginia Tech

9:30AM

9:30AM to 10:00 AM
Cape Fear Lobby

Sponsored by
Virginia Tech
Department Business Information Technology
Bernard W. Taylor, III, Chair

10:00AM

[SP1] PANEL: AFTER STEPPING OFF THE CLIFF FROM OFFICE 2003 TO 2007; WILL THE NEXT STEP WITH OFFICE 2010 BE SMOOTHER?
10:00AM to 11:30 AM Carolina
Moderators
Robert L. Andrews, Virginia Commonwealth University
Wilma M. Andrews, Virginia Commonwealth University

[IE3] WORKSHOP: CRITICAL SUCCESS FACTORS FOR INTEGRATING A PROGRAM OF SERVICE-LEARNING INTO A SCHOOL OF COMPUTER SCIENCE AND INFORMATION SYSTEMS
10:00AM to 11:30 AM Cape Fear Salon B
Coordinator
James P. Lawler, Pace University

[IE4] GRADING AND LEARNING
10:00AM to 11:30 AM Cape Fear Salon A
Chairperson
Cliff T. Ragsdale, Virginia Tech
A Discussion of a Cumulative Progressive Quiz Structure
Julie Ann Stuart Williams, University of West Florida
Claudia J. Stanny, University of West Florida
Development and Preliminary Results of an Adaptive Grading/Learning System (AGLS)

Kevin D. Matthews, University of North Carolina Wilmington
Thomas N. Janicki, University of North Carolina - Wilmington

Collaborating Across Classes to Enhance Learning and Decision Support Application Development

Jeff Pittges, Radford University
Robert D. Spillman, Radford University

Discussants
Reza Kheirandish, Clayton State University
Nikki M. Finlay, Clayton State University
Cliff T. Ragsdale, Virginia Tech

[SC2] PANEL: TEACHING AND RESEARCH IN HEALTHCARE OPERATIONS
10:00AM to 11:30 AM Dudley

Moderator
Lance A. Matheson, Virginia Tech

Panelists
Terry R. Rakes, Virginia Tech
Roberta Russell, Virginia Tech
Franklin T. Warren, Virginia Tech

11:30AM

[MT2] MEETING: SE DSI OFFICERS MEETING
11:30AM to 1:00 PM Azalea

Chairperson
Barry A. Wray, University of North Carolina - Wilmington

[SP2] PANEL: USE OF TECHNOLOGY ENABLED SUPPLEMENTS SUCH AS HOMEWORK MANAGERS TO ENHANCE STATISTICS INSTRUCTION.
1:00PM to 2:30 PM DeRosset

Moderator
Hope M. Baker, Kennesaw State University

Panelists
Joan M. Donohue, University of South Carolina
Reza Kheirandish, Clayton State University
Charles A. Correia, Virginia Commonwealth University

[AG4] INTERNATIONAL TOPICS: MEDICAL TOURISM AND THE EURO
1:00PM to 2:30 PM Cape Fear Salon B

Chairperson
Nikki M. Finlay, Clayton State University

Medical Tourism: Consumers' Motivation and Impediments

Lydia Gan, University of North Carolina at Pembroke
James R. Frederick, University of North Carolina at Pembroke

A SWOT Analysis of Medical Tourism in Southeast Asia

Hongwei Song, University of North Carolina at Pembroke

The First Ten Years of the Euro and Beyond

George K. Zestos, Christopher Newport University
Dmitriy Shaltayev, Christopher Newport University
Sergey Aleksashenko, Jr., Christopher Newport University

Discussants
Thursday, February 18

Nikki M. Finlay, Clayton State University
Hongwei Song, University of North Carolina at Pembroke

[IS3] SOCIAL & MOBILE NETWORKING
1:00PM to 2:30 PM  Cape Fear Salon A
Chairperson
R. Franklin Morris, Jr., The Citadel

The Impact of Negative Emotion on Perceived Privacy Risk in a Social Network Community
Kathleen M. Whitcomb, University of South Carolina
Kirk Fiedler, University of South Carolina
Opinion Mining of Social Website Data
Ranjit Bose, University of New Mexico
Understanding User Motivations and Usage Patterns for Mobile Messaging Technologies
Liqiong Deng, West Georgia

Discussants
Susan R. Williams, Georgia Southern University
Kathleen M. Whitcomb, University of South Carolina
Ranjit Bose, University of New Mexico

