
**SOUTHEASTERN INFORMS
2010 ANNUAL MEETING**

**Wednesday, October 6
Thursday, October 7
and
Friday, October 8**

THE PROGRAM CHRONOLOGICALLY

Wednesday, October 6

3:00PM

REGISTRATION

3:00PM to 6:00 PM

Mezzanine West

Thursday, October 7

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

EXHIBITION

7:30AM to 1:00 PM

Mezzanine West

8:00AM

**[SP1] WORKSHOP: WHY
UPGRADE TO OFFICE 2010?**

8:00AM to 9:30 AM Arcadian 6

Coordinators

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

**[SP2] PANEL: THE IMPACT
OF THE CURRENT
ECONOMIC ENVIRONMENT
ON THE FUTURE OF
HIGHER EDUCATION**

8:00AM to 9:30 AM West B

Moderator

*William B. Carper, University of
West Florida*

Panelists

*Robert T. Barrett, South Carolina
State University*

*Timothy H. Burwell, Appalachian
State University*

*Barbara A. Price, Georgia
Southern University*

Terry R. Rakes, Virginia Tech

Amit J. Shah, Frostburg State University

**[EI1] INNOVATIONS FOR
ON-LINE LEARNING**

8:00AM to 9:30 AM East Ballroom

Chairperson

*Sudhir K. Chawla, Angelo State
University*

Social Media as an E-Learning Tool?

A.K. Aggarwal, University of Baltimore

Perceptions of Online Classes

*Sudhir K. Chawla, Angelo
State University*

Tom F. Badgett, Angelo State University

Dan M. Khanna, Angelo State University

How Are MIS Professors Using Web 2.0
Technologies in the Classroom?

Rick Weible, Marshall University

Discussants

John L. Stancil, Florida Southern College

**[FI1] 2008 FINANCIAL
CRISIS FALLOUT**

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

Chairperson

Uma V. Sridharan, Lander University

Financial Evaluation of the SC Retirement
System

Uma V. Sridharan, Lander University

The Wisdom of the Minimalist's
Approach: An Erroneous Assumption
About Financial Markets

Stacy R. Barnes, College of Albemarle

The Moral Foundations of Capitalism:
Ayn Rand's Philosophy, Ethics and
Virtues

*Kathryn E. Holland, Randolph Macon
College*

David A. Brat, Randolph-Macon College

Discussants

*George S. Lowry, Randolph-Macon
College*

David A. Brat, Randolph-Macon College

*Shabnam Mousavi, Georgia State
University*

**[IT1] TEACHING, SERVICE
AND SOCIAL ISSUES**

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

Chairperson

Allen E. Smith, Francis Marion University

Identity as a Service

*Harry Katzan, Jr., Savannah
State University*

Excel Spreadsheet Hands-On for Decision
Support Systems in MIS Course

*Yong B. Shin, Francis Marion University
Allen E. Smith, Francis Marion University*

Social Networks: A Pilot Study

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

Discussants

Ramesh M. Choudhari, South Carolina State University

Leanne C. McGrath, University of South Carolina - Aiken

Gina M. Boff, California University of Pennsylvania

**[IT2] WORKSHOP:
ELECTRONIC
HEALTHCARE
INFORMATION EXCHANGE:
TEACHING AND RESEARCH
IMPLICATIONS**

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

Coordinator

Sherrie Drye Cannoy, North Carolina A&T State University

**[MK1] GLOBAL
MARKETING & MEDICAL
TOURISM**

8:00AM to 9:30 AM *Waters Edge*

Chairperson

Michelle B. Hagadorn, Roanoke College

Globalization vs Standardization:
Research Propositions Examining Global
Marketing Strategy on Firm Performance
Jeananne Nicholls, Kennesaw State University
Kurt Schimmel, Robert Morris University
South Korea's Internet Connectivity and
Marketing

Toscha Peyton, University of North Carolina - Pembroke

Christopher Ziemnowicz, University of North Carolina at Pembroke

Consumers Attitudes Towards Medical
Tourism

Lydia Gan, University of North Carolina - Pembroke

James R. Frederick, University of North Carolina at Pembroke

Discussants

Sam Y. Khoury, East Carolina University

Michelle B. Hagadorn, Roanoke College

Christina D. McCart, Roanoke College

**[PO1] WORKSHOP:
NATIONAL SECURITY
AGENCY (NSA) - SUMMER
PROGRAM FOR
OPERATIONS RESEARCH
TECHNOLOGY: SPECIAL
SESSION**

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

Coordinator

Hal Wilson, National Security Agency

**[PS1] SOCIAL ISSUES
POTPOURRI**

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

Chairperson

Nabil A. Ibrahim, Augusta State University

The Social Security Act of 1935 and the
Great Depression: A Retrospective
James A. Pope, The University of Toledo
Qualitative Approach to Identify
Environmental Trends for Destination
Marketing Professionals in North Carolina
J. Dana Clark, Appalachian State University
Michael J. Dotson, Appalachian State University
Dinesh S. Dave, Appalachian State University

