



SEDSI

**SOUTHEAST DECISION SCIENCES INSTITUTE
FORTY-FOURTH ANNUAL MEETING**

February 19-21, 2014

PROGRAM

i



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Welcome to the Southeast Decision Sciences Institute Conference

On behalf of the council, officers, and 2014 program committee, I would like to welcome you to the 44th Annual Meeting of the Southeast Decision Sciences Institute in beautiful Wilmington, NC. The program committee has put together an excellent program with 121 papers, panels and workshops in 42 regular sessions. I hope this year's meeting is a pleasant and worthwhile experience for you. I would personally like to thank the Program Committee for doing an outstanding job creating a compelling program. I would also like to thank the Council for giving me this opportunity to serve Southeast Decision Sciences Institute as your program chair. I hope this meeting will provide you an opportunity to renew old acquaintances and to meet new colleagues from universities, businesses, and other organizations throughout the southeast and beyond.

As part of the conference this year, Bob Andrews has once again organized a mini-conference focusing on "Making Statistics more Effective in Schools of Business." These sessions are open to all conference attendees and will be held during the Thursday and Friday sessions. Joan Donohue and her team have organized our student paper competition which features 38 submissions that will be presented across all three days. Please try to attend some of the student paper sessions and support these future scholars and potential colleagues. And finally we will have the nation's leading publishers exhibiting their materials so please stop by their tables in the registration area to see what they have to offer.

In order to facilitate attendance we've changed our annual business meeting to Thursday at 8:45, please grab your breakfast and come join us! We look forward to hosting everyone at the President's reception at 6:30 PM on Thursday February 20th. Also, please remember to attend the President's Luncheon on Friday February 21st at Noon. At the annual luncheon we will be recognizing the people who have contributed to the success of this meeting and also to the organization over the years. We will also recognize the winners of the Student Paper Competitions and the best papers in track.

I would like to thank Drs. George Lowry, Chris Zobel, and Kellie Keeling for providing ongoing guidance and support. I would also like to thank all the track chairs, reviewers, and student paper judges for their hard work in making a high quality program possible. Many thanks go to Dr. Al Avery for his expertise with the Conference Management System and to Dr. John O'Malley for maintaining and updating the web site. I also want to thank all the session chairs and discussants for their participation. My special thanks to all the organizations and individuals that have provided financial support for the conference.

I would not have undertaken this job without the support of my Dean Dr. Stanley Eakins, and my institution East Carolina University. I would also like to give special thanks to Dr. Drew Rosen for making the arrangements with the hotel, to Dr. Elaine Seeman as my Associate Program Chair, and to my mother, Sue Barton, for her assistance at the registration desk!

Finally, I would like to say thank you to all the participants for making this meeting possible. Enjoy the meeting!

Shanan G. Gibson, PhD
2014 SE DSI Program Chair



Decision Sciences Institute

The Decision Sciences Institute is a professional society dedicated to the development and application of quantitative and behavioral methods to administrative problems. Most functional areas of business are represented among the membership. Through its journals, *Decision Sciences* and the *Decision Sciences Journal of Innovative Education*, along with national, international, and regional meetings, and other activities, the Decision Sciences Institute serves as a vehicle to advance and disseminate the theory, application, pedagogy, and curriculum development of the decision sciences.

Wilmington, North Carolina

Also known as the Port City, Wilmington is located in the southeastern corner of North Carolina between the Cape Fear River and the Atlantic Ocean. Although not just a tourist town, Wilmington, NC boasts attractions such as the Battleship North Carolina, Airlie Gardens, numerous golf courses, and almost everyone enjoys touring the historic district with its variety of architecture, unique shops and restaurants. Depending on whom you ask, the 44th annual meeting of the SE DSI is being held in a "most fun, affordable city," "best arts town," "top 10 recreation city," or "the next big thing." However you choose to describe Wilmington, NC, we know that you will enjoy not only the 44th annual conference, but will find myriad activities for all age groups and interests.

Sponsors and Exhibitors

Special thanks to our exhibitors and sponsors:

Appalachian State University

East Carolina University, College of Business

Furman University, Department of Business & Accounting

Hawkes Learning Systems

James Madison University, Department of Computer Information Systems & Business Analytics

University of North Carolina Wilmington, Cameron School of Business & the Information Systems &

Operations Management Department

Pearson Education

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A. James Wynne
Virginia Commonwealth University



Past Presidents

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1972-1973	Merwyn Elliott	1993-1994	Joanna R. Baker
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1983-1984	K. Roscoe Davis	2004-2005	Chandrashekar Challa
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1986-1987	Carl Gooding	2007-2008	Robert T. Barrett
1987-1988	Terry Rakes	2008-2009	Amit J. Shah
1988-1989	Betty Whitten	2009-2010	Barry A. Wray
1989-1990	James A. Pope	2010-2011	Wesley M. Jones, Jr.
1990-1991	William Hardy	2011-2012	Quinton J. Nottingham
1991-1992	Robert L. Andrews	2012-2013	George Lowry



Distinguished Service Award Recipients

Robert L. Andrews Virginia Commonwealth University	James A. Pope University of Toledo
Hope M. Baker Kennesaw State University	Terry R. Rakes Virginia Tech
Joanna R. Baker University of North Carolina - Charlotte	Stephanie S. Robbins University of North Carolina - Charlotte
Arthur G. Bedeian Louisiana State University	L. Drew Rosen University of North Carolina - Wilmington
William B. Carper University of West Florida	Brooke A. Saladin Wake Forest University
James M. Clapper Belmont University	Bernard W. Taylor III Virginia Tech
Edward Clayton Virginia Tech	Joseph G. Van Matre University of Alabama - Birmingham
Roscoe Davis University of Georgia	Betty Whitten University of Georgia
Carl W. Gooding Jacksonville State University	A. James Wynne Virginia Commonwealth University
Sang M. Lee University of Nebraska - Lincoln	Mary Sue Younger University of Tennessee
Laurence J. Moore Virginia Tech	Ronald Zigli The Citadel



