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# **SOUTHEASTERN INFORMS 2012 ANNUAL MEETING**

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

## **THE PROGRAM CHRONOLOGICALLY**

**Wednesday, October 3**

**3:00 PM**

<p><b>REGISTRATION</b> <i>3:00 PM to 5:00 PM</i> <i>Mezzanine West</i></p>
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## Thursday, October 4

### 7:30 AM

**REGISTRATION 1**

7:30 AM to 1:00 PM

Mezzanine West

**CONTINENTAL  
BREAKFAST**

7:30 AM to 7:45 AM

Mezzanine West

**PLACEMENT**

7:30 AM to 1:00 PM

Mezzanine West

**[SP2] PANEL: TEACHING  
STATISTICS: IT'S NOT  
ABOUT PROCEDURES, IT'S  
ABOUT UNDERSTANDING  
RELATIONSHIPS**

8:00 AM to 9:30 AM      Arcadian 5

**Moderator**

Robert L. Andrews, Virginia  
Commonwealth University

**Panelists**

Weiyong Zhang, Old  
Dominion University  
Barry A. Wray, University of North  
Carolina - Wilmington  
Dmitriy Nesterkin, Coastal  
Carolina University

### 8:00 AM

**[SP1] PANEL: ACADEMIC  
DEBATE ON CRITICAL  
THINKING ELEMENTS**

8:00 AM to 9:30 AM      Arcadian 4

**Moderators**

Nicholas W. Twigg, Coastal  
Carolina University  
Janice A. Black, Coastal  
Carolina University

**[SP3] TUTORIAL: TOWARD  
MORE EFFECTIVE  
PRESENTATIONS**

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

**Presenter**

Wilma Andrews, Virginia  
Commonwealth University

**Participants**

George S. Lowry, Randolph-  
Macon College  
Catherine L. Franssen,  
Randolph Macon College  
R. Adam Franssen,  
Longwood University

**[AC1] CURRENT ISSUES IN ACCOUNTING**

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

**Chairperson**

*Michelle B. Hagadorn, Roanoke College*

Teaching Depreciation Techniques in Principles of Accounting: Reconciling Accounting Procedures to the Internal Revenue Code

*William B. Pollard, Appalachian State University*

A Comparison of GAAP and IFRS

*Lei Hua, Winthrop University*

Organizational Sustainability Reporting and Effect of Going Green on Shareholder Value

*Greg S. Kordecki, Clayton State University*

*Maria L. Bullen, Dominican University of California*

A Model for Sustainability Taxation

*John L. Stancil, Florida Southern College*

**Discussants**

*John L. Stancil, Florida Southern College*

*Sharon C. Gibbs, Roanoke College*

*William B. Pollard, Appalachian State University*

*Maria L. Bullen, Dominican University of California*

**[EI1] WORKSHOP: HOW TO DRAW AND RECOGNIZE MISLEADING GRAPHS**

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

**Coordinator**

*Aniekan A. Ebiefung, University of Tennessee*

**[EP1] WORKSHOP: PARTICIPATION ASSESSMENT: BRIDGING THE GAP BETWEEN FACE TO FACE AND ONLINE CLASSES**

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

**Coordinators**

*Michael L. Monahan, Frostburg State University*

*Thomas D. Sigerstad, Frostburg State University*

*Amit J. Shah, Frostburg State University*

**[MG1] SUPPLY CHAIN, TECHNOLOGY AND INNOVATION**

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

**Chairperson**

*Richard E. Crandall, Appalachian State University*

Software Support for the Innovative Process in Organizations

*Angela M. Mattia, Jacksonville University*

Does the Supply Chain Model Provide a Direction for the Patient-Centered Medical Home Model?

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

*Richard E. Crandall, Appalachian State University*

The LMS Acquisition at Georgia Southern University

*Kristen D. Hawkins, Georgia Southern University*

**Discussants**

*Richard E. Crandall, Appalachian State University*

*Faramarz Parsa, State University of West Georgia*

*Cheryl Aasheim, Georgia Southern University*

**[PO1] RESEARCH TOPICS  
IN OPERATIONS  
MANAGEMENT**

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

**Chairperson**

*Gary M. Fetter, Radford University*

Simple Heuristics for the Generalized  
Quadratic Assignment Problem

*Alan R. McKendall, West  
Virginia University*

A Complementary Inventory-Capacity  
Taxonomy for Theory of Constraints

*Carl E. Betterton, The Citadel*

The Structural Benefits of Co-opetitive  
Supply Chain Networks: A Simulation  
Study Using "beer Game" Mechanics

*T. Jeff Shockley, College of Charleston  
Gary M. Fetter, Radford University*

**Discussants**

*Gary M. Fetter, Radford University*

*Lara Z. Khansa, Virginia Tech*

*Alan R. McKendall, West  
Virginia University*

**[PS1] HEALTHCARE  
ISSUES AND RESEARCH**

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

**Chairperson**

*Cem Saydam, University of North  
Carolina - Charlotte*

Modeling the Effectiveness of Selected  
Tuberculosis Interventions in Resource-  
Constrained Countries Using CFD

*Adeel Khalid, Southern  
Polytechnic State University  
Christina R. Scherrer, Southern  
Polytechnic State University*

Ambulance Redeployment: Fact or  
Fiction

*Hari K. Rajagopalan, Francis  
Marion University*

*Kay Lawrimore, Francis  
Marion University*

*Elizabeth Sharer, Francis  
Marion University*

*Cem Saydam, University of North  
Carolina - Charlotte*

Balancing Investment in Federally  
Qualified Health Centers and Medicaid  
for Improved Access and Coverage

*Paul M. Griffin, Pennsylvania  
State University*

*Christina R. Scherrer, Southern  
Polytechnic State University*

*Hyunji Lee, Pennsylvania  
State University*

Student Perceptions of Overweight  
Managers

*James O. Smith, East  
Carolina University*

*Tiffany R. Woodward, East  
Carolina University*

*William C. McDowell, East  
Carolina University*

*Joshua R. Aaron, East  
Carolina University*

*Joseph Tomkiewicz, East  
Carolina University*

**Discussants**

*Hari K. Rajagopalan, Francis  
Marion University*

*James O. Smith, East  
Carolina University*

*Cem Saydam, University of North  
Carolina - Charlotte*

*Christina R. Scherrer, Southern  
Polytechnic State University*

**[SO1] SOCIAL MEDIA**

8:00 AM to 9:30 AM

West A

**Chairperson**

*Aimao Zhang, Georgia*

*Southern University*

Simulation Visualization Rhetoric and  
Its Practical Implications

*Andrew James Collins, Old*

*Dominion University*

*D'An Knowles Ball, Old*

*Dominion University*

Cyber-Bullying in the Workplace

*Jeananne Nicholls, Slippery*

*Rock University*

*Kurt Schimmel, Slippery*

*Rock University*

**Discussants**

*Jeananne Nicholls, Slipper*

*Rock University*

*Andrew James Collins, Old*

*Dominion University*

**9:30 AM**

**COFFEE**

9:30 AM to 9:45 AM

*Mezzanine West*

Sponsored by

Department of Economics and Business

Randolph-Macon College

**9:45 AM**

**[SP4] PANEL: IAUTHOR:  
AN IDEMONSTRATION OF  
HOW TO USE THE IBOOK  
AUTHOR APP TO CREATE  
AN ECONOMICS  
ITEXTBOOK**

9:45 AM to 11:15 AM

Arcadian 4

**Moderator**

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

**[AC2] PANEL: IS  
SARBANES OXLEY STILL  
EFFECTIVE AFTER TEN  
YEARS?**

9:45 AM to 11:15 AM

West B

**Moderators**

*Douglas E. Ziegenfuss, Old*

*Dominion University*

*Randall R. Spurrier, Old*

*Dominion University*

**[EI2] TUTORIAL:  
INCREASING RETENTION  
AND STUDENT SUCCESS  
WITH MYITLAB**

9:45 AM to 11:15 AM

Arcadian 3

**Presenters**

*Michael R. Collins, Guilford Technical  
Community College*

*Kevin E. Lee, Guilford Technical  
Community College*

*Timothy P. O'Keefe, University of  
North Dakota*

**[EI3] NOVEL TEACHING  
APPROACHES**

9:45 AM to 11:15 AM West A

**Chairperson**

*Adeel Khalid, Southern Polytechnic  
State University*

Ten Teachable Moments: Novel  
Applications of Operations Management  
Through an International Study Program

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

*Paul R. Martin, Coastal  
Carolina University*

*Monica Fine, Coastal  
Carolina University*

Cute Will Only Get You So Far:  
Teaching Business Intelligence as  
Consulting

*Michael Latta, Coastal  
Carolina University*

The College Professor as Mentor and  
Coach

*Rick Weible, Marshall University*

**Discussants**

*Rick Weible, Marshall University  
Darla J. Domke-Damonte, Coastal  
Carolina University*

*Michael Latta, Coastal  
Carolina University*

**[IT1] SOCIAL  
NETWORKING, CULTURAL  
DIFFERENCES, AND  
INTERNET SHOPPING**

9:45 AM to 11:15 AM West C

**Chairperson**

*R. Daniel Spillman, Radford University*

Social Networking Privacy Tools: Ease  
of Use and Degree of Control

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

Cultural Differences and Social  
Networking Information Sharing

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

Internet Shopping in Retail Paradise: A  
Research Agenda for Small Economies

*Clarence Leng Wee Ng, University of  
South Australia*

*Kai-Uwe Seidenfuss, University of  
South Australia*

**Discussants**

*Clarence Leng Wee Ng, University of  
South Australia*

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

**[MG2] UNEMPLOYMENT,  
LOCAL COMPETITION  
AND EMOTIONAL  
INTELLIGENCE**

9:45 AM to 11:15 AM East Ballroom

**Chairperson**

*Chirag Kasbekar, Emory University*

Emotional Intelligence in the Business  
Literature: Current Findings and  
Directions for Future Research

*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*

Unemployment and Job Creation

Programs: Is There a Skills Gap?

*Belinda P. Shipp, North Carolina A&T  
State University*

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

Reconsidering Localized Competition:

Organizational Relocation and  
Geographic Concentration in the US

Firearms Industry, 1790-1914

*Chirag Kasbekar, Emory University*

**Discussants**

*Chirag Kasbekar, Emory University*  
*Nabil A. Ibrahim, Augusta*  
*State University*  
*Belinda P. Shippy, North Carolina*  
*A&T State University*

**11:15 AM**

**COFFEE**

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

Sponsored by  
Department of Information Systems  
Department of Information Technology  
Georgia Southern University

**11:30 AM**

**[SP5] TUTORIAL:  
ONBOARDING NEW  
FACULTY THROUGH  
GROUP MENTORING  
BASED  
ON ACTION LEARNING,  
GROUP MENTORING  
CIRCLES, AND  
COMMUNITIES OF  
PRACTICE**

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

**Presenters**

*Chelsea Wassell, Frostburg*  
*State University*  
*Mark Anderson, Frostburg*  
*State University*

**Participants**

*Ryan C. Kentrus, Frostburg*  
*State University*  
*Jeffrey L. McClellan, Frostburg*  
*State University*

**[BA1] BUSINESS  
INTELLIGENCE**

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

**Chairperson**

*Cheryl Aasheim, Georgia*  
*Southern University*

Challenges of Teaching Business  
Intelligence

*A.K. Aggarwal, University of Baltimore*  
Maximize the Potential Performance of  
Collective Intelligence

*Zhongxian Wang, Montclair*  
*State University*

Use of Integrated Medical Analytics to  
Characterize and Quantify the Costs of  
Unnecessary Thyroid Function Testing

*Bradley Brimhall, University*  
*of Mississippi*

*Dan Finn, Carecore National LLC*  
*LaFarra Young-Gaylor, University of*  
*Mississippi Health Care System*

A Frontier Analysis Approach to  
Dynamic Conceptual Corporate  
Competitive Maps

*Thierry Rakotobe-Joel, Ramapo College*

**Discussants**

*Zhongxian Wang, Montclair*  
*State University*

*Cheryl Aasheim, Georgia*  
*Southern University*

*Thierry Rakotobe-Joel, Ramapo College*

*A.K. Aggarwal, University of Baltimore*

*Bradley Brimhall, University*  
*of Mississippi*

**[EI4] ASSESSMENT,  
CYNEFIN, AND ADMISSION**

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

**Chairperson**

*Michael Latta, Coastal  
Carolina University*

A Confirmatory Factor Analysis of Peer  
Assessment Scale

*Aimao Zhang, Georgia  
Southern University*

Cynefin Framework Based Context  
Scenarios and Analyses for Management  
Development

*Shikha Sahai, Birla Institute of  
Technology and Science - Goa  
Khushwant K. Pittenger,  
Ashland University*

Admission to Teacher Preparation  
Program

*Jerry Neal, University of  
Central Missouri*

**Discussants**

*Jerry Neal, University of Central  
Missouri  
Aimao Zhang, Georgia  
Southern University  
Khushwant K. Pittenger,  
Ashland University*

**[EP2] IN THE CLASSROOM**

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

**Chairperson**

*Donna M. Schaeffer,  
Marymount University*

Use of a Business Simulation Game in a  
Principles of MIS Course

*Rick Weible, Marshall University*

Scientific Learning Tools for  
Management Development

*Randall Bandura, Frostburg  
State University  
Paul Lyons, Frostburg  
State University*

Taking a Bite Out of Strategic  
Understanding: The Apple Analysis in a

Strategic Management Classroom

*Darla J. Domke-Damonte, Coastal  
Carolina University  
J. Kay Keels, Coastal  
Carolina University  
Janice A. Black, Coastal  
Carolina University*

**Discussants**

*Darla J. Domke-Damonte, Coastal  
Carolina University  
Rick Weible, Marshall University  
Randall Bandura, Frostburg  
State University*

**[EP3] ASSESSMENT**

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

**Chairperson**

*Cynthia L. Knott, Marymount University*

Does Semester Length for Accounting I  
Make a Difference in Student  
Performance in Accounting II?

*Catherine L. Staples, Randolph-  
Macon College*

Assessment Measures That Are  
Effective in Improving the Quality of  
Undergraduate Economics Program

*Nozar N. Hashemzadeh,  
Radford University*

Cross Disciplinary Peer Observations  
for Classroom Based Learning Activities

*Adeel Khalid, Southern Polytechnic  
State University*

*John P. Sweiga*

*Bernice Nuhfer Halten, Southern  
Polytechnic State University*

*Craig Chin, Southern Polytechnic  
State University*

*Beth S. Stutzmann, Southern Polytechnic  
State University*

**Discussants**

*Adeel Khalid, Southern Polytechnic  
State University*

*Catherine L. Staples, Randolph-  
Macon College*

*Nozar N. Hashemzadeh,  
Radford University*



**[IT2] WORKSHOP: WHAT IS NEXT WITH MICROSOFT OFFICE?**

11:30 AM to 1:00 PM      Arcadian 5

**Coordinators**

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

**[IT3] METADATA, AND SECURITY AND EDITING FOR BUSINESS DOCUMENTS**

11:30 AM to 1:00 PM      West B

**Chairperson**

*R. Daniel Spillman, Radford University*

Metadata: A Realistic Approach to Managing Data as a Corporate Asset  
*Angela M. Mattia, Jacksonville University*  
Multi-level Secure Access and Editing System for Business Documents

*Ade G. Ola, Virginia State University*  
*Emmanuel O. Omojokun, Virginia State University*  
*Xue Bai, Virginia State University*  
*Adeyemi A. Adekoya, Virginia State University*

**Discussants**

*Ade G. Ola, Virginia State University*  
*Angela M. Mattia, Jacksonville University*

**[MK1] MARKETING**

11:30 AM to 1:00 PM      Arcadian 2

**Chairperson**

*Michael L. Monahan, Frostburg State University*

Academics and Practitioners as Co-Authors: The Case of Supply Chain Management Academic Journals

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

What Are the Characteristics of Customer Satisfaction among Chilean Consumers? An Exploratory Study

*John E. Spillan, University of North Carolina - Pembroke*

**Discussants**

*John E. Spillan, University of North Carolina - Pembroke*  
*Shona D. Morgan, North Carolina A&T State University*

**[PS2] INFORMATION TECHNOLOGY IN PUBLIC SECTOR RESEARCH**

11:30 AM to 1:00 PM      West C

**Chairperson**

*Prashant Palvia, University of North Carolina - Greensboro*

Exploring the Impact of Information and Communication Technology on Individuals Perceptions towards Banned Books

*Ravi S. Narayanaswamy, University of South Carolina Aiken*  
*Kari D. Weaver, University of South Carolina Aiken*

How Do Mobile Devices Influence Work-life Balance?

*Wiley S. Brown, University of North Carolina at Greensboro*  
*Prashant Palvia, University of North Carolina - Greensboro*

Essentials of Cybersecurity

*Harry Katzan, Jr., Webster University*

**Discussants**

*Harry Katzan, Jr., Webster University*  
*Kari D. Weaver, University of South Carolina Aiken*  
*Prashant Palvia, University of North Carolina - Greensboro*

**2:00 PM**

**[MT1] SE DSI COUNCIL  
MEETING**

*2:00 PM to 3:30 PM West A*

**Chairperson**

*George S. Lowry, Randolph-  
Macon College*

**6:00 PM**

**PRESIDENT'S RECEPTION**

*6:00 PM to 7:30 PM*

*Beachcomber's*

Sponsored by  
Allen E. Paulson College of  
Engineering & Information Technology  
Georgia Southern University  
Mohammad Davoud, Dean

**3:30 PM**

**[MT2] SE INFORMS  
OFFICERS MEETING**

*3:30 PM to 5:00 PM West A*

**Chairperson**

*Shanan G. Gibson, East  
Carolina University*

**UNDERGRADUATE  
STUDENT POSTERS**

*6:00 PM to 7:30 PM*

*Beachcomber's*

"Restoring Rule Compliance Back Into  
College Athletics:  
A Message to Athletic Directors"  
by Kennedy Fitzgerald White, Jr.  
University of North Carolina Pembroke

"Using Social Media in Crisis  
Communications:  
A New Toolkit for Managers"  
by Xinlei Qiao  
University of North Carolina Pembroke

**5:00 PM**

**[MT3] SE INFORMS  
BUSINESS MEETING**

*5:00 PM to 6:00 PM West A*

**Chairperson**

*Shanan G. Gibson, East  
Carolina University*

"Does Virginia Receive its Fair Share of  
Medicaid Funding?"  
Dustin Baellow  
Randolph-Macon College

Friday, October 5

**7:30 AM**

**CONTINENTAL  
BREAKFAST**

7:30 AM to 7:45 AM  
Mezzanine West

**REGISTRATION**

7:30 AM to 11:30 AM  
Mezzanine West

**PLACEMENT**

7:30 AM to 11:30 AM  
Mezzanine West

**8:00 AM**

**[SP6] THE LARGER VIEW**

8:00 AM to 9:30 AM Arcadian 4

**Chairperson**

Wilma Andrews, Virginia  
Commonwealth University

Resetting College Mission and Vision  
with Enhanced Strategic Thinking

Greg S. Kordecki, Clayton  
State University  
Ronald S. Barden, Clayton  
State University

Is Fulbright Worth the Effort? My  
Fulbright Experience in India

Khushwant K. Pittenger,  
Ashland University

**Discussants**

Khushwant K. Pittenger,  
Ashland University  
Greg S. Kordecki, Clayton  
State University

**[E15] STUDENT  
ENGAGEMENT**

8:00 AM to 9:30 AM Arcadian 2

**Chairperson**

Chris Kadlec, Georgia  
Southern University

Engaging Students

Rick Weible, Marshall University

A Quantitative Hybrid Course Model for  
Addressing the Online Student Success  
Gap

Constance A. Lightner, Fayetteville  
State University

Carin A. Lightner, North Carolina A &  
T State University

Effectiveness of the Use of Portable

Electronic Devices ( PEDs) in

Classrooms Across Disciplines: Faculty  
and Student Perspectives

Adeel Khalid, Southern Polytechnic  
State University

Bernice Nuhfer Halten, Southern  
Polytechnic State University

Craig Chin, Southern Polytechnic  
State University

**Discussants**

Adeel Khalid, Southern Polytechnic  
State University

Rick Weible, Marshall University  
Carin A. Lightner, North Carolina  
A & T State University

**[EP4] IN THE REAL  
WORLD**

8:00 AM to 9:30 AM West C

**Chairperson**

*Donna M. Schaeffer,  
Marymount University*

Undergraduate Student Salary and Job  
Expectations: What They Think IS  
Going to Happen and What Is Really  
Going to Happen

*C. Michael Ritchie, University of South  
Carolina - Aiken*

*Kathleen W. Wates, University of South  
Carolina - Aiken*

*Karen Edgington, University of South  
Carolina Aiken*

A Comparison of the Views of Business  
Deans and Human Resource Managers  
on Selected Workplace Qualities

*Donald E. English, Texas  
A&M - Commerce*

*Edgar J. Manton, Texas A&M  
University - Commerce*

Strategic Implications of Enrollment  
Evolution in HBCU

*Ali Dadpay, Clayton State University  
Michael H. Deis, Clayton State  
University*

**Discussants**

*Donald E. English, Texas  
A&M - Commerce*

*Ali Dadpay, Clayton State University  
C. Michael Ritchie, University of South  
Carolina - Aiken*

**[FI1] INFORMATION  
ASYMMETRY, RISK  
MANAGEMENT, AND  
AGENT-BASED  
MODELING**

8:00 AM to 9:30 AM West B

**Chairperson**

*Reza Kheirandish, Clayton  
State University*

Mitigating Information Asymmetries  
Through the Use of Loan Maturities

*Rebecca Gonzalez, University of North  
Carolina - Pembroke*

*Teofilo Ozuna, University of Texas-  
Pan American*

*Jose Pagan, University of  
North Texas*

Financial Risk Management at Lehman  
Brothers

*Richard E. Hurl*

*Pamela Rachel Hurley, Utica College*

Using Agent-based Modeling to  
Simulate the Foreclosure Contagion  
Effect

*Andrew James Collins, Old  
Dominion University*

*Michael J. Seiler, Old*

*Dominion University*

*Marshall Gangel, Old*

*Dominion University*

**Discussants**

*Richard E. Hurley, University  
of Connecticut*

*Andrew James Collins, Old  
Dominion University*

*Rebecca Gonzalez, University of  
North Carolina - Pembroke*

**[HS1] TOPICS IN  
HOSPITALITY**

8:00 AM to 9:30 AM East Ballroom

**Chairperson**

*Charles Leska, Randolph-  
Macon College*

Exploring the Opportunity for Price  
Bundling of the Attractions of Myrtle  
Beach

*Mark A. Mitchell, Coastal  
Carolina University*

*Michael D. Collins, Coastal  
Carolina University*

*Taylor Damonte, Coastal  
Carolina University*

How Has Cuisine Identity Sustained the Fancy Food Markets Throughout the Worlds Food Distribution Systems?

*Richard J. Mills, Jr., Robert  
Morris University  
Denis P. Rudd, Robert  
Morris University*

**Discussants**

*Edward D. Showalter, Randolph-  
Macon College  
Michael D. Collins, Coastal  
Carolina University*

**[PO2] INNOVATIVE  
CLASSROOM METHODS IN  
OPERATIONS  
MANAGEMENT**

8:00 AM to 9:30 AM West A

**Chairperson**

*Richard W. Monroe, East  
Carolina University*

Teaching Aggregate Planning in an Operations Management Course

*Johnny C. Ho, Columbus  
State University  
David S. Ang, Auburn University  
at Montgomery  
Tzu-Liang Tseng, University of Texas  
at El Paso*

Obstacles to the Integration of SAP Training in Academic Programs

*Sam Y. Khoury, East  
Carolina University  
Kouroush Jenab, Society of  
Reliability Engineering*

Top Performing Supply Chains: An Innovative Approach for Teaching Supply Chain Management

*Richard W. Monroe, East  
Carolina University*

**Discussants**

*Lara Z. Khansa, Virginia Tech  
Johnny C. Ho, Columbu  
State University  
Sam Y. Khoury, East  
Carolina University*

**[QT1] A CLUSTERING  
ALGORITHM,  
SIMULATION, AND  
PREDICTIVE MODELING**

8:00 AM to 9:30 AM Arcadian 3

**Chairperson**

*Nozar N. Hashemzadeh,  
Radford University*

A Clustering Algorithm That Automatically Chooses the Number of Clusters Via Binary Linear Integer Programming

*Talbot Michael Katz, Cisco Systems,  
Inc.*

Efficient Methods in Simulation Modeling and Programming

*Jin Wang, Valdosta State University  
Chunlei Liu, Valdosta State University*

Target Trained Transformations for Predictive Modeling

*Talbot Michael Katz,  
Cisco Systems, Inc.*

**Discussants**

*Jin Wang, Valdosta State University  
Talbot Michael Katz,  
Cisco Systems, Inc.  
Jin Wang, Valdosta State University*

**9:30 AM**

**COFFEE**

9:30 AM to 9:45 AM  
*Mezzanine West*

Sponsored by  
College of Business  
East Carolina University

9:45 AM

**[EP5] TEXTBOOKS AND  
ACADEMIC HONESTY**

9:45 AM to 11:15 AM West B

**Chairperson**

*Cynthia L. Knott, Marymount University*

Student Opinions, Attitudes and  
Learning Using E-Book

*Rick Weible, Marshall University*

Academic Dishonesty: A Vignette Based  
Study

*Paige Rutner, Georgia  
Southern University*

*Adrian Gardiner, Georgia  
Southern University*

*Cheryl Aasheim, Georgia  
Southern University*

A Survey of Student Textbook Buying  
Behavior

*Dennis A. Rauch, Coastal  
Carolina University*

*Samuel A. Wathen, Coastal  
Carolina University*

*Mark A. Mitchell, Coastal  
Carolina University*

**Discussants**

*Samuel A. Wathen, Coastal*

*Carolina University*

*Rick Weible, Marshall University*

*Cheryl Aasheim, Georgia  
Southern University*

**[FI2] IMPACT ANALYSIS,  
POPULATION DENSITY,  
AND FORECASTING**

9:45 AM to 11:15 AM Arcadian 4

**Chairperson**

*Charles B. Pfitzner, Randolph-  
Macon College*

Changes in Population Density in  
Columbia, South Carolina

*Steven D. Lang, Randolph-  
Macon College*

Economic Impact Analysis of Data Link  
in the North Atlantic Region

*Aswin Gunnam, Virginia Tech  
Norma Viviana Campos, Federal  
Aviation Administration*

*Antonio A. Trani, Virginia Tech*

Forecasting Airline Passenger Miles

*Charles B. Pfitzner, Randolph-  
Macon College*

*Lara K. O'Brien, Randolph-  
Macon College*

**Discussants**

*Reza Kheirandish, Clayton  
State University*

*Steven D. Lang, Randolph-  
Macon College*

*Norma Viviana Campos, Federal  
Aviation Administration*

**[PS3] RESEARCH ISSUES  
THE IN PUBLIC SECTOR**

9:45 AM to 11:15 AM West C

**Chairperson**

*Robert B. Burney, Coastal  
Carolina University*

Millionaires and Billionaires: How  
Faulty Conceptualizations of Wealth and  
Income Distort Political and Economic  
Debates

*Robert B. Burney, Coastal  
Carolina University*

*John G. Marcis, Coastal  
Carolina University*

*Thomas W. Secrest, Coastal  
Carolina University*

Branding a "Public" University: Public  
Policy or Business Decision?

*Lynn W. McGee, University of South  
Carolina Beaufort*

Global Diversity in Opinions on Fiscal  
Sustainability: Results from an  
International Survey of Public Opinion

*Robert B. Burney, Coastal  
Carolina University*

*Sirini A. Venkatraman, Coastal  
Carolina University*

Using the Declaratory Judgment Act and  
the Equity Powers of a Federal Court to  
Halt Officials of Horry County, South  
Carolina From Unreasonably Seizing  
Property in Horry County by Applying a  
Zoning Ordinance That Does Not Exist

*Brad R. Johnson, Francis  
Marion University*

**Discussants**

*Lynn W. McGee, University of South  
Carolina Beaufort*

*Sirini A. Venkatraman, Coastal  
Carolina University*

*Brad R. Johnson, Francis  
Marion University*

*Robert B. Burney, Coastal  
Carolina University*

**[QT2] TECHNOLOGY  
MODEL, A BUSINESS  
ANALYTICS COURSE, AND  
SPELLING BEE RULES**

9:45 AM to 11:15 AM West A

**Chairperson**

*Nozar N. Hashemzadeh,  
Radford University*

A Generalization of the Relaxed Choice  
of Technology Model

*Aniekan A. Ebiefung, University  
of Tennessee*

On the Fairness of the Georgia Official  
Spelling Bee Rules

*Alexandra Lily Wang, Lowndes  
High School*

*Krishnendu Roy, Valdosta  
State University*

Creating a Business Analytics Course

*Robert L. Andrews, Virginia  
Commonwealth University*

*Christine M. Mckenna, Virginia  
Commonwealth University*

**Discussants**

*Jin Wang, Valdosta State University*

*Robert L. Andrews, Virginia  
Commonwealth University*

*Aniekan A. Ebiefung, University  
of Tennessee*

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**11:15 AM**

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**COFFEE**

*11:15 AM to 11:30 AM*

*Mezzanine West*

Sponsored by  
Department of Business Information  
Systems and Operations Management  
University of North Carolina at Charlotte  
Cem Saydam, Chair

**11:30 AM**

**[AC3] WAYS TO ENHANCE  
STUDENT LEARNING IN  
ACCOUNTING**

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

**Chairperson**

*John L. Stancil, Florida  
Southern College*

A Cross-Functional View of Inventory  
Management, Why Collaboration among  
Marketing, Finance/Accounting and  
Operations Management is Necessary

*Richard E. Crandall, Appalachian  
State University*

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

Investigation of the Impact of Use of  
Wileyplus on Students' Learning in  
Introductory Accounting Courses

*Adel M. Novin, Clayton State University*  
Student Motivators and Contributors to  
Success in Undergraduate Accounting  
Courses

*George Bullard, Clayton  
State University*

*Greg S. Kordecki, Clayton  
State University*

**Discussants**

*Arnica Mulder, Roanoke College*  
*Richard E. Crandall, Appalachian  
State University*

*Gregory Shaff, Roanoke College*

**[EI6] WORKSHOP:  
IMPROVING ONLINE  
COURSE DELIVERY**

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

**Coordinator**

*Larry R. Taube, University of  
North Carolina - Greensboro*

**Leaders**

*Carin Lightner, North Carolina  
A&T State University*  
*Rick Weible,  
Marshal University*

**[EP6] CREATIVITY, TASKS,  
AND BEHAVIOR OF  
STUDENTS**

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

**Chairperson**

*Lara Z. Khansa, Virginia Tech*

The Use of Creative Drawings and  
Storytelling as Experiential Tools in the  
University Classroom

*Martha M. Mattare, Frostburg  
State University*

*Gloria J. Harrell-Cook, Frostburg  
State University*

Experiencing Production Layout: A Not-  
So-Easy Task

*George S. Lowry, Randolph-  
Macon College*

*Edward D. Showalter, Randolph-  
Macon College*

A Study of the Impact of Unethical  
Behavior among Business Students in an  
Educational Environment

*Michael C. Shurden, Lander University*  
*Susan B. Shurden, North  
Greenville University*

*John Garlick, Lander University*

**Discussants**

*Michael C. Shurden, Lander University*  
*Martha M. Mattare, Frostburg  
State University*

*George S. Lowry, Randolph-  
Macon College*



**[FI3] MARKET  
EFFICIENCY AND STOCK  
RETURNS**

11:30 AM to 1:00 PM West A

**Chairperson**

*Larry A. Lynch, Roanoke College*

Examination of Short-Term and Long-Term Effects of the Federal Funds Rate Reversals on the Stock Returns

*Allen Shin, Frostburg State University*

Basketball Market Efficiency and the Big Dog Bias

*Ladd M. Kochman, Kennesaw  
State University*

An Examination of Abnormal Returns to Shareholders: An Event Specific Analysis

*Terrill R. Keasler, Appalachian  
State University*

**Discussants**

*James E. Benton,*

*Shippensburg University*

*Allen Shin, Frostburg State University*

*Ladd M. Kochman, Kennesaw  
State University*

**[PS4] RESEARCH IN  
ETHICS**

11:30 AM to 1:00 PM West C

**Chairperson**

*Chris Lowery, Georgia College  
& State University*

Affirmative Action: Is the End in Sight?

*Edward L. Powers, University of North  
Carolina - Pembroke*

Operations Research for Family

Violence Needs Assessment in the State of Georgia

*Christina R. Scherrer, Southern  
Polytechnic State University*

*Paul M. Griffin, Pennsylvania  
State University*

*Angela B. Snyder, Georgia  
State University*

Codes of Ethics for Manufacturers: A Descriptive Study

*Michele C. Henderson, Johnson  
& Wales University*

*Marilyn Smith, Winthrop University*

The Effect of Spirituality on Workplace Ethics

*Chris Lowery, Georgia College  
& State University*

*Nicholas A. Beadles, Georgia College  
& State University*

**Discussants**

*Christina R. Scherrer, Southern  
Polytechnic State University*

*Michele C. Henderson, Johnson  
& Wales University*

*Chris Lowery, Georgia College  
& State University*

*Edward L. Powers, University of North  
Carolina - Pembroke*

**[QT3] TUTORIAL: FIFTY  
YEARS OF GEOMETRIC  
PROGRAMMING --  
INCLUDING ITS  
SIGNATURE  
CHARACTERISTICS AND  
THEIR EVOLVING  
QUALITATIVE AND  
QUANTITATIVE USE IN  
ALL APPLICATION TYPES**

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

**Presenter**

*Elmor L. Peterson, Systems  
Science Consulting*

"Geometric programming" GP originated in 1961 from the need for Westinghouse Electric WE to win lucrative contracts in competition with GE and other corporations - contracts from numerous regional electric-utility companies to custom-design and then fabricate large power-distribution transformers that would satisfy given consumer power demands and other constraints. Its winning strategy -- developed by WE scientists Clarence Zener, Richard J. Duffin, and the speaker -- minimized the combined fabrication and expected life-time operating costs via clever new mathematical manipulations of novel transformer models that used only "generalized-polynomial" objective and constraint functions.

**1:00 PM**

**PRESIDENT'S LUNCHEON**

*1:00 PM to 2:30 PM*

*Dunes Ballroom*

Sponsored by  
College of Business  
Clayton State University  
Dr. Alphonso Ogbuehi, Dean

**GRADUATE STUDENT  
PAPER AWARD  
PRESENTATION**

*1:00 PM to 2:30 PM*

*Dunes Ballroom*

Sponsored by  
Roanoke College  
Richard Smith, Dean