Importance Performance Analysis of
Relocation Attributes in the Carolina
Coast

Bomi Kang, Coastal Carolina University

Kimberly Warne

Discussants

Michael J. Dotson, Appalachian State University

Bomi Kang, Coastal Carolina University
James A. Pope, The University of Toledo

9:30AM

COFFEE

9:30AM to 10:00 AM

Mezzanine West

Sponsored by
Coastal Carolina University
E. Craig Wall Sr. College of Business
Administration

9:45AM

**[EI2] WORKSHOP: HOW
CHOCOLATE WILL SAVE
YOUR SYLLABUS**

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

Coordinators

*George S. Lowry, Randolph-
Macon College*
*Jonathan E. Lowry, University
of Cincinnati*
*Catherine L. Franssen, Randolph-
Macon College*

**[EP1] SPECIAL TOPICS IN
EDUCATIONAL PRACTICE:
DIVERSITY,
ACCREDITATION,
AND COMPARISON**

9:45AM to 11:15 AM Arcadian 6

Chairperson

*Reza Kheirandish, Clayton
State University*

Using International Students as a
Resource in Business Management
Education

*Khushwant K. Pittenger,
Ashland University*
Constance C. Savage, Ashland University
Raymond A. Jacobs, Ashland University

Interpretive Policy Analysis: Association
to Advance Collegiate Schools of
Business (AACSB) Accreditation Policy

Susan B. Shurden, Lander University

Michael C. Shurden, Lander University

A Tale of Two Schools

*Phillip D. Coleman, Western
Kentucky University*

Ray J. Blankenship, Western

Kentucky University

Discussants

*Mark A. Revels, Western
Kentucky University*

Emma Jane Riddle, Winthrop University

Richard T. Symons, Ashland University

**[EP2] PANEL: TEACHING
ONLINE: THE GOOD, THE
BAD AND ALL OTHER
ISSUES IN BETWEEN**

9:45AM to 11:15 AM East Ballroom

Moderator

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

Panelists

*Cammie Hunt Oxendine, University of
North Carolina - Pembroke*

*William S. Thomas, University of North
Carolina - Pembroke*

*John Antoine Labadie, University of
North Carolina - Pembroke*

*Warren S. Eller, University of North
Carolina - Pembroke*

**[EP3] SHARING
CLASSROOM EXPERIENCE
WITH PEERS**

9:45AM to 11:15 AM West C

Chairperson

*William B. Pollard, Appalachian
State University*

Teaching Cost Accounting: Alternative
Methods for Calculating Equivalent Units
*William B. Pollard, Appalachian
State University*

Classroom Team Formation: Techniques
for Optimizing Performance

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

Lecture Capture: A Case Study of One
Professor's Experience.

Rick Weible, Marshall University

Discussants

Amit J. Shah, Frostburg State University
*Shabnam Mousavi, Georgia
State University*
*Robert T. Barrett, South Carolina
State University*

**[FI2] INFLATION AND
CORRELATION**

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

Chairperson

*Charles B. Pfitzner, Randolph-
Macon College*

Rethinking Correlations and Portfolios

*Ladd M. Kochman, Kennesaw
State University*

Is Inflation Volatility Correlated for the
US and Canada?

*Charles B. Pfitzner, Randolph-
Macon College*

Inflation and Fair Market Value for

Closely Held Companies

*Craig S. Galbraith, University of North
Carolina - Wilmington*

*Curt H. Stiles, University of North
Carolina - Wilmington*

Gregory B. Merrill, National University

Discussants

Stacy R. Barnes, College of Albemarle
*Craig S. Galbraith, University of North
Carolina - Wilmington*
*Ladd M. Kochman, Kennesaw
State University*

**[MG1] CRISIS
MANAGEMENT AND THE
UNEXPECTED**

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

Chairperson

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

Examining Crisis Readiness: An Analysis
of Managers in the Retail Industry

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

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

If the Unexpected Happens: Are Non-
Profits Organizations Ready to Respond?

