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**SOUTHEAST DECISION SCIENCES INSTITUTE  
2008 ANNUAL MEETING**

**Wednesday, February 20  
Thursday, February 21  
and  
Friday, February 22**

**THE PROGRAM CHRONOLOGICALLY**

**Wednesday, February 20**

**10:00AM**

**REGISTRATION**

*10:00AM to 5:00 PM Lakeview*

**PLACEMENT**

*10:00AM to 5:00 PM Lakeview*

**EXHIBITORS**

*10:00AM to 5:00 PM Lakeview*

**1:30PM**

**[AG1] INVESTOR TRADING AND INTERNET PIRACY**

*1:30PM to 3:00 PM*

*Room 312*

**Chairperson**

*Dan Bowles, Randolph-Macon College*

Does Investor Trade on Heterogeneous Beliefs? - Evidence from Trading Volume on Analyst Recommendation Dates

*Guohua Ma, South Carolina State University*

From Gray to Legal: How Anime and Manga Became Legit

*Nikki M. Finlay, Clayton State University*

**Discussants**

*Dan Bowles, Randolph-Macon College*

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

**[IS1] ROLE OF TECHNOLOGY IN ORGANIZATIONS**

*1:30PM to 3:00 PM*

*Room 314*

**Chairperson**

*Shanan G. Gibson, East Carolina University*

The Impact of Technological Opportunism and Organizational Size on the Early Adoption of Disruptive Technology

*Gary G. Garrison, Belmont University*

Acceptance of Electronic Medical Records Implementation and the Role of the Theory of Planned Behavior

*Elaine D. Seeman, East Carolina University*

*Shanan G. Gibson, East Carolina University*

Applying the R4 Framework of Resilience: Information Technology Disaster Risk Management at Northrop Grumman

*Michael A. King, Virginia Tech*

*Christopher Zobel, Virginia Tech*

**Discussants**

*Shanan G. Gibson, East Carolina University*

*Adel M. Novin, Clayton State University*

*Young B. Choi, James Madison University*

**1:30PM**

**[IS2] MOBILE COMPUTING**

*1:30PM to 3:00 PM*

*Room 304*

**Chairperson**

*Robert Gehling, Auburn University - Montgomery*

How Does the Use of Instant Messaging Impact Performance?

*Haya Ajjan, University of North Carolina - Charlotte*

*Yuan Niu, Uncc*

*Muhammad Adeel Zaffar, (No affiliation in address)*

*Susan Joyce Winter, Portland State University*

Mobile Internet Service - User Experience, Satisfaction and Continual Use Intention

*Liqiong Deng, West Georgia*

*Douglas E. Turner, University of West Georgia*

*Robert Gehling, Auburn University - Montgomery*

Mobile Tv Adoption Strategy in U.S. Wireless Market

*Seungjae Shin, Mississippi State University*

*Jerry Cunningham, Mississippi State University, Meridian*

*Jack E. Tucci, Mississippi State University, Meridian*

**Discussants**

*Liqiong Deng, West Georgia*

*Reza Kheirandish, Clayton State University*

*Robert Gehling, Auburn University - Montgomery*

**[IE1] WORKSHOP: A FRAMEWORK FOR COURSE  
LEARNING ACTIVITIES AND ASSESSMENTS**

*1:30PM to 3:00 PM*

*Room 306*

**Coordinators**

*Thomas F. Hawk, Frostburg State University*

*Amit J. Shah, Frostburg State University*

**1:30PM**

**[IE2] THE GAMES STUDENTS PLAY**

*1:30PM to 3:00 PM*

*Room 302*

**Chairperson**

*Qidong Cao, Winthrop University*

Improved Entrepreneurship Pedagogy Through the Use of Pc Games

*Kenneth E. Callow, Bay Path College*

*Jane E. Weyant, Bay Path College*

Determining the Patterns and Impact of Property and Railroad: Trading in

"-opoly" Type Games Through Computer Simulation

*Chuck Leska, Randolph Macon College*

*Edward D. Showalter, Randolph-Macon College*

A Cross-Disciplinary View for Teaching Business Process Management in Existing  
Simulation Courses

*Susan W. Palocsay, James Madison University*

**Discussants**

*Michael Latta, Coastal Carolina University*

*Qidong Cao, Winthrop University*

**[PO1] QUANTITATIVE MODELING IN OPERATIONS  
MANAGEMENT**

*1:30PM to 3:00 PM*

*Room 308*

**Chairperson**

*Mauro Falasca, Virginia Tech*

Modeling Customer Delivery Times Using the Asymmetric Laplace Probability Density  
Function

*Alfred L. Guiffrida, Kent State University*

Inventory Control Under Box Jenkin's ARIMA Period Demand and Random Lead Time

*Kal Namit, Winston-Salem State University*

*Jim Chen, Norfolk State University*

An Efficient Heuristic for Discontinuous Tour Scheduling Problems With a Single Shift  
Type

