SOUTHEASTERN INFORMS
2013 ANNUAL MEETING

Wednesday, October 2
Thursday, October 3
and
Friday, October 4

THE PROGRAM CHRONOLOGICALLY

WEDNESDAY, OCTOBER 2

3:00PM

REGISTRATION
3:00PM to 5:00 PM
Mezzanine West
THURSDAY, OCTOBER 3

7:30AM

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

CONTINENTAL BREAKFAST
7:30AM to 7:45 AM
Mezzanine West
Sponsored by Appalachian State University
Office of Academic Affairs
Lori S. Gonzalez, Provost and Executive Vice Chancellor

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

8:00AM

[SP1] WORKSHOP: OFFICE 2013: THERE IS A LOT TO LIKE
8:00AM to 9:30 AM
Arcadian 3 Room

Coordinators
Wilma Andrews
Virginia Commonwealth University
Robert L. Andrews
Virginia Commonwealth University

[UR1] FACULTY SPONSORED UNDERGRADUATE RESEARCH - SESSION ONE
8:00AM to 9:30 AM
East Ballroom

Session Chair
Anshu Saxena Arora
Savannah State University

Veiled Signs of Sexual Advertising
Sacriana Ware, Savannah State University
Anshu Saxena Arora, Savannah State University

Fraudulent Accounting: SEC Charges
Ariel Shead, Savannah State University

From Made in China to Branded in China
Gay Fortson, Savannah State University
Quest Parham, Savannah State University
Korak Marrero, Savannah State University
Anshu Saxena Arora, Savannah State University

[HS1] HOSPITALITY AND TOURISM
8:00AM to 9:30 AM
West A Room

Session Chair
Bomi Kang
Coastal Carolina University

Bringing Tourists to the Grand Strand during Holiday Season
Michael Latta, Coastal Carolina University
Mark A. Mitchell, Coastal Carolina University
Using Synchronous Distance Learning Technology in Hospitality and Tourism Programs
Denis P. Rudd, Robert Morris University
Denis Patrick Rudd II, Robert Morris University

Assessing Satisfaction in a New Campus Recreation Setting
Monica Fine, Coastal Carolina University
MaryClaire Chalfant, Coastal Carolina University
Paul Clark, Coastal Carolina University

Discussants
Denis P. Rudd, Robert Morris University
Monica Fine, Coastal Carolina University
Michael Latta, Coastal Carolina University

[IE1] WORKSHOP: ENHANCING CRITICAL THINKING IN THE CLASSROOM THOUGH BLOOMS TAXONOMY
8:00AM to 9:30 AM
Arcadian 4 Room

Coordinators
Michael L. Monahan
Frostburg State University
Amit J. Shah
Frostburg State University
Thomas D. Sigerstad
Frostburg State University

[IE2] WORKSHOP: TRANSFORMING TRADITIONALLY TAUGHT ACCOUNTING PROGRAMS FOR THE INTERNET
8:00AM to 9:30 AM
West C Room

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

[OL1] EMERGING TOPICS IN OPERATIONS AND SUPPLY CHAIN
8:00AM to 9:30 AM
West B Room

Session Chair
Richard W. Monroe
East Carolina University

The Impact of Evolutionary Shifts in Supply Chain Modalities on Geographic, Environmental and Socioeconomic Climates in Rural Areas: A Field Study
Paul L. Ewell, Virginia Wesleyan College
Sandra Ewell, Virginia Wesleyan College

Supply Chain Sustainability and the Triple Bottom Line
Richard W. Monroe, East Carolina University
Paul L. Ewell, Virginia Wesleyan College

9:30AM
COFFEE
9:30AM to 9:45 AM
Mezzanine West
Sponsored by Lander University College of Business School of Management
Robert Barrett, Dean
9:45AM