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

Investor Reactions to the Tiger Woods
Scandal

*James O. Smith, East
Carolina University*

*Joshua R. Aaron, East
Carolina University*

*Tiffany R. Woodward, East
Carolina University*

*William C. McDowell, East
Carolina University*

Discussants

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

Abdul Aziz, Morgan State University

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

**[MK2] MARKETING
LOGISTICS & CONSUMER
BEHAVIOR**

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

Chairperson

*Joan Donohue, University of South
Carolina - Columbia*

Exploratory Investigation of Academic
Practitioner Publication Collaboration in
Supply Chain Management Journals

*Shona D. Morgan, North Carolina
A&T State University*

*Carin A. Lightner, North Carolina
A & T State University*

Thursday, October 7

Reverse Logistics Planning in a Supply Chain Network Business Model

Kanchan K. Das, East Carolina University

An Examination of Consumer Response to the Consumer Assistance to Recycle and Save Act of 2009

Russell Reams, Kennesaw State University
Jeananne Nicholls, Kennesaw State University

Discussants

Michael R. Collins, High Point University
Joan Donohue, University of South Carolina - Columbia
Elisabeth Gilster Velazquez, Roanoke College

[PS2] PANEL: CREATING A LEADERSHIP DEVELOPMENT PROGRAM FOR YOUR UNIVERSITY

9:45AM to 11:15 AM West A

Moderators

Mark A. Mitchell, Coastal Carolina University
Lamonica Yates, Coastal Carolina University

Panelists

J. Kay Keels, Coastal Carolina University
Michael Latta, Coastal Carolina University
Nicholas W. Twigg, Coastal Carolina University

[QT1] IDENTITY ANALYSIS AND OPTIMIZATION ALGORITHM

9:45AM to 11:15 AM Arcadian 5

Chairperson

Thomas E. Griffin, Nova Southeastern University

Group Association Using Identity Analysis

Harry Katzan, Jr., Savannah State University

Extending the Optimal Process Mean Problem for Single and Multiple Quality Characteristics

Paul L. Goethals, Clemson University
Byung Rae Cho, Clemson University

Compatibility Relations in Identity Analysis

Harry Katzan, Jr., Savannah State University

Discussants

Robert L. Andrews, Virginia Commonwealth University
Harry Katzan, Jr., Savannah State University
Paul L. Goethals, Clemson University

[SR1] TRENDS IN SPORTS AND RECREATION

9:45AM to 11:15 AM West B

Chairperson

Richard J. Mills, Jr., Robert Morris University

A Hospitality and Tourism Program as a Business Degree Major Concentration

Patrick J. Litzinger, Robert Morris University
Deyra A. Jacobs, Robert Morris University

The Science of Motorsports Meets the Business of NASA

Tracy D. Rishel, Belmont Abbey College
James E. Niemes, Alignment Partners Inc
Implementation of the Webb-Hagel Post 9/11 Educational Benefit Program at a Mid-Atlantic University

Daniel R. Rota, Robert Morris University

Discussants

Denis P. Rudd, Robert Morris University
Kurt Schimmel, Robert Morris University
Denis P. Rudd, Robert Morris University

11:15AM

COFFEE

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

Sponsored by
NOVA Southeastern University
Dr. Thomas E. Griffin
Professor of Operations Management

11:30AM

**[AC1] ACCOUNTING
EDUCATION**

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

Chairperson

Maria L. Bullen, Clayton State University

Teaching Accounting and Other Business
Courses Totally and Partially Online
*Maria L. Bullen, Clayton State University
Greg S. Kordecki, Clayton
State University*

A Non-typical Approach to Teaching
Cost-Volume-Profit Analysis?
*Robert J. Angell, North Carolina A&T
State University*

Discussants

*Robert J. Angell, North Carolina A&T
State University
Greg S. Kordecki, Clayton
State University*

**[AC2] PANEL: SARBANES-
OXLEY EIGHT YEARS
LATER**

11:30AM to 1:00 PM East Ballroom

Moderator

*Douglas E. Ziegenfuss, Old
Dominion University*

Panelist

*Randall R. Spurrier, Old
Dominion University*

**[EP4] WORKSHOP:
CONNECTING THEORY TO
PRACTICE: USING A
COMPREHENSIVE HANDS-
ON PROJECT TO PULL IT
ALL TOGETHER IN AN
INFORMATION SYSTEMS
COURSE**

11:30AM to 1:00 PM Arcadian 5

Coordinator

Paul L. Ewell, Virginia Wesleyan College

**[IT3] SECURITY,
RELIABILITY, AND BUDGET**

11:30AM to 1:00 PM Arcadian 6

Chairperson

Allen E. Smith, Francis Marion University

Master Data Management in 2010 as
Related to Enterprise Resource Planning
(ERP) Systems
*Gina M. Boff, California University
of Pennsylvania
Mark A. Reese, EWA, Inc.*

Documenting Access Rights Using the
CRUD Security Cube
*Michael R. Collins, High Point University
Dale L. Lunsford, University of
Southern Mississippi*

Reliability Assessment of a Survey
Instrument
*Ramesh M. Choudhari, South Carolina
State University
Shobha R. Choudhari, South Carolina
State University*

Discussants

*Sherrie Drye Cannoy, North Carolina
A&T State University
Mark A. Revels, Western
Kentucky University
Harry Katzan, Jr., Savannah
State University*

**[IT4] WORKSHOP: SKILLS
FOR XBRL: CREATING
FINANCIAL REPORTS WITH
XML**

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

Coordinators

*Gregory L. Krippel, Coastal
Carolina University*

*Joseph S. Russell, Coastal
Carolina University*

Leader

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

**[MG2] GLOBAL
MANAGEMENT**

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

Chairperson

Michael Hutkin, Roanoke College

Global Management - Curriculum vs
Reality

Michael Hutkin, Roanoke College

Corporate Social Responsibility and
Board Composition: A View from China.

