
SOUTHEASTERN INFORMS 2013 ANNUAL MEETING

**Wednesday, October 2
Thursday, October 3
and
Friday, October 4**

THE PROGRAM CHRONOLOGICALLY

WEDNESDAY, OCTOBER 2

3:00PM

REGISTRATION

**3:00PM to 5:00 PM
Mezzanine West**

THURSDAY, OCTOBER 3

7:30AM

REGISTRATION

7:30AM to 1:00 PM
Mezzanine West

CONTINENTAL BREAKFAST

7:30AM to 7:45 AM
Mezzanine West
Sponsored by
Appalachian State University
Office of Academic Affairs
Lori S. Gonzalez, Provost and
Executive Vice Chancellor

PLACEMENT

7:30AM to 1:00 PM
Mezzanine West

8:00AM

**[SP1] WORKSHOP: OFFICE
2013: THERE IS A LOT TO
LIKE**

8:00AM to 9:30 AM
Arcadian 3 Room

Coordinators

Wilma Andrews
Virginia Commonwealth University
Robert L. Andrews
Virginia Commonwealth University

**[UR1] FACULTY
SPONSORED
UNDERGRADUATE
RESEARCH - SESSION ONE**

8:00AM to 9:30 AM
East Ballroom

Session Chair

Anshu Saxena Arora
Savannah State University

Veiled Signs of Sexual Advertising

*Sacriana Ware, Savannah
State University*

*Anshu Saxena Arora, Savannah
State University*

Fraudulent Accounting: SEC Charges

Thornburg for Fraudulent Accounting
Ariel Shead, Savannah State University

From Made in China to Branded in China
Gay Fortson, Savannah State University

Quest Parham, Savannah State University
Korak Marrero, Savannah

State University
Anshu Saxena Arora, Savannah
State University

**[HS1] HOSPITALITY AND
TOURISM**

8:00AM to 9:30 AM
West A Room

Session Chair

Bomi Kang
Coastal Carolina University

Bringing Tourists to the Grand Strand
during Holiday Season

*Michael Latta, Coastal
Carolina University*
*Mark A. Mitchell, Coastal
Carolina University*

Using Synchronous Distance Learning
Technology in Hospitality and Tourism
Programs

*Denis P. Rudd, Robert Morris University
Denis Patrick Rudd II, Robert
Morris University*

Assessing Satisfaction in a New Campus
Recreation Setting

*Monica Fine, Coastal
Carolina University
MaryClaire Chalfant, Coastal
Carolina University
Paul Clark, Coastal
Carolina University*

Discussants

*Denis P. Rudd, Robert Morris University
Monica Fine, Coastal
Carolina University
Michael Latta, Coastal
Carolina University*

**[IE1] WORKSHOP:
ENHANCING CRITICAL
THINKING IN THE
CLASSROOM THROUGH
BLOOMS TAXONOMY**

*8:00AM to 9:30 AM
Arcadian 4 Room*

Coordinators

*Michael L. Monahan
Frostburg State University
Amit J. Shah
Frostburg State University
Thomas D. Sigerstad
Frostburg State University*

**[IE2] WORKSHOP:
TRANSFORMING
TRADITIONALLY TAUGHT
ACCOUNTING PROGRAMS
FOR THE INTERNET**

*8:00AM to 9:30 AM
West C Room*

Coordinators

*Douglas E. Ziegenfuss
Old Dominion University
Randall R. Spurrier
Old Dominion University*

**[OL1] EMERGING TOPICS IN
OPERATIONS AND SUPPLY
CHAIN**

*8:00AM to 9:30 AM
West B Room*

Session Chair

*Richard W. Monroe
East Carolina University*

The Impact of Evolutionary Shifts in
Supply Chain Modalities on Geographic,
Environmental and Socioeconomic
Climates in Rural Areas: A Field Study
*Paul L. Ewell, Virginia Wesleyan College
Sandra Ewell, Virginia
Wesleyan College*

Supply Chain Sustainability and the
Triple Bottom Line

*Richard W. Monroe, East
Carolina University*

Discussants

*Richard W. Monroe, East
Carolina University
Paul L. Ewell, Virginia Wesleyan College*