[SP2] WORKSHOP: STOP DEATH BY POWERPOINT AT CONFERENCE PRESENTATIONS
9:45AM to 11:15 AM
Arcadian 3 Room

Coordinator
Wilma Andrews
Virginia Commonwealth University

[SP3] TUTORIAL: EVALUATION, ASSESSMENT, AND ACCREDITATION, OH MY!
9:45AM to 11:15 AM
West A Room

Whenever evaluation, assessment and accreditation are mentioned, faculty and administrators tend to cringe and whine. It is hoped that at the end of the session, participants will have a more positive view of these three aspects of the new normal in higher education. The session will begin with a discussion on the differences between evaluation and assessment and how they relate to accreditation. The discussion will then move to how assessment can be properly perceived as a way to improve program and student outcomes by informing faculty on how to maximize student learning. The session will conclude with a discussion on how the importance of these concepts is changing due to external pressures. The session will be interactive with participation by attendees.

Presenter
John R. O'Malley, Jr.
Georgia Southern University

[EP1] EDUCATIONAL PRACTICE: LEARNING APPROACHES
9:45AM to 11:15 AM
West B Room

Session Chair
Janice A. Black
Coastal Carolina University

Experiential Learning Exercise for Organizations: Public, Non-government, Private, or Nonprofit
Nicholas W. Twigg, Coastal Carolina University
Janice A. Black, Coastal Carolina University

Critical Andragogy and the Teaching of the Principles of Economics Courses
Nikki McIntyre Finlay, Clayton State University

Learning Outcome Action-Verbs: Mapping Perceptions of Learning to Bloom's Taxonomy
Edward D. Showalter, Randolph-Macon College
George S. Lowry, Randolph-Macon College
Timothy W. Merrill, Randolph-Macon College

Discussants
Nikki McIntyre Finlay, Clayton State University
Edward D. Showalter, Randolph-Macon College
Nicholas W. Twigg, Coastal Carolina University
[UR2] FACULTY SPONSORED UNDERGRADUATE RESEARCH - SESSION TWO
9:45AM to 11:15 AM
East Ballroom

Session Chair
Anshu Saxena Arora
Savannah State University

A Cross-Cultural Analysis of Brand Commitment: How Do International Cultures Perceive Unique Brand Elements?
Craig Jarrell, Savannah State University
Anshu Saxena Arora, Savannah State University

The Role of Social Media in the Arab Spring (Case Study: Tunisia)
Amel Nefatni, Savannah State University
Dominique White, Savannah State University
Anshu Saxena Arora, Savannah State University

Sustainable Australia - Sustainable Communities
Brittany Cherry, Savannah State University
Bangone Jones, Savannah State University
Anshu Saxena Arora, Savannah State University

[F11] BONDS AND CENTRAL BANKING
9:45AM to 11:15 AM
Arcadian 4 Room

Session Chair
Robert B. Burney
Coastal Carolina University

Bond Indenture Consent Solicitations, Agency Issues, and Shareholder Wealth
Terrill R. Keasler, Appalachian State University
Jamie Anderson, Appalachian State University

Bitcoin: An Emerging Global Currency without a Nation State Based Central Bank
Robert B. Burney, Coastal Carolina University
Thomas W. Secrest, Coastal Carolina University

Re-Examination of the Stock Market Reactions to Federal Funds Rate Changes
Allen Shin, Frostburg State University

Discussants
Allen Shin, Frostburg State University
Terrill R. Keasler, Appalachian State University
Robert B. Burney, Coastal Carolina University
[HS2] SPORTS AND SPORTS PERFORMANCE
9:45AM to 11:15 AM
West C Room

Session Chair
Daniel G. Conway
Loras College

Market Efficiency and Recreational Betting
Ladd M. Kochman, Kennesaw State University

Performance on the PGA Tour: A Statistical Analysis
Charles B. Pfitzner, Randolph-Macon College

College Football's Home-Field Advantage
Christopher M. Keller, East Carolina University
Daniel G. Conway, Loras College

Discussants
Charles B. Pfitzner, Randolph-Macon College
Daniel G. Conway, Loras College
Ladd M. Kochman, Kennesaw State University

[IE3] INNOVATIONS IN EDUCATION
9:45AM to 11:15 AM
Arcadian 2 Room

Session Chair
Aimao Zhang
Georgia Southern University

Using Prompted Reflections in Leadership Courses: Picture This!
Ali A. Nazemi, Roanoke College
Sharon C. Gibbs, Roanoke College