*Heather Dixon-Fowler, Appalachian
State University*

*Jeremy B. Fox, Appalachian
State University*

*Joan Donohue, University of South
Carolina - Columbia*

Xiaoya Liang, Fudan University

Obstacles to Successful Management
Information System Implementation in
Conflict Zones

*John W. Mortimer, Coastal
Carolina University*

Discussants

*Timothy H. Burwell, Appalachian
State University*

*John W. Mortimer, Coastal
Carolina University*

Michael Hutkin, Roanoke College

**[MG3] PLANNING AND
STRATEGY**

11:30AM to 1:00 PM

West C

Chairperson

*Nicholas W. Twigg, Coastal
Carolina University*

Characteristics of Strategic Planning in
Small Manufacturing Firms

*Nabil A. Ibrahim, Augusta
State University*

*T. Marie Esposito, Augusta
State University*

Project Management: The Effects of
Technology on Management and
Leadership

*Paul R. Martin, Coastal
Carolina University*

*Nicholas W. Twigg, Coastal
Carolina University*

Understanding the Chaos Behind Chaos
Theory: So What's in it for Managers?

*Richard E. Crandall, Appalachian
State University*

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

Discussants

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

*Sudhir K. Chawla, Angelo
State University*

*Nicholas W. Twigg, Coastal
Carolina University*

**[MK3] MARKETING
POTPOURRI**

11:30AM to 1:00 PM

Waters Edge

Chairperson

Larry A. Lynch, Roanoke College

CRM Decision Support with Imprecise
Data

*Bel G. Raggad, Pace University
Manal A. Mastouri, U of Jandouba*

Examples of Happy Companies and the Value of the Five P's in the Marketing of Services

Heidi Dent, University of North Carolina - Pembroke

Christopher Ziemnowicz, University of North Carolina at Pembroke

Gender and Generational Differences in Perceptions of High Speed Internet Importance

Kurt Schimmel, Robert Morris University
Jeananne Nicholls, Kennesaw State University

Darlene Motley, Robert Morris University

Discussants

Carol S. Arnone, Frostburg State University

Norma Clifton, Roanoke College
Jan H. Lynch, Roanoke College

A Preliminary Analysis of the Nursing Problem in Rural North Carolina

Ajay K. Aggarwal, Millsaps College

Dinesh S. Dave, Appalachian State University

Michael J. Dotson, Appalachian State University

Joseph A. Cazier, Appalachian State University

Michael P. Lischke, Wake Forest University

Larry Freeman, Wake Forest University
Kay Herr, Wake Forest University

Discussants

Robert D. Nale, Coastal Carolina University

Michael Latta, Coastal Carolina University

[PS3] ISSUES IN THE NURSING PROFESSION IN RURAL AREAS

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

Chairperson

Robert D. Nale, Coastal Carolina University

Nurses' Perceptions of the Attraction to Working in Rural Areas

Michael J. Dotson, Appalachian State University

Dinesh S. Dave, Appalachian State University

Joseph A. Cazier, Appalachian State University

Ajay K. Aggarwal, Millsaps College

Larry Freeman, Wake Forest University
Kay Herr, Wake Forest University

Michael P. Lischke, Wake Forest University

[SR2] CASINOS AND GAMBLING

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

Chairperson

Richard J. Mills, Jr., Robert Morris University

The Impact of Macro-Economic Fluctuations: On Casino Revenues in Major U.S. Gaming Markets

Frank R. Flanegin, Robert Morris University

Stanko F. Racic, Robert Morris University

Denis P. Rudd, Robert Morris University

Economic Effect of Casino Gaming on the Pittsburgh Region

Discussants

Richard J. Mills, Jr., Robert Morris University

Patrick J. Litzinger, Robert Morris University

2:00PM

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

2:00PM to 3:30 PM West A

Chairperson

Wesley M. Jones, The Citadel

3:30PM

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

3:30PM to 5:00 PM West A

Chairperson

*Timothy H. Burwell, Appalachian
State University*

5:00PM

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

5:00PM to 5:30 PM West A

Chairperson

*Timothy H. Burwell, Appalachian
State University*

6:00PM

PRESIDENT'S RECEPTION

6:00PM to 7:30 PM

Beachcomber's

Sponsored by
Appalachian State University
Dr. Lorin A. Baumhover
Interim Provost and
Executive Vice Chancellor

Co-Sponsored by
Roanoke College
Dr. Christina D. McCart
Chairperson
Business Administration & Economics

Friday, October 8

7:30AM

REGISTRATION

7:30AM to 11:00 AM

Mezzanine West

**CONTINENTAL
BREAKFAST**

7:30AM to 7:45 AM

Mezzanine West

EXHIBITION

7:30AM to 1:00 PM

Mezzanine West

PLACEMENT

7:30AM to 11:00 AM

Mezzanine West

8:00AM

[E13] INNOVATIONS IN CURRICULUM

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

Chairperson

John L. Stancil, Florida Southern College

Concentrations in Information Systems
Degree Programs, a Case Study

Jerry Westfall, Liberty University

Are Community College Students Ready
to Take Online University Courses?