9:30AM

COFFEE

*9:30AM to 9:45 AM
Mezzanine West
Sponsored by
Lander University
College of Business
School of Management
Robert Barrett, Dean*

9:45AM

**[SP2] WORKSHOP: STOP
DEATH BY POWERPOINT
AT CONFERENCE
PRESENTATIONS**

*9:45AM to 11:15 AM
Arcadian 3 Room*

Coordinator

*Wilma Andrews
Virginia Commonwealth University*

**[SP3] TUTORIAL:
EVALUATION,
ASSESSMENT, AND
ACCREDITATION, OH MY!**

*9:45AM to 11:15 AM
West A Room*

Whenever evaluation, assessment and accreditation are mentioned, faculty and administrators tend to cringe and whine. It is hoped that at the end of the session, participants will have a more positive view of these three aspects of the new normal in higher education. The session will begin with a discussion on the differences between evaluation and assessment and how they relate to accreditation. The discussion will then move to how assessment can be properly perceived as a way to improve program and student outcomes by informing faculty on how to maximize student learning. The session will conclude with a discussion on how the importance of these concepts is changing due to external pressures. The session will be interactive with participation by attendees.

Presenter

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

**[EP1] EDUCATIONAL
PRACTICE: LEARNING
APPROACHES**

*9:45AM to 11:15 AM
West B Room*

Session Chair

*Janice A. Black
Coastal Carolina University*

Experiential Learning Exercise for
Organizations: Public, Non-government,
Private, or Nonprofit

*Nicholas W. Twigg, Coastal
Carolina University*

*Janice A. Black, Coastal
Carolina University*

Critical Andragogy and the Teaching of
the Principles of Economics Courses

*Nikki McIntyre Finlay, Clayton
State University*

Learning Outcome Action-Verbs:
Mapping Perceptions of Learning to
Bloom's Taxonomy

*Edward D. Showalter, Randolph-
Macon College*

*George S. Lowry, Randolph-
Macon College*

*Timothy W. Merrill, Randolph-
Macon College*

Discussants

*Nikki McIntyre Finlay, Clayton
State University*

*Edward D. Showalter, Randolph-
Macon College*

*Nicholas W. Twigg, Coastal
Carolina University*

**[UR2] FACULTY
SPONSORED
UNDERGRADUATE
RESEARCH - SESSION TWO**

9:45AM to 11:15 AM

East Ballroom

Session Chair

*Anshu Saxena Arora
Savannah State University*

A Cross-Cultural Analysis of Brand
Commitment: How Do International
Cultures Perceive Unique Brand
Elements?

*Craig Jarrell, Savannah State University
Anshu Saxena Arora, Savannah
State University*

The Role of Social Media in the Arab
Spring (Case Study: Tunisia)

*Amel Nefatni, Savannah State University
Dominique White, Savannah
State University*

*Anshu Saxena Arora, Savannah
State University*

Sustainable Australia - Sustainable
Communities

*Brittany Cherry, Savannah
State University
Bangone Jones, Savannah
State University
Anshu Saxena Arora, Savannah
State University*

**[FI1] BONDS AND CENTRAL
BANKING**

9:45AM to 11:15 AM

Arcadian 4 Room

Session Chair

*Robert B. Burney
Coastal Carolina University*

Bond Indenture Consent Solicitations,
Agency Issues, and Shareholder Wealth
*Terrill R. Keasler, Appalachian
State University
Jamie Anderson, Appalachian
State University*

Bitcoin: An Emerging Global Currency
without a Nation State Based Central
Bank

*Robert B. Burney, Coastal
Carolina University
Thomas W. Secrest, Coastal
Carolina University*

Re-Examination of the Stock Market
Reactions to Federal Funds Rate Changes
Allen Shin, Frostburg State University

Discussants

*Allen Shin, Frostburg State University
Terrill R. Keasler, Appalachian
State University
Robert B. Burney, Coastal
Carolina University*