*Tony R. Johns, Clarion University of Pennsylvania*

**Discussants**

*Jason K. Deane, Virginia Tech*

*Tony R. Johns, Clarion University of Pennsylvania*

*Alfred L. Guiffrida, Kent State University*

**3:00PM**

**COFFEE BREAK**

*Co-Sponsored by*

School of Business and Economics  
Jessica M. Bailey, Dean  
Winston-Salem State University

*and*

Dept. of Business Admin./Econ  
Dr. Larry A. Lynch, Chair  
Roanoke College

*3:00PM to 3:30 PM      Lakeview*

**3:30PM**

**[SP1] WORKSHOP: SIX SIGMA: AN IMPORTANT DECISION  
SCIENCE TOOL IN BUSINESS  
DECISIONS**

*3:30PM to 5:00 PM*

*Room 306*

**Coordinator**

*Oluseyi Kuforiji, Tuskegee University*

The primary goal of businesses is the maximization of the present value of their future earnings as well as cost minimization.

**3:30PM**

**[AC1] TEACHING AND LEARNING IN ACCOUNTANCY**

3:30PM to 5:00 PM

Room 304

**Chairperson**

*Maria L. Bullen, Clayton State University*

Peachtree vs. Quickbooks: The Students' Point of View

*Adel M. Novin, Clayton State University*

Enhancing Staff Training and Student Learning Through Financial Reporting Disclosures

*Greg Kordecki, Clayton College & State University*

An Analysis of the Change in College of Business Ethical Codes

*Kathy Moffeit, State University of West Georgia*

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

*J. Harrison McCraw, University of West Georgia*

**Discussants**

*John L. Stancil, Florida Southern College*

*Harrison McGraw, State University of West Georgia*

*Adel M. Novin, Clayton State University*

**[IS3] TECHNOLOGY IMPLEMENTATION IN ORGANIZATIONS**

3:30PM to 5:00 PM

Room 302

**Chairperson**

*Elaine D. Seeman, East Carolina University*

A Case for Using Virtual Machines By Organizations

*C. Ryan Ashley, Auburn-Montgomery*

*Robert Gehling, Auburn University - Montgomery*

The Role of Occupational Values in Electronic Medical Records Implementation

*Shanan G. Gibson, East Carolina University*

*Elaine D. Seeman, East Carolina University*

Applying Effective Marketing Strategies to Increase Information Systems Enrollments

*Harry L. Reif, James Madison University*

*Richard G. Mathieu, James Madison University*

*Carey B. Cole, James Madison University*

**Discussants**

*Richard Hauser, East Carolina University*

*Christopher Zobel, Virginia Tech*

*Mark I. Hwang, Central Michigan University*

**3:30PM**

**[IS4] SERVICE QUALITY & INTERNATIONAL APPLICATIONS**

3:30PM to 5:00 PM

Room 308

**Chairperson**

*James P. Lawler, Pace University*

Service Event Classification: A Dna of Services

*Harry Katzan, Jr., Savannah State University*

Central Asian Information Technology Development

*Milam Aiken, University of Mississippi*

*Mahesh B. Vanjani, Texas Southern University*

**Discussants**

*Robert L. Andrews, Virginia Commonwealth University*

*Reza Kheirandish, Clayton State University*

**[MK1] TOURISM, CELEBRITY RATINGS, AND PERFORMANCE IN PROFESSIONAL SPORTS**

3:30PM to 5:00 PM

Room 310

**Chairperson**

*Elisabeth L. Velasquez, Roanoke College*

Determining the Probability of Tourist Secondary Activities to Assess Tourism

Preferences, Develop Visitation Estimates and Forecast Sales Using a

First-Order Markov Model

*James E. Stoddard, Appalachian State University*

*Stephen W. Clopton, Appalachian State University*

*Dinesh S. Dave, Appalachian State University*

Perception vs. Performance in Professional Sport

*Sudhir Chawla, Angelo State University*

*Tom F. Badgett, Angelo State University*

*Michael Adam, Angelo State University*

Analyzing Differences in Celebrity Ratings Using the Analytic Hierarchy Process-Across Industries and Product Types

*Cynthia Knott Eck, Marymount University*

*James Ryerson, Marymount University*

**Discussants**

*David M. Furman, Clayton State University*

*Cynthia Knott Eck, Marymount University*

*Sudhir Chawla, Angelo State University*

**3:30PM**

**[TP1] WORKSHOP: ADDING 10 YEARS TO YOUR ACADEMIC LIFE: A NEW ONLINE SYSTEM FOR GIVING HOMEWORK AND EXAMS IN YOUR OM COURSE**

*3:30PM to 5:00 PM*

*Room 312*

**Coordinators**

*Barry Render, Rollins College*

*Jay Heizer, Texas Lutheran*

*Barry Render, Rollins College*

**[TP2] TEACHING TIPS II**

*3:30PM to 5:00 PM*

*Room 314*

**Chairperson**

*Judith Hunt, East Carolina University*

Demand Forecasting -- Art, Science, or Chaos?

