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**SOUTHEASTERN INFORMS  
2011 ANNUAL MEETING**

**Wednesday, October 5  
Thursday, October 6  
and  
Friday, October 7**

**THE PROGRAM CHRONOLOGICALLY**

**Wednesday, October 5**

**3:00PM**

**REGISTRATION**

*3:00PM to 6:00 PM*

*Mezzanine West*

**Thursday, October 6**

**7:30AM**

**REGISTRATION**

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

**CONTINENTAL  
BREAKFAST**

*7:30AM to 7:45 AM  
Mezzanine West*

**PLACEMENT**

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

**8:00AM**

**[EP1] WORKSHOP:  
CONNECTING THEORY TO  
PRACTICE: USING A  
COMPREHENSIVE  
HANDS-ON PROJECT TO  
PULL IT ALL TOGETHER IN  
AN INFORMATION  
SYSTEMS  
COURSE**

*8:00AM to 9:30 AM      Arcadian 3 4*

**Coordinator**

*Paul L. Ewell, Virginia Wesleyan College*

**[FI1] BANKING AND  
FINANCE**

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

**Chairperson**

*Victor Bahhouth, University of North  
Carolina at Pembroke*

Vietnam's Banking System: Current  
Status and Prospects for the Future

*Anh T. Pham, University of North  
Carolina - Pembroke*

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

Mortgage Backed Security Issuance and  
Evolution of the Financial Crisis of 2008  
to 2009

*Terrill R. Keasler, Appalachian  
State University*

**Discussants**

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

*Allen Shin, Frostburg State University*

**[PC1] GRADUATE STUDENT  
PAPER COMPETITION**

*8:00AM to 9:30 AM      West A*

**Chairperson**

*Steven D. Lang,  
Randolph-Macon College*

The Last 20 Years of Journal of Business  
Logistics: A Guidepost for Continuing  
Contributions in Logistics Research

*Amit Arora, Georgia Southern University  
Joseph Weatherford, Georgia  
Southern University*

Nokia on Burning Stage a Change

Initiative for Nokia to Survive

*Mehdi Zadeh, East Carolina University*

**Discussants**

*Diane J. Prince, Clayton State University  
Pamela S. Galluch, Roanoke College*

**[MK1] MARKETING:  
TARGETING THE  
CONSUMER**

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

**Chairperson**

*Allen E. Smith, Francis  
Marion University*

An Examination of Central and Peripheral  
Antecedents of Brand Personality in  
Advertising: Research Propositions

*Russell Reams, Kennesaw  
State University  
Jeananne Nicholls, Slippery  
Rock University  
Kurt Schimmel, Slippery  
Rock University*

Successful Innovation in Organizations:  
The Effects of Transformational  
Leadership, Product Innovativeness, and  
Market Receptivity

*Nicholas W. Twigg, Coastal  
Carolina University  
Michael Latta, Coastal  
Carolina University  
Janice A. Black, Coastal  
Carolina University*

**Discussants**

*Nicholas W. Twigg, Coastal  
Carolina University  
Lydia Gan, University of North  
Carolina - Pembroke*

**[PS1] ETHICS IN BUSINESS  
AND EDUCATION**

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

**Chairperson**

*Cheryl Aasheim, Georgia  
Southern University*

Sustainability and Corporate Social  
Responsibility in Business Schools

*Robert T. Barrett, South Carolina  
State University  
David J. Jamison, South Carolina  
State University  
Marion R. Sillah, South Carolina  
State University*

Online Travel Companies and Hotel  
Occupancy Taxes: Merely Syntax or a  
Question of Ethics?

*Michael D. Collins, Coastal  
Carolina University*

Promoting Ethical Practices and  
Establishing a Strong Ethical Culture in  
Business Organizations

*Faramarz Parsa, State University  
of West Georgia  
Igor Tomic, St. John's University  
John P. Angelidis, St. John's University  
Nabil A. Ibrahim, Augusta  
State University*

**Discussants**

*Ajay K. Aggarwal, Millsaps College  
Kenneth D. Machande, University  
of Mary Washington  
Valerie T. McCoy, Central  
Michigan University*

**[QT1] QUANTITATIVE  
THEORY AND  
APPLICATION**

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

**Chairperson**

*Larry A. Lynch, Roanoke College*

Probabilities Frequently Confused  
Business Students in Introductory  
Statistics Courses

*Qidong Cao, Winthrop University  
Thomas E. Griffin, Nova  
Southeastern University*

A Review of Iranian Aviation Industry:  
Victim of Sanctions or Creation of  
Mismanagement?

