THIRTY-NINTH ANNUAL MEETING

February 29 – March 3, 2012

FEDERATION OF BUSINESS DISCIPLINES
(Formerly Southwestern Federation of Administrative Disciplines)

National and International Constituency

Compiled and Edited by Larry Garner
Texas A & M University – Central Texas

With special thanks to the 2012 FBD Association Program Chairs

and to

MI Printing
www.miprinting.net
In Memory of Dr. Sam J. Bruno

Dr. Sam Bruno, who served as Executive Director of the Federation of Business Disciplines until 2009, passed away on Tuesday, August 23, 2011, after a three-year battle with leukemia.

Sam played a seminal role during the early years of the Southwestern Federation of Administrative Disciplines (the original name of the organization now known as FBD) as part of a group who in 1973 organized a regional group of academicians promoting research in business. Sam continued in leadership roles during the remainder of the 1970’s and was named the organization’s first Executive Director in 1981. He served in that capacity until 2009, thus contributing 36 years of continuous leadership to ensure FBD remained a viable organization. He guided the Board’s decision making to ensure the organization provides valuable faculty development and research dissemination opportunities for academics at all stages of their careers. SWFAD and later FBD evolved into a premier multidisciplinary platform for advancing business knowledge and practices, developing new standards of educational excellence and encouraging intellectual and social interchange among academicians and university administrators. It was through his never-failing leadership and stability that the organization remained vibrant and strong. At the time Sam stepped down as Executive Director, another long-time member of SWFAD/FBD noted, “There was a young man who lived in Houston. He had so many associations he didn’t know what to do! So he gave them some leadership, Texas style, and he whipped them all soundly into the Federation.” For over 35 years Sam provided the glue to hold the organization together; he provided the vision to keep it moving forward; he kept a “diverse ship” from going off course or sinking.

Sam was a dear friend, mentor, and source of counsel for many individuals who have served in various capacities of FBD offices throughout the decades. Lou Pelton, FBD president in 2002-2003, shared the following observations, “barely five feet tall, Sam was a giant among men; he was bestowed a gift of goodness, integrity, and unwavering passion to humankind. His infectious enthusiasm, warm smile and gentle demeanor are characteristics that I will always cherish and remember.”

Sam’s contributions to the continued success of FBD are truly immeasurable. Through great personal sacrifice over 30+ years, Sam guided an organization that has touched tens of thousands of academicians across the region, the nation, and the world. The role of Executive Director of an all-volunteer organization composed of numerous smaller organizations is challenging 365 days a year. Add to this challenge the reality of a constant rotation of officers in each of the organizations and a Board of Directors with a 50% turnover each year, and the challenges increase exponentially.

When meeting to turn over Executive Director files to me, Sam looked me in the eye and said, “the job is truly a labor of love,” and further described how his immediate family had also provided support for his labor of love over the decades. Sam set the bar high, and we have the challenge of carrying forward his work to ensure FBD remains strong and viable far into the future. No one will ever truly fill his shoes or replace him. We will truly miss our dear friend and mentor. Our hearts are filled with sorrow, and our deepest sympathy goes out to his wife of 45 years, Joan, their children Chad, Felicia, and Scott, and the extended Bruno family.

Betty Kleen, FBD Executive Director

Visit us at FBDonline.org
If your organization or school is interested in sponsoring a function at FBD in Albuquerque in 2013, please contact the FBD Executive Director.
40th Annual Conference
March 12 - 16, 2013
Albuquerque Convention Center
Albuquerque, New Mexico

♦♦♦

41st Annual Conference
March 11 - 15, 2014
Sheraton Dallas
Dallas, Texas

♦♦♦

42nd Annual Conference
March 10 - 14, 2015
Hyatt Regency Hotel
Houston, Texas

For more information visit

FEDERATION OF BUSINESS DISCIPLINES
Website:
http://www.fbdonline.org
The FBD Gratefully Acknowledges the Support of the Following Exhibitors:

McGraw-Hill Higher Education

Wiley Publishing

Cengage Publishing

Routledge (Taylor & Francis) Publishing

Links-Simulations

Interpretive Simulations

Becker Professional Review

Beta Gamma Sigma

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

* Please let exhibitors know how much we appreciate their presence and continued support!
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A warm welcome to all 2012 FBD participants!

As we return to New Orleans for the first time since our meeting in 2001, use this opportunity to reconnect with this dynamic city. The stage is set for opportunities to live up to our motto: “Multiple perspectives, single vision.”

Check the exhibits by our vendors and participate in the raffles at the FBD coffee breaks. Be sure to place your raffle ticket in the drawing box and be present to win one of the prizes awarded at the coffee breaks. No hints but the prizes might be electronic!

**Meet and Greet Social** - From 5:30 to 7:00 p.m. on Thursday in the exhibits area join us for a Meet and Greet Social. Here is a chance to talk with fellow attendees across disciplines, to meet colleagues from other schools, and to network with new people. Join us for light refreshments. A limited number of free drinks will be available followed by a cash bar. Musical background will be provided by musicians from the New Orleans area.

This year’s program was planned by FBD Vice President and General Program Chair, Larry Garner, along with the ten association program chairs. You will find many sessions of interest across all disciplines.

If you have not attended an FBD meeting before, your registration for FBD and at least one of the ten associations entitles you to attend sessions offered by all ten associations. The only restriction relates to meetings connected with meal functions which are designed for members of the particular associations. For example, you can register for FBD and the Southwest Academy of Management and then attend sessions of the American Accounting Association, Southwest Region, or the Southwestern Finance Association. If you are presenting in more than one association, you need to register for each association in which you present as well as pay the $75 FBD registration fee.

All of the FBD officers and FBD Executive Director Betty Kleen have been involved in the planning of this event. We look forward to meeting with you and to making the 39th Annual meeting in New Orleans from February 29-March 3, 2012, one of the best ever.

**Marsha L. Bayless,**
President
Federation of Business Disciplines
Welcome to the 39th Federation of Business Disciplines Annual Conference and to the Crescent City of New Orleans.

It has been ten years since FBD/SWFAD was last held in New Orleans, and we are happy and excited to be back. The city has suffered from hurricanes but has rebounded to again be the jewel that it has long been.

The conference program promises to be a great and exciting event. The ten association, societies, and academies that constitute the federation have each planned dynamic, intellectually challenging and stimulating programs. There will be two-hundred eighty-four sessions, workshops, consortiums, business meetings, and receptions. Some seven hundred papers will be presented. FBD will host its Annual Awards and Recognition Reception and Banquet on Wednesday evening.

Other program highlights include our exhibitors in the Napoleon Exposition Hall. These include textbook publishers and vendors of academic support materials. Be sure to visit them. Door prizes will also be given at each of the morning and afternoon coffee breaks. Thursday evening in the exposition hall is our Meet & Greet, the perfect time to connect with conference friends.

I want to offer my thanks to the Program Chairs of the member organizations for all the hard work they have put in to make the conference possible. Also, to extend my congratulations to those recognized for their outstanding scholarship papers and their contributions to higher education.

While in New Orleans be sure to enjoy its wonderful restaurants and varieties of food. From the very casual coffee and beignets, poor boys, and gumbo, to elegant Creole, French, and Italian, the foods of New Orleans are sumptuous.

The city also has some wonderful museums. The New Orleans Museum of Art and the National World War II Museum should not be missed. The Museum of Art is free on Wednesdays.

The French Quarter, which begins a short walk from the hotel is full of wonderful old architectural gems, shops restaurants, and music venues. Speaking of music the city is noted for its own unique contributions to jazz. You will also find Cajun zeydec and rhythm and blues.

So whether you walked back to New Orleans, took a paddle boat steamer, rode the train they call the City of New Orleans, flew in on a jet plane, or simply drove your car, you are in for a wonderful conference and an enjoyable time in the Crescent City.

Larry Garner
Vice President and General Program Chair
Federation of Business Disciplines
The Federation of Business Disciplines is pleased to recognize the recipients of the 2012 McGraw-Hill Distinguished Paper Awards

**Academy of International Business, U.S. Southwest Chapter**

*Firm-Level Attributes and Performance of Micro-Finance Institutions*
Ali Ashraf, University of New Orleans
M. Kabir Hassan, University of New Orleans

**American Accounting Association, Southwest Region**

*An Examination of the Relative Deterrent Effects of Legislated Consequences on Attitudes about Financial Fraud: A Policy Capturing Approach*
Joseph C. Ugrin, Kansas State University
Stacy E. Kovar, Kansas State University
John M. Pearson, Southern Illinois University – Carbondale

**Association for Business Communication, Southwestern U.S.**

*Status Update--We’ve Got a Problem: Leadership Communication in the Age of Social Media*
En Mao, Nicholls State University
Marilyn Macik-Frey, Nicholls State University
Laura Lott Valenti, Nicholls State University

**Association of Business Information Systems**

*Online Course Design – An Analysis of Student Feedback Related to Quality Matters™ Standards*
Betty A. Kleen, Nicholls State University
Lori Soule, Nicholls State University

**Association of Collegiate Marketing Educators**

*Change And Stability Management As A Source Of Competitive Advantage For Organizations*
Jorge Humberto Mejia, Autonomous Technological Institute of Mexico

**Decision Sciences Institute, Southwest Region**

*The Impact of Culture, Gender, and Age on Employee Perceptions of Individual and Organizational Commitment to the Green Movement*
Lillian Y. Fok, University of New Orleans
Susan M. L. Zee, Southeastern Louisiana University
Daisy Fok, University of Southern California
Sandra J. Hartman, University of New Orleans
Southwest Academy of Management

Is there a trinity of Knightian uncertainty, innovation and control strategies?