[HS2] SPORTS AND SPORTS PERFORMANCE

9:45AM to 11:15 AM
West C Room

Session Chair

Daniel G. Conway
Loras College

Market Efficiency and Recreational Betting

Ladd M. Kochman, Kennesaw State University

Performance on the PGA Tour: A Statistical Analysis

Charles B. Pfitzner, Randolph-Macon College

College Football's Home-Field Advantage
Christopher M. Keller, East Carolina University

Daniel G. Conway, Loras College

Discussants

Charles B. Pfitzner, Randolph-Macon College

Daniel G. Conway, Loras College

Ladd M. Kochman, Kennesaw State University

[IE3] INNOVATIONS IN EDUCATION

9:45AM to 11:15 AM
Arcadian 2 Room

Session Chair

Aimao Zhang
Georgia Southern University

Using Prompted Reflections in Leadership Courses: Picture This!
Ali A. Nazemi, Roanoke College

Sharon C. Gibbs, Roanoke College

Evaluation of First Year Experience Program

Aimao Zhang, Georgia Southern University

The Evaluation of Apps Teaching and Student Learning

Jasmin C. Lin, Robert Morris University
Daisy Wang, University of Tennessee - Martin

Discussants

Aimao Zhang, Georgia Southern University

Jasmin C. Lin, Robert Morris University
Ali A. Nazemi, Roanoke College

[OL2] TECHNOLOGY APPLICATIONS IN OPERATIONS AND SUPPLY CHAIN

9:45AM to 11:15 AM
Atlantic View II Room

Session Chair

Donna M. Schaeffer
Marymount University

iPads, iPhones, and Implications on Students' Critical Thinking

Donna M. Schaeffer,
Marymount University

Additive Manufacturing - A Manufacturing Innovation Whose Time Has Come

Richard E. Crandall, Appalachian State University

William R. Crandall, University of North Carolina at Pembroke

Learning Project Management Through Simulation

Leanne C. McGrath, University of South Carolina - Aiken

Ravi S. Narayanaswamy, University of South Carolina - Aiken

Discussants

Richard E. Crandall, Appalachian State University

Leanne C. McGrath, University of South Carolina - Aiken

Donna M. Schaeffer,
Marymount University

11:15AM

COFFEE

11:15AM to 11:30 AM

Mezzanine West

Sponsored by
Virginia Tech

Pamplin College of Business
Department of Business
Information Technology
Laurence J. Moore, Verizon
Professor Emeritus

Improvement of Student Learning in
Business Schools

*Maria L. Bullen, Dominican University
of California*

*Gregory S. Kordecki, Clayton
State University*

*Elizabeth Capener, Dominican
University of California*

Discussants

*Gregory S. Kordecki, Clayton
State University*

*Gregory L. Krippel, Coastal
Carolina University*

Arnica Mulder, Roanoke College

11:30AM

[AC1] ACCOUNTING PEDAGOGY

11:30AM to 1:00 PM

Arcadian 3 Room

Session Chair

*Michael Hutkin
Roanoke College*

Advanced AIS Content and Pedagogy
According to the Literature and the
Governing Bodies

*Gregory L. Krippel, Coastal
Carolina University*

Accounting Major Program Assessment:
Improving Curriculum Performance with
Major Specific Exit Examinations

*Maria L. Bullen, Dominican University
of California*

*Gregory S. Kordecki, Clayton
State University*

Using Rubrics as a Teaching Tool for
Guiding Both Assessment and

[BA1] BIG DATA ANALYTICS IN BUSINESS AND ACADEMIA

11:30AM to 1:00 PM

Arcadian 4 Room

Session Chair

*Aimao Zhang
Georgia Southern University*

Dimensions of Big Data for Small
Business

*Donna M. Schaeffer,
Marymount University*

Patrick C. Olson, National University

Big Data and Data Science: An Academic
Program Proposal

*Cheryl Aasheim, Georgia
Southern University*

Justification for Creating a Business
Intelligence and Analytics Program

Rick Weible, Marshall University

Discussants

*Cheryl Aasheim, Georgia
Southern University*

Rick Weible, Marshall University

*Donna M. Schaeffer,
Marymount University*

**[EP2] ASSORTED TOPICS IN
EDUCATIONAL PRACTICE**

11:30AM to 1:00 PM

West A Room

Session Chair

Michael Latta

Coastal Carolina University

An Application of Statistics: Using the
"Moneyball" Story in a Basic Statistics
Course

