THE PROGRAM CHRONOLOGICALLY

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<th>Day</th>
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<td>Wednesday, Oct 3</td>
<td>3:00 PM</td>
<td>REGISTRATION</td>
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Sponsored by
Coastal Carolina University
E. Craig Wall, Sr. College of Business
Henry Lowenstein, Dean
### Thursday, October 4

**8:00 AM**

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

8:00 AM to 9:30 AM  Savannah Palms

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

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

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

8:00 AM to 9:30 AM  Atlantic Parlor

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

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

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

**Presenter**
Danny R. Arnold, Frostburg State University

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**[EI1] METHODS AND DELIVERY SYSTEMS**

8:00 AM to 9:30 AM  Azalea

**Chairperson**
Robert B. Burney, Coastal Carolina University

Faculty Perspectives: A Comparison of Distance Education and Face-to-Face Courses
Shanan G. Gibson, East Carolina University
Michael Harris, East Carolina University
Fostering Student Interest in Project Management by Use of Personal Goal Setting
Paul R. Martin, Coastal Carolina University
Can Learning Styles Be Used to Create a More Effective Online Computer Literacy Class?
Ray J. Blankenship, Western Kentucky University

**Discussants**
Paul R. Martin, Coastal Carolina University
Ray J. Blankenship, Western Kentucky University
George S. Lowry, Randolph-Macon College
Thursday, October 4

[EP1] EDUCATIONAL PRACTICE: NON-TRADITIONAL EDUCATION
8:00 AM to 9:30 AM Arcadian 3-4

Chairperson
Richard E. Crandall, Appalachian State University

Differences in Selection Criteria Among Traditional Students, Adult Continuing Education Students and Graduate Students
Kurt Schimmel, Robert Morris University
Gayle Marco, Robert Morris University
Mark Eschenfelder, Robert Morris University
Jeananne Nicholls, Robert Morris University

Internet Mediated Distance Education as a Disruptive Technology: The Potential Impact on the Four-Year Degree Market
R. Eugene Hughes, East Carolina University

Time to Change the Traditional System for Evaluation of Faculty Performance
Adel M. Novin, Clayton State University
Maria L. Bullen, Clayton State University

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

[IT1] WORKSHOP: RADIO FREQUENCY IDENTIFICATION TAGS: THEIR IMPACT IN TODAY'S WORLD
8:00 AM to 9:30 AM Dunes Ballroom

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

[IT2] IT IN PRACTICE
8:00 AM to 9:30 AM Palmetto Palms

Chairperson
Vicki Hightower, Elon University

Maintaining and Improving Network Infrastructure & Overall Technology Needs at Big Brothers Big Sisters: Community Service Project
Petra P. Bahnani, James Madison University
Matt Alan Wank, James Madison University

A Typology of Internet Advertising: Research and Issues
David P. Cook, Old Dominion University
Wenhong Luo, Villanova University

Follow-up System
Ramesh M. Choudhari, South Carolina State University

Discussants
Ramesh M. Choudhari, South Carolina State University
James P. Lawler, Pace University - New York
Jonathan Allan Andrews, Naval Surface Warfare Center

[MG1] MOTIVATION AND WORKPLACE NEEDS
8:00 AM to 9:30 AM Arcadian 6

Chairperson
Martha M. Mattare, Frostburg State University

Exploring Individual Differences and Spontaneous Changes in Jobs
Paul Lyons, Frostburg State University
Nurse Retention: Is the Healthcare Industry Meeting Nursing Needs?
Patricia C. Borstorff, Jacksonville State University
Stacy P. Nolen, Jacksonville State University
Cynthia A. Sneed, Jacksonville State University
Thursday, October 4

One More Time: Herzberg's Theory of Work Motivation
  Gail H. McKee, Roanoke College
Change Management in Complex Systems: Using Appreciative Inquiry for Generative Learning
  Martha M. Mattare, Frostburg State University

Discussants
  Amit J. Shah, Frostburg State University
  Martha M. Mattare, Frostburg State University
  Paul Lyons, Frostburg State University
  Eileen Higgins, Frostburg State University