Jan Schlueter, RWTH Aachen University

Southwest Case Research Association

A Downtown Stadium for the Augusta GreenJackets Baseball Team

Simon Medcalfe, Augusta State University

Southwestern Finance Association

An Equilibrium Model with Buy and Hold Investors

Tao Wu, Illinois Institute of Technology

Southwestern Society of Economists

A Financial Profile of those Firms that Significantly Increased Executive Compensation Packages in a Period of Economic Recession and the Effects of Those Increases on the Value of the Firm

Adnan Daghestani, Barry University
Anne Fiedler, Nova University
Bruce C. Payne, Barry University
The Federation of Business Disciplines is pleased to recognize the recipients of the

2012 Federation of Business Disciplines
Outstanding Educator Awards

American Accounting Association, Southwest Region

Roselyn Morris, Texas State University-San Marcos

Association for Business Communication, Southwestern U.S.

Marcel M. Robles, Eastern Kentucky University

Association of Business Information Systems

Marcel M. Robles, Eastern Kentucky University

Association of Collegiate Marketing Educators

Maxwell Hsu, University of Wisconsin-Whitewater

Decision Sciences Institute, Southwest Region

Kai Koong, University of Texas at Pan American

Southwest Academy of Management

S. Gayle Baugh, University of West Florida

Southwest Case Research Association

Alex Sharland, University of South Alabama

Southwestern Finance Association

John D. Stowe, Ohio University

Southwestern Society of Economists

Marshall Horton, Ouachita Baptist University
### Breakfasts, Luncheons, Dinners, Meetings & Receptions

**Wednesday, February 29, 2012**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 p.m. - 7:30 p.m.</td>
<td><strong>Federation of Business Disciplines</strong> Award and Recognition Reception (By Invitation/Additional Fee Only)</td>
</tr>
<tr>
<td>Napoleon B-1, 3&lt;sup&gt;rd&lt;/sup&gt; floor</td>
<td></td>
</tr>
<tr>
<td>7:30 p.m. - 9:30 p.m.</td>
<td><strong>Federation of Business Disciplines</strong> Award and Recognition Dinner (By Invitation/Additional Fee Only)</td>
</tr>
<tr>
<td>Napoleon B-2, 3&lt;sup&gt;rd&lt;/sup&gt; floor</td>
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</tbody>
</table>

**Thursday, March 1 2012**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>7:00 a.m. - 8:15 a.m.</td>
<td><strong>Southwest Academy of Management</strong> Officer’s Meeting and Breakfast (SWAM Officers Only)</td>
</tr>
<tr>
<td>Ellendale, 4&lt;sup&gt;th&lt;/sup&gt; floor</td>
<td></td>
</tr>
<tr>
<td>7:15 a.m. – 7:45 a.m.</td>
<td><strong>Southwest Case Research Association</strong> Past Presidents Meeting (SWCRA Past Presidents Only)</td>
</tr>
<tr>
<td>Nottoway, 4&lt;sup&gt;th&lt;/sup&gt; floor</td>
<td></td>
</tr>
<tr>
<td>7:45 a.m. – 9:00 a.m.</td>
<td><strong>Southwest Case Research Association</strong> Breakfast and Business Meeting (SWCRA Members Only)</td>
</tr>
<tr>
<td>Nottoway, 4&lt;sup&gt;th&lt;/sup&gt; floor</td>
<td></td>
</tr>
<tr>
<td>7:30 a.m. – 8:30 a.m.</td>
<td><strong>Decision Sciences Institute, Southwest Region</strong> Officers and Directors Meeting (SWDSI Officers and Directors Only)</td>
</tr>
<tr>
<td>Crescent, 4&lt;sup&gt;th&lt;/sup&gt; floor</td>
<td></td>
</tr>
<tr>
<td>7:30 a.m. – 8:30 a.m.</td>
<td><strong>Southwestern Finance Association</strong> Doctoral Student Luncheon (registered SWFA doctoral students only)</td>
</tr>
<tr>
<td>Oak Alley, 4&lt;sup&gt;th&lt;/sup&gt; floor</td>
<td></td>
</tr>
<tr>
<td>10:00 a.m.-10:30 a.m.</td>
<td><strong>FBD Coffee Break</strong></td>
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<tr>
<td>Napoleon Exposition Hall</td>
<td></td>
</tr>
<tr>
<td>12:00 p.m. – 1:15 p.m.</td>
<td><strong>Southwestern Finance Association</strong> Executive Committee Meeting (SSE Executive Committee members only)</td>
</tr>
<tr>
<td>Oak Alley, 4&lt;sup&gt;th&lt;/sup&gt; floor</td>
<td></td>
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<tr>
<td>3:00 p.m.-3:30 p.m.</td>
<td><strong>FBD Coffee Break</strong></td>
</tr>
<tr>
<td>Napoleon Exposition Hall</td>
<td></td>
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<tr>
<td>5:30 p.m. – 7:00 p.m.</td>
<td><strong>Southwestern Finance Association</strong> Reception (off-site) (SWFA members only)</td>
</tr>
<tr>
<td>Crescent City Brewhouse</td>
<td></td>
</tr>
<tr>
<td>5:00 p.m. – 6:00 p.m.</td>
<td><strong>Southwestern Society of Economists</strong> Executive Committee Meeting (SSE Executive Committee members only)</td>
</tr>
<tr>
<td>Ellendale, 4&lt;sup&gt;th&lt;/sup&gt; floor</td>
<td></td>
</tr>
<tr>
<td>5:30 p.m. - 7:00 p.m.</td>
<td><strong>Federation of Business Disciplines</strong> Meet and Greet Social (for all conference participants)</td>
</tr>
<tr>
<td>Napoleon Exposition Hall</td>
<td></td>
</tr>
</tbody>
</table>
BREAKFASTS, LUNCHEONS, DINNERS, MEETINGS & RECEPTIONS

Friday, March 2, 2012

7:00 a.m. – 9:00 a.m.  Southwestern Finance Association
Ellendale, 4th floor
Board Meeting (SWFA Board Members only)

7:00 a.m. – 8:30 a.m.  American Accounting Association
Nottoway, 4th floor
Annual Breakfast and Business Meeting (AAA members only)

7:30 a.m. – 8:30 a.m.  Association of Business Communications – Southwestern U.S.
Oak Alley, 4th floor
and Association of Business Information Systems
Joint Breakfast (ABC-SWUS and ABIS Members Only)

7:30 a.m. – 8:30 a.m.  Association for Collegiate Marketing Educators
Borgne, 3rd floor
ACME Breakfast and Special Time (ACME members only)

8:00 a.m. – 10:00 a.m. Southwestern Society of Economists
Napoleon B-3
Annual Business Breakfast Meeting (SSE members only)

10:00 a.m.-10:30 a.m.  FBD Coffee Break
Napoleon Exposition Hall

12:00 p.m. – 3:00 p.m. Academy of International Business, U.S. Southwest Chapter
Oceana Grill (off-site)
Luncheon (AIB-SW Members only-RSVP required)

11:30 a.m. – 1:00 p.m. American Accounting Association,–Southwest Region
Palace Café (off-site)
Luncheon and Business Meeting (AAA-SW members only)

12:00 p.m. – 1:45 p.m. Southwestern Finance Association
Oak Alley, 4th floor
Luncheon and Business Meeting (SWFA members only)

12:00 p.m. – 1:15 p.m. Association for Collegiate Marketing Educators
Nottoway, 4th floor
ACME Luncheon and Business Meeting (ACME members only)

3:00 p.m. – 3:30 p.m.  FBD Coffee Break
Napoleon Exposition Hall

6:30 p.m. - 8:00 p.m.  Southwest Academy of Management
Borgne, 3rd Floor
Annual Reception (SWAM members only)

Saturday, March 2, 2012

8:30 a.m. - 10:30 a.m.  Southwest Academy of Management
Napoleon B-1
Saturday Survivors’ Breakfast (SWAM members only)

8:00 a.m.-11:30 a.m.  Federation of Business Disciplines
Borgne, 3rd Floor
Breakfast and Meetings (FBD 2012 Program Chairs, Board and
Officers)
## Annual Business Meetings

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
</table>
| FBD 2010-2011 Board of Directors           | Wednesday, February 29, 2012  
2:00 p.m. – 5:00 p.m.  
Borgne (3rd floor) |                           |                |
| FBD 2012 New Program Chairs                | Saturday, March 3, 2012  
8:00 a.m. – 9:00 a.m.  
Borgne (3rd floor) |                           |                |
| FBD 2011-2012 Board of Directors           | Saturday, March 3, 2012  
9:00 a.m. – 11:00 a.m.  
Borgne (3rd floor) |                           |                |
| Academy of International Business          | Thursday, March 1, 2012  
5:15 p.m. – 6:30 p.m.  
Bayside A (4th floor) |                           |                |
| American Accounting Association – Southwest Region | Friday, March 1, 2012  
7:00 a.m. – 8:30 p.m.  
Nottoway (4th floor) |                           |                |
| Association for Business Communication     | Thursday, March 1, 2012  
3:30 p.m. – 5:00 p.m.  
Salon 817 (8th floor) |                           |                |
| Association of Business Information Systems| Thursday, March 1, 2012  
8:30 a.m. – 10:00 a.m.  
Salon 816 (8th floor) |                           |                |
| Association of Collegiate Marketing Educators | Friday, March 2, 2012  
12:00 p.m. – 1:15 p.m.  
Nottoway (4th Floor) |                           |                |
| Decision Sciences Institute - Southwest Region | Thursday, March 1, 2012  
3:30-5:00 p.m.  
Oak Alley (4th Floor) |                           |                |
| Southwest Academy of Management            | Friday, March 2, 2012  
5:15 p.m. – 6:15 p.m.  
Maurepas (3rd Floor) |                           |                |
| Southwest Case Research Association        | Thursday, March 1, 2012  
7:45 a.m. – 9:00 a.m.  
Nottoway (4th Floor) |                           |                |
| Southwestern Finance Association           | Friday, March 2, 2012  
12:00 p.m. – 1:30 p.m.  
Oak Alley (4th Floor) |                           |                |
| Southwestern Society of Economists         | Friday, March 2, 2012  
8:00 a.m.-10:00 a.m.  
Napolean B-3 (3rd Floor) |                           |                |
The FBD Meeting
The thirty-ninth annual meeting of the Federation of Business Disciplines (formerly Southwestern Federation of Administrative Disciplines) takes place on February 29 – March 3, 2012, in New Orleans, Louisiana. The Sheraton Hotel serves as the conference Headquarters Hotel.