*Richard E. Crandall, Appalachian State University*

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

Teaching Students to Be Effective Consultants Both at Home and Abroad

*Martin Starr, Rollins College*

*Henrique Luiz Correa, Crummer Gsb, Rollins College*

Forecasting With Innovation Diffusion Models Using Spreadsheets

*John F. Kros, East Carolina University*

**Discussants**

*John F. Kros, East Carolina University*

*Tope Adeyemi-Bello, East Carolina University*

*Max Burns, North Georgia College & State University*



**Thursday, February 21**

**7:00AM**

**[MT1] MEETING: SE DSI  
COUNCIL MEETING**  
7:00AM to 8:00 AM      Lakeview

**7:30AM**

**COFFEE BREAK**  
*Sponsored by*  
Dr. Randy Edwards, Dean  
Walker College of Business  
Appalachian State University

*7:30AM to 8:00 AM      Lakeview*

**REGISTRATION**

*7:30AM to 5:00 PM      Lakeview*

**PLACEMENT**

*7:30AM to 5:00 PM      Lakeview*

**EXHIBITORS**

*7:30AM to 5:00 PM      Lakeview*

**8:00AM**

**[SP2] WORKSHOP: GEOGRAPHIC INFORMATION SYSTEMS**

8:00AM to 9:30 AM

Room 308

**Coordinator**

*A. James Wynne, Virginia Commonwealth University*

**[AG2] STUDIES IN LEARNING AND CHOICE**

8:00AM to 9:30 AM

Room 302

**Chairperson**

*C. Barry Pfitzner, Randolph-Macon College*

Assessing Interdisciplinary Learning in the Principles of Microeconomics Course: An Exploratory Analysis

*Nikki M. Finlay, Clayton State University*

Towards Formalizing the Observed Behavior of Choice

*Shabnam Mousavi, Max Planck Institute*

*Reza Kheirandish, Clayton State University*

How Do You Average the Averages?

*Ravij Badarinathi, Univ. of North Carolina - Wilmington*

*Ladd Michael Kochman, Kennesaw State University*

**Discussants**

*C. Barry Pfitzner, Randolph-Macon College*

*Guohua Ma, South Carolina State University*

*Nikki M. Finlay, Clayton State University*

**8:00AM**

**[IS5] IT MODELS**

8:00AM to 9:30 AM

Room 314

**Chairperson**

*Changsub Shim, Savannah State University*

The Influence of Math and Computer Confidence on Computer Self-Efficacy

*R. Franklin Morris, Jr., The Citadel*

*Evelyn Holmes Thrasher, University of Massachusetts - Dartmouth*

Small World Effects in Open Source Software Communities: An Analysis of Project  
Dependency Data

*Christopher L. Huntley, Fairfield University*

*Stephanie L. Lucca, Fairfield University*

Service Quality Based on the Pull Model

*Harry Katzan, Jr., Savannah State University*

*Changsub Shim, Savannah State University*

**Discussants**

*Mark I. Hwang, Central Michigan University*

*John L. Wilson, Nova Southeastern University*

*Christina D. McCart, Roanoke College*

**[MG1] GENDER AND AGE ISSUES IN MANAGEMENT**

8:00AM to 9:30 AM

Room 310

**Chairperson**

*Shanan G. Gibson, East Carolina University*

Familiarity as a Factor in Understanding Undergraduate Students' Attitudes Toward  
Lesbians as Managers

*James O. Smith, East Carolina University*

*Joseph Tomkiewicz, East Carolina University*

A Preliminary Examination of Gender Differences in Motivation of College and  
University Faculty to Engage in Scholarly Activities

*Mak Khojasteh, Winston-Salem State University*

*Robert A. Herring III, Winston - Salem State University*

The Quest for Efficient Recruitment and Retention Across Generations

*Joseph Tomkiewicz, East Carolina University*

*Robb Frankel, UNF*

*Mariusz Sagan, Higher School of Economics and*

**Discussants**

*Melita Prati, East Carolina University*

*Joseph Tomkiewicz, East Carolina University*

*James O. Smith, East Carolina University*

**8:00AM**

**[PO2] QUALITY MANAGEMENT SYSTEMS**

8:00AM to 9:30 AM

Room 304

**Chairperson**

*Deborah F. Cook, Virginia Tech*

Implementing Jit Purchasing: An Integrated Approach for Items With Imperfect Quality  
*Daesung Ha, Marshall University*  
*Seung-Lae Kim, Drexel University*

Regression Control Charts for Limited Process Data  
*J. Gaylord May, Wake Forest University*  
*Joanne M. Sulek, North Carolina A & T State University*

The Impact of Job Specific and Quality Management Employee Training on Employee  
Capability and Service System Performance in China  
*Alan W. Mackelprang, University of South Carolina*  
*Jay Jayaram, University of South Carolina*  
*Kefeng Xu, University of Texas - San Antonio*

**Discussants**

*Marilyn S. Jones, Winthrop University*  
*Alfred L. Guiffrida, Kent State University*  
*David W. Little, High Point University*

**[PS1] CURRENT EFFECTS OF THE ECONOMY AND THE BABY  
BOOMERS**

8:00AM to 9:30 AM

Room 306

**Chairperson**

*Wilma M. Andrews, Virginia Commonwealth University*

A Look at Today's Government Financial Manager  
*Judith A. Kamnikar, Auburn University - Montgomery*  
*Edward G. Kamnikar, Troy University*  
*Keren H. Deal, Auburn University - Montgomery*