Program Committee

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Shanan Gibson..... East Carolina University

Associate Program Chair

Elaine Seeman East Carolina University

Proceedings Editor

Albert E. Avery..... Towson University

Local Arrangements Coordinator

Drew Rosen..... University of North Carolina - Wilmington

Placement/Technology Coordinator

Jason Deane Virginia Tech

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Accounting, Business Ethics & Law, Information Privacy & Security

Catherine Staples..... Randolph-Macon College

Agricultural & Environmental Economics, Economics & Finance

Shanan Gibson East Carolina University

Analytics, Business Intelligence, Data Mining & Statistics

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Hospitality, Recreation & Sports

Steve Lang Randolph-Macon College

Innovative Education, Teaching & Pedagogy

Suzanne J. Smith..... Presbyterian College

IS, IT, e-Business and Social Media

Chuck Leska Randolph-Macon College

Management, Organizational Behavior, Organizational Theory & HRM

Sara B. Kiser Alabama State University

Marketing and International Business

Elisabeth G. Velazquez..... Roanoke College

Public Sector, Not for Profit & Healthcare Management

Wilma M. Andrews Virginia Commonwealth University

Student Papers

Joan M. Donohue..... University of South Carolina

Supply Chain Management and Logistics, POM and TQM

Richard W. Monroe East Carolina University



Reviewers

Cheryl L. Aasheim.....	Georgia Southern University
Robert L. Andrews	Virginia Commonwealth University
Ajay K. Aggarwal.....	Henderson State University
Amit Arora	Savannah State University
Hope M. Baker.....	Kennesaw State University
Robert T. Barrett	Lander University
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Janice A. Black	Coastal Carolina University
Edward Brown.....	Alabama State University
Margaret M. Capen	East Carolina University
Josey Chacko	Virginia Tech
Huichuan Chen	University of Tennessee at Martin
Subhasish Dasgupta.....	George Washington University
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James D. Doyle.....	University of North Carolina at Pembroke
Keli Feng.....	South Carolina State University
Gary M. Fetter.....	Radford University
Monica B. Fine.....	Coastal Carolina University
Nikki M. Finlay.....	Clayton State University
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He-Boong Kwon.....	Colorado State University - Pueblo
Matthew A. Lantham	Virginia Tech
Michael Latta.....	Coastal Carolina University
James P. Lawler	Pace University
Laquanda Leaven	North Carolina A&T State University
Chuck Leska	Randolph-Macon College
Howard Ling.....	University of North Carolina at Pembroke



George S. Lowry	Randolph-Macon College
Cynthia B. Lucking	Presbyterian College
Anthony Narsing	Middle Georgia State College
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Richard W. Monroe	East Carolina University
Shona Morgan	North Carolina A&T State University
Nathan A. Oestreich	San Diego State University
Patrick Olson	National University
Sung-Hee Park	Dalton State College
C. Barry Pfitzner	Randolph-Macon College
Tammy L. Prater	Alabama State University
Zhaoqiong Qin	North Carolina A&T State University
Cliff T. Ragsdale	Virginia Tech
Randall Reid	University of West Florida
Emma Jane Riddle	Winthrop University
Donna M. Schaeffer	Marymount University
Edward D. Showalter	Randolph-Macon College
Marilyn Smith	Winthrop University
Suzanne J. Smith	Presbyterian College
Wayne A. Smith	Presbyterian College
Claudia J. Stanny	University of West Florida
Catherine L. Staples	Randolph-Macon College
Forrest Stegelin	University of Georgia
Nick Thomopoulos	Illinois Institute of Technology
Tobin Turner	Presbyterian College
Nicholas Twigg	Coastal Carolina University
Joanne S. Utley	North Carolina A & T State University
Elisabeth G. Velazquez	Roanoke College
Joann Williams	Judson College
Julie Ann Stuart Williams	University of West Florida
A. James Wynne	Virginia Commonwealth University
Yanjun Yu	Southern University at New Orleans
Jeffrey D. Young	Mount Saint Vincent University
Christopher W. Zobel	Virginia Tech



Special Events and Meetings

Wednesday, February 19

Registration	11:00 AM
11:00 AM to 6:00 PM, Cape Fear Registration	
Exhibition	11:00 AM
11:00 AM to 5:00 PM, 3 rd Floor Lobby	
Coffee	2:45 PM
2:45 PM to 3:00 PM, 3 rd Floor Lobby	
Distinguished Service Award Committee Meeting	5:00 PM
5:00 PM to 6:15 PM, Cape Fear, Salon A	

Thursday, February 21

SEDSI Council Meeting	7:30 AM
7:30 AM to 8:45 AM, Magnolia	
Registration	8:00 AM
8:00 AM to 5:00 PM, Cape Fear Registration	
Exhibition	8:00 AM
8:00 AM to 5:00 PM, 3 rd Floor Lobby	
Continental Breakfast	8:00 AM
8:00 AM to 8:30 AM, 3 rd Floor Lobby	
SEDSI Business Meeting	8:45 AM
8:45 AM to 10:00 AM, Cape Fear, Salon A	
Coffee	10:00 AM
10:00 AM to 10:15 AM, 3 rd Floor Lobby	
SEDSI Officers Meeting	11:45 AM
11:45 AM to 1:15 PM, Magnolia	
Coffee	2:45 PM
2:45 PM to 3:00 PM, 3 rd Floor Lobby	
SE INFORMS Officers Meeting	4:30 PM
4:30 PM to 5:45 PM, Cape Fear, Salon A	
President's Reception	6:30 PM
6:30 PM to 8:30 PM, Magnolia/Dogwood/Grand	
Undergraduate Poster Displays.....	6:30 PM
6:30 PM to 7:45 PM, Magnolia/Dogwood/Grand	