[MG2] THE IMPACT OF QUALITY AND STRUCTURE IN BUSINESS
8:00 AM to 9:30 AM Arcadian 1-2

Chairperson
  Marthe A. McClive, Frostburg State University

Assessing the Influence of Chief Executive Officer Supportiveness Behavior on Market Orientation and Business Performance
  Gerald F. Sullivan, Keiser University
Examine Relationship Between Corruption and Transaction Governance Structure
  Aimao Zhang, Georgia Southern University
Measuring Quality in Resort Accommodations
  Dennis A. Rauch, Coastal Carolina University
  Robert D. Nale, Coastal Carolina University
  Michael D. Collins, Coastal Carolina University
  Peter B. Barr, Glenville State College

Discussants
  Marthe A. McClive, Frostburg State University
  Ron Ross, Frostburg State University
  Michael L. Monahan, Frostburg State University

9:30 AM

COFFEE BREAK
9:30 AM to 9:45 AM Mezzanine

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

9:45 AM

[SP4] PANEL: HAVE YOUR BUSINESS STUDENTS GOT GAME?: SIMULATIONS AND ACTIVE LEARNING IN BUSINESS SCHOOLS
9:45 AM to 11:15 AM Savannah Palms

Moderators
  Michael Latta, Coastal Carolina University
  Mark A. Mitchell, Coastal Carolina University

Panelists
  Darla J. Domke-Damonte, Coastal Carolina University
  J. Kay Keels, Coastal Carolina University
  Louis C. Mancuso, Southern University - New Orleans
  Larry Smith, Charleston Southern University
[E12] STUDENT PERFORMANCE AND LEARNING
9:45 AM to 11:15 AM  Azalea

Chairperson
Shanan G. Gibson, East Carolina University

A. C. E. R. S. (Accounting Certification Exam Remuneration System): Using Securitization to Solve a Persistent Business Education Funding Problem
Gregory L. Krippel, Coastal Carolina University
Robert B. Burney, Coastal Carolina University

Are They Really Ready to Work? Recommendations to Educational Institutions in Response to a Report on Graduate Preparedness
Patricia M. Buhler, Goldey-Beacom College
Alison Boord White, Goldey-Beacom College

Knowledge and Skill Requirements for IT/IS Graduates
E. Sonny Butler, Georgia Southern University
Cheryl Aasheim, Georgia Southern University
Susan R. Williams, Georgia Southern University

Discussants
Cheryl Aasheim, Georgia Southern University
Robert B. Burney, Coastal Carolina University
Patricia M. Buhler, Goldey-Beacom College

[EP2] WORKSHOP: DEVELOPING YOUR SKILLS FOR GIVING CONSTRUCTIVE DEVELOPMENTAL FEEDBACK TO STUDENTS
9:45 AM to 11:15 AM  Arcadian 6

Coordinators
Thomas F. Hawk, Frostburg State University
Amit J. Shah, Frostburg State University

[EP3] EDUCATIONAL PRACTICE: ISSUES FOR ADMINISTRATORS
9:45 AM to 11:15 AM  Dunes Ballroom

Chairperson
James P. Lawler, Pace University - New York

Department Level Program Assessment as a Stepping Stone to a Successful College Assessment Program
Richard T. Symons, Ashland University
Khushwant K. Pittenger, Ashland University
Raymond A. Jacobs, Ashland University

A Nationwide Study of Administrators' Use of the Portfolio in the Hiring Process
Dennis Ehlert, Central Missouri State University
Jerry Neal, University of Central Missouri
Mel D. Krohn, Virginia State University

Effective Strategies for the Compliance With the Time-on-task Concept of AACSB
Adel M. Novin, Clayton State University
Reza Motameni, California State University - Fresno
Lari H. Arjomand, Clayton State University
9:45 AM to 11:15 AM  Atlantic Parlor

Chairperson
Robert D. Nale, Coastal Carolina University

Training, Learning and Performance
Paul Lyons, Frostburg State University
Adult Learning Theory: Is a Consensus Developing?
Timothy A. DuPont, Lander University
Application of Little's Law to Enrollment Management Practices in Higher Education
Ellen M. Walk, University of Richmond
Lewis A. Litteral, University of Richmond

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

[IT3] EMPIRICAL STUDIES IN IT
9:45 AM to 11:15 AM  Palmetto Palms

Chairperson
Ephrem Eyob, Virginia State University

A Web Science Analysis of Search Engines and MMORPGs
John W. Stamey, Jr., Coastal Carolina University
Christopher D. Miller, Coastal Carolina University

