



**SOUTHEAST DECISION SCIENCES INSTITUTE**  
ANNUAL MEETING  
February 25-27, 2015

PROGRAM  
Revised at completion of the Conference  
March 2, 2015



## **Welcome to the Southeast Decision Sciences Institute Conference**

On behalf of the council, officers, and 2015 program committee, I would like to welcome you to the 45th Annual Meeting of the Southeast Decision Sciences Institute (SEDSI) in beautiful Savannah, GA. The program committee has worked very hard to put together an excellent program with more than 100 papers, panels and workshops that I think you will find to be very enlightening and enjoyable. In addition to participating in some great sessions, I hope that this meeting will also provide you an opportunity to renew old friendships and to meet new colleagues from universities, businesses, and other organizations throughout the southeast and beyond. We are very fortunate this year to have a number of the nation's leading publishers and software vendors participating in the sessions and exhibiting their products in the exhibition area. Please stop by to thank them for their support of our meeting and to see what they have to offer.

I would like to express my sincere gratitude to all of those who helped make this conference possible and it was truly a team effort. There are many key individuals who worked very hard to help develop this conference and program for all of us to enjoy. They include a wonderful team of track chairs, reviewers, session chairs, discussants, special session developers, and graduate and undergraduate student paper judges. Also included are the officers, both current and past, who were there to offer friendly advice, encouragement, and support throughout the process. I am very grateful to them for offering to share their knowledge and expertise and I thank them for their support.

I have quickly learned that one of the most critical elements in developing and delivering a successful conference is the availability of a conference management decision support system. Jay Teets, our CMS coordinator, deserves a colossal "Thank You!" for all of his help in this respect. Our CMS system proved to be quite stubborn at times and I honestly could not have done it without Jay. I truly appreciate all of his hard work and dedication.

I would also like to thank all of those at Virginia Tech for their support of the conference over the past year. A special thank you goes to Robert T. Sumichrast, Dean of the Pamplin College of Business Administration and Bernard W. Taylor III., head of the Business Information Technology Department for all of their support which enabled me to serve as your program chair.

My final expression of gratitude goes to you, the participants and members of SEDSI. The purpose of this conference is to serve you and it is because of you that this conference continues to be a success and continues to grow. If I can be of any assistance to you, please do not hesitate to ask. I hope that you enjoy your time in Savannah and have a great conference.

Jason K. Deane, Ph.D.  
2015 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.

### **Savannah, Georgia**

With its pedestrian-friendly layout and innovative urban design, Savannah serves as a balm for the senses. The city inspires visitors with its emerald tree canopy, quaint cobblestone streets and majestic architecture. Take the time to wander off the beaten path and experience the history, beauty and charm of this beloved coastal city. Savannah is an abundant city to visit any time of year, with activities for everyone to indulge in. From St. Patrick's Day events, music and food festivals, to art exhibits and Civil War re-enactments, Savannah brims with all kinds of events to excite the mind, the body and the senses. We hope you enjoy every magical moment in Savannah.

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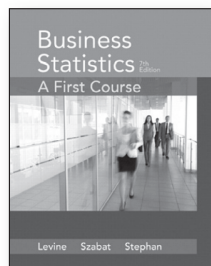
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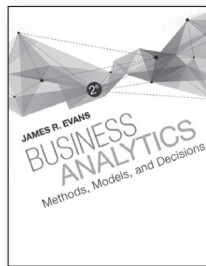
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Student Papers: Masters

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Student Papers: Ph.D.

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## General Program Schedules - Overview

### Wednesday, February 25th

11:00AM	Prefunction 2nd Floor		<b>Registration, Exhibition</b>
1:30 PM	Franklin	SP1	Workshop: Office Mix - Superpowers for PowerPoint
	Johnson	SP2	Panel: Sustainability from a University Perspective: Definition, Objectives and Implementation
	Chatham	AN1	New Approaches in Analytics
	Forsyth	AN2	Tutorial: Using R for Business Analytics
2:45 PM	Prefunction 2nd Floor		<b>Coffee</b>
3:00 PM	Reynolds	MT2	SEINFORMS Officers
	Pulaski	AG1	Banking and Finance
	Forsyth	AN3	Workshop: Making Statistics More Effective in Schools of Business: Providing More Value for Your Students
	Johnson	IS1	Information Technology and Education
	Franklin	MG1	Empirical Studies of Culture and Organizations
	Chatham	SC1	Applications of Operations Management
5:00 PM	Mercer	MT3	SEDSI Distinguished Service Awards Committee

### Thursday, February 26th

7:30 AM	Mercer	MT4	SEDSI Council
8:00 AM	Prefunction 2nd Floor		<b>Registration</b>
	Prefunction 2nd Floor		<b>Exhibition</b>
	Prefunction 2nd Floor		<b>Continental Breakfast</b>
8:45 AM	Pulaski	MT5	SEDSI Business Meeting
10:00 AM	Prefunction 2nd Floor		<b>Coffee</b>
10:15 AM	Reynolds	SP3	Beta Gamma Sigma
	Johnson	AC1	Accounting Crossovers and New Methods of Analysis
	Forsyth	AN4	Workshop: Making Statistics More Effective in Schools of Business: Text Mining Instruction
	Franklin	ED1	Assessing and Predicting Student Performance
	Pulaski	IS2	Information Technology, Risk and Security
	Chatham	PS1	Health Care and Public Sector
	Oglethorpe A	PM1	Student Paper Competition - Masters 1
11:45 AM	Mercer	MT6	SEDSI Officers
1:30 PM	Johnson	AC2	Accounting Topics
	Forsyth	AN5	Workshop: Making Statistics More Effective in Schools of Business: Topics in Quantitative Instruction
	Franklin	ED2	Innovation in the Classroom
	Oglethorpe A	PU1	Student Papers - Undergraduate 1
	Chatham	SC2	Empirical Research in Supply Chain and Logistics Networks
2:45 PM	Prefunction 2nd Floor		<b>Coffee</b>
3:00 PM	Chatham	SP4	Panel: Meet the Editor Session
	Franklin	AC3	Legal and International Issues Affecting the Workplace
	Pulaski	AG2	Environmental and Economic Development
	Forsyth	AN6	Workshop: Making Statistics More Effective in Schools of Business: Translating Statistics to Business
	Johnson	IS3	Information Technology Potpourri
	Oglethorpe B	PD1	Student Paper Competition - Ph. D.
	Oglethorpe A	PU2	Student Papers - Undergraduate 2