*Samuel A. Wathen, Coastal
Carolina University*

*Dennis A. Rauch, Coastal
Carolina University*

Integrating Study Abroad Into a Business
Curriculum: A Case Study

Emma Jane Riddle, Winthrop University

Is a Colleges Mission Reflected in Faculty
Research

*Janice A. Black, Coastal
Carolina University*

*Michael Latta, Coastal
Carolina University*

Discussants

Emma Jane Riddle, Winthrop University

*Janice A. Black, Coastal
Carolina University*

*Samuel A. Wathen, Coastal
Carolina University*

**[EP3] EDUCATIONAL
PRACTICE: THE COLLEGE
EXPERIENCE**

11:30AM to 1:00 PM

West B Room

Session Chair

Monica Fine

Coastal Carolina University

The College Experience for Individuals
with Intellectual Disabilities: The Thrive
Program at the University of Central
Missouri

*Jerry Neal, University of
Central Missouri*

MOOC It! Do Massive Open Online
Courses Define the Future of Education?

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

*William M. Wendt, University of North
Carolina - Pembroke*

Teaching Teamwork: An Assessment
Strategy to Foster Student Collaboration

*Charles R.B. Stowe, Lander University
Robert T. Barrett, Lander University*

Discussants

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

Robert T. Barrett, Lander University

*Jerry Neal, University of
Central Missouri*

**[IE4] WORKSHOP: THE
LEARNING CLUB:
ENHANCING
MANAGEMENT
EDUCATION THROUGH
EXPERIENTIAL LEARNING
IN STUDENT
ORGANIZATIONS**

11:30AM to 1:00 PM

Arcadian 2 Room

Coordinators

Martha M. Mattare

Frostburg State University

Gloria J. Harrell-Cook

Frostburg State University

[IM1] MANAGEMENT AND STRATEGY

11:30AM to 1:00 PM

West C Room

Session Chair

William R. Crandall

University of North Carolina at Pembroke

The Decision to Implement or Not to Implement an Activity-Based Costing System: A Managerial Perspective

Igor Tomic, St. John's University

John P. Angelidis, St. John's University

Faramarz Parsa, State University of

West Georgia

Nabil A. Ibrahim, Augusta

State University

Using the SWOT Matrix to Address Supply Chain Vulnerabilities: Thoughts on Aligning Strategy with Crisis Management

William R. Crandall, University of North Carolina at Pembroke

Richard E. Crandall, Appalachian State University

Cultural Factors and Project Management Success: A Multinational Study for the United States, Germany and Japan