Some Issues With US Healthcare  
*Ajay K. Aggarwal, Millsaps College*

Living Wage 101  
*Jane H. Philbrick, Savannah State University*  
*Sara B. Kiser, Judson College*  
*Jane Clary, College of Charleston*

**Discussants**

*Sara B. Kiser, Judson College*  
*Judith A. Kamnikar, Auburn University - Montgomery*  
*Keren H. Deal, Auburn University - Montgomery*

**8:00AM**

**[ST1] PANEL: IMPORTANT ISSUES FOR STATISTICS  
INSTRUCTION IN SCHOOLS OF BUSINESS**

*8:00AM to 9:30 AM*

*Room 312*

**Moderator**

*Robert L. Andrews, Virginia Commonwealth University*

**Panelists**

*Barbara A. Price, Georgia Southern University*

*Kellie B. Keeling, University of Denver*

*Stephen W. Custer, V C U*

*Ellen M. Walk, University of Richmond*

**9:30AM**

**COFFEE BREAK**

Belk College of Business  
Steven H. Ott, Interim Dean  
UNC Charlotte

*9:30AM to 10:00 AM Lakeview*

**10:00AM**

**[MT2] MEETING: SE  
INFORMS COUNCIL  
MEETING**

*10:00AM to 11:30 AM Room 308*

**10:00AM**

**[AC2] AUDITING, TAXES, AND THE LAW**

10:00AM to 11:30 AM

Room 304

**Chairperson**

*Reza Kheirandish, Clayton State University*

Addressing the Tax Gap - Sources, Symptoms, and Solutions

*John L. Stancil, Florida Southern Col*

Can a Franchisor Be Liable for the Discriminatory Conduct of a Franchisee Under Either Title VII of the Civil Rights Act or Section 1981 of Title 42 of the United States Code?

*Brad R. Johnson, Francis Marion University*

Factors Affecting Auditor's Use of Confirmatory Search Strategies

*John T. Reisch, East Carolina University*

**Discussants**

*John T. Reisch, East Carolina University*

*Lawrence Menter, Clayton State University*

*Maria L. Bullen, Clayton State University*

**[MK2] SUPPLY CHAIN AND INTERNATIONAL INNOVATION ISSUES**

10:00AM to 11:30 AM

Room 314

**Chairperson**

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

Evolution of Supply Chain Research in Operations Journals

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

*Kathryn Dobie, North Carolina A&T State University*

Where Are the International Innovators?

*Michael Latta, Coastal Carolina University*

*Nicholas Twigg, Coastal Carolina University*

A Comparative Study of American and Taiwanese Companies in Developing Lean Supply Chains

*Charlie C. Chen, Appalachian State University*

*Richard E. Crandall, Appalachian State University*

*Shin-Yuan Hung, Nat. Chung Cheng U.*

**Discussants**

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

*Tom F. Badgett, Angelo State University*

*Joel Taiwo Oluseye Oke, Winston-Salem State University*

**10:00AM**

**[PO3] SUPPLY CHAIN MANAGEMENT**

10:00AM to 11:30 AM

Room 310

**Chairperson**

*Seung-Lae Kim, Drexel University*

The Current State of Empirical Research About Supply Chain Management

*Richard W. Monroe, Coastal Carolina University*

Modeling Internet Pickups and Returns in Retail/E-tail Supply Chains

*Stephen C. Mahar, University of North Carolina - Wilmington*

*P. Daniel Wright, Villanova University*

*Kurt M. Bretthauer, Indiana University*

How Does Industrial Distribution Impact Value in the Supply Chain?