4:30 PM	Franklin	AC4	Today's Technology: Protecting Data and the Use of the Cloud
	Pulaski	AG3	Financial Markets and Analysis
	Reynolds	HS1	Hospitality, Recreation and Sports
	Forsyth	ED3	Effective Use of On-Line Courseware
	Johnson	MG2	Current Issues in Management
	Oglethorpe A	PM2	Student Paper Competition - Masters 2
	Chatham	SC3	Modelling and Simulation Applications of Supply Chain and Field Services
6:30 PM	Atrium		<b>President's Reception</b>
	Atrium		<b>Undergraduate Poster Displays</b>

## Friday, February 27th

8:00 AM	Prefunction 2nd Floor		<b>Registration</b>
	Prefunction 2nd Floor		<b>Exhibition</b>
	Prefunction 2nd Floor		<b>Continental Breakfast</b>
8:45 AM	Reynolds	SP5	Potpourri
	Pulaski	AN7	Business Analytics
	Forsyth	AN8	Workshop: Making Statistics More Effective in Schools of Business: Demonstrations of Software to Assist Statistics Instruction
	Franklin	ED4	Adapting to Different Learning Styles and Non-Traditional Formats
	Chatham	PS2	Health Care and Not For Profit
	Johnson	SC4	Contemporary Applications of Logistics and Supply Chain
10:00 AM	Prefunction 2nd Floor		<b>Coffee</b>
10:15 AM	Chatham	SP6	Workshop: Mission Impossible? Better Conference Presentations
	Forsyth	AN9	Panel: Discussion of Software for Statistics and Analytics Instruction
	Franklin	ED5	Does Delivery Format Matter?
	Johnson	SC5	Quality Control
Noon	Savannah Ballroom B		<b>President's Lunch</b>



# WEDNESDAY, FEBRUARY 25

## 11:00AM

### REGISTRATION

11:00AM to 6:00 PM

Prefunction 2nd Floor Room

### EXHIBITION

11:00AM to 5:00 PM

Prefunction 2nd Floor Room

## 1:30PM

### [SP1] WORKSHOP: OFFICE MIX - SUPERPOWERS FOR POWERPOINT

1:30PM to 2:45 PM

Franklin Room

#### Coordinators

*Wilma M. Andrews, Virginia Commonwealth University*

*Robert L. Andrews, Virginia Commonwealth University*

### [SP2] PANEL: SUSTAINABILITY FROM A UNIVERSITY PERSPECTIVE: DEFINITION, OBJECTIVES AND IMPLEMENTATION

1:30PM to 2:45 PM

Johnson Room

*During the panel session, we will layout the framework for which Marymount University has put forth through 2024, to deal with the issues surrounding Sustainability. We want to explore the differences in other Universities plans and compare them to how we are conducting ourselves. We would also like to discuss the definition of Sustainability. Through research and discussing this will other colleagues, it is a term that does not seem to have a definite definition. Some consider it an environmental cause; others consider it an accounting or financial going concern for an institution. We are interested in learning about these differences and seeing how the different definition diverge and converge. We have been researching the topic internally as an institution and find that outside input would improve our knowledge and understanding from other points of view. We welcome everyone to join us to share experiences, suggestions, and anything else that may open our minds to new ideas on the subject.*

#### Moderators

*Cynthia Knott Eck, Marymount University*

*Donna M. Schaeffer, Marymount University*

### [AN1] NEW APPROACHES IN ANALYTICS

1:30PM to 2:45 PM

Chatham Room

#### Session Chair

*Kellie B. Keeling, University of Denver*

ReviewMap: An Exploratory Text Mining System for Competitive Analysis Using Online Reviews

*William J. Amadio, Rider University - Lawrenceville*

Examining the Topics in the Decision Sciences Journal of Innovative Education with Text Analytics

*Kellie B. Keeling, University of Denver*

*Deborah F. Cook, Virginia Tech*

*Tabitha L. James, Virginia Tech*

Using Parametric Upper Bound Derived Cuts and Tightened Relaxations to Solve Hard Generalized Assignment Problems

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

#### Discussants

*Kellie B. Keeling, University of Denver*

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

*William J. Amadio, Rider University - Lawrenceville*



## [AN2] TUTORIAL: USING R FOR BUSINESS ANALYTICS

1:30PM to 2:45 PM

Forsyth Room

Tutorial will show how to use the R programming language for Business Analytics. The demonstration will focus on basic semantics and functional applicability of R, in the context of developing an industry-like analytics solution to a retail problem. This goal will be achieved by touching on all seven of INFORMS Certified Analytics Professional (CAP) domain areas which provide a thoughtful framework to follow when developing analytical solutions. R was designed to transform students from users to developers which permits them to grow and extend their analytical and programming skillsets to meet the complexity of the problems they are trying to solve. R provides the means to perform all of the descriptive and predictive analytics techniques found in commercial software platforms like SAS Enterprise Miner and SPSS Modeler, but also prescriptive analytics all within the same software platform and for free.