[IS4] INFORMATION SYSTEMS POTPOURRI
1:00PM to 2:30 PM  Dudley
Chairperson
Jay M. Teets, Coastal Carolina University

Modeling Consumer Demand: A Leisure and Recreational Industry Case Study
Michael A. King, Virginia Tech
The Impact of Expectations on Xbrl Education: An Expectation-Confirmation Perspective
Lorraine S. Lee, University of North Carolina - Wilmington
Joshua M. Davis, College of Charleston
The Effects of Technology-Mediated Collaboration on Shared Mental Model and Task Outcomes
Hayward P. Andres, North Carolina A&T State University

Discussants
Hayward P. Andres, North Carolina A&T State University
Michael A. King, Virginia Tech
Lorraine S. Lee, University of North Carolina - Wilmington

[IE5] WORKSHOP: ALL STATISTICS SOFTWARE IS NOT CREATED EQUAL: WHAT'S THE DIFFERENCE?
1:00PM to 2:30 PM  Carolina
Coordinator
Brittany Walker, Hawkes Learning Systems

[MK2] INTERNATIONAL BUSINESS ISSUES
1:00PM to 2:30 PM  McRae
Chairperson
Kenneth W.H. Day, Jacksonville State University

The Internet Viewing Habits of University Students in Sweden: Implications for E-Commerce
Michael Monahan, Frostburg State University
Amit J. Shah, Frostburg State University
Pejvak Oghazi, Lulea University of Technology

A Comparison of Inward and Outward Foreign Direct Investment: Determinants in Turkey
Ibrahim Anil, Marmara University
Ozgur Cakir, Marmara University
Cem Canel, University of North Carolina - Wilmington

Sustainable Strategic Management in Emerging Economies
Thursday, February 18

John E. Spillan, University of North Carolina at Pembroke
John A. Parnell, University of North Carolina at Pembroke

Discussants
Forrest Stegelin, University of Georgia
Elisabeth L. Velasquez, Roanoke College
Michael Monahan, Frostburg State University

[SC3] QUALITY AND PROCESS IMPROVEMENT
1:00PM to 2:30 PM Latimer

Chairperson
Christina D. McCart, Roanoke College

Client Satisfaction Surveys: A Process Improvement Tool for Law Firms
Suzanne J. Smith, Presbyterian College
Brenda L. Stewart, Smith Moore Leatherwood LLP

Reliability in Service Operations
Joanne S. Utley, North Carolina A & T State University
Rhonda L. Hensley, North Carolina A & T State University

The Relationship of Organizational Context to Quality Performance: Assessing U.S. Hospital’s Patient Safety Outcomes Utilizing Publicly Available Data
William Johnson Miller, Georgia College & State University
Andrew T. Sumner, Georgia State University
Patricia G. Ketsche, Georgia State University

Discussants
Stephen C. Mahar, University of North Carolina - Wilmington
Marilyn Smith, Winthrop University
Lance A. Matheson, Virginia Tech

2:30PM

COFFEE BREAK
2:30PM to 3:00 PM Cape Fear Lobby

Sponsored by
University of North Carolina - Charlotte
The Belk College of Business
Joseph B. Mazzola, Dean

3:00PM

[SP3] PANEL: DEVELOPING YOUR OWN INSTRUCTIONAL MATERIALS FOR A QUANTITATIVE CLASS
3:00PM to 4:30 PM Dudley

Moderator
Barry A. Wray, University of North Carolina - Wilmington

Panelists
Hope M. Baker, Kennesaw State University
Kellie B. Keeling, University of Denver
Robert L. Andrews, Virginia Commonwealth University

[AC4] INTERNATIONAL AND OTHER ACCOUNTING ISSUES
3:00PM to 4:30 PM DeRosset

Chairperson
Richard E. Crandall, Appalachian State University

The Market Response of Patent Litigation
Thursday, February 18

Announcement Towards Defendant and Rival Firms - Evidence from the Taiwanese Electronics Industry
  Yu-Shu Peng, National Dong Hwa University
  Yu-En Lin, National Dong Hwa University
  Yi-Chen Yang, National Dong Hwa University

A Review of Implementing International Financial Reporting Standards in Turkey
  Recep Oktem, Marmara University
  Cem Canel, University of North Carolina - Wilmington