*Ray J. Blankenship, Western
Kentucky University*

*Phillip D. Coleman, Western
Kentucky University*

*John K. Atkinson, Western
Kentucky University*

Innovation - Implications for Business
Education

Charles R.B. Stowe, Lander University

Discussants

*Eileen Higgins, Frostburg
State University*

[EP5] EDUCATION AND TECHNOLOGY

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

Chairperson

Ali A. Nazemi, Roanoke College

Teaching in Web 2.0 Environment: Trials,
Tribulations & Triumphs

Ali A. Nazemi, Roanoke College

A Survey of Student Attitudes on

Plagiarism in Programming Courses

*Cheryl Aasheim, Georgia
Southern University*

*Lixin Li, Georgia
Southern University*

*Paige Rutner, Georgia
Southern University*

*Susan R. Williams, Georgia
Southern University*

Discussants

R. Daniel Spillman, Radford University

Ali A. Nazemi, Roanoke College

**[EP6] TUTORIAL:
REMOVING BARRIERS FOR
STUDENTS AND FACULTY
IN STUDY**

ABROAD

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

Presenter

*Sharynn M. Tomlin, Angelo
State University*

**[UR1] UNDERGRADUATE
RESEARCH**

8:00AM to 9:30 AM *Waters Edge*

Chairperson

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

Implementing a Degree Completion
Program at Coastal Carolina University

*Michael Latta, Coastal
Carolina University*

*Megan Preis, Coastal
Carolina University*

*Jessica L. Gunn, Coastal
Carolina University*

*Sean P. Mccawley, Coastal
Carolina University*

*Alyson F. Smolenski, Coastal
Carolina University*

*Shannon A. Molloy, Coastal
Carolina University*

Can the United States Replicate Canada's
Social-Welfare Policies to Reduce
Domestic Poverty?

*Mary R. Sullivan, University of North
Carolina - Pembroke*

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

Acquisition and Implementation of a
Student ID Card System

*Robin B. Kosoris, Georgia
Southern University*

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

Discussants

*Catherine L. Franssen, Randolph
Macon College
Shanan G. Gibson, East
Carolina University
Jonathan E. Lowry, University
of Cincinnati*

**[FI3] TOPICS IN
INVESTMENTS AND
PRICING**

8:00AM to 9:30 AM *East Ballroom*

Chairperson

Garrett D. Goggin, Babson College

The Illusion of Control: From Investment
to Management

*Shabnam Mousavi, Georgia
State University
Reza Kheirandish, Clayton
State University*

Assessing the Validity of Financial
Measures in Predicting the Riskiness of
Nasdaq Stocks During the Market
Downturn of Year 2008

*Victor Bahhouth, University of
North Carolina at Pembroke
Rebecca Gonzalez, University of
North Carolina - Pembroke
Roy Khoueiry, Notre Dame
University - Lebanon*

Search Engine Data in Relation to Asset
Prices

Garrett D. Goggin, Babson College

Discussants

*David A. Brat, Randolph-Macon College
Shabnam Mousavi, Georgia
State University
Reza Kheirandish, Clayton
State University*

**[MG4] MANAGEMENT
POTPOURRI**

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

Chairperson

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

Telework and Professional Isolation: The
Role of Social Networking

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

An Efficiency-Based Multicriteria
Strategic Planning Model for Ambulatory
Surgery Centers

*Herbert F. Lewis, Stony Brook University
Melissa A. Dolan, Stony Brook University
Thomas R. Sexton, Stony Brook University*
Medical Tourism Facilitators and Their
Strategic Behavior

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

Discussants

*Norma Clifton, Roanoke College
Lydia Gan, University of
North Carolina - Pembroke
Aimao Zhang, Georgia
Southern University*

[PS4] ISSUES IN ETHICS

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

Chairperson

*Dinesh S. Dave, Appalachian State
University*

Students' Attitudes Towards Business
Codes of Ethics: The Impact of Gender

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

Corporate Criminal Liability: A Review
and Discussion

*John P. Geary, Appalachian
State University
Dinesh S. Dave, Appalachian
State University*

Insider Trading at the Galleon Group:
Using Charm, Intelligence and Persistence
to Acquire and Illegally Use Inside
Information