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

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

[FI1] ISSUES IN ECONOMICS
9:45 AM to 11:15 AM  Arcadian 1-2

Chairperson
Uma V. Sridharan, Lander University

The Effect of Differential Taxation on Competition in the Telecommunications Industry
Karie A. Barbour, Lander University
David G. Loomis, Illinois State University
The Effect of Yield Curve Differentials on the Bond Call Premium
Wesley M. Jones, The Citadel
Save Tax Now or Later?: Comparison of Traditional 401(k) and Roth 401(k) By Using Growing Annuity Model
Allen Shin, Frostburg State University

[PS1] ETHICS, EMPLOYMENT, AND COMMUNICATION ISSUES
9:45 AM to 11:15 AM  Arcadian 3-4

Chairperson
Stacy R. Barnes, Albemarle, College of

The Impact of Organizational Citizenship Behaviors and Public Service Motivation on Performance Appraisals
Robert K. Christensen, University of North Carolina - Charlotte
Steven W. Whiting, Georgia State University
Thursday, October 4

Expectations, Ethics and Generation Y: A Proposal to Examine Willingness to Fabricate on Resumes
Janice Witt Smith, Winston-Salem State University
Kimberly A. Freeman, Winston-Salem State University

Employer Liability for Employee Misuse of Technology in the Workplace
John P. Geary, Appalachian State University
Dinesh S. Dave, Appalachian State University

Food: Communication of Culture
Richard J. Mills, Jr., Robert Morris University
Denis P. Rudd, Robert Morris University
Patrick J. Litzinger, Robert Morris University
Frank R. Flanegin, Robert Morris University

Discussants
Martha M. Mattare, Frostburg State University
Robert K. Christensen, University of North Carolina - Charlotte
James O. Smith, East Carolina University
Sara Bliss Kiser, Judson College

Investigating Public Funds Dedicated to Recreation Programs - A Comparison Focused on One Locality
Leigh E. Mascherin, Longwood University

Association of Leisure-time Physical Activity With Percent Body Fat in African American College Students
Kevin Ritsche, Winston-Salem State University
Terese M. Stratta, Winston-Salem State University
Aysel Firdevs Kavas, Winston-Salem State University
Cynthia W. Brown, Winston-Salem State University
Jesse Pittsley, Winston-Salem State University

Discussants
Kevin Ritsche, Winston-Salem State University
Robert L. Andrews, Virginia Commonwealth University
Serena Reese, Virginia State University - Petersburg
Leigh E. Mascherin, Longwood University

[SRI] SPORTS AND RECREATION RESEARCH
9:45 AM to 11:15 AM Water's Edge

Chairperson
Douglas E. Ziegenfuss, Old Dominion University

- Predicting a Driver's Finish in a NASCAR Race
  Robert L. Andrews, Virginia Commonwealth University

- Sociocultural Influences on Women's Body Image
  Serena Reese, Virginia State University - Petersburg

11:15 AM

COFFEE BREAK
11:15 AM to 11:30 AM Mezzanine

Sponsored by North Carolina State University College of Management Ira Weiss, Dean
11:30AM

[AC1] TAX AND RELATED ISSUES
11:30 AM to 1:00 PM  Arcadian 3-4

Chairperson
Gregory L. Krippel, Coastal Carolina University

An Analysis of Disclosures Under FIN 48
John L. Stancil, Florida Southern College
2007 U.S. Supreme Court Decision Clarifies IRS Collection Powers in Cases of Transferee Liability
Robert H. Breakfield, Winthrop University
Sharyn Gay Randolph, Winthrop University
Mceuen V. Allemier: M.B.A.
Educational Deductions at the Crossroads
Clyde L. Posey, Alcorn State University

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

[EP5] WORKSHOP:
RESPONDING TO THE EMPLOYER-APPLICANT SKILLS GAP: ONE COLLEGE'S RESPONSE TO CLEANING UP DIGITAL DIRT AND ACTING FINE
11:30 AM to 1:00 PM  Arcadian 6

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

11:30 AM to 1:00 PM  Savannah Palms

Chairperson
Sharon C. Gibbs, Roanoke College

Selecting Appropriate Tax Topics for Coverage in a Principles of Accounting Course
William B. Pollard, Appalachian State University
Performance Differences in Intermediate Accounting I Class Between Transfer and Matriculating Students Using Four Years of Data
Douglas E. Ziegenfuss, Old Dominion University
Randall R. Spurrier, Old Dominion University
A Student Assignment to Complement In-Class Instruction in Regression Analysis
Hope M. Baker, Kennesaw State University
Penelope R. Verhoeven, Kennesaw State University