*Ali Dadpay, Clayton State University*

**Discussants**

*Shabnam Mousavi, Georgia  
State University  
Charles B. Pfitzner,  
Randolph-Macon College*

**9:30AM**

**COFFEE**

*9:30AM to 10:00 AM  
Mezzanine West*

Sponsored by  
Appalachian State University  
Dr. Lorin Baumhover  
Provost and Executive Vice Chancellor  
Office of Academic Affairs  
Boone, North Carolina

**9:45AM**

**[AC1] PANEL: PATHWAYS  
COMMISSION AND THE  
FUTURE OF ACCOUNTING  
EDUCATION**

*9:45AM to 11:15 AM West A*

**Moderator**

*Mohammad Abdolmohammadi,  
Bentley University*

The American Accounting Association (AAA) and the American Institute of Certified Public Accountants (AICPA) have recently established a commission called The Commission on Accounting Higher Education (the Pathways Commission). The Commission considers the alternative paths to educate accounting students for entry into the accounting profession.

The panel will discuss issues that are related to the Pathways Commission, such as curricular issues to faculty shortage for specialized areas, such as ethics education.

**Panelists**

*Bruce K. Behn, University of  
Tennessee - Knoxville  
Douglas E. Ziegenfuss, Old  
Dominion University*

**[EP2] WORKSHOP:  
CURRENT TRENDS IN  
STRATEGIC MANAGEMENT  
CASE WRITING**

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

**Coordinators**

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

**[EP3] WORKSHOP:  
IMPROVING ACADEMIC  
ADVISING THROUGH THE  
APPLICATION OF  
MANAGEMENT PRINCIPLES**

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

**Coordinator**

*Jeffrey L. McClellan, Frostburg  
State University*

**Leader**

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

**[EP4] WORKSHOP: THE  
IPADIZATION OF THE  
CLASSROOM**

*9:45AM to 11:15 AM Atlantic Parlor*

**Coordinators**

*Ramin Cooper Maysami, University of  
North Carolina at Pembroke  
William Wendt, University of North  
Carolina - Pembroke*

**[UR1] FACULTY  
SPONSORED  
UNDERGRADUATE  
RESEARCH**

9:45AM to 11:15 AM                      *Waters Edge*

**Chairperson**

*Michelle B. Hagadorn, Roanoke College*

Going Green: An Analysis of the Factors  
That Motivate Firms to Adopt  
Environmentally Friendly Practices

*Emma R. Currin, Coastal*

*Carolina University*

*Darla J. Domke-Damonte, Coastal*

*Carolina University*

Advertising Appeals on a Global Cultural  
Spectrum

*John Edward Hudson, Jr.,*

*Savannah State University*

*Anshu Saxena Arora, Savannah*

*State University*

Polysemy in Advertising: A Study of the  
Effects of Advertising Messages on  
Decision Making

*William Chasteen, Savannah*

*State University*

*Anshu Saxena Arora, Savannah*

*State University*

The S.H.A.R.P. Conceptual Framework  
for Young Adults --- What is Cool?

*Carl Sharperson III, Savannah*

*State University*

*Anshu Saxena Arora, Savannah*

*State University*

**Discussants**

*Pamela S. Galluch, Roanoke College*

*Sharon C. Gibbs, Roanoke College*

*Gregory Shaff, Roanoke College*

*Larry A. Lynch, Roanoke College*

**[IT1] HUMAN CAPITAL,  
CURRICULUM AND  
CHANGE**

9:45AM to 11:15 AM                      *West B*

**Chairperson**

*Kevin Lee Elder, Georgia*

*Southern University*

IT Program Curriculum

Recommendations Based on a Survey on  
Knowledge and Skill Requirements for  
Entry-Level Workers

*Cheryl Aasheim, Georgia*

*Southern University*

*Lixin Li, Georgia Southern University*

*Jordan L. Shropshire, Georgia*

*Southern University*

*Chris Kadlec, Georgia*

*Southern University*

The Six Dimensions of Socio-technical  
Change Approaches to Information  
Systems Development

