



SOUTHEAST DECISION SCIENCES INSTITUTE
ANNUAL MEETING
February 22-24, 2017

PROGRAM



Welcome to the Southeast Decision Sciences Institute Conference

On behalf of the council, officers, and 2017 program committee, I would like to welcome you to the 47th Annual Meeting of the Southeast Decision Sciences Institute (SEDSI) in Charleston, SC. I am most grateful to the SEDSI Council for their confidence in appointing me. The energy surrounding our annual meeting comes from the opportunity to renew old acquaintances and to meet new colleagues from universities, governments, businesses, and other organizations. I encourage you to pursue existing connections, also to promote our meetings at your institution and to encourage your colleagues to join us in future years. The program committee has put together an excellent conference with about 130 papers, panels and workshops, presented by more than 150 participants, that I think you will find to be enlightening and enjoyable. We are very fortunate this year to have three great publishers and one of the nation's leading statistics software companies 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. It was truly a team effort. Many key individuals worked 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, special session developers, and graduate and undergraduate student paper judges, and my four colleagues Vicky Smith, Heather Chaney, Judith Ogden, and Dolores Cox. Also, included are the officers and council members, 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 support. Finally, I thank all my colleagues at the College of Business at Clayton State University, specially my Dean, Dr. Avinandan Mukherjee for his continuous support for me and providing everything I needed to plan/organize this meeting. The Hotel coordination/logistics was provided by Drew Rosen, SEDSI website updates by John O'Malley, conference website and branding documents by George Lowry, and I thank all of these individuals for their outstanding support. Suzie smith, Jason Dean, Shanan Gibson, Jim Wynne, Chris Zobel, Ali Nazemi and Chris McCart have worked with me on many instances when I desperately needed their help and have answered my never ending emails! I am sure I have left a few other individuals out, and I apologize for not mentioning everybody's name here, indeed this list is very long!

This year we continued using our last year's conference management system, ExOrdo, and I appreciate their good customer support team for answering ALL of my many questions as we further explored how to navigate the system and put the program together. Hopefully next year it will be easier for everybody.

When our sister organization, SEINFORMS, could not hold their meeting at Myrtle Beach in October due to Hurricane, we thought about providing a venue for their participants to present their papers at SEDSI. As a result of countless efforts by council and officers of both organization, we are very proud to present SEINFORMS@SEDSI sessions. The organizer of these session is Mike Shurden (Lander University). He put in endless effort in organizing 10 sessions of SEINFORMS@SEDSI which you will surly enjoy during the meeting. A "thank you" is in order, to all SEINFORMS officers, especially Cheryl Aasheim and Jay Teets for their support and making the SEINFORMS@SEDSI a possibility.

In addition to our exhibitor's support, each year we receive sponsorship funds for several coffee



breaks, officers/volunteer reception, President's reception, and President's luncheon. We thank all our sponsors for their valuable support. A list is provided below, if you see them during the conference, please stop by and thank them.

I also thank my wife, Shabnam Mousavi, and my daughter, Anoush Kheirandish, for their support all the way. Finally, I would like to thank you, the individual participants, who actually make this meeting possible. Given that many schools are still dealing with limited travel funds, I am aware how hard it is to attend a regional academic conference these past few years and I appreciate your continuous support for SEDSI despite the limited travel funds. Now that you are here for the conference, I urge you all to sit in on as many sessions as possible and to participate in the meeting to its fullest. If you learn something new, see old friends, or meet some new colleagues by the time you leave, in my opinion, the conference is successful. And finally, do not forget to come back next year and bring a new member with you!

Reza Kheirandish, PhD
2017 SEDSI 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. Membership includes representatives from most of the functional areas of business. 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.

Charleston, SC

Charleston is one of America's oldest and most historic cities. The holy city (as Charleston is often called) played vital roles in both the revolutionary war and the civil war. Referred to as the holy city because of its many houses of worship; Charleston, and especially the historic downtown market area, has many historic buildings within a short walking distance. There are also ample opportunities to shop for that special memory. No trip to Charleston is complete without visiting the historic open-air market right outside the doors of your hotel. Enjoy your stay in historic Charleston and please come back often.

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2017, 22 - 24 February

Southeast Decision Sciences Institute 2017



Conference Programme

Wednesday, 22nd February

Wednesday
13:00 - 17:00

Registration

Venue Hayne Street Gallery

Wednesday
13:00 - 17:00

Exhibition

Venue Hayne Street Gallery

Wednesday
13:30 - 14:45

DE1 Exhibitor's Demo Session (As Needed)

Venue Wando

Wednesday
13:30 - 14:45

EC1 International Economics/Banking

Chair Barry Pfitzner (Randolph-Macon College)

Venue Harleston

Are Cities in Vietnam Distributed According to Zipf?

» *Barry Pfitzner (Randolph-Macon College), Trang Tran (Randolph-Macon College)*

Is China's Economy Impacted by the Dynamics of Oil Prices?

» *Zhixin Kang (University of North Carolina at Pembroke), Bishwa Koirala (University of North Carolina at Pembroke), Wenhui Chen (China University of Geosciences - Beijing)*

Credit Perceptions and Participation in Mainstream Banking

» *Rebecca Gonzalez (University of North Carolina at Pembroke)*

Wednesday
13:30 - 14:45

IE1 Innovative Education Workshop 1

Chair Wilma Andrews (Virginia Commonwealth University)

Venue Edisto

Are you using all of the Power of PowerPoint?