The Federation of Business Disciplines (FBD) is a highly successful multi-disciplinary, non-profit, volunteer-driven organization. FBD is one of the largest, most prestigious annual meetings for those disciplines common to business administration. As a major force for business educators, the FBD presently includes academic associations that share common goals to:

- Promote high-quality teaching, research and services
- Encourage excellence through peer evaluation of scholarly work
- Recognize outstanding achievement of members
- Increase diversity and encourage multi-disciplinary interaction
- Provide social and professional opportunities for networks of scholars
- Facilitate faculty placement

2012 FBD Headquarters Hotel
The Sheraton New Orleans, near the historic French Quarter, is serving as the Headquarters Hotel.

Special Accommodations
Any individual who requires special accommodations for a specific disability should contact the Sheraton Hotel at least two weeks prior to the conference.

FBD Distinguished Paper Awards
Distinguished Paper Awards are being sponsored by McGraw-Hill to recognize the outstanding papers submitted for presentation at the FBD meeting. Authors of these papers will receive plaques at a special FBD awards and recognition dinner.

FBD Outstanding Educator Awards
Outstanding Educator Awards are being sponsored by the Federation of Business Disciplines to recognize those educators who have been identified as truly outstanding in their teaching and related efforts that contribute to student learning. Award winners will receive plaques at a special FBD awards and recognition dinner.
Purpose of FBD
Founded in 1973 as the Southwestern Federation of Administrative Disciplines, FBD has become one of the largest annual meetings for those disciplines common to business administration. Recognizing that the 21st century poses new challenges and opportunities in business education, research and practice, the federation fosters global outreach among scholars in the disciplines common to business administration. FBD’s mission is: To bring a new measure of excellence by emphasizing quality and cutting-edge research, identifying new approaches and ideas, and examining issues that confront the ever-changing teaching and learning environments in various disciplines of business.

FBD Organization
Within the constitution and bylaws, FBD is governed by a Board of Directors, which is comprised of two representatives from each association of the Federation. The Board of Directors elects a President, Vice President, and Secretary-Treasurer. The many activities of the Federation are planned and developed through its various standing and ad hoc communities.

Pre-Registration
FBD conducts a pre-registration for the Federation as a whole during December, January, and February as a service to member associations. To pre-register, please see www.fbdonline.org.

Registration
The registration area is located on the third floor in the Napoleon Ballrooms C & D at the back of the exhibits area. Participants may register on-site or pick up conference materials (name badges, receipts, programs/proceedings, etc.) at the registration area. Registration hours are:

- Wednesday, February 29: 11:00 a.m. - 5:30 p.m.
- Thursday, March 1: 8:00 a.m. - 5:00 p.m.
- Friday, March 2: 8:00 a.m. - 4:00 p.m.
- Saturday, March 3: 7:30 a.m. – 9:00 a.m.

(Saturday registration is located outside the FBD Board meeting room, Borgne 3rd floor)

All conference attendees/presenters/participants must register for the conference. The registration fee is comprised of two fees. A $75 FBD registration fee is paid only once by all participants, regardless of the number of association registrations. Each participant must also pay a registration fee to at least one association which entitles the registrant to receive all association conference materials and attend events of that association. Conference participants may register for multiple associations. Some of the FBD associations offer students reduced membership dues.

2012 Association Registration Fees (In addition to the $75 Required FBD Fee)*

<table>
<thead>
<tr>
<th>Association Name</th>
<th>Fee</th>
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<tbody>
<tr>
<td>Academy of International Business, Southwest Region</td>
<td>$75.00</td>
</tr>
<tr>
<td>American Accounting Association, Southwest Region</td>
<td>$110.00</td>
</tr>
<tr>
<td>Association for Business Communication, Southwest Region</td>
<td>$40.00</td>
</tr>
<tr>
<td>Association of Business Information Systems</td>
<td>$50.00</td>
</tr>
<tr>
<td>Association of Collegiate Marketing Educators</td>
<td>$90.00</td>
</tr>
<tr>
<td>Decision Sciences Institute, Southwest Region</td>
<td>$45.00</td>
</tr>
<tr>
<td>Southwest Academy of Management</td>
<td>$75.00</td>
</tr>
<tr>
<td>Southwest Case Research Association</td>
<td>$65.00</td>
</tr>
<tr>
<td>Southwestern Finance Association</td>
<td>$60.00</td>
</tr>
<tr>
<td>Southwestern Society of Economists</td>
<td>$49.00</td>
</tr>
</tbody>
</table>

*Note: Some associations include a charge for, or have an optional subscription to a journal or papers and proceedings. Some associations offer student discounts. Onsite registration for FBD and some associations may be higher.
Value for Your FBD Fee
As all business academicians recognize, various costs are involved in any professional association endeavor. FBD is no exception. Your registration fee is used to cover a variety of operating costs incurred by the organization. This list details how the FBD fee is used in serving the FBD associations. These costs are often subsidized by an FBD officer’s college, university or professional association. The FBD $75 registration fee remains one of the lowest for any professional association. Contact the FBD Secretary-Treasurer for more details.

- **Pre-registration and On-site Registration Activities.** FBD absorbs the costs of pre-registration, including preparing and printing all registration materials (e.g., name badges, receipts, event tickets, etc). On-site registration costs include materials (e.g., badge holders), processing needs (e.g., internet connectivity and booth setup), staff personnel, security, and transportation costs.

- **Placement Services.** FBD covers the costs of placement services, including materials transportation, copying and printing, staffing, and other miscellaneous related expenditures.

- **Exhibitors and Advertisers.** Exhibitor lists purchases, solicitation material printing/mailing, and exhibit area promotions costs are incurred to provide a conference exhibit area.

- **Design, Development and Printing of FBD Program.** FBD absorbs the costs of development and printing costs each year so that the organization can provide each conference participant with a comprehensive program book detailing all conference activities and recognizing all conference participants.

- **Audiovisual Equipment.** FBD covers the costs of a standard computer projection equipment package in each meeting room during the conference. The package is dependent upon the negotiated pricing and specifications available at each conference site through the audiovisual provider.

- **Booths and Drapage.** FBD incurs costs for the rental of exhibit booths and for draping the exhibit area, as well as draping needs throughout other conference activities.

- **Service Recognitions and Support.** FBD provides recognition for the service of association representatives at the FBD Awards Reception and Banquet and provides support to an association representative through complimentary hotel night provisions.

- **Board of Directors Meetings.** Miscellaneous expenses are incurred in conducting two Board of Directors’ meetings.

- **Conference Planning Activities.** FBD provides some support for each association’s program chair to attend the FBD Boot Camp, an intensive program planning meeting. FBD also provides support to the Executive Director and FBD General Program Chair related to on-site inspections of hotel facilities in planning the use and allocation of meeting space.

- **Site Selection Recommendations.** FBD covers the travel costs of the Executive Director and partial support for Site Selection Committee travel so that potential convention sites can be effectively evaluated for recommendation to the Board of Directors.

- **Printing and Mailings.** FBD absorbs the costs of maintaining and updating mailing lists, printing and mailing the Call for Papers, and printing and/or mailing other conference materials.

- **Website Design and Maintenance.** FBD covers the Fees to maintain a website address and the costs to provide for continuous maintenance of a website.

- **Credit Card Processing and Banking.** FBD incurs the full costs of credit card processing (e.g., credit card fees, banking and security requirements to process credit cards, etc.) for its member associations. FBD also incurs normal banking service charge costs and fees to handle the volume of financial transactions that occur as a result of its conference activities.

- **Social Networking Events.** FBD provides a number of social networking events for its conference participants. These events include the Awards Reception and Banquet, exhibit area Coffee Breaks, and the Meet and Greet Social.

- **Miscellaneous Expenses.** Such costs vary from year to year but may include officer transition costs, nonroutine charges, accounting or auditing costs, and the like.
FBD General Information

Placement Service
FBD will provide a Placement Service for academic positions in a designated area of the Napoleon Ballroom C & D. The service will be staffed during the following hours:

- Wednesday, February 29 11:00 a.m. - 5:30 p.m.
- Thursday, March 1 8:00 a.m. - 5:00 p.m.
- Friday, March 2 8:00 a.m. - 4:00 p.m.

Pre-registration information for the Placement Service, and other placement information, is available from FBD’s Placement Director.

