SOUTHEASTERN INFORMS
2009 ANNUAL MEETING

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

THE PROGRAM CHRONOLOGICALLY

Wednesday, September 30

3:00PM

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

Thursday, October 1

7:30AM

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

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

EXHIBITS
7:30AM to Noon
Mezzanine West

REGISTRATION
7:30AM to 1:00 PM
Mezzanine West
Thursday, October 1

8:00AM

[SP1] WORKSHOP: US MASTERS UNIVERSITIES RECRUIT UNDERGRADUATE STUDENTS FROM CHINA
8:00AM to 9:30 AM Arcadian 1-2
Coordinator
Qidong Cao, Winthrop University
Leader
Thomas E. Griffin, Nova Southeastern University

US Masters Universities Recruit Undergraduate Students from China

[AC1] ACCOUNTING POTPOURRI
8:00AM to 9:30 AM West B
Chairperson
Joseph B. Gilmore, Frostburg State University

Investigation of Discrepancies in the Computation of Financial Ratios
Adel M. Novin, Clayton State University
Maria L. Bullen, Clayton State University

Tax Issues Related to the Adoption of IFRS in the United States
John L. Stancil, Florida Southern College

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

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

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

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

[UR1] FACULTY SPONSORED UNDERGRADUATE RESEARCH
8:00AM to 9:30 AM Water's Edge
Chairperson
Michael L. Monahan, Frostburg State University

Real GDP and Economic Indicators - A Look Into the Future of Our Economy
Eric D. Peterson, Liberty University

Beyond the Regulation Debate: Analyzing Assumptions, Incentives, and the Relationship Between Stakeholders in the Mortgage Crisis
Rebecca E. Johnsen, Randolph-Macon College

Competitive Balance in NCAA Sports
Katie L. Raulerson, Randolph-Macon College

Search Engine Optimization (SEO)
Lee Adam Crawford, Roanoke College

[EP1] PANEL: PROFESSIONALLY QUALIFIED FACULTY: ACCREDITATION AND ADMINISTRATIVE ISSUES
8:00AM to 9:30 AM Arcadian 3-4
Moderator
Larry A. Lynch, Roanoke College
Panelists
Ron Sones, Liberty University
Sharynn M. Tomlin, Angelo State University
Michael Latta, Coastal Carolina University

John L. Stancil, Florida Southern College
Maria L. Bullen, Clayton State University

Norma Clifton, Roanoke College
Michelle B. Hagadorn, Roanoke College
**Thursday, October 1**

**Discussants**
- Thomas F. Hawk, Frostburg State University
- Thomas D. Sigerstad, Frostburg State University
- James O. Smith, East Carolina University
- Michael L. Monahan, Frostburg State University

**[IT1] TUTORIAL:**
**PUBLISHING RESEARCH OF HIGH QUALITY IN JOURNALS OF INFORMATION SYSTEMS:**
**TECHNIQUES AND TIPS**
8:00AM to 9:30 AM  
Atlantic View II

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

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

**[IT2] IT POTPOURRI**
8:00AM to 9:30 AM  
Arcadian 6

**Chairperson**  
Joan Donohue, University of South Carolina - Columbia

Development of a Golf Risk Management Database
- John W. Stamey, Jr., Coastal Carolina University
Feasible Toning of System Availability
- Bel G. Raggad, Pace University
- Azza A. Mastouri, University of Jandouba

**Discussants**
- Joan Donohue, University of South Carolina - Columbia
- Michael R. Collins, High Point University

**[PO1] MANUFACTURING AND PROCESS CONTROL**
8:00AM to 9:30 AM  
West C

**Chairperson**  
Richard E. Crandall, Appalachian State University

Remanufacturing Scheduling and Control:
- Shona D. Morgan, North Carolina A&T State University
- Roger Gagnon, North Carolina A&T State University

New Association in Bio-S-Polymer Process
- Long Flory, Virginia Commonwealth University

**Discussants**
- Long Flory, Virginia Commonwealth University
- Paul R. Martin, Coastal Carolina University

**[MG1] EMPLOYEE SATISFACTION**
8:00AM to 9:30 AM  
East Ballroom

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

The Relationship of Performance and Personal Factors in Job Crafting
- Paul Lyons, Frostburg State University
Employee Satisfaction with Performance Evaluations
- Nicholas W. Twigg, Coastal Carolina University
- Courtni C. Day, Horry Electric Cooperative