Friday, February 22

Registration	8:00 AM
8:00 AM to 11:30 AM, Cape Fear Registration	
Exhibition	8:00 AM
8:00 AM to 11:30 AM, 3 rd Floor Lobby	
Continental Breakfast	8:00 AM
8:00 AM to 8:30 AM, 3 rd Floor Lobby	
Coffee	10:00 AM
10:00 AM to 10:15 AM, 3 rd Floor Lobby	
President's Luncheon	Noon to 1:30 PM, Azalea



Wednesday, February 19

11:00AM

EXHIBITION	11:00 AM-5:00 PM	3 rd Floor Lobby
REGISTRATION	11:00 AM 6:00 PM	Cape Fear Registration Area

1:30 PM

[AG1] AGRICULTURAL & ENVIRONMENTAL ECONOMICS I

1:30PM to 2:45 PM

Cape Fear, Salon A

Session Chair

Nikki M. Finlay, Clayton State University

Sell in May and Go Away Revisited

Ladd Michael Kochman, Kennesaw State University

Faith-Based Investment

Liang Ding, University Of North Carolina At Pembroke

GDP Growth, Unemployment, Financial Stress: The Us and the UK

C. Barry Pfitzner, Randolph-Macon College

Steven D. Lang, Randolph-Macon College

Discussants

Steven D. Lang, Randolph-Macon College

Nikki M. Finlay, Clayton State University

Craig S. Galbraith, University of North Carolina - Wilmington

[AN1] THE INTERACTION OF DATA & USERS

1:30PM to 2:45 PM

DeRosset Room

Session Chair

Kellie B. Keeling

University of Denver

Users' Behavior Comparison Between Newcomers And Experienced Users In Online Knowledge Communities

Zhilei Qiao, (No Affiliation in Address)

Alan Wang, Virginia Tech

Aditya Johri, (No Affiliation in Address)

Comparing User Text Ratings of Doctors with Their Quantitative Ratings

Kellie B. Keeling, University of Denver

Tabitha L. James, Virginia Tech

Deborah F. Cook, Virginia Tech

Social Media and Project Management: The Next Generation Communication Tool to Enhance an Evolving Relationship and Improve Project Success

A. James Wynne, Virginia Commonwealth University

Chandrashekar D. Challa, Virginia Commonwealth University

Bernie W. Farkas, Virginia Commonwealth University

Discussants

A. James Wynne, Virginia Commonwealth University

Zhilei Qiao, (No Affiliation in Address)

Sathasivam Mathiyalakan, Winston-Salem State University

[ED1] EDUCATION POTPOURRI

1:30PM to 2:45 PM

Carolina Room

Session Chair

Suzanne J. Smith, Presbyterian College

Outsourced: Romantic Comedy Meets World Economic Data and Cross-Cultural Management Concepts in Heat Maps

Suzanne J. Smith, Presbyterian College

A Study Of Disability Film Media At A Major Metropolitan University

James P. Lawler, Pace University

Discussants

Christina D. McCart, Roanoke College

Robert T. Barrett, Lander University

[MK1] MOBILE APPS AND MILLENIALS

1:30PM to 2:45 PM

Dudley Room

Session Chair

Monica B. Fine

Coastal Carolina University

Choosing a Career in Marketing: The Perception of Millennial Students

Kimberly E. Scruton, Methodist University

Howard Ling, University of North Carolina at Pembroke

Attitudes Toward Receiving Current Events Through Mobile Applications

Monica B. Fine, Coastal Carolina University

Paul Clark, (No Affiliation)

Melissa Clark, Coastal Carolina University

Discussants

Elisabeth G. Velazquez, Roanoke College

William R. Crandall, University of North Carolina at Pembroke



[PU1] UNDERGRADUATE STUDENT PAPERS I

1:30PM to 2:45 PM

Cape Fear, Salon B

Session Chairs

Tracy D. Rishel, Wake Forest University

Sung-Hee Park, Dalton State College

Elaine Seeman, East Carolina University

A Survey of Business Alumni: Evidence of Continuing Need for Law Courses in the Business Curriculum

Anjail Abdul-Salaam, Savannah State University

Supply Chain Risk Management of Counterfeit Prescription Medication in the Pharmaceutical Industry

Joshua Darren Lane, Savannah State University

Guilt Appeals in Advertising: How "guilt" Relates to a Firm's Corporate Social Responsibility

Briyoni S. Bester, Savannah State University

The Role of Global Strategies in International Business: Evidence from Mcdonald's and Walmart in China

Milan Beall, Savannah State University

Human Resource and Its Critical Impact on Firm Performance: Employee Engagement and New Employee Onboarding

Ahkanyala J. Jordan, Savannah State University

The Role of Social Media in Arab Spring: Case of Tunisia

Amel Nefatni, Savannah State University

Luxury Partner-Branding: What Happens when ~uxury' is on Your Side?

Dominique White, Savannah State University

[SC1] SUPPLY CHAIN STRATEGIES: REMANUFACTURING AND POSTPONEMENT

1:30PM to 2:45 PM

Latimer Room

Session Chair

Shona Morgan, North Carolina A&T State University

An Update on the Progress in Remanufacturing Line Balancing
Shona Morgan, North Carolina A&T State University

Toward an Understanding of Risk in the Process Industry
Monique L. French, University of Colorado - Colorado Springs

P. Richard Martin, Coastal Carolina University

Richard W. Monroe, East Carolina University

Discussants

Wesley M. Jones, Jr., The Citadel

Amit Arora, Savannah State University

Wednesday, 2:45PM

COFFEE	2:45 PM-3:00 PM	3rd Floor Lobby
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Wednesday, 3:00 PM

[AN2] TUTORIAL: A DATA ANALYTICS TOOL DEMONSTRATION

3:00PM to 4:15 PM

DeRosset Room

The tutorial will provide an overview of data analytics tools and a demonstration of the Excel data mining add-in.