*Angela M. Mattia, Jacksonville University*

Internet, Disintermediation and Human

Capital: Present and Future Candidates

*Belinda P. Shippy, North Carolina*

*A&T State University*

*Robert L. Howard, North Carolina*

*A&T State University*

**Discussants**

*Dale L. Lunsford, University of*

*Southern Mississippi*

*Ravi S. Narayanaswamy, University of*

*South Carolina Aiken*

*Kevin Lee Elder, Georgia*

*Southern University*

**[MK2] MARKETING AND  
LOGISTICS: VARIOUS  
TOPICS**

9:45AM to 11:15 AM                      *Arcadian 6*

**Chairperson**

*Elisabeth Gilster Velazquez,*

*Roanoke College*

The Development of a Realistic and  
Practical Training Environment in a  
Distribution and Logistics Program

*Sam Y. Khoury, East*

*Carolina University*

Marketing Spending's Impact on Firm  
Risk in the Context of Initial Public  
Offerings

*Monica Fine, Coastal*

*Carolina University*

A Service Opportunity for Your  
Consideration: School Principals and  
Their Growing Marketing  
Responsibilities

*Mark A. Mitchell, Coastal  
Carolina University  
Linda Anast-May, Coastal  
Carolina University*

**Discussants**

*Paul R. Martin, Coastal  
Carolina University  
Michael D. Collins, Coastal  
Carolina University  
Janice A. Black, Coastal  
Carolina University*

**11:15AM**

**COFFEE**

*11:15AM to 11:45 AM  
Mezzanine West*

Sponsored by  
North Carolina State University  
Dr. Ira Weiss  
Dean, Poole College of Management  
Raleigh, North Carolina

**11:30AM**

**[PO1] GREEN VEHICLE  
ROUTING AND DYNAMIC  
PROGRAMMING**

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

**Chairperson**

*Juan R. Jaramillo, Albany  
State University*

The Green Vehicle Routing Problem

*Juan R. Jaramillo, Albany  
State University*

*G. Naadi Naadimuthu, Fairleigh  
Dickinson University*

**[SP1] PANEL: COLLEGE  
STUDENTS TODAY: WHO  
ARE THEY AND HOW CAN  
WE CONNECT WITH THEM  
IN THE CLASSROOM?**

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

**Moderator**

*Sharon C. Gibbs, Roanoke College*

**Panelists**

*Larry A. Lynch, Roanoke College*

*Jan H. Lynch, Roanoke College*

*Gregory Shaff, Roanoke College*

**[SR1] PANEL: WHAT ARE  
THE CURRENT TRENDS IN  
SPORT AND RECREATION  
EDUCATION**

*9:45AM to 11:15 AM West C*

**Moderator**

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

**[AC2] WORKSHOP:  
NESBA'S ETHICS  
EDUCATION MODEL RULE:  
TEACH ETHICS IN  
BUSINESS AND  
ACCOUNTING PROGRAMS**

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

**Coordinator**

*Mohammad Abdolmohammadi,  
Bentley University*

The National Association of State Boards of  
Accountancy (NASBA) issued a model  
curriculum in 2009 for the CPA candidates.

NASBA proposes that CPA candidates complete a curriculum that includes a standard three semester-credit-hour (3SCH) course on ethics, or integrate ethics into all accounting courses to equal 3SCH.

**[EP5] WORKSHOP:  
BUILDING STUDENT  
LEADERS THROUGH  
APPLIED PROJECTS**

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

**Coordinators**

*Michael L. Monahan, Frostburg  
State University*

*Amit J. Shah, Frostburg State University*

**Leader**

*Thomas D. Sigerstad, Frostburg  
State University*

**[EP6] ONLINE EDUCATION**

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

**Chairperson**

*Chuck Leska, Randolph-Macon College*

An Ethnographic Study for Investigating  
the Existence and Behavior of Virtual  
Learning Communities

*Nazim U. Ahmed, Ball State University  
Sushil Kumar Sharma, Ball  
State University*