Discussants
Douglas E. Ziegenfuss, Old Dominion University
Timothy C. McKee, Old Dominion University
William B. Pollard, Appalachian State University
11:30 AM to 1:00 PM    Atlantic Parlor

Chairperson
R. Eugene Hughes, East Carolina University

The Use of Spreadsheets to Teach Master Production Schedule and Materials Requirements Planning
Richard E. Crandall, Appalachian State University
Karen T. Main, Appalachian State University

Making it Real: Engaging Traditional Undergraduate Students in the Organizational Behavior Course
Cheryl L. Adkins, Longwood University
Abigail H. O'Connor, Longwood University

Enhancing Classroom Engagement: Introducing Experiential Learning Activities Into Business Courses
Michael L. Monahan, Frostburg State University
Amit J. Shah, Frostburg State University

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

[EP8] EDUCATIONAL PRACTICE: POTPOURRI II
11:30 AM to 1:00 PM    Azalea

Chairperson
Laurie Eakins, East Carolina University

Determining the Patterns and Impact of Natural Property Group Development in "-opoly" Type Games Through Computer Simulation
Chuck Leska, Randolph-Macon College
Edward D. Showalter, Randolph-Macon College

Reflection as a Supportive Component of Team Based Project Management
Darla J. Domke-Damonte, Coastal Carolina University
J. Kay Keels, Coastal Carolina University

Mission Possible: Weekly Reading
Jane H. Philbrick, Savannah State University
Barbara Bart, Savannah State University
Reginald Leseane, Savannah State University
William Dowling, Savannah State University

Discussants
Darla J. Domke-Damonte, Coastal Carolina University
Shanan G. Gibson, East Carolina University
Edward D. Showalter, Randolph-Macon College
[IT4] IT ARCHITECTURE
11:30 AM to 1:00 PM  Dunes Ballroom

Chairperson
Ali A. Nazemi, Roanoke College

Methodology for Educating Information Systems Students on the New Paradigm of Service-Oriented Architecture
James P. Lawler, Pace University - New York

Information Systems and Electronic Communication in Logistics Management
Ephrem Eyob, Virginia State University

DoD Architectural Framework as a Business Planning Tool
Jonathan Allan Andrews, Naval Surface Warfare Center

Discussants
John W. Stamey, Jr., Coastal Carolina University
Rick Weible, Marshall University
David P. Cook, Old Dominion University

[MG3] INTERNATIONAL BUSINESS ISSUES
11:30 AM to 1:00 PM  Palmetto Palms

Chairperson
Carol S. Arnone, Frostburg State University

Perception of Crisis Management: A Comparative Analysis of Guatemalan and U.S. Small Businesses
John E. Spillan, Penn State University - DuBois Campus
Christopher Ziemnowicz, University of North Carolina at Pembroke

Privatization in Iran: New Policies and Developments
Mahmood Moghimzadeh, Piedmont Virginia Community College
Christopher Ziemnowicz, University of North Carolina at Pembroke

Critical Success Factors for Small Business in China: "Small Business Owners Contrasted With Their Counterparts in Mexico and the US"
Antonio Rios-Ronquillo, Angelo State University
William H. Lawrence, Angelo State University
Sudhir K. Chawla, Angelo State University
Jin Chen, Zhejiang University

How Well Are Chinese Employees Coping With Work-Family Conflicts?
Yanyan Liu, Fudan University
Jeremy B. Fox, Appalachian State University
Joan Donohue, University of South Carolina - Columbia

Discussants
Carol S. Arnone, Frostburg State University
Joyce M. Middleton, Frostburg State University
Ron Ross, Frostburg State University
Sara Bliss Kiser, Judson College

[PS2] HEALTHCARE ISSUES
- LOCAL AND NATIONAL
11:30 AM to 1:00 PM  Arcadian 1-2

Chairperson
James O. Smith, East Carolina University

Stacy R. Barnes, College of Albemarle

Gathering Sensitive Healthcare Information Using Social Engineering Techniques
B. Dawn Medlin, Appalachian State University
Joseph A. Cazier, Appalachian State University