Joerg Storm, Cracow University of Economics

Kai-Uwe Seidenfuss, University of South Australia

Discussants

William R. Crandall, University of North Carolina at Pembroke

Joerg Storm, Cracow University of Economics

John P. Angelidis, St. John's University

[MK1] MARKETING

11:30AM to 1:00 PM

East Ballroom

Session Chair

Sara Bliss Kiser

Alabama State University

Current Trends and Marketing Implications in Restaurant and Hotel Rating Systems

Richard J. Mills, Jr., Robert Morris University

Denis P. Rudd, Robert Morris University

Norman Schnurr, Robert Morris University

National Competitiveness, Government Regulatory Reform, and GDP Growth

Carol M. Megehee, Coastal Carolina University

Arch G. Woodside, Boston College

Discussants

Carol M. Megehee, Coastal Carolina University

Richard J. Mills, Jr., Robert Morris University

**[PS1] BULLYING AND
ATTRACTING**

*11:30AM to 1:00 PM
Atlantic View II Room*

Session Chair

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

A Literature Review of Workplace
Bullying: A Serious Organizational
Problem

Nancy J. Niles, Lander University

Factors That Influence Women When
Purchasing a Business Format Franchise

*William Repack, Robert
Morris University*

Jasmin C. Lin, Robert Morris University

Diana Repack, Robert Morris University

Discussants

Jasmin C. Lin, Robert Morris University

Nancy J. Niles, Lander University

3:30PM

[MT2] SE DSI COUNCIL MEETING

3:30PM to 5:00 PM

West A Room

Chairperson

Christopher Zobel
Virginia Tech

5:00PM

[MT3] SE INFORMS BUSINESS
MEETING

5:00PM to 6:00 PM

West A Room

Chairperson

Edward D. Showalter
Randolph-Macon College

2:00PM

[MT1] SE INFORMS OFFICERS
MEETING

2:00PM to 3:30 PM

West A Room

Chairperson

Edward D. Showalter
Randolph-Macon College

6:00PM

PRESIDENT'S RECEPTION

6:00PM to 7:30 PM

Beachcomber's Room

Sponsored by

Randolph-Macon College

Department of Economics and Business

Steven D. Lang, Chair
and

Virginia Tech

Pamplin College of Business

Robert T. Sumichrast, Dean

FRIDAY, OCTOBER 4

7:30AM

REGISTRATION

7:30AM to 11:30 AM
Mezzanine West

CONTINENTAL BREAKFAST

7:30AM to 7:45 AM
Mezzanine West

Sponsored by
Georgia Southern University
Allen E. Paulson College of Engineering
and Information Technology
Department of Information Technology
Art Gowan, Chair

PLACEMENT

7:30AM to 11:30 AM
Mezzanine West

8:00AM

**[AC2] ASSORTED
ACCOUNTING TOPICS**

8:00AM to 9:30 AM
Arcadian 3 Room

Session Chair

*Michelle B. Hagadorn
Roanoke College*

Accounting Practitioner Academic
Conversion System (APACS) Using
Securitization to Solve and Emerging
Business Education Funding Problem

*Gregory L. Krippel, Coastal
Carolina University*

*Robert B. Burney, Coastal
Carolina University*

*Sheila J. Mitchell, Coastal
Carolina University*

Enhancing Students' Understanding of the
Economic Impact of Business
Transactions on Financial Statements and
Financial Ratios with Excel

Adel M. Novin, Clayton State University

Elucidate Process Costing with
Streamlined Numbers

*William B. Pollard, Appalachian
State University*

Discussants

Adel M. Novin, Clayton State University

*William B. Pollard, Appalachian
State University*

*Robert B. Burney, Coastal
Carolina University*

**[BA2] WORKSHOP:
FUNDAMENTAL
STATISTICAL ANALYSIS
FOR A FUTURE WITH BIG
DATA**

8:00AM to 9:30 AM
Arcadian 4 Room

Session examines issues that the advent of Big Data present relative to introductory business statistics instruction. It is followed by an interactive discussion of what changes, if any, should be made in introductory business statistics instruction to prepare students for a world with big data. The discussion piece addresses whether the typical statistics course prepares business students with the skills they will need for a future where big data sets and decision making based on data will be more prevalent. The session will include a demonstration of capabilities for analyzing data in Excel 2013 focusing on recently introduced capabilities that are available through Excel and able to handle bigger data sets.

Coordinators

Robert L. Andrews

Virginia Commonwealth University

Wilma Andrews

Virginia Commonwealth University

**[EP4] WORKSHOP:
PLANNING FOR
RETIREMENT**

8:00AM to 9:30 AM
West B Room

Everyone will retire someday. Don't let it catch you by surprise. Whether you are a long ways from retirement, are almost there, or have already retired, you need to think about it. Come and share ideas and get tips about this important phase of your life.

Coordinator

James A. Pope

Duale Hochschule Baden - Wuerttemberg

**[PC1] GRADUATE STUDENT
PAPER COMPETITION -
SESSION ONE**

8:00AM to 9:30 AM
West A Room

Session Chair

Donna M. Schaeffer

Marymount University

The Influence of the Incongruence of Country-of-Origin and Country-of-Manufacture on Consumers' Purchase Intention for Diffusion Branding

Yao Yao, Savannah State University

Anshu Saxena Arora, Savannah State University

The Dynamics of Autism: Meeting the Social & Economic Challenge

Jessica J. Vickson, Clayton State University

Jumping Over the Border, Why Not?: Examining the Advantages and Disadvantages of International Acquisitions

Ly L. Pham, Coastal Carolina University

**[IM2] MANAGERIAL
LEADERSHIP**

8:00AM to 9:30 AM
Arcadian 5 Room

Session Chair

*Bomi Kang
Coastal Carolina University*

A Preliminary Examination of
Communication Content, Leadership
Styles, and Job Satisfaction

*I. Edward Jernigan III, University of
North Carolina - Charlotte
Joyce M. Beggs, University of North
Carolina - Charlotte*

The Impact of Unions on How China
Does Business: Lessons to Learn from the
United States?