*Reima Soumi, Turku School of Economics  
& Business Adm.*

*Rui Chen, Ball State University*

Toss the Text

*Rick Weible, Marshall University*

**Discussants**

*Paul L. Ewell, Virginia Wesleyan College*

*Anshu Saxena Arora, Savannah  
State University*

**[FI2] POTPOURRI**

*11:30AM to 1:00 PM Atlantic Parlor*

**Chairperson**

*Charles B. Pfitzner, Randolph-  
Macon College*

Examining the Features of Resilient Firms

*Victor Bahhouth, University of North  
Carolina at Pembroke*

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

*Xinyan Shi, North Carolina University*

The Determinants of Age at First  
Marriage

*Charles B. Pfitzner, Randolph-  
Macon College*

*Tian Xu, Randolph-Macon College*

**Discussants**

*Terrill R. Keasler, Appalachian  
State University*

*Nikki McIntyre Finlay, Clayton  
State University*

**[IT2] IT SECURITY**

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

**Chairperson**

*Michael R. Collins, Guilford Technical  
Community College*

Implementing a Prototype for Modeling  
Access Rights over Time Using the Crud  
Security Cube -- A Proof-Of-Case  
Scenario

*Michael R. Collins, Guilford Technical  
Community College*

*Dale L. Lunsford, University of  
Southern Mississippi*

Security vs. Usability

*Kevin Lee Elder, Georgia  
Southern University  
Gary Felax*

*David Bouvin, Embry-Riddle  
Aeronautical University*

CRM Security: Risk-Driven Simulation  
Process

*Manal A. Mastouri, University  
of Jandouba*

*Bel G. Raggad, Pace University*

**Discussants**

*Allen E. Smith, Francis  
Marion University*

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

*Joseph S. Russell, Coastal  
Carolina University*

**[MG1] APPLICATION  
SOFTWARE AND  
TECHNOLOGY USAGE**

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

**Chairperson**

*Richard E. Crandall, Appalachian  
State University*

Software Support of the Blended  
Creativity Process  
*Angela M. Mattia, Jacksonville University*  
Punishment: The New Approach to  
Setting Healthcare Insurance Premiums to  
Reflect the Individual's Lifestyle  
Behaviors?

*R. Eugene Hughes, East  
Carolina University*

**Discussants**

*John E. Spillan, University of North  
Carolina - Pembroke*  
*Thomas W. Garsombke, Clayton  
State University*

**[MG2] LEADERSHIP  
ATTRIBUTES**

*11:30AM to 1:00 PM Waters Edge*

**Chairperson**

*C. Michael Smith, Roanoke College*

Emotional Intelligence and Positive  
Organizational Leadership  
*Jeffrey L. McClellan, Frostburg  
State University*  
*Gary DiClementi, Frostburg  
State University*

Leadership Styles and Organizational  
Commitment Types  
*I. Edward Jernigan III, University of  
North Carolina - Charlotte*  
*Joyce M. Beggs, University of North  
Carolina - Charlotte*

Leaders' Skill of Innovation and  
Relationship to Preferences for Handling  
Ambiguity and Uncertainty  
*Janice A. Black, Coastal  
Carolina University*  
*Michael Latta, Coastal  
Carolina University*  
*Nicholas W. Twigg, Coastal  
Carolina University*

**Discussants**

*Elisabeth Gilster Velazquez  
Roanoke College*  
*Shabnam Mousavi, Georgia  
State University*  
*Michael H. Deis, Clayton State University*

**[PS2] GLOBALIZATION,  
WOMEN, AND CONSUMERS**

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

**Chairperson**

*Chris Kadlec, Georgia  
Southern University*

A Socio-Political Profile of  
Environmentally Concerned Consumers:  
Preliminary Findings  
*Jeananne Nicholls, Slippery  
Rock University*  
*Kurt Schimmel, Slippery Rock University*  
*Russell Reams, Kennesaw  
State University*  
*Katie M. Hetherington, Robert  
Morris University*

Legislative Effects on Economic  
Opportunities for Women: Title IX's  
Impact on the Corporate Board Room in  
the United States  
*Kenneth D. Machande, University of  
Mary Washington*  
*Larry W. Penwell, University of  
Mary Washington*

Globalization Strategies and Techniques  
for Respecting Diversity and Cultural  
Differences  
*Valerie T. McCoy, Central  
Michigan University*

**Discussants**

*Robert T. Barrett, South Carolina  
State University*  
*Michael D. Collins, Coastal  
Carolina University*  
*Nabil A. Ibrahim, Augusta  
State University*



**2:00PM**

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

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

**Chairperson**

*Quinton J. Nottingham, Virginia  
Polytechnic Institute  
and State University*

**5:00PM**

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

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

**Chairperson**

*Ali A. Nazemi, Roanoke College*

**3:30PM**

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

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

**Chairperson**

*Ali A. Nazemi, Roanoke College*

**6:00PM**

**PRESIDENT'S  
RECEPTION**

*6:00PM to 7:30 PM*

*Beachcomber's*

Sponsored by  
Roanoke College  
Dr. Christina McCart  
Chair, Department of Business  
Administration and Economics  
Salem, Virginia

Co-sponsored by  
Clayton State University  
Dr. Alphonso Ogbuehi  
Dean, College of Business  
Morrow, Georgia

## Friday, October 7

**7:30AM**

**REGISTRATION**

7:30AM to 11:30 AM  
Mezzanine West

**CONTINENTAL  
BREAKFAST**

7:30AM to 7:45 AM  
Mezzanine West

**PLACEMENT**

7:30AM to 11:30 AM  
Mezzanine West

**8:00AM**

**[AC3] ACCOUNTING  
PRACTICE -  
CONTEMPORARY ISSUES**

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

**Chairperson**

*Greg S. Kordecki, Clayton  
State University*

Public Sector Pension Plans and Discount  
Rates: The Valuation Debate GASB  
Standards: The Valuation Debate

*Linda R. Henderson, Coastal  
Carolina University*

*John W. Mortimer, Coastal  
Carolina University*

*Olga V. Aguilar, Coastal  
Carolina University*

Who Manages Cash Flow?

*Richard E. Crandall, Appalachian  
State University*

*Oliver J. Julien, Appalachian  
State University*

Distortions for Construction Contractors:  
Implications of Revised Revenue  
Recognition Standards

*Greg S. Kordecki, Clayton  
State University*

*Maria L. Bullen, Clayton  
State University*

**Discussants**

*Richard E. Crandall, Appalachian  
State University*

*Adel M. Novin, Clayton State University  
John L. Stancil, Florida Southern College*

**[EP7] EDUCATIONAL  
PRACTICE IN  
ACCOUNTING, FINANCE  
AND STRATEGY**

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

**Chairperson**

*William B. Pollard, Appalachian  
State University*

Using Real-Time Translation Rates for  
Transactions in Principles of Accounting  
*William B. Pollard, Appalachian  
State University*

Does Teaching Heuristics Enhance  
Financial Choice?

*Shabnam Mousavi, Georgia  
State University*

*Reza Kheirandish, Clayton  
State University*

Melding Leader Development and Team  
Training Into the Undergraduate Strategy  
Course

*Janice A. Black, Coastal  
Carolina University*

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

*J. Kay Keels, Coastal Carolina University*

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**Friday, October 7**

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**Discussants**

*Nazim U. Ahmed, Ball State University*  
*Rick Weible, Marshall University*  
*Russell Reams, Kennesaw State University*

**[EP8] ASSESSMENT**

8:00AM to 9:30 AM West C

**Chairperson**

*Jean H. French, Coastal Carolina University*

Employer Evaluation of Intern Performance for Student Learning Outcome Assessment

*Khushwant K. Pittenger, Ashland University*

*Raymond A. Jacobs, Ashland University*

*Richard T. Symons, Ashland University*

*Thomas J. Budd III, Ashland University*

Assessment Strategies: Coordinating Assessment for Multiple Accrediting Bodies

*Jean H. French, Coastal Carolina University*

Assessment: The Final Frontier

*Jerry Westfall, Liberty University*

**Discussants**

*Edward D. Showalter, Randolph-Macon College*

*Pamela S. Galluch, Roanoke College*

*Michael D. Collins, Coastal Carolina University*

**[FI3] TEACHING FINANCE AND ECONOMICS**

8:00AM to 9:30 AM Atlantic Parlor

**Chairperson**

*Nikki McIntyre Finlay, Clayton State University*

The M Finance Textbook: New Trend or Passing Fad?

*Michael D. Evans, Winthrop University*

Using Innovation and Creativity When Teaching Principles of Economics Courses

*Nikki McIntyre Finlay, Clayton State University*

*Michael H. Deis, Clayton State University*  
So We Have a Trading Room - Moving Beyond the Wow!

*Michael D. Evans, Winthrop University*

*Charles E. Alvis, Winthrop University*

**Discussants**

*Charles B. Pfitzner, Randolph-Macon College*

*Michael D. Evans, Winthrop University*

*Michael H. Deis, Clayton State University*

**[IT3] SOCIAL NETWORKING, PRIVACY, AND MESSAGING**

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

**Chairperson**

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

Biometrics in Networking: Balancing Implementation with the Right to Privacy

*Kevin Lee Elder, Georgia Southern University*

Privacy Controls in Online Social Networking Sites

*Ravi S. Narayanaswamy, University of South Carolina Aiken*

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

XML-based Messaging Systems in Financial Technology

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

*Carl Branstan Rudolph, Coastal Carolina University*

**Discussants**

*Bel G. Raggad, Pace University*

*Chris Kadlec, Georgia Southern University*

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

**[MG3] INTERNATIONAL  
AND GLOBAL ISSUES,  
CONSIDERATIONS, AND  
BUSINESS STRATEGY**

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

**Chairperson**

*Diane J. Prince, Clayton State University*

Exploring Students' View of the Sales  
Profession in Lebanon

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

*Victor Bahhouth, University of North  
Carolina at Pembroke*

*Roy Khoueiry, Notre Dame  
University - Lebanon*

Why Should We Recruit International  
Students?

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

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

A Model of Formulary Apportionment:

The Impacts of a Global Strategy

*Diane J. Prince, Clayton State University  
Richard A. Fulton, Troy  
University - Augusta*

*Thomas W. Garsombke, Clayton  
State University*

**Discussants**

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

*Angela M. Mattia, Jacksonville University*

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

Faculty Perceptions of the Integration of  
SAP in Academic Programs

*Sam Y. Khoury, East Carolina University*

The Development of a Quality Function  
Diagram Application for Mapping Risk  
Interactions in Project Planning

*Paul R. Martin, Coastal  
Carolina University*

*Jay M. Teets, Coastal  
Carolina University*

Product Entrance-Exit Strategies and  
Supply Chain Strategies

*Robert H. Burgess, Georgia Institute  
of Technology*

*Craig A. Hill, Clayton State University*

*James S. Keebler, Clayton  
State University*

**Discussants**

*Jay M. Teets, Coastal  
Carolina University*

*Craig A. Hill, Clayton State University*

*Sam Y. Khoury, East Carolina University*

**[QT2] PANEL:  
EXPERIENTIAL LEARNING  
IN QUANTITATIVE STUDIES**

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

**Moderator**

*Michael Hutkin, Roanoke College*

**Panelists**

*Christina D. McCart, Roanoke College*

*Barry A. Wray, University of North*

*Carolina - Wilmington*

*Ina S. Markham, James*

*Madison University*

**9:30AM**

**[PO2] S.A.P., PROJECT  
PLANNING, AND SUPPLY  
CHAIN STRATEGIES**

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

**Chairperson**

*Jay M. Teets, Coastal  
Carolina University*

**COFFEE**

9:30AM to 10:00 AM

*Mezzanine West*

Sponsored by SE INFORMS

**9:45AM**

**[AC4] ACCOUNTING  
EDUCATION - EMERGING  
ISSUES**

9:45AM to 11:15 AM West A

**Chairperson**

*John L. Stancil, Florida Southern College*

Pathways Commission Seeks  
Improvement in Accounting Education to  
Meet Growing Demands of Accounting  
Profession

*Maria L. Bullen, Clayton State University*

*Greg S. Kordecki, Clayton State  
University*

Challenges of Teaching Accounting  
Information Systems

*A.K. Aggarwal, University of Baltimore*

Application of Camtasia Studio for the  
Enhancement of Learning in Accounting  
Information Systems Course

*Adel M. Novin, Clayton State University*

**Discussants**

*John W. Mortimer, Coastal Carolina  
University*

*R. Daniel Spillman, Radford University*

*Cheryl Aasheim, Georgia Southern  
University*

**[EP9] EDUCATIONAL  
ISSUES**

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

**Chairperson**

*Michael C. Shurden, Lander  
University*

Performance Differences in  
Intermediate Accounting I and  
Managerial Accounting Classes  
between Transfer and Matriculating  
Students Using Five Years of Data

*Douglas E. Ziegenfuss, Old  
Dominion University*

*Randall R. Spurrier, Old  
Dominion University*

Entrepreneurship Education and the  
Role of the Regional University

*Charles F. Harrington, University of  
North Carolina - Pembroke*

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

An Integrative Research Review:

Factors Contributing to the Gender

Pay Gap among Faculty in Higher  
Education

*Susan B. Shurden, Lander University*

*Michael C. Shurden,  
Lander University*

**Discussants**

*C. Michael Smith, Roanoke College*

*Douglas E. Ziegenfuss, Old  
Dominion University*

*Sharynn M. Tomlin, Angelo  
State University*

**[EP10] PANEL: IMPACT OF  
INNOVATIVE  
TECHNOLOGIES ON  
CLASSROOM  
INSTRUCTION: CLOUD  
COMPUTING, SOCIAL  
NETWORKS & WEB 2.0**

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

**Moderators**

*Ali A. Nazemi, Roanoke College*

*Pamela S. Galluch, Roanoke College*

**[EP11] IMPROVING  
TEACHING  
EFFECTIVENESS**

9:45AM to 11:15 AM West B

**Chairperson**

*Rick Weible, Marshall University*

Helping Students Analyze the Impact of  
Estimates and Choices on Net Income

*William B. Pollard, Appalachian  
State University*

The E-Book Experience

*Rick Weible, Marshall University*

**Discussants**

*Rick Weible, Marshall University*  
*William B. Pollard, Appalachian*  
*State University*

**[MG4] MOTIVATION,  
SATISFACTION, AND  
PERFORMANCE**

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

**Chairperson**

*Ali Dadpay, Clayton State University*

Supervisors versus Processes: Attending  
to Performance Appraisals and Employee  
Perceptions of Fairness

*Michael E. Jacobs*  
*Michael J. Fekula, The Citadel*

Why "Outstanding" is Not "Okay"  
Twenty Years Later - The Relative Value  
of Single Word Reinforcers

*George S. Lowry, Randolph-*  
*Macon College*  
*Edward D. Showalter, Randolph-*  
*Macon College*

*Chuck Leska, Randolph-Macon College*  
Using Chaos Theory to Understand Firm  
Performance: A Phase Space Analysis

*William R. Crandall, University of North*  
*Carolina at Pembroke*  
*Richard E. Crandall, Appalachian*  
*State University*

*John A. Parnell, University of North*  
*Carolina - Pembroke*

**Discussants**

*George S. Lowry, Randolph-*  
*Macon College*  
*Richard A. Fulton, Troy U - Augusta*  
*Diane J. Prince, Clayton State University*

**[MK3] MARKETING AND E-  
COMMERCE**

9:45AM to 11:15 AM      *West C*

**Chairperson**

*Anshu Saxena Arora, Savannah*  
*State University*

Online Reviews: An Avenue towards  
Consumer Behavior

*Anshu Saxena Arora, Savannah*  
*State University*

*Mahesh S. Raisinghani, Texas*  
*Woman's University*

*Reginald Leseane, Savannah*  
*State University*

*Amber Burkes, Teaxs Woman's University*  
*An Martin, Texas Woman's University*

*Caroline Whitlock, Teaxs*  
*Woman's University*

*Ti Hsun Yu, Teaxs Woman's University*

Digital Ad Design, Creation, and  
Marketing Research

*Michael Latta, Coastal*  
*Carolina University*

*Zachary Maurais, Coastal*  
*Carolina University*

Patterns of Medical Tourism among 4

Modes of Consumers

*Lydia Gan, University of North*  
*Carolina - Pembroke*

*James R. Frederick, University of North*  
*Carolina at Pembroke*

**Discussants**

*Michael Latta, Coastal*  
*Carolina University*

*Monica Fine, Coastal*  
*Carolina University*

*Nozar N. Hashemzadeh,*  
*Radford University*

**11:15AM**

**COFFEE**

*11:15AM to 11:45 AM*  
*Mezzanine West*

Sponsored by SE INFORMS

11:30AM

**[AC5] EMERGING BUSINESS  
LAWS AND POLICIES AND  
TELEWORK**

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

**Chairperson**

*Diane J. Prince, Clayton State University*

Has the S Corporation Outlived Its  
Usefulness?

*John L. Stancil, Florida Southern College*

Government Brain Drain and Telework:

Does Social Networking Help?

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

**Discussants**

*Maria L. Bullen, Clayton State University*

*Angela M. Mattia, Jacksonville University*

**[EP12] PANEL:  
COMMUNITY BASED  
LEARNING PROJECTS IN  
BUSINESS SCHOOL  
COURSES**

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

**Moderator**

*Lewis A. Litteral, University of Richmond*

**Panelists**

*Ellen M. Walk, University of Richmond*

*Edward D. Showalter, Randolph-  
Macon College*

*Paul L. Ewell, Virginia Wesleyan College*

**[EP13] PANEL:  
SIMULATIONS AND SELF-  
DIRECTED LEARNING AS  
PART OF QUALITY  
ENHANCEMENT  
PROGRAMS**

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

**Moderator**

*Michael Latta, Coastal  
Carolina University*

*Michael D. Collins, Coastal  
Carolina University*

*Mark A. Mitchell, Coastal  
Carolina University*

*Philip L. Little, Western  
Carolina University*

*Barbara Ritter, Coastal  
Carolina University*

*Robert B. Burney, Coastal  
Carolina University*

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

**[FI4] ON WALL STREET**

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

**Chairperson**

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

An Analysis of Gold in Comparison to  
and as a Diversification Tool for Investing  
in Stock

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

*George W. Stone, North Carolina A&T  
State University*

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

*Allen Shin, Frostburg State University*

**Discussants**

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

*Victor Bahhouth, University of North  
Carolina at Pembroke*

**[IT4] DECISION MAKING  
AND DECISION SUPPORT**

*11:30AM to 1:00 PM Atlantic Parlor*

**Chairperson**

*R. Daniel Spillman, Radford University*

Introduction to Decision Making and  
Decision Support Systems

*Mark A. Revels, Western  
Kentucky University*

Development of a Prototype Web Based  
Decision Support Tool for Inventory  
Control in a Computer Repair Facility

*R. Daniel Spillman, Radford University  
Jeremy Hodges, Radford University*

Real-Time Web-Based Options Pricing

*John W. Stamey, Jr., Coastal  
Carolina University  
Kenneth Small, Coastal  
Carolina University  
Joseph S. Russell, Coastal  
Carolina University*

**Discussants**

*John W. Stamey, Jr., Coastal  
Carolina University  
Cheryl Aasheim, Georgia  
Southern University  
Manal A. Mastouri, University  
of Jandouba*

**[MG5] PROCESS AND  
MANAGERIAL  
IMPROVEMENT**

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

**Chairperson**

*Sharon C. Gibbs, Roanoke College*

An Exploration of Management  
Improvement Programs

*Richard E. Crandall, Appalachian  
State University*

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

A Natural Evolution in Products

*Catherine L. Franssen, Randolph-  
Macon College*

*George S. Lowry, Randolph-  
Macon College*

*R. Adam Franssen, Longwood University*

**Discussants**

*Jeffrey L. McClellan, Frostburg  
State University*

*Janice A. Black, Coastal  
Carolina University*

**[SR2] TOPICS IN SPORTS  
AND RECREATION**

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

**Chairperson**

*Nozar N. Hashemzadeh,  
Radford University*

The Determinants of Scoring in 2010  
NFL Games and the Over/Under Line

*Charles B. Pfitzner, Randolph-  
Macon College*

*Steven D. Lang, Randolph-  
Macon College*

*Tracy D. Rishel, Susquehanna University*

Customer Relationship Management and  
Intercollegiate Athletics: Opportunities  
and Benefits for Smaller Institutions

*Charles F. Harrington, University of  
North Carolina - Pembroke*

Gambling in Society: Economic Benefits  
vs. Social Costs and Morality

*Denis P. Rudd, Robert Morris University*

**Discussants**

*Nozar N. Hashemzadeh,  
Radford University*

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

*Steven D. Lang, Randolph-  
Macon College*



**1:00PM**

**PRESIDENT'S LUNCHEON**

*1:00PM to 2:30 PM*

*Dunes Ballroom*

Sponsored by  
East Carolina University  
College of Business  
Greenville, North Carolina

Co-sponsored by  
Clayton State University  
Professor Greg Kordecki  
Chair, Department of Law, Economics,  
Accounting and Finance  
College of Business  
Morrow, Georgia

**GRADUATE STUDENT  
PAPER AWARD  
PRESENTATION**

*1:00PM to 2:30 PM*

*Dunes Ballroom*