*Joseph B. Gilmore, Frostburg
State University*

*Richard A. Johnson, Frostburg
State University*

Discussants

*Dinesh S. Dave, Appalachian
State University*

*Joseph B. Gilmore, Frostburg
State University*

*Nabil A. Ibrahim, Augusta
State University*

9:45AM

**[SP3] PANEL: THE
MAGELLAN EXCHANGE
AND OPPORTUNITIES FOR
STUDENTS TO STUDY AND
TAKE PART IN
INTERNSHIPS IN ANOTHER
COUNTRY**

9:45AM to 11:15 AM East Ballroom

Moderator

*Christopher Ziemnowicz, University of
North Carolina at Pembroke*

Panelists

Tori Patterson, Magellan Exchange

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

**[PC1] MBA STUDENT PAPER
COMPETITION**

8:00AM to 9:30 AM West C

Chairpersons

*Joan Donohue, University of South
Carolina - Columbia*

Michael Hutkin, Roanoke College

*Sam Y. Khoury, East
Carolina University*

*Nicholas W. Twigg, Coastal
Carolina University*

**[SP4] PANEL: ENHANCING
RESEARCH
OPPORTUNITIES: JOURNAL
EDITORS' VIEWS**

9:45AM to 11:15 AM West A

Moderator

*Dinesh S. Dave, Appalachian State
University*

*Robert D. Nale, Coastal Carolina
University*

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

*Charles B. Pfitzner, Randolph-Macon
College*

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

Marketing MBA Programs of Small Rural
Public Institution

*Daanish Dinyar Pestonjee, University of
North Carolina at Pembroke*

9:30AM

COFFEE

9:30AM to 10:00 AM

Mezzanine West

Sponsored by

The University of North Carolina
at Pembroke

Cammie Hunt-Oxendine
Acting Dean of the School of Business

**[AC3] ACCOUNTING
REGULATIONS**

9:45AM to 11:15 AM West B

Chairperson

John L. Stancil, Florida Southern College

Going Concern and Management Plans:
Management or Auditor Burden?

Maria L. Bullen, Clayton State University

*Greg S. Kordecki, Clayton
State University*

Incorporating Sustainability Into the Tax Code

John L. Stancil, Florida Southern College
Outsourcing Costs - An Accounting Challenge

Richard E. Crandall, Appalachian State University
Oliver J. Julien, Appalachian State University

Discussants

John L. Stancil, Florida Southern College
Maria L. Bullen, Clayton State University
Catherine L. Staples, Randolph-Macon College

[E14] WORKSHOP: TOOLS OF THE TEACHING TRADE: ITUNES, PODCASTS, YOUTUBE, FLUENT NEWS..NEED WE NAME MORE?

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

Coordinator

Ramin Cooper Maysami, University of North Carolina at Pembroke

Leader

William Wendt, University of North Carolina - Pembroke

[EP7] ASSESSMENT

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

Chairperson

Shabnam Mousavi, Georgia State University

Knowledge Management and Training Assessment: A Case Study at the Secondary Education Level

Mark A. Revels, Western Kentucky University

James Minor, Northcentral University

Making Your Assessment Process Go

Viral

Richard T. Symons, Ashland University

Raymond A. Jacobs, Ashland University

Exploring the Use of Rubrics for Student

Self-assessment in a Quantitative Course

Emma Jane Riddle, Winthrop University

Discussants

Sharon C. Gibbs, Roanoke College

Phillip D. Coleman, Western Kentucky University

Raymond A. Jacobs, Ashland University

[EP8] WORKSHOP: MAINTENANCE OF ACCREDITATION: TELLING YOUR AOL STORY

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

Coordinators

Randall Bandura, Frostburg State University

Paul Lyons, Frostburg State University

[IT5] THE INTERNET AND E-GOVERNMENT

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

Chairperson

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

Unfunded Mandates in the Internet Age: E-government and Rural Library Public Computing Centers

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

Chris Kadlec, Georgia Southern University

Jay M. Teets, Coastal Carolina University

Development and Implementation of a Web Based Decision Support Cost Estimator Tool for the Al-Sawaf Trading Company: A Case Study in Saudi Arabia

R. Daniel Spillman, Radford University

Mohammad K. Alsawwaf,

Radford University

From Stale to Spicy: A Remarkable

Recovery

Zhongxian Wang, Montclair State University

Discussants

Yong B. Shin, Francis Marion University
Michael R. Collins, High Point University
Nozar N. Hashemzadeh,
Radford University

**[QT2] QUANTITATIVE
ANALYSIS OF LOGISTICS
AND MANUFACTURING
SYSTEMS**

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

Chairperson

Harry Katzan, Jr., Savannah
State University

Incorporating Volume Weighting with
Exponential Smoothing of Irregular Data

Christopher M. Keller, East
Carolina University
John Francis Kros, East
Carolina University