*Darlene G. Motley, Robert
Morris University
Jasmin C. Lin, Robert Morris University
Jeff Guiler, Robert Morris University*

Advancing Facilitators and Deterrents
Theory of Students' Study-Abroad
Decisions

*Bomi Kang, Coastal Carolina University
Carol M. Megehee, Coastal
Carolina University*

Discussants

*Darlene G. Motley, Robert
Morris University
Bomi Kang, Coastal Carolina University
I. Edward Jernigan III, University of
North Carolina - Charlotte*

**[PS2] PRIVACY, SECURITY,
AND ACCESS CONTROL**

8:00AM to 9:30 AM
West C Room

Session Chair

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

Introduction to Attribute Based Access
Control

Harry Katzan, Jr., Webster University

Privacy and Security on the Web Have
Marketers and the Federal Government
Gone Too Far

*Michael Latta, Coastal
Carolina University*

Heuristic Strategies in Business Decision-
Making

*Shabnam Mousavi, Georgia
State University
Reza Kheirandish, Clayton
State University*

Discussants

*Shabnam Mousavi, Georgia
State University
Harry Katzan, Jr., Webster University
Michael Latta, Coastal
Carolina University*

[SI1] SUSTAINABILITY AND INNOVATION

8:00AM to 9:30 AM

East Ballroom

Session Chair

Roberta S. Russell

Virginia Tech

Teaching Girl Scouts Sustainability
Designs in Engineering Apparel Textile
Technology

Keely D. Clay, Southern Polytechnic

State University

Alliance Management; A Progression
Towards Sustainable High Performance
Partnerships

Jeremiah Nelson, Concord University

The Evolution of Sustainability as a
Corporate Imperative

Roberta S. Russell, Virginia Tech

Jay M. Teets, Coastal Carolina University

Discussants

Jeremiah Nelson, Concord University

Roberta S. Russell, Virginia Tech

Keely D. Clay, Southern Polytechnic

State University

9:30AM

COFFEE

9:30AM to 9:45 AM

Mezzanine West

Sponsored by

University of North Carolina
at Wilmington

Cameron School of Business
Department of Information Systems
and Operations Management
Larry Clark, Dean

9:45AM

[SP4] WORKSHOP: DIGITAL LITERACY COURSE REDESIGN

9:45AM to 11:15 AM

Arcadian 2 Room

Coordinators

Wilma Andrews

Virginia Commonwealth University

Maurie Lockley

University of North Carolina

at Greensboro

[AC3] ISSUES IN COST AND TAX ACCOUNTING

9:45AM to 11:15 AM

Arcadian 3 Room

Session Chair

Gregory Shaff

Roanoke College

Territorial vs. Worldwide Tax Systems -
Implications for U. S. Taxpayers

John L. Stancil, Florida Southern College

Teaching Cost Accounting: Developing a
Problem for Transitioning from the
Absorption to the Direct Income
Statement

William B. Pollard, Appalachian

State University

Relative Impact of the 2003 Tax Act on

Average Returns: Firms That Pay

Dividends versus Firms That Repurchase
Shares?