### Presenter

Matthew A. Lanham, Virginia Polytechnic Institute & State University

## 2:45PM

### COFFEE

2:45PM to 3:00 PM

Co-Sponsored by Roanoke College & Clayton State University

Prefunction 2nd Floor Room

## 3:00PM

### [MT2] MEETING: SEINFORMS OFFICERS

3:00PM to 4:15 PM

Reynolds Room

### Chairperson

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

## [AG1] BANKING AND FINANCE

3:00PM to 4:15 PM

Pulaski Room

### Session Chair

Forrest Stegelin  
University of Georgia

Use of Fringe Financial Services in the United States

Rebecca Gonzalez, University of North Carolina at Pembroke

An Overview of the Chinese Banking System: Its History, Challenges and Risks

Lili Chen, Lander University  
Stan W. Vinson, Lander University

A Bayesian Approach of Estimating Financial Assets' Risk Dynamics

Zhixin Richard Kang, University of North Carolina at Pembroke

### Discussants

Lili Chen, Lander University  
Zhixin Richard Kang, University of North Carolina at Pembroke  
Rebecca Gonzalez, University of North Carolina at Pembroke



## **[AN3] WORKSHOP: MAKING STATISTICS MORE EFFECTIVE IN SCHOOLS OF BUSINESS: PROVIDING MORE VALUE FOR YOUR STUDENTS**

3:00PM to 4:15 PM

Forsyth Room

### **Session Chair**

*Robert L. Andrews, Virginia Commonwealth University*

*Session addresses the advantages obtained from using the MyStatLab course management system in introductory statistics and in-class exercises to provide visual understanding of multivariate methods. MyStatLab frees up class time for exercises, guest presenters, and more practical interactive problems relevant to a business curriculum. The multivariate methods include interaction in regression, principal component analysis, multivariate analysis of variance and discriminant analysis, and cluster analysis.*

Having a Ball with Applied Multivariate Statistical Methods

*Robert L. Andrews, Virginia Commonwealth University*

Teaching an Old Dog New Tricks, Let's Try MyStatLab

*Gary R. Hackbarth, Valdosta State University*

## **[IS1] INFORMATION TECHNOLOGY AND EDUCATION**

3:00PM to 4:15 PM

Johnson Room

### **Session Chair**

*Susan R. Williams, Georgia Southern University*

Connectivity for College Students in the Post Pc World

*Patricia A. Tilley, Frostburg State University*

*JoAnna Shore, Frostburg State University*

What First Year Students Know and Don't Know About Computer Concepts 2004-2014

*Ronald J. MacKinnon, Georgia Southern University*

*John N. Dyer, Georgia Southern University*

*Kevin Lee Elder, Georgia College & State University*

### **Discussants**

*George E. Heilman, Winston-Salem State University*

*Patricia A. Tilley, Frostburg State University*

*John N. Dyer, Georgia Southern University*

## **[MG1] EMPIRICAL STUDIES OF CULTURE AND ORGANIZATIONS**

3:00PM to 4:15 PM

Franklin Room

### **Session Chair**

*Kirk R. Karwan, Furman University*

Relationships Among Diversity, Communication and Verbal Miscommunication in Culturally Diverse Work Groups

*Inessa Y. Korovyakovskaya, Savannah State University*

*Hyonsong Chong, Jackson State University*

The Leadership Styles of University Students in China

*Amit J. Shah, Frostburg State University*

*Michael Monahan, Frostburg State University*

*Yan Bao, Frostburg State University*

Perceptions of Crisis and Disaster Preparedness, Safety, and Fear among University Faculty and Staff: An Exploratory Study

*Bruce C. Raymond, Colorado State University - Pueblo*

*Karen L. Fowler, Colorado State University - Pueblo*

### **Discussants**

*Yuan Li, Columbia College*

*Anthony Narsing, Middle Georgia State*

*Kirk R. Karwan, Furman University*





**[SC1] APPLICATIONS OF OPERATIONS MANAGEMENT**

3:00PM to 4:15 PM

Chatham Room

**Session Chair**

*Nick T. Thomopoulos, Illinois Institute of Technology*

Safety Stock Via the Truncated Normal Distribution

*Nick T. Thomopoulos, Illinois Institute of Technology*

**Discussants**

*Nick T. Thomopoulos, Illinois Institute of Technology*

**5:00PM**

[MT3] MEETING: SEDSI DISTINGUISHED SERVICE AWARDS COMMITTEE

5:00PM to 6:15 PM

Mercer Room

**Chairperson**

L. Drew Rosen, University of North Carolina – Wilmington

**THURSDAY, FEBRUARY 26**

**7:30AM**

[MT4] MEETING: SEDSI COUNCIL

7:30AM to 8:45 AM

Mercer Room

**Chairperson**

Kellie B. Keeling, University of Denver

**8:00AM**

REGISTRATION, EXHIBITION

8:00AM to 5:00 PM

Prefunction 2nd Floor Room

CONTINENTAL BREAKFAST

8:00AM to 8:30 AM

Sponsored by Virginia Commonwealth University

Prefunction 2nd Floor Room

**8:45AM**

[MT5] MEETING: SEDSI BUSINESS MEETING

8:45AM to 10:00 AM

Pulaski Room

**Chairperson**

Kellie B. Keeling, University of Denver



# THURSDAY

## 10:00AM

COFFEE

10:00AM to 10:15 AM

Co-Sponsored by James Madison University & Lander University

Prefunction 2nd Floor Room

## 10:15AM

### [SP3] BETA GAMMA SIGMA

10:15AM to 11:30 AM

Reynolds Room

#### Session Chair

*Nikki M. Finlay, Clayton State University*

Beta Gamma Sigma 2.0

*Nikki M. Finlay, Clayton State University*

*Adel M. Novin, Clayton State University*

### [AC1] ACCOUNTING CROSSOVERS AND NEW METHODS OF ANALYSIS

10:15AM to 11:30 AM

Johnson Room

#### Session Chair

*Maria L. Bullen, San Jose State University*

Human Resource Accounting: Overview and Implications for Organizations' Management and Reporting