» *Wilma Andrews (Virginia Commonwealth University), Robert Andrews (Virginia Commonwealth University)*

Wednesday
13:30 - 14:45

PS1 Managing Conflict/Law/Medical Battery

Chair Judith Ogden (Clayton State University)

Venue Ashley

Managing Conflict When Your Workplace Does Not Have a Program

» *JUDITH OGDEN (Clayton State University)*

HAS THE SUPERIOR COURT OF BRUNSWICK COUNTY, NC ESTABLISHED A SYSTEM OF INJUSTICE THAT DISCRIMINATES AGAINST PRO SE LITIGANTS IN A MANNER THAT VIOLATES THE SUBSTANTIVE DUE PROCESS CLAUSE OF THE FOURTEENTH AMENDMENT TO THE U.S. CONSTITUTION?

» *Brad Johnson (Francis Marion University)*

Medical Battery: When Patient Rights Conflict with Quality of Care

» *Claire La Roche (Longwood University)*

Wednesday
13:30 - 14:45

SS1 Business Technology/Big Data Issues

Chair Michael Latta (Coastal Carolina University)

Venue Cooper

Business Intelligence, Analytics and ERP Training

» *belinda shipp (North Carolina A & T State University)*

No - Business Intelligence Is Not An Oxymoron Or A Big Data Technique

» *Michael Latta (Coastal Carolina University- YTMBA Research & Consultig)*

PERCEPTIONS OF COLLEGE STUDENTS ON MEDICAL TOURISM

» *Lydia Gan (University of North Carolina at Pembroke), James Frederick (University of North Carolina at*

Pembroke), Donna Wiencek (Western Illinois University)

Wednesday
14:45 - 15:00

Coffee Break Sponsored by College of Business, Lander University
Venue Hayne Street Gallery

Wednesday
15:00 - 16:15

AC1 Accounting Issues 1
Chair Greg Kordecki (Clayton State University)
Venue Harleston

**ALTERNATIVE THEORIES TO EXPLAIN BRITISH PETROLEUM'S RESPONSE FOR
SUSTAINABILITY, ACCOUNTABILITY, AND REPORTING**

» *Elizabeth D. Capener (San Jose State University), Maria Bullen (San Jose State University), Greg Kordecki (Clayton State University College of Business)*

**THE RESEARCH AND EXPERIMENTAL TAX CREDIT LAW GIVES BUSINESSES A COMPETITIVE
WEAPON**

» *James Alford (The Citadel)*

How Accountants can Fight Activist Investors

» *Dov Fisher (Brooklyn College)*

Wednesday
15:00 - 16:15

DE2 Exhibitor's Demo Session (As Needed)
Venue Wando

Wednesday
15:00 - 16:15

EC2 **Economics/IT/Public Sector**
Chair Ajay Aggarwal (Henderson State University)
Venue Wraggborough

TRACKING THE S&P 500: SOME SUMMARIES AND STOCHASTIC VERSUS DETERMINISTIC TRENDS

» *Barry Pfitzner (Randolph-Macon College)*

CAN EXTENSIVE USE OF TECHNOLOGY BE AN EFFECTIVE MEASURE OF CRITICAL THINKING SKILLS?

» *William S. Thomas (University of North Carolina Pembroke), John Spillan (University of North Carolina Pembroke), Christine Bell (University of North Carolina Pembroke)*

Retirement Analysis

» *Ajay Aggarwal (Henderson State University), Frank Smith (Colorado State University)*

Wednesday
15:00 - 16:15

IE2 **Innovative Education & Teaching Pedagogy**
Chair Cynthia Knott (Marymount University)
Venue Ashley

EDUCATING COLLEGE BOUND MILLENNIALS: LEVERAGING TECHNOLOGY TO ENGAGE AND EDUCATE STUDENTS

» *Mahesh Vanjani (Texas Southern University)*

Information Systems Undergraduate Curriculum: A Study in Self-Assessment for Program Viability

» *Albert J. Wynne (Virginia Commonwealth University), Elena Olson (Virginia Commonwealth University)*

Developing a Curriculum: The Development of a Doctoral Program in Cybersecurity

» *Cynthia Knott (Marymount University), Donna Schaeffer (Marymount University), Patrick Olson (National University)*

Wednesday
15:00 - 16:15

IE3 Innovative Education Workshop 2

Chair Annie Stith-Willis (Virginia Commonwealth University)

Venue Edisto

Technology-Based Instructional Supplements for Your Class - How are They Changing Instruction and Learning Outcomes?

