

# SEINFORMS

## Call For Papers

Southeastern Chapter of INFORMS  
Hilton Myrtle Beach Resort  
Myrtle Beach, South Carolina  
October 4-5 , 2018

Papers and proposals, symposiums, tutorials, and workshops are invited across any/all topics related to business, Information Technology (IT), and analytics, and on innovative methods of teaching. Submissions by practitioners on techniques and applications are especially welcome.

### SEINFORMS uses an electronic submission process.

To submit your paper, proposal, symposium, tutorial, or workshop for the 2018 Annual Meeting, go to the **SEINFORMS web site** at <http://www.southeastinforms.org> and follow the online instructions.

**AWARD OPPORTUNITY:** SEINFORMS will offer "Best Papers for the Conference". Best papers will be fast-tracked for consideration for publication in the International Journal of Electronic Marketing and Retailing, the Virginia Economic Journal, The Journal of Service Sciences, or the Coastal Business Journal as deemed appropriate. To qualify for the award completed papers must be submitted before June 15<sup>th</sup>, 2018, presented at the 2018 SEINFORMS Conference, and included in the conference Proceedings.

### Submission deadlines:

**The first deadline is June 15<sup>th</sup>:** consideration for proceedings publication and BEST PAPERS Awards, open for completed papers;

**The second deadline is July 15<sup>th</sup>:** consideration for proceedings publication, open for both completed paper and extended abstract.

Full details of the submission and presentation guidelines are at <http://www.southeastinforms.org>.

Questions concerning the electronic submission process can be directed to the Program Chair:  
Michelle Liu, 2018 SEINFORMS Program Chair  
Email: [xliu@marymount.edu](mailto:xliu@marymount.edu)

**Participant Obligation:** The submission of a paper or paper proposal for this meeting means that the author(s) agree to participate in the meeting by serving as session chairs and discussants if needed. Only those authors who register to attend the meeting in advance of the publication date will have their papers published in the Proceedings.

**Student Paper Competitions:** Students are encouraged to submit papers to the **Graduate Student Paper Competition** or **Faculty Sponsored Undergraduate Research** track. Student papers are eligible for their own set of rewards and recognition. Completed papers may be submitted through the SEINFORMS web page at <http://www.southeastinforms.org>. The submission deadline for student papers is **JULY 15, 2018**.

**Symposiums, Tutorials, and Workshops:** Proposals for special sessions should include a description of the session, names and affiliations of all participants, and the proposed benefit of the session to members. It is the responsibility of the session leader to assure that the scheduled participants attend the meeting. A one-page summary of each special session

will appear in the Proceedings. **Special session proposals should be at least two pages long outlining the details of the symposium, tutorial, or workshop.** General Instructions apply to special session submissions.

**Placement Service:** SEINFORMS will offer a free placement service listing both positions and applicants. Please contact John O'Malley, Placement Service Coordinator for further information: jomalley@georgiasouthern.edu.

## SEINFORMS 2018 Track Chairs

### ACCOUNTING

Douglas Ziegenfuss, Old Dominion University

### BUSINESS ANALYTICS AND INTELLIGENCE

Cheryl Aasheim, George Southern University

### DISTANCE EDUCATION

Uma Gupta, SUNY Buffalo State

### FINANCE AND ECONOMICS

Reza Kheirandish, Clayton State University

### HOSPITALITY/ SPORTS/ TOURISM/ RECREATION

Bomi Kang, Coastal Carolina University

### INFORMATION TECHNOLOGY/ DSS/ CYBERSECURITY

John O'Malley, George Southern University

### INNOVATIVE EDUCATIONAL PRACTICE

Ed Showalter, Randolph Macon College

### MANAGEMENT / HEALTH CARE MANAGEMENT

Lissa Velazquez, Roanoke College

### MARKETING

Michael Latta, Coastal Carolina University

### OPERATIONS, LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Cynthia Knott, Marymount University

### PUBLIC SECTOR SOCIAL AND ETHICAL ISSUES

Sara Kiser, Alabama State University

### GRADUATE STUDENT PAPER COMPETITION

(Ph.D. and Masters)

Patrick Olson, National University

### FACULTY SPONSORED UNDERGRADUATE RESEARCH

Donna Schaeffer, Marymount University

### PLACEMENT SERVICE COORDINATOR

John O'Malley

Georgia Southern University

### QUESTIONS AND CORRESPONDENCE CAN BE SENT TO THE PROGRAM CHAIR

Michelle Liu, PhD  
Marymount University, Department of IT,  
Cybersecurity and Data Science  
2087 N. Glebe Rd., Arlington, VA 22207  
Office Phone: 703.284.5937  
xliu@marymount.edu

### GRADUATE STUDENT PAPER COMPETITION

- Each accepted graduate student paper will be eligible to receive a **\$100.00** Joanna Baker Memorial Travel Scholarship for the year 2018. (Only one travel scholarship will be awarded for a paper with multiple authors.)
- Prizes will be awarded based on both the paper and the presentation at the conference. Be sure to clearly identify the paper as submitted to the Graduate Student Paper Competition.