*Marilyn Smith, Winthrop University*

*William R. McCleave, Jr., (No Affiliation)*

**Discussants**

*Deborah F. Cook, Virginia Tech*

*Daesung Ha, Marshall University*

*Valentin H. Pashtenko, Christopher Newport University*

**[PS2] USING ANALYSIS TO BETTER UNDERSTAND NON-PROFIT NEEDS**

10:00AM to 11:30 AM

Room 302

**Chairperson**

*Keren H. Deal, Auburn University - Montgomery*

Sensitivity of Super-Efficient Data Envelopment Analysis : Results to Individual

Decision-Making Units: Example of Surgical Workload By Specialty

*Liam O'Neill, University of North Texas*

Evaluating Fundraising Software for a Nonprofit Group, a Multicriteria Decision

Problem

*Robert L. Andrews, Virginia Commonwealth University*

*Wilma M. Andrews, Virginia Commonwealth University*

**Discussants**

*L. Taylor Damonte, Coastal Carolina University*

*Liam O'Neill, University of North Texas*

**10:00AM**

**[ST2] MANAGEMENT SCIENCE POTPOURRI**

*10:00AM to 11:30 AM*

*Room 312*

**Chairperson**

*Barbara A. Price, Georgia Southern University*

Alternate Optimal Solutions in Transportation Problems

*Veena G. Adlakha, University of Baltimore*

*Krzysztof Kowalski, (No Affiliation)*

Comparing Two Methods of Parallel Analysis Implementation

*Kellie B. Keeling, University of Denver*

Characterizing Complexity Bounds for the Electrical Power Districting Problem

*Paul K. Bergey, North Carolina State University*

*Cliff T. Ragsdale, Virginia Tech*

*Robert B. Handfield, North Carolina State University*

**Discussants**

*Kellie B. Keeling, University of Denver*

*Paul K. Bergey, North Carolina State University*

*Stephen W. Custer, V C U*

**Noon**

**[MT3] MEETING: SE DSI**

**OFFICERS MEETING**

*Noon to 1:00 PM Lakeview Dining*



**1:00PM**

**[SP3] PANEL: SERVICE SCIENCE: A NEW,  
INTERDISCIPLINARY OPPORTUNITY FOR TEACHING AND  
RESEARCH**

*1:00PM to 2:30 PM*

*Room 302*

**Moderator**

*Kirk R. Karwan, Furman University*

**Panelists**

*Robert E. Markland, University of South Carolina*

*Jeffery S. Smith, Florida State University*

*David A. Collier, Florida Gulf Coast University*

**[SP4] WORKSHOP: LIVING IN THE KNOWLEDGE SOCIETY  
(LIKES): A MULTI-DISCIPLINARY APPROACH TO  
REVITALIZING COMPUTING EDUCATION**

*1:00PM to 2:30 PM*

*Room 314*

**Coordinator**

*Christopher Zobel, Virginia Tech*

**Leaders**

*Steve Sheetz, Virginia Tech*

*Carlos Evia, Virginia Tech*

*Weiguo Fan, Virginia Tech*

*Edward Fox, Virginia Tech*

**[SP5] WORKSHOP: PUBLISHING TIPS FOR BUSINESS  
FACULTY**

*1:00PM to 2:30 PM*

*Room 312*

**Coordinator**

*Danny Arnold, Frostburg State University*

This presentation consists of a series of tips or "tricks of the trade" designed to help both novice and experienced publishers, from the perspective of quantity and quality.

**1:00PM**

**[AC3] ACCOUNTING AND DECISION MAKING**

1:00PM to 2:30 PM

Room 308

**Chairperson**

*Nikki M. Finlay, Clayton State University*

Lean Accounting -- Fad or Fashion?

*Richard E. Crandall, Appalachian State University*

*Karen T. Main, Appalachian State University*

Incorporating Human Resource Accounting Value Measures in Capital Investment Decisions

*Maria L. Bullen, Clayton State University*

Using Design Patterns, Analysis Patterns and Case-Based Reasoning to Improve

Information Modeling and Method Engineering in Systems Development

*Sean Chen, Furman University*

*Bonnie W. Morris, West Virginia University*

**Discussants**

*Greg Kordecki, Clayton College & State University*

*Sean Chen, Furman University*

*Nikki M. Finlay, Clayton State University*

**[IS6] DECISION SUPPORT & BUSINESS INTELLIGENCE SYSTEM**

1:00PM to 2:30 PM

Room 306

**Chairperson**

*Thomas E. Griffin, Nova Southeastern University*

Toward a Greater Understanding of Business Intelligence: Survey Results

*Mark I. Hwang, Central Michigan University*

*James J. Cappel, Central Michigan University*

Meeting Growing Demands of Standardization Education in Information and Communications Technology Industry

*Young B. Choi, James Madison University*

*Jungwoo Ryoo, Penn State Altoona*

*Harry L. Reif, James Madison University*

*Hyun Eui Lim, (No affiliation in address)*

Techniques for Improving Understanding in Visual Decision Support Aids

*Richard Hauser, East Carolina University*

**Discussants**

*Norma H. Clifton, Roanoke College*

*Cynthia Knott Eck, Marymount University*

*Milam Aiken, University of Mississippi*

**1:00PM**

**[PS3] GOVERNMENT ACTIONS: TAXES AND BANKRUPTCY**

1:00PM to 2:30 PM

Room 310

**Chairperson**

*Robert T. Barrett, South Carolina State University*

Municipal Bankruptcy in the Individual States

*Keren H. Deal, Auburn University - Montgomery*

*Judith A. Kamnikar, Auburn University - Montgomery*

*Edward G. Kamnikar, Troy University*

A Scenario-Based Approach to Potential Tax Impact of Timeshare Usage in a Coastal Economy

*Darla J. Domke-Damonte, Coastal Carolina University*

*L. Taylor Damonte, Coastal Carolina University*

*Gary Loftus, Coastal Carolina University*

South Carolina's Cigarette Tax Increase Decision

*Robert T. Barrett, South Carolina State University*

*Robert E. Pugh, Francis Marion University*

*Neil Riley, Francis Marion University*

**Discussants**

*Jane H. Philbrick, Savannah State University*

*Wilma M. Andrews, Virginia Commonwealth University*

*Ajay K. Aggarwal, Millsaps College*

**[WA1] THREATS, FAIRNESS, AND CONSTRAINTS**

1:00PM to 2:30 PM

Room 304

**Chairperson**

*Lance A. Matheson, Virginia Tech*

Allocating Funds to Mitigate Information Technology Threats to Organizations Connected in a Supply Chain