Supply Tree or Supply Chain: Reduction
of Variation in Lead Time

Zachariah Dietz, Hamilton College
Qidong Cao, Winthrop University

Review and Reformulation of the
Maximum Availability Location Problem

Sanjay Mayadunne, University of
North Carolina Charlotte
Cem Saydam, University of North
Carolina - Charlotte

Hari K. Rajagopalan, Francis
Marion University

Discussants

Qidong Cao, Winthrop University
Cem Saydam, University of North
Carolina - Charlotte
John Francis Kros, East
Carolina University

**[PC2] PH.D. STUDENT
PAPER COMPETITION**

9:45AM to 11:15 AM

West C

Chairpersons

Joan Donohue, University of South
Carolina - Columbia

Nicholas W. Twigg, Coastal
Carolina University

Sam Y. Khoury, East Carolina University

Michael Hutkin, Roanoke College

An Analysis of South Carolina's Use of
Emerging Technologies for the
Remediation of Leaking Underground
Storage Tanks

Stephen Fields, George
Washington University
Jonathan Deason, George
Washington University

Entry Timing and Firm Survival in
Technology Evolutionary Environment

Ya You, University of Central Florida

Managing What You Measure: The Role
of Separate Utility Bills as Information
Influencing Behavioral Change for
Commercial Tenants

Catherine J. Noyes, Duke University
Shana M. Starobin, Duke University

11:15AM

COFFEE

11:15AM to 11:45 AM

Mezzanine West

Sponsored by
Randolph-Macon College
Department of Economics and Business
Dr. David Brat, Chair

11:30AM

[AC4] CURRENT ACCOUNTING ISSUES

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

Chairperson

Richard E. Crandall, Appalachian State University

A Case Study: Does the Promulgation of a "CPA" Designation Policy by the South Carolina Board of Accountancy, an Administrative Agency, Exceed the Statutory Authority of This State Administrative Agency

Brad R. Johnson, Francis Marion University

States That Ban Foreign CPAs from Their Mere Use of the Title "CPA" Deprive the Foreign CPA of Her Constitutional Guarantee of Freedom of Commercial Speech under the Central Hudson Inquiry: A Case Study - South Carolina

Discussants

John L. Stancil, Florida Southern College
Richard E. Crandall, Appalachian State University

[E15] LEARNING STYLES AND THE BRAIN

11:30AM to 1:00 PM West A

Chairperson

Eileen Higgins, Frostburg State University

Right Brain, Holistic Learning: Teaching Leadership Through Creative Drawing in a University Classroom

Martha M. Mattare, Frostburg State University

Paul Lyons, Frostburg State University

[EP9] ASSURANCE OF LEARNING AND ACTIVE LEARNING

11:30AM to 1:00 PM West C

Chairperson

Adel M. Novin, Clayton State University

Impact of the Assurance of Learning Standard on Students' Learning

Adel M. Novin, Clayton State University

Business Week: Supporting the Assurance of Learning Program

Robert T. Barrett, South Carolina State University

David J. Jamison, South Carolina State University

Marion R. Sillah, South Carolina State University

Learning Retention Rate and Active Learning

Kathleen W. Wates, University of South Carolina - Aiken

C. Michael Ritchie, University of South Carolina - Aiken

Discussants

William B. Pollard, Appalachian State University

Rick Weible, Marshall University

Adel M. Novin, Clayton State University

[FI4] CUSTOMER CHOICE, SATISFACTION AND BUSINESS VALUE

11:30AM to 1:00 PM East Ballroom

Chairperson

Wesley M. Jones, The Citadel

The Relationship Between Consumer Satisfaction Scores and Company Performance

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

Using Feedback Control Theory to Determine Optimal Number of Choices on a Shopping Website

Reza Kheirandish, Clayton State University

The Business Value of Cloud Computing

Harry Katzan, Jr., Savannah State University

Discussants

*Reza Kheirandish, Clayton
State University*

*Harry Katzan, Jr., Savannah
State University*

*Craig S. Galbraith, University of
North Carolina - Wilmington*

Statistical Software Price Modeling

Ajay K. Aggarwal, Millsaps College

*Dinesh S. Dave, Appalachian
State University*

Tabu Search Heuristics for the Dynamic
Facility Layout Problem

*Alan R. McKendall, West
Virginia University*

Wen-Hsing Liu, Texas Tech University

Discussants

Sam Y. Khoury, East Carolina University

*Nicholas W. Twigg, Coastal
Carolina University*

*Juan R. Jaramillo, Albany
State University*

**[MG5] ORGANIZATIONAL
BEHAVIOR AND THE
WORKPLACE**

11:30AM to 1:00 PM West B

Chairperson

Nancy J. Niles, Lander University

Greed, a Possible Explanation for the
Individual's Response to Overpayment?

*R. Eugene Hughes, East
Carolina University*

What is Workplace Bullying?