Stock Options as Compensation Expense?: A Critical Analysis of an Old Issue
  Clyde L. Posey, Alcorn State University
  Akash Dania, Alcorn State University

An Analysis of the Accounting Culture in Turkey
  Selahattin Karabinar, Sakarya University
  Cem Canel, University of North Carolina - Wilmington

Discussants
  Cem Canel, University of North Carolina - Wilmington
  Clyde L. Posey, Alcorn State University

[IE6] INTERNATIONAL ISSUES IN INNOVATIVE EDUCATION
3:00PM to 4:30 PM  Cape Fear Salon B
Chairperson
  William R. Crandall, University of North Carolina at Pembroke

Applying Agile Methodology to a Community Engagement Project in Africa
  James P. Lawler, Pace University

Study Abroad and the Entrepreneurial Mindset: Is There a Connection?
  Lance A. Matheson, Virginia Tech

Discussants
  William R. Crandall, University of North Carolina at Pembroke
  Edward D. Showalter, Randolph-Macon College

[IE7] NOTES AND CASES
3:00PM to 4:30 PM  Cape Fear Salon A
Chairperson
  Marilyn Smith, Winthrop University

Case-Based Teaching: Three Approaches to Online MBA Instruction
  Kenneth R. MacLeod, East Carolina University
  Richard A. Gooner, East Carolina University
  Ravi C. Paul, East Carolina University

Using "SMS" Test Messaging as a Note-Taking System
  Paula Ruby, Arkansas State University
  Ralph Ruby, Jr., Arkansas State University

Are We Really Going Green? The Development of a Student Case Using Multiple Regression
  Craig G. Harms, University of North Florida
  Arthur L. Davis, University of North Florida

Discussants
  Julie Ann Stuart Williams, University of West Florida
  Thomas N. Janicki, University of North Carolina - Wilmington
  Marilyn Smith, Winthrop University

[ST1] SPECIAL TOPICS IN MANAGEMENT AND QUANTITATIVE THEORY
3:00PM to 4:30 PM  Latimer
Chairperson
  Michael H. Deis, Clayton State University
On Generalized Fixed Charge Problems
Veena G. Adlakha, University of Baltimore
Krzysztof Kowalski

An Assignment Model for the Interim Housing of Disaster Victims
Terry R. Rakes, Virginia Tech
Gary M. Fetter, Virginia Tech
Jason K. Deane, Virginia Tech
Loren Rees, Virginia Tech

Do College Students Lack Basic Math Skills?
Thomas Jones, University of Arkansas
Barbara A. Price, Georgia Southern University
Cindy H. Randall, Georgia Southern University

Discussants
Cindy H. Randall, Georgia Southern University
Veena G. Adlakha, University of Baltimore
Terry R. Rakes, Virginia Tech

[ST2] GREAT DEPRESSION, STATISTICAL INFERENCE AND WISDOM
3:00PM to 4:30 PM McRae

Chairperson
Reza Kheirandish, Clayton State University

Fed's Effort to Avert Great Depression II: A Comparative Analysis
Stacy Ray Barnes, California InterContinental University

Statistical Inference, Logical Truth, and Conventional Wisdom
Shabnam Mousavi, Max Planck Institute
Reza Kheirandish, Clayton State University

Discussants
Reza Kheirandish, Clayton State University
Stacy Ray Barnes, California InterContinental University

4:00PM

[MT3] MEETING: SE INFORMS COUNCIL MEETING
4:00PM to 5:00 PM Carolina
Chairperson
George S. Lowry, Randolph-Macon College

5:00PM

[MT4] MEETING: SE DSI BUSINESS MEETING
5:00PM to 6:00 PM Carolina
Chairperson
Barry A. Wray, University of North Carolina - Wilmington

6:00PM

PRESIDENT'S RECEPTION
6:00PM to 7:30 PM Grand Ballroom
Friday, February 19

7:00 AM

[MT5] MEETING: DISTINGUISHED SERVICE AWARD RECIPIENTS MEETING
7:00AM to 8:00 AM Azalea
Chairperson
William B. Carper, University of West Florida