*Jason K. Deane, Virginia Tech*

*Terry R. Rakes, Virginia Tech*

*Loren Rees, Virginia Tech*

*Wade H. Baker, Verizon Business Security Solutions*

Creating Fair Foursomes for a University Donor Golf Tournament

*Cliff T. Ragsdale, Virginia Tech*

*Kevin Scheibe, Iowa State University*

Examining Supply and Demand Constraints on Enrollments in Part-time Graduate Programs

*Ellen M. Walk, University of Richmond*

*Lewis A. Litteral, University of Richmond*

**Discussants**

*Ellen M. Walk, University of Richmond*

*George S. Lowry, Randolph-Macon College*

**2:30PM**

**COFFEE BREAK**

*Sponsored by  
Rollins MBA  
Ranked #37 Nationally  
(Forbes, 2007)*

*2:30PM to 3:00 PM      Lakeview*

**3:00PM**

**[AG3] MODELS AND QUANTITATIVE METHODS**

*3:00PM to 4:30 PM*

*Room 304*

**Chairperson**

*Ladd Michael Kochman, Kennesaw State University*

Clustering of Financial Ratios Within Industries: An Empirical Analysis

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

*Mark Bebensee, The Citadel*

Does the Mankiw/Solow Model Have Predictive Power for Africa and the Middle East?

*C. Barry Pfitzner, Randolph-Macon College*

*Dan Bowles, Randolph-Macon College*

**Discussants**

*Ladd Michael Kochman, Kennesaw State University*

*Mark Bebensee, The Citadel*

**[IS7] TUTORIAL: SERVICE SCIENCE**

*3:00PM to 4:30 PM*

*Room 306*

**Presenter**

*Harry Katzan, Jr., Savannah State University*

**3:00PM**

**[IS8] PANEL: TEACHING WITH OFFICE 2007: THE GOOD,  
THE BAD AND THE UGLY**

*3:00PM to 4:30 PM*

*Room 302*

**Moderator**

*Robert L. Andrews, Virginia Commonwealth University*

**Panelists**

*Wilma M. Andrews, Virginia Commonwealth University*

*Ali A. Nazemi, Roanoke College*

*Ina S. Markham, James Madison University*

**[IE3] ASSEMBLING, ANALYZING, AND INTERPRETING DATA**

*3:00PM to 4:30 PM*

*Room 314*

**Chairperson**

*Robert Gehling, Auburn University - Montgomery*

Analysis After Output II

*Kenneth R. MacLeod, East Carolina University*

The Business Value of Geographical Information Systems in Business School Curriculum

*Andrew N. Arnette, Virginia Tech*

*Michael A. King, Virginia Tech*

Is Microsoft Excel Skill Needed for Success? A Case of Business Statistics

*Lari H. Arjomand, Clayton State University*

*Reza Kheirandish, Clayton State University*

**Discussants**

*Thomas F. Hawk, Frostburg State University*

*Christina D. McCart, Roanoke College*

*Edward D. Showalter, Randolph-Macon College*

**3:00PM**

**[PO4] ISSUES AND TRENDS IN OPERATIONS MANAGEMENT**

3:00PM to 4:30 PM

Room 308

**Chairperson**

*Marilyn Smith, Winthrop University*

Utilizing Emerging Trends in Operations Management for New Curriculum Development

*Liqiong Deng, University of West Georgia*

*Douglas E. Turner, University of West Georgia*

Measuring the Manufacturing Complexity Created By System Design

*Anthony J. Gabriel, North Georgia College & State University*

Impact of National Culture on "CSFs in the ERP System Implementation Process

*Arun Palavedu Madapusi, University of North Texas*

**Discussants**

*David W. Little, High Point University*

*Mauro Falasca, Virginia Tech*

*Tanya Goette, Georgia College & State University*

**[PO5] MANAGING SERVICE OPERATIONS**

3:00PM to 4:30 PM

Room 310

**Chairperson**

*Valentin H. Pashtenko, Christopher Newport University*

The Contingent Nature of Service Recovery System Structures

*Jeffery S. Smith, Florida State University*

*Kirk R. Karwan, Furman University*

Insights from Staff Perceptions Regarding Patient Attendance for Physical Therapy and

Clinic Productivity

*Julie Ann Stuart Williams, University of West Florida*

*Melissa Webb, University of West Florida*

*Jeffrey Day, University of West Florida*

*Steven Pepper, University of West Florida*

**Discussants**

*Tony R. Johns, Clarion University of Pennsylvania*

*Jeffery S. Smith, Florida State University*

**3:00PM**

**[TP3] WORKSHOP: FROM INCEPTION TO PUBLICATION:  
CASE STUDY WRITING AND ANALYSIS**

*3:00PM to 4:30 PM*

*Room 312*

**Coordinator**

*Sharynn M. Tomlin, Angelo State University*

**Leader**

*Forest R. David, Francis Marion University*

**5:00PM**

**[MT4] MEETING: SE DSI  
BUSINESS MEETING**

*5:00PM to 6:00 PM Room 308*

**6:00PM**

**PRESIDENT'S RECEPTION**

*Co-Sponsored by*

College of Bus. & Appl. Prof. Sci.  
Bob Barrett, Dean  
South Carolina State University