Job Satisfaction and Organizational Commitment: A Study in the Public Sector
- I. Edward Jernigan III, University of North Carolina - Charlotte
- Joyce M. Beggs, University of North Carolina - Charlotte

**Discussants**
- William R. Crandall, University of North Carolina at Pembroke
- Martha M. Mattare, Frostburg State University
- Raymond A. Jacobs, Ashland University
Thursday, October 1

[QT1] APPLICATIONS OF QUANTITATIVE THEORY
8:00AM to 9:30 AM  Atlantic Parlor
Chairperson
Reza Kheirandish, Clayton State University

What Constitutes Significant Results When Working with Large Data Sets?
Robert L. Andrews, Virginia Commonwealth University
Jonathan Allan Andrews, Naval Surface Warfare Center

What Is a Better Predictor in an MBA Program: Work Experience or the GMAT?
Michael H. Deis, Clayton State University
Reza Kheirandish, Clayton State University

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

9:30AM

COFFEE BREAK
9:30AM to 10:00 AM  Mezzanine West
Sponsored by Coastal Carolina University
E. Craig Wall Sr. College of Business Administration
Henry Lowenstein, Dean

[PC1] PAPER COMPETITION SESSION
8:00AM to 9:30 AM  West A
Chairperson
Edward D. Showalter, Randolph-Macon College

Cradle-to-Cradle: Re-thinking Design
Jessica M. Smith, Appalachian State University

Still Got That Picture of Yourself Chugging a Brewski on Facebook? Better Listen to Us and Take That Pic Down! - A Look at When Social Networking Sites and Human Resource Recruiting Collide
Scott Lamm, University of North Carolina at Pembroke
Renee R. Phile, University of North Carolina at Pembroke

[AC2] ETHICS AND QUALITY ISSUES IN ACCOUNTING
9:45AM to 11:15 AM  West B
Chairperson
Sharon C. Gibbs, Roanoke College

Arguments for a Stand Alone Accounting Ethics Course.
Sudhir K. Chawla, Angelo State University
Gary W. Arnton, Angelo State University

The Green Behind Going Green: An Ethical and Financial Analysis of the Eco-Revolution
Kimberly M. Dutton, Randolph-Macon College

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

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

9:45AM
[EP2] EDUCATIONAL PRACTICE: OBTAINING QUALIFIED FACULTY  
9:45AM to 11:15 AM   Arcadian 3-4

**Chairperson**  
Paul Lyons, Frostburg State University

Participating Faculty  
Thomas D. Sigerstad, Frostburg State University  
Paul Lyons, Frostburg State University  
Community College Faculty Retirements: The Search for Qualified Replacements  
Timothy A. DuPont, Lander University  
Marketing Departments Can Find New Sources of Funding, Research, Consulting, Students, and Economic Outreach by Looking to Internship Programs.  
Rick Weible, Marshall University

**Discussants**  
Timothy A. DuPont, Lander University  
Rick Weible, Marshall University  
Thomas D. Sigerstad, Frostburg State University

[EP3] EDUCATIONAL PRACTICE: ACCOUNTING ISSUES  
9:45AM to 11:15 AM   Arcadian 1-2

**Chairperson**  
William B. Pollard, Appalachian State University

Teaching Managerial Accounting: Designing a Direct-Versus-Absorption Problem with Easy-To-Track Comparisons  
W. Joseph Pollard, Stanly Community College

[FI1] FINANCIAL PLANNING FOR THE FUTURE  
9:45AM to 11:15 AM   Atlantic View II

**Chairperson**  
Stacy R. Barnes, College of Albemarle

Marginal Tax Rates in the US: 1918-2008 and Implications for Retirement Planning  
Robert J. Angell, North Carolina A&T State University  
Charles W. Cole, North Carolina A&T State University

Is a Bailout Needed for the U.S. Retirement System?  
Robert L. Howard, North Carolina A&T State University

I Can't Retire Now: A Fallacy of Composition  
George S. Lowry, Randolph-Macon College  
Edward J. Schmidt, Randolph-Macon College  
Wesley M. Jones, The Citadel

**Discussants**  
Stacy R. Barnes, College of Albemarle  
David A. Brat, Randolph-Macon College
Thursday, October 1

[IT3] TUTORIAL: COMPUTING SERVICES IN THE CLOUD
9:45AM to 11:15 AM  Atlantic Parlor
Presenter
Harry Katsan, Jr., Savannah State University