Carla Barber
University of Central Arkansas
Conway, AR 72035

Exhibitors
Publishers’ exhibits will also be located in Napoleon Ballrooms C & D. You are encouraged to visit these exhibits and demonstrations. Please remember that the exhibitors’ support helps make the annual FBD meeting possible. Exhibitors will be available to “show and tell” what is new and different about their textbooks, computer software, and related materials during the following hours:

- Wednesday, February 29 2:00 p.m. – 5:30 p.m.
- Thursday, March 1 8:00 a.m. – 5:00 p.m.
- Friday, March 2 8:00 a.m. – 4:00 p.m.

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

Let our exhibitors know how much we appreciate their presence and continued support!

Meeting Rooms
The locations of the various rooms can be found by referring to the floor plans in the back of this program. A basic overview of the conference room locations is as follows: Exhibits, Registration, Placement; Napoleon A1, A2, and A3; Napoleon B1, B2, and B3, Borgne, Maurepas, and Poydras are on the third floor. Southdown, Oakley, Gallier A, Gallier B., Evergreen, Estherwood, Ellendale, Nottoway, Oak Alley, Edgewood A, Edgewood B, Bayside A, Bayside B., Bayside C, Nottoway, and Oak Alley are on the fourth floor. All Salon rooms are located on the eighth floor.

Smoking is not permitted in the meeting rooms.
GENERAL TIMETABLE FOR 2013 FBD MEETING

March 2012 ...................... FBD 2013 General Program Chair prepares a 2013 FBD “Call For Papers” for distribution at the FBD Annual Meeting.

March 2012 ...................... The 2013 Association Program Chairs and the 2013 FBD General Program Chair start planning for the 2013 conference at the New Program Chairs meeting held on Saturday morning during the 2012 FBD conference.

April/May 2012............... Program Committees/Track Chairs are selected by Association Program Chairs. Each Association sends out a Preliminary “Call For Papers” to current and prospective participants.

May/June 2012............... FBD Officers and Association Program Chairs participate in FBD Boot Camp at hotel of the 2013 conference.

June 2012 ...................... FBD General Program Chair and each Association Program Chair send out “Call For Papers” reminders to current and prospective participants.

July/August 2012 .......... Association Track Chairs continue soliciting manuscripts, special session proposals, tutorials and workshops for the 2013 FBD Conference.

Summer 2012 ............... FBD Executive Director distributes postcard “Call for Papers” and prepares detailed online “Call for Papers.”

September 2012 .......... Deadlines for receipt of papers, abstracts and proposals. Track Chairs for each Association initiate the review process and report the submission data to their Association Program Chairs.

October 2012 .............. Track Chairs make acceptance/rejection decisions. Solicitation of nominees and judging of the candidates for the FBD Distinguished Paper and Outstanding Educator Awards occurs.

Early November 2012 ...... Each Association Program Chair compiles, organizes and sends all program information to the 2013 FBD General Program Chair.

Early December 2012 ...... FBD General Program Chair completes compilation of 2013 FBD Program Book and sends it to the printer. Each Association Program Chair contacts hotel caterers to arrange for receptions, dinners, breakfasts and special events.

January 2013 ............... 2013 FBD Program is posted on FBD Web site.

February 2013 ............. Deadline for receipt of hotel reservations and pre-conference registration
EXECUTIVE COUNCIL

The FBD By-Laws, Article Five, provide that “The Executive Council shall consist of the President, FBD General Program Chair, Vice-President Program Chair Elect, Secretary-Treasurer, three (3) most recent Past-Presidents of FBD who are willing to serve, and Executive Director. The President shall serve as Chair of the Executive Council and works closely with the Executive Director to establish the agenda. The Executive Director shall serve as a voting member of the committee and shall be responsible for meeting arrangements. The Executive Council shall consider issues of long-range significance to the Federation and make recommendations to the Board concerning both location and dates of the annual meetings of the Federation.”

Marsha Bayless, President
Stephen F. Austin State University

Larry Garner, Vice President & General Program Chair
Texas A&M University – Central Texas

Barbara Davis, Secretary-Treasurer
Centenary College of Louisiana

Michelle McEacharn, Past President
The University of Louisiana at Monroe

Tom Tolleson, Vice President and General Program Chair - Elect
Texas Wesleyan University

Betty Kleen, Nicholls State University
Executive Director

David Paul, Past President
Monmouth University

Ashish Chandra, Past President
University of Houston – Clear Lake

Sam Bruno, a founding member of the Southwest Federation of Administrative Disciplines that was later renamed the Federation of Business Disciplines, served as Executive Director from 1982 through 2009. In 2009, Sam received the Lifetime Achievement in Leadership Award and was named Executive Director Emeritus.
FBD 2012 ASSOCIATION PROGRAM CHAIRS

FBD Vice President and Program Chair
Larry Garner, Texas A&M University-Central Texas

FBD Vice President and Program Chair-Elect
Tom Tolleson, Texas Wesleyan University

Academy of International Business, U.S. Southwest Chapter
Chu V. Nguyen, University of Houston-Downtown

American Accounting Association, Southwest Region
Carolyn Conn, St. Edward’s University

Association for Business Communication, Southwest U.S.
Lucia Sigmar, Sam Houston State University

Association of Business Information Systems
Ann Wilson, Stephan F. Austin State University

Association of Collegiate Marketing Educators
Vaidotas Lukosius, Tennessee State University

Decision Sciences Institute, Southwest Region
Janet Bailey, University of Arkansas – Little Rock

Southwest Academy of Management
Stephen Horner, Arkansas State University

Southwest Case Research Association
Irfan Ahmed, Sam Houston State University

Southwestern Finance Association
Dan French, University of Missouri

Southwestern Society of Economists
Nicholas Hill, Jackson State University
Executive Committee:

Chapter Chair: Anisul M. Islam, University of Houston-Downtown
President: Fazlul Miah, King Fahd University of Petroleum and Minerals
Vice President, Programs: Chu V. Nguyen, University of Houston-Downtown
Vice Presidents, Membership: Beena George, University of St. Thomas
Secretary and Treasurer: Melissa Najera Gonzalez, University of Houston-Clear Lake

Program Chair: Chu V. Nguyen, University of Houston-Downtown
Program Committee: Chu V. Nguyen, University of Houston-Downtown
Ohannes G. Paskelian, University of Houston-Downtown
Stephen Bell, Park University
Syed Harun, Texas A&M-San Antonio

Proceedings Co-Editors: Faiza Khoja, University of Houston-Downtown
Anisul M. Islam, University of Houston-Downtown

Recipients of the 2012 McGraw-Hill Distinguished Paper Award

Firm-Level Attributes and Performance of Micro-Finance Institutions

Ali Ashraf, University of New Orleans
M. Kabir Hassan, University of New Orleans

Runner-Up Paper

Executive Compensation of Chinese Managers: Do Political Connections Help?

Ohannes G. Paskelian, University of Houston-Downtown
Stephen Bell, Park University
Khursheed Omer, University of Houston-Downtown
# Academy of International Business

**U.S. Southwest Chapter**

March 1, 2012  
(Thursday)

<table>
<thead>
<tr>
<th>Time</th>
<th>Venue</th>
<th>Session A</th>
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</thead>
<tbody>
<tr>
<td>8:30 a.m. - 10:00 a.m.</td>
<td>Bayside A</td>
<td><strong>Real Estate and Finance</strong></td>
</tr>
</tbody>
</table>

**Session Chair:**  
Mazhar M. Islam, Florida A&M University

**Discussants:**  
Mazhar M. Islam, Florida A&M University  
Chu V. Nguyen, University of Houston – Downtown  
Vijau Vishwakarma, St. Francis Xavier University

- *Days on the Market of Listed Residential Properties: An Ordered Probit Model*  
  Chu V. Nguyen, University of Houston – Downtown, US  
  Justo Marique, University of Houston – Downtown, US

- *Lead-Lag relationship of Macro-economic Factors and Canadian Real Estate Sector*  
  Vijau Vishwakarma, St. Francis Xavier University, Canada

- *Speculative Bubble and the Crash of DSE: Lessons for Individual Investors*  
  Mazhar M. Islam, Florida A&M University, US

<table>
<thead>
<tr>
<th>Time</th>
<th>Venue</th>
<th>Session B</th>
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<tbody>
<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>Bayside B</td>
<td><strong>Corporate Finance</strong></td>
</tr>
</tbody>
</table>

**Session Chair:**  
Ohannes G. Paskelian, University of Houston-Downtown

**Discussants:**  
Ohannes G. Paskelian, University of Houston-Downtown  
Sumaiya Zaman, University of Liberal Arts Bangladesh  
Kevin Jones, University of Houston – Downtown

- *Growth of a Company is an Important Determinant of Its Dividend Policy, Is It True?*  
  Focus on Listed Private Commercial Banks of Bangladesh  
  Sumaiya Zaman, University of Liberal Arts Bangladesh, Bangladesh

- *Market Efficiency on the Midwest Independent System Operator Electricity Exchange*  
  Kevin Jones, University of Houston – Downtown, US

- *Determinants and Characteristics of Successful Mergers in the United States*  
  Ohannes G. Paskelian, University of Houston-Downtown, US  
  Justin Meyer, University of Houston-Downtown, US
March 1, 2012  
(Thursday)

8:30 a.m. – 10:00 a.m.  
Edgewood A

SESSION C  
Issues in Business Education

Session Chair:  
Syed Harun, Texas A&M-San Antonio

Discussants:  
Syed Harun, Texas A&M-San Antonio  
Randy Mccamey, Tarleton COBA  
Barbara Mihm, University of Wisconsin-Stevens Point

Students’ Perceptions of Blended Learning Environments  
Randy Mccamey, Tarleton State University, US  
Joanna Shaw, Tarleton State University, US

A Model for Globalizing the Business Curriculum  
Barbara Mihm, University of Wisconsin-Stevens point, US

Electronic Portable Devices for Digital Learning: An Evaluation of a Pilot Program  
Syed Harun, Texas A&M-San Antonio, US  
Tracy Hurley, Texas A&M-San Antonio, US

10:00 a.m. – 10:30 a.m.  
Napoleon Exposition Hall

FBD COFFEE BREAK

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support!