» *Annie Stith Willis (Virginia Commonwealth University), Wilma Andrews (Virginia Commonwealth University), Robert Andrews (Virginia Commonwealth University)*

Wednesday
15:00 - 16:15

SS2 Educational Innovations

Chair Stan Vinson (Lander University)

Venue Cooper

PROVIDING WHAT STUDENTS NEED; NOT WHAT IS EASIEST FOR FACULTY: IN-DEPTH STRATEGIC ASSESSMENT OF THE STRATEGY COURSE

» Janice Black (Coastal Carolina University), J. Kay Keels (Coastal Carolina University), Nicholas Rhew (Coastal Carolina University)

No One Is as Smart as Everyone – A Japanese Proverb: The Story of a High-Performing Work

Team A Case Study

» Stan Vinson (Lander University Greenwood South Carolina)

Curriculum Revision to Address a Changing Health Care Environment

» Peggy Johnson (Lander University Greenwood South Carolina)

Wednesday
16:15 - 16:30
Break
Venue Hayne Street Gallery

Wednesday
16:30 - 17:30
SEINFORMS Council meeting
Venue Edisto

Wednesday
17:30 - 17:35
Short Break
Venue Hayne Street Gallery

Wednesday
17:35 - 18:45
SEDSI and SEINFORMS joint meeting
Venue Edisto

Wednesday
SEDSI Officers/volunteers reception (Sponsored by the School of Business)

19:00 - 21:00

~~Venue~~ Citadel) Citadel

Thursday, 23rd February

Thursday
07:30 - 08:30

SE DSI Council meeting

Venue Ansonborough

Thursday
08:00 - 18:00

Registration

Venue Hayne Street Gallery

Thursday
08:00 - 18:00

Exhibition

Venue Hayne Street Gallery

Thursday
08:00 - 08:45

Breakfast

Venue Hayne Street Gallery

Thursday
08:45 - 10:00

AC2 Accounting Workshop

Chair James Alford (The Citadel)

Venue Harleston

Assessing Your Company's Ethics Profile

» James Alford (*The Citadel*)

Thursday
08:45 - 10:00

DA1 **Lessons Learned and Data Resources for Quantitative Analysis and Instruction**

Chair Robert Andrews (Virginia Commonwealth University)

Venue Edisto

Lessons Learned and Data Resources for Quantitative Analysis and Statistics Instruction

» Robert Andrews (*Virginia Commonwealth University*), William Miller (*Georgia College*), Chris Lowery (*Georgia College*), Ping Wang (*James Madison University*), Binshan Lin (*Louisiana State University Shreveport*)

Thursday
08:45 - 10:00

EC3 **Economics Issues**

Chair Gary Hackbarth (Valdosta State University)

Venue Wando

UNDERSTANDING THE IMPACT OF PERCEIVED COMMUNITY IMPACT AND MEDIA INTEREST ON ENVIRONMENTAL SPILL REPORTING

» Gary Hackbarth (*Valdosta State University*), Marko Horn (*Valdosta State University*)

Impact of Business Climate and Quality of Life on Employment of South Carolina: Evidences from Panel Cointegration, GMM, Dynamic OLS (DOLS) and Dumitrescu Hurlin Panel Causality

Tests

» Muhammad Mustafa (South Carolina State University), Haile Selassie (South Carolina State University)

Distance as a Determinant of Trade Costs: A Different Type of Distance Puzzle?

» David Buehler (Pennsylvania State University - Harrisburg), Roger White (Whittier College)

Thursday
08:45 - 10:00

MO1 Management Issues

Chair Amit Shah (Frostburg State University)

Venue Ashley

Salary Expectations and Salary Realities: An Analysis of University Students in Spain and Singapore

» Amit Shah (Frostburg State University), Michael Monahan (Frostburg State University)

Opportunities and Perils: Launching a Micro Business

» Joshua Brooks (Lander University Greenwood South Carolina), Alan Treeter (Lander University Greenwood South Carolina), Stan Vinson (Lander University Greenwood South Carolina)

STRATEGY VERSUS STRUCTURE: A CREATIVE ENTREPRENEURIAL PERSPECTIVE

» Janice Black (Coastal Carolina University)

Thursday
08:45 - 10:00

MO2 RETIREMENT

Chair Robert Herring (Winston-Salem State University)

Venue Wraggborough

INVOLVEMENT OF PROFESSORS IN ACADEMIC PURSUITS IN RETIREMENT--A SYMPOSIUM

» *Robert Herring* (Winston-Salem State University), *Jim Pope* (Duale Hochschule Baden-Wuerttemberg),
Brooke Saladin (Wake Forest University), *Albert J. Wynne* (Virginia Commonwealth University)

Thursday
08:45 - 10:00

MP1 Graduate Student Paper Session 1

Chair Julie Ann Williams (University of West Florida)
Venue Kiawah

PREDICTING THE TOP THREE FINISHERS OF THE 2016 KENTUCKY DERBY USING LOGISTIC REGRESSION

» *Andrew Bristow* (Virginia Commonwealth University), *Shane Olson* (Virginia Commonwealth University)

Gender Discrimination in the Workforce: Its Impact on Businesses and Employee Performance

» *Janeth Gabaldon* (Savannah State University), *Yashikiya Harley* (Savannah State University), *Jerry Greene* (Savannah State University), *Suman Niranjana* (Savannah State University)

Thursday
08:45 - 10:00

SS3 SEINFORMS@SEDSI Symposium

Chair Michael Latta (Coastal Carolina University)
Venue Cooper

DO BUSINESS SCHOOL TEAM PROJECTS MEET STUDENT LEARNING OUTCOMES AND PREPARE STUDENTS FOR THE WORLD OF WORK

» *Michael Latta (Coastal Carolina University- YTMBA Research & Consultig), Merrill Boyce (Coastal Carolina University), P R (Dick) Drass (Coastal Carolina University), David Fink (Coastal Carolina University), J. Kay Keels (Coastal Carolina University)*

