
**SOUTHEASTERN INFORMS
2007 ANNUAL MEETING**

**Wednesday, October 3
Thursday, October 4
and
Friday, October 5**

THE PROGRAM CHRONOLOGICALLY

Wednesday, October 3

3:00 PM

REGISTRATION

3:00 PM to 6:00 PM Mezzanine

Thursday, October 4

7:30 AM

REGISTRATION 1

7:30 AM to 1:00 PM Mezzanine

PLACEMENT

7:30 AM to 1:00 PM Mezzanine

EXHIBITORS

7:30 AM to 1:00 PM Mezzanine

**CONTINENTAL
BREAKFAST**

7:30 AM to 8:00 AM Mezzanine

Sponsored by
Coastal Carolina University
E. Craig Wall, Sr. College of Business
Henry Lowenstein, Dean

8:00 AM

**[SP1] PANEL: TRAVEL
ADVICE FOR THE VOYAGE
TO MICROSOFT'S VISTA
AND BEING OFFICE 2007
FLUENT**

8:00 AM to 9:30 AM Savannah Palms

Moderator

*Robert L. Andrews, Virginia
Commonwealth University*

Panelists

*Wilma Andrews, Virginia Commonwealth
University*
Ali A. Nazemi, Roanoke College
Ron Sones, Liberty University

**[SP2] WORKSHOP: CASE
STUDY DEVELOPMENT,
ANALYSIS AND WRITING**

8:00AM to 9:30 AM Atlantic Parlor

Coordinators

*Sharynn M. Tomlin, Angelo State
University*
Fred R. David, Francis Marion University
*Forest R. David, Francis Marion
University*

**[SP3] TUTORIAL:
PUBLISHING TIPS FOR
PROFESSORS**

8:00 AM to 9:30 AM Water's Edge

Presenter

*Danny R. Arnold, Frostburg State
University*

**[EI1] METHODS AND
DELIVERY SYSTEMS**

8:00 AM to 9:30 AM

Azalea

Chairperson

*Robert B. Burney, Coastal Carolina
University*

Faculty Perspectives: A Comparison of
Distance Education and Face-to-Face
Courses

*Shanan G. Gibson, East Carolina
University*

Michael Harris, East Carolina University
Fostering Student Interest in Project
Management by Use of Personal Goal
Setting

*Paul R. Martin, Coastal Carolina
University*

Can Learning Styles Be Used to Create a
More Effective Online Computer Literacy
Class?

*Ray J. Blankenship, Western Kentucky
University*

Discussants

*Paul R. Martin, Coastal Carolina
University*
*Ray J. Blankenship, Western Kentucky
University*
*George S. Lowry, Randolph-Macon
College*

**[EP1] EDUCATIONAL
PRACTICE: NON-
TRADITIONAL EDUCATION**

8:00 AM to 9:30 AM *Arcadian 3-4*

Chairperson

*Richard E. Crandall, Appalachian State
University*

Differences in Selection Criteria Among
Traditional Students, Adult Continuing
Education Students and Graduate Students
Kurt Schimmel, Robert Morris University

Gayle Marco, Robert Morris University
*Mark Eschenfelder, Robert Morris
University*

*Jeananne Nicholls, Robert Morris
University*

Internet Mediated Distance Education as a
Disruptive Technology: The Potential
Impact on the Four-Year Degree Market

*R. Eugene Hughes, East Carolina
University*

Time to Change the Traditional System for
Evaluation of Faculty Performance

Adel M. Novin, Clayton State University
Maria L. Bullen, Clayton State Univer

Discussants

Adel M. Novin, Clayton State University
Kurt Schimmel, Robert Morris University
*R. Eugene Hughes, East Carolina
University*

**[IT1] WORKSHOP: RADIO
FREQUENCY
IDENTIFICATION TAGS:
THEIR IMPACT IN
TODAY'S WORLD**

8:00 AM to 9:30 AM *Dunes Ballroom*

Coordinator

*Leanne C. McGrath, University of South
Carolina - Aiken*

[IT2] IT IN PRACTICE

8:00 AM to 9:30 AM *Palmetto Palms*

Chairperson

Vicki Hightower, Elon University

Maintaining and Improving Network
Infrastructure & Overall Technology

Needs at Big Brothers Big Sisters:
Community Service Project

*Pete P. Bahmani, James Madison
University*

*Matt Alan Wank, James Madison
University*

A Typology of Internet Advertising:
Research and Issues

David P. Cook, Old Dominion University
Wenhong Luo, Villanova University

Followup System

*Ramesh M. Choudhari, South Carolina
State University*

Discussants

*Ramesh M. Choudhari, South Carolina
State University*

*James P. Lawler, Pace University - New
York*

*Jonathan Allan Andrews, Naval Surface
Warfare Center*

**[MG1] MOTIVATION AND
WORKPLACE NEEDS**

8:00 AM to 9:30 AM *Arcadian 6*

Chairperson

*Martha M. Mattare, Frostburg State
University*

Exploring Individual Differences and
Spontaneous Changes in Jobs

Paul Lyons, Frostburg State University

Nurse Retention: Is the Healthcare

Industry Meeting Nursing Needs?

*Patricia C. Borstorff, Jacksonville State
University*

*Stacy P. Nolen, Jacksonville State
University*

*Cynthia A. Sneed, Jacksonville State
University*

One More Time: Herzberg's Theory of
Work Motivation

Gail H. McKee, Roanoke College

Change Management in Complex
Systems: Using Appreciative Inquiry for
Generative Learning

*Martha M. Mattare, Frostburg State
University*

Discussants

Amit J. Shah, Frostburg State University

*Martha M. Mattare, Frostburg State
University*

Paul Lyons, Frostburg State University

*Eileen Higgins, Frostburg State
University*

**[MG2] THE IMPACT OF
QUALITY AND STRUCTURE
IN BUSINESS**

8:00 AM to 9:30 AM Arcadian 1-2

Chairperson

*Marthe A. McClive, Frostburg State
University*

Assessing the Influence of Chief
Executive Officer Supportiveness
Behavior on Market Orientation and
Business Performance

Gerald F. Sullivan, Keiser University

Examine Relationship Between
Corruption and Transaction Governance
Structure

*Aimao Zhang, Georgia Southern
University*

Measuring Quality in Resort
Accommodations

*Dennis A. Rauch, Coastal Carolina
University*

*Robert D. Nale, Coastal Carolina
University*

*Michael D. Collins, Coastal Carolina
University*

Peter B. Barr, Glenville State College

Discussants

*Marthe A. McClive, Frostburg State
University*

Ron Ross, Frostburg State University

*Michael L. Monahan, Frostburg State
University*

9:30 AM

COFFEE BREAK

9:30 AM to 9:45 AM Mezzanine

Sponsored by
Appalachian State University
John A. Walker College of Business
Randy Edwards, Dean

9:45 AM

**[SP4] PANEL: HAVE YOUR
BUSINESS STUDENTS GOT
GAME?: SIMULATIONS AND
ACTIVE LEARNING IN
BUSINESS SCHOOLS**

9:45 AM to 11:15 AM Savannah Palms

Moderators

*Michael Latta, Coastal Carolina
University*

*Mark A. Mitchell, Coastal Carolina
University*

Panelists

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

J. Kay Keels, Coastal Carolina University

*Louis C. Mancuso, Southern University -
New Orleans*

*Larry Smith, Charleston Southern
University*

**[EI2] STUDENT
PERFORMANCE AND
LEARNING**

9:45 AM to 11:15 AM

Azalea

Chairperson

*Shanan G. Gibson, East Carolina
University*

A. C. E. R. S. (Accounting Certification
Exam Remuneration System): Using
Securitization to Solve a Persistent
Business Education Funding Problem

*Gregory L. Krippel, Coastal Carolina
University*

*Robert B. Burney, Coastal Carolina
University*

Are They Really Ready to Work?
Recommendations to Educational
Institutions in Response to a Report on
Graduate Preparedness

*Patricia M. Buhler, Goldey-Beacom
College*

*Alison Boord White, Goldey-Beacom
College*

Knowledge and Skill Requirements for
IT/IS Graduates

*E. Sonny Butler, Georgia Southern
University*

*Cheryl Aasheim, Georgia Southern
University*

*Susan R. Williams, Georgia Southern
University*

Discussants

*Cheryl Aasheim, Georgia Southern
University*

*Robert B. Burney, Coastal Carolina
University*

*Patricia M. Buhler, Goldey-Beacom
College*

**[EP2] WORKSHOP:
DEVELOPING YOUR SKILLS
FOR GIVING
CONSTRUCTIVE
DEVELOPMENTAL
FEEDBACK TO STUDENTS**

9:45 AM to 11:15 AM

Arcadian 6

Coordinators

*Thomas F. Hawk, Frostburg State
University*

Amit J. Shah, Frostburg State University

**[EP3] EDUCATIONAL
PRACTICE: ISSUES FOR
ADMINISTRATORS**

9:45 AM to 11:15 AM Dunes Ballroom

Chairperson

*James P. Lawler, Pace University - New
York*

Department Level Program Assessment as
a Stepping Stone to a Successful College
Assessment Program

Richard T. Symons, Ashland University

*Khushwant K. Pittenger, Ashland
University*

Raymond A. Jacobs, Ashland University

A Nationwide Study of Administrators'
Use of the Portfolio in the Hiring Process

*Dennis Ehlert, Central Missouri State
University*

Jerry Neal, University of Central Missouri

Mel D. Krohn, Virginia State University

Effective Strategies for the Compliance
With the Time-on-task Concept of
AACSB

Adel M. Novin, Clayton State University

*Reza Motameni, California State
University - Fresno*

*Lari H. Arjomand, Clayton State
University*

Discussants

Adel M. Novin, Clayton State University
Raymond A. Jacobs, Ashland University
Dennis Ehlert, Central Missouri State University

[EP4] EDUCATIONAL PRACTICE: LEARNING

9:45 AM to 11:15 AM *Atlantic Parlor*

Chairperson

Robert D. Nale, Coastal Carolina University

Training, Learning and Performance

Paul Lyons, Frostburg State University

Adult Learning Theory: Is a Consensus Developing?

Timothy A. DuPont, Lander University

Application of Little's Law to Enrollment Management Practices in Higher Education

Ellen M. Walk, University of Richmond
Lewis A. Litteral, University of Richmond

Discussants

Lewis A. Litteral, University of Richmond
Jane M. Lang, East Carolina University
Timothy A. DuPont, Lander University

[FI1] ISSUES IN ECONOMICS

9:45 AM to 11:15 AM *Arcadian 1-2*

Chairperson

Uma V. Sridharan, Lander University

The Effect of Differential Taxation on Competition in the Telecommunications Industry

Karie A. Barbour, Lander University

David G. Loomis, Illinois State University

The Effect of Yield Curve Differentials on the Bond Call Premium

Wesley M. Jones, The Citadel

Save Tax Now or Later?: Comparison of Traditional 401(k) and Roth 401(k) By Using Growing Annuity Model

Allen Shin, Frostburg State University

Discussants

Allen Shin, Frostburg State University
Karie A. Barbour, Lander University
Willis Lewis, Jr., Lander University

[IT3] EMPIRICAL STUDIES IN IT

9:45 AM to 11:15 AM *Palmetto Palms*

Chairperson

Ephrem Eyob, Virginia State University

A Web Science Analysis of Search Engines and MMORPGs

John W. Stamey, Jr., Coastal Carolina University

Christopher D. Miller, Coastal Carolina University

A Longitudinal Study on the Number of Graduates from U.S. Colleges and University IT Programs.

Rick Weible, Marshall University

Discussants

Leanne C. McGrath, University of South Carolina - Aiken
Pete P. Bahmani, James Madison University

[PS1] ETHICS, EMPLOYMENT, AND COMMUNICATION ISSUES

9:45 AM to 11:15 AM *Arcadian 3-4*

Chairperson

Stacy R. Barnes, Albemarle, College of

The Impact of Organizational Citizenship Behaviors and Public Service Motivation on Performance Appraisals

Robert K. Christensen, University of North Carolina - Charlotte

Steven W. Whiting, Georgia State University

Thursday, October 4

Expectations, Ethics and Generation Y: A
Proposal to Examine Willingness to
Fabricate on Resumes

*Janice Witt Smith, Winston - Salem State
University*

*Kimberly A. Freeman, Winston-Salem
State University*

Employer Liability for Employee Misuse
of Technology in the Workplace

*John P. Geary, Appalachian State
University*

*Dinesh S. Dave, Appalachian State
University*

Food: Communication of Culture

*Richard J. Mills, Jr., Robert Morris
University*

Denis P. Rudd, Robert Morris University

*Patrick J. Litzinger, Robert Morris
University*

*Frank R. Flanegin, Robert Morris
University*

Discussants

*Martha M. Mattare, Frostburg State
University*

*Robert K. Christensen, University of
North Carolina - Charlotte*

James O. Smith, East Carolina University
Sara Bliss Kiser, Judson College

Investigating Public Funds Dedicated to
Recreation Programs - A Comparison
Focused on One Locality

Leigh E. Mascherin, Longwood University

Association of Leisure-time Physical
Activity With Percent Body Fat in African
American College Students

*Kevin Ritsche, Winston-Salem State
University*

*Terese M. Stratta, Winston-Salem State
University*

*Aysel Firdevs Kavaz, Winston-Salem State
University*

*Cynthia W. Brown, Winston-Salem State
University*

*Jesse Pittsley, Winston-Salem State
University*

Discussants

*Kevin Ritsche, Winston-Salem State
University*

*Robert L. Andrews, Virginia
Commonwealth University*

*Serena Reese, Virginia State University -
Petersburg*

Leigh E. Mascherin, Longwood University

**[SR1] SPORTS AND
RECREATION RESEARCH**

9:45 AM to 11:15 AM *Water's Edge*

Chairperson

*Douglas E. Ziegenfuss, Old Dominion
University*

Predicting a Driver's Finish in a NASCAR
Race

*Robert L. Andrews, Virginia
Commonwealth University*

Sociocultural Influences on Women's
Body Image

*Serena Reese, Virginia State University -
Petersburg*

11:15 AM

COFFEE BREAK

11:15 AM to 11:30 AM *Mezzanine*

Sponsored by
North Carolina State University
College of Management
Ira Weiss, Dean

11:30AM

[AC1] TAX AND RELATED ISSUES

11:30 AM to 1:00 PM Arcadian 3-4

Chairperson

Gregory L. Krippel, Coastal Carolina University

An Analysis of Disclosures Under FIN 48
John L. Stancil, Florida Southern College
2007 U.S. Supreme Court Decision Clarifies IRS Collection Powers in Cases of Transferee Liability

Robert H. Breakfield, Winthrop University
Sharyn Gay Randolph, Winthrop University

Mceuen V. Allemeier: M.B.A.
Educational Deductions at the Crossroads
Clyde L. Posey, Alcorn State University

Discussants

Michelle Hagadorn, Roanoke College
Norma Clifton, Roanoke College
John L. Stancil, Florida Southern College

**[EP5] WORKSHOP:
RESPONDING TO THE
EMPLOYER-APPLICANT
SKILLS GAP: ONE
COLLEGE'S RESPONSE TO
CLEANING UP DIGITAL
DIRT AND ACTING FINE**

11:30 AM to 1:00 PM Arcadian 6

Coordinators

Patricia M. Buhler, Goldey-Beacom College
Alison Boord White, Goldey-Beacom College

[EP6] BUSINESS BY THE NUMBERS: ISSUES IN ACCOUNTING COURSES

11:30 AM to 1:00 PM Savannah Palms

Chairperson

Sharon C. Gibbs, Roanoke College

Selecting Appropriate Tax Topics for Coverage in a Principles of Accounting Course

William B. Pollard, Appalachian State University

Performance Differences in Intermediate Accounting I Class Between Transfer and Matriculating Students Using Four Years of Data

Douglas E. Ziegenfuss, Old Dominion University

Randall R. Spurrier, Old Dominion University

A Student Assignment to Complement In-Class Instruction in Regression Analysis

Hope M. Baker, Kennesaw State University

Penelope R. Verhoeven, Kennesaw State University

Discussants

Douglas E. Ziegenfuss, Old Dominion University

Timothy C. McKee, Old Dominion University

William B. Pollard, Appalachian State University

**[EP7] EDUCATIONAL
PRACTICE: IDEAS FOR THE
CLASSROOM**

11:30 AM to 1:00 PM *Atlantic Parlor*

Chairperson

*R. Eugene Hughes, East Carolina
University*

The Use of Spreadsheets to Teach Master
Production Schedule and Materials

Requirements Planning
*Richard E. Crandall, Appalachian State
University*

*Karen T. Main, Appalachian State
University*

Making it Real: Engaging Traditional
Undergraduate Students in the
Organizational Behavior Course

*Cheryl L. Adkins, Longwood University
Abigail H. O'Connor, Longwood
University*

Enhancing Classroom Engagement:

Introducing Experiential Learning

Activities Into Business Courses

*Michael L. Monahan, Frostburg State
University
Amit J. Shah, Frostburg State University*

Discussants

*Cheryl L. Adkins, Longwood University
R. Eugene Hughes, East Carolina
University
Richard E. Crandall, Appalachian State
University*

**[EP8] EDUCATIONAL
PRACTICE: POTPOURRI II**

11:30 AM to 1:00 PM *Azalea*

Chairperson

Laurie Eakins, East Carolina University

Determining the Patterns and Impact of
Natural Property Group Development in "-
opoly" Type Games Through Computer
Simulation

*Chuck Leska, Randolph-Macon College
Edward D. Showalter, Randolph-Macon
College*

Reflection as a Supportive Component of
Team Based Project Management

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

J. Kay Keels, Coastal Carolina University

Mission Possible: Weekly Reading

*Jane H. Philbrick, Savannah State
University*

Barbara Bart, Savannah State University

*Reginald Leseane, Savannah State
University*

*William Dowling, Savannah State
University*

Discussants

*Darla J. Domke-Damonte, Coastal
Carolina University
Shanan G. Gibson, East Carolina
University
Edward D. Showalter, Randolph-Macon
College*

[IT4] IT ARCHITECTURE

11:30 AM to 1:00 PM *Dunes Ballroom*

Chairperson

Ali A. Nazemi, Roanoke College

Methodology for Educating Information Systems Students on the New Paradigm of Service-Oriented Architecture

James P. Lawler, Pace University - New York

Information Systems and Electronic Communication in Logistics Management

Ephrem Eyob, Virginia State University

DoD Architectural Framework as a

Business Planning Tool

Jonathan Allan Andrews, Naval Surface Warfare Center

Discussants

John W. Stamey, Jr., Coastal Carolina University

Rick Weible, Marshall University

David P. Cook, Old Dominion University

[MG3] INTERNATIONAL BUSINESS ISSUES

11:30 AM to 1:00 PM *Palmetto Palms*

Chairperson

Carol S. Arnone, Frostburg State University

Perception of Crisis Management: A Comparative Analysis of Guatemalan and U.S. Small Businesses

John E. Spillan, Penn State University - DuBois Campus

Christopher Ziemnowicz, University of North Carolina at Pembroke

Privatization in Iran: New Policies and Developments

Mahmood Moghimzadeh, Piedmont Virginia Community College

Christopher Ziemnowicz, University of North Carolina at Pembroke

Critical Success Factors for Small Business in China: "Small Business Owners Contrasted With Their Counterparts in Mexico and the US"

Antonio Rios-Ronquillo, Angelo State University

William H. Lawrence, Angelo State University

Sudhir K. Chawla, Angelo State University

Jin Chen, Zhejiang University

How Well Are Chinese Employees Coping With Work-Family Conflicts?

Yanyan Liu, Fudan University

Jeremy B. Fox, Appalachian State University

Joan Donohue, University of South Carolina - Columbia

Discussants

Carol S. Arnone, Frostburg State University

Joyce M. Middleton, Frostburg State University

Ron Ross, Frostburg State University

Sara Bliss Kiser, Judson College

[PS2] HEALTHCARE ISSUES - LOCAL AND NATIONAL

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

Chairperson

James O. Smith, East Carolina University

An Optimization Model for Healthcare Resource Planning in Northeast North Carolina

Stacy R. Barnes, College of Albemarle

Gathering Sensitive Healthcare Information Using Social Engineering Techniques

B. Dawn Medlin, Appalachian State University

Joseph A. Cazier, Appalachian State University

US Healthcare

Ajay K. Aggarwal, Millsaps College

Discussants

*B. Dawn Medlin, Appalachian State University
Ajay K. Aggarwal, Millsaps College
Robert D. Nale, Coastal Carolina University*

Friday, October 5

7:30 AM

REGISTRATION

7:30 AM to 11:00 AM Mezzanine

3:30 PM

**[MT1] MEETING:
SE INFORMS COUNCIL
MEETING**

3:30 PM to 5:00 PM Arcadian 1-3

PLACEMENT

7:30 AM to 11:00 AM Mezzanine

5:00 PM

EXHIBITORS

7:30 AM to 11:00 AM Mezzanine

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

5:00 PM to 6:00 PM Arcadian 1-3

**CONTINENTAL
BREAKFAST**

7:30 AM to 8:00 AM Mezzanine

6:00PM

PRESIDENT'S RECEPTION

6:00 PM to 7:30 PM Beachcombers

Sponsored by
Roanoke College
Department of Business
Administration and Economics
Larry Lynch, Chairperson

Sponsored by
University of South Carolina - Upstate
School of Business Administration
and Economics
Darrell Parker, Dean
Lilly M. Lancaster, Editor, Palmetto
Review

8:00 AM

**[SP5] PANEL: TIME OUT!:
TAKING STOCK OF YOUR
ACADEMIC CAREER TO
DATE AND PLANNING FOR
GREATER-THAN-YOU
OUTCOMES IN THE FUTURE**
8:00 AM to 9:30 AM Atlantic Parlor

Moderator

*Mark A. Mitchell, Coastal Carolina
University*

Panelists

*Michael D. Collins, Coastal Carolina
University*
J. Kay Keels, Coastal Carolina University
*Michael Latta, Coastal Carolina
University*

**[AC2] AUDITING AND
FRAUD**

8:00 AM to 9:30 AM Arcadian 4

Chairperson

Michelle Hagadorn, Roanoke College

Is SAS No. 99 Working: A Survey of
CPAs

*Tommie Singleton, University of Alabama
- Birmingham*
*Laura Skridulis, University of Alabama -
Birmingham*

Fraud Controls for Small, Regional Not-
For-Profits and Local Governments

Sally W. Gilfillan, Longwood University
Factors Associated With Successful
Internal Audit Functions

*Douglas E. Ziegenfuss, Old Dominion
University*

Discussants

*Douglas E. Ziegenfuss, Old Dominion
University*
John L. Stancil, Florida Southern College
*Tommie Singleton, University of Alabama
- Birmingham*

**[EP10] EDUCATIONAL
PRACTICE: POTPOURRI I**

8:00 AM to 9:30 AM Azalea

Chairperson

*Lari H. Arjomand, Clayton State
University*

A Further Examination of Why Students
Cheat Today

Sara Bliss Kiser, Judson College
*Tammy L. Prater, Alabama State
University*

*Jane H. Philbrick, Savannah State
University*

Faculty Experiences With Student
Cheating: A Preliminary Assessment

William Deck, Concord University
Stephanie Bennett, Concord University
Beth Bragg, Concord University

Adam Taylor, Concord University
Courtney Wykle, Concord University

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

Student Business Organizations:

Involvement Strategies and Expectations

Juan R. Santandreu, Lander University
Michael C. Shurden, Lander University
Susan Shurden, Lander University

Discussants

Jane M. Lang, East Carolina University
Sara Bliss Kiser, Judson College
*Richard E. Crandall, Appalachian State
University*

**[EP9] WORKSHOP:
DEVELOPING RUBRICS FOR
ASSESSING LEARNING
OUTCOMES FOR
QUANTITATIVE ANALYSIS**
8:00 AM to 9:30 AM *Arcadian 6*

Coordinators

*Marilyn Smith, Winthrop University
Emma Jane Riddle, Winthrop University*

**[UR1] UNDERGRADUATE
RESEARCH I**
8:00AM to 9:30 AM *Water's Edge*

Chairperson

*E. Sonny Butler, Georgia Southern
University*

h4x0rs, the 1337 Culture: *(hackers, the
Leet(elite) Culture)
*Robert David Fleming, Georgia Southern
University
E. Sonny Butler, Georgia Southern
University*

Sexual Harassment: A Preliminary Review
for the Importance of Gender Status
*Jamie L. Barrow, Roanoke College
Gail H. McKee, Roanoke College*

Dumpster Diving: A Study on Data
Recovery and Exploitation
*Robert M. Weaver, Appalachian State
University
Joseph A. Cazier, Appalachian State
University*

Discussants

*Joseph A. Cazier, Appalachian State
University
Dinesh S. Dave, Appalachian State
University
E. Sonny Butler, Georgia Southern
University*

**[PO1] QUANTITATIVE
APPLICATIONS IN OM**
8:00 AM to 9:30 AM *Arcadian 1*

Chairperson

Lewis A. Litteral, University of Richmond

A Manpower Scheduling System for a
Helicopter Reassembly Shop
*Ki-Young Jeong, South Carolina State
University
Olga Bagatourova, Bank of America*

A Branch and Bound Algorithm for
Solving the Binary Bi-level Programming
Problem
*John K. Karlof, University of North
Carolina - Wilmington
Peter M. Hocking, University of North
Carolina - Wilmington*

Comparing Supply Chain Performance
Metrics With Organizational Excellence
Performance Metrics
*Richard W. Monroe, Coastal Carolina
University*

Discussants

*John K. Karlof, University of North
Carolina - Wilmington
Ki-Young Jeong, South Carolina State
University
Johnny C. Ho, Columbus State University*

**[PS3] LEGAL AND
ATTITUDINAL ISSUES IN
THE WORKPLACE**
8:00 AM to 9:30 AM *Arcadian 2-3*

Chairperson

*Robert E. Pugh, Francis Marion
University*

Does a State Doctor Violate the U.S.
Constitution When He Terminates a
Child's Life Support System?
*Brad R. Johnson, Francis Marion
University*

African Americans in the Workplace: How
the Law of Diversity Has Created Real
Impediments

Paul C. Bland, Bryant & Strattan College

Henry O. Brown, Virginia State University

An Analysis of Familiarity as it Relates to
Attitudes Toward Gays and Lesbians

James O. Smith, East Carolina University

*Joseph Tomkiewicz, East Carolina
University*

Discussants

*Richard J. Mills, Jr., Robert Morris
University*

*John P. Geary, Appalachian State
University*

C. Justice Tillman, Lander University

**[PC1] STUDENT PAPER
COMPETITION 1
(MBA/PH.D.)**

8:00 AM to 9:30 AM Atlantic View II

Chairperson

Ali A. Nazemi, Roanoke College

Consumer Empowerment in E-Healthcare:
An Investigation Using the Grounded
Theory Approach

*Sherrie Drye Cannoy, University of North
Carolina - Greensboro*

Assessing the Knowledge of HIV/AIDS
Among College Students at an Historically
Black College and University

*Jamilla Tiffany Shepperson, Winston-
Salem State University*

*Cynthia W. Brown, Winston-Salem State
University*

Do Inventory Forward Buys Make Sense?

*Andrew Steven Manikas, Georgia Institute
of Technology*

Motorcycle Industry: Can Choppers

Compete Against the Big Dogs?

*Gregory S. Elkins, Frostburg State
University*

*Daniel M. Filer, Frostburg State
University*

Judges

*Joan Donohue, University of South
Carolina - Columbia*

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

Michael Hutkin, Roanoke College

9:30 AM

COFFEE BREAK

9:30 AM to 9:45 AM Mezzanine

Sponsored by

Old Dominion University
College of Business and Public
Administration

Nancy A. Bagranoff, Dean

9:45 AM

**[EI3] WORKSHOP: THE USE
OF CLASSROOM
SIMULATIONS IN THE
STUDY OF FOREIGN
EXCHANGE**

9:45AM to 11:15 AM Atlantic Parlor

Coordinators

*George S. Lowry, Randolph-Macon
College*

*Edward D. Showalter, Randolph-Macon
College*

*Catherine L. Staples, Randolph-Macon
College*

**[EP11] WORKSHOP: JUMP
INTO SERVICE LEARNING**

9:45 AM to 11:15 AM *Arcadian 6*

Coordinators

*Michelle Hagadorn, Roanoke College
Sharon C. Gibbs, Roanoke College*

**[UR2] UNDERGRADUATE
RESEARCH II**

9:45 AM to 11:15 AM *Water's Edge*

Chairperson

Lewis A. Litteral, University of Richmond

Characteristics That Lead Students to
Choose IT-Related Majors

*Emanuel Fuller, Georgia Southern
University*

*Cheryl Aasheim, Georgia Southern
University*

An Investigation of United States Voting
Methods: A Multidisciplinary Perspective
and Local Implications for the Richmond
Metropolitan Area

*Neil M. Slotterback, University of
Richmond*

Patrick H. Flynn, University of Richmond

Lewis A. Litteral, University of Richmond

RFID Security

*James A. Chilton, James Madison
University*

*Steve Gawrelski, James Madison
University*

Chris Starkey, James Madison University

Discussants

Lewis A. Litteral, University of Richmond

Gail H. McKee, Roanoke College

*Cheryl Aasheim, Georgia Southern
University*

[FI2] INVESTMENTS

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

Chairperson

*Billie A. Brotman, Kennesaw State
University*

The Potential Value of Intra-day Trading
in "Spiders"

*Robert J. Angell, North Carolina A&T
State University*

Attention Grabbers, Mad Money, and
Noise Traders

*Terrill R. Keasler, Appalachian State
University*

*Chris R. McNeil, Appalachian State
University*

Never Try to Catch a Falling Knife: Fact
or Fiction?

*Ladd M. Kochman, Kennesaw State
University*

*Randy Goodwin, Kennesaw State
University*

Discussants

*Terrill R. Keasler, Appalachian State
University*

*Ladd M. Kochman, Kennesaw State
University*

*Robert J. Angell, North Carolina A&T
State University*

**[F13] INTERNATIONAL
ECONOMICS**

9:45 AM to 11:15 AM

Azalea

Chairperson

Uma V. Sridharan, Lander University

Financial Liberalization, Increased
Competition, and Improved Banking
Services: Evidence from Singapore

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

*Cliff Edwin Mensah, University of North
Carolina at Pembroke*

What Are the Extent and Determinants of
Mobility in Iran?

*Reza Kheirandish, Clayton State
University*

Shabnam Mousavi, Penn State University

*Lari H. Arjomand, Clayton State
University*

Performance and Compensation on the
European PGA Tour: A Statistical
Analysis

*Charles B. Pfitzner, Randolph-Macon
College*

Chris Spence, Randolph Macon College

Discussants

*Charles B. Pfitzner, Randolph-Macon
College*

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

*Reza Kheirandish, Clayton State
University*

**[MG4] FEMALE
COMMUNICATION AND
CHALLENGES**

9:45 AM to 11:15 AM

Palmetto Palms

Chairperson

*Eileen Higgins, Frostburg State
University*

A Note on Gender Differences in Strategic
Risk-Taking: A Business Game

Simulation Experiment

*Devon M. Galbraith, University of North
Carolina - Wilmington*

*Craig S. Galbraith, University of North
Carolina - Wilmington*

Do Basic Communication Skills Affect
Job Satisfaction and Satisfaction With the
Supervisor?

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

*Joyce M. Beggs, University of North
Carolina - Charlotte*

The Challenges of Business Ownership: A
Comparison of Minority and Non-
Minority Women Business Owners

Cheryl L. Adkins, Longwood University

Sally W. Gilfillan, Longwood University

Wayne E. McWee, Longwood University

Steven A. Samaras, Longwood University

Discussants

*Joyce M. Middleton, Frostburg State
University*

*Eileen Higgins, Frostburg State
University*

Paul Lyons, Frostburg State University

**[PO2] SUPPLY CHAIN AND
OM APPLICATIONS**

9:45 AM to 11:15 AM *Arcadian 1*

Chairperson

David P. Cook, Old Dominion University

**Green Supply Chain Management and Its
Opportunities**

Johnny C. Ho, Columbus State University
*Tzu-Liang Tseng, University of Texas at
El Paso*

Rong Pan, Arizona State University

**Global ERP Project Management: A Case
Study**

*Chien-Hung Chen, Appalachian State
University*

*Chuck C.H. Law, Chaoyang University of
Technology*

*Richard E. Crandall, Appalachian State
University*

**Organizational Excellence: Examples in
the Carolinas**

*Richard W. Monroe, Coastal Carolina
University*

*Leslie R. Pagliari, East Carolina
University*

Discussants

*Richard W. Monroe, Coastal Carolina
University*

David P. Cook, Old Dominion University

*Richard E. Crandall, Appalachian State
University*

**[PS4] EMPLOYMENT AND
ECONOMIC ISSUE**

POTPOURRI
9:45 AM to 11:15 AM *Arcadian 2-3*

Chairperson

*Richard J. Mills, Jr., Robert Morris
University*

**Employment and Job Satisfaction of
Community College and Career Center
Alumni**

C. Justice Tillman, Lander University

Cheryl E. Poston, Clemson University

*Wanda R. Tillman, North Greenville
University*

**The Effect of E-Commerce on Donors and
Volunteers: A Content Analysis**

Kurt Schimmel, Robert Morris University

Michelle Cole, Robert Morris University

*Kathleen Rawlins, Robert Morris
University*

**Economic Development of South
Carolina's I-95 Corridor**

*Robert T. Barrett, South Carolina State
University*

*Robert E. Pugh, Francis Marion
University*

Discussants

*Brad R. Johnson, Francis Marion
University*

*Robert T. Barrett, South Carolina State
University*

Paul C. Bland, Bryant & Strattan College

**[PC2] STUDENT PAPER
COMPETITION 2
(MBA/PH.D.)**

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

Chairperson

Ali A. Nazemi, Roanoke College

Optimization of Project Portfolios

*Senay Solak, Georgia Institute of
Technology*

*John-Paul Clarke, Georgia Institute of
Technology*

*Ellis Johnson, Georgia Institute of
Technology*

A Stochastic Optimization-based Decision
Support System for Strategic Planning in
Process Industry

*Narain Gupta, Indian Institute of
Management, Ahmedabad, India*

*Goutam Dutta, Indian Institute of
Management, Ahmedabad, India*

An Optimization Model for Concurrent
Engineering: Incorporating Life Cycle
Costing and Supply Chain Design Early in
the New Product/Service
Development Process

Mauro Falasca, Virginia Tech

Gary M. Fetter, Virginia Tech

Seccpfr - A Design Science Approach to
Securing the Collaborative, Planning,
Forecasting, and Replenishment (Cpfr)
Business Processes

*Fergle J. D'Aubeterre, University of North
Carolina - Greensboro*

Judges

*Joan Donohue, University of South
Carolina - Columbia*

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

Michael Hutkin, Roanoke College

11:15 AM

COFFEE BREAK

11:15 AM to 11:30 AM *Mezzanine*

Sponsored by
Lander University
College of Business and Public Affairs
Royce Caines, Dean

11:30 AM

**[AC3] PANEL: THE
SARBANES-OXLEY ACT
FIVE YEARS LATER: DEJA-
VU ALL OVER AGAIN**

11:30 AM to 1:00 PM *Arcadian 2-3*

Moderator

*Douglas E. Ziegenfuss, Old Dominion
University*

Panelists

*Otto B. Martinson, Old Dominion
University*

*Randall R. Spurrier, Old Dominion
University*

*Timothy C. McKee, Old Dominion
University*

**[AC4] FINANCIAL
ACCOUNTING**

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

Chairperson

Norma Clifton, Roanoke College

Alerting Principles of Accounting
Students About the Economic Impact of
Transfer Pricing Alternatives

*William B. Pollard, Appalachian State
University*

An Analysis of Inventory Reduction
Programs: The Role of Technology,
Infrastructure and Culture as Change
Agents

*Richard E. Crandall, Appalachian State
University*

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

Motivating Your Students to Take the
CPA Exam

*Gregory L. Krippel, Coastal Carolina
University*

*John G. Marcis, Coastal Carolina
University*

*John W. Mortimer, Coastal Carolina
University*

Discussants

*Richard E. Crandall, Appalachian State
University*

*Gregory L. Krippel, Coastal Carolina
University*

Norma Clifton, Roanoke College

**[EP12] PANEL: QUALIFIED
FACULTY IN AACSB
SCHOOLS OF BUSINESS**

11:30 AM to 1:00 PM *Arcadian 6*

Moderator

*Lilly M. Lancaster, University of South
Carolina - Upstate*

Panelists

*Robert T. Barrett, South Carolina State
University*

*M. Barry O'Brien, Francis Marion
University*

*Ronald F. Green, East Tennessee State
University*

**[EP13] EDUCATIONAL
PRACTICE: IMPROVING
TEACHING EFFECTIVENESS**

11:30 AM to 1:00 PM *Water's Edge*

Chairperson

Paul Lyons, Frostburg State University

Uniformity in Teaching the Principles of
Finance Class - Is it Possible or Desirable?

Michael D. Evans, Winthrop University

Student Evaluations of Teaching: Multiple
Class Sections Compared

Meredith J. Uttley, Lander University

Linda Ann Carson, Lander University

Mapping IT Skills to ABET Program
Outcomes

*Cheryl Aasheim, Georgia Southern
University*

Han Reichgelt, Southern Polytechnic

*Bart Longenecker, University of South
Alabama*

Discussants

Meredith J. Uttley, Lander University

Michael D. Evans, Winthrop University

*Jane H. Philbrick, Savannah State
University*

**[EP14] EDUCATIONAL
PRACTICE: MINORITIES
MATTER**

11:30 AM to 1:00 PM Atlantic Parlor

Chairperson

James O. Smith, East Carolina University

Ensuring Accessibility for Online Students
With Disabilities: Recommendations for
Educators

Jane M. Lang, East Carolina University
Laurie Eakins, East Carolina University
Michael Harris, East Carolina University

Digging Deeper: Are Minority Business
Cases Being Disseminated?

*Roger Gagnon, North Carolina A&T State
University*

Jeffrey Totten, McNeese State University
*Shona D. Morgan, North Carolina A&T
State University*

Testing for Race and Gender Issues in
College Grades

Kim Richburg, Lander University
Willis Lewis, Jr., Lander University
William R. Caines, Lander University

Discussants

*Shona D. Morgan, North Carolina A&T
State University*
William R. Caines, Lander University
R. Daniel Spillman, Radford University

[FI4] SUBPRIME LENDING

11:30 AM to 1:00 PM Arcadian I

Chairperson

*Reza Kheirandish, Clayton State
University*

Sub-prime Lending

Uma V. Sridharan, Lander University

Payday Lending in Virginia

Robert W. Cook, University of Richmond

Ellwood Approach: Applied to the
Subprime Residential Market

*Billie A. Brotman, Kennesaw State
University*
*Donald Sabbarese, Kennesaw State
University*

Discussants

*Ravinder K. Bhardwaj, Winthrop
University*

*John P. Geary, Appalachian State
University*

Robert W. Cook, University of Richmond

**[IT5] TUTORIAL:
INTEGRATING SERVICE-
ORIENTED ARCHITECTURE
METHODOLOGY
INTO INFORMATION
SYSTEMS CURRICULA**

11:30 AM to 1:00 PM Azalea

Presenter

*James P. Lawler, Pace University - New
York*

Participants

Bel G. Raggad, Pace University
*Hortense Howell-Barber, Pace University
- New York*

**[IT6] WORKSHOP:
APPROACHES TO WEBSITE
READABILITY**

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

Coordinator

*John W. Stamey, Jr., Coastal Carolina
University*

**[MK1] ONLINE
MARKETING, CONSUMER
BEHAVIOR, AND LOGISTICS**
11:30 AM to 1:00 PM Palmetto Palms

Chairperson

*Dinesh S. Dave, Appalachian State
University*

Gender Differences in Preference for and
Use of Brand Name and Generic/Store
Brand Over-The-Counter Analgesics

*Michael Latta, Coastal Carolina
University*

*Mark A. Mitchell, Coastal Carolina
University*

Thomas J. Anderson, The Citadel

Mediating Impact of Channel Knowledge
on Shopping Orientations in Consumers?

Online Buying Behavior: A Study of
Tourism Products

Bomi Kang, Coastal Carolina University

Sungsoo Kim, University of Florida

Relevance of Ethnocentrism on Consumer
Behavior in Lebanon

*Victor Bahhouth, University of North
Carolina at Pembroke*

*Christopher Ziemnowicz, University of
North Carolina at Pembroke*

*Youssef Zgheib, Notre Dame University -
Lebanon*

The Impact of Residual RFID Logistics on
Consumer Use and Purchase Intentions

*Dinesh S. Dave, Appalachian State
University*

*Joseph A. Cazier, Appalachian State
University*

*Andrew S. Jensen, University of North
Carolina - Charlotte*

Discussants

Christopher Ziemnowicz, North Carolina

*Joseph A. Cazier, Appalachian State
University*

*Dinesh S. Dave, Appalachian State
University*

Ajay K. Aggarwal, Millsaps College

1:00 PM

PRESIDENT'S LUNCHEON

1:00 PM to 2:30 PM Dunes Ballroom

Sponsored by
Appalachian State University
Office of Academic Affairs
Stanley R. Aeschleman, Provost and
Executive Vice Chancellor

**STUDENT PAPER
AWARDS**

1:00 PM to 2:30 PM Dunes Ballroom

Sponsored by
University of Richmond
Robins School of Business
Jorge Haddock, Dean

Frostburg State University
College of Business
Danny Arnold, Dean

Co-Sponsored by
South Carolina State University
College of Business & Applied
Professional Sciences
Robert T. Barrett, Dean

University of South Carolina
Moore School of Business
Robert Markland, Associate Dean for
Administration