James E. Benton,

Shippensburg University

Discussants

Sharon C. Gibbs, Roanoke College

John L. Stancil, Florida Southern College

William B. Pollard, Appalachian

State University

**[EP5] PANEL: PUBLISHER-
PROVIDED VERSUS
INSTRUCTOR-BUILT
CLASSROOM
MANAGEMENT SOFTWARE**

9:45AM to 11:15 AM
West A Room

Moderator

Bomi Kang
Coastal Carolina University

Panelists

*Janice A. Black, Coastal
Carolina University*
*Robert B. Burney, Coastal
Carolina University*
*Michael Latta, Coastal
Carolina University*
*Arlise P. McKinney, Coastal
Carolina University*
*McKean Nowlin, Coastal
Carolina University*
*Nicholas W. Twigg, Coastal
Carolina University*

**[PC2] GRADUATE STUDENT
PAPER COMPETITION -
SESSION TWO**

9:45AM to 11:15 AM
Arcadian 4 Room

Session Chair

Donna M. Schaeffer
Marymount University

Are Superfluous Costs Viable? Preparing
for Post-Panamax Cargo Ships at the Port
of Savanna.

*Jessica J. Vickson, Clayton
State University*

Strategic Collaborations and High
Performance Organization Synergy

*John J. Fazio, Nova
Southeastern University*

Does Customer Service Belong in Higher
Education?

*Eileen D. Soisson, Coastal
Carolina University*

**[IT1] IT FRAMEWORKS AND
STRUCTURES**

9:45AM to 11:15 AM
West B Room

Session Chair

R. Daniel Spillman
Radford University

A Load Service Structure in Ad-hoc
Computer Networks

*Ming-Chang Huang, University of North
Carolina at Charlotte*

A Framework for User Participation
Approaches to Information Systems
Development

Angela M. Mattia, Jacksonville University

Discussants

Angela M. Mattia, Jacksonville University
*Ming-Chang Huang, University of North
Carolina at Charlotte*

**[QT1] PANEL: BUSINESS
PARTNERSHIPS:
EDUCATING STUDENTS
OUTSIDE THE CLASSROOM
(PROS AND CONS)**

9:45AM to 11:15 AM
West C Room

Moderator

Michael C. Shurden
Lander University

Panelists

Michael Mlinar, Lander University
Tony Santella, Lander University
Carol P. Wood, Lander University

**[SO1] SOCIAL
NETWORKING AND
DIGITAL MEDIA:
OPPORTUNITIES AND
CHALLENGES**

*9:45AM to 11:15 AM
East Ballroom*

Session Chair

*Lara Z. Khansa
Virginia Tech*

Digital Privacy: Think Twice Before You
Tweet!

*Claire Reeves La Roche,
Longwood University*

Collecting and Interpreting Data over
Varying Types of Data Streams

*Zhongxian Wang, Montclair
State University*

Digital Media as a Case Study Tool

A.K. Aggarwal, University of Baltimore

Discussants

*Zhongxian Wang, Montclair
State University*

A.K. Aggarwal, University of Baltimore

*Claire Reeves La Roche,
Longwood University*

11:15AM

COFFEE

11:15AM to 11:30 AM

Mezzanine West

Sponsored by

Coastal Carolina University

Wall College of Business Administration

Department of Accounting, Finance
and Economics

Marvin Keene, Chair

Department of Management and
Decision Sciences

Erika Small, Chair

Department of Marketing and
Resort Tourism

Mark Mitchell, Chair

11:30AM

**[SP5] PANEL:
ENCOURAGING THE
PROPER COMMUNICATION
SKILLS FOR OUR
STUDENTS**

*11:30AM to 1:00 PM
Arcadian 2 Room*

The session will emphasize the importance of including communication for our graduates and the importance of making effective communication a part of each class. This may include communication focused activities but also includes being an example of effective communication. The session will encourage attendees to participate and enter into discussion about the points made.

Moderators

*Wilma Andrews
Virginia Commonwealth University
Robert L. Andrews
Virginia Commonwealth University*

Panelist

*Annie M. Stith-Willis, Virginia
Commonwealth University*

**[FI2] MARKET ANALYSIS
AND RISK MANAGEMENT**

*11:30AM to 1:00 PM
Arcadian 4 Room*

Session Chair

*Patrick J. Litzinger
Robert Morris University*

The Labor Force Participation Rate: An Examination of the Determinants of Its Recent Precipitous Decline

*Patrick J. Litzinger, Robert
Morris University*

*John H. Dunn, Jr., Robert
Morris University*

Dynamic Rebalancing Based Hedging of Exchange Rate Risk Using Currency ETFs

*Robert B. Burney, Coastal
Carolina University*

National Banking Sector Linkages: Did the Global Financial Meltdown Strengthen or Weaken The Linkages?