Great Door Prize Drawings take place at 10:15 a.m. in the Exhibit Area.  
Must be present to win.
March 1, 2012
(Thursday)

10:30 a.m. - 12:00 p.m.  Bayside A

SESSION A  AIBSW-AEDSB Joint Special Session: Bangladeshi Economics and Finance

Session Chair:  Matiur Rahman, McNeese State University

Discussants:  Anisul M. Islam, University of Houston-Downtown,
M. Kabir Hassan, University of New Orleans
Matiur Rahman, McNeese State University
Muhammad Mustafa, South Carolina State University

Exchange Rate Pass-Through into Bangladesh Import Prices: Evidence for Bangladesh
Muhammad Mustafa, South Carolina State University, US
Matiur Rahman, McNeese State University, US

Growth and Development of the Bangladesh Financial Sector: An Evaluation
Anisul M. Islam, University of Houston-Downtown, US
Chu V. Nguyen, University of Houston-Downtown, US
Mahboob Ali, Presidency University, Bangladesh

The Potentials of Derivatives in Bangladesh
Saif Rahman, North-South University, Bangladesh
M. Kabir Hassan, University of New Orleans, US

Effects of Electricity Consumption, FDI and CO₂ Emissions on Economic Growth in Bangladesh
Prashanta K. Banerjee, Bangladesh Institute of Bank Management, Bangladesh
Matiur Rahman, McNeese State University, US

10:30 a.m. - 12:00 p.m.  Bayside B

SESSION B  Issues in International Commodities and Trade

Session Chair:  William Renforth, Angelo State University

Discussants:  Jack Ewing, University of Houston – Downtown
Abdulaziz E. Alattar, Kuwait Petroleum Corporation, Houston
William Renforth, Angelo State University

Is Natural Gas a Substitute or Complement to Crude Oil in the International Arena?
Abdulaziz E. Alattar, Kuwait Petroleum Corporation, Houston, US

What does Experience Teach Exporters?
William Renforth, Angelo State University, US

Copper Price and the Return on the US Stock Market: A Cointegration Analysis
Chu V. Nguyen, University of Houston – Downtown, US
Jack Ewing, University of Houston – Downtown, US
Lucille Pointer, University of Houston – Downtown, US
March 1, 2012  
(Thursday)

10:30 a.m. - 12:00 p.m.  
Edgewood A

SESSION C  
Issues in International Education

Session Chair:  
Michelle Reina, University of Mary Hardin-Baylor

Discussants:  
Ndamukong Tangeh, University of Houston – Downtown  
Michelle Reina, University of Mary Hardin-Baylor  
Nancy Leveille, University of Houston – Downtown

Foreign Language Requirements for International Business Students at Top Regional Universities  
Michelle Reina, University of Mary Hardin-Baylor, US

Integrated Projects for Business Statistics Courses  
Nancy Leveille, University of Houston – Downtown, US  
Ron Barnes, University of Houston – Downtown, US

Afro Centric Education: Curriculum Development Perspectives  
Ndamukong Tangeh, University of Houston – Downtown, US

10:30 a.m. - 12:00 p.m.  
Edgewood B

SESSION D  
Issues in Finance

Session Chair:  
Faiza Khoja, University of Houston-Downtown

Discussants:  
Carl Megowan, Norfolk State University  
Akash Dania, Alcorn State University  
Chu V. Nguyen, University of Houston – Downtown

Consumer Sentiments and their Impact on Real Estate, Bond Market, and Stock Markets  
Akash Dania, Alcorn State University, US

The Relationship between Opacity Index and Stock Market Development  
John Kamiru, Norfolk State University, US  
Carl Megowan, Norfolk State University, US

The Relationship between Price and Volume for Russian Trading System  
Carl Megowan, Norfolk State University, US  
Junaina Muhammad, Universiti Putra Malaysia, Malaysia
### SESSION A  Vietnamese Banking and Finance

**Session Chair:** Chu V. Nguyen, University of Houston – Downtown  
**Discussants:** Chu V. Nguyen, University of Houston – Downtown  
Muhammad Mustafa, South Carolina State University  
Chu V. Nguyen, University of Houston – Downtown

*Exchange Rate Pass-Through into Import Prices of Vietnam and Spillovers into Its Consumer Price Index*

Matiur Rahman, McNeese State University, US  
Stephen Capes, McNeese State University, US  
Muhammad Mustafa, South Carolina State University, US

*Asymmetric Responses of Commercial Banks to Monetary Policy in a Transitional Economy: The Case of Vietnam*

Chu V. Nguyen, University of Houston – Downtown, US

*Vietnamese Stock Market and VIND-Dollar Exchange Rate: A Causal Nexus*

Muhammad Mustafa, South Carolina State University, US  
Mitchell Adrian, McNeese State University, US  
Matiur Rahman, McNeese State University, US

### SESSION B  Banking and Finance

**Session Chair:** Anisul M. Islam, University of Houston – Downtown  
**Discussants:** Anisul M. Islam, University of Houston – Downtown  
Abu Khan, Cleveland State University  
Sumaiya Zaman, University of Liberal Arts Bangladesh

*Are Banks with higher Diversification discounts are less efficient?*

Abu Khan, Cleveland State University, US  
M. Kabir Hassan, University of New Orleans, US  
Neal Maroney, University of New Orleans, US

*Is Profitability an Important Determinant of Dividend Policy of Listed Private Commercial Banks of Bangladesh: An Analysis?*

Sumaiya Zaman, University of Liberal Arts Bangladesh, Bangladesh

*Money Supply and Consumer Price Index in Bangladesh: A Preliminary Analysis Using Quarterly Time Series Data*

Anisul M. Islam, University of Houston – Downtown, US  
Muhammad Mahboob Ali, Presidency University, Bangladesh
SESSION C  Miscellaneous Issues I

Session Chair:  Vijau Vishwakarma, St. Francis Xavier University

Discussants:  Antoinette Christophe, Texas Southern University
Trevor Buck, Glasgow University
Milicent Addo, Texas Southern University

What to Expect from Surveys in International Business: a Meta-Analysis of Response Rates and Techniques over Time
Trevor Buck, Glasgow University, UK
Anna Morgab-Thomas, Glasgow University, UK

Factor Influencing Implementation of Development Projects: An Empirical Study of Selected African Countries
Milicent Addo, Texas Southern University, US
Khashruzzaman Chouhdury, Jackson State University, US

Managing Emergencies: The Business of Balancing Support and Accountability
Antoinette Christophe, Texas Southern University, US
Khashruzzaman Chouhdury, Jackson State University, US

SESSION D  Issues in Entrepreneurship

Session Chair:  Yezdi H. Godiwalla, University of Wisconsin-Whitewater

Discussants:  Isaura Flores, University of North Texas at Dallas
Yezdi H. Godiwalla, University of Wisconsin-Whitewater
Kelly Fish, Arkansas State University

Towards the Measurement of Global Leadership Threshold Traits
Kelly Fish, Arkansas State University, US
Gauri Guha, Arkansas State University, US
Clint Relyea, Arkansas State University, US

Another Day, Alternative Way of Doing Business: Entrepreneurs Resilience under Violent Conditions in Developing Countries
Isaura Flores, University of North Texas at Dallas, US
A. Banu Goktan, University of North Texas at Dallas, US

Social Responsibility Strategies for Foreign Subsidiaries
Yezdi H. Godiwalla, University of Wisconsin-Whitewater, US
March 1, 2012
(Thursday)

3:00 p.m. – 3:30 p.m. Napoleon Exposition Hall

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support!

Great Door Prize Drawings take place at 3:15 p.m. in the Exhibit Area. *Must be present to win.*

3:30 p.m. - 5:00 p.m. Bayside A

SESSION A  Chinese Economy and Finance

Session Chair:  Edison Moura, Sul Ross State University

Discussants:  Edison Moura, Sul Ross State University
Stephen Bell, Park University
Henry Migligore, Managing for Success

*Executive Compensation of Chinese Managers: Do Political Connections Help?*

Ohannes G. Paskelian, University of Houston-Downtown

Stephen Bell, Park University

Khursheed Omer, University of Houston-Downtown

*Moon Dumpling China LTD*

Henry Migligore, Managing for Success, US

Kayson Gregg, Paradies, US

Ivy Lark, Oklahoma Caring Foundation, US

*China in 2011 and Beyond: A Comparison of the New and the Old Generation of Chinese Business Managers*

Edison Moura, Sul Ross State University, US
March 1, 2012  
(Thursday)

3:30 p.m. - 5:00 p.m.  

Bayside B

SESSION B  
Miscellaneous Issues II

Session Chair:  
**Beena George**, University of St. Thomas

Discussants:  
**Raul Gouvea**, University of New Mexico  
**Kevin Jones**, University of Houston – Downtown  
**Richard Igwike**, Dillard University

*Market Efficiency on the Midwest Independent System Operator Electricity Exchange: An Inter Hub Analysis*

**Kevin Jones**, University of Houston – Downtown, US

*The Impact of Corruption on Economic Development: A Panel Data Analysis*

**Richard Igwike**, Dillard University, US  
**Mohammed Ershad Hussain**, Dillard University, US  
**Abdullah Noman**, University of New Orleans, US

*Challenges and Opportunities Facing Brazilian Economy*

**Raul Gouvea**, University of New Mexico, US

3:30 p.m. – 5:00 p.m.  