Thursday
10:00 - 10:15

Coffee Break Sponsored by Cameron School of Business, University of North Carolina Wilmington

Venue Hayne Street Gallery

Thursday
10:15 - 11:30

SEDSI Business Meeting

Venue Harleston

Thursday
11:30 - 11:35

Short Break

Venue Hayne Street Gallery

Thursday
11:35 - 12:50

SS4 SEINFORMS@SEDSI Workshop

Chair Marilyn Smith (Winthrop University)

Venue Cooper

Resources for Teaching Sustainability

» *Marilyn Smith (Winthrop University)*

Thursday

SS5 SEINFORMS@SEDSI Panel

11:35 - 12:50

Chair ~~Ashley~~ Ashley Black (Coastal Carolina University)

The Application of the Business Canvas for Private Independent School and its Use in Curriculum: PANEL DISCUSSION OF APPLICATION OF NEWER ENTREPRENEURSHIP TOOL

» *Janice Black (Coastal Carolina University), Leann Mischel (Coastal Carolina University), April Spivak (Coastal Carolina University)*

Thursday
11:35 - 12:50

UP1 Undergraduate Student Paper 1

Chair Elizabeth Rasnick (Georgia Southern University)

Venue Kiawah

SOME DRIVE-THRU'S ARE 'MORE EQUAL THAN OTHERS'

» *Teresa Fábregas (Mount St. Mary's University), Kevin Kelly (Mount St. Mary's University), Martin Grenchik (Mount St. Mary's University)*

Causal variables in Oman's GDP Growth Rate 1995-2014

» *Michael Gannon (University of North Carolina at Pembroke)*

Title: Unintended Consequences of Corporate Average Fuel Efficiency (CAFE) Standards

» *Tyler Hogan (Presbyterian College)*

Thursday
11:45 - 13:00

SEDSI Officers Lunch

Venue Ansonborough

Thursday
13:30 - 14:45

AS1 **Workload Reassignment/Channel Assignment/Container Managem**
Chair Burcu Adivar (Fayetteville State University)
Venue Wraggborough

A Grants Administration Application Identifying the Best Path to Optimality

» *Megan Wydick Martin (Virginia Tech), Cliff Ragsdale (Virginia Tech)*

Analysis of Significant Success Factors in YouTube Channels

» *Delphia Schoenfeld (Fayetteville State University), Burcu Adivar (Fayetteville State University)*

OPTIMIZATION OF EMPTY CONTAINER MOVEMENTS FOR FREIGHT FORWARDERS

» *Burcu Adivar (Fayetteville State University), Didem Hepgulum (DSV - Global Transport and Logistics)*

Thursday
13:30 - 14:45

DA2 **Effective use of Software for Statistics Instruction**
Chair Robert Andrews (Virginia Commonwealth University)
Venue Edisto

Effective use of Software for Statistics Instruction

» *Robert Andrews (Virginia Commonwealth University), Julian Parris (JMP), Patrick Barbera (Pearson)*

Thursday
13:30 - 14:45

IE4 **Innovative Education & Teaching Pedagogy**
Chair William Kline (Pennsylvania State University)
Venue Harleston

TEACHING DATA VISUALIZATION WITH TABLEAU: CASE OF "TOPBABYNAMES"

» *Helen Moshkovich (University of Montevallo), Alexander Mechitov (University of Montevallo)*

Repeatability and Reproducibility: A Study to Analyze the Precision of Assessing Tooth Preparations

» *Kimberly Deranek (Nova Southeastern University), Steve Kramer (Nova Southeastern University), Sharon Siegel (Nova Southeastern University)*

An Exercise to Introduce Memorandum Components in a Quality Management Lecture

» *Julie Ann Williams (University of West Florida), Kristine Gallamore (University of West Florida)*

Thursday
13:30 - 14:45

MP2 Graduate Student Paper Session 2

Chair Cheryl Aasheim (Georgia Southern University)

Venue Wando

Grouping Students According to IT-Related Ethical Behavior: An Application of the Clustering Algorithm

» *Sushmita Khan (Georgia Southern University)*

Antecedents of Job Satisfaction and Work Engagment: Mediating the Role of Cognitive And Affective Response

» *Kimberly Crawford (Savannah State University), Leigh Davis (Savannah State University), Kristen Dixon (Savannah State University), Suman Niranjana (Savannah State University)*

Thursday
13:30 - 14:45

SC1 **Issues in Supply Chain Management**
Chair Kim Whitehead (Anderson University)
Venue Ashley

Qualitative examinations of supply chain collaboration and their contribution to the research stream

» *Kim Whitehead (Anderson University)*

PRODUCTIVITY-DRIVEN APPROACH TO INTEGRATED BIOMASS-TO-BIOFUEL SUPPLY CHAIN DESIGN

» *Jae-Dong Hong (South Carolina State University), Shadae Taylor (South Carolina State University), Devin Rambert (South Carolina State University)*

Thursday
13:30 - 14:45

SS6 **Financial /Heuristics Decision Making**
Chair Ali Nazemi (Roanoke College)
Venue Cooper

What a Time-Series Model Implies about Trading Strategies

» *Joshua Brooks (Lander University Greenwood South Carolina), Lili Chen (Lander University)*