*and*

The Cameron School of Business  
Larry Clark, Dean  
UNC Wilmington

*6:00PM to 8:00 PM Poolside*

**Friday, February 22**

**7:30AM**

**COFFEE BREAK**

*Sponsored by*  
School of Business  
Macon State College

*7:30AM to 8:00 AM      Lakeview*

**REGISTRATION**

*7:30AM to Noon      Lakeview*

**PLACEMENT**

*7:30AM to Noon      Lakeview*

**EXHIBITORS**

*7:30AM to Noon      Lakeview*



**8:00AM**

**[AC4] PANEL: THE STAND-ALONE BUSINESS ETHICS CLASS:  
ISSUES AND OPTIONS**

8:00AM to 9:30 AM

Room 312

**Moderator**

*Nikki M. Finlay, Clayton State University*

**Panelists**

*Lawrence Menter, Clayton State*

*David M. Furman, Clayton State*

**[AG4] REGIONAL ECONOMIC STUDIES**

8:00AM to 9:30 AM

Room 304

**Chairperson**

*Steven D. Lang, Randolph-Macon College*

Assessment of Value Added Production as a Strategy for Rural Development in Alabama

*James O. Bukenya, Alabama A & M University*

Poverty and Economic Conditions in Virginia: Evidence from County and City Level Data

*Steven D. Lang, Randolph-Macon College*

Education and Business Climate and Economic Development: Evidence from South

Carolina

*Muhammed Mustafa, South Carolina State University*

*Haile M.G. Selassie, South Carolina State University*

*Alina Ovechkina, South Carolina State University*

**Discussants**

*Steven D. Lang, Randolph-Macon College*

*Muhammed Mustafa, South Carolina State University*

*James O. Bukenya, Alabama A & M*

**8:00AM**

**[MG2] ORGANIZATIONAL CULTURE & CORRELATES**

8:00AM to 9:30 AM

Room 308

**Chairperson**

*Richard W. Monroe, Coastal Carolina University*

Satisfaction and Aspirations: Differences Under Conditions of Equitable Payment and Underpayment

*R. Eugene Hughes, East Carolina University*

Mediating Effects of Information Quality on Trust and Performance in Interorganizational Relationships

*William C. McDowell, East Carolina University*

*Joy H. Karriker, East Carolina University*

Affecting Organizational Identity: A Manager's Influence

*Melita Prati, East Carolina University*

*Amy McMillan-Capehart, East Carolina University*

*Joy H. Karriker, East Carolina University*

Role of Organizational Culture on Project Success

*Hulya Julie Yazici, Florida Gulf Coast University*

**Discussants**

*William C. McDowell, East Carolina University*

*Maria L. Bullen, Clayton State University*

*Hulya Julie Yazici, Florida Gulf Coast University*

*Robert Gehling, Auburn University - Montgomery*

**[ST3] QUANTITATIVE MODELING**

8:00AM to 9:30 AM

Room 302

**Chairperson**

*Cliff T. Ragsdale, Virginia Tech*

Developing a Tool for Undergraduate Business Students Similar to Dr. Deming's Red Bead Experiment

*Robert L. Andrews, Virginia Commonwealth University*

*Stephen W. Custer, V C U*

An Approximate Method for Staffing in M/M/S Queuing Systems

*Farzaneh Fazel, Illinois State Univer*

*Ahmad Fakhri, Bradley University*

The Relationship Between Multi-car Teams and Winning in Nascar

*Tracy D. Rishel, Belmont Abbey College*

*C. Barry Pfitzner, Randolph-Macon College*

**Discussants**

*C. Barry Pfitzner, Randolph-Macon College*

*Barbara A. Price, Georgia Southern University*

*Ellen M. Walk, University of Richmond*

**8:00AM**

**[SU1] STUDENT PAPER COMPETITION**

*8:00AM to 9:30 AM*

*Room 310*

**Chairperson**

*George S. Lowry, Randolph-Macon College*

Work/Life Balance - What Do Corporations Tout?

*Sara B. Kiser, Judson College*

*Jennifer Jones Jones, Judson College*

*Charity Fuller, Judson College*

An Empirical Investigation of the Influence of Social Value Orientations and Knowledge  
Asymmetry in the Formulation of Advice

*Samantha P.L. Lee, University of Sydney*

**Judges**

*Tanya Goette, Georgia College*

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

**Student Paper Competition**

*Co-sponsored by*

Randolph Macon College  
Dr. William Johnston, Provost

*and*

Dr. Ron Green, Dean  
School of Business Administration  
The Citadel

**8:00AM**

**[WA2] IT: ITS MANY FORMS**

8:00AM to 9:30 AM

Room 314

**Chairperson**

*Jay M. Teets, Coastal Carolina University*

Computing Tools for Effective Healthcare Delivery Operations - The Case of Kaiser  
Permanente