[PO2] SUPPLY CHAIN AND SOURCING
9:45AM to 11:15 AM  West C
Chairperson
Richard W. Monroe, Coastal Carolina University

Ohio Art: A Case Study in Global Sourcing
James A. Pope, The University of Toledo
Risk Management: A Top Priority for Supply Chain Managers
Richard W. Monroe, Coastal Carolina University
Paul R. Martin, Coastal Carolina University
Distributor Selection in Supply Chain Management - A Rough Set Based Approach
Zhonghai Zou, Shanghai University
Johnny C. Ho, Columbus State University
Tzu-Liang Tseng, University of Texas at El Paso
Guofang Song, Shanghai University
Discussants
Richard W. Monroe, Coastal Carolina University
Jay M. Teets, Coastal Carolina University
James A. Pope, The University of Toledo

[QT2] ALGORITHMS AND HEURISTICS IN QUANTITATIVE THEORY
9:45AM to 11:15 AM  East Ballroom
Chairperson
Shabnam Mousavi, Georgia State University
Identifying the Edges of a Convex Hull.
Francisco Javier Lopez, Macon State College
Art Duval, University of Texas El Paso
Heuristics for Two-machine Flowshop
Scheduling with Setup Times and an Availability Constraint
Wei Cheng, Health Monitor Net
John K. Karlof, University of North Carolina - Wilmington
Discussants
John K. Karlof, University of North Carolina - Wilmington

[PS1] BUSINESS ETHICS AND THE LAW
9:45AM to 11:15 AM  Arcadian 6
Chairperson
Edward D. Showalter, Randolph-Macon College
Cyberstalking: An Exploratory Study of Law Enforcement in Allegheny County, Pennsylvania
Karen Lynn Paullet, Robert Morris University
Hard Drive Forensics and Private Health Information: An Exploratory Study
B. Dawn Medlin, Appalachian State University
Joseph A. Cazier, Appalachian State University
The Changing Nature of Capitalism and a Question of Law in the United States
Joel A. Waldman, Robert Morris University
James C. Heneghan, Robert Morris University
Patrick J. Litzinger, Robert Morris University
Discussants
Patrick J. Litzinger, Robert Morris University
Karen Lynn Paullet, Robert Morris University
Robert T. Barrett, South Carolina State University
Thursday, October 1

Carolina - Wilmington
Francisco Javier Lopez, Macon
State College

11:15AM

COFFEE BREAK
11:15AM to 11:45 AM
Mezzanine West

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

11:30AM

[SP2] TUTORIAL: LEARN TO EXCEL WITH WORD AND GET THE WORD ON EXCEL
11:30AM to 1:00 PM West C

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

[EI1] CLASSROOM AND COLLABORATION INNOVATIONS
11:30AM to 1:00 PM Arcadian 6

Chairperson
John L. Stancil, Florida Southern College

Classroom 2.0: Educational Innovation or Gimmick
Ali A. Nazemi, Roanoke College
Using Collaboration Tools in Teaching
Rick Weible, Marshall University
Reframing the Undergraduate Introduction to Operations Management Course
Christina D. McCart, Roanoke College
Michael Hutkin, Roanoke College
Thursday, October 1

Discussants
Nikki McIntyre Finlay, Clayton State University
James P. Lawler, Pace University - New York
Timothy A. DuPont, Lander University

11:30AM to 1:00 PM Arcadian 3-4
Chairperson
Stanko Racic, Robert Morris University

University Students Attitudes: Croatia Versus Turkey
Stanko Racic, Robert Morris University
Norman Schnurr, Robert Morris University

The Personality and Learning Styles of Business Students
Nicholas W. Twigg, Coastal Carolina University
Staci S. Willett, Coastal Carolina University

The Pros and Cons of Accreditation:
Faculty and Student Perceptions
Susan B. Shurden, Lander University
Deborah A. Natvig, Lander University
Michael C. Shurden, Lander University

Student Perceptions of Teaching Evaluations: Continuation
Linda Ann Carson, Lander University
Meredith J. Uttley, Lander University

Discussants
Nicholas W. Twigg, Coastal Carolina University
Michael C. Shurden, Lander University
Meredith J. Uttley, Lander University
Stanko Racic, Robert Morris University

[FI2] THE RECENT FINANCIAL CRISIS
11:30AM to 1:00 PM Atlantic View II
Chairperson
Ladd M. Kochman, Kennesaw State University

Declining Trust and Confidence in Financial Markets as a Societal Challenge: A Theoretical Framework Utilizing the Fishbein Multi-Attribute Model
Stacy R. Barnes, Albemarle, College of The Mortgage Crisis and Credit Crunch: From Housing Losses to Balance Sheet Analysis to Diminished Economic Growth
David A. Brat, Randolph-Macon College
Sydney B. Jones, Randolph-Macon College

The Irrational Agent
Shabnam Mousavi, Georgia State University
Reza Kheirandish, Clayton State University

Discussants
Jeananne Nicholls, Kennesaw State University
Robert L. Howard, North Carolina A&T State University
Robert C. Winder, Christopher Newport University

[IT4] IT AND EDUCATION
11:30AM to 1:00 PM Atlantic Parlor
Chairperson
Chuck Leska, Randolph-Macon College

Decision Support System for Advising Students
Ramesh M. Choudhari, South Carolina State University

The Use of an Integrative Project in a Computer Applications in Business Course
Thursday, October 1

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

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

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

[IT5]  IT AND HEALTH CARE
11:30AM to 1:00 PM       Water's Edge

Chairperson
Timothy H. Burwell, Appalachian State University

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

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

The Implementation of Electronic Health Records

Nancy J. Niles, Lander University

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

[MG2]  INTERNATIONAL TOPICS IN MANAGEMENT
11:30AM to 1:00 PM       East Ballroom

Chairperson
Joan Donohue, University of South Carolina - Columbia

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

Zhang Long, China University of Geosciences (Beijing)
William R. Crandall, University of North Carolina at Pembroke
John A. Parnell, Texas A&M Commerce

Historical Overview in Management Culture: The Case in Poland
Christopher Ziemnowicz, University of North Carolina at Pembroke
John E. Spillan, University of North Carolina - Pembroke

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

Benjamin C. Powell, Appalachian State University
Xiaoya Liang, Fudan University
Joan Donohue, University of South Carolina - Columbia
Jeremy B. Fox, Appalachian State University

Discussants
Paul Lyons, Frostburg State University
R. Eugene Hughes, East Carolina University
James O. Smith, East Carolina University

[MK1]  CUSTOMER AND STAKEHOLDER IMPACTS
11:30AM to 1:00 PM       West B

Chairperson

Breaking Down the Offer: Evaluating Recent Theme Park Promotions

Richard A. Fulton, Troy University - Augusta
Mark A. Mitchell, Coastal
Thursday, October 1

Carolina University
Sheila J. Mitchell, Coastal Carolina University
Economic Expectations for the Holiday Season: A Comparison of Retailer Versus Consumer Perceptions
Jacob Forehand, Georgia Southern University
Jacqueline K. Eastman, Georgia Southern University
Benjamin McKay, Georgia Southern University
Spillover Effects of Golf Vacations on Attractions, Restaurants, and Retail Shopping
Michael Latta, Coastal Carolina University
Albert J. Taylor, Coastal Carolina University
Mark A. Mitchell, Coastal Carolina University
Charles Thrash, Coastal Carolina University
Discussants
Lilly Ye, Frostburg State University
James S. Keebler, Clayton State University
Gary L. May, Clayton State University

[PS2] STRATEGY, STIMULUS, AND CORPORATE ETHICAL VALUES
11:30AM to 1:00 PM West A
Chairperson
Cammie Hunt Oxendine, Pembroke

Providing Strategic Direction and Marketing Insights for a Mature Aquatic Facility
J. Dana Clark, Appalachian State University

State University
Sarah K. Banks, Coastal Carolina University
Michael J. Dotson, Appalachian State University
Dinesh S. Dave, Appalachian State University

Improving the State of the Economy: What the Stimulus Might Mean
Robert T. Barrett, South Carolina State University
Lilly M. Lancaster, University of South Carolina - Upstate
Harry W. Miley, South Carolina State University

An Exploratory Study of the Corporate Character Ethical Value Matrix (CC-EVM)
Edward D. Showalter, Randolph-Macon College

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

[SR1] SPORTS AND RECREATION - RECRUITING ISSUES
11:30AM to 1:00 PM Arcadian 1-2
Chairperson
Denis P. Rudd, Robert Morris University

Recruiting for Retention: Hospitality Programs
Denis P. Rudd, Robert Morris University
Gender Equality in Private College Athletics: Is Title IX Having an Impact?
John Frazier, Southern Wesleyan University
William R. Caines, Southern Wesleyan University

Discussants
Michael L. Monahan, Frostburg State University
Kurt Schimmel, Robert Morris University
Thursday, October 1

2:00PM

[MT1] MEETING: SE DSI COUNCIL MEETING
2:00PM to 3:30 PM  West A
Chairperson
Barry A. Wray, University of North Carolina - Wilmington

3:30PM

[MT2] MEETING: SE INFORMS COUNCIL MEETING
3:30PM to 5:00 PM  West A
Chairperson
George S. Lowry, Randolph-Macon College

5:00PM

[MT3] MEETING: SE INFORMS BUSINESS MEETING
5:00PM to 6:00 PM  West A
Chairperson
George S. Lowry, Randolph-Macon College

6:00PM

PRESIDENT'S RECEPTION
6:00PM to 7:30 PM  Beachcomber's

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

Co-sponsored by Randolph-Macon College Department of Economics and Business
William Franz, Provost
Friday, October 2

7:30AM

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

Sponsorship by Cengage Learning
Represented by Charles McCormick, Jr.

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

PLACEMENT
7:30AM to 11:30 AM
Mezzanine West

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

8:00AM

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

Chairperson
James P. Lawler, Pace University - New York

New York
A Case Study of Educating Information Systems Students on Business Process Management Through Digital Gaming
James P. Lawler, Pace University - New York

Teaching Business Students to Write Effectively in a Business Management Course
Khushwant K. Pittenger, Ashland University
Raymond A. Jacobs, Ashland University
J. David Lifer, Jr., Ashland University

The Use of Learning Journals in Introductory Accounting Courses: An Update
Sharon L. Robinson, Frostburg State University
Yan Bao, Frostburg State University

Discussants
Khushwant K. Pittenger, Ashland University
Jerry Neal, University of Central Missouri
James P. Lawler, Pace University - New York

8:00AM to 9:30 AM
Arcadian 6

Chairperson
A.K. Aggarwal, University of Baltimore

Software Skill Portability: A Case Study
A.K. Aggarwal, University of Baltimore

Incorporating Intangible Benefits Into a More Holistic DSS Application Development Process
R. Daniel Spillman, Radford University
Nozar N. Hashemzadeh, Radford University

Considering Adding Entrepreneurship to Your Curriculum? Consider This.
Gregory Shaff, Roanoke College
Principles of Finance: No Text Required?

Michael D. Evans, Winthrop University
Discussants
R. Daniel Spillman, Radford University
Gregory Shaff, Roanoke College
Michael D. Evans, Winthrop University
A.K. Aggarwal, University of Baltimore

[EP7] WORKSHOP: A CULTURE OF ASSESSMENT AND FACULTY INVOLVEMENT IN PROFESSIONAL ACCREDITATION
8:00AM to 9:30 AM West C

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

[EP8] PANEL: PROFESSIONALLY QUALIFIED FACULTY TRAINING
8:00AM to 9:30 AM Water's Edge

Moderator
Douglas E. Ziegenfuss, Old Dominion University

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

[FI3] MARKET VOLATILITY
8:00AM to 9:30 AM Atlantic View II

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

. A Brief Look at Market Volatility

Ladd M. Kochman, Kennesaw State University
Tranquility, Volatility, and Core Inflation
Charles B. Pfitzner, Randolph-Macon College
Steven D. Lang, Randolph-Macon College
Market Reaction to Legislation Aimed at Financial Statement Transparency
Kenneth D. Machande, Umw
Larry Penwell, Mary Washington College

Discussants
Kenneth D. Machande, Umw
Richard T. Symons, Ashland University
Robert J. Angell, North Carolina A&T State University

[MG3] MANAGEMENT POTPOURRI
8:00AM to 9:30 AM East Ballroom

Chairperson
Joshua R. Aaron, East Carolina University

Procedural Fairness and Small Business Owner Satisfaction with Grants During Post-Hurricane Katrina Recovery
Obyang Kwun, Southern University at New Orleans
Louis C. Mancuso, Southern University at New Orleans
Ghasem S. Alijani, Southern University at New Orleans
Tonia A. Doakes, Southern University at New Orleans

A Review of an International Studies Experience for Hospitality Students
Denis P. Rudd, Robert Morris University
Richard J. Mills, Jr., Robert Morris University
David Budziszewski, Robert Morris University

Factors That Influence Women When Purchasing a Business Format Franchise
William Repack, Robert Morris University
Darlene Motley, Robert Morris University

Discussants
Joseph B. Gilmore, Frostburg State University
John L. Stancil, Florida Southern College
Friday, October 2

Elaine D. Seeman, East Carolina University

[MK2] INTEGRATIVE MODELS IN MARKETING, COMMUNICATION AND SUPPLY CHAIN MANAGEMENT
8:00AM to 9:30 AM West B

Chairperson
Diane Prince, Clayton State University

The Impact of Communication Media on Complaint Outcomes
Lilly Ye, Frostburg State University
Cathy Cotleur, Frostburg State University.

Thinking Strategically: In What Stage of Supply Chain Management Should You Operate?
James S. Keebler, Clayton State University
Gary L. May, Clayton State University

IMC and Internal Marketing
Jeananne Nicholls, Kennesaw State University

Kurt Schimmel, Robert Morris University
Process-based CRM: A Pilot Study in Tunisia
Manal A. Mastouri, U of Jandouba
Azza A. Mastouri, U of Jandouba

Discussants
Michael Latta, Coastal Carolina University
Thomas W. Garsombke, Claflin University
Jan H. Lynch, Roanoke College
Gwen Hanks, University of Georgia

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

9:30AM

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

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

9:45AM

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

Moderators
Nikki McIntyre Finlay, Clayton State University
Diane Prince, Clayton State University

Panelists
Robert G. Brookshire, University of South Carolina
Michael Latta, Coastal Carolina University
William B. Carper, University of West Florida
Lewis A. Litteral, University of
Richmond
Ali A. Nazemi, Roanoke College

[EP10] WORKSHOP:
IMPROVING STUDENT
RETENTION: ISSUES AND
STRATEGIES
9:45AM to 11:15 AM Arcadian 3-4

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

NON-FOUR YEAR SCHOOLS
9:45AM to 11:15 AM West A

Chairperson
Dennis Ehlert, Central Missouri

Challenges Facing Special Education in Charter Schools
Jerry Neal, University of Central Missouri
Dennis Ehlert, Central Missouri

A Case Study of Student Views of an Adult-Centered Program by Site and Degree Program for a Multi-Site Business Program
Daryl Couch, Southern Wesleyan University
Jeffrey R. Moore, North Greenville University
William R. Caines, Southern Wesleyan University

Creating an On-Line Course: The Questions and Challenges That Have to Be Answered
Mel D. Krohn, Virginia State University
Dennis Ehlert, Central Missouri

Discussants
Daryl Couch, Southern Wesleyan University
Mel D. Krohn, Virginia State University
Jerry Neal, University of Central Missouri
**[EP12] EDUCATIONAL PRACTICE: ASSESSMENT ISSUES**

9:45AM to 11:15 AM  
West C

**Chairperson**  
Raymond A. Jacobs, Ashland University

Linking Academic Excellence, Assessment, and Administration  
*Richard T. Symons, Ashland University*  
*Raymond A. Jacobs, Ashland University*

Investigation of the Outcome from Offering Tutoring Services and Workshops to the Students Enrolled in Introductory Accounting Course  
*Adel M. Novin, Clayton State University*

Effectively Managing Responses to Constructive Feedback in a Classroom Setting - A Proposed Model  
*Khushwant K. Pittenger, Ashland University*  
*Constance C. Savage, Ashland University*  
*Dilhara Thanya Fernando, Ashland University*

**Discussants**  
*Adel M. Novin, Clayton State University*  
*Khushwant K. Pittenger, Ashland University*  
*Raymond A. Jacobs, Ashland University*

---

**[FI4] MARKETS AND INSTITUTIONS**

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

**Chairperson**  
Charles B. Pfitzner, Randolph-Macon College

Sitting on Cash - How and When Do You Get Back in?  
*Michael D. Evans, Winthrop University*

Park Sterling Bank - Is There a Tarp in Your Future?  
*Michael D. Evans, Winthrop University*

Financial and Other Implication of Accepting Foreign and Domestic Payments Over the Internet  
*Albert E. Avery, Towson University*

**Discussants**  
*Wesley M. Jones, The Citadel*  
*George S. Lowry, Randolph-Macon College*

---

**[IT6] IT ISSUES**

9:45AM to 11:15 AM  
Atlantic Parlor

**Chairperson**  
William B. Pollard, Appalachian State University

Modeling Access Rights Using the Crud Security Cube: An Extension Incorporating Time  
*Michael R. Collins, High Point University*  
*Dale L. Lunsford, University of Southern Mississippi*

Issues Regarding Social Media and Company Usage  
*Leanne C. McGrath, University of South Carolina - Aiken*
Ecommerce and Online Support for Fraternity and Sorority Life: A Survey of Current Practices
John W. Stamey, Jr., Coastal Carolina University
Preston Foxworth, Coastal Carolina University
Scott Krieder, Creighton University

Discussants
Leanne C. McGrath, University of South Carolina - Aiken
Bel G. Raggad, Pace University
Thomas E. Griffin, Nova Southeastern University

[MG4] WORKPLACE AND MANAGER ISSUES
9:45AM to 11:15 AM East Ballroom

Chairperson
Emma Jane Riddle, Winthrop University

Self-Reported Health and Risk Behaviors: Do They Influence Attitudes Toward Pricing Health Insurance?
R. Eugene Hughes, East Carolina University

Reactions to Signals of a Firm's Investment in People: Investigating the Short-term and Long-Term Impact on Share Price
Joshua R. Aaron, East Carolina University
Andrew O. Herdman, East Carolina University
Walter Lee Grubb III, East Carolina University

Abitibi Bowater Deals with a Perfect Storm: A Business Case Study
Emma Jane Riddle, Winthrop University

Discussants
Kurt Schimmel, Robert Morris University
Richard E. Crandall, Appalachian State University
Joshua R. Aaron, East Carolina University

[PS3] SCHOOLS AND ETHICS
9:45AM to 11:15 AM West B

Chairperson
Elaine D. Seeman, East Carolina University

Business Students' Attitudes Towards Ethics
Nancy J. Niles, Lander University
Karie A. Barbour, Lander University

The Ethical Ideology of Students: Are There Differences Between Business and Non-business Students?
John P. Angelidis, St. John's University
Nabil A. Ibrahim, Augusta State University
Faramarz Parsa, State University of West Georgia
Igor Tomic, St. John's University

The Ivory Tower: A Look at the Ethical and Social Responsibility of the University System
Cammie Hunt Oxendine, Pembroke

Discussants
Dinesh S. Dave, Appalachian State University
Karie A. Barbour, Lander University
Staci S. Willett, Coastal Carolina University

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

Sponsored by Roanoke College Business Administration Department
Larry Lynch, Chair
11:30AM

[E12] WORKSHOP: INTEGRATING EXPERIENTIAL SERVICE LEARNING PROJECTS ACROSS THE CURRICULUM 11:30AM to 1:00 PM Arcadian 6

Coordinators
Lynn B. Keane, University of South Carolina
Karen P. Patten, University of South Carolina
Karen L. Mallia, South Carolina - Columbia
Lisa Sisk, South Carolina - Columbia

[Ep14] PANEL: PROFESSIONALLY QUALIFIED FACULTY: WHAT THEY BRING TO THE TABLE. 11:30AM to 1:00 PM Arcadian 3-4

Moderator
Gregory Shaff, Roanoke College
Panelists
Martha C. Spears, Winthrop University
Michael Hutkin, Roanoke College
Paul L. Ewell, Bridgewater College

[Ep15] WORKSHOP: ENGAGED MINDS WANT TO KNOW ... A LOOK AT EFFECTIVE LEARNING TECHNIQUES FOR ENGAGED LEARNING 11:30AM to 1:00 PM West A

Coordinator
John L. Stancil, Florida Southern College

[Ep13] PANEL: ACCEPTED STRATEGIES FOR FUTURISTIC THINKING IN INFORMATION SYSTEMS, OPERATIONS/PRODUCTION, PROJECT MANAGEMENT AND SUPPLY CHAIN MANAGEMENT 11:30AM to 1:00 PM Atlantic Parlor

Moderator
Diane Prince, Clayton State University

Panelists
Thomas W. Garsombke, Claflin University
Richard A. Fulton, Troy U - Augusta
Gwen Hanks, University of Georgia
Martin H. Mbarabari, Claflin University

[FI5] GENERAL FINANCE 11:30AM to 1:00 PM Atlantic View II

Chairperson
Wesley M. Jones, The Citadel

Financial Literacy and Retirement Social Security
Uma V. Sridharan, Lander University
A Comparison of Approaches to Estimating Transaction Exposure and Value at Risk
Robert C. Winder, Christopher Newport University
Kashi Khazeh, Salisbury State University
How Does the Conversion Privilege Effect a Bond's Risk Premium?
Wesley M. Jones, The Citadel
George S. Lowry, Randolph-Macon College
Friday, October 2

[IT7] CLOUD COMPUTING
11:30AM to 1:00 PM Arcadian 1-2

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

Discussants
Harry Katzan, Jr., Savannah State University

Analyzing Customer Churn in the Software as a Service (SaaS) Industry
Jeff Pittges, Radford University
Benjamin G. Frank, Radford University

Cloud Computing Data Architecture
Harry Katzan, Jr., Savannah State University

Cloud Computing Mesh Model for Decision Support Systems
Harry Katzan, Jr., Savannah State University

Discussants
Harry Katzan, Jr., Savannah State University
John W. Stamey, Jr., Coastal Carolina University
Jeff Pittges, Radford University

[MG5] FINANCIAL ISSUES IN HUMAN RESOURCES
11:30AM to 1:00 PM East Ballroom

Chairperson
Nicholas W. Twigg, Coastal Carolina University

Who Manages Your Supply Chain?
Richard E. Crandall, Appalachian State University
William R. Crandall, University of North Carolina at Pembroke

This Is Not Your Parents' Workplace: Exploring and Understanding Generations
Martha M. Mattare, Frostburg State University

Discussants
Joyce M. Beggs, University of North Carolina - Charlotte
Christopher Ziemnowicz, University of North Carolina at Pembroke
Nicholas W. Twigg, Coastal Carolina University

College Students' Impressions of Managers Without a College Degree: The Impact of Parents' Educational Attainment
James O. Smith, East Carolina University
Joseph Tomkiewicz, East Carolina University
William C. McDowell, East Carolina University
Alan T. Oglesby

[PS4] SOCIAL POLICIES IN THE WORKPLACE
11:30AM to 1:00 PM Water's Edge

Chairperson
John P. Angelidis, St. John's University

A Dialogical Approach to Social Issues Related to Diversity and Multiculturalism: Techniques for All Effective Managers
Valerie T. McCoy, Central Michigan University

The Long Term Decline in Smoking in the U. S.
Robert T. Barrett, South Carolina State University
Robert E. Pugh, Francis Marion University
Neil F. Riley, Francis Marion University

NG911: When Technology Drives Public Policy
Elaine D. Seeman, East Carolina University
James Holloway, East Carolina University

Discussants
Elaine D. Seeman, East Carolina University
Valerie T. McCoy, Central Michigan University
Joseph A. Cazier, Appalachian State University
[SR2] THE SPORT AND RECREATION INDUSTRY: A CURRENT ANALYSIS
11:30AM to 1:00 PM West C

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

Estimating the Economic Impact of a Minor League Baseball Park in Richmond, Virginia
Steven D. Lang, Randolph-Macon College

Increased Competition on the LPGA Tour: Proof of the Hypothesis?
Charles B. Pfitzner, Randolph-Macon College

Chasing the Buschwackers: Unintended Consequences in NASCAR
Brian A. O’Roark, Robert Morris University

Discussants
Amit J. Shah, Frostburg State University
Patrick J. Litzinger, Robert Morris University
Andrew O. Herdman, East Carolina University

[PC2] PAPER COMPETITION SESSION
11:30AM to 1:00 PM West B

Chairperson
Edward D. Showalter, Randolph-Macon College

Personalized Stress Management: A Tool for Organizational Wellness
Daanish Dinyar Pestonjee, University of North Carolina at Pembroke

Transactional Cost Economics: A Model for Evaluating the Feasibility of Outsourcing in the Services Industry
Hongwei Song, Pembroke

Chinese Automobile Industry
Cong Austin Wang, Winthrop University

Discussants
Joan Donohue, University of South Carolina - Columbia
Chuck Leska, Randolph-Macon College
Joan Donohue, University of South Carolina - Columbia
Reza Kheirandish, Clayton State University
1:00PM

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

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

STUDENT PAPER AWARD PRESENTATION
1:00PM to 2:30 PM
Dunes Ballroom

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