Presenter

Cheryl L. Aasheim, Georgia Southern University

[ED2] WORKSHOP: BUILDING AN EDUCATIONAL BRIDGE TO ADDRESS BOTH EMPLOYER EXPECTATIONS AND MANAGEMENT STUDENTS' COMPETENCY DEVELOPMENT

3:00PM to 4:15 PM

Carolina Room

Higher education faces significant challenges with the heightened attention on both the quality of instruction and workforce readiness. Employers as external stakeholders have challenged institutions to address deficiencies that impact workforce readiness (e.g., demonstrated knowledge of content areas) and procedural knowledge (e.g., skillfulness; The Conference Board et al., 2006). This workshop reviews the observed deficiencies in the competencies for students in management programs that have implications for curriculum development and assessment. While some lessons already learned will be shared, this workshop is also about generating new ideas and learning from each other. Finally, different teaching techniques and their appropriate use given different student gap profiles is discussed.

Coordinators

Janice A. Black, Coastal Carolina University
J. Kay Keels, Coastal Carolina University
Nicholas Twigg, Coastal Carolina University
Arlise P. Mckinney, Coastal Carolina University

[ED3] LEARNING & ASSESSMENT

3:00PM to 4:15 PM

Latimer Room

Session Chair

George S. Lowry, Randolph-Macon College

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

George S. Lowry, Randolph-Macon College
Edward D. Showalter, Randolph-Macon College
Timothy W. Merrill, Randolph-Macon College

Initial Assessment of Student Models to Memos

Julie Ann Stuart Williams, University of West Florida
Claudia J. Stanny, University of West Florida
Randall Reid, University of West Florida
Christopher Hill, West Florida University of

Discussants

Lisa Williams, Pennsylvania State University
Michael Latta, Coastal Carolina University

[MG1] CREATING A COMPETITIVE ADVANTAGE: GLOBAL, EMPLOYEE, AND CONSUMER TRUST ISSUES

3:00PM to 4:15 PM

Cape Fear, Salon A

Session Chair

Sara B. Kiser, Alabama State University

Intrinsic or Extrinsic Factors: What Matters Most to Singapore Students Entering the Workforce

Amit J. Shah, Frostburg State University
Michael Monahan, Frostburg State University
Rainer Jochum, Baden-Wuerttemberg Cooperative State University

Managers and Fallacy of Composition

Ibrahim Anil, Marmara University
Ahmet Cakmak, Marmara University
Nesrin Sungur, Marmara University
Cem Canel, University of North Carolina - Wilmington

Discussants

Cem Canel, University of North Carolina - Wilmington
Tobin Turner, Presbyterian College

[PU2] UNDERGRADUATE STUDENT PAPERS II

3:00PM to 4:15 PM

Cape Fear, Salon B

Session Chairs

Tracy D. Rishel, Wake Forest University
Sung-Hee Park, Dalton State College
Elaine Seeman, East Carolina University

Marketing Meets Web 2.0: What's Trending in Chinese Social Media?

Sharmayne Overton, Savannah State University

What Determines Gold Prices?

Linh Chu, Randolph-Macon College

Living Young Wild and Free: Should Advertisers Focus More on the Spending of Younger Demographics?

Anthony L. Taylor, Savannah State University

Data Mining: New Retail Weapon for a Struggling Economy

Allen Phan, Savannah State University

Detecting and Preventing Fraud in Accounting Field: Ethical Implications and Human Behavior

Andrea Pavlovic, Savannah State University

Supply Chain Metrics for Potable Water Distribution in Middle East Refugee Camps

Benjamin Schwengel, Savannah State University

Subliminal Advertising: The Real Life Status Quo

Wynitta Lee, Savannah State University

[SC2] DISASTER RELIEF SUPPLY CHAINS AND SECURITY TOPICS

3:00PM to 4:15 PM

Dudley Room

Session Chair

Joanne S. Utley, North Carolina A & T State University



A Goal Programming Formulation of Disaster Relief Supply Chain Design Problem

Jae-Dong Hong, South Carolina State University

Keli Feng, South Carolina State University

Security in Service Operations

Joanne S. Utley, North Carolina A & T State University

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

Kathryn Dobie, North Carolina A&T State University

Evaluating and Analyzing Disaster Relief Supply Chain: A Simulation Approach

Keli Feng, South Carolina State University

Fariba Tebyanian, South Carolina State University

Discussants

Zhaoqiong Qin, North Carolina Agricultural and Tech. State University

Tatiana Rudchenko, Kennesaw State University

Marilyn Smith, Winthrop University

Wednesday, 5:00PM

[MT1] MEETING: DISTINGUISHED SERVICE AWARD COMMITTEE

5:00PM to 6:15 PM

Cape Fear, Salon A

Chairperson, L. Drew Rosen, University of North Carolina - Wilmington



Thursday, February 20

7:30AM

[MT2] MEETING: SEDSI COUNCIL

7:30AM to 8:45 AM

Magnolia Room

Chairperson, A. James Wynne, Virginia Commonwealth University

8:00AM

EXHIBITION

8:00 AM-5:00 PM

3rd Floor Lobby

CONTINENTAL BREAKFAST

8:00-8:30 AM

3rd Floor Lobby

REGISTRATION

11:00 AM 6:00 PM

Cape Fear Registration Area

8:45AM

[MT3] MEETING: SEDSI BUSINESS MEETING

8:45 AM to 10:00 AM

Cape Fear, Salon A

Chairperson, Christopher W. Zobel, Virginia Tech

10:00AM

COFFEE

10:15 AM-10:15 AM

3rd Floor Lobby

10:15 AM

[SP1] WORKSHOP: METHODS AND CONTENT FOR PROVIDING BETTER STATISTICS INSTRUCTION

10:15AM to 11:30 AM

McRae Room

Program creation and course instruction involves deciding what should be included, how it should be delivered and selecting the best supplements to use to assist in the learning process. Session presenters will give their perspectives on: 1. Adapting course delivery and structure to different audiences, 2. Experiences with two different business statistics textbooks and course management systems, 3. Giving students exposure to Bayesian statistical methods. These initial presentations will serve as a springboard for the audience to react to the presenter's perspectives and provide their own perspectives on these topics. .