*Maria L. Bullen, San Jose State University*

*Gregory S. Kordecki, Clayton State University*

New Wave Reporting--Relative Utility for U.S. Preparers and Users

*Gregory S. Kordecki, Clayton State University*

*Maria L. Bullen, San Jose State University*

What the Accounting Profession Can Learn From the Aircraft Maintenance Profession

*Dov Fischer, Brooklyn College - C.U.N.Y.*

#### Discussants

*Nathan A. Oestreich, San Diego State University*

*Catherine L. Staples, Randolph-Macon College*

### [AN4] WORKSHOP: MAKING STATISTICS MORE EFFECTIVE IN SCHOOLS OF BUSINESS: TEXT MINING INSTRUCTION

10:15AM to 11:30 AM

Forsyth Room

#### Session Chair

*Kellie B. Keeling, University of Denver*

*Learn from the classroom experiences of teaching natural language processing, n-grams, and cluster analysis for text analytics and see a demonstration of how it was done with Python. Also learn about ensemble machine learning techniques that provide a significantly more sophisticated approach to model estimation as compared to traditional techniques that evaluate accuracy based on hold-out samples or cross validation sampling. This will be done with Rapid Miner.*

Experiences with Teaching Text Mining

*Kellie B. Keeling, University of Denver*

*Robert L. Andrews, Virginia Commonwealth University*

Ensemble Learning with Rapidminer: Applied Text Mining

*Michael A. King, Virginia Tech*

*Robert L. Andrews, Virginia Commonwealth University*



## **[ED1] ASSESSING AND PREDICTING STUDENT PERFORMANCE**

10:15AM to 11:30 AM

Franklin Room

### **Session Chair**

*Tuncay Bayrak, Western New England University*

E-Portfolios: A Vehicle to Improve the Marketability of Information Systems Graduates and Coming Full-Circle in Curriculum Assessment:

*Kaveh Mohajerik, (No Affiliation)*

*A. James Wynne, Virginia Commonwealth University*

An Exploration of Attributes Associated with Successful Online MBA Students

*Carin A. Lightner-Laws, Frostburg State University*

*Constance A. Lightner, Fayetteville State University*

### **Discussants**

*Sung J. Shim, Seton Hall University*

*Hui-chuan Chen, University of Tennessee - Martin*

## **[IS2] INFORMATION TECHNOLOGY, RISK AND SECURITY**

10:15AM to 11:30 AM

Pulaski Room

### **Session Chair**

*Cheryl L. Aasheim, Georgia Southern University*

A Taxonomy of Android Vulnerabilities

*Jordan D. Shropshire, University of South Alabama*

*Jon W. Chapman, University of South Alabama*

*Christopher A. Kadlec, Georgia Southern University*

Information Technology (IT) Risks in Healthcare - A Practitioner's Perspective

*Elizabeth H. Lowry, (No Affiliation)*

Reconciling Enterprise Security Concerns with the BYOD Trend

*Kevin Lee Elder, Georgia College & State University*

*Mark Barnhill, Georgia College & State University*

*John N. Dyer, Georgia Southern University*

*Ronald J. MacKinnon, Georgia Southern University*

### **Discussants**

*Kevin Lee Elder, Georgia College & State University*

*Christopher A. Kadlec, Georgia Southern University*

*Elizabeth H. Lowry, Bon Secours Health System, Inc.*

## **[PS1] HEALTH CARE AND PUBLIC SECTOR**

10:15AM to 11:30 AM

Chatham Room

### **Session Chair**

*Joseph G. Van Matre, University of Alabama - Birmingham*

Crafting a Clinical and Academic Partnership to Improve Patient Safety in an Academic Medical Center

*Donna J. Slovinsky, University of Alabama - Birmingham*

*Joseph G. Van Matre, University of Alabama - Birmingham*

Retirement Analysis - A Simulation Approach

*Ajay K. Aggarwal, Henderson State University*

*Frank Smith, Colorado State University*

### **Discussants**

*Edward D. Showalter, Randolph-Macon College*

*James P. Lawler, Pace University*



**[PM1] STUDENT PAPER COMPETITION - MASTERS 1**

10:15AM to 11:30 AM

Oglethorpe A Room

**Session Chairs**

*Nikki M. Finlay, Clayton State University  
Donna M. Schaeffer, Marymount University  
Julie Ann Stuart Williams, University of West Florida*

A Review of the Literature on Supply Chain Resilience: Major Findings and Directions for Future Research

*Masoud Kamalahmadi, North Carolina A&T State University*

A Comparative Analysis of Cloud Computing Providers: Revenue, Service Models, Pricing Models, and Ownership Structure

*Mike Madison, Georgia College & State University*

**11:45AM**

[MT6] MEETING: SEDSI OFFICERS

11:45AM to 1:15 PM

Mercer Room

**Chairperson**

*Kellie B. Keeling, University of Denver*

**1:30PM**

**[AC2] ACCOUNTING TOPICS**

1:30PM to 2:45 PM

Johnson Room

**Session Chair**

*Catherine L. Staples, Randolph-Macon College*

An Analysis of Student Grades in Accounting I and II: Does Semester Length or Gender Matter?

*Catherine L. Staples, Randolph-Macon College*

What Are the Cash Flow and Tax Burden Effects of Removing Large Party Service Charges from Tip Income?