US Healthcare
Ajay K. Aggarwal, Millsaps College
### Friday, October 5

#### 3:30 PM

**[MT1] MEETING: SE INFORMS COUNCIL MEETING**
3:30 PM to 5:00 PM   Arcadian 1-3

#### 5:00 PM

**[MT2] MEETING: SE INFORMS BUSINESS MEETING**
5:00 PM to 6:00 PM   Arcadian 1-3

#### 6:00 PM

**PRESIDENT'S RECEPTION**
6:00 PM to 7:30 PM   Beachcombers

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

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#### 7:30 AM

**REGISTRATION**
7:30 AM to 11:00 AM   Mezzanine

#### 7:30 AM

**PLACEMENT**
7:30 AM to 11:00 AM   Mezzanine

#### 7:30 AM

**EXHIBITORS**
7:30 AM to 11:00 AM   Mezzanine

#### 7:30 AM

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

Sponsored by University of South Carolina - Upstate School of Business Administration and Economics Darrell Parker, Dean Lilly M. Lancaster, Editor, Palmetto Review
8:00 AM

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

Moderator
Mark A. Mitchell, Coastal Carolina
University

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

[AC2] AUDITING AND
FRAUD
8:00 AM to 9:30 AM Arcadian 4

Chairperson
Michelle Hagadorn, Roanoke College

Is SAS No. 99 Working: A Survey of
CPAs
Tommie Singleton, University of Alabama
- Birmingham
Laura Skridulis, University of Alabama -
Birmingham

Fraud Controls for Small, Regional Not-
For-Profits and Local Governments
Sally W. Gilfillan, Longwood University

Factors Associated With Successful
Internal Audit Functions
Douglas E. Ziegenfuss, Old Dominion
University

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

[EP10] EDUCATIONAL
PRACTICE: POTPOURRI I
8:00 AM to 9:30 AM Azalea

Chairperson
Lari H. Arjomand, Clayton State
University

A Further Examination of Why Students
Cheat Today
Sara Bliss Kiser, Judson College
Tammy L. Prater, Alabama State
University
Jane H. Philbrick, Savannah State
University

Faculty Experiences With Student
Cheating: A Preliminary Assessment
William Deck, Concord University
Stephanie Bennett, Concord University
Beth Bragg, Concord University
Adam Taylor, Concord University
Courtney Wykle, Concord University
William R. Crandall, University of North
Carolina at Pembroke

Student Business Organizations:
Involvement Strategies and Expectations
Juan R. Santandreu, Lander University
Michael C. Shurden, Lander University
Susan Shurden, Lander University

Discussants
Jane M. Lang, East Carolina University
Sara Bliss Kiser, Judson College
Richard E. Crandall, Appalachian State
University
[EP9] WORKSHOP: DEVELOPING RUBRICS FOR ASSESSING LEARNING OUTCOMES FOR QUANTITATIVE ANALYSIS
8:00 AM to 9:30 AM Arcadian 6

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

[URI] UNDERGRADUATE RESEARCH I
8:00 AM to 9:30 AM Water’s Edge

Chairperson
E. Sonny Butler, Georgia Southern University

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

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

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

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

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

Chairperson
Lewis A. Litteral, University of Richmond

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

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

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

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

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

Chairperson
Robert E. Pugh, Francis Marion University

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

Discussants
Joseph A. Cazier, Appalachian State University
Dinesh S. Dave, Appalachian State University
E. Sonny Butler, Georgia Southern University
African Americans in the Workplace: How the Law of Diversity Has Created Real Impediments
Paul C. Bland, Bryant & Strattan College
Henry O. Brown, Virginia State University
An Analysis of Familiarity as it Relates to Attitudes Toward Gays and Lesbians
James O. Smith, East Carolina University
Joseph Tomkiewicz, East Carolina University

Discussants
Richard J. Mills, Jr., Robert Morris University
John P. Geary, Appalachian State University
C. Justice Tillman, Lander University

[PC1] STUDENT PAPER COMPETITION 1
(MBA/PH.D.)
8:00 AM to 9:30 AM Atlantic View II

Chairperson
Ali A. Nazemi, Roanoke College

Consumer Empowerment in E-Healthcare: An Investigation Using the Grounded Theory Approach
Sherrie Drye Cannoy, University of North Carolina - Greensboro
Assessing the Knowledge of HIV/AIDS Among College Students at an Historically Black College and University
Jamilla Tiffany Shepperson, Winston-Salem State University
Cynthia W. Brown, Winston-Salem State University
Do Inventory Forward Buys Make Sense?
Andrew Steven Manikas, Georgia Institute of Technology
Motorcycle Industry: Can Choppers Compete Against the Big Dogs?
Gregory S. Elkins, Frostburg State University
Daniel M. Filer, Frostburg State University