7:30AM

REGISTRATION
7:30AM to 11:00 AM
Cape Fear Registration

CONTINENTAL BREAKFAST
7:30AM to 8:00 AM
Cape Fear Lobby

8:00 AM

EXHIBITION
8:00AM to 11:00 AM
Third Floor Lobby

[SP4] PANEL: TEACHING THE DIFFICULT TOPICS IN STATISTICS: WHAT ARE THEY? WHAT HAS BEEN SUCCESSFUL AND WHAT HAS NOT BEEN SUCCESSFUL?
8:00AM to 9:30 AM Carolina
Moderator
Barbara A. Price, Georgia Southern University
Panelists
Robert A. Stine, Wharton School
Norean R. Sharpe, Georgetown University
Ravij Badarinathi, Univ. of North Carolina - Wilmington

[SP5] PANEL: INSIGHT INTO THE PUBLICATION PROCESS FROM JOURNAL EDITORS
8:00AM to 9:30 AM DeRosset
Moderator
Quinton J. Nottingham, Virginia Tech
Panelists
Dinesh S. Dave, Appalachian State University
Lilly M. Lancaster, University of South Carolina Spartanburg
Robert D. Nale, Coastal Carolina University
C. Barry Pfitzner, Randolph-Macon College

PLACEMENT
8:00AM to 11:00 AM
Third Floor Lobby
[IS5] INFORMATION SYSTEMS EDUCATION
8:00AM to 9:30 AM Cape Fear Salon B
Chairperson
A. James Wynne, Virginia Commonwealth University

Academic Success Factors for Information Technology Students
Cheryl L. Aasheim, Georgia Southern University
Aimao Zhang, Georgia Southern University
Susan R. Williams, Georgia Southern University

Addressing the Implementation Challenges of the IS 2009 Curriculum
A. James Wynne, Virginia Commonwealth University
Manoj Thomas, Virginia Commonwealth University
Yan Li, Virginia Commonwealth University

Accommodating Cloud Computing Methodology in the Curricula of Schools of Computer Science and Information Systems
James P. Lawler, Pace University
Hortense Howell-Barber, Pace University - New York

Discussants
Tanya Goette, Georgia College & State University
Jay M. Teets, Coastal Carolina University
A. James Wynne, Virginia Commonwealth University

[IE8] PANEL: TEAM TEACHING: BENEFITS AND REWARDS FOR STUDENTS, FACULTY, AND ADMINISTRATORS
8:00AM to 9:30 AM Dudley
Moderator
George S. Lowry, Randolph-Macon College
Panelists
Chuck Leska, Randolph Macon College
Edward D. Showalter, Randolph-Macon College

[MG5] DIFFERENT WAYS OF INTEGRATING PRODUCTIVITY THEORIES AND ENTREPRENEURSHIP
8:00AM to 9:30 AM Cape Fear Salon A
Chairperson
Ramin Cooper Maysami, University of North Carolina at Pembroke

Linking Contingency Theory with Operations Management: The Role of Management Improvement Programs
Richard E. Crandall, Appalachian State University
William R. Crandall, University of North Carolina at Pembroke

A Proposed Total Productivity Model in an Educational Setting Using an Inside-Out Approach
Ramin Cooper Maysami, University of North Carolina at Pembroke
Zhixin Richard Kang, University of North Carolina at Pembroke

An Examination of Correlation Patterns Between Entrepreneurial Attitudes and Entrepreneurial Personality Traits Among College Business Students of Different Ethnicities
Shanan G. Gibson, East Carolina University
Michael Harris, East Carolina University
Patrick D. Walker, Christopher Newport University
Discussants
Craig S. Galbraith, University of North Carolina - Wilmington
Christopher Ziemnowicz, University of North Carolina at Pembroke
Earl Walker, The Citadel

[SU1] STUDENT PAPER COMPETITION - M.B.A.
8:00AM to 9:30 AM McRae
Chairperson
Michael Monahan, Frostburg State University
Predicting Fees Received in the Legal Industry
Matthew Justin Harden, Clayton State University
Eric Ryan Hammond, Clayton State University
Dawn Marie Deaton, Clayton State University
LeTanya R. Hines, Clayton State University
Daundra Lynn Fletcher, Clayton State University

Organizational Rumors: A Functional Mathematical Model
Molly D. Maxson, East Carolina University

Income Growth and Spending
Pathik J. Patel, Clayton State University
Jose Vejarano, Clayton State University
Justin Sheffield, Clayton State University
Karłowa Dukes, Clayton State University