Edgewood A

SESSION C  
Gender Issues in the International Workforce

Session Chair:  
**Alice Cavazoz Garza**, Texas A&M University-Kingsville

Discussants:  
**Yezdi H. Godiwalla**, University of Wisconsin-Whitewater  
**Alice Cavazoz Garza**, Texas A&M University-Kingsville  
**Ann Langlois**, Palm Beach Atlantic University

*Is there a Difference in the Perception of Work and Family Conflict between American and Mexican Women?*

**Alice Cavazoz Garza**, Texas A&M University-Kingsville, US  
**Kelly Fisher**, Texas A&M University-Kingsville, US

*The Development and Progress of Female Leadership in the United Arab Emirates*

**Ann Langlois**, Palm Beach Atlantic University, US  
**Audy Johnston**, Palm Beach Atlantic University, US

*Gender in Informal Sector: Prospects and Challenges in View of Bangladesh*

**Abdullah Abusayed Khan**, Khulna University, Bangladesh
SESSION D  Special Topics in Marketing and Management

Session Chair: Chin-Feng Lin, National Pingtung Institute of Commerce

Discussants: Chin-Feng Lin, National Pingtung Institute of Commerce
Taichiro Sahara, Senshu University
Taichiro Sahara, Senshu University

*Internationalization of Small Business – A Case of Traditional Lodging*
Taichiro Sahara, Senshu University, Japan

*Consumer Perception and Quality Characteristics of Restaurants: Implications of the Restaurant Section*
Chin-Feng Lin, National Pingtung Institute of Commerce, Taiwan
Tzu-Li Chuang, National Pingtung Institute of Commerce, Taiwan

*Personal Values Changes: A Means-End Chain Supply*
Chin-Feng Lin, National Pingtung Institute of Commerce, Taiwan
Chen-Su Fu, National Pingtung Institute of Commerce, Taiwan

5:15 p.m. – 6:15 p.m.  Bayside A

**AIB SOUTHWEST ANNUAL BUSINESS MEETING**

*Presiding: Fazlul Miah*, King Fahd University of Petroleum and Minerals,
President of AIB-SW

All members are invited

5:30 p.m. – 7:00 p.m.  Napoleon Exposition Hall

**FBD Meet and Greet Social**

Everyone is invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and live music. A Cash Bar is available and a limited number of drink tickets will also be distributed. Stop by to relax and wind down from the day’s conference activities before heading out to other association and cultural events, dinner, or the historic French Quarter.
SESSION A  Issues in International Marketing and Management

Session Chair:  Ed Langlois, Palm Beach Atlantic University

Discussants:  Simon S. M. Yuen, HK Polytechnic University
I-Chan Fang, National Cheng Kung University,
Ed Langlois, Palm Beach Atlantic University

Internal Auditors Internal Morality and External Ethics affect the Decision Intention
Ming-Tien Tsai, National Cheng Kung University, Taiwan
I-Chan Fang, National Cheng Kung University, Taiwan

Marketing a United States Multinational Brand in the United Arab Emirates
Ed Langlois, Palm Beach Atlantic University, US
Danielle Havens, Palm Beach Atlantic University, US

Managing RFID Adoption in Retail Business Supply Chains in Hong Kong: A Conceptual Framework
Simon S. M. Yuen, HK Polytechnic University, Hongkong

SESSION B  Banking and Finance

Session Chair:  Ohannes G. Paskelian, University of Houston-Downtown

Discussants:  Ata Yesilyaprak, Alabama A&M University
Ohannes G. Paskelian, University of Houston-Downtown
Akash Dania, Alcorn State University

Will Basel III Prevent a Future Financial Crisis? An Empirical Investigation
Ohannes G. Paskelian, University of Houston-Downtown
Stephen Bell, Park University

Measuring the Role of Financial Stress on Business and Financial Indicators
Akash Dania, Alcorn State University, US

Community Banks versus Large Commercial Banks
Ata Yesilyaprak, Alabama A&M University, US
John Theis, Columbus State University, US
March 2, 2012  
(Friday)

8:30 a.m. – 10:00 a.m.  Edgewood A

SESSION C  Student Paper Session on Economic Crisis and Outsourcing

Session Chair:  Matiur Rahman, McNeese State University

Discussants:  Matiur Rahman, McNeese State University  
Chu V. Nguyen, University of Houston-Downtown  
Stephen Bell, Park University

Factor Contributing to the Recent Crisis in the US Financial Industry  
Michele Medina, McNeese State University, US

US Brainpower Gain and Selected Trade Gain: Do They Correlate and Cause?  
Joshna Maharjan, McNeese State University, US

US Outsourcing of Her Heart and Head: Boon or Bane?  
Morgan Murray, McNeese State University, US

The Economic Evolution of Venezuela as a Third World Country  
Thomas Blong, University of Houston - Downtown, US

8:30 a.m. - 10:00 p.m.  Edgewood B

SESSION D  Bank Performance

Session Chair:  M. Kabir Hassan, University of New Orleans

Discussants:  M. Ershad Hussain, Dillard University  
M. Kabir Hassan, University of New Orleans  
M. Ershad Hussain, Dillard University

Determinants of Credit Default Swaps in International Markets  
M. Kabir Hassan, University of New Orleans, US  
Thiti S. Ngow, University of New Orleans, US  
Jung-Suk Yu, Dankook University, South Korea

Competition, Risk Taking and Efficiency in the US Commercial Banks Prior to 2008 Financial Crisis  
M. Ershad Hussain, Dillard University, US  
M. Kabir Hassan, University of New Orleans, US

Firm-level Attributes and Performance of Micro-Finance Institutions  
Ali Ashraf, University of New Orleans, US  
M. Kabir Hassan, University of New Orleans, US
March 2, 2012
(Friday)

10:00 a.m. – 10:30 a.m.   Napoleon Exposition Hall

**FBD Coffee Break**

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support!

Great Door Prize Drawings take place at **10:15 a.m.** in the Exhibit Area. *Must be present to win.*

10:30 a.m. – 12:00 p.m.   Bayside A

**SESSION A**

**AIB-SW Special Session on Digital Learning (Sponsored by Cengage)**

**Moderator:** Syed M. Harun, Texas A&M University-San Antonio

**Panelists:**

*Experience in implementing e-book and digital devices at Texas A&M - San Antonio*

Syed M. Harun, Texas A&M University-San Antonio, US

*Experience in implementing digital Solutions by Cengage*

Fritz Schanz, Director, Institutional Solutions, Academic & Professional Group
Cengage Learning, US

*Experience in implementing blended and online programs at Tarleton State University*

Joanna Shaw, Tarleton State University, US

12:00 p.m. – 3:00 p.m.   Oceana Grill

**AIB SOUTHWEST BUSINESS LUNCHEON**

Fazlul Miah, AIB-SW President Presiding

*AIB-SW Members are invited but RSVP required by email to Dr. Islam at islama@uhd.edu*

*(Please note: lunch will not be ordered without RSVP)*

**Important Notice:** Unlike other years, AIBSW will have luncheon in an outside restaurant named Oceana Grill located at 739 Conti Street, New Orleans, LA, 70130 (From the intersection of Bourbon Street and Conti Street, take right on Conti Street and the Oceana Grill is on the RHS at 739 Conti Street).
March 2, 2012
(Friday)

3:00 p.m. – 3:30 p.m.  Napoleon Exposition Hall

FBD COFFEE BREAK
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Great Door Prize Drawings take place at 3:15 p.m. in the Exhibit Area. Must be present to win.

3:30 p.m. – 5:00 p.m.  Bayside A

SESSION A  Invited Session: Micro Finance and Social Entrepreneurship.

Moderator:  Veena Prabhu, California State University, Los Angeles

Panelists:  Ohannes G. Paskelian, University of Houston-Downtown
           Jack M. Ewing, University of Houston-Downtown
           Veena Prabhu, California State University, Los Angeles

Mohammed Yunus: Contribution and Impact on Social Entrepreneurship through the Lenses of Academicians and Practitioners
Veena Prabhu, California State University, Los Angeles, US

A New Model of Entrepreneurial Intent: Evidence from a Multi-Country Study
Veena Prabhu, California State University, Los Angeles, US
Stephen Mcguire, California State University, Los Angeles, US
Kern Kwong, California State University, Los Angeles, US

3:30 p.m. – 5:00 p.m.  Bayside B

SESSION B  Special Topics in Business Management

Session Chair:  Kelly Fisher, Texas A&M University Kingsville

Discussants:  Kelly Fisher, Texas A&M University Kingsville
             Simon S. M. Yuen, HK Polytechnic University
             Hyuk Kim, Lourdes University

Strategic Procurement in Textile and Apparel Sourcing Companies in Hong Kong: A Petitioner’s Perspective
Simon S. M. Yuen, HK Polytechnic University, Hongkong

Stakeholder Analysis for the Multinational Pharmaceutical Companies: Event Structure Analysis (ESA) and Qualitative Boolean Analysis
Hyuk Kim, Lourdes University, US

Making Sense of Cultural Distance for Expatriates Operating in an Extreme Context
Kelly Fisher, Texas A&M University Kingsville, US
Kate Hutchings, Griffith University, US
March 2, 2012
(Friday)

3:30 p.m. – 5:00 p.m.  Edgewood A

SESSION C  International Finance

Session Chair:  Micheal Mcdermott, Northern Kentucky University

Discussants:  Micheal Mcdermott, Northern Kentucky University
Tarek Miloud, Chamberry Business School
Kathryn Huff, University of New Orleans