Judges
Joan Donohue, University of South Carolina - Columbia
Barry A. Wray, University of North Carolina - Wilmington
Michael Hutkin, Roanoke College

9:30 AM

COFFEE BREAK
9:30 AM to 9:45 AM Mezzanine

Sponsored by Old Dominion University College of Business and Public Administration Nancy A. Bagranoff, Dean

9:45 AM

[E13] WORKSHOP: THE USE OF CLASSROOM SIMULATIONS IN THE STUDY OF FOREIGN EXCHANGE
9:45AM to 11:15 AM Atlantic Parlor

Coordinators
George S. Lowry, Randolph-Macon College
Edward D. Showalter, Randolph-Macon College
Catherine L. Staples, Randolph-Macon College

9:45 AM to 11:15 AM Arcadian 6

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

[UR2] UNDERGRADUATE RESEARCH II

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

**Chairperson**
Lewis A. Litteral, University of Richmond

Characteristics That Lead Students to Choose IT-Related Majors

*Emanuel Fuller, Georgia Southern University*
*Cheryl Aasheim, Georgia Southern University*

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

*Neil M. Slotterback, University of Richmond*
*Patrick H. Flynn, University of Richmond*
*Lewis A. Litteral, University of Richmond*

RFID Security

*James A. Chilton, James Madison University*
*Steve Gawrelski, James Madison University*
*Chris Starkey, James Madison University*

**Discussants**
Lewis A. Litteral, University of Richmond
Gail H. McKee, Roanoke College
Cheryl Aasheim, Georgia Southern University

[F12] INVESTMENTS

9:45 AM to 11:15 AM Arcadian 4

**Chairperson**
Billie A. Brotman, Kennesaw State University

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

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

Attention Grabbers, Mad Money, and Noise Traders

*Terrill R. Keasler, Appalachian State University*
*Chris R. McNeil, Appalachian State University*

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

*Ladd M. Kochman, Kennesaw State University*
*Randy Goodwin, Kennesaw State University*

**Discussants**
Terrill R. Keasler, Appalachian State University
Ladd M. Kochman, Kennesaw State University
Robert J. Angell, North Carolina A&T State University
[F13] INTERNATIONAL ECONOMICS
9:45 AM to 11:15 AM   Azalea

Chairperson
Uma V. Sridharan, Lander University

Financial Liberalization, Increased Competition, and Improved Banking Services: Evidence from Singapore
   Ramin Cooper Maysami, University of North Carolina at Pembroke
   Cliff Edwin Mensah, University of North Carolina at Pembroke

What Are the Extent and Determinants of Mobility in Iran?
   Reza Kheirandish, Clayton State University
   Shabnam Mousavi, Penn State University
   Lari H. Arjomand, Clayton State University

Performance and Compensation on the European PGA Tour: A Statistical Analysis
   Charles B. Pfitzner, Randolph-Macon College
   Chris Spence, Randolph Macon College

Discussants
   Charles B. Pfitzner, Randolph-Macon College
   Ramin Cooper Maysami, University of North Carolina at Pembroke
   Reza Kheirandish, Clayton State University

[MG4] FEMALE COMMUNICATION AND CHALLENGES
9:45 AM to 11:15 AM   Palmetto Palms

Chairperson
Eileen Higgins, Frostburg State University

A Note on Gender Differences in Strategic Risk-Taking: A Business Game Simulation Experiment
   Devon M. Galbraith, University of North Carolina - Wilmington
   Craig S. Galbraith, University of North Carolina - Wilmington

Do Basic Communication Skills Affect Job Satisfaction and Satisfaction With the Supervisor?
   I. Edward Jernigan III, University of North Carolina - Charlotte
   Joyce M. Beggs, University of North Carolina - Charlotte

The Challenges of Business Ownership: A Comparison of Minority and Non-Minority Women Business Owners
   Cheryl L. Adkins, Longwood University
   Sally W. Gilfillan, Longwood University
   Wayne E. McWee, Longwood University
   Steven A. Samaras, Longwood University