*James E. Benton,
Shippensburg University*

Discussants

*Robert B. Burney, Coastal
Carolina University*

*James E. Benton,
Shippensburg University
Patrick J. Litzinger, Robert
Morris University*

**[PC3] GRADUATE STUDENT
PAPER COMPETITION -
SESSION THREE**

*11:30AM to 1:00 PM
Arcadian 3 Room*

Session Chair

*Donna M. Schaeffer
Marymount University*

Live or Die: Measuring Slice-of-Life vs.
Slice-of-Death Advertising Appeals as
Vehicles for Corporate Social
Responsibility

*Christina King, Savannah
State University*

*Anshu Saxena Arora, Savannah
State University*

Product Promotion and Placement in
Motion Pictures: A Blake Conceptual
Framework

*Sierra D. Blake, Savannah
State University*

*Anshu Saxena Arora, Savannah
State University*

Tools for Building a Solid Foundation at
Small to Mid Size General Contractors:
Techniques for Improved Accountability
and Analysis of Construction Work

*Esther Stegall Goss, Clayton
State University*

**[IT2] IS AND IT
DEVELOPMENT**

*11:30AM to 1:00 PM
West A Room*

Session Chair

*R. Daniel Spillman
Radford University*

Development and Testing of a Survey
Instrument to Assess Ethical Perceptions
of IT and IS Students

*Omosalewa Aderonmu, Georgia
Southern University*

*Cheryl Aasheim, Georgia
Southern University*

*Paige Rutner, Georgia
Southern University*

Apply Service Oriented Architecture with
Web 2.0 Application for Computer
Network Web Services

*Ming-Chang Huang, University of North
Carolina at Charlotte*

The Effectiveness of Techniques in User
Compliance of IT Policy

*Caleb Z. Bradberry, University of North
Carolina at Greensboro*

*Prashant Palvia, University of North
Carolina at Greensboro*

Discussants

*Ming-Chang Huang, University of North
Carolina at Charlotte*

*Prashant Palvia, University of North
Carolina at Greensboro*

*Cheryl Aasheim, Georgia Southern
University*

**[IE5] ANALYTICS AND
TECHNOLOGY IN
EDUCATION**

*11:30AM to 1:00 PM
West B Room*

Session Chair

*Rick Weible
Marshall University*

Creating a Business Intelligence and
Analytics Schedule of Courses

Rick Weible, Marshall University

Essentials of Tablet Computing

Harry Katzan, Jr., Webster University

Technology and Innovation: The Catalyst
for Educational Change

Angela M. Mattia, Jacksonville University

Discussants

*Harry Katzan, Jr., Webster University
Angela M. Mattia, Jacksonville University
Rick Weible, Marshall University*

**[QT2] QUANTITATIVE
METHODS AND THEORY**

*11:30AM to 1:00 PM
West C Room*

Session Chair

*Michael C. Shurden
Lander University*

Playing the Lottery?

*Johnny C. Ho, Columbus State University
David S. Ang, Auburn University
at Montgomery
Tzu-Liang Tseng, University of Texas
at El Paso*

Determining the Value of a Vote in the
United States under the Electoral College
Voting System Using Linear
Programming

*Jin Wang, Valdosta State University
Joseph M. Cauley, Valdosta
State University*

Using a Tabu Search Approach to Align
DNA Sequences

*Constance A. Lightner, Fayetteville
State University
Carin A. Lightner*

Discussants

*Jin Wang, Valdosta State University
Carin A. Lightner
Johnny C. Ho, Columbus State University*

1:00PM

PRESIDENT'S LUNCHEON

**1:00PM to 2:30 PM
Dunes Ballroom**

**Sponsored by
Coastal Carolina University
Wall College of Business Administration
Barbara Ritter, Interim Dean**

**GRADUATE STUDENT PAPER
AWARD PRESENTATION**

**1:00PM to 2:30 PM
Dunes Ballroom**