*Steve Gill, San Diego State University  
Michael S. Keane, Michael S. Keane CPA  
Nathan A. Oestreich, San Diego State University*

**Discussants**

*Dov Fischer, Brooklyn College - C.U.N.Y.  
Maria L. Bullen, San Jose State University  
Yolanda Cal, Alabama State University*



## **[AN5] WORKSHOP: MAKING STATISTICS MORE EFFECTIVE IN SCHOOLS OF BUSINESS: TOPICS IN QUANTITATIVE INSTRUCTION**

1:30PM to 2:45 PM

Forsyth Room

### **Session Chair**

*Robert L. Andrews, Virginia Commonwealth University*

*Session topics include: using free online survey tools for class activities; an overview of an online self-guided learning system, NoteShaper, and several projects with statistics and analytics components that may be used in statistics, finance or other quantitative courses; and a presentation of issues and an open discussion of the value of requiring calculus in the undergraduate business curriculum.*

Conducting Free Online Surveys in an Undergraduate Statistics Class

*Joan M. Donohue, University of South Carolina*

Hercher Publishing Projects in Statistics/Quality/Analytics

*Richard T. Hercher, Hercher Publishing Inc.*

Defending the Value of Calculus in the Bachelor of Science Business Curriculum

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

## **[ED2] INNOVATION IN THE CLASSROOM**

1:30PM to 2:45 PM

Franklin Room

### **Session Chair**

*Carin A. Lightner-Laws, Frostburg State University*

Using Games, Simulations, Exercises and Experiments for Millennial Students of Agricultural Economics

*Forrest Stegelin, University of Georgia*

An Example for Teaching Trouble Shooting in a Management Science Course

*Randall Reid, University of West Florida*

*Julie Ann Stuart Williams, University of West Florida*

*Claudia J. Stanny, University of West Florida*

*Maxwell D. Rankin, West Florida University of*

Can We Really Use Any of Those Widget Examples We Learned in School?

*Craig G. Harms, University of North Florida*

### **Discussants**

*Craig G. Harms, University of North Florida*

*Michael Hutkin, Roanoke College*

*Christina D. McCart, Roanoke College*

## **[PU1] STUDENT PAPERS - UNDERGRADUATE 1**

1:30PM to 2:45 PM

Oglethorpe A Room

### **Session Chairs**

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

*James P. Lawler, Pace University*

Incongruent Messages in Advertising

*Erin Adams, Savannah State University*

Quality Function Deployment and "Servqual" Application in a Service Industry

*Fahmi Khalid, University of North Carolina Wilmington*



## [SC2] EMPIRICAL RESEARCH IN SUPPLY CHAIN AND LOGISTICS NETWORKS

1:30PM to 2:45 PM

Chatham Room

### Session Chair

*Christopher A. Boone, Georgia Southern University*

Supply Chain Management Performance: The Impact of Sharing and Communication on Flexibility and Partner Satisfaction

*Suman Niranjani, Savannah State University*

*Katrina Savitskie, Savannah State University*

Supply Chain Flexibility through Resource Orchestration: An Empirical Assessment of Lateral Transshipment Strategies

*Christopher A. Boone, Georgia Southern University*

*Joseph B. Skipper, Ga Southern*

*Benjamin T. Hazen, University of Tennessee - Knoxville*

*Daniel P. Johnstone, 30th Space Wing*

### Discussants

*Joseph B. Skipper, Ga Southern*

*Suman Niranjani, Savannah State University*

## 2:45PM

COFFEE

2:45PM to 3:00 PM

Co-Sponsored by Georgia Southern University & Furman University

Prefunction 2nd Floor Room

## 3:00PM

## [SP4] PANEL: MEET THE EDITOR SESSION

3:00PM to 4:15 PM

Chatham Room

*Please join us for an enlightening discussion with Dr. Vijay R. Kannan, the editor of Decision Sciences Journal of Innovative Education.*

### Moderator

*Vijay R. Kannan, Utah State University*

## [AC3] LEGAL AND INTERNATIONAL ISSUES AFFECTING THE WORKPLACE

3:00PM to 4:15 PM

Franklin Room

### Session Chair

*Sara B. Kiser, Alabama State University*

Workplace Bullying: A Dilemma in the American Workplace

*DeShannon N. McDonald, Alabama State University*

*Edward Brown, Alabama State University*

What Legal Recourse Is Available To A Buyer In A Real Estate Transaction When Faced With A Closing Attorney's Malfeasance

*Brad R. Johnson, Francis Marion University*

### Discussants

*S. Matt Campbell, University of South Alabama*

*DeShannon N. McDonald, Alabama State University*



## [AG2] ENVIRONMENTAL AND ECONOMIC DEVELOPMENT

3:00PM to 4:15 PM

Pulaski Room

### Session Chair

*C. Barry Pfitzner, Randolph-Macon College*

Do Clusters in Virginia Cluster According to Zipf?

*Steven D. Lang, Randolph-Macon College  
C. Barry Pfitzner, Randolph-Macon College*

Measuring the Life Cycle Assessment and Economic Carbon Footprint of a Golf Course

*Forrest Stegelin, University of Georgia*

### Discussants

*Forrest Stegelin, University of Georgia  
Steven D. Lang, Randolph-Macon College*

## [AN6] WORKSHOP: MAKING STATISTICS MORE EFFECTIVE IN SCHOOLS OF BUSINESS: TRANSLATING STATISTICS TO BUSINESS

3:00PM to 4:15 PM

Forsyth Room

### Session Chair

*Robert L. Andrews, Virginia Commonwealth University*

*Session focuses on the translation of analysis procedures to improving decision making in applied situations and will specifically address: whether models with higher R-square lead to decisions that yield higher profits; using confidence intervals to develop and assess critical thinking skills; and using unstructured data to improve model accuracy for predicting the onset of congestive heart failure.*

Does Higher R-Square Translate Into Higher Profits?