Nancy J. Niles, Lander University

An Exploratory Study of Substitutes for
Leadership and Organizational
Commitment

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

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

Discussants

*Robert D. Nale, Coastal
Carolina University*

*R. Eugene Hughes, East
Carolina University*

*Nabil A. Ibrahim, Augusta
State University*

**[QT3] WORKSHOP:
REVISING BUSINESS
STATISTICS TO
ACCOMMODATE THE
EMERGENCE OF BUSINESS
ANALYTICS**

11:30AM to 1:00 PM Arcadian 6

Coordinator

*Robert L. Andrews, Virginia
Commonwealth University*

Leaders

*Joan Donohue, University of South
Carolina - Columbia*

*Dmitriy Nesterkin, Coastal
Carolina University*

**[PO2] MODELING
STRATEGIES IN POM**

11:30AM to 1:00 PM Waters Edge

Chairperson

Kurt Schimmel, Robert Morris University

The Single Green Vehicle Routing
Problem

*Juan R. Jaramillo, Albany
State University*

~Friday, October 8~

1:00PM

PRESIDENT'S LUNCH

1:00PM to 2:30 PM

Dunes Ballroom

**GRADUATE STUDENT
PAPER AWARD
PRESENTATION**

1:00PM to 2:30 PM

Mezzanine West

Sponsored by
The University of North Carolina
at Pembroke
Cammie Hunt-Oxendine
Acting Dean of the School of Business

Message from the Program Chair

On behalf of the council, officers, and program committee, I would like to welcome you to the 46th Annual Meeting of the Southeastern Chapter of the Institute for Operations Research and the Management Sciences (SE INFORMS). I hope this year's meeting is a pleasant and worthwhile experience for you. It has been an honor to serve as your 2010 Program Chair and I thank the SEINFORMS Council for their confidence in appointing me.

The energy surrounding our annual meeting comes from the opportunity to renew old acquaintances and to meet new colleagues from universities, governments, businesses, and other organizations. I encourage you to pursue these connections, but also to encourage other colleagues to join us in future years.

Everyone is invited to attend the business meeting which is scheduled from 5:00 to 6:00 p.m. on Thursday. This inclusive meeting provides a forum for you to both learn more about the operations of Southeast INFORMS and present your opinions regarding our future direction. Our program committee will be formally recognized at the Business Meeting. Please join us to thank them for all their work. The meeting is followed by the President's reception at 6:00. Here you can socialize and relax with colleagues in a collegial environment while enjoying a variety of fine foods and drinks.

Our President's luncheon on Friday will conclude this year's meeting. Please plan to attend and help me recognize our officers as well as the winners of the student paper competition and the authors of outstanding papers. Also this year, our President's luncheon will feature a special speaker, Douglas Samuelson, who will be speaking on "Why Smart Managers Do Stupid Things".

As always, many individuals and organizations have provided the support necessary to ensure that this meeting will be a success. I would like to thank my fellow officers, Tim Burwell, Ali Nazemi, and Shanan Gibson who have answered many questions and provided important advice and assistance; the track chairs who have provided all of the necessary support to bring you well thought-out, organized tracks; and the judges in the student paper competition who contribute significant time and energy reviewing and judging papers and presentations. I also want to thank all of you who have developed and presented special sessions. These sessions give all of us a chance to explore new ideas and discuss our own thoughts and ideas with colleagues.

Many generous organizations provided the financial resources necessary to make this conference comfortable and enjoyable. I would like to start by thanking Bill Franz, Provost at Randolph-Macon College, for providing me the support necessary to perform my duties as Program Chair. Additionally, I offer my thanks to Randolph-Macon College for supplying two students to assist with the daily registration duties. Great and sincere thanks to Al Avery who has responded to countless questions and provided invaluable support. This program and our proceedings would be nearly impossible without his assistance; certainly, the role of Program Chair would be much harder. Finally, I would especially like to thank my colleagues Chuck Leska, for his invaluable

assistance in preparing for this conference and George Lowry for his advice and counsel. Their efforts, attention to detail, and dedication have enabled us to enjoy a conference of very high quality.

Numerous other schools and organizations also provided financial support. You can find a list of our sponsors on the pages of this program. Specifically, they include Appalachian State University, Coastal Carolina University, NOVA Southeastern University, Roanoke College, and The University of North Carolina at Pembroke. Their support makes it possible to offer travel scholarships for all student paper entrants and generous cash prizes for the top student authors. Please take a moment to personally thank our sponsors.

Finally, I would like to thank you, the individual participants, who actually make these meetings happen. I urge you all to sit in on as many sessions as possible and to participate in the meeting to its fullest. If you learn something new, renew an old acquaintance, or meet some new colleagues by the time you leave, the conference will have been a success.

Enjoy the conference!

Yours sincerely,

Ed Showalter
2010 Program Chair

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C: Session Chair, D: Discussant

M: Meeting participant

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