Discussants
   Joyce M. Middleton, Frostburg State University
   Eileen Higgins, Frostburg State University
   Paul Lyons, Frostburg State University
[PO2] SUPPLY CHAIN AND OM APPLICATIONS  
9:45 AM to 11:15 AM  Arcadian 1

Chairperson  
David P. Cook, Old Dominion University

Green Supply Chain Management and Its Opportunities  
Johnny C. Ho, Columbus State University  
Tzu-Liang Tseng, University of Texas at El Paso  
Rong Pan, Arizona State University

Global ERP Project Management: A Case Study  
Chien-Hung Chen, Appalachian State University  
Chuck C.H. Law, Chaoyang University of Technology  
Richard E. Crandall, Appalachian State University

Organizational Excellence: Examples in the Carolinas  
Richard W. Monroe, Coastal Carolina University  
Leslie R. Pagliari, East Carolina University

Discussants  
Richard W. Monroe, Coastal Carolina University  
David P. Cook, Old Dominion University  
Richard E. Crandall, Appalachian State University

[PS4] EMPLOYMENT AND ECONOMIC ISSUE POTPOURRI  
9:45 AM to 11:15 AM  Arcadian 2-3

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

Employment and Job Satisfaction of Community College and Career Center Alumni  
C. Justice Tillman, Lander University  
Cheryl E. Poston, Clemson University  
Wanda R. Tillman, North Greenville University

The Effect of E-Commerce on Donors and Volunteers: A Content Analysis  
Kurt Schimmel, Robert Morris University  
Michelle Cole, Robert Morris University  
Kathleen Rawlins, Robert Morris University

Economic Development of South Carolina's I-95 Corridor  
Robert T. Barrett, South Carolina State University  
Robert E. Pugh, Francis Marion University

Discussants  
Brad R. Johnson, Francis Marion University  
Robert T. Barrett, South Carolina State University  
Paul C. Bland, Bryant & Stratman College
[PC2] STUDENT PAPER COMPETITION 2
(MBA/PH.D.)
9:45 AM to 11:15 AM Atlantic View II

Chairperson
Ali A. Nazemi, Roanoke College

Optimization of Project Portfolios
Senay Solak, Georgia Institute of Technology
John-Paul Clarke, Georgia Institute of Technology
Ellis Johnson, Georgia Institute of Technology

A Stochastic Optimization-based Decision Support System for Strategic Planning in Process Industry
Narain Gupta, Indian Institute of Management, Ahmedabad, India
Goutam Dutta, Indian Institute of Management, Ahmedabad, India

Mauro Falasca, Virginia Tech
Gary M. Fetter, Virginia Tech
Seccpfr - A Design Science Approach to Securing the Collaborative, Planning, Forecasting, and Replenishment (Cpfr) Business Processes
Fergle J. D'Aubeterre, University of North Carolina - Greensboro

COFFEE BREAK
11:15 AM to 11:30 AM Mezzanine
Sponsored by Lander University College of Business and Public Affairs Royce Caines, Dean

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

Moderator
Douglas E. Ziegenfuss, Old Dominion University

Panelists
Otto B. Martinson, Old Dominion University
Randall R. Spurrier, Old Dominion University
Timothy C. McKee, Old Dominion University

Judges
Joan Donohue, University of South Carolina - Columbia
Barry A. Wray, University of North Carolina - Wilmington
Michael Hutkin, Roanoke College
Friday, October 5

[AC4] FINANCIAL ACCOUNTING
11:30 AM to 1:00 PM  Arcadian 4

Chairperson
Norma Clifton, Roanoke College

Alerting Principles of Accounting Students About the Economic Impact of Transfer Pricing Alternatives
William B. Pollard, Appalachian State University

An Analysis of Inventory Reduction Programs: The Role of Technology, Infrastructure and Culture as Change Agents
Richard E. Crandall, Appalachian State University
William R. Crandall, University of North Carolina at Pembroke

Motivating Your Students to Take the CPA Exam
Gregory L. Krippel, Coastal Carolina University
John G. Marcis, Coastal Carolina University
John W. Mortimer, Coastal Carolina University

Discussants
Richard E. Crandall, Appalachian State University
Gregory L. Krippel, Coastal Carolina University
Norma Clifton, Roanoke College

11:30 AM to 1:00 PM  Arcadian 6

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

Panelists
Robert T. Barrett, South Carolina State University
M. Barry O’Brien, Francis Marion University
Ronald F. Green, East Tennessee State University