Earnings Management and Initial Public Offerings – Evidence from the French Market
Tarek Miloud, Chamberry Business School, France

A G-PPP Analysis of ASEAN +3
Kathryn Huff, University of New Orleans, US
M. Kabir Hassan, University of New Orleans, US
Benito Sanchez, Kean University, US

“De-Globalization and Foreign Divestment Theory and Practice: The case of Carrefour
Micheal Mcdermott, Northern Kentucky University, US

3:30 p.m. – 5:00 p.m.  Edgewood B

SESSION D  Globalization and Attendant Economic Issues

Session Chair:  Janice Baldwin, University of Texas at Arlington

Discussants:  Nataliya Acc-Nikmehr, the University of Edinburgh
Chu V. Nguyen, University of Houston-Downtown
Beverly George, University of Texas at Arlington
Chu V. Nguyen, University of Houston-Downtown

Pension Funding: The Global Challenge Confronting Economic Uncertainty
Janice Baldwin, University of Texas at Arlington, US
Beverly George, University of Texas at Arlington, US

Inward FDI and Trade: The Case of Ukrainian Merchandise Exports and Imports
Nataliya Acc-Nikmehr, the University of Edinburgh, UK
Matthias Beck, Queen’s University Belfast, UK

Export-Led Growth Hypothesis: Evidence for India
Chu V. Nguyen, University of Houston-Downtown, US
Thai Nguyen, Lone Star College, Cy-Fair, US

Strategic Dilemma of BRICS Countries: in Emerging New World Order
Oskar Kayasan, European Research Centre, UK
2011 - 2012 OFFICERS

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Accounting Programs Leadership: Mary Fischer, University of Texas - Tyler
American Taxation Association: Larry Crumbley, Louisiana State-Baton Rouge
Auditing: James Hansen, University of New Mexico
Diversity: Nicole McCoy, Louisiana Tech University
Financial Accounting and Reporting: Derek Oler, Texas Tech University
Forensic & Investigative Accounting: Roselyn Morris, Texas State University-San Marcos
Gender Issues & Work/Life Balance: Ellen Cook, University of Louisiana - Lafayette
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Information Systems: Kimberly Church, University of North Texas
International Accounting: Carolyn Conn, St. Edward’s University
Management Accounting: Marty Steubs, Baylor University
Public Interest: Brett Wilkinson, Baylor University
Strategic and Emerging Technologies: L. Murphy Smith, Murray State University
Teaching, Learning and Curriculum: Cathy Scott, Navarro College
Two-Year Colleges: Cathy Scott, Navarro College

NOTES: (1) Paper and poster sessions were double-blind, peer-reviewed unless otherwise noted.
(2) Changes to the Program made after it goes to press will be updated on the AAA-SW website at: http://aaahq.org/southwest/
2012 AWARDS

McGraw-Hill Irwin
Distinguished Paper Award

“An Examination of the Relative Deterrent Effects of Legislated Consequences on Attitudes about Financial Fraud: A Policy Capturing Approach”
Joseph C. Ugrin, Kansas State University
Stacy E. Kovar, Kansas State University
John M. Pearson, Southern Illinois University – Carbondale

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Federation of Business Disciplines
Outstanding Educator Award

Roselyn Morris, Texas State University-San Marcos

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Teaching, Learning and Curriculum Section
Best Manuscript Award

Christopher Paul Aquino, Niagara University
Paul J Vermette, Niagara University

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Outstanding Doctoral Student Paper Award

“Non-GAAP Earnings and Conservatism in Financial Reporting”
Christian Kuiate, University of Houston
8:30 a.m. – 10:00 a.m.  Specialized Knowledge) 1.5 CH  Poydras Room

SESSION A  
Ernst & Young Academic Resource Center

Presenter:  Catherine E. Banks, Program Director, Ernst & Young

An overview of resources from the Ernst & Young Academic Resource Center. Get access to the EYARC faculty portal & a live walkthrough of the site. Gain insights into the business drivers & practice issues setting the agenda for areas of curriculum investment. Topics include: IFRS, fair value (accounting & auditing), sustainability reporting, and professional judgment from an audit perspective.

8:30 a.m. – 10:00 a.m.  (Auditing) 1.5 CH  Salon 824

SESSION B  
Auditing

Moderator & Discussant:  Haeyoung Shin, University of Houston – Clear Lake

When Does Audit Quality Start to Decline in Firm Audit Tenure? An International Analysis
Li Brooks, C.S. Agnes Cheng, Kenneth Reichelt, Louisiana State University – Baton Rouge
Joseph Johnston, City University of Hong Kong

Auditor Tenure & Audit Quality
Li Brooks, Louisiana State University – Baton Rouge

8:30 a.m. – 10:00 a.m.  (Specialized Knowledge) 1.5 CH  Salon 825

SESSION C  
Accounting Programs & Leadership

Moderator & Discussant:  Roselyn Morris, Texas State University-San Marcos

Faculty Who Stay
Rodger Holland, Nicholls State University
Arnie Schneider, Georgia Institute of Technology
James Hasselback, University of West Florida

Are the Accounting Departments at Texas Public Universities Committed to Auditing and Ethics Education?
Rob Walsh, Pat Eason, Joseph Oliveti, University of Dallas
AMERICAN ACCOUNTING ASSOCIATION  
SOUTHWEST REGION  

March 1, 2012  
(Thursday)  

8:30 a.m. – 10:00 a.m.  
Salon 828  

SESSION D  
Management Accounting  

Moderator & Discussant:  
David Dearman, University of Arkansas-Little Rock  

Optimized Simulation for Capital Budgeting  
Dennis Togo, University of New Mexico  

Long-Lived Asset Impairments in the SFAS No. 144 Regime:  
Underlying Economics, Management Incentives, or Both?  
E. Scott Johnson, Shawn Huang, Linda Myers, University of Arkansas-Fayetteville  

8:30 a.m. – 10:00 a.m.  
(Specialized Knowledge) 1.5 CH  
Salon 829  

SESSION E  
Enhancing Accounting Topics with Novels & Movies  

Moderator & Panelist:  
Larry Crumble, Louisiana State University – Baton Rouge  
Panelist:  
TBD, University  

Have you considered using novels, feature films, or television movies to add excitement and relevance to accounting courses? Your introductory accounting, auditing, or tax courses can be “brought to life” with novels written specifically for that purpose. A feature film may provide the best foundation for discussing ethical philosophies. Learn about such resources and how they are used to supplement traditional texts in an interesting way that achieves specific learning objectives in both undergraduate and graduate accounting courses.  

10:00 a.m. – 10:30 a.m.  
Napoleon Exposition Hall  

FBD COFFEE BREAK  

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support!  

Great Door Prize Drawings take place at 10:15 a.m. in the Exhibit Area.  

10:30 a.m. – noon  
Behavioral Ethics) 1.5 CH  
Borgne  

Ethical Leadership for the 21st Century  
Cynthia Cooper  
Keynote Speaker  

Ms. Cooper will share her personal experiences and lessons learned. She will discuss: what each of us can do to promote ethical leadership; practical strategies to help sort through ethical dilemmas and make the right choices; the slippery slope (who commits fraud & why); and how each stakeholder can play a key role in building a strong ethical foundation that will lead to sustainable success.
## AMERICAN ACCOUNTING ASSOCIATION
### SOUTHWEST REGION

**Visit us at FBDonline.org**

March 1, 2012  
(Thursday)

<table>
<thead>
<tr>
<th>Time</th>
<th>Room</th>
<th>Session Title</th>
<th>Moderator &amp; Discussant</th>
<th>Discussant</th>
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<tr>
<td>1:30 p.m. – 3:00 p.m.</td>
<td>(Specialized Knowledge) 1.5 CH Poydras</td>
<td><strong>SESSION A</strong> Teaching Learning &amp; Curriculum</td>
<td>Cheryl Prachyl, University of North Texas</td>
<td>Bambi Hora, University of Central Oklahoma</td>
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<td>Teaching Time Value of Money Using an Excel Retirement Model</td>
<td>Susan Rhave, Fernando Arellano, Liz Mulig, University of Dallas</td>
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<td>An Online Course in Cost Accounting: Development, Performance &amp; Perceptions</td>
<td>Amelia Baldwin, University of Arkansas – Fort Smith</td>
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<td>Improving Teaching in a Freshman Managerial Accounting Class: Collaboration Between Accounting &amp; Education</td>
<td>Award Recipient: AAA-SW Teaching, Learning &amp; Curriculum Section - Best Manuscript Award</td>
<td>Christopher Aquino &amp; Paul Vermette, Niagara University</td>
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<tr>
<th>Time</th>
<th>Room</th>
<th>Session B The Restoration of Virtue: Effective Mentoring Programs for the New Millennium</th>
<th>Moderator &amp; Panelist</th>
<th>Panelists</th>
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<tr>
<td>1:30 p.m. – 3:00 p.m.</td>
<td>(Behavioral Ethics) 1.5 CH Salon 824</td>
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<td>Robert Walsh, University of Dallas</td>
<td>Roselyn Morris, Texas State University – San Marcos</td>
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<td>Dan Torpey, Ernst and Young, Dallas</td>
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<td>The mentor - protégé relationship dates back to the Renaissance guilds and earlier when apprentices trained under master craftsmen. The accounting profession still maintains a strong mentor - protégé framework. Learn how today's technology can be used to strengthen the mentor - protégé relationship and how this practice can be maintained and why virtue is still alive as Socrates words still hold true today: &quot;Virtue is not learned through reading but by observing and copying the acts of others.&quot;</td>
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<th>Time</th>
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<th>Session C Financial Accounting &amp; Reporting</th>
<th>Moderator &amp; Discussant</th>
<th>Discussant</th>
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<td>1:30 p.m. – 3:00 p.m.</td>
<td>(Accounting) 1.5 CH Salon 825</td>
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<td>Mary Fischer, University of Texas at Tyler</td>
<td>E. Scott Johnson, University of Arkansas</td>
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<td>Non-GAAP Earnings &amp; Conservatism in Financial Reporting</td>
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<td>Award Recipient: AAA-SW Outstanding Doctoral Student Paper Award</td>
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<td>Christian Kuiate, University of Houston</td>
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<td>Chief Financial Officer Power, Pay Duration, and Earnings Quality</td>
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<td>Stacey Kaden &amp; Juan Sanchez, University of Arkansas</td>
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<td>So Who is Right – The FASB or My Accounting Students?</td>
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<td>Michael Grayson, Texas A&amp;M University – Kingsville</td>
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Visit us at FBDonline.org
SESSION D  
**Cost Accounting & Taxation**