*Arvinder P.S. Loomba, San Jose State University*

*Manmeet K. Loomba, Kaiser Permanente*

Using Web Technologies to Improve Rural Access to Health Care Information

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

*Jay M. Teets, Coastal Carolina University*

*Lance A. Matheson, Virginia Tech*

Reduction of Field Loss By a Video Processing System

*Timur Z. Mirzoev, Georgia Southern University*

**Discussants**

*Harry L. Reif, James Madison University*

*Arvinder P.S. Loomba, San Jose State University*

*Reza Kheirandish, Clayton State University*

**9:30AM**

**COFFEE BREAK**

*Sponsored by*

Dept. of Information Systems

Dr. Tom Case, Chair

Dept. of Information Technology

Dr. Art Gowan, Chair

Georgia Southern University

*9:30AM to 10:00 AM Lakeview*

**10:00AM**

**[SP6] POTPOURRI OF SPECIAL TOPICS**

10:00AM to 11:30 AM

Room 310

**Chairperson**

*Jay M. Teets, Coastal Carolina University*

A Feasibility Study for U.S. Regional Universities to Enter China's Higher Education Market

*Qidong Cao, Winthrop University*

*Thomas E. Griffin, Nova Southeastern University*

Regression to the Mean, Baseball, Age, and Batting Average

*C. Barry Pfitzner, Randolph-Macon College*

*Evan Dungan, Randolph-Macon College*

U.S. Competitiveness and Global Markets

*Anthony Narsing, Macon State*

*A. Ouandlous, Savannah State University*

*Harry G. McAlum, Macon State College*

**Discussants**

*Changsub Shim, Savannah State University*

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

*Elisabeth L. Velasquez, Roanoke College*

**[IS9] WORKSHOP: USING KML, XML, AND XSL TO CREATE  
GOOGLE EARTH  
APPLICATIONS**

10:00AM to 11:30 AM

Room 314

**Coordinator**

*Betsy Page Sigman, Georgetown University*

**Leader**

*William J. Garr, Georgetown University*

**[IE4] PANEL: USING TECHNOLOGY TO ENHANCE,  
BROADEN THE REACH AND/OR INCREASE THE EFFICIENCY  
OF INSTRUCTION**

10:00AM to 11:30 AM

Room 306

**Moderator**

*Barbara A. Price, Georgia Southern University*

**Panelists**

*Robert L. Andrews, Virginia Commonwealth University*

*Wilma M. Andrews, Virginia Commonwealth University*

**10:00AM**

**[IE5] PROGRAM AND CURRICULUM MATTERS**

10:00AM to 11:30 AM

Room 302

**Chairperson**

*Tanya Goette, Georgia College*

A Discussion of Word Problem Structure in a Management Science Course

*Randall Reid, University of West Florida*

*Julie Ann Stuart Williams, University of West Florida*

Management Class at Disney World: The Impact of a Special Topics Maymester Course

*Suzanne J. Smith, Presbyterian College*

Outsourcing a High Speed Internet Access Project: An Information Technology Class

Case Study - Part II

*William B. Carper, University of West Florida*

*Richard G. Platt, University of West Florida*

*Michael McCool, (No Affiliation)*

**Discussants**

*Tanya Goette, Georgia College*

*Elaine D. Seeman, East Carolina University*

*Marilyn Smith, Winthrop University*

**[MK3] MARKETING AND PURCHASING ISSUES**

10:00AM to 11:30 AM

Room 308

**Chairperson**

*Notis Pagiavlas, Winston-Salem State University*

The Activation-Expectations Model of Channel Power: Matching or Exceeding Expectations

*Kenneth W.H. Day, Jacksonville State University*

Evolving Issues Surrounding Vendor Analysis

*John E. Timmerman, The Citadel*

Relevance of Ethnocentrism Among Consumers in Kuwait

*Christopher Ziemnowicz, University of North Carolina - Pembroke*

*Victor Bahhouth, University of North Carolina - Pembroke*

*Yussef Zgheib, Notre Dame University - Lebanon*

**Discussants**

*Nikki M. Finlay, Clayton State University*

*Christopher Ziemnowicz, University of North Carolina - Pembroke*

*Linda G. Sprague, Rollins College*

**10:00AM**

**[TP4] TEACHING TIPS # 1**

*10:00AM to 11:30 AM*

*Room 312*

**Chairperson**

*Richard E. Crandall, Appalachian State University*

An Analysis of Role Play in Ethical Decision Making: Consolidated Widgets International  
*Max Burns, North Georgia College*

The Teaching Test

*Judith Hunt, East Carolina University*

Prerequisite Coursework as a Predictor of Performance in a Graduate Management Course.

*Amy McMillan-Capehart, East Carolina University*

*Tope Adeyemi-Bello, East Carolina University*

**Discussants**

*Judith Hunt, East Carolina University*

*Sharynn M. Tomlin, Angelo State University*

*Henrique Luiz Correa, Crummer Gsb, Rollins College*

**Noon**

**PRESIDENT'S LUNCH**

*Noon to 1:30 PM Lakeview Dining*