Evaluation of First Year Experience Program
Aimao Zhang, Georgia Southern University

The Evaluation of Apps Teaching and Student Learning
Jasmin C. Lin, Robert Morris University
Daisy Wang, University of Tennessee - Martin

Discussants
Aimao Zhang, Georgia Southern University
Jasmin C. Lin, Robert Morris University
Ali A. Nazemi, Roanoke College

[OL2] TECHNOLOGY APPLICATIONS IN OPERATIONS AND SUPPLY CHAIN
9:45AM to 11:15 AM
Atlantic View II Room

Session Chair
Donna M. Schaeffer
Marymount University

iPads, iPhones, and Implications on Students' Critical Thinking
Donna M. Schaeffer, Marymount University

Additive Manufacturing - A Manufacturing Innovation Whose Time Has Come
Richard E. Crandall, Appalachian State University
William R. Crandall, University of North Carolina at Pembroke

Learning Project Management Through Simulation
Leanne C. McGrath, University of South Carolina - Aiken
Ravi S. Narayanaswamy, University of South Carolina - Aiken

Discussants
Richard E. Crandall, Appalachian State University
Leanne C. McGrath, University of South Carolina - Aiken
Donna M. Schaeffer, Marymount University
11:15AM

COFFEE

11:15AM to 11:30 AM
Mezzanine West
Sponsored by
Virginia Tech
Pamplin College of Business
Department of Business
Information Technology
Laurence J. Moore, Verizon
Professor Emeritus

11:30AM

[AC1] ACCOUNTING PEDAGOGY

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

Session Chair
Michael Hutkin
Roanoke College

Advanced AIS Content and Pedagogy
According to the Literature and the Governing Bodies

Gregory L. Krippel, Coastal Carolina University

Accounting Major Program Assessment: Improving Curriculum Performance with Major Specific Exit Examinations
Maria L. Bullen, Dominican University of California
Gregory S. Kordecki, Clayton State University
Elizabeth Capener, Dominican University of California

Discussants
Gregory S. Kordecki, Clayton State University
Gregory L. Krippel, Coastal Carolina University
Arnica Mulder, Roanoke College

[BA1] BIG DATA ANALYTICS IN BUSINESS AND ACADEMIA

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

Session Chair
Aimao Zhang
Georgia Southern University

Dimensions of Big Data for Small Business
Donna M. Schaeffer, Marymount University
Patrick C. Olson, National University

Big Data and Data Science: An Academic Program Proposal
Cheryl Aasheim, Georgia Southern University

Justification for Creating a Business Intelligence and Analytics Program
Rick Weible, Marshall University

Discussants
Cheryl Aasheim, Georgia Southern University
Rick Weible, Marshall University
Donna M. Schaeffer, Marymount University
The College Experience for Individuals with Intellectual Disabilities: The Thrive Program at the University of Central Missouri

Jerry Neal, University of Central Missouri

MOOC It! Do Massive Open Online Courses Define the Future of Education?

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

Teaching Teamwork: An Assessment Strategy to Foster Student Collaboration

Charles R.B. Stowe, Lander University
Robert T. Barrett, Lander University

Discussants
Ramin Cooper Maysami, University of North Carolina at Pembroke
Robert T. Barrett, Lander University
Jerry Neal, University of Central Missouri

[IE4] WORKSHOP: THE LEARNING CLUB: ENHANCING MANAGEMENT EDUCATION THROUGH EXPERIENTIAL LEARNING IN STUDENT ORGANIZATIONS
11:30AM to 1:00 PM
Arcadian 2 Room

Coordinators
Martha M. Mattare, Frostburg State University
Gloria J. Harrell-Cook, Frostburg State University

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

Session Chair
Monica Fine
Coastal Carolina University

Integrating Study Abroad Into a Business Curriculum: A Case Study

Emma Jane Riddle, Winthrop University

Is a College's Mission Reflected in Faculty Research

Janice A. Black, Coastal Carolina University
Michael Latta, Coastal Carolina University