Moderator & Discussant: **Dennis Togo**, University of New Mexico

*Using DEA to Determine the Technical Efficiency of Product Costing Systems*
Anne-Marie Lelkes, Texas A&M University – Corpus Christi

*Empirical Analysis Using Simulations of Different Product Costing Systems*
Anne-Marie Lelkes, Texas A&M University – Corpus Christi

*Analysis of Investment Income Under Bush Era Tax Cuts*
Chao M. Liu, Tarleton State University

SESSION E  
**The Not-So-Silver Lining of Cloud Computing**

Moderator & Panelist: **Kim Church**, University of North Texas
Panelists: **TBD**

Even firms which have moved portions (or all) of their software processing to “the cloud” are sometimes hard-pressed to define “cloud computing.” Learn what it is, what it is not, and how it will forever change risk assessment and auditing. Although cloud computing can result in cost savings and more efficient use of resources, the security risks and access to data can have a “not-so-silver” lining.

FBD COFFEE BREAK

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support!

Great Door Prize Drawings take place at **3:15 p.m.** in the Exhibit Area. *Must be present to win.*
### SESSION A: Financial Reporting

**Moderator & Discussant:** Jennifer Yin, University of Texas – San Antonio  
**Discussant:** Juan Sanchez, University of Arkansas

- *A Eulogy to the Matching Principle: An Unnecessary Ending*  
  Pamela Baker, Texas Women’s University

- *Earnings Quality, Liquidity Risk, and the Post-Earnings-Announcement Drift*  
  Hongbo Zhang, Louisiana State University

- *The Value Relevance of State Ownership in China*  
  David Manry & Xi Wang, University of New Orleans

### SESSION B: What Students Say It Takes to Be a Great Teacher

**Moderator:** Angie Brocato Hoffer, Loyola University – New Orleans  
**Student Panelists:** TBD, Loyola University – New Orleans  
TBD, Nicholls State University  
Javon Mead, Xavier University of Louisiana

“Outstanding Educator” and “Teacher of the Year” are accolades which most faculty members would welcome. We strive to have our courses are well-planned and to assure learning outcomes are accurately described -- with the goal of maximizing our students’ academic and professional achievements. We think we know what makes a great teacher. But, what do students think? Is it giving easy exams and extra credit? Or, having longer office hours? Or, not assigning homework? Come and get the “inside scoop” on what students say it takes to be a great teacher.

### SESSION C: Financial Reporting

**Moderator & Discussant:** Andrew Anabila, University of Texas – Pan American  
**Discussant:** Stacey Kaden, University of Arkansas

- *Effect of Innovation on Value-Relevance of Capitalized R&D*  
  Wei-Chuan (Sherry) Kao, Boston University

- *A Comparison of Earnings Persistence in High-Tech & Non High-Tech Firms*  
  Jennifer Yin, University of Texas – San Antonio

- *Earnings Management Behavior Under Different Types of Accounting Standards*  
  Yu Chen, Texas A&M International University
March 1, 2012  
(Thursday)

3:30 p.m. – 5:00 p.m.  
Behavioral Ethics) 1.5 CH  
Salon 828

SESSION D  
Ethics

Moderator & Discussant:  
Christian Kuiate, University of Houston
Discussant:  
Jason MacGregor, Baylor University

The Impact of Moral Identity & Societal Culture on Whistle-Blowing  
Guy McClain, Auburn University  
Deborah Seifert, Illinois State University

The State of Ethical Accounting Decisions in East Texas  
Mary Fischer, University of Texas – Tyler  
Treba Marsh & George Hunt, Stephen F. Austin State University

Earnings Management & Pro Forma Reporting: Do Managers Twist More than One Dial?  
T. Taylor Joo, University of Arkansas

3:30 p.m. – 5:00 p.m.  
(Computer Science) 1.5 CH  
Salon 829

SESSION E  
Technology, Student Learning, and You

Presenter:  
Mark Friedman, University of Miami

Technology by itself does not increase student learning. The instructor’s skills must be modified to harness technology and corral its force into a meaningful tool which then can be used to increase the transfer of knowledge. During this session we will be looking at specific methods that you will be able to bring back to the classroom.

5:30 p.m. – 7:00 p.m.  
Napoleon Exposition Hall

FBD Meet and Greet Social

Everyone is invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and live music. A Cash Bar is available and a limited number of drink tickets will also be distributed. Stop by to relax and wind down from the day’s conference activities before heading out to other association and cultural events, dinner, or the historic French Quarter.
AMERICAN ACCOUNTING ASSOCIATION
SOUTHWEST REGION

March 2, 2012
(Friday)

7:00 a.m. – 8:30 a.m. Nottoway

BREAKFAST & BUSINESS MEETING
“Challenges“
AWARDS

Robert Walsh, President
Karen Pincus, AAA President-elect
Carolyn Conn, Program Chair & SW President-elect

8:30 a. m. – 10:00 a.m. Specialized Knowledge) 1.5 CH Nottoway

SESSION A EFFECTIVE LEARNING STRATEGIES – POSTER SESSION

Board: #1 A Model for Teaching Relationships Among Business Financial Statements
Presenter: Dorothy Davis, Patricia Roshto, Janis Weber, University of Louisiana - Monroe
Description: Discover a concise (but comprehensive) way to present an overview of financial statement relationships and how they work together with clarity & precision.

Board: #2 Self-Efficacy & the Study of Financial Accounting
Presenter: Jason MacGregor, Betsy Willis, Suzanne Abbe, Baylor University
Description: Students may have difficulty in auditing because they expect to have difficulty. Learn an exercise that develops student confidence to help them achieve success.

Board: #3 An Enhanced Method for Student Mastery of Articulation Between Fund & Government-wide Financial Statements
Presenter: Edward Walker, Bambi Hora, Katherene Terrell, University of Central Oklahoma
Description: Interactive spreadsheets, with color-coded related cells & formula auditing tools help students learn transaction effects on fund and government-wide financials.

Board: #4 A Comparison of the Transparency of Articulation & Checks & Balances Among Financial Statements Between the Present Format & Proposed New Format
Presenter: Edward Walker, Katherene Terrell, Robert L. Terrell, University of Central Oklahoma
Description: Spreadsheets can assist students in understanding articulation as well as control checks and balances for the traditional and proposed new financial statements.
SESSION B  EFFECTIVE LEARNING STRATEGIES – POSTER SESSION

Board:  #5  Using the Seiler Model for Standard Costs Overhead Variance Analysis
Presenter:  Carl Brewer, Gloria Grayless, Linda Sweeney, Sam Houston State University
Description:  A simple visual method helps students organize, calculate, and understand overhead variances.  Your students will never have trouble -- even with complex details!

Board:  #6  Teaching Accounting in 140 Characters or Less:  Insights from the Twitter Generation
Presenter:  Abbie Ricks, Baylor University (Master’s candidate)
Description:  Learn simple ways to meet expectations of the “technology” generation which is so accustomed to YouTube & Twitter – while maintaining core teaching philosophies.

Board:  #7  Techniques to Enhance Feedback, Foster Continuous Improvement, Structure Exam Review, & Prepare Students for Time-keeping in Public Accounting
Presenter:  Bruce Runyan, Western Carolina University
Description:  Learn how an Excel spreadsheet can be a tool to encourage student responsibility, increase achievement, decrease drops, and prepare students for public accounting.

Board:  #8  Student Perspectives on the Importance of Mentors
Presenter:  John Hoy & Cameron Ross, St. Edward’s University (BBA candidates)
Description:  If you ever wondered about the impact of mentoring, come hear what students have to say about it -- and, how your mentoring affects them academically & professionally.

SESSION C  Financial Reporting
Moderator & Discussant:  Yu Chen, Texas A&M International University

The Association of Earnings Quality with Financial Analysts’ Earnings Forecast Attributes
Dorothy Alexander-Smith, Rutgers University-Newark

A Generalized Model to Evaluate Mortgage Refinancing
Fernando Arellano & Susan Rhame, University of Dallas
Anthony Sanchez, Intuit Inc.
March 2, 2012
(Friday)

8:30 a.m. – 10:00 a.m. (Taxes) 1.5 CH Salon 828

SESSION D  Taxation
Moderator & Discussant:  Valrie Chambers, Texas A&M – Corpus Christi

Audit Technique Guide Addresses Guide Capitalization vs. Repair
Darlene Pulliam & Laura Kreissl, West Texas A&M University

A Distributional Analysis of Substituting a National Value-Added Tax for Federal Income, Payