THE PROGRAM CHRONOLOGICALLY

Wednesday, February 21

10:00AM

REGISTRATION
10:00AM to 5:00 PM
Prefunction Registration

PLACEMENT
10:00AM to 5:00 PM
Prefunction 2nd Floor

EXHIBITORS
10:00AM to 5:00 PM
Prefunction 2nd Floor

1:30PM

[AG1] STUDIES IN INCOME AND EQUITY
1:30PM to 3:00 PM Talfair

Chairperson
Nikki M. Finlay, Clayton State University

Job Stability of African American
Alireza Dorestani, The University of Memphis
Lari H. Arjomand, Clayton State University
Sara Aliabadi, (No Affiliation)
Age, Gender, and Pensions: Effects of the Social Security Reform in Poland
Edward K. Zajicek, Winston-Salem State University
Explaining the Failure of Incomes to Converge in Virginia During the 1980s
C. Barry Pfitzner, Randolph-Macon College

Discussants
Steven D. Lang, Randolph-Macon College
David A. Brat, Randolph-Macon College

[SP1] WORKSHOP: EFFECTIVE TEACHING HOW CAN I GET ONE?
1:30PM to 3:00 PM Franklin

Coordinator
Sanela Porca, University of South Carolina - Aiken

[AG2] STOCK AND COMMODITY MARKET PRICING
1:30PM to 3:00 PM Forsyth
Chairperson
Andrew Steven Manikas, Georgia Institute of Technology

The Importance of Using Historical Commodity Spot Purchase Prices
Andrew Steven Manikas, Georgia Institute of Technology
Backdating of Executive Stock Option Grants: An Investigation of Impact on Stock Prices
Ravinder K. Bhardwaj, Winthrop University
Michael D. Evans, Winthrop University

Discussants
Wesley M. Jones, Jr., The Citadel
Andrew Steven Manikas, Georgia Institute of Technology

[IE1] PANEL: GEORGIA WEB MBA
1:30PM to 3:00 PM Reynolds
Moderators
James McDonald, Georgia Southern University
Marthe A. McClive, Frostburg State University
Panelists
Carl W. Gooding, Jacksonville State University
Barbara A. Price, Georgia Southern University
Constance Campbell, Georgia Southern University
Ronald Shiffer, Georgia Southern University

[IE2] PANEL: DEFINING MOMENTS ALONG MY DIVERSITY JOURNEY: LESSONS FROM UNDERGRADUATES TO...

[IE3] WORKSHOP: ADVANTAGES AND DISADVANTAGES OF ONLINE ASSESSMENT IN TRADITIONAL COLLEGE COURSES
1:30PM to 3:00 PM Oglethorpe B
Coordinator
Jutta M. Street, Barton College

[IE4] LEARNING STYLES
1:30PM to 3:00 PM Oglethorpe A
Chairperson
Tanya Goette, Georgia College & State University

A Comparison of Hispanic Learning Preferences With the Learning Styles of Successful Distance Learners
Elaine D. Seeman, East Carolina University
Incorporating Services Science Into the IT Curriculum
Roberta Russell, Virginia Tech
Christopher Zobel, Virginia Tech
How Students Learn and Their Learning Styles in MIS Courses
Paula Ruby, Arkansas State University
Ralph Ruby, Jr., Arkansas State University

Discussants
Paula Ruby, Arkansas State University
Wednesday, February 21

**[MK1] MEETING
CUSTOMER NEEDS USING
STUDENT BASED
INTENTIONS**

1:30PM to 3:00 PM    Pulaski

**Chairperson**
Sara B. Kiser, Judson College

- Do Intentions Translate Into Behaviours?
  - The Case of Environmental Intentions and Behaviours of Canadian Students
    - Mallika Das, Mount Saint Vincent University
    - Janine T. Terry, Mount Saint Vincent University

**Cultural Tourists: A Description of Motivational and Demographic Characteristics**
- Havva J. Meric, East Carolina University
- Margaret M. Capen, East Carolina University

**Discussants**
- Kip Pirkle, Washington & Lee University
- P. Richard Martin, Coastal Carolina University

**3:00PM**

**COFFEE BREAK**
Sponsored by
Dr. Claude Lilly, Dean
Belk College of Business,
The University of North Carolina at Charlotte

3:00PM to 3:30 PM
Prefunction Coffee

**3:30PM**

**[SP2] PANEL: CURRENT ISSUES AND STRATEGIES FOR TEACHING SCHOOL FACULTY**

1:30PM to 3:00 PM    Johnson

**Chairperson**
A. Ouandlous, Savannah State University

- Utilizing the Top 25 Supply Chains in the Classroom
  - Leslie R. Pagliari, East Carolina University
  - Richard W. Monroe, East Carolina University

- A Proposed Taxonomy for Empirical Supply Chain Research

**Moderator**
Hope M. Baker, Kennesaw State University

**Panelists**
- Ina S. Markham, James Madison University
- Susan R. Williams, Georgia Southern University
- Barry A. Wray, University of North Carolina - Wilmington
**[SP3] WORKSHOP: THOMSON NOW: JUST WHAT YOU NEED TO DO NOW FOR DECISION SCIENCES**
3:30PM to 5:00 PM Franklin
Coordinator
Larry Qualls, Thomson Learning

**[IS1] NEW SECURITY RISKS IN THE NETWORKED ECONOMY**
3:30PM to 5:00 PM Oglethorpe A
Chairperson
Tony Polito, East Carolina University
Identity Theft and Its Affect on Individuals and Business: The Problem, the Players and the Solutions
Yong B. Shin, Francis Marion University
Changsub Shim, Savannah State University
Alan D. Smith, Robert Morris College
Single Table Management Information System on the Net
Yuan-Hsi Hsu, Feng Chia University
Discussants
Tony Polito, East Carolina University
Changsub Shim, Savannah State University
Julio C. Rivera, University of Alabama-Birmingham

**[IE5] WORKSHOP: USING LEARNING STYLE MODELS TO ENHANCE YOUR COURSE DESIGN AND TEACHING**
3:30PM to 5:00 PM Oglethorpe B
Coordinators
Thomas F. Hawk, Frostburg State University
Amit J. Shah, Frostburg State University

**[IE6] LEARNING GAMES FOR STUDENTS**
3:30PM to 5:00 PM Johnson
Chairperson
Christina D. McCart, Roanoke College
Determining Property and Cash Distribution in "opoly Type Games:
Through Computer Simulation
Chuck Leska, Randolph Macon College
Edward D. Showalter, Randolph-Macon College
Simulating the Enigma Machine: Creating Customized Student Assignments
Robin M. Snyder, Savannah State University
An Investigation of Communications Skills Development in Collegiate Accounting Programs
Catherine L. Staples, Randolph Macon College
George S. Lowry, Randolph-Macon College
Discussants
James P. Lawler, Pace University
Richard L. Morris, Winthrop University
J. Harrison McCraw, University of West Georgia

**[MG1] CURRICULAR AND CAREER ISSUES IN BUSINESS EDUCATION**
3:30PM to 5:00 PM Pulaski
Chairperson
Sara B. Kiser, Judson College
An Analysis of Management Programs: Origins, Life Cycles, and Disappearances
Richard E. Crandall, Appalachian State University
William R. Crandall, University of North Carolina, Pembroke
Does Feedback Seeking Behaviors Relate to Career Success? An Examination of Intrinsic and Extrinsic Career Success.
Robin Anne Cheramie, Kennesaw State University
Wednesday, February 21

Is General Business Still a Viable Major in Schools of Business?
Forest R. David, Francis Marion University
Robert E. Pugh, Francis Marion University

Discussants
Robin Anne Cheramie, Kennesaw State University
Forest R. David, Francis Marion University
Richard E. Crandall, Appalachian State University

[MG2] CONTEMPORARY FACULTY AND TEACHING ISSUES
3:30PM to 5:00 PM Forsyth

Chairperson
Robert D. Nale, Coastal Carolina University

Learning Beyond the Classroom: Student Experience in a Human Resources Class
Robert T. Barrett, Francis Marion University
Rebecca M. Culbertson, Francis Marion University
Scott K. Campbell, Francis Marion University

Why Rate the Rater? Students' Perceptions of the Course/Teacher Evaluation Process
Douglas Johnson, Georgia Southern University
Abby L. Lynes, Georgia Southern University

A Preliminary Examination of Factors Leading to the Establishment of a Research Culture in University Schools and Departments
Robert A. Herring III, Winston - Salem State University
Mak Khojasteh, Winston-Salem State University

Discussants
Abby L. Lynes, Georgia Southern University

[PO2] SERVICE STRATEGIES AND OUTSOURCING
3:30PM to 5:00 PM Chatham

Chairperson
Carl E. Betterton, The Citadel

Implementing and Managing Outsourcing
James A. Pope, University of Toledo
Marcus Aben, Leiden
Tessy Geurink, Leiden
Mary van der Boon, Leiden

Developing Successful Service Strategies Using Voc Data
L. Drew Rosen, University of North Carolina - Wilmington
Stephen C. Mahar, University of North Carolina - Wilmington
Vince Howe, North Carolina Wilmington

Discussants
Barbara D. Bart, Bart Research Associates
Jane H. Philbrick, Savannah State University

[ST1] DATA MINING, MODELING, AND EXCEL
3:30PM to 5:00 PM Talfair

Chairperson
Robert L. Andrews, Virginia Commonwealth University

Creating Regression Confidence Intervals for Y Using Excel
Robert L. Andrews, Virginia Commonwealth University
Charles A. Correia, Virginia Commonwealth University

A Probabilistic Set Covering Location Model for Dynamic Redeployment of Ambulances
Hari K. Rajagopal, Francis Marion University

Discussants
Abby L. Lynes, Georgia Southern University
An Introductory Data Mining Study Using
Sas Enterprise Miner to Examine Missing
Values

Kellie B. Keeling, Virginia Tech

Discussants
Kellie B. Keeling, Virginia Tech
Robert L. Andrews, Virginia
Commonwealth University
Cem Saydam, University of North
Carolina - Charlotte
Thursday, February 22

7:30AM

**COFFEE BREAK**
Sponsored by Dr. James Bradford, Dean
College of Information Technology
Georgia Southern University

Co-Sponsored by Dr. Jessica Bailey, Dean
School of Business and Economics
Winston-Salem State University

7:30AM to 8:00 AM
Prefunction 2nd Floor

**REGISTRATION**
7:30AM to 5:00 PM
Prefunction 2nd Floor

**PLACEMENT**
7:30AM to 5:00 PM
Prefunction 2nd Floor

**EXHIBITORS**
7:30AM to 5:00 PM
Prefunction 2nd Floor

8:00AM

**[SP4] TUTORIAL: ARE YOU READY FOR MICROSOFT OFFICE 2007?**
8:00AM to 9:30 AM
Talfair

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

8:00AM to 9:30 AM Talfair

**[AC1] ACCOUNTING EDUCATION**
8:00AM to 9:30 AM Chatham

**Chairperson**
Joseph M. Hagan, East Carolina University

An Excel Application Using Ms Moneycentral Investor Stock Quotes Brings Accounting to Life

Laurence R. Paquette, Francis Marion University

Spreadsheet Usage and Development in Local and Regional Public Accounting Firms: Implications for Accounting Educators

James M. Grayson, Augusta State University
Pamela Jackson, Augusta State University

Investigation of the Relative Importance of Various Internal Controls for Small Businesses From the Students’ Point of View

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

**Discussants**
James M. Grayson, Augusta State University
Laurence R. Paquette, Francis Marion University
Gloria J. Harrell-Cook, Frostburg State University

7
[AG3] ISSUES IN AGRICULTURAL AND ENVIRONMENTAL ECONOMICS
8:00AM to 9:30 AM Forsyth
   Chairperson
   Jeanne K. Lindsey, Auburn University

Developing a Decision Tool for Managing Land Use Change in North Alabama
   James O. Bukenya, Alabama A & M University

Evaluation of Net Returns to Freeze Protection and Crop Insurance for Satsuma Mandarin Using Monte Carlo Simulation
   Jeanne K. Lindsey, Auburn University
   Patricia A. Duffy, Auburn University
   Robert C. Ebel, Auburn University
   Robert G. Nelson, Auburn University
   William A. Dozier, Auburn University

Projected Costs, Returns, and Legal Requirements Associated With Selling Water to Municipalities in the Southeast Panhandle From the Ogallala Aquifer
   Donald L. Williams, West Texas A & M University
   Zena L. Buser, West Texas A & M University

Discussants
   Ping Wang, James Madison University
   Donald L. Williams, West Texas A & M University
   Wesley M. Jones, Jr., The Citadel

[IE10] WORKSHOP: USING AN ONLINE COURSE MANAGEMENT SYSTEM
8:00AM to 9:30 AM Coastal Georgia Center Lab 2
   Coordinator
   Robby Ambler, Georgia Southern University

[IE7] MIS PROGRAM CAPSTONES
8:00AM to 9:30 AM Franklin
   Chairperson
   Robert Gehling, Auburn University - Montgomery

Designing a Capstone Course in a Small MIS Program
   Elena Moshkovich, University of Montevallo
   Alexander I. Mechitov, University of Montevallo
Thursday, February 22

A Software Development Course to Meet the Needs of Today's Student
Anne L. Olsen, Winthrop University
Kent E. Foster, Winthrop University

Enhancing Student Learning in the Teaching of Systems Analysis and Design Using Earned Value Analysis
Lynda Hodgson, Virginia Commonwealth University
A. James Wynne, Virginia Commonwealth University
H. Roland Weistroffer, Virginia Commonwealth University

Discussants
Emma Jane Riddle, Winthrop University
Sarah L. Frank, University of West Florida
Harry L. Reif, James Madison University

[IE8] CASES
8:00AM to 9:30 AM   Reynolds

Chairperson
Craig G. Harms, University of North Florida

Outsourcing a High Speed Internet Access Project: An Information Technology Case Study
Richard G. Platt, University of West Florida
William B. Carper, University of West Florida
Michael McCool, University of West Florida

The Case of Complementary Cash Flows in a Multi-Use Resort
L. Taylor Damonte, Coastal Carolina University

The Leland Printing Company an Interdisciplinary Case Study
Donald Soucy, University of North Carolina at Pembroke
Stephen Bukowy, University of North Carolina at Pembroke

Discussants
Douglas Johnson, Georgia Southern University
Cindy H. Randall, Georgia Southern University

Mildred N. Wilson, Georgia Southern University

[IE9] WORKSHOP: COURSE DESIGN STRATEGIES FOR ONLINE COURSES
8:00AM to 9:30 AM   Coastal Georgia Center Lab 1

Coordinator
Raleigh Way, Georgia Southern University

[MG3] CONTEMPORARY SOCIAL ISSUES
8:00AM to 9:30 AM   Oglethorpe B

Chairperson
Robert D. Nale, Coastal Carolina University

Making the Case for the Competitive Advantage of Corporate Social Responsibility
Alan D. Smith, Robert Morris College
Business in Appalachia: What Skills Are Needed for Success?
Michael Monahan, Frostburg State University
Shakil M. Rahman, Frostburg State University
Ahmad Tootoonchi, Frostburg State University

Perceived Positive and Negative Characteristics of Gays and Lesbians as Managers
James O. Smith, East Carolina University
Joseph Tomkiewicz, East Carolina University
Anthony D. Gribble, East Carolina University

Discussants
Shakil M. Rahman, Frostburg State University
James O. Smith, East Carolina University
Alan D. Smith, Robert Morris College
[MK2] USING TECHNOLOGY TO IMPROVE CUSTOMER RESULTS - POTENTIAL PROBLEMS AND BENEFITS
8:00AM to 9:30 AM Johnson

Chairperson
Edward D. Showalter, Randolph-Macon College

An Exploratory Look at Sales Managers' Perceptions of the Benefits of Sales Force Automation
James E. Stoddard, Appalachian State University

Using Web Surveys to Determine Audience Characteristics and Product Preferences: Case in Point
Jane H. Philbrick, Savannah State University
Barbara D. Bart, Bart Research Associates

Marketing the Magic: How Walt Disney World Attracts Both Old and New Guests
Jessica M. Deibel, Randolph-Macon College
Edward D. Showalter, Randolph-Macon College

Discussants
Jane H. Philbrick, Savannah State University
Dinesh S. Dave, Appalachian State University
Sara B. Kiser, Judson College

9:30AM
COFFEE BREAK
Sponsored by Dr. Danny Arnold, Dean College of Business Frostburg State University 9:30AM to 10:00 AM Prefunction 2nd Floor

10:00AM

[ST2] DECISION MAKING
8:00AM to 9:30 AM Pulaski

Chairperson
Aniekan A. Ebiefung, University of Tennessee - Chattanooga

Centralized Binary Decision-Making With Identical Decision Makers
Moula Cherikh, Winston-Salem State University

Discussants
Kim I. Melton, North Georgia College & State University
Aniekan A. Ebiefung, University of Tennessee - Chattanooga
Moula Cherikh, Winston-Salem State University

[MT1] MEETING: SE INFORMS COUNCIL MEETING
10:00AM to 11:30 AM Oglethorpe A
[AG4] INDUSTRY STUDIES  
10:00AM to 11:30 AM Chatham  
Chairperson  
Albert E. Avery, Towson University  
Consumer-directed Health Care: New Venture or More of the Same?  
Katerina Andrews, Wofford College  
Internet Retail Banking - A Six-Year Perspective  
Albert E. Avery, Towson University  
Daniel D. Singer, Towson University  
Douglas N. Ross, Towson University  
Could Survival Clusters Become Prosperous?  
Wenjun Zheng, James Madison University  
Ping Wang, James Madison University  
Discussants  
Stephen Bukowy, University of North Carolina at Pembroke  
Katerina Andrews, Wofford College  
Marsha R. Shelburn, University of South Carolina - Aiken  

[IS3] INNOVATIVE VERTICAL APPLICATIONS OF INFORMATION TECHNOLOGY  
10:00AM to 11:30 AM Franklin  
Chairperson  
Anthony Narsing, Macon State University  
An Exploratory Study of Passenger Perception and Sensitivity to Airport Backscatter X-Ray Technologies  
James P. Lawler, Pace University  
Information Technology Project Retrospectives: The Northrop Grumman Sperry Marine Story  
Michael A. King, University of Virginia  
Integrating RFID in a Pharmaceuticals Drug Supply Chain- : A Counterfeiters Nightmare  
Discussants  
Anthony Narsing, Macon State University  
Anthony L. Patti, Macon State University  
James P. Lawler, Pace University  
Michael A. King, University of Virginia  

[AG5] POTPOURRI: ACTING, BETTING AND TEACHING  
10:00AM to 11:30 AM Forsyth  
Chairperson  
Steven D. Lang, Randolph-Macon College  
Impact of a Successful Television Series on Acting Careers: An Exploratory Study  
Victoria L. Williams, Clayton State University  
Nikki M. Finlay, Clayton State University  
Can Regression Help to Beat the Over/Under Bet on N.F.L. Games?  
C. Barry Pfitzner, Randolph-Macon College  
Tracy D. Rishel, Belmont Abbey College  
Using Apreso Classroom to Deliver Video Lectures on Demand  

[IS4] ACCOUNTING INFORMATION SYSTEMS AND ANALYSIS  
10:00AM to 11:30 AM Pulaski  
Chairperson  
Richard A. Johnson, Frostburg State University  
Joey E. Meilhorn, University of Tennessee at Martin  
Timothy N. Burcham, University of Tennessee - Martin  
Philip L. Smartt, University of Tennessee at Martin  
Discussants  
Steven D. Lang, Randolph-Macon College  
Nikki M. Finlay, Clayton State University  
Anthony Narsing, Macon State University  
Anthony L. Patti, Macon State University  
James P. Lawler, Pace University  
Michael A. King, University of Virginia
To What Extent Has Sarbanes-Oxley Influenced Policy and Procedures of Content Management Systems in Small Accounting Firms

Douglas A. Goings, Georgia College & State University
Bryan A. Marshall, Georgia College & State University

Visual Web Developer—Drag and Drop, Data Connected, and Ready for Management/Accounting Information Systems Education

Richard A. Johnson, Frostburg State University
Joyce M. Middleton, Frostburg State University
Eddy J. Burks, Troy University

Value Chain Analysis for Digital Multimedia Broadcasting

Seungjae Shin, Mississippi State University
Wonjun Lee, Korea Telecom

Discussants
Seungjae Shin, Mississippi State University
Douglas A. Goings, Georgia College & State University
Richard A. Johnson, Frostburg State University

[IS5] IMPROVEMENT OF SOFTWARE PROCESSES, PRODUCTS AND PRACTICES
10:00AM to 11:30 AM

Ravi C. Paul, East Carolina University

Successful Ecommerce Site Development and Design
Robert Gehling, Auburn University - Montgomery
Douglas Turner, University of West Georgia
Jeremy Logan, (No affiliation in address)

Discussants
Robert Gehling, Auburn University - Montgomery
Robin M. Snyder, Savannah State University
Ravi C. Paul, East Carolina University

[IE11] PANEL: PUBLISHING OPPORTUNITIES IN DECISION SCIENCES INSTITUTE
10:00AM to 11:30 AM

Moderator
Barbara A. Price, Georgia Southern University

The panel members will address different publishing opportunities in DSI - Decision Sciences Journal, Decision Sciences Journal of Innovative Education, and Decision Line. The submission process, the review process, the reviewer's guidelines, author perspective, as well as who's who in each publication will be addressed.

Panelists
Hope M. Baker, Kennesaw State University
Thomas F. Hawk, Frostburg State University

[IE12] WORKSHOP: USING AN ONLINE COURSE MANAGEMENT SYSTEM
10:00AM to 11:30 AM

Robby Ambler, Georgia Southern University

Visual Computing: An Idea Whose Time Has Arrived

Harry Katzan, Jr., Savannah State University
Robin M. Snyder, Savannah State University

What Do Customers Value in the Software Technical Support Environment?

Ravi C. Paul, East Carolina University
Thursday, February 22

[IE13] WORKSHOP:

COURSE DESIGN STRATEGIES FOR ONLINE COURSES
10:00AM to 11:30 AM
Coastal Georgia Center L1
Coordinator
Raleigh Way, Georgia Southern University

[MG4] ISSUES IN LEADERSHIP
10:00AM to 11:30 AM
Oglethorpe B
Chairperson
R. Eugene Hughes, East Carolina University

The Relationship Between Substitutes for Leadership and Satisfaction With My Supervisor
I. Edward Jernigan, North Carolina at Charlotte
Joyce Beggs, University of North Carolina - Charlotte
Analysis of "Leadership Sopranos Style"
Crystal Lynn Ellis, Frostburg State University

Integrating Motivating Language Theory and Leader-Member Exchange Theory to Increase Motivation in the Workplace
William Sharbrough, The Citadel
Katherine Toohey Brough, The Citadel

Discussants
Crystal Lynn Ellis, Frostburg State University
William Sharbrough, The Citadel
I. Edward Jernigan, North Carolina at Charlotte

[AC2] SARBANES-OXLEY ACT: REALITY AND AUDITOR PERFORMANCE
1:00PM to 2:30 PM
Chairperson
J. Harrison McCraw, University of West Georgia

The Essence and Reality of the Sarbanes-Oxley Act
Larry A. Lynch, Roanoke College
Self-Efficacy Impact on Internal Auditor Performance: Differences in the Post-Sox Era
Mark W. Rieman, East Carolina University
Wendy W. Achilles, East Carolina University
Alfred Charles Greenfield, Jr., University of Texas of the Permian Basin

Discussants
Mark W. Rieman, East Carolina University
Larry A. Lynch, Roanoke College

[AC3] TAX AND THE INTERNAL REVENUE CODE
1:00PM to 2:30 PM
Chairperson
Norma H. Clifton, Roanoke College

Changes in Tax Treatment of Dividends Presents New Challenges to Annuities
Joseph M. Hagan, East Carolina University
Derek Pszenny, (No Affiliation)
Douglas K. Schneider, East Carolina University

A Practitioners Guide to Transferee Liability Assessment and Collections Under the Internal Revenue Code
Charles E. Alvis, Winthrop University
Robert H. Breakfield, Winthrop University

The Regulatory Effects of Professional Scrutiny By States: A Case Study - South Carolina

1:00PM

[MT2] MEETING: SE DSI COUNCIL MEETING
1:00PM to 2:30 PM
Oglethorpe A
Thursday, February 22

Brad R. Johnson, Francis Marion University
Scott K. Campbell, Francis Marion University

**Discussants**
Charles E. Alvis, Winthrop University
Joseph M. Hagan, East Carolina University
Norma H. Clifton, Roanoke College

[AG6] INVESTMENT AND CONSUMER DECISION MAKING
1:00PM to 2:30 PM Franklin

**Chairperson**
Ron Sones, Liberty University

*From Disaster to Success*
George S. Lowry, Randolph-Macon College
Wesley M. Jones, Jr., The Citadel
Ravinder K. Bhardwaj, Winthrop University
Michael D. Evans, Winthrop University

*Buying a Car!: Are We Making Rational Decisions With Irrational Information?*
Michael Monahan, Frostburg State University
Amit J. Shah, Frostburg State University

**Discussants**
Michael Monahan, Frostburg State University
George S. Lowry, Randolph-Macon College
C. Barry Pfitzner, Randolph-Macon College

[IE14] WORKSHOP: HOW TO MOTIVATE STUDENTS BY USING SOFTWARE
1:00PM to 2:30 PM Johnson

**Coordinator**
Kimberly Harrell, Hawks Learning

[IS6] INFORMATION MODELS FOR STRATEGIC AND COMPETITIVE ADVANTAGE
1:00PM to 2:30 PM Reynolds

**Chairperson**
John W. Stamey, Jr., Coastal Carolina University
The ABC Model of Ecommerce
John W. Stamey, Jr., Coastal Carolina University

Business Intelligence as a Tool for Enhanced Competitive Information Retrieval
Alan D. Smith, Robert Morris College
The State of the Art of Wibro (Wireless Broadband) in Korea and Its Related Issues
Young B. Choi, James Madison University

Matt Doan, (No Affiliation)

**Discussants**
Young B. Choi, James Madison University
John W. Stamey, Jr., Coastal Carolina University
Alan D. Smith, Robert Morris College

[MG5] MANAGEMENT POTPOURRI I
1:00PM to 2:30 PM Oglethorpe B

**Chairperson**
Robert T. Barrett, Francis Marion University

Entrepreneurial Strategies: The Relationship to Myers-Briggs Preference
Martha Mattare, Frostburg State University

Impact of African Growth and Opportunity Act on Bilateral Trade and Cooperation Between U. S. A. And Sub-Saharan African Countries
Enoch K. Beraho, South Carolina State University

Planning, Performance, and Benchmarking in Micro-businesses
Thursday, February 22

[PO3] ALL ABOUT PRODUCTION
1:00PM to 2:30 PM Pulaski

Chairperson
Hae Y. Choi, Savannah State University

The Importance of Cross Functional Participation in the Production Planning Process
Richard E. Crandall, Appalachian State University
Karen T. Main, Appalachian State University

VBA Applications for Sequencing Mixed-Model Assembly Lines Under Jit
Jae-Dong Hong, South Carolina State University

A Proposed Capacity Taxonomy for TOC Incorporating Yield Loss
Carl E. Betterton, The Citadel

Discussants
Jae-Dong Hong, South Carolina State University
Richard E. Crandall, Appalachian State University
William Dowling, Savannah State University

2:30PM

COFFEE BREAK
Sponsored by
Dr. Stanley R. Aeschleman, Provost Office of Academic Affairs Appalachian State University
2:30PM to 3:00 PM Prefunction 2nd Floor

[ST3] PROBLEM SOLVING
1:00PM to 2:30 PM Forsyth

Chairperson
Scott P. Stevens, James Madison University

Determining Winning Bid Probabilities in Sealed Bid Auctions With Heterogeneous Bidders

3:00PM

[MT3] MEETING: SE DSI OFFICERS MEETING
3:00PM to 4:30 PM Oglethorpe A
Thursday, February 22

[SP5] WORKSHOP: PRACTICAL LEADERSHIP
STRATEGIES FOR ASPIRING, NEW, AND
EXPERIENCED ACADEMIC
ADMINISTRATORS
3:00PM to 4:30 PM Franklin
Coordinator
Danny Arnold, Frostburg State University

[AC4] THEFT, PRIVACY,
AND ETHICS
3:00PM to 4:30 PM Pulaski
Chairperson
Maria L. Bullen, Clayton State University
Holistic View of Identity Theft
Marilyn Smith, Winthrop University
Lynn A. DeNoia, Winthrop University
Privacy on the Cheap: Some Techniques for Securely Using Inexpensive Web-hosted Sites
Robin M. Snyder, Savannah State University
Ethical Concept Visibility in IT Education
John R. O'Malley, Jr., Georgia Southern University
Lance A. Matheson, Virginia Tech
J. Harrison McCraw, University of West Georgia
Discussants
Robin M. Snyder, Savannah State University
John R. O'Malley, Jr., Georgia Southern University
Marilyn Smith, Winthrop University

[IS7] STUDENT EXPERIENCES IN MIS EDUCATION
3:00PM to 4:30 PM Reynolds
Chairperson
Chlotia P. Garrison, Winthrop University

[IS8] EMERGING CHALLENGES FOR A TECHNOLOGY-BASED SOCIETY
3:00PM to 4:30 PM Johnson
Chairperson
Robert Gehling, Auburn University - Montgomery
The Network Neutrality Debate
Sara B. Eisenhart, Auburn - Montgomery
Robert Gehling, Auburn University - Montgomery
Exploring the Feasibility of Internet Voting
Alan D. Smith, Robert Morris College
A View of Services Science
Harry Katzan, Jr., Savannah State University
Discussants
Harry Katzan, Jr., Savannah State University
Robert Gehling, Auburn University - Montgomery
Alan D. Smith, Robert Morris College

Student Collaboration in a Study of Apparel Dress Model Technology on European Web Sites
James P. Lawler, Pace University
Stephen Z. Jourdan, Georgia Southwestern State University
Computer Security and MIS Students
Chlotia P. Garrison, Winthrop University
Discussants
Chlotia P. Garrison, Winthrop University
James P. Lawler, Pace University
Stephen Z. Jourdan, Georgia Southwestern State University
[IE15] DISTANCE EDUCATION AND MENTORING
3:00PM to 4:30 PM Chatham

Chairperson
Elaine D. Seeman, East Carolina University

The Theory of Planned Behavior & Its Role in Technology Acceptance: University Faculty & Distance Education
Shanan G. Gibson, East Carolina University
Michael Harris, East Carolina University
Ron Sones, Liberty
Adapting a Mentorship Program to the Electronic Generation: How Can Your College/University Start a Mentoring Program?
Carol Sue Arnone, Frostburg St Univ

Discussants
Carol Sue Arnone, Frostburg St Univ
Kathy Clarke, James Madison University
Jutta M. Street, Barton College

[MG6] MANAGEMENT POTPOURRI II
3:00PM to 4:30 PM Oglethorpe B

Chairperson
Dalton E. Brannen, Augusta State University

Pay Equity and Aspirations: A Simple Test
R. Eugene Hughes, East Carolina University

The Role of Spirituality in Today's Workplace: An Overview of Its Current Role and How to Incorporate It
Sara B. Kiser, Judson College
Blair Miley, Judson College
Mallory Miley, Judson College

Discussants
Havva J. Meric, East Carolina University
P. Richard Martin, Coastal Carolina University
Kenneth W.H. Day, Jacksonville State University

[MK3] THE EFFECTS OF SUPPLY CHAINS, SUPPLIER CERTIFICATION PROGRAMS, AND CHANNEL SETTING
3:00PM to 4:30 PM Talfair

Chairperson
Margaret M. Capen, East Carolina University

Environmentally-evoked Uncertainty as a Base of Power in the Channel Setting
Kenneth W.H. Day, Jacksonville State University
Towards a Theoretical Model of Supply Chain Interdependence and Coordination Strategies
Joseph B. Skipper, Auburn University
Christopher W. Craighead, Auburn University
Terry Anthony Byrd, Auburn University
R. Kelly Rainer, Auburn University
Perceptions of Supplier Certification Programs on Firm Performance
P. Richard Martin, Coastal Carolina University

Discussants
Havva J. Meric, East Carolina University
P. Richard Martin, Coastal Carolina University
Kenneth W.H. Day, Jacksonville State University

The Effects of the New Bankruptcy Law on Filings in South Carolina
Enoch K. Beraho, South Carolina State University

Discussants
Sara B. Kiser, Judson College
Enoch K. Beraho, South Carolina State University
R. Eugene Hughes, East Carolina University
Thursday, February 22

[Mark 4] PRODUCTION AND MARKETING FACTORS WHEN OPERATING IN FOREIGN MARKETS
3:00PM to 4:30PM Forsyth

Chairperson
Sudhir Chawla, Angelo State University

IT Offshore Outsourcing: Knowledge Drain and Other Risk Factors
Alexander I. Mechitov, University of Montevallo
Elena Moshkovich, University of Montevallo

China's Economic Growth: Environmental Consequences
Kip Pirkle, Washington & Lee University
Economic Growth and Information and Communication Technology: The New Eastern Europe
Christopher Ziemnowicz, University of North Carolina - Pembroke
John E. Spillan, The Pennsylvania State University

Discussants
Elisabeth G. Velazquez, Roanoke College
Michael Latta, Coastal Carolina University
Mallika Das, Mount Saint Vincent University

5:00PM

[Mark 4] MEETING: SE DSI BUSINESS MEETING
5:00PM to 6:30PM Oglethorpe A

7:00PM

PRESIDENT’S RECEPTION
Sponsored by Dr. Ed Ranelli, Dean College of Business and Dr. Arup Mukherjee, Chairperson Dept. of Management & MIS The University of West Florida
7:00PM to 8:30PM Atrium
Friday, February 23

7:30AM

COFFEE BREAK
Sponsored by
Dr. Samuel Wathen, Interim Dean
Wall College of Business
Coastal Carolina University

Coordinator
William B. Carper, University of West Florida

Leaders
Carl W. Gooding, Jacksonville State University
James A. Pope, University of Toledo
Harrison S. Carter, The Citadel

[AG7] ISSUES IN REAL ESTATE AND FINANCIAL ANALYSIS
8:00AM to 9:30 AM Johnson
Chairperson
BillieAnn Brotman, Kennesaw State University

Real Estate Loan Delinquency, Property Prices and Alternative Income Opportunities
BillieAnn Brotman, Kennesaw State University

The Sales-Per-Employee Ratio: A Measure of Company's Productivity and Financial Health
Ravinder K. Bhardwaj, Winthrop University
Michael D. Evans, Winthrop University

An Examination of Market Impact Effect on Differences Between Historical Measures of Risk and the Risk Implied By Economic Value Added
Wesley M. Jones, Jr., The Citadel
George S. Lowry, Randolph-Macon College

Discussants
Nikki M. Finlay, Clayton State University
BillieAnn Brotman, Kennesaw State University
James P. Lawler, Pace University

REGISTRATION
7:30AM to 11:30 AM
Prefunction 2nd Floor

PLACEMENT
7:30AM to 11:30 AM
Prefunction 2nd Floor

8:00AM

[SP6] WORKSHOP:
ACADEMIC STREET
SMARTS IV: THE CARE AND FEEDING OF STUDENTS
8:00AM to 9:30 AM Talfair

Coordinator
BillieAnn Brotman, Kennesaw State University

Leaders
Carl W. Gooding, Jacksonville State University
James A. Pope, University of Toledo
Harrison S. Carter, The Citadel

Discussants
Nikki M. Finlay, Clayton State University
BillieAnn Brotman, Kennesaw State University
James P. Lawler, Pace University
[IE16] CREATING TEXTBOOKS
8:00AM to 9:30 AM Pulaski

Chairperson
Anne L. Olsen, Winthrop University

Textbook Coverage of Sample Sizes for P Charts
Emma Jane Riddle, Winthrop University
Richard L. Morris, Winthrop University
Student-developed, Web-Based Textbook
Sarah L. Frank, University of West Florida

Discussants
Richard G. Platt, University of West Florida
James McDonald, Georgia Southern University
Shanan G. Gibson, East Carolina University

[IE17] TEACHING AND LEARNING APPROACHES
8:00AM to 9:30 AM Forsyth

Chairperson
Shanan G. Gibson, East Carolina University

Team Cases in Quantitative Courses
Craig G. Harms, University of North Florida
Analysis After Output
Kenneth R. MacLeod, East Carolina University
Using the Wall Street Journal in Business School Classrooms: Student and Faculty Perceptions, Usage, and Pedagogical Best Practices
Douglas Johnson, Georgia Southern University
Angela M. Leverett, Georgia Southern University

[IE18] PANEL: ASSURANCE OF LEARNING
8:00AM to 9:30 AM Franklin

Chairperson
Tanya Goette, Georgia College & State University

Assurance of Learning
Tanya Goette, Georgia College & State University
Barbara A. Price, Georgia Southern University
Ernest A. Capozzoli, Kennesaw State University
Linda Malgeri, Kennesaw State University
Thomas Case, Georgia Southern University
Hope M. Baker, Kennesaw State University
Douglas A. Goings, Georgia College & State University

[MK5] REACHING CUSTOMERS: UNDERSTANDING THE MOTIVATIONAL ASPECTS AND HOW TO BEST USE PROMOTIONAL DOLLARS
8:00AM to 9:30 AM Chatham

Chairperson
Barbara D. Bart, Bart Research Associates
Friday, February 23

Chronic Versus Acute Drugs:: Which Promotional Dollars Are Well Spent?
   Michael Latta, Coastal Carolina University

Customer Perceptions in a Retail Environment: Potential Problem Areas
   Michael Dotson, Appalachian State University
   Dinesh S. Dave, Appalachian State University

MBA Students Wants and Needs: A Kano Approach
   Ajay K. Aggarwal, Millsaps College
   Raymond A. Phelps, Millsaps College

Discussants
   Elisabeth G. Velazquez, Roanoke College
   Margaret M. Capen, East Carolina University
   Michael Latta, Coastal Carolina University

[PS1] PUBLIC SECTOR: PERFORMANCE, TAX, AND PUBLIC SERVICE DEMAND ISSUES
8:00AM to 9:30 AM    Oglethorpe A

Chairperson
   Ephrem Eyob, Virginia State University

Public Service Demands By Timeshare Versus Hotel Properties in a Coastal Community
   Darla J. Domke-Damonte, Coastal Carolina University
   L. Taylor Damonte, Coastal Carolina University
   Gary Loftus, Coastal Carolina University

Comparative State Tax Burden and Tax Effort Measures How Good Are They
   Sanela Porca, University of South Carolina - Aiken
   Marsha R. Shelburn, University of South Carolina - Aiken

Measuring Performance
   Joseph G. Van Matre, University of Alabama - Birmingham

Discussants
   M. Eileen Higgins, Frostburg State University
   David Antonioni, University of Wisconsin - Madison
   Enoch K. Beraho, South Carolina State University

[ST4] QUANTITATIVE MANAGEMENT PRACTICE
8:00AM to 9:30 AM    Oglethorpe B

Chairperson
   Robert T. Barrett, Francis Marion University

A Preliminary Report on Two Approaches to Assessment of Undergraduate Business Statistics
   Susan W. Palocsay, James Madison University
   Scott P. Stevens, James Madison University

Extremal Experiment to Optimize Parameters of Automatic Bobbin-changer
   Qidong Cao, Winthrop University
   Thomas E. Griffin, Indiana Wesleyan University

On Managing Inventory With Persistent Demand Shocks
   Xiaolong Zhang, Georgia Southern University

The Life Cycle of Top Players' Home Run Production
   Robert T. Barrett, Francis Marion University
   Robert E. Pugh, Francis Marion University

Discussants
   Xiaolong Zhang, Georgia Southern University
   Robert L. Andrews, Virginia Commonwealth University
   Robert T. Barrett, Francis Marion University
   Scott P. Stevens, James Madison University
[SU1] STUDENT PAPER COMPETITION 1
8:00AM to 9:30 AM Reynolds

Chairperson
Paul K. Bergey, North Carolina State University

Modeling the Relationships Between Computer Self-efficacy, Computer Anxiety, and Computer Security Knowledge
Stephen Z. Jourdan, Georgia Southwestern State University
Application Security: Transaction Based Role Authorization
Sushma Mishra, Virginia Commonwealth University

Factors Influencing the Perceived Security of the Customer While Purchasing Using Web
Anupam Kumar Nath, University of North Carolina - Greensboro
Praveen Pinjani, University of North Carolina - Greensboro

Judges
Timothy H. Burwell, Appalachian State University
Christina D. McCart, Roanoke College
Marilyn Smith, Winthrop University

9:30AM

COFFEE BREAK
Sponsored by Dr. M. Barney O’Brien, Dean School of Business Francis Marion University
9:30AM to 10:00 AM Prefunction 2nd Floor

10:00AM

[SP7] WORKSHOP:
TOWARD A MODEL OF GRADUATE PROGRAM ASSESSMENT
10:00AM to 11:30 AM Pulaski

Coordinator
Marthe A. McClive, Frostburg State University
Leader
Ronald L. Ross, Frostburg State University

[AC5] PERFORMANCE, DISTRESS, AND GIANTS FALLING
10:00AM to 11:30 AM Oglethorpe A

Chairperson
Cal Christian, East Carolina University

The Contribution of Fundamental Analysis in Evaluating Bank Performance
Cal Christian, East Carolina University
Jacquelyn Sue Moffitt, Louisiana State University
Lynn A. Suberly, University of South Alabama

Predicting Financial Distress: Do Insider Trades Signal Bankruptcy?
Joseph B. Gilmore, Frostburg State University

Could the Mighty Giant Take a Fall? A Focus on Wal-Mart Through the Stakeholder Lense
Christie M. Files, Frostburg State University
Gloria J. Harrell-Cook, Frostburg State University
Donald P. Hetrick, Frostburg State University
Robert L. Medley, Jr., Frostburg State University

Discussants
J. Harrison McCraw, University of West Georgia
Friday, February 23

Cal Christian, East Carolina University  
Joseph B. Gilmore, Frostburg State University

[IS9] EFFECTIVE MANAGEMENT OF DATA AND DATABASES  
10:00AM to 11:30 AM Oglethorpe B
  
Chairperson  
Julio C. Rivera, University of Alabama - Birmingham
  
Scheduling Business Matchmaking Appointments  
Yingping Huang, University of North Alabama

The Use of Encryption in IT Control and in the Security of Data and Information  
Tommie Singleton, University of Alabama at Birmingham  
Julio C. Rivera, University of Alabama - Birmingham  
William A. Hailey, University of Alabama at Birmingham  
Edward Curry, (No Affiliation)

Determining the Relative Efficiency of Security Based Open Source Software Projects Using Data Envelopment Analysis  
Barry A. Wray, University of North Carolina - Wilmington  
Richard G. Mathieu, James Madison University

Discussants  
Yuan-Hsi Hsu, Feng Chia University  
Yingping Huang, University of North Alabama  
Alan D. Smith, Robert Morris College

How Much Evidence is Enough?: Bayesian Analysis at the Limits  
Harry Katzan, Jr., Savannah State University

Topic Maps for Services Science  
Christopher Zobel, Virginia Tech

Course Registration Process Automation: A Proposed Model of a New IT System in Educational Organization  
Changsub Shim, Savannah State University  
Robin M. Snyder, Savannah State University

Discussants  
Stephen Bukowky, University of North Carolina at Pembroke  
James A. Pope, University of Toledo  
Dinesh S. Dave, Appalachian State University

[IE19] ASSESSMENT  
10:00AM to 11:30 AM Chatham
  
Chairperson  
Ken I. Kim, The University of Toledo

The Case for Assessing Learning Outcomes in Quantitative Courses: Using Embedded Questions for Direct Assessment  
Cindy H. Randall, Georgia Southern University  
Barbara A. Price, Georgia Southern University

Technologically-Enhanced Economics Education: Assessment of Learning Outcomes  
Ramin Cooper Maysami, University of North Carolina at Pembroke

Developing a Community Outreach Program for Information Assurance  
Jungwoo Ryoo, Penn State Altoona  
Charlotte E. McConn, Penn State Altoona

Discussants  
P. Krishnakumar, Slippery Rock University  
Carol Sue Arnone, Frostburg St Univ  
Ramin Cooper Maysami, University of North Carolina at Pembroke

[DS1] TOPICS IN DECISION SUPPORT  
10:00AM to 11:30 AM Johnson
  
Chairperson  
Richard E. Crandall, Appalachian State University

How Much Evidence is Enough?: Bayesian Analysis at the Limits  
Harry Katzan, Jr., Savannah State University

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Christopher Zobel, Virginia Tech

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Discussants  
Stephen Bukowky, University of North Carolina at Pembroke  
James A. Pope, University of Toledo  
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Carol Sue Arnone, Frostburg St Univ  
Ramin Cooper Maysami, University of North Carolina at Pembroke

[DS1] TOPICS IN DECISION SUPPORT  
10:00AM to 11:30 AM Johnson
  
Chairperson  
Richard E. Crandall, Appalachian State University
  
How Much Evidence is Enough?: Bayesian Analysis at the Limits  
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Ramin Cooper Maysami, University of North Carolina at Pembroke

Developing a Community Outreach Program for Information Assurance  
Jungwoo Ryoo, Penn State Altoona  
Charlotte E. McConn, Penn State Altoona

Discussants  
P. Krishnakumar, Slippery Rock University  
Carol Sue Arnone, Frostburg St Univ  
Ramin Cooper Maysami, University of North Carolina at Pembroke
[MG7] LABOR ISSUES IN MANAGEMENT
10:00AM to 11:30 AM Franklin

Chairperson
William R. Crandall, University of North Carolina, Pembroke

Labor Issues Surrounding the 2008 Beijing Olympics
Jeremy B. Fox, Appalachian State University
Joan M. Donohue, University of South Carolina
Jinpei Wu, Virginia Tech

The Role of Labor on Airline Profit Margins
Richard Cobb, Jacksonville State University
Laura A. Cobb, Auburn University
Taleah H. Collum, Jacksonville State University

Attitudes of Indian MBAs Toward Unions: Some Correlates and Their Implications
Hari Das, Saint Mary’s University
Unnikrishnan Nair, Indian Institute of Management

Discussants
Laura A. Cobb, Auburn University
Hari Das, Saint Mary’s University
Joan M. Donohue, University of South Carolina

Qualitative Analysis of the Experience of Women and Minority Faculty as Compared to Their Caucasian Male Counterparts
Janice Witt Smith, Winston-Salem State University

The Future of Leadership: Women in the Workforce: From Feminine Mystique to Feminine Unique
M. Eileen Higgins, Frostburg State University

Discussants
Janice Witt Smith, Winston-Salem State University
M. Eileen Higgins, Frostburg State University
Douglas Johnson, Georgia Southern University

[PO4] MEASURING AND FORECASTING PERFORMANCE
10:00AM to 11:30 AM Forsyth

Chairperson
Barbara D. Bart, Bart Research Associates

Small Business Forecasts: The Case for Combination Techniques
Joanne M. Sulek, North Carolina A & T State University
Rhonda L. Hensley, North Carolina A & T State University
Tracy D. Rishel, Belmont Abbey College

Comparing Standard, Modified, and Exact P Charts
Richard L. Morris, Winthrop University
Emma Jane Riddle, Winthrop University

Improving Practical Measures of Queue Performance
James M. Grayson, Augusta State University

Discussants
Richard L. Morris, Winthrop University
Todd A. Schultz, Augusta State University
James M. Grayson, Augusta State University
Rhonda L. Hensley, North Carolina A & T State University
Richard L. Morris, Winthrop University
[SU2] STUDENT PAPER COMPETITION 2
10:00AM to 11:30 AM Reynolds

Chairperson
Paul K. Bergey, North Carolina State University

On the Use of Fuzzy Multiobjective Optimization Versus Efficiency Analysis: An Application to the Nurse Scheduling Problem
Gary M. Fetter, Virginia Tech
Mauro Falasca, Virginia Tech

Student Evaluation of Instructor Performance: Assessing the Role of Student Motivation
Barry A. Cumbie, Auburn University

Toward the Development of a Contingency Planning Model
Joseph B. Skipper, Auburn University

Will It Survive? A Theoretical Model of Open Source Software Projects' Success
Vishal Midha, University of North Carolina - Greensboro

Judges
Timothy H. Burwell, Appalachian State University
Christina D. McCart, Roanok College
Marilyn Smith, Winthrop University

Noon
PRESIDENT'S LUNCH
Sponsored by SE DSI

Co-Sponsored by
Dr. Mostafa Sarhan
College of Business Administration
Savannah State University

Noon to 1:30 PM Ballroom D-E