Discussants
Emma Jane Riddle, Winthrop University
Janice A. Black, Coastal Carolina University
Samuel A. Wathen, Coastal Carolina University

[EP2] ASSORTED TOPICS IN EDUCATIONAL PRACTICE
11:30AM to 1:00 PM
West A Room

Session Chair
Michael Latta
Coastal Carolina University

An Application of Statistics: Using the "Moneyball" Story in a Basic Statistics Course

Samuel A. Wathen, Coastal Carolina University
Dennis A. Rauch, Coastal Carolina University

Discussants
Samuel A. Wathen, Coastal Carolina University
Dennis A. Rauch, Coastal Carolina University

[IE3] EDUCATIONAL PRACTICE: THE COLLEGEXPERIENCE
11:30AM to 1:00 PM
West B Room

Session Chair
Monica Fine
Coastal Carolina University

The College Experience for Individuals with Intellectual Disabilities: The Thrive Program at the University of Central Missouri

Jerry Neal, University of Central Missouri

MOOC It! Do Massive Open Online Courses Define the Future of Education?

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

Teaching Teamwork: An Assessment Strategy to Foster Student Collaboration

Charles R.B. Stowe, Lander University
Robert T. Barrett, Lander University

Discussants
Ramin Cooper Maysami, University of North Carolina at Pembroke
Robert T. Barrett, Lander University
Jerry Neal, University of Central Missouri

[IE4] WORKSHOP: THE LEARNING CLUB: ENHANCING MANAGEMENT EDUCATION THROUGH EXPERIENTIAL LEARNING IN STUDENT ORGANIZATIONS
11:30AM to 1:00 PM
Arcadian 2 Room

Coordinators
Martha M. Mattare, Frostburg State University
Gloria J. Harrell-Cook, Frostburg State University

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

Session Chair
Monica Fine
Coastal Carolina University

Integrating Study Abroad Into a Business Curriculum: A Case Study

Emma Jane Riddle, Winthrop University

Is a College's Mission Reflected in Faculty Research

Janice A. Black, Coastal Carolina University
Michael Latta, Coastal Carolina University

Discussants
Emma Jane Riddle, Winthrop University
Janice A. Black, Coastal Carolina University
Samuel A. Wathen, Coastal Carolina University

[EP2] ASSORTED TOPICS IN EDUCATIONAL PRACTICE
11:30AM to 1:00 PM
West A Room

Session Chair
Michael Latta
Coastal Carolina University

An Application of Statistics: Using the "Moneyball" Story in a Basic Statistics Course

Samuel A. Wathen, Coastal Carolina University
Dennis A. Rauch, Coastal Carolina University

Discussants
Samuel A. Wathen, Coastal Carolina University
Dennis A. Rauch, Coastal Carolina University

[IE3] EDUCATIONAL PRACTICE: THE COLLEGEXPERIENCE
11:30AM to 1:00 PM
West B Room

Session Chair
Monica Fine
Coastal Carolina University

The College Experience for Individuals with Intellectual Disabilities: The Thrive Program at the University of Central Missouri

Jerry Neal, University of Central Missouri

MOOC It! Do Massive Open Online Courses Define the Future of Education?

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

Teaching Teamwork: An Assessment Strategy to Foster Student Collaboration

Charles R.B. Stowe, Lander University
Robert T. Barrett, Lander University

Discussants
Ramin Cooper Maysami, University of North Carolina at Pembroke
Robert T. Barrett, Lander University
Jerry Neal, University of Central Missouri

[IE4] WORKSHOP: THE LEARNING CLUB: ENHANCING MANAGEMENT EDUCATION THROUGH EXPERIENTIAL LEARNING IN STUDENT ORGANIZATIONS
11:30AM to 1:00 PM
Arcadian 2 Room

Coordinators
Martha M. Mattare, Frostburg State University
Gloria J. Harrell-Cook, Frostburg State University
[IM1] MANAGEMENT AND STRATEGY
11:30AM to 1:00 PM
West C Room