Age-Based Solution for Classification of Mutual Funds

» *Ali Nazemi (Roanoke College)*

Heuristics in Business and Economics

» *Reza Kheirandish (Clayton State University), shabnam Mousavi (Johns Hopkins University)*

Thursday
13:30 - 14:45

UP2 Undergraduate Student Paper 2

Chair James Gibson (East Carolina University)

Venue Kiawah

Electronic Word of Mouth in Social Media: Effects on Businesses

» *Troy Jones (Savannah State University)*

Stimulating Creativity Through Mindfulness Practices Within the Information Systems

Curriculum

» *Nibal Aridi (Virginia Commonwealth University), Ginny Ross (Virginia Commonwealth University)*

Advertising and Gender: How Does One Affect the Other?

» *Amber Felton (Savannah State University)*

Thursday
14:45 - 15:00

Coffee Break Sponsored by Department of Business Administration & Economics, Presbyterian College

Venue Hayne Street Gallery

Thursday
15:00 - 16:15

AC3 **Data Security/AIS**
Chair Elizabeth Lowry (Bon Secours Health System, Inc.)
Venue Wraggborough

Held for Ransom, the Latest Cybersecurity Threat

» *Elizabeth Lowry (Bon Secours Health System, Inc.)*

THE DOORS ARE CLOSED BUT THE WINDOWS ARE OPENED: A REALISTIC PERSPECTIVE ON DATA SECURITY AND PRIVACY

» *Howard Hamilton (Florida Atlantic University)*

USING REAL DATA TO ENHANCE LEARNING IN AN ACCOUNTING INFORMATION SYSTEMS COURSE

» *Karen Mattison (Presbyterian College)*

Thursday
15:00 - 16:15

DA3 **Experiences with and Recommendations for using R for Statistics/
Instruction**
Chair Robert Andrews (Virginia Commonwealth University)
Venue Edisto

Experiences with and Recommendations for using R for Statistics/Analytics Instruction

» *Robert Andrews (Virginia Commonwealth University), Buddy Bilbrey (Lander University), Tobin Turner (Presbyterian College), David Stephan (Two Bridges Instructional Technology)*

Thursday
15:00 - 16:15

IE5 **Innovative Education and Teaching Pedagogy**
Chair Chris McCart (Roanoke College)
Venue Harleston

Short-term Travel to China: Planning and Pitfalls

» *Michelle Hagadorn (Roanoke College), Chris McCart (Roanoke College)*

MBA Program Portfolio Approach to Assist Students in Career Transition

» *Linda Christie (Marymount University)*

The Transforming Power of Undergraduate Research: An Observation

» *Derald Wentzien (Wesley College), Kasey Thompson (Woodbridge Middle School)*

Thursday
15:00 - 16:15

PS2 **Teaching Business/Student Success**
Chair Elena Olson (Virginia Commonwealth University)
Venue Wando

TEACHING THE LANGUAGE OF BUSINESS TO THE CLINICAL SIDE

» *Gary Hackbarth (Valdosta State University), Kelly Gamble (Valdosta State University)*

Exit, Voice, and Loyalty: Some Academic Factors as Institutional Antecedents of Student Success in U.S. Universities

» *Avinandan Mukherjee (Clayton State University), C. Julian Gnana Dhas (Sri Krishna Arts and Science*

College), Heather Chaney (Clayton State University)

How much time should be spent on each of the four major areas of competency in the new MSIS 2016 model curriculum?

» *Albert J. Wynne (Virginia Commonwealth University), Joseph T. Cipolla (Virginia Commonwealth University), Elena Olson (Virginia Commonwealth University)*

Thursday
15:00 - 16:15

SC2 Goal Programming/Heuristic Solution Improvement/Kernel Search Algorithm

Chair Kamran Moghaddam (Clayton State University)
Venue Ashley

Multi-Objective Preventive Maintenance and Replacement Scheduling in a Manufacturing System using Goal Programming

» *Kamran Moghaddam (Clayton State University)*

Heuristic solution improvement using optimization

» *Robert Nauss (University of Missouri-St. Louis), Jeremy North (Murray State University)*

A Stochastic Kernel Search Algorithm for Solving Hard Integer Linear Programming Problems

» *Jeremy North (Murray State University), Robert Nauss (University of Missouri-St. Louis)*

Thursday
15:00 - 16:15

SS7 Information Technology/Cybersecurity Issues

Chair Donna Schaeffer (Marymount University)

Venue Cooper

An Interdisciplinary Approach to Cybersecurity Curriculum

» *Donna Schaeffer (Marymount University), Cynthia Knott (Marymount University), Patrick Olson (National University)*

EXPLORING WEB AND MOBILE DEVELOPMENT KNOWLEDGE, SKILLS AND ABILITIES: A CONSENSUS-BASED PILE SORT METHODOLOGY

» *Sam Wainford (Georgia Southern University), Adrian Gardiner (Georgia Southern University), Cheryl Aasheim (Georgia Southern University), Paige Rutner (Georgia Southern University)*

MONITORING TECHNOLOGY IN YOUR LIFE: A WORK IN PROGRESS

» *Pamela Galluch (Roanoke College), Marta Miller-Serrano (Roanoke College), Chris Lassiter (Roanoke College)*

Thursday
15:00 - 16:15

UP3 Undergraduate Student Paper 3

Chair Julie Ann Williams (University of West Florida)

Venue Kiawah

Effect of Knowledge Management (KM) on Organizational Success

» *Lisa Baez (Savannah State University)*

Advertising under the Umbrella of Perception: Stereotypical Advertising

» *Daniel Gardner (Savannah State University)*

Neuromarketing and Psychology in Advertising: Exploring Connections

» *Amber Evans (Savannah State University)*

Thursday
16:15 - 16:30

Coffee Break Sponsored by Department of Business Administration &
Economics, Roanoke College

Venue Hayne Street Gallery

Thursday
16:30 - 17:45

AS2 Multi-Server Queueing Systems/Data Mining/Graph Presentation

Chair Binshan Lin (Louisiana State University)

Venue Wraggborough

LENGTH DISTRIBUTIONS AND DYNAMIC BUFFER SIZING IN MULTI-SERVER QUEUEING SYSTEMS

» *Daniel Myers (Rollins College)*

Gini-based Classification and its Applications in Data Mining

» *Binshan Lin (Louisiana State University Shreveport)*

Influence of graph presentation format on user's decision making behavior

» *Dong-gook Kim (Dalton State College), Chongwoo Park (Augusta University)*

Thursday
16:30 - 17:45

DA4 Perspectives on Statistics Instruction for Analytics and Data Science

Chair Robert Andrews (Virginia Commonwealth University)

Venue Edisto

Perspectives on Statistics Instruction for Analytics and Data Science

» *Robert Andrews* (Virginia Commonwealth University), *Zhixin Kang* (University of North Carolina at Pembroke), *Joan Donohue* (University of South Carolina), *Andrew Bristow* (Virginia Commonwealth University), *Lydia Gan* (University of North Carolina at Pembroke)

Thursday
16:30 - 17:45

IS1 Assistive Technology/Software Only Companies

Chair Renu Singh (South Carolina State University)

Venue Wando

A case study on the feasibility of assistive technology in helping people with disabilities in daily living

» *Melanie A. Greene* (Pace University), *James Lawler* (Pace University), *Jenna R. Hager* (Pace University)

WITHER SOFTWARE? ARE SOFTWARE ONLY COMPANIES VIABLE?

» *Patrick Olson* (National University), *Donna Schaeffer* (Marymount University)

Digital Media Adoption: A Case for Digital Assistance Program for Micro Agribusiness Enterprises

» *Renu Singh* (South Carolina State University)

Thursday

PS3 Issues in Health Care Management

16:30 - 17:45

Chair ~~Willesto~~ Miller (Georgia College)

Impact of WeChat Use among Cancer Patients' Informal Caregivers: An Exploratory Intervention Study in China

» *Lucky Xue (East Carolina University), Hanxi Zhang (Fudan University), Ming Yuan (Jiangyin People's Hospital), Huigang Liang (East Carolina University)*

Assessing Outsourcing Strategy on quality and performance of US Long-term Healthcare

» *Christie Chen (University of Tennessee at Martin), Monty Taylor (University of Tennessee at Martin)*

The impact of information management and relationship quality on healthcare industrial vending machine implementation and use: A preliminary empirical analysis

» *Mauro Falasca (East Carolina University), John Kros (East Carolina University), Jon Kirchoff (East Carolina University)*

Thursday
16:30 - 17:45

SC3 Social Responsibility/Inventory Policy Improvement

Chair Shona Morgan (North Carolina A&T State University)

Venue Ashley

ETHICAL PERSPECTIVES ON THE EXTENT OF SOCIAL RESPONSIBILITY IN SUPPLY CHAIN MANAGEMENT

» *Ryan Atkins (Nova Southeastern University)*

IMPROVING THE INVENTORY POLICY OF A LOCAL BUSINESS IN NORTH CAROLINA

» *Marilene van Schalkwyk* (Fayetteville State University), *Caitlin Ray* (Fayetteville State University), *Dhruv Kalas* (Fayetteville State University), *Burcu Adivar* (Fayetteville State University)

Analyzing Inventory and Primary Resources in the Supply Chain

» *Richard Monroe* (Longwood University)

Thursday
16:30 - 17:45

SS8 Business Education
Chair Michelle Hagadorn (Roanoke College)
Venue Cooper

AN OVERVIEW OF JEFF SELINGO'S THERE IS LIFE AFTER COLLEGE AND IMPLICATIONS FOR BUSINESS FACULTY

» *Suzie Smith* (Presbyterian College)

The Role of Colleges and Universities in Students' Financial Well-Being

» *Michelle Hagadorn* (Roanok)

GUIDELINES FOR EVALUATING THE VALIDITY OF A STATISTICAL STUDY IN A GENERAL EDUCATION STATISTICS COURSE

» *Aniekan Ebiefung* (The University of Tennessee at Chattanooga)

Thursday
16:30 - 17:45

UP4 Undergraduate Student Paper 4
Chair Laquanda Leaven (North Carolina A&T State University)

Venue Kiawah

The Effects of Anthropomorphic Advertising

» *Neychea Colvin* (Savannah State University)

The Digital Age: Advertising on Social Media and Its Effectiveness

» *Shayanna Bonner* (Savannah State University)

Social Media Advertising: Xenophobia and Implications on Interpersonal Closeness with Foreigners

» *Rafaella Gavino* (Savannah State University)

Thursday
17:45 - 18:15

Distinguished Service Award Recipient Meeting

Venue Kiawah

Thursday
18:30 - 20:30

President's Reception Sponsored by Pamplin College of Business, Virginia Tech

Venue Tent/Courtyard (Stono Ballroom, if it rains)

Thursday
18:30 - 20:30

USP Undergraduate Student Posters Sponsored by College of Business, State University

Chair Laquanda Leaven (North Carolina Agricultural and Technical State University)

Venue Tent/Courtyard (Stono Ballroom, if it rains)

Friday, 24th February

Friday
08:00 - 11:30
Registration
Venue Hayne Street Gallery

Friday
08:00 - 11:30
Exhibition
Venue Hayne Street Gallery

Friday
08:00 - 08:45
Breakfast
Venue Hayne Street Gallery

Friday
08:45 - 10:00
AC4 Detecting Abnormal Accruals/Values/Earnings Management
Chair Janice Black (Coastal Carolina University)
Venue Harleston

GUIDING VALUES AND THE COLLECTIVE UNDERSTANDING OF COLLEGE STUDENTS

» *Janice Black (Coastal Carolina University), Jacob Voegel (Coastal Carolina University)*

Friday
08:45 - 10:00
DA5 Enhancing the Value of Analysis through Effective Skills and Com
Chair Robert Andrews (Virginia Commonwealth University)
Venue Edisto

Enhancing the Value of Analysis through Effective Skills and Communication

» *Mary Malliaris (Loyola University Chicago), Mary Dunaway (University of Virginia), Robert Andrews (Virginia Commonwealth University), Wilma Andrews (Virginia Commonwealth University)*

Friday
08:45 - 10:00

MK1 Lobbying/Globalization/Attitude Toward Women Managers

Chair Cody Logan Chullen (East Carolina University)

Venue Wando

U.S. Based Lobbying Efforts and the Liability of Foreignness

» *William Kline (Pennsylvania State University), Richard Brown (Pennsylvania State University)*

The Role Of Culture And Gender-Based Differences In The Attitudes Toward Women As Managers

» *Cody Logan Chullen (East Carolina University), Tope Bello (East Carolina University)*

LIKE THE DESERTS WISH FOR RAIN, AMERICA'S LOCAL ECONOMIES WISH FOR MANUFACTURING: LOCAL ECONOMIES MUST REINVENT THEMSELVES

» *Stacy Barnes (Averett University)*

Friday
08:45 - 10:00

MO3 Business Education/Financial Performance/Pearl Jam vs. Ticketm

Chair Alexander Michitov (University Of Motevallo)

Venue Wraggborough

CURRENT STATE OF RUSSIAN BUSINESS EDUCATION

» *Alexander Mechitov (University of Montevallo), Helen Moshkovich (University of Montevallo)*

The Role of Lobbying Intensity, PAC Formation and Political Connections on Financial Performance in the Oil and Gas Industry

» *Richard Brown (Pennsylvania State University)*

Vertical Pressure as a Mechanism to Combat Monopolistic Bargaining Power: The Case of Pearl Jam Versus Ticketmaster

» *Richard Brown (Pennsylvania State University)*

Friday
08:45 - 10:00

SC4 Demand-Driven SCM/LPT heuristic/Pop-Up Supply Chain
Chair Elizabeth Rasnick (Georgia Southern University)
Venue Ashley

VALUE CREATION THROUGH EFFECTIVE DEMAND-DRIVEN SUPPLY CHAIN MANAGEMENT: EMPIRICAL EVIDENCE FROM LONG-RUN STOCK PERFORMANCE

» *Xun Li (Nicholls State University), Qun Wu (University of Nevada), J Field (Nicholls State University)*

Posterior worst-case bounds for LPT schedules

» *Johnny Ho (columbus state university), Ivar Massabo (Universita della Calabria), Giuseppe Paletta (Universita della Calabria), Alex Ruiz-Torres (Universidad de Puerto Rico - Rio Piedras)*

A Case Study of a Pop-Up Supply Chain

» Elizabeth Rasnick (Georgia Southern University)

Friday
08:45 - 10:00

SS9 **Accounting Education/Tax**
Chair Bill Pollard (Appalachian State University)
Venue Cooper

Tax Policies that Encourage Tenant Medical Office Building Green Utility Retrofits

» Billie A Brotman (Kennesaw State University)

Including Activity-Based Costing Constructs in a Survey of Accounting Course

» Bill Pollard (Appalachian State University)

Teaching Cost Accounting: A Focus on Bad Debts and Purchases Discounts in the Cash Budget

» Bill Pollard (Appalachian State University)

Friday
08:45 - 10:00

UP5 **Undergraduate Student Paper 5**
Chair Daesunng Ha (Marshall University)
Venue Kiawah

The Influence of Publicity and Doppelganger Brand Images on Millennial Spending

» Teisa Sterling (Savannah State University)

Airline Quality Considerations and Indices: Improving the Approach to Customer Satisfaction

Surveys

» Ryan McNeil (*Mount St. Mary's University*)

