
**SOUTHEASTERN INFORMS
2009 ANNUAL MEETING**

**Wednesday, September 30
Thursday, October 1
and
Friday, October 2**

THE PROGRAM CHRONOLOGICALLY

Wednesday, September 30

3:00PM

REGISTRATION
3:00PM to 6:00 PM
Mezzanine West

Thursday, October 1

7:30AM

**CONTINENTAL
BREAKFAST**
7:30AM to 8:00 AM
Mezzanine West

PLACEMENT

7:30AM to 1:00 PM
Mezzanine West

EXHIBITS
7:30AM to Noon
Mezzanine West

REGISTRATION
7:30AM to 1:00 PM
Mezzanine West

8:00AM

**[SP1] WORKSHOP: US
MASTERS UNIVERSITIES
RECRUIT
UNDERGRADUATE
STUDENTS FROM CHINA**

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

Coordinator

Qidong Cao, Winthrop University

Leader

*Thomas E. Griffin, Nova
Southeastern University*

US Masters Universities Recruit Undergraduate
Students from China

**[AC1] ACCOUNTING
POTPOURRI**

8:00AM to 9:30 AM *West B*

Chairperson

*Joseph B. Gilmore, Frostburg
State University*

Investigation of Discrepancies in the
Computation of Financial Ratios

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

Tax Issues Related to the Adoption of
IFRS in the United States

John L. Stancil, Florida Southern College

The Overtime Exemption Rule: A Ticking
Time Bomb for Professional Services
Firms

*Douglas E. Ziegenfuss, Old
Dominion University
Randall R. Spurrier, Old
Dominion University
Michael T. Zugelder, Old
Dominion University*

The Seven-Year Itch: The Sarbanes-Oxley
Act: Seven Years Later

*Douglas E. Ziegenfuss, Old
Dominion University
Randall R. Spurrier, Old
Dominion University*

Discussants

*John L. Stancil, Florida Southern College
Maria L. Bullen, Clayton State University
Norma Clifton, Roanoke College
Michelle B. Hagadorn, Roanoke College*

**[EP1] PANEL:
PROFESSIONALLY
QUALIFIED FACULTY:
ACCREDITATION AND
ADMINISTRATIVE ISSUES**

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

Moderator

Larry A. Lynch, Roanoke College

Panelists

*Ron Sones, Liberty University
Sharynn M. Tomlin, Angelo
State University
Michael Latta, Coastal
Carolina University*

**[UR1] FACULTY
SPONSORED
UNDERGRADUATE
RESEARCH**

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

Chairperson

*Michael L. Monahan, Frostburg
State University*

Real GDP and Economic Indicators - A
Look Into the Future of Our Economy

Eric D. Peterson, Liberty University
Beyond the Regulation Debate: Analyzing
Assumptions, Incentives, and the
Relationship Between Stakeholders in the
Mortgage Crisis

*Rebecca E. Johnsen, Randolph-
Macon College*

Competitive Balance in NCAA Sports

*Katie L. Raulerson, Randolph-
Macon College
Steven D. Lang, Randolph-
Macon College*

Search Engine Optimization (SEO)

Lee Adam Crawford, Roanoke College

Discussants

*Thomas F. Hawk, Frostburg
State University*

*Thomas D. Sigerstad, Frostburg
State University*

James O. Smith, East Carolina University

*Michael L. Monahan, Frostburg
State University*

**[IT1] TUTORIAL:
PUBLISHING RESEARCH OF
HIGH QUALITY IN
JOURNALS OF
INFORMATION SYSTEMS:
TECHNIQUES AND TIPS**

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

Presenter

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

Publishing Research of High Quality in
Journals of Information Systems: Techniques
and Tips

[IT2] IT POTPOURRI

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

Chairperson

*Joan Donohue, University of South
Carolina - Columbia*

Development of a Golf Risk Management
Database

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

Feasible Toning of System Availability

*Bel G. Raggad, Pace University
Azza A. Mastouri, University
of Jandouba*

Discussants

*Joan Donohue, University of South
Carolina - Columbia*

Michael R. Collins, High Point University

**[MG1] EMPLOYEE
SATISFACTION**

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

Chairperson

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

The Relationship of Performance and
Personal Factors in Job Crafting

Paul Lyons, Frostburg State University

Employee Satisfaction with Performance
Evaluations

*Nicholas W. Twigg, Coastal
Carolina University
Courtnei C. Day, Horry Electric
Cooperative*

Job Satisfaction and Organizational
Commitment: A Study in the Public
Sector

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

Discussants

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

*Martha M. Mattare, Frostburg
State University*

Raymond A. Jacobs, Ashland University

**[PO1] MANUFACTURING
AND PROCESS CONTROL**

8:00AM to 9:30 AM *West C*

Chairperson

*Richard E. Crandall, Appalachian
State University*

Remanufacturing Scheduling and Control:
Where Are We?

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

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

New Association in Bio-S-Polymer
Process

*Long Flory, Virginia
Commonwealth University*

Discussants

*Long Flory, Virginia
Commonwealth University*

*Paul R. Martin, Coastal
Carolina University*

**[QT1] APPLICATIONS OF
QUANTITATIVE THEORY**

8:00AM to 9:30 AM Atlantic Parlor

Chairperson

*Reza Kheirandish, Clayton
State University*

What Constitutes Significant Results
When Working with Large Data Sets?

*Robert L. Andrews, Virginia
Commonwealth University
Jonathan Allan Andrews, Naval
Surface Warfare Center*

What Is a Better Predictor in an MBA
Program: Work Experience or the
GMAT?

*Michael H. Deis, Clayton
State University
Reza Kheirandish, Clayton
State University*

Discussants

*Reza Kheirandish, Clayton
State University
Jonathan Allan Andrews, Naval Surface
Warfare Center*

**[PC1] PAPER COMPETION
SESSION**

8:00AM to 9:30 AM West A

Chairperson

*Edward D. Showalter, Randolph-
Macon College*

Cradle-to-Cradle: Re-thinking Design

*Jessica M. Smith, Appalachian
State University*

Still Got That Picture of Yourself
Chugging a Brewski on Facebook? Better
Listen to Us and Take That Pic Down! - A
Look at When Social Networking
Sites and Human Resource Recruiting
Collide

*Scott Lamm, University of North
Carolina at Pembroke
Renee R. Phile, University of North
Carolina at Pembroke*

Discussants

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

9:30AM

COFFEE BREAK

9:30AM to 10:00 AM
Mezzanine West

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

9:45AM

**[AC2] ETHICS AND
QUALITY ISSUES IN
ACCOUNTING**

9:45AM to 11:15 AM West B

Chairperson

Sharon C. Gibbs, Roanoke College

Arguments for a Stand Alone Accounting
Ethics Course.

*Sudhir K. Chawla, Angelo
State University
Gary W. Arnton, Angelo
State University*

The Green Behind Going Green: An
Ethical and Financial Analysis of the Eco-
Revolution

*Kimberly M. Dutton, Randolph-
Macon College*

Quality Costs - An Accounting Challenge
*Richard E. Crandall, Appalachian
State University*

Thursday, October 1

*Oliver J. Julien, Appalachian
State University*

Discussants

Sharon C. Gibbs, Roanoke College

*Richard E. Crandall, Appalachian
State University*

*Sudhir K. Chawla, Angelo
State University*

[EP2] EDUCATIONAL PRACTICE: OBTAINING QUALIFIED FACULTY

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

Chairperson

Paul Lyons, Frostburg State University

Participating Faculty

*Thomas D. Sigerstad, Frostburg
State University*

Paul Lyons, Frostburg State University

Community College Faculty Retirements: The Search for Qualified Replacements

Timothy A. DuPont, Lander University

Marketing Departments Can Find New Sources of Funding, Research, Consulting, Students, and Economic Outreach by Looking to Internship Programs.

Rick Weible, Marshall University

Discussants

Timothy A. DuPont, Lander University

Rick Weible, Marshall University

Thomas D. Sigerstad, Frostburg

State University

[EP3] EDUCATIONAL PRACTICE: ACCOUNTING ISSUES

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

Chairperson

*William B. Pollard, Appalachian
State University*

Teaching Managerial Accounting: Designing a Direct-Versus-Absorption Problem with Easy-To-Track Comparisons

*W. Joseph Pollard, Stanly
Community College*

*William B. Pollard, Appalachian
State University*

Teaching Principles of Accounting: Helping Students Identify Ten Differences When Comparing a Trial Balance, an Adjusted Trial Balance and a Balance Sheet

*William B. Pollard, Appalachian
State University*

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

*Douglas E. Ziegenfuss, Old
Dominion University*

*Randall R. Spurrier, Old
Dominion University*

Discussants

*Douglas E. Ziegenfuss, Old
Dominion University*

*W. Joseph Pollard, Stanly
Community College*

[FI1] FINANCIAL PLANNING FOR THE FUTURE

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

Chairperson

Stacy R. Barnes, College of Albemarle

Marginal Tax Rates in the US: 1918-2008 and Implications for Retirement Planning

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

*Charles W. Cole, North Carolina A&T
State University*

Is a Bailout Needed for the U.S. Retirement System?

*Robert L. Howard, North Carolina A&T
State University*

I Can't Retire Now: A Fallacy of Composition

*George S. Lowry, Randolph-
Macon College*

*Edward J. Schmidt, Randolph-
Macon College*

Wesley M. Jones, The Citadel

Discussants

*Stacy R. Barnes, College of Albemarle
David A. Brat, Randolph-Macon College*

Thursday, October 1

Steven D. Lang, Randolph-Macon College

Edward D. Showalter, Randolph-Macon College

[IT3] TUTORIAL: COMPUTING SERVICES IN THE CLOUD

9:45AM to 11:15 AM Atlantic Parlor

Presenter

Harry Katzan, Jr., Savannah State University

Cyberstalking: An Exploratory Study of Law Enforcement in Allegheny County, Pennsylvania

Karen Lynn Pullet, Robert Morris University

Hard Drive Forensics and Private Health Information: An Exploratory Study

B. Dawn Medlin, Appalachian State University

Joseph A. Cazier, Appalachian State University

The Changing Nature of Capitalism and a Question of Law in the United States

Joel A. Waldman, Robert Morris University

James C. Heneghan, Robert Morris University

Patrick J. Litzinger, Robert Morris University

[PO2] SUPPLY CHAIN AND SOURCING

9:45AM to 11:15 AM West C

Chairperson

Richard W. Monroe, Coastal Carolina University

Ohio Art: A Case Study in Global Sourcing

James A. Pope, The University of Toledo

Risk Management: A Top Priority for Supply Chain Managers

Richard W. Monroe, Coastal Carolina University

Paul R. Martin, Coastal Carolina University

Distributor Selection in Supply Chain Management - A Rough Set Based Approach

Zhonghai Zou, Shanghai University

Johnny C. Ho, Columbus State University

Tzu-Liang Tseng, University of Texas at El Paso

Guofang Song, Shanghai University

Discussants

Richard W. Monroe, Coastal Carolina University

Jay M. Teets, Coastal Carolina University

James A. Pope, The University of Toledo

[QT2] ALGORITHMS AND HEURISTICS IN

QUANTITATIVE THEORY

9:45AM to 11:15 AM East Ballroom

Chairperson

Shabnam Mousavi, Georgia State University

Identifying the Edges of a Convex Hull.

Francisco Javier Lopez, Macon State College

Art Duval, University of Texas El Paso

Heuristics for Two-machine Flowshop Scheduling with Setup Times and an Availability Constraint

Wei Cheng, Health Monitor Net

John K. Karlof, University of North Carolina - Wilmington

Discussants

John K. Karlof, University of North

[PS1] BUSINESS ETHICS AND THE LAW

9:45AM to 11:15 AM Arcadian 6

Chairperson

*Carolina - Wilmington
Francisco Javier Lopez, Macon
State College*

11:15AM

COFFEE BREAK

11:15AM to 11:45 AM

Mezzanine West

Sponsored by Appalachian State University
Stanley R. Aeschleman, Provost and
Executive Vice Chancellor

11:30AM

**[SP2] TUTORIAL: LEARN TO
EXCEL WITH WORD AND
GET THE WORD ON EXCEL**

11:30AM to 1:00 PM *West C*

Presenters

*Robert L. Andrews, Virginia
Commonwealth University*

*Wilma Andrews, Virginia
Commonwealth University*

**[EI1] CLASSROOM AND
COLLABORATION
INNOVATIONS**

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

Chairperson

John L. Stancil, Florida Southern College

Classroom 2.0: Educational Innovation or
Gimmick

Ali A. Nazemi, Roanoke College

Using Collaboration Tools in Teaching

Rick Weible, Marshall University

Reframing the Undergraduate Introduction
to Operations Management Course

Christina D. McCart, Roanoke College

Michael Hutkin, Roanoke College

Discussants

*Nikki McIntyre Finlay, Clayton
State University*

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

Timothy A. DuPont, Lander University

**[EP4] EDUCATIONAL
PRACTICE: STUDENT
ATTITUDES**

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

Chairperson

Stanko Racic, Robert Morris University

University Students Attitudes: Croatia
Versus Turkey

*Stanko Racic, Robert Morris University
Norman Schnurr, Robert
Morris University*

The Personality and Learning Styles of
Business Students

*Nicholas W. Twigg, Coastal
Carolina University
Staci S. Willett, Coastal
Carolina University*

The Pros and Cons of Accreditation:
Faculty and Student Perceptions

*Susan B. Shurden, Lander University
Deborah A. Natvig, Lander University
Michael C. Shurden, Lander University*

Student Perceptions of Teaching
Evaluations: Continuation

*Linda Ann Carson, Lander University
Meredith J. Uttley, Lander University*

Discussants

*Nicholas W. Twigg, Coastal
Carolina University*

*Michael C. Shurden, Lander University
Meredith J. Uttley, Lander University
Stanko Racic, Robert Morris University*

**[FI2] THE RECENT
FINANCIAL CRISIS**

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

Chairperson

*Ladd M. Kochman, Kennesaw
State University*

Declining Trust and Confidence in
Financial Markets as a Societal Challenge:
A Theoretical Framework Utilizing the
Fishbein Multi-Attribute Model

*Stacy R. Barnes, Albemarle, College of
The Mortgage Crisis and Credit Crunch:
From Housing Losses to Balance Sheet
Analysis to Diminished Economic Growth*

*David A. Brat, Randolph-
Macon College*

*Sydney B. Jones, Randolph-
Macon College*

The Irrational Agent

*Shabnam Mousavi, Georgia
State University*

*Reza Kheirandish, Clayton
State University*

Discussants

*Jeananne Nicholls, Kennesaw
State University*

*Robert L. Howard, North Carolina A&T
State University*

*Robert C. Winder, Christopher
Newport University*

[IT4] IT AND EDUCATION

11:30AM to 1:00 PM Atlantic Parlor

Chairperson

Chuck Leska, Randolph-Macon College

Decision Support System for Advising
Students

*Ramesh M. Choudhari, South Carolina
State University*

The Use of an Integrative Project in a
Computer Applications in Business
Course

Chuck Leska, Randolph-Macon College
Comparison of Factors Affecting Web
Based and Face to Face Student
Satisfaction with Course Website

Qidong Cao, Winthrop University
Thomas E. Griffin, Nova
Southeastern University
Xue Bai, Virginia State University

Discussants

Qidong Cao, Winthrop University
Ramesh M. Choudhari, South Carolina
State University
Chuck Leska, Randolph-Macon College

[IT5] IT AND HEALTH CARE

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

Chairperson

Timothy H. Burwell, Appalachian
State University

Development and Implementation of a
Decision Support Tool to Assist
Pharmacists to Determine Precise Dosing
and Intervals of an Aminoglycoside
(Antibiotic)

R. Daniel Spillman, Radford University
Jason C. Welch, Radford University
Brandon K. Shaver, Radford University

The Implementation of Electronic Health
Records

Nancy J. Niles, Lander University

Discussants

Nancy J. Niles, Lander University
Timothy H. Burwell, Appalachian
State University

**[MK1] CUSTOMER AND
STAKEHOLDER IMPACTS**

11:30AM to 1:00 PM *West B*

Chairperson

**[MG2] INTERNATIONAL
TOPICS IN MANAGEMENT**

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

Chairperson

Joan Donohue, University of South
Carolina - Columbia

A Trilogy of Unfortunate Events in China:
Lessons Learned in the Management of
Crises

Zhang Long, China University of
Geosciences (Beijing)

William R. Crandall, University of North
Carolina at Pembroke

John A. Parnell, Texas A&M Commerce
Historical Overview in Management

Culture: The Case in Poland

Christopher Ziemnowicz, University of
North Carolina at Pembroke

John E. Spillan, University of North
Carolina - Pembroke

Entrepreneurial Factors Affecting the
Growth of Chinese-Owned Private
Companies in China

Benjamin C. Powell, Appalachian
State University

Xiaoya Liang, Fudan University
Joan Donohue, University of South

Carolina - Columbia
Jeremy B. Fox, Appalachian

State University

Discussants

Paul Lyons, Frostburg State University

R. Eugene Hughes, East
Carolina University

James O. Smith, East Carolina University

Richard A. Fulton, Troy University -
Augusta

Breaking Down the Offer: Evaluating
Recent Theme Park Promotions

Mark A. Mitchell, Coastal

Thursday, October 1

Carolina University
Sheila J. Mitchell, Coastal
Carolina University

Economic Expectations for the Holiday
Season: A Comparison of Retailer Versus
Consumer Perceptions

Jacob Forehand, Georgia
Southern University
Jacqueline K. Eastman, Georgia
Southern University
Benjamin Mckay, Georgia
Southern University

Spillover Effects of Golf Vacations on
Attractions, Restaurants, and Retail
Shopping

Michael Latta, Coastal
Carolina University
Albert J. Taylor, Coastal
Carolina University
Mark A. Mitchell, Coastal
Carolina University
Charles Thrash, Coastal
Carolina University

Discussants

Lilly Ye, Frostburg State University
James S. Keebler, Clayton
State University
Gary L. May, Clayton State University

State University
Sarah K. Banks, Coastal
Carolina University

Michael J. Dotson, Appalachian
State University
Dinesh S. Dave, Appalachian
State University

Improving the State of the Economy:
What the Stimulus Might Mean

Robert T. Barrett, South Carolina
State University
Lilly M. Lancaster, University of South
Carolina - Upstate
Harry W. Miley, South Carolina
State University

An Exploratory Study of the Corporate
Character Ethical Value Matrix (CC-
EVM)

Edward D. Showalter, Randolph-
Macon College

Discussants

Patrick J. Litzinger, Robert
Morris University
Joel A. Waldman, Robert
Morris University
J. Dana Clark, Appalachian
State University
B. Dawn Medlin, Appalachian
State University

[PS2] STRATEGY, STIMULUS, AND CORPORATE ETHICAL VALUES

11:30AM to 1:00 PM *West A*

Chairperson

Cammie Hunt Oxendine, Pembroke

Providing Strategic Direction and
Marketing Insights for a Mature Aquatic
Facility

J. Dana Clark, Appalachian

[SR1] SPORTS AND RECREATION - RECRUITING ISSUES

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

Chairperson

Denis P. Rudd, Robert Morris University
Recruiting for Retention: Hospitality
Programs

Denis P. Rudd, Robert Morris University
Gender Equality in Private College
Athletics: Is Title IX Having an Impact?

John Frazier, Southern
Wesleyan University
William R. Caines, Southern
Wesleyan University

Discussants

Michael L. Monahan, Frostburg
State University
Kurt Schimmel, Robert Morris University

2:00PM

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

2:00PM to 3:30 PM West A

Chairperson

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

5:00PM

**[MT3] MEETING: SE
INFORMS BUSINESS
MEETING**

5:00PM to 6:00 PM West A

Chairperson

*George S. Lowry, Randolph-
Macon College*

3:30PM

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

3:30PM to 5:00 PM West A

Chairperson

*George S. Lowry, Randolph-
Macon College*

6:00PM

PRESIDENT'S RECEPTION

*6:00PM to 7:30 PM
Beachcomber's*

Sponsored by East Carolina University
College of Business
Frederick Niswander, Dean

Co-sponsored by Randolph-Macon College
Department of Economics and Business
William Franz, Provost

Friday, October 2

7:30AM

EXHIBITS

7:30AM to 1:00 PM
Mezzanine West

Sponsorship by Cengage Learning
Represented by Charles McCormick, Jr.

REGISTRATION

7:30AM to 11:00 AM
Mezzanine West

PLACEMENT

7:30AM to 11:30 AM
Mezzanine West

**CONTINENTAL
BREAKFAST**

7:30AM to 8:00 AM
Mezzanine West

8:00AM

**[EP5] EDUCATIONAL
PRACTICE: CASES, GAMES
AND OTHER LEARNING
STRATEGIES**

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

Chairperson

James P. Lawler, Pace University -

New York

A Case Study of Educating Information
Systems Students on Business Process
Management Through Digital Gaming

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

Teaching Business Students to Write
Effectively in a Business Management
Course

*Khushwant K. Pittenger,
Ashland University*

*Raymond A. Jacobs, Ashland University
J. David Lifer, Jr., Ashland University*

The Use of Learning Journals in
Introductory Accounting Courses: An
Update

*Sharon L. Robinson, Frostburg
State University*

Yan Bao, Frostburg State University

Discussants

*Khushwant K. Pittenger,
Ashland University*

*Jerry Neal, University of Central Missouri
James P. Lawler, Pace University -*

New York

**[EP6] EDUCATIONAL
PRACTICE: IT AND FINANCE
ISSUES**

8:00AM to 9:30 AM Arcadian 6

Chairperson

A.K. Aggarwal, University of Baltimore

Software Skill Portability: A Case Study

A.K. Aggarwal, University of Baltimore

Incorporating Intangible Benefits Into a
More Holistic DSS Application
Development Process

R. Daniel Spillman, Radford University

*Nozar N. Hashemzadeh,
Radford University*

Considering Adding Entrepreneurship to
Your Curriculum? Consider This.

Friday, October 2

Gregory Shaff, Roanoke College
Principles of Finance: No Text Required?

Michael D. Evans, Winthrop University

Discussants

R. Daniel Spillman, Radford University

Gregory Shaff, Roanoke College

Michael D. Evans, Winthrop University

A.K. Aggarwal, University of Baltimore

[EP7] WORKSHOP: A CULTURE OF ASSESSMENT AND FACULTY INVOLVEMENT IN PROFESSIONAL ACCREDITATION

8:00AM to 9:30 AM

West C

Coordinators

Paul Lyons, Frostburg State University

Randall Bandura, Frostburg

State University

[EP8] PANEL: PROFESSIONALLY QUALIFIED FACULTY TRAINING

8:00AM to 9:30 AM

Water's Edge

Moderator

Douglas E. Ziegenfuss, Old

Dominion University

Panelists

Timothy C. McKee, Old

Dominion University

Randall R. Spurrier, Old

Dominion University

[FI3] MARKET VOLATILITY

8:00AM to 9:30 AM

Atlantic View II

Chairperson

Robert L. Howard, North Carolina A&T

State University

A Brief Look at Market Volatility

Ladd M. Kochman, Kennesaw

State University

Tranquility, Volatility, and Core Inflation

Charles B. Pfitzner, Randolph-

Macon College

Steven D. Lang, Randolph-Macon College

Market Reaction to Legislation Aimed at

Financial Statement Transparency

Kenneth D. Machande, Umw

Larry Penwell, Mary Washington College

Discussants

Kenneth D. Machande, Umw

Richard T. Symons, Ashland University

Robert J. Angell, North Carolina A&T

State University

[MG3] MANAGEMENT

POTPOURRI

8:00AM to 9:30 AM

East Ballroom

Chairperson

Joshua R. Aaron, East

Carolina University

Procedural Fairness and Small Business

Owner Satisfaction with Grants During

Post-Hurricane Katrina Recovery

Obyung Kwun, Southern University at

New Orleans

Louis C. Mancuso, Southern University -

New Orleans

Ghasem S. Alijani, Southern University at

New Orleans

Tonia A. Doakes, Southern University at

New Orleans

A Review of an International Studies

Experience for Hospitality Students

Denis P. Rudd, Robert Morris University

Richard J. Mills, Jr., Robert

Morris University

David Budziszewski, Robert

Morris University

Factors That Influence Women When

Purchasing a Business Format Franchise

William Repack, Robert Morris University

Darlene Motley, Robert Morris University

Discussants

Joseph B. Gilmore, Frostburg

State University

John L. Stancil, Florida Southern College

*Elaine D. Seeman, East
Carolina University*

8:00AM to 9:30 AM

Arcadian 3-4

**[MK2] INTEGRATIVE
MODELS IN MARKETING,
COMMUNICATION AND
SUPPLY CHAIN
MANAGEMENT**

8:00AM to 9:30 AM West B

Chairperson

Diane Prince, Clayton State University

The Impact of Communication Media on
Complaint Outcomes

Lilly Ye, Frostburg State University

*Cathy Coteleur, Frostburg
State University.*

Thinking Strategically: In What Stage of
Supply Chain Management Should You
Operate?

*James S. Keebler, Clayton
State University*

Gary L. May, Clayton State University

IMC and Internal Marketing

*Jeananne Nicholls, Kennesaw
State University*

Kurt Schimmel, Robert Morris University
Process-based CRM: A Pilot Study in
Tunisia

Manal A. Mastouri, U of Jandouba

Azza A. Mastouri, U of Jandouba

Discussants

*Michael Latta, Coastal
Carolina University*

Thomas W. Garsombke, Claflin University

Jan H. Lynch, Roanoke College

Gwen Hanks, University of Georgia

**[QT3] PANEL: FORUM ON
THE USE OF AUTOMATED
SYSTEMS AND
TECHNOLOGY
FOR MANAGING
HOMEWORK, TESTING
AND/OR TUTORING IN
QUANTITATIVE
CLASSES**

Moderator

*Robert L. Andrews, Virginia
Commonwealth University*

Panelists

*Joan Donohue, University of South
Carolina - Columbia*

*Hope M. Baker, Kennesaw
State University*

*Reza Kheirandish, Clayton
State University*

9:30AM

COFFEE BREAK

9:30AM to 9:45 AM

Mezzanine West

Sponsored by East Carolina University
College of Business
Frederick Niswander, Dean

9:45AM

**[EP9] PANEL: P & T BEST
PRACTICES:
ADMINISTRATION AND
FACULTY**

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

Moderators

*Nikki McIntyre Finlay, Clayton
State University*

*Diane Prince, Clayton State
University*

Panelists

*Robert G. Brookshire, University
of South Carolina*

*Michael Latta, Coastal
Carolina University*

*William B. Carper, University of
West Florida*

Lewis A. Litteral, University of

Richmond

Ali A. Nazemi, Roanoke College

**[EP10] WORKSHOP:
IMPROVING STUDENT
RETENTION: ISSUES AND
STRATEGIES**

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

Coordinators

Thomas F. Hawk, Frostburg

State University

Amit J. Shah, Frostburg State University

Michael L. Monahan, Frostburg

State University

**[EP11] EDUCATIONAL
PRACTICE: ISSUES FACING
NON-FOUR YEAR SCHOOLS**

9:45AM to 11:15 AM West A

Chairperson

Dennis Ehlert, Central Missouri

Challenges Facing Special Education in
Charter Schools

Jerry Neal, University of Cental Missouri

Dennis Ehlert, Central Missouri

A Case Study of Student Views of an
Adult-Centered Program by Site and
Degree Program for a Multi-Site Business
Program

Daryl Couch, Southern

Wesleyan University

Jeffrey R. Moore, North

Greenville University

William R. Caines, Southern

Wesleyan University

Creating an On-Line Course: The
Questions and Challenges That Have to
Be Answered

Mel D. Krohn, Virginia State University

Dennis Ehlert, Central Missouri

Discussants

Daryl Couch, Southern

Wesleyan University

Mel D. Krohn, Virginia State University

Jerry Neal, University of Cental Missouri

Friday, October 2

[EP12] EDUCATIONAL PRACTICE: ASSESSMENT ISSUES

9:45AM to 11:15 AM West C

Chairperson

Raymond A. Jacobs, Ashland University

Linking Academic Excellence,
Assessment, and Administration

Richard T. Symons, Ashland University

Raymond A. Jacobs, Ashland University

Investigation of the Outcome from

Offering Tutoring Services and

Workshops to the Students Enrolled in

Introductory Accounting Course

Adel M. Novin, Clayton State University

Effectively Managing Responses to

Constructive Feedback in a Classroom

Setting - A Proposed Model

Khushwant K. Pittenger,

Ashland University

Constance C. Savage, Ashland University

Dilhara Thanya Fernando,

Ashland University

Discussants

Adel M. Novin, Clayton State University

Khushwant K. Pittenger,

Ashland University

Raymond A. Jacobs, Ashland University

[EP13] EDUCATIONAL PRACTICE: NON- TRADITIONAL LEARNING STRATEGIES

9:45AM to 11:15 AM Arcadian 6

Chairperson

Yvonne Joann Combs, Lander University

Experiential Learning Through Study

Abroad: A Model for Linking Theory and
Practice

Yvonne Joann Combs, Lander University

Achieving Collaborative Gain in

Computing-Focused Higher Education

Ron Sones, Liberty University

Jerry Westfall, Liberty University

Spending Wisely in Hard Economic
Times: Using the Kano Method to Beef
Up MBA Programs

Ajay K. Aggarwal, Millsaps College

Discussants

Ron Sones, Liberty University

Ajay K. Aggarwal, Millsaps College

Yvonne Joann Combs, Lander University

[FI4] MARKETS AND INSTITUTIONS

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

Chairperson

*Charles B. Pfitzner, Randolph-Macon
College*

Sitting on Cash - How and When Do You
Get Back in?

Michael D. Evans, Winthrop University

Park Sterling Bank - Is There a Tarp in
Your Future?

Michael D. Evans, Winthrop University

Financial and Other Implication of

Accepting Foreign and Domestic

Payments Over the Internet

Albert E. Avery, Towson University

Discussants

Wesley M. Jones, The Citadel

George S. Lowry, Randolph-

Macon College

[IT6] IT ISSUES

9:45AM to 11:15 AM Atlantic Parlor

Chairperson

*William B. Pollard, Appalachian
State University*

Modeling Access Rights Using the Crud

Security Cube: An Extension

Incorporating Time

Michael R. Collins, High Point University

Dale L. Lunsford, University of

Southern Mississippi

Issues Regarding Social Media and

Company Usage

Leanne C. McGrath, University of South

Carolina - Aiken

Friday, October 2

Ecommerce and Online Support for
Fraternity and Sorority Life: A Survey of
Current Practices

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

*Preston Foxworth, Coastal
Carolina University*

Scott Krieder, Creighton University

Discussants

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

Bel G. Raggad, Pace University

*Thomas E. Griffin, Nova
Southeastern University*

[MG4] WORKPLACE AND MANAGER ISSUES

9:45AM to 11:15 AM *East Ballroom*

Chairperson

Emma Jane Riddle, Winthrop University

Self-Reported Health and Risk Behaviors:
Do They Influence Attitudes Toward
Pricing Health Insurance?

*R. Eugene Hughes, East
Carolina University*

Reactions to Signals of a Firm's
Investment in People : Investigating the
Short-term and Long-Term Impact on
Share Price

*Joshua R. Aaron, East
Carolina University*
*Andrew O. Herdman, East
Carolina University*
*Walter Lee Grubb III, East
Carolina University*

Abitibi Bowater Deals with a Perfect
Storm: A Business Case Study

Emma Jane Riddle, Winthrop University

Discussants

Kurt Schimmel, Robert Morris University

*Richard E. Crandall, Appalachian
State University*

*Joshua R. Aaron, East
Carolina University*

[PS3] SCHOOLS AND ETHICS

9:45AM to 11:15 AM

West B

Chairperson

*Elaine D. Seeman, East Carolina
University*

Business Students' Attitudes Towards
Ethics

Nancy J. Niles, Lander University

Karie A. Barbour, Lander University

The Ethical Ideology of Students: Are
There Differences Between Business and
Non-business Students?

John P. Angelidis, St. John's University

*Nabil A. Ibrahim, Augusta
State University*

*Faramarz Parsa, State University of
West Georgia*

Igor Tomic, St. John's University

The Ivory Tower: A Look at the Ethical
and Social Responsibility of the
University System

Cammie Hunt Oxendine, Pembroke

Discussants

*Dinesh S. Dave, Appalachian
State University*

Karie A. Barbour, Lander University

*Staci S. Willett, Coastal
Carolina University*

11:15AM

COFFEE BREAK

11:15AM to 11:30 AM

Mezzanine West

Sponsored by Roanoke College
Business Administration Department
Larry Lynch, Chair

11:30AM

**[EI2] WORKSHOP:
INTEGRATING
EXPERIENTIAL SERVICE
LEARNING PROJECTS
ACROSS THE CURRICULUM**

11:30AM to 1:00 PM Arcadian 6

Coordinators

*Lynn B. Keane, University of
South Carolina*

*Karen P. Patten, University of
South Carolina*

*Karen L. Mallia, South Carolina -
Columbia*

Lisa Sisk, South Carolina - Columbia

**[EI3] PANEL: ACCEPTED
STRATEGIES FOR
FUTURISTIC THINKING IN
INFORMATION SYSTEMS,
OPERATIONS/PRODUCTION,
PROJECT MANAGEMENT
AND
SUPPLY CHAIN
MANAGEMENT**

11:30AM to 1:00 PM Atlantic Parlor

Moderator

Diane Prince, Clayton State University

Panelists

Thomas W. Garsombke, Claflin University

Richard A. Fulton, Troy U - Augusta

Gwen Hanks, University of Georgia

Martin H. Mbarabari, Claflin University

**[EP14] PANEL:
PROFESSIONALLY
QUALIFIED FACULTY:
WHAT THEY BRING TO THE
TABLE.**

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

Moderator

Gregory Shaff, Roanoke College

Panelists

Martha C. Spears, Winthrop University

Michael Hutkin, Roanoke College

Paul L. Ewell, Bridgewater College

**[EP15] WORKSHOP:
ENGAGED MINDS WANT TO
KNOW ... A LOOK AT
EFFECTIVE
LEARNING TECHNIQUES
FOR ENGAGED LEARNING**

11:30AM to 1:00 PM West A

Coordinator

John L. Stancil, Florida Southern College

[FI5] GENERAL FINANCE

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

Chairperson

Wesley M. Jones, The Citadel

Financial Literacy and Retirement Social Security

Uma V. Sridharan, Lander University

A Comparison of Approaches to Estimating Transaction Exposure and Value at Risk

Robert C. Winder, Christopher

Newport University

Kashi Khazeh, Salisbury State University
How Does the Conversion Privilege Effect a Bond's Risk Premium?

Wesley M. Jones, The Citadel

*George S. Lowry, Randolph-
Macon College*

Discussants

Michael D. Evans, Winthrop University
Uma V. Sridharan, Lander University
Robert J. Angell, North Carolina A&T
State University

[IT7] CLOUD COMPUTING

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

Chairperson

John W. Stamey, Jr., Coastal Carolina
University

Analyzing Customer Churn in the
Software as a Service (SaaS) Industry

Jeff Pittges, Radford University

Benjamin G. Frank, Radford University

Cloud Computing Data Architecture

Harry Katzan, Jr., Savannah
State University

Cloud Computing Mesh Model for
Decision Support Systems

Harry Katzan, Jr., Savannah
State University

Discussants

Harry Katzan, Jr., Savannah
State University

John W. Stamey, Jr., Coastal
Carolina University

Jeff Pittges, Radford University

**[MG5] FINANCIAL ISSUES
IN HUMAN RESOURCES**

11:30AM to 1:00 PM East Ballroom

Chairperson

Nicholas W. Twigg, Coastal
Carolina University

Who Manages Your Supply Chain?

Richard E. Crandall, Appalachian
State University

William R. Crandall, University of North
Carolina at Pembroke

This Is Not Your Parents' Workplace:

Exploring and Understanding Generations

Martha M. Mattare, Frostburg
State University

College Students' Impressions of
Managers Without a College Degree: The
Impact of Parents' Educational Attainment

James O. Smith, East Carolina University

Joseph Tomkiewicz, East
Carolina University

William C. McDowell, East
Carolina University

Alan T. Oglesby

Discussants

Joyce M. Beggs, University of North
Carolina - Charlotte

Christopher Ziemnowicz, University of
North Carolina at Pembroke

Nicholas W. Twigg, Coastal
Carolina University

**[PS4] SOCIAL POLICIES IN
THE WORKPLACE**

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

Chairperson

John P. Angelidis, St. John's University

A Dialogical Approach to Social Issues
Related to Diversity and Multiculturalism:
Techniques for All Effective Managers

Valerie T. McCoy, Central
Michigan University

The Long Term Decline in Smoking in the
U. S.

Robert T. Barrett, South Carolina
State University

Robert E. Pugh, Francis
Marion University

Neil F. Riley, Francis Marion University

NG911: When Technology Drives Public
Policy

Elaine D. Seeman, East
Carolina University

James Holloway, East
Carolina University

Discussants

Elaine D. Seeman, East
Carolina University

Valerie T. McCoy, Central
Michigan University

Joseph A. Cazier, Appalachian
State University

**[SR2] THE SPORT AND
RECREATION INDUSTRY: A
CURRENT ANALYSIS**

11:30AM to 1:00 PM West C

Chairperson

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

Estimating the Economic Impact of a
Minor League Baseball Park in
Richmond, Virginia

Steven D. Lang, Randolph-Macon College
Increased Competition on the LPGA Tour:
Proof of the Hypothesis?

*Charles B. Pfitzner, Randolph-
Macon College*

Chasing the Buschwackers: Unintended
Consequences in NASCAR

*Brian A. O'Roark, Robert
Morris University*

Discussants

Amit J. Shah, Frostburg State University

*Patrick J. Litzinger, Robert
Morris University*

*Andrew O. Herdman, East
Carolina University*

**[PC2] PAPER COMPETITION
SESSION**

11:30AM to 1:00 PM West B

Chairperson

*Edward D. Showalter, Randolph-
Macon College*

Personalized Stress Management: A Tool
for Organizational Wellness

*Daanish Dinyar Pestonjee, University of
North Carolina at Pembroke*

Transactional Cost Economics: A Model
for Evaluating : The Feasibility of
Outsourcing in the Services Industry

Hongwei Song, Pembroke

Chinese Automobile Industry

Cong Austin Wang, Winthrop University

Discussants

*Joan Donohue, University of South
Carolina - Columbia*

Chuck Leska, Randolph-Macon College

*Joan Donohue, University of South
Carolina - Columbia*

*Reza Kheirandish, Clayton
State University*

1:00PM

PRESIDENT'S LUNCHEON

1:00PM to 2:30 PM

Dunes Ballroom

Sponsored by Liberty University
School of Engineering and Computational
Sciences
Ron Sones, Dean

**STUDENT PAPER AWARD
PRESENTATION**

1:00PM to 2:30 PM

Dunes Ballroom

Sponsored by University of Richmond
Robins School of Business
Robert Schmidt, Dean