Coordinator

Robert L. Andrews, Virginia Commonwealth University

Leaders

Joan M. Donohue, University of South Carolina

Christopher M. Lowery, Georgia College & State University

William Johnson Miller, Georgia College & State University

Robin M. Snyder, (No Affiliation)

[AG2] ISSUES IN ECONOMICS II

10:15AM to 11:30 AM

Dudley Room

Session Chair

C. Barry Pfitzner, Randolph-Macon College

Postponement Assembly As a Supply Chain Management Strategy

Nick T. Thomopoulos, Illinois Institute of Technology

Perceptions and Concerns of Southeastern Nonindustrial Private Forest Landowners of the Woody Biomass and Bio-Energy Markets

Danielle Hernandez, University of Georgia

Forrest Stegelin, University of Georgia

Impacts Of Panama Canal Expansion On The Southeastern Cotton Industry

Forrest Stegelin, University of Georgia

Discussants

George S. Lowry, Randolph-Macon College

C. Barry Pfitzner, Randolph-Macon College

Rebecca Gonzalez, University of North Carolina at Pembroke



[AN3] DATA & METRICS

10:15AM to 11:30 AM

Carolina Room

Session Chair

Robert M. Nauss, University of Missouri - St. Louis

Utilizing Lagrangean Relaxation for Solution of Hard Generalized Assignment Problems

Robert M. Nauss, University of Missouri - St. Louis

Big Data Options for Small Business

Donna M. Schaeffer, Marymount University

P. Olson, National University

Disney and Metrics for Sustainability

Donna M. Schaeffer, Marymount University

Cynthia Knott Eck, Marymount University

Discussants

Zhilei Qiao, (No Affiliation in Address)

Robert M. Nauss, University of Missouri - St. Louis

Cheryl L. Aasheim, Georgia Southern University

[IS1] SOCIAL COMPUTING AND MEDIA

10:15AM to 11:30 AM

Cape Fear, Salon A

Session Chair

Chuck Leska, Randolph-Macon College

Minority Student's Use of Facebook

Sathasivam Mathiyalakan, Winston-Salem State University

George Heilman, Winston-Salem State University

Sharon White, Winston-Salem State University

Jorge O. Brusa, Texas A & M International University

Pablo C. Gutierrez, Texas A & M International University

Effects of Social Media Usage on Hbcu College Students' Academic Performance

Yanjun Yu, Southern University - New Orleans

Henry K. Fulk, Southern University - New Orleans

State of Research in Social Computing

Subhasish Dasgupta, George Washington University

Sandra A. Vannoy, Appalachian State University

Discussants

Yanjun Yu, Southern University - New Orleans

George Heilman, Winston-Salem State University

Chuck Leska, Randolph-Macon College

[MK2] MARKETING AND GOVERNMENT: "GMO" LABELING & INTERNATIONAL TRADE PROMOTIONS

10:15AM to 11:30 AM

DeRosset Room

Session Chair

Elisabeth G. Velazquez, Roanoke College

Did Political Orientation and Economic Self-Interest Affect the Outcome of California Proposition 13

Howard Ling, University of North Carolina at Pembroke

Examining the Role of Trade Promotion Programs in Increasing Export Capacity of Small Scale Enterprises.

Renu Singh, South Carolina State University

Discussants

Monica B. Fine, Coastal Carolina University

Sara B. Kiser, Alabama State University

[PU3] UNDERGRADUATE STUDENT PAPERS III

10:15AM to 11:30 AM

Cape Fear, Salon B

Session Chairs

Sung-Hee Park, Dalton State College

Tracy D. Rishel, Wake Forest University

Elaine Seeman, East Carolina University

Do Ads Work on Social Networks?

Breija Blocker, Savannah State University

Discrimination and Ethics of Human Resource Management in the Workplace

Michael Green, Savannah State University

Do Counterfeits Raise the Appeal of Luxury Brands?

Shawana Rapp, Savannah State University

Warehouse Management: Voice Recognition Raising Firm Performance and Increasing Efficiency

Jeffrey Iwanski, Savannah State University

Breaking the Glass Ceiling: The Effectiveness of Women in Top Managerial Positions

Teanesa Fabian, Savannah State University

Evolution of Masculinity Appeals in Advertising: Introducing Traditional versus Contemporary Masculinity

Caroline Shaffer, Savannah State University

The Relationship between Job-Satisfaction and Customer-Satisfaction

William Proulx, Savannah State University

Thursday, 11:45AM

[MT4] MEETING: SEDSI OFFICERS

11:45 AM to 1:15 PM

Magnolia Room

Chairperson, Christopher W. Zobel, Virginia Tech



Thursday, 1:30 PM

[SP2] WORKSHOP: OVERVIEW OF ANALYTICS CAPABILITIES FOR EXCEL 2013 DATA

1:30PM to 2:45 PM

McRae Room

Traditional uses of Excel do not take advantage of the analytics capabilities of Excel 2013 Professional. This session will explore these capabilities and give an overview of new 2013 features that include Office Apps, PowerView, PowerPivot, PowerMap (GeoFlow), and PowerQuery and a couple Excel Add-ins that can be easily used for analytics.