Variable Rectangle Strip Cutting Heuristic Analysis, a Real World Implementation
Maziar Boddoohi, University of North Carolina - Wilmington
Brent Maurice Benson, University of North Carolina - Wilmington

[TP5] TUTORIAL: DEMONSTRATION OF A MULTI-USER DATABASE SYSTEM TO REPORT STUDENT ACADEMIC DIFFICULTY, IMPROVE STUDENT PROGRESS, AND RETENTION
8:00AM to 9:30 AM Latimer
Presenter
Samir Youssef Khoury
East Carolina University

9:30AM

COFFEE BREAK
9:30AM to 10:00 AM Cape Fear Lobby
Compliments of the North Georgia College and State University Mike Cottrell School of Business Max Burns, Dean

10:00AM

[SP6] PANEL: COURSE CONTENT FOR BUSINESS STATISTICS: WHAT SHOULD IT BE AND HOW SHOULD IT BE DELIVERED?
10:00AM to 11:30 AM Carolina
Moderator
Robert L. Andrews, Virginia Commonwealth University
Panelists
Robert A. Stine, Wharton School
Stephen W. Custer, Virginia Commonwealth University
Charles McCormick, Jr., Cengage Learning
[AG5] DECISION MAKING AND FINANCIAL ANALYSIS
10:00AM to 11:30 AM Dudley
Chairperson
Michael H. Deis, Clayton State University

Does the Shape of the Yield Curve Influence the Call Premium on Corporate Bonds?
Wesley M. Jones, Jr., The Citadel

An Empirical Comparison of Two Nonparametric Return Volatility Estimators
Zhixin Richard Kang, University of North Carolina at Pembroke
Ramin Cooper Maysami, University of North Carolina at Pembroke

Fortifying Proposal Selection with Payback
Albert E. Avery, Towson University
Susan M.V. Flaherty, Towson University
Moon-Whoan Rhee, Towson University

Discussants
Zhixin Richard Kang, University of North Carolina at Pembroke
Uma V. Sridharan, Lander University
Michael H. Deis, Clayton State University

[IE9] WORKSHOP: RISK SOLVER PLATFORM AND THE IMPLICATIONS FOR OR/MS EDUCATORS
10:00AM to 11:30 AM Latimer
Coordinator
Cliff T. Ragsdale, Virginia Tech

[ST3] SPECIAL TOPICS IN STATISTICS
10:00AM to 11:30 AM McRae
Chairperson
Shabnam Mousavi, Max Planck Institute

Insight Into the Behavior of the Wilcoxon-Mann-Whitney Test and Some Alternatives
Eric B. Howington, Valdosta State University
GRIT-3: A Genetic Algorithm for Minimizing the Size of Iris Code Templates Needed for Iris Recognition
Gerry Vernon Dozier, North Carolina A&T State University
Kelvin Bryant, North Carolina A&T State University

Comparing Variable Loadings and Explained Variation for Different Numbers of Factors in Principal Components Analysis
Kellie B. Keeling, University of Denver

Discussants
Gerry Vernon Dozier, North Carolina A&T State University
Kellie B. Keeling, University of Denver
Eric B. Howington, Valdosta State University
[SC4]  NEW DIRECTIONS FOR OPERATIONS MANAGEMENT
10:00AM to 11:30 AM Cape Fear Salon B

Chairperson
Jay M. Teets, Coastal Carolina University

Operations Management in the New Millennium
L. Drew Rosen, University of North Carolina - Wilmington
Stephen C. Mahar, University of North Carolina - Wilmington
Thomas N. Janicki, University of North Carolina - Wilmington

Quality Practices in Developing Countries: An Empirical Analysis
Marvin E. Gonzalez, College of Charleston
Gioconda Quesada, College of Charleston
Mark F. Hartley, College of Charleston
Carlo Mora-monge, New Mexico State University

Discussants
Jay M. Teets, Coastal Carolina University
Christina D. McCart, Roanoke College

Noon

PRESIDENT'S LUNCHEON
Noon to 1:30 PM
Grand Ballroom

Sponsored by
Pearson Education, Boston

STUDENT PAPER AWARDS
Noon to 1:30 PM
Grand Ballroom

Sponsored by
Kennesaw State University
Michael J. Coles College of Business
Dr. Ken Harmon, Dean
Economics, Finance and Quantitative Analysis Department
Dr. Govind Hariharan, Chair
Management Department
Dr. Rick Franza, Chair

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