*Robert A. Stine, Wharton School  
Robert L. Andrews, Virginia Commonwealth University*

Using Confidence Intervals to Develop and Assess Critical Thinking Skills

*Kim I. Melton, University of North Georgia*

Improving Model Accuracy Using Unstructured Data - Predicting the Onset of Congestive Heart Failure

*David A. West, IBM SPSS*

## [IS3] INFORMATION TECHNOLOGY POTPOURRI

3:00PM to 4:15 PM

Johnson Room

### Session Chair

*Paige S. Rutner, Georgia Southern University*

Evaluating Required Information Technology Job Skills

*Binh M. Tran, Georgia Gwinnett College  
Mirza B. Murtaza, Georgia Gwinnett College*

The Relationship Between Effective Information Technology Governance And Project Portfolio Control, Risk Management, And Information Technology Alignment In An Organization

*Mary L. Lind, North Carolina A&T State University  
Vincent Ahene Parry, DeVry University*

Smart Cars as the Ultimate Service

*Donna M. Schaeffer, Marymount University  
P. Olson, National University*

### Discussants

*Mary L. Lind, North Carolina A&T State University  
Donna M. Schaeffer, Marymount University  
Binh M. Tran, Georgia Gwinnett College*



**[PD1] D. STUDENT PAPER COMPETITION - PH. D.**

3:00PM to 4:15 PM

Oglethorpe B Room

**Session Chairs**

*Suman Niranjana, Savannah State University  
Zhixin Richard Kang, University of North Carolina at Pembroke*

Innovation, Network and National Culture: Performance of the Relationship between Small World Networks to Promote Innovation

*Nitya P. Singh, Eastern Michigan University  
Blaine Stout, The University of Toledo*

**[PU2] STUDENT PAPERS - UNDERGRADUATE 2**

3:00PM to 4:15 PM

Oglethorpe A Room

**Session Chairs**

*James P. Lawler, Pace University  
John R. O'Malley, Jr., Georgia Southern University*

Analysis of Georgia Southern University Student College Football Attendance

*Matthew D. DeAngelis, (No Affiliation)  
Christopher G. Bergin  
Jordan L. Bacon, Georgia Southern University  
Michael Canter, Georgia Southern University*

Will Bitcoin Change The Way We Do Business?

*LaTasha P. Denard, Savannah State University*

**4:30PM**

**[AC4] TODAY'S TECHNOLOGY: PROTECTING DATA AND THE USE OF THE CLOUD**

4:30PM to 5:45 PM

Franklin Room

**Session Chair**

*DeShannon N. McDonald, Alabama State University*

Have We Left The Barn Door Open? An Exploratory Examination Of Data Security In Consumer Grade Bio-Monitoring Devices

*S. Matt Campbell, University of South Alabama  
William B. Glisson, University of South Alabama  
David L. Loeser, University of South Alabama  
Amy A. Campbell, University of South Alabama*

**Discussants**

*Not attended*

**[AG3] FINANCIAL MARKETS AND ANALYSIS**

4:30PM to 5:45 PM

Pulaski Room

**Session Chair**

*Steven D. Lang, Randolph-Macon College*

An Empirical Study on Sell-Side Stock Analysts' Recommendations Around the Great Recession

*Zhixin Richard Kang, University of North Carolina at Pembroke  
William S. Thomas, University of North Carolina at Pembroke  
Stephen Bukowy, University of North Carolina at Pembroke*

Performativity-Free Option Pricing Model Ranking

*Joshua Andrew Brooks, Lander University*

**Discussants**

*Zhixin Richard Kang, University of North Carolina at Pembroke  
Joshua Andrew Brooks, Lander University  
Zena L. Buser, West Texas A & M University*





## **[HS1] HOSPITALITY, RECREATION AND SPORTS**

4:30PM to 5:45 PM

Reynolds Room

### **Session Chair**

*Mauro Falasca, East Carolina University*

Golf: Why Variances Matter on the PGA and LPGA Tours

*C. Barry Pfitzner, Randolph-Macon College  
Tracy M. Moriconi, Randolph-Macon College  
Jonathan S. Kogel, Randolph-Macon College*

Chasing Success in NASCAR: A Statistical Look Into Race for the Chase Tournament Structure to Assess the Focus on Winning Races Across Three Championship Formats

*Tracy D. Rishel, Wake Forest University  
Elizabeth W. Baker, University of North Carolina - Wilmington  
Frederick W. Crouch, Wake Forest University*

Towards A Revpar Approach To Estimate Willingness-to-Pay And Market Size Distributions

*Mauro Falasca, East Carolina University  
Christopher M. Keller, East Carolina University*

### **Discussants**

*Frederick W. Crouch, Wake Forest University  
Mauro Falasca, East Carolina University  
C. Barry Pfitzner, Randolph-Macon College*

## **[ED3] EFFECTIVE USE OF ON-LINE COURSEWARE**

4:30PM to 5:45 PM

Forsyth Room

### **Session Chair**

*Elisabeth G. Velazquez, Roanoke College*

Comparison between Online Quantitative Web-Based Assignments and Traditional Textbook-Based Assignments

*Hui-chuan Chen, University of Tennessee - Martin*

Use of Web-Based Courseware and Student Performance

*Sung J. Shim, Seton Hall University  
Minsuk K. Shim, University of Rhode Island*

Designing an Instrument to Measure Student Satisfaction with a Web Based Training and Testing Tool

*Tuncay Bayrak, Western New England University  
Bahadir Akcam, Western New England University*

### **Discussants**

*Paula Ruby, Arkansas State University  
Elisabeth G. Velazquez, Roanoke College  
A. James Wynne, Virginia Commonwealth University*

## **[MG2] CURRENT ISSUES IN MANAGEMENT**

4:30PM to 5:45 PM

Johnson Room

### **Session Chair**

*George S. Lowry, Randolph-Macon College*

Knowledge, Skills and Abilities in Supply Chain Management: A Human Capital Theory Perspective

*Christian Lewis Rossetti, North Carolina State University*

How Will Recalls Affect General Motor's Sustainability Plan? A Proposed Improvement Plan

*Anthony Narsing, Middle Georgia State  
William T. Sanders, Macon State College*

An Explicit Test Of Verbal Reinforcers Using Auditory And Visual Cues

*George S. Lowry, Randolph-Macon College  
Edward D. Showalter, Randolph-Macon College  
John W. McManus, Randolph-Macon College*

### **Discussants**

*Cynthia Knott Eck, Marymount University  
Gary R. Hackbarth, Valdosta State University  
William T. Sanders, Macon State College*



## [PM2] STUDENT PAPER COMPETITION - MASTERS 2

4:30PM to 5:45 PM

Oglethorpe A Room

### Session Chairs

*Donna M. Schaeffer, Marymount University*  
*George Raul Audi, Ohio University*

ERP Training in Consolidation

*DaOsha L. Pack, Georgia Southern University*

Minimizing the Risks of ERP Implementation Challenges: A Case Study

*Erin Marie Doyle, Georgia Southern University*

## [SC3] MODELLING AND SIMULATION APPLICATIONS OF SUPPLY CHAIN AND FIELD SERVICES

4:30PM to 5:45 PM

Chatham Room

### Session Chair

*Josey Chacko, Virginia Tech*

Simulating a Disaster Relief Supply Chain through Case Study

*Keli Feng, South Carolina State University*  
*Jae-Dong Hong, South Carolina State University*

Modeling Disaster Uncertainty with Fuzzy Goal Programming

*Terry R. Rakes, Virginia Tech*  
*Josey Chacko, Virginia Tech*  
*Jason K. Deane, Virginia Tech*  
*Loren Rees, Virginia Tech*

Optimal Server Back-Up Decisions With Travel Time

*Suman Niranjana, Savannah State University*  
*Saligrama Agnihothri, Binghamton University*

### Discussants

*Suman Niranjana, Savannah State University*  
*Keli Feng, South Carolina State University*  
*Loren Rees, Virginia Tech*

## 6:30PM

6:30PM to 8:30 PM

PRESIDENT'S RECEPTION: Sponsored by The University of Denver

Atrium Room

### UNDERGRADUATE POSTER DISPLAYS

6:30PM to 7:45 PM

The Influence of Alfred Marshall On Modern Economics Writing Practices  
Sarah Maxwell, Randolph-Macon College

Atrium Room



# FRIDAY, FEBRUARY 27

## 8:00AM

### REGISTRATION & EXHIBITION

8:00AM to 11:30 AM

Prefunction 2nd Floor Room

### CONTINENTAL BREAKFAST

8:00AM to 8:30 AM

Sponsored by Virginia Tech

Prefunction 2nd Floor Room

## 8:45AM

### [SP5] POTPOURRI

8:45AM to 10:00 AM

Reynolds Room

#### Session Chair

*Donna M. Schaeffer, Marymount University*

Cultivating Ethical Culture In Cybersecurity Education: An Inquiry-Based Learning Approach

*Donna M. Schaeffer, Marymount University*

*Xiang Liu, Marymount University*

Revisiting Job Expectations of Chinese Male and Female College Students

*Tope Adeyemi-Bello, East Carolina University*

Positive and Negative Affect Associated with Work-Family-School Conflict

*Louis Jourdan, Clayton State University*

*Reza Kheirandish, Clayton State University*

#### Discussants

*Reza Kheirandish, Clayton State University*

*Donna M. Schaeffer, Marymount University*

*Tope Adeyemi-Bello, East Carolina University*

### [AN7] BUSINESS ANALYTICS

8:45AM to 10:00 AM

Pulaski Room

#### Session Chair

*Cheryl L. Aasheim, Georgia Southern University*

Using Data Visualization to View the Impact of Consolidation on One Bachelor of Business Administration Program

*Kim I. Melton, University of North Georgia*

Developing a Survey for Big Data and Data Science Skills

*Cheryl L. Aasheim, Georgia Southern University*

*Paige S. Rutner, Georgia Southern University*

*Susan R. Williams, Georgia Southern University*

*Adrian Gardiner, Georgia Southern University*

Run Tests for a Sequence of Nominal Data with Multi-Classes - A Unified Approach Based on Recurrence Relations

*Young H. Chun, Louisiana State University*

#### Discussants

*Young H. Chun, Louisiana State University*

*Kim I. Melton, University of North Georgia*

*Cheryl L. Aasheim, Georgia Southern University*



## **[AN8] WORKSHOP: MAKING STATISTICS MORE EFFECTIVE IN SCHOOLS OF BUSINESS: DEMONSTRATIONS OF SOFTWARE TO ASSIST STATISTICS INSTRUCTION**

8:45AM to 10:00 AM

Forsyth Room

### **Session Chair**

*Robert L. Andrews, Virginia Commonwealth University*

*Session focuses on demonstrating the use of and value provided JMP and StatCrunch statistical software for teaching graphical and statistical analysis procedures. This will include data visualization and modeling as well as geographic mapping. Also included will be a discussion of using resampling techniques in introductory statistics courses and a demonstration of software for doing it.*

Interactive and Visual Data Analysis with JMP 11 Pro

*Darryl Revenew, JMP Academic Team  
Robert L. Andrews, Virginia Commonwealth University*

Teaching Resampling in an Introductory Statistics Course

*Webster West, North Carolina State University  
Robert L. Andrews, Virginia Commonwealth University*

## **[ED4] ADAPTING TO DIFFERENT LEARNING STYLES AND NON-TRADITIONAL FORMATS**

8:45AM to 10:00 AM

Franklin Room

### **Session Chair**

*Christina D. McCart, Roanoke College*

Teaching Style-learning Style Fit Implications for International Joint Degree Programs

*Hayward P. Andres, North Carolina A&T State University*

An Investigation Of Nurse Technology Training And Acceptance Of EHR Software

*Nohel Zaman, Carolina  
Sherrie Drye Cannoy, North Carolina A&T State University*

Developing and Delivering a Study Abroad Class: Meeting the Needs of All Stakeholders

*David Lewis, University of Massachusetts - Lowell  
Deborah B. Finch, University of Lowell*

### **Discussants**

*David Lewis, University of Massachusetts - Lowell  
Ralph Ruby, Jr., Arkansas State University  
Dennis H. Barber III, Armstrong State University*

## **[PS2] HEALTH CARE AND NOT FOR PROFIT**

8:45AM to 10:00 AM

Chatham Room

### **Session Chair**

*James P. Lawler, Pace University*

Establishing a University Academic Healthcare Institute with Multiple Centers: A Case Study

*Gary R. Hackbarth, Valdosta State University*

A Case Study On Empowering A Non-Profit Organization To Better Help People With Disabilities Through M-Health

*James P. Lawler, Pace University*

Reducing Phlebotomist Work Overload in Hospital Laboratories Using a Blood Draw Assignment Model

*Laquanda Temeca Leaven, North Carolina A&T State University*

### **Discussants**

*Ajay K. Aggarwal, Henderson State University  
Joseph G. Van Matre, University of Alabama - Birmingham  
Joseph G. Van Matre, University of Alabama - Birmingham*



## [SC4] CONTEMPORARY APPLICATIONS OF LOGISTICS AND SUPPLY CHAIN

8:45AM to 10:00 AM

Johnson Room

### Session Chair

*Joseph B. Skipper, Ga Southern*

Decreasing Ambiguity in Resilient Supply Chains. A Guideline of Organizational Complexity for Contemporary Supply Chains

*Artur Swierczek, University of Economics in Katowice*

Effect of Solar Energy Price Reduction on Supply Chain Performance and Contract Design

*Chuanhui Xiong, University of North Carolina at Pembroke*

*Xiangrong Liu, Bridgewater State University*

### Discussants

*Chuanhui Xiong, University of North Carolina at Pembroke*

*Artur Swierczek, University of Economics in Katowice*

## 10:00AM

### COFFEE

10:00AM to 10:15 AM

Co-Sponsored by Randolph-Macon College & The Case Centre

Prefunction 2nd Floor Room

## 10:15AM

## [SP6] WORKSHOP: MISSION IMPOSSIBLE? BETTER CONFERENCE PRESENTATIONS

10:15AM to 11:30 AM

Chatham Room

### Coordinator

*Wilma M. Andrews, Virginia Commonwealth University*

## [AN9] PANEL: DISCUSSION OF SOFTWARE FOR STATISTICS AND ANALYTICS INSTRUCTION

10:15AM to 11:30 AM

Forsyth Room

A panel of users will discuss their experiences and perspectives on a variety of computational software for instruction in a statistics or analytics course. Software packages to be addressed include but are not limited to Excel, JMP, Minitab, R, SAS, SPSS and StatCrunch. Discussion will focus on multiple criteria for evaluating software including desired purpose for the software in the course, availability of the software, ease of use, and future value to the students. In addition to the panel those attending will be encouraged to participate in the discussion.

### Moderators

*Kellie B. Keeling, University of Denver*

*Robert L. Andrews, Virginia Commonwealth University*

### Panelists

*Michael A. King, Virginia Tech*

*Matthew A. Lanham, Virginia Polytechnic Institute & State University*

*Kim I. Melton, University of North Georgia*

*Robert A. Stine, Wharton School*

*Joseph G. Van Matre, University of Alabama - Birmingham*

*Webster West, North Carolina State University*



## **[ED5] DOES DELIVERY FORMAT MATTER?**

10:15AM to 11:30 AM

Franklin Room

### **Session Chair**

*Michael Hutkin, Roanoke College*

Comparing Two Delivery Methods to Teach Microcomputer Applications

*Paula Ruby, Arkansas State University*

*Ralph Ruby, Jr., Arkansas State University*

The Impact of Action Research and Cohort Based Learning on Doctoral Business Administration Students- A Case of an Online Doctorate of Business Administration Program

*Anant Ravindra Deshpande*

What Can Virtual Behavior Offer to Entrepreneurship Education?

*Dennis H. Barber III, Armstrong State University*

*Michael Morrison, Edinboro University*

### **Discussants**

*Hayward P. Andres, North Carolina A&T State University*

*Paula Ruby, Arkansas State University*

*Hui-chuan Chen, University of Tennessee - Martin*

## **[SC5] QUALITY CONTROL**

10:15AM to 11:30 AM

Johnson Room

### **Session Chair**

*Katrina Savitskie, Savannah State University*

IS Organization Development A Logical Complement To Six Sigma?

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

Medical Demand Chain Performance and Treatment Service Levels for Wounded Military Personnel?

*Richard Martin, Coastal Carolina University*

*Dennis Edwards, Coastal Carolina University*

*Jay Teets, Virginia Tech*

### **Discussants**

*Richard Martin, Coastal Carolina University*

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

## **NOON**

### **PRESIDENT'S LUNCH**

Noon to 1:30 PM

Sponsored by Pearson Publishing

Savannah Ballroom B Room