Coordinators

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

[ED4] ISSUES IN EDUCATION

1:30PM to 2:45 PM

Carolina Room

Session Chair

Michael Latta, Coastal Carolina University

Assuring Academic Integrity Of Student Projects In An Introductory MIS Course - A Case Study

Esmail Mohebbi, University of West Florida

Randall Reid, University of West Florida

on? What in the World is Going

Sheila Foster, The Citadel

Robert E. Freer, The Citadel

Are College of Business Missions Really Aligned with Their University Missions?

Janice A. Black, Coastal Carolina University

Michael Latta, Coastal Carolina University

Discussants

Sheila Foster, The Citadel

Margaret M. Capen, East Carolina University

Reza Kheirandish, Clayton State University

[PM1] MBA STUDENT PAPERS I

1:30PM to 2:45 PM

Cape Fear, Salon B

Session Chairs

*Howard Ling, University of North Carolina at Pembroke
Christopher M. Lowery, Georgia College & State University
Matthew A. Lanham, Virginia Polytechnic Institute & State University*

William Johnson Miller, Georgia College & State University

Slice-of-Life vs. Slice-of-death Advertising Appeals

Christina King, Savannah State University

College Students' Time Management: Correlation with Academic Performance and Stress

Oumarou Dera, Savannah State University

The Influence of Workplace Attraction on Organizational Commitment and Retention

Me'Kia Davis, Savannah State University

Jasmine Pendergraph, Savannah State University

Black in Corporate America: An Exploratory Study to Guide Tomorrow's Leaders

Antonio Richmond, Savannah State University

[SC3] METRICS IN OPERATIONS AND SUPPLY CHAIN MANAGEMENT

1:30PM to 2:45 PM

Dudley Room

Session Chair

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

Supply Chain Delivery Performance Improvement for Uniformly Distributed Delivery Time

Tatiana Rudchenko, Kennesaw State University

Extending the Definition of Manufacturing Capability

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

Joanne S. Utley, North Carolina A & T State University

Discussants

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

Chuanhui Xiong, University of North Carolina at Pembroke

Thursday, 2:45PM

COFFEE

2:45 PM-3:00 PM

3rd Floor Lobby



Thursday, 3:00PM

[SP3] PANEL: WHAT ISSUES DO BIG DATA PRESENT FOR BUSINESS EDUCATION?

3:00PM to 4:15 PM

McRae Room

Big Data has received a lot of attention in business publications. How should course content and curriculum be influenced by Big Data? Are there different skills and knowledge that we should be teaching to better prepare students for a business environment that will be seeking to obtain actionable knowledge from the increased volume, variety and velocity of available data? Are there topics that have been historically taught in business statistics that should be replaced with Big Data relevant topics? The presenters and those attending will discuss these questions. .

Moderator

Robert L. Andrews, Virginia Commonwealth University

Panelists

Kellie B. Keeling, University of Denver

Robert A. Stine, Wharton School

[AC1] INFORMATION PRIVACY AND SECURITY, LEGAL, AND FINANCIAL ISSUES

3:00PM to 4:15 PM

Carolina Room

Session Chair

Steve Gill, San Diego State University

Analyzing Retirement Plan Loans, Especially Those for Principal Residence Acquisitions, Can Be Complicated

Steve Gill, San Diego State University

Nathan A. Oestreich, San Diego State University

The Legal, Income Tax and Estate Planning Implications of Strategies to Alleviate the Health Care, Financial Security and Asset Protection Concerns of U.S. Retired Elderly Persons

Brad R. Johnson, Francis Marion University

Neil Riley, Francis Marion University

Discussants

Brad R. Johnson, Francis Marion University

Vicki M. Luoma, Minnesota State University - Mankato

[ED5] PANEL: DESIGN AND DELIVERY OF A MASSIVE ONLINE OPEN COURSE (MOOC): WHY DO IT? HOW TO DO IT BEST? WHAT ARE THE IMPLICATIONS OF THEIR GROWTH AND FURTHER DEVELOPMENT?

3:00PM to 4:15 PM

Cape Fear, Salon A

Moderators

Ramin Cooper Maysami

University of North Carolina at Pembroke

Elaine D. Seeman

East Carolina University

John R. Drake

East Carolina University

[PS1] PUBLIC SECTOR, NOT FOR PROFIT & HEALTHCARE MGMT

3:00PM to 4:15 PM

DeRosset Room

Session Chair

Wilma M. Andrews

Virginia Commonwealth University

Analysis of Employee Learning on Operations and Supply Chain Management in Healthcare Industry

Hui-chuan Chen, University of Tennessee - Martin

Improving Hospital Laboratory Performance through Optimal Stage Selection: The Analytic Hierarchy Process Approach

Laquanda Temeca Leaven, North Carolina A&T State University

An Analysis of Organizational Structures Within Rural Multi-Hospital Systems

George Raul Audi, Ohio University

Margaret M. Capen, East Carolina University

Tony Polito, East Carolina University

Discussants

Margaret M. Capen, East Carolina University

Hui-chuan Chen, University of Tennessee - Martin

Laquanda Temeca Leaven, North Carolina A&T State University

University



[PM2] MBA STUDENT PAPERS II

3:00PM to 4:15 PM

Cape Fear, Salon B

Session Chairs

*Christopher M. Lowery, Georgia College & State University
Matthew A. Lanham, Virginia Polytechnic Institute & State University*

*Howard Ling, University of North Carolina at Pembroke
William Johnson Miller, Georgia College & State University*

Domestic Violence in College Students: The Effects of Male Dominance and Substance Abuse

Vida Marshall, Savannah State University

The Effects of Organizational Communication on Job Satisfaction and Job Performance

*Ndeye Dia, Savannah State University
Wendyam Ella Nikiema, Savannah State University*

Determinants of Self-Efficacy and Academic Performance of International Students in USA

*Achyut Deshineni, Savannah State University
Vittal Reddy Palle, Savannah State University*

What Will Attract Consumers to Purchase Luxury Diffusion Brands? The Influence of the (In)congruence of Country-of-Origin and Country-of-Manufacture

Yao Yao, Savannah State University

[SC4] BENCHMARKING, QUALITY AND RISK TOPICS

3:00PM to 4:15 PM

Dudley Room

Session Chair

*Richard W. Monroe
East Carolina University*

Better Practice Benchmarking Using Ann and DEA: Application to Rail Operators

He-Boong Kwon, Colorado State University - Pueblo

Quality Control Standards in the U.S. Military: How Has the Closed-Loop Supply Chain: Optimal Ordering Quantity and Price Setting of Remanufacturing

*Chuanhui Xiong, University of North Carolina at Pembroke
Xiangrong Liu*

Discussants

*Richard W. Monroe, East Carolina University
Nick T. Thomopoulos, Illinois Institute of Technology*

Thursday, 4:30 PM

[MT4] MEETING: SE INFORMS OFFICERS

4:30 PM to 5:45 PM

Cape Fear, Salon A

Chairperson, Reza Kheirandish, Clayton State University



Thursday, 4:30 PM

[AC2] ACCOUNTING ISSUES

4:30PM to 5:45 PM

Carolina Room

Session Chair

Joseph B. Gilmore, Frostburg State University

Managerial Accounting - Tool Kit or Hardware Department?

Sheila Foster, The Citadel

Accounting Curriculum Change Proposals: A Comparison of the Three Proposals

Catherine L. Staples, Randolph-Macon College

Discussants

Joseph B. Gilmore, Frostburg State University

Cem Canel, University of North Carolina - Wilmington

[AG3] ISSUES IN ECONOMICS

4:30PM to 5:45 PM

DeRosset Room

Session Chair

Forrest Stegelin, University of Georgia

Further Analysis Of The Size Premium In Small Business Valuation

Craig S. Galbraith, University of North Carolina - Wilmington

Curt H. Stiles, University of North Carolina - Wilmington

Jacqueline Benitez-Galbraith, University of North Carolina at Wilmington

Online Drug Pricing Comparison Between the U.S. And Canada

Daniel Bougt, University of North Carolina

Lydia Gan, University of North Carolina at Pembroke

Implementing Loan Requirements To Counter Moral Hazard

Rebecca Gonzalez, University of North Carolina at Pembroke

Discussants

Ladd Michael Kochman, Kennesaw State University

Forrest Stegelin, University of Georgia

Lydia Gan, University of North Carolina at Pembroke

[PM3] MBA STUDENT PAPERS III

4:30PM to 5:45 PM

Cape Fear, Salon B

Thursday, 6:30 PM

UNDERGRADUATE POSTER PRESENTATION

6:30 PM to 7:45 PM

Magnolia/Dogwood/Grand Room

PRESIDENT'S RECEPTION

6:30 PM to 8:30 PM

Magnolia/Dogwood/Grand Room



Friday, February 21

8:00AM

EXHIBITION	8:00 AM-11:30 AM	<i>3rd Floor Lobby</i>
CONTINENTAL BREAKFAST	8:00-8:30 AM	<i>3rd Floor Lobby</i>
REGISTRATION	11:00 AM 11:30 AM	<i>Cape Fear Registration Area</i>

8:45 AM

[SP4] TUTORIAL: THE ART AND SCIENCE OF PRESENTATIONS

8:45AM to 10:00 AM

Latimer Room

This special session provides fundamentals for creating effective PowerPoint presentations geared especially for conferences but applicable to other venues. Suggestions and methods for designing engaging presentations explore technical aspects of working with PowerPoint 2013 as well as a strong focus on aesthetics. Several examples show approaches to capturing and creating a persistence of attention based on neuroscience research. Using feedback from previous tutorials on this topic, this session is updated and reflects recent best practices in the use of PowerPoint as a presentation platform.

Presenters

*George S. Lowry, Randolph-Macon College
Wilma M. Andrews, Virginia Commonwealth University
Catherine Lowry Franssen, James Madison University*

[SP5] PANEL: EXPERIENCE WITH ADDING ANALYTICS TO THE ACADEMIC PROGRAM

8:45AM to 10:00 AM

McRae Room

Analytics is a hot topic with numerous sources forecasting that the future demand for individuals with analytics skills will exceed the supply. Universities are considering how analytics offerings can be included in their program offerings to provide better job opportunities for their graduates. The session will focus on experiences in creating an analytics course and in determining the curriculum for a degree component in analytics. Session leaders have a variety of experiences ranging from the undergraduate to graduate level. Audience members will be encouraged to share their experience and enter into discussion about analytics courses and curriculum. .

Moderator

Robert L. Andrews, Virginia Commonwealth University

Panelists

*Cem Canel, University of North Carolina - Wilmington
Stephen Hill, U. N. Carolina Wilmington
Kirk R. Karwan, Furman University
Kellie B. Keeling, University of Denver
Barry A. Wray, University of North Carolina - Wilmington*

[AC3] DATA, TRUST, POLITICS, & CONSEQUENCES

8:45AM to 10:00 AM

Cape Fear, Salon B

Session Chair

Tobin Turner, Presbyterian College

Crimes and Punishment at the Galleon Group: The Consequences of Illegal Insider Trading

Joseph B. Gilmore, Frostburg State University

Richard A. Johnson, Frostburg State University

Consumer Trust and Satisfaction: The Entrepreneur's Challenge of Establishing Scalable Trust

Tobin Turner, Presbyterian College

Cloud Computing - Management Benefits and Legal Challenges

Vicki M. Luoma, Minnesota State University - Mankato

Milton H. Luoma, Metropolitan State University

Discussants

Sheila Foster, The Citadel

Amit J. Shah, Frostburg State University

Joseph B. Gilmore, Frostburg State University

[ED6] HANDS ON LEARNING

8:45AM to 10:00 AM

DeRosset Room

Session Chair

*Christina D. McCart
Roanoke College*

An Experiential Model for Teaching Sustainable Operations

Christina D. McCart, Roanoke College

Michael Hutkin, Roanoke College

Experiential Learning Through Internships

Robert T. Barrett, Lander University

Samuel H. Tolbert, Lander University

Carol P. Wood, Lander University

Does Playing Monopoly Help Students Learn Accounting?

Cynthia B. Lucking, Presbyterian College

Discussants

Harry Katzan, Jr., Webster University

Cynthia B. Lucking, Presbyterian College

Edward D. Showalter, Randolph-Macon College



[ED7] WORKING WITH & UNDERSTANDING STUDENTS

8:45AM to 10:00 AM

Dudley Room

Session Chair

Reza Kheirandish, Clayton State University

What is a Good Predictor of Success in an MBA Program? A Follow-Up Study

Reza Kheirandish, Clayton State University

Michael H. Deis, Clayton State University

The Prevalence of Sustainable Values and Behaviors Among College Students: An Exploratory Student Research Activity

Elisabeth G. Velazquez, Roanoke College

The Time is Right for Teaching Business Intelligence

Wayne A. Smith, Presbyterian College

Discussants

Wayne A. Smith, Presbyterian College

Emma Jane Riddle, Winthrop University

Mauro Falasca, East Carolina University

[IS2] IS AND IT POTPOURRI

8:45AM to 10:00 AM

Carolina Room

Session Chair

A. James Wynne

Virginia Commonwealth University

A Semiotic Framework For Knowledge Management Systems Design

Yuan Li, Columbia College

Using A Summer Camp To Promote Computer Science

Chlotia P. Garrison, Winthrop University

Mobile Consumer Self-Confidence and Behaviors: Investigating the Consequences of Consumer Self-Confidence with Mobile Commerce

Sung-Hee Park, Dalton State College

Discussants

A. James Wynne, Virginia Commonwealth University

Sung-Hee Park, Dalton State College

Chlotia P. Garrison, Winthrop University

[PD1] PHD STUDENT PAPERS

8:45AM to 10:00 AM

Cape Fear, Salon A

Session Chairs

Laquanda Temeca Leaven, North Carolina A&T State University

Gary M. Fetter, Radford University

Sathasivam Mathiyalakan, Winston-Salem State University

To Ship or Not To Ship: That is the Question

Zachary E. Bowden, Virginia Tech

Does Quality Still Pay? Establishing a Conceptual Link between Quality Management and Supply Chain Resilience

Willis N. Mwangola, Georgia Southern University

Examining the Corporate Usage of Social Media: A Competitive Action Perspective

Yuhong Li, Virginia Tech

Alan Wang, Virginia Tech

Weiguo Fan, Virginia Tech

The United States Energy Supply System: The Influence of Production, Politics, and Sustainability

James R. Gibson, Texas Tech University

Friday, 10:00AM

COFFEE

10:15 AM-10:15 AM

3rd Floor Lobby



Friday, 10:15 AM

[SP6] WORKSHOP: IBM ANALYSIS SOFTWARE DEMONSTRATION

10:15AM to 11:30 AM

McRae Room

Coordinator

Robert L. Andrews, Virginia Commonwealth University

Leaders

Penelope K. Gardner, IBM Research Division

Anthony J. Young, IBM Research Division

[HS1] HOSPITALITY, RECREATION & SPORTS

10:15AM to 11:30 AM

Cape Fear, Salon B

Session Chair

Steven D. Lang, Randolph-Macon College

Success In NASCAR: The Statistical Determinants of Points

C. Barry Pfitzner, Randolph-Macon College

Tracy D. Rishel, Wake Forest University

Towards A Decision Support Model for Title IX Compliance

Gary M. Fetter, Radford University

Mauro Falasca, East Carolina University

Kelly Belanger, Virginia Tech

Discussants

Steven D. Lang, Randolph-Macon College

James R. Gibson, Texas Tech University

[SC5] APPLIED ANALYSIS IN OPERATIONS AND SUPPLY CHAIN MANAGEMENT

10:15AM to 11:30 AM

Carolina Room

Session Chair

Carl E. Betterton

The Citadel

An Experiment with Locating Facilities

Cem Canel, University of North Carolina - Wilmington

The Effect of Imperfection on Process Constraint Location

Carl E. Betterton, The Citadel

Discussants

He-Boong Kwon, Colorado State University - Pueblo

Michael Monahan, Frostburg State University

[PS2] STOCK MARKET PREDICTIONS AND CONSTRUCTION PROCUREMENT AUCTIONS

10:15AM to 11:30 AM

Cape Fear, Salon A

Session Chair

Wilma M. Andrews

Virginia Commonwealth University

Can the Stock Market Predict Elections Better Than the Polls?

Ajay K. Aggarwal, Henderson State University

Frank Smith, Colorado State University

A Study of Unbalanced Bidding in Construction Procurement Auctions

Joan M. Donohue, University of South Carolina

Timothy D. Fry, University of South Carolina - Columbia

Kathleen M. Whitcomb, University of South Carolina

A Study on the Dynamic Correlations among the Return Volatilities of the Three Major U.S. Stock Indices Surrounding the Great Recession

Zhixin Richard Kang, University of North Carolina at Pembroke

Ramin Cooper Maysami, University of North Carolina at Pembroke

Discussants

Joan M. Donohue, University of South Carolina

Ajay K. Aggarwal, Henderson State University

James P. Lawler, Pace University

Friday, 12-NOON

PRESIDENT'S RECEPTION

12:00 PM to 1:30 PM

Azalea Room