Session Chair
William R. Crandall
University of North Carolina at Pembroke

The Decision to Implement or Not to Implement an Activity-Based Costing System: A Managerial Perspective
Igor Tomic, St. John's University
John P. Angelidis, St. John's University
Faramarz Parsa, State University of West Georgia
Nabil A. Ibrahim, Augusta State University

Using the SWOT Matrix to Address Supply Chain Vulnerabilities: Thoughts on Aligning Strategy with Crisis Management
William R. Crandall, University of North Carolina at Pembroke
Richard E. Crandall, Appalachian State University

Cultural Factors and Project Management Success: A Multinational Study for the United States, Germany and Japan
Joerg Storm, Cracow University of Economics
Kai-Uwe Seidenfuss, University of South Australia

Discussants
William R. Crandall, University of North Carolina at Pembroke
Joerg Storm, Cracow University of Economics
John P. Angelidis, St. John's University

[MK1] MARKETING
11:30AM to 1:00 PM
East Ballroom

Session Chair
Sara Bliss Kiser
Alabama State University

Current Trends and Marketing Implications in Restaurant and Hotel Rating Systems
Richard J. Mills, Jr., Robert Morris University
Denis P. Rudd, Robert Morris University
Norman Schnurr, Robert Morris University

National Competitiveness, Government Regulatory Reform, and GDP Growth
Carol M. Megehee, Coastal Carolina University
Arch G. Woodside, Boston College

Discussants
Carol M. Megehee, Coastal Carolina University
Richard J. Mills, Jr., Robert Morris University
7:00PM

[MT1] SE INFORMS OFFICERS MEETING
2:00PM to 3:30 PM
West A Room
Chairperson
Edward D. Showalter
Randolph-Macon College

3:30PM

[MT2] SE DSI COUNCIL MEETING
3:30PM to 5:00 PM
West A Room
Chairperson
Christopher Zobel
Virginia Tech

5:00PM

[MT3] SE INFORMS BUSINESS MEETING
5:00PM to 6:00 PM
West A Room
Chairperson
Edward D. Showalter
Randolph-Macon College

6:00PM

PRESIDENT'S RECEPTION
6:00PM to 7:30 PM
Beachcomber's Room
Sponsored by
Randolph-Macon College
Department of Economics and Business
Steven D. Lang, Chair
and
Virginia Tech
Pamplin College of Business
Robert T. Sumichrast, Dean
FRIDAY, OCTOBER 4

7:30AM

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

CONTINENTAL BREAKFAST
7:30AM to 7:45 AM
Mezzanine West
Sponsored by
Georgia Southern University
Allen E. Paulson College of Engineering
and Information Technology
Department of Information Technology
Art Gowan, Chair

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

8:00AM

[AC2] ASSORTED ACCOUNTING TOPICS
8:00AM to 9:30 AM
Arcadian 3 Room

Session Chair
Michelle B. Hagadorn
Roanoke College

Accounting Practitioner Academic Conversion System (APACS) Using Securitization to Solve and Emerging Business Education Funding Problem
Gregory L. Krippel, Coastal Carolina University
Robert B. Burney, Coastal Carolina University
Sheila J. Mitchell, Coastal Carolina University

Enhancing Students' Understanding of the Economic Impact of Business Transactions on Financial Statements and Financial Ratios with Excel
Adel M. Novin, Clayton State University

Elucidate Process Costing with Streamlined Numbers
William B. Pollard, Appalachian State University

Discussants
Adel M. Novin, Clayton State University
William B. Pollard, Appalachian State University
Robert B. Burney, Coastal Carolina University
[BA2] WORKSHOP: FUNDAMENTAL STATISTICAL ANALYSIS FOR A FUTURE WITH BIG DATA
8:00AM to 9:30 AM
Arcadian 4 Room

Session examines issues that the advent of Big Data present relative to introductory business statistics instruction. It is followed by an interactive discussion of what changes, if any, should be made in introductory business statistics instruction to prepare students for a world with big data. The discussion piece addresses whether the typical statistics course prepares business students with the skills they will need for a future where big data sets and decision making based on data will be more prevalent. The session will include a demonstration of capabilities for analyzing data in Excel 2013 focusing on recently introduced capabilities that are available through Excel and able to handle bigger data sets.

Coordinators
Robert L. Andrews
Virginia Commonwealth University
Wilma Andrews
Virginia Commonwealth University

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

Everyone will retire someday. Don’t let it catch you by surprise. Whether you are a long ways from retirement, are almost there, or have already retired, you need to think about it. Come and share ideas and get tips about this important phase of your life.

Coordinator
James A. Pope
Duale Hochschule Baden - Wuerttemberg

[PC1] GRADUATE STUDENT PAPER COMPETITION - SESSION ONE
8:00AM to 9:30 AM
West A Room

Session Chair
Donna M. Schaeffer
Marymount University

Yao Yao, Savannah State University
Anshu Saxena Arora, Savannah State University

The Dynamics of Autism: Meeting the Social & Economic Challenge
Jessica J. Vickson, Clayton State University

Jumping Over the Border, Why Not?: Examining the Advantages and Disadvantages of International Acquisitions
Ly L. Pham, Coastal Carolina University
[IM2] MANAGERIAL LEADERSHIP
8:00AM to 9:30 AM
Arcadian 5 Room

Session Chair
Bomi Kang
Coastal Carolina University

A Preliminary Examination of Communication Content, Leadership Styles, and Job Satisfaction
I. Edward Jernigan III, University of North Carolina - Charlotte
Joyce M. Beggs, University of North Carolina - Charlotte

The Impact of Unions on How China Does Business: Lessons to Learn from the United States?
Darlene G. Motley, Robert Morris University
Jasmin C. Lin, Robert Morris University
Jeff Guiler, Robert Morris University

Advancing Facilitators and Deterrents Theory of Students' Study-Abroad Decisions
Bomi Kang, Coastal Carolina University
Carol M. Megehee, Coastal Carolina University

Discussants
Darlene G. Motley, Robert Morris University
Bomi Kang, Coastal Carolina University
I. Edward Jernigan III, University of North Carolina - Charlotte

[PS2] PRIVACY, SECURITY, AND ACCESS CONTROL
8:00AM to 9:30 AM
West C Room

Session Chair
John R. O'Malley, Jr.
Georgia Southern University

Introduction to Attribute Based Access Control
Harry Katzan, Jr., Webster University

Privacy and Security on the Web Have Marketers and the Federal Government Gone Too Far
Michael Latta, Coastal Carolina University

Heuristic Strategies in Business Decision-Making
Shabnam Mousavi, Georgia State University
Reza Kheirandish, Clayton State University

Discussants
Shabnam Mousavi, Georgia State University
Harry Katzan, Jr., Webster University
Michael Latta, Coastal Carolina University
[SI1] SUSTAINABILITY AND INNOVATION
8:00AM to 9:30 AM
East Ballroom

Session Chair
Roberta S. Russell
Virginia Tech

Teaching Girl Scouts Sustainability
Designs in Engineering Apparel Textile Technology
Keely D. Clay, Southern Polytechnic State University

Alliance Management: A Progression Towards Sustainable High Performance Partnerships
Jeremiah Nelson, Concord University

The Evolution of Sustainability as a Corporate Imperative
Robert S. Russell, Virginia Tech
Jay M. Teets, Coastal Carolina University

Discussants
Jeremiah Nelson, Concord University
Robert S. Russell, Virginia Tech
Keely D. Clay, Southern Polytechnic State University

9:30AM
COFFEE
9:30AM to 9:45 AM
Mezzanine West
Sponsored by
University of North Carolina at Wilmington
Cameron School of Business
Department of Information Systems and Operations Management
Larry Clark, Dean

[SP4] WORKSHOP: DIGITAL LITERACY COURSE REDESIGN
9:45AM to 11:15 AM
Arcadian 2 Room

Coordinators
Wilma Andrews
Virginia Commonwealth University
Maurie Lockley
University of North Carolina at Greensboro

[AC3] ISSUES IN COST AND TAX ACCOUNTING
9:45AM to 11:15 AM
Arcadian 3 Room

Session Chair
Gregory Shaff
Roanoke College

Territorial vs. Worldwide Tax Systems - Implications for U. S. Taxpayers
John L. Stancil, Florida Southern College

Teaching Cost Accounting: Developing a Problem for Transitioning from the Absorption to the Direct Income Statement
William B. Pollard, Appalachian State University

Relative Impact of the 2003 Tax Act on Average Returns: Firms That Pay Dividends versus Firms That Repurchase Shares?
James E. Benton, Shippensburg University

Discussants
Sharon C. Gibbs, Roanoke College
John L. Stancil, Florida Southern College
William B. Pollard, Appalachian State University
9:45AM to 11:15 AM
West A Room

Moderator
Bomi Kang
Coastal Carolina University

Panelists
Janice A. Black, Coastal Carolina University
Robert B. Burney, Coastal Carolina University
Michael Latta, Coastal Carolina University
Arlise P. McKinney, Coastal Carolina University
McKean Nowlin, Coastal Carolina University
Nicholas W. Twigg, Coastal Carolina University

Does Customer Service Belong in Higher Education?
Eileen D. Soisson, Coastal Carolina University

[IT1] IT FRAMEWORKS AND STRUCTURES
9:45AM to 11:15 AM
West B Room

Session Chair
R. Daniel Spillman
Radford University

A Load Service Structure in Ad-hoc Computer Networks
Ming-Chang Huang, University of North Carolina at Charlotte

A Framework for User Participation Approaches to Information Systems Development
Angela M. Mattia, Jacksonville University

Discussants
Angela M. Mattia, Jacksonville University
Ming-Chang Huang, University of North Carolina at Charlotte

[PC2] GRADUATE STUDENT PAPER COMPETITION - SESSION TWO
9:45AM to 11:15 AM
Arcadian 4 Room

Session Chair
Donna M. Schaeffer
Marymount University

Are Superfluous Costs Viable? Preparing for Post-Panamax Cargo Ships at the Port of Savanna.
Jessica J. Vickson, Clayton State University

Strategic Collaborations and High Performance Organization Synergy
John J. Fazio, Nova Southeastern University

[QT1] PANEL: BUSINESS PARTNERSHIPS: EDUCATING STUDENTS OUTSIDE THE CLASSROOM (PROS AND CONS)
9:45AM to 11:15 AM
West C Room

Moderator
Michael C. Shurden
Lander University

Panelists
Michael Mlinar, Lander University
Tony Santella, Lander University
Carol P. Wood, Lander University
[SO1] SOCIAL NETWORKING AND DIGITAL MEDIA: OPPORTUNITIES AND CHALLENGES

9:45AM to 11:15 AM
East Ballroom

Session Chair
Lara Z. Khansa
Virginia Tech

Digital Privacy: Think Twice Before You Tweet!
Claire Reeves La Roche,
Longwood University

Collecting and Interpreting Data over Varying Types of Data Streams
Zhongxian Wang, Montclair State University

Digital Media as a Case Study Tool
A.K. Aggarwal, University of Baltimore

Discussants
Zhongxian Wang, Montclair State University
A.K. Aggarwal, University of Baltimore
Claire Reeves La Roche, Longwood University

11:15AM

COFFEE
11:15AM to 11:30 AM
Mezzanine West
Sponsored by Coastal Carolina University
Wall College of Business Administration
Department of Accounting, Finance and Economics
Marvin Keene, Chair
Department of Management and Decision Sciences
Erika Small, Chair
Department of Marketing and Resort Tourism
Mark Mitchell, Chair
11:30AM

[SP5] PANEL:
ENCOURAGING THE
PROPER COMMUNICATION
SKILLS FOR OUR
STUDENTS
11:30AM to 1:00 PM
Arcadian 2 Room

The session will emphasize the importance of including communication for our graduates and the importance of making effective communication a part of each class. This may include communication focused activities but also includes being an example of effective communication. The session will encourage attendees to participate and enter into discussion about the points made.

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

**Panelist**
Annie M. Stith-Willis, Virginia Commonwealth University

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[FI2] MARKET ANALYSIS AND RISK MANAGEMENT
11:30AM to 1:00 PM
Arcadian 4 Room

**Session Chair**
Patrick J. Litzinger  
Robert Morris University

The Labor Force Participation Rate: An Examination of the Determinants of Its Recent Precipitous Decline
Patrick J. Litzinger, Robert Morris University  
John H. Dunn, Jr., Robert Morris University

Dynamic Rebalancing Based Hedging of Exchange Rate Risk Using Currency ETFs
Robert B. Burney, Coastal Carolina University

National Banking Sector Linkages: Did the Global Financial Meltdown Strengthen or Weaken The Linkages?
James E. Benton, Shippensburg University

**Discussants**
Robert B. Burney, Coastal Carolina University  
James E. Benton, Shippensburg University  
Patrick J. Litzinger, Robert Morris University
[PC3] GRADUATE STUDENT PAPER COMPETITION - SESSION THREE
11:30AM to 1:00 PM
Arcadian 3 Room

Session Chair
Donna M. Schaeffer
Marymount University

Live or Die: Measuring Slice-of-Life vs. Slice-of-Death Advertising Appeals as Vehicles for Corporate Social Responsibility
Christina King, Savannah State University
Anshu Saxena Arora, Savannah State University

Product Promotion and Placement in Motion Pictures: A Blake Conceptual Framework
Sierra D. Blake, Savannah State University
Anshu Saxena Arora, Savannah State University

Tools for Building a Solid Foundation at Small to Mid Size General Contractors: Techniques for Improved Accountability and Analysis of Construction Work
Esther Stegall Goss, Clayton State University

[IT2] IS AND IT DEVELOPMENT
11:30AM to 1:00 PM
West A Room

Session Chair
R. Daniel Spillman
Radford University

Development and Testing of a Survey Instrument to Assess Ethical Perceptions of IT and IS Students
Omosalewa Aderonmu, Georgia Southern University
Cheryl Aasheim, Georgia Southern University
Paige Rutner, Georgia Southern University

Apply Service Oriented Architecture with Web 2.0 Application for Computer Network Web Services
Ming-Chang Huang, University of North Carolina at Charlotte

The Effectiveness of Techniques in User Compliance of IT Policy
Caleb Z. Bradberry, University of North Carolina at Greensboro
Prashant Palvia, University of North Carolina at Greensboro

Discussants
Ming-Chang Huang, University of North Carolina at Charlotte
Prashant Palvia, University of North Carolina at Greensboro
Cheryl Aasheim, Georgia Southern University
[IE5] ANALYTICS AND TECHNOLOGY IN EDUCATION
11:30AM to 1:00 PM
West B Room

Session Chair
Rick Weible
Marshall University

Creating a Business Intelligence and Analytics Schedule of Courses
Rick Weible, Marshall University

Essentials of Tablet Computing
Harry Katzan, Jr., Webster University

Technology and Innovation: The Catalyst for Educational Change
Angela M. Mattia, Jacksonville University

Discussants
Harry Katzan, Jr., Webster University
Angela M. Mattia, Jacksonville University
Rick Weible, Marshall University

Determining the Value of a Vote in the United States under the Electoral College Voting System Using Linear Programming
Jin Wang, Valdosta State University
Joseph M. Cauley, Valdosta State University

Using a Tabu Search Approach to Align DNA Sequences
Constance A. Lightner, Fayetteville State University
Carin A. Lightner

Johnny C. Ho, Columbus State University

[QT2] QUANTITATIVE METHODS AND THEORY
11:30AM to 1:00 PM
West C Room

Session Chair
Michael C. Shurden
Lander University

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

1:00PM

PRESIDENT'S LUNCHEON
1:00PM to 2:30 PM
Dunes Ballroom
Sponsored by Coastal Carolina University
Wall College of Business Administration
Barbara Ritter, Interim Dean

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