PREDICTING IMDB SCORE: AN APPLICATION OF DECISION TREES

» *Geanna Torres* (*Georgia Southern University*), Kennitha Cochrum (*Georgia Southern University*),
Jonathan Covington (*Georgia Southern University*), Tiffany Carpenter (*Georgia Southern University*)

Friday
10:00 - 10:15

Coffee Break Sponsored by Department of Information Systems at Virginia Commonwealth University

Venue Hayne Street Gallery

Friday
10:15 - 11:30

DA6 Providing Students with Proper Knowledge and Skills for Analytic Data

Chair Robert Andrews (*Virginia Commonwealth University*)

Venue Edisto

Providing Students with Proper Knowledge and Skills for Analytics and Big Data

» Robert Andrews (*Virginia Commonwealth University*), Cory Hutchinson (*Louisiana State University*),
Kellie Keeling (*University of Denver*), Robert Stine (*University of Pennsylvania*)

Friday
10:15 - 11:30

MO4 Manager Emotional Intelligence/Data Envelopment Analysis/Min Strategies

Chair Lissa Velazquez (*Roanoke College*)

Venue Wando

Acting and Performing: The Influence of Manager Emotional Intelligence

» *L. Melita Prati (East Carolina University), Joy Karriker (East Carolina University)*

Should Strategy Researchers Use Data Envelopment Analysis?

» *william kline (Pennsylvania State University - Harrisburg), Fang-Chun Liu (Stevens Institute of Technology)*

Does Mindfulness Have a Place in Business Organizations?

» *Lissa Velazquez (Roanoke College)*

Friday
10:15 - 11:30

SC5 Relief Supply Dist./Security Provisions in Service/Micro-Manufac

Chair John O'Malley (Georgia Southern University)

Venue Ashley

The Integrated Disaster Medical Assistance Team Scheduling and Relief Supply Distribution Problem

» *Shengbin Wang (North Carolina A & T State University)*

Exploring Security Considerations in Service Environments

» *Shona Morgan (North Carolina A & T State University), Rhonda Hensley (North Carolina A & T State University)*

An Examination of Etsy Shops as Online Micro-manufacturers

» *Richelle Oakley (Savannah State University), Mitchell Church (Coastal Carolina University)*

Friday
10:15 - 11:30

SS10 **Supply Chain/Inventory Issues**
Chair Daesunng Ha (Marshall University)
Venue Cooper

Knowledge sharing - an imperative for successful supply chain collaboration - An empirical Analysis

» *Anu Mathews (Anderson University)*

The Effect of Nonlinear Inventory Turnover Ratio on Inventory Management Efficiency

» *Daesung Ha (Marshall University)*

Maximizing Asset Recovery: Establishing a Disposition Decision Tool

» *Kim Whitehead (Anderson University), Edmund Prater (University of Texas at Arlington)*

Friday
10:15 - 11:30

UP6 **Undergraduate Student Paper 6**
Chair Renu Singh (South Carolina State University)
Venue Kiawah

Small Business Meets the World of Social Media

» *Alexis Baird (Savannah State University)*

The Halo Effect: Celebrity Influence within Popular Culture

» *Howard Wilson (Savannah State University)*

Advertising on Social Networking Sites: Does Social Media Affect Consumer Decision Making?

» *Tyler Dawson (Savannah State University)*

Friday
12:00 - 13:45

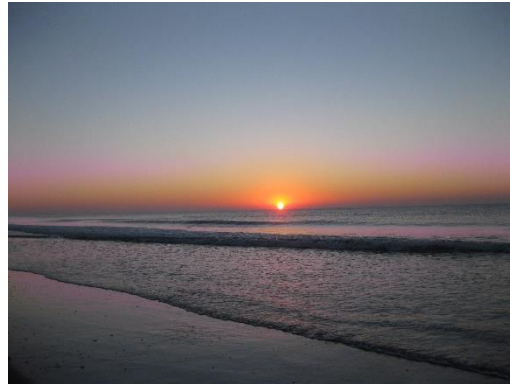
President's Lunch Sponsored by Department of Business Information
Technology, Virginia Tech

Venue Charleston Ballroom



Southeastern Chapter of the Institute for
Operations Research and the Management
Sciences

**Mark your calendars to attend the 53rd Annual Meeting of SEINFORMS
in sunny Myrtle Beach, SC on October 5-6.**



We would like to invite participants of SEDSI as well as their colleagues and students to come share their expertise and research results at the 53rd Annual Meeting of SEINFORMS. You are encouraged to submit a full paper or abstract. Abstracts should be a minimum of four (4) pages long and include an outline of the complete paper sufficient for review. All papers go through a blind peer review process. Proposals for panels, tutorials and workshops must be at least two (2) pages long describing what you intend to do and why it would be of interest and importance to the conference. Full time Ph.D. and master's degree students are encouraged to submit papers to the Student Paper Competition, and accepted student competition papers will receive a \$100 travel stipend. A faculty sponsored undergraduate research paper track is also available. See details and instructions at <http://www.seinforms.org>.

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For further information, please contact Michelle Hagadorn, the Program Chair, at (540) 375-2501 or hagadorn@roanoke.edu





*Please do not forget to mark your
calendar for SEDSI 2018,
to be held on February 21-23, 2018
at Wilmington, NC.
See you next year at SEDSI 2018*