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

Chairperson
Paul Lyons, Frostburg State University

Uniformity in Teaching the Principles of Finance Class - Is it Possible or Desirable?
Michael D. Evans, Winthrop University

Student Evaluations of Teaching: Multiple Class Sections Compared
Meredith J. Uttley, Lander University
Linda Ann Carson, Lander University

Mapping IT Skills to ABET Program Outcomes
Cheryl Aasheim, Georgia Southern University
Han Reichgelt, Southern Polytechnic
Bart Longenecker, University of South Alabama

Discussants
Meredith J. Uttley, Lander University
Michael D. Evans, Winthrop University
Jane H. Philbrick, Savannah State University
[EP14] EDUCATIONAL PRACTICE: MINORITIES MATTER
11:30 AM to 1:00 PM Atlantic Parlor

Chairperson
James O. Smith, East Carolina University

Ensuring Accessibility for Online Students With Disabilities: Recommendations for Educators
Jane M. Lang, East Carolina University
Laurie Eakins, East Carolina University
Michael Harris, East Carolina University

Digging Deeper: Are Minority Business Cases Being Disseminated?
Roger Gagnon, North Carolina A&T State University
Jeffrey Totten, McNeese State University
Shona D. Morgan, North Carolina A&T State University

Testing for Race and Gender Issues in College Grades
Kim Richburg, Lander University
Willis Lewis, Jr., Lander University
William R. Caines, Lander University

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

[FI4] SUBPRIME LENDING
11:30 AM to 1:00 PM Arcadian I

Chairperson
Reza Khetrandish, Clayton State University

Sub-prime Lending
Uma V. Sridharan, Lander University
Payday Lending in Virginia
Robert W. Cook, University of Richmond

Ellwood Approach: Applied to the Subprime Residential Market
Billie A. Brotman, Kennesaw State University
Donald Sabbarese, Kennesaw State University

Discussants
Ravinder K. Bhardwaj, Winthrop University
John P. Geary, Appalachian State University
Robert W. Cook, University of Richmond

[IT5] TUTORIAL: INTEGRATING SERVICE-ORIENTED ARCHITECTURE METHODOLOGY INTO INFORMATION SYSTEMS CURRICULA
11:30 AM to 1:00 PM Azalea

Presenter
James P. Lawler, Pace University - New York

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

[IT6] WORKSHOP: APPROACHES TO WEBSITE READABILITY
11:30 AM to 1:00 PM Atlantic View II

Coordinator
John W. Stamey, Jr., Coastal Carolina University
[MK1] ONLINE MARKETING, CONSUMER BEHAVIOR, AND LOGISTICS
11:30 AM to 1:00 PM Palmetto Palms

Chairperson
Dinesh S. Dave, Appalachian State University

Gender Differences in Preference for and Use of Brand Name and Generic/Store Brand Over-The-Counter Analgesics
Michael Latta, Coastal Carolina University
Mark A. Mitchell, Coastal Carolina University
Thomas J. Anderson, The Citadel

Mediating Impact of Channel Knowledge on Shopping Orientations in Consumers?
Online Buying Behavior: A Study of Tourism Products
Bomi Kang, Coastal Carolina University
Sungsoo Kim, University of Florida

Relevance of Ethnocentrism on Consumer Behavior in Lebanon
Victor Bahhouth, University of North Carolina at Pembroke
Christopher Ziemnowicz, University of North Carolina at Pembroke
Youssef Zgheib, Notre Dame University - Lebanon

The Impact of Residual RFID Logistics on Consumer Use and Purchase Intentions
Dinesh S. Dave, Appalachian State University
Joseph A. Cazier, Appalachian State University
Andrew S. Jensen, University of North Carolina - Charlotte

Discussions
Christopher Ziemnowicz, North Carolina
Joseph A. Cazier, Appalachian State University
Dinesh S. Dave, Appalachian State University
Ajay K. Aggarwal, Millsaps College

1:00 PM

PRESIDENT'S LUNCHEON
1:00 PM to 2:30 PM Dunes Ballroom

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

STUDENT PAPER AWARDS
1:00 PM to 2:30 PM Dunes Ballroom

Sponsored by
University of Richmond
Robins School of Business
Jorge Haddock, Dean
Frostburg State University
College of Business
Danny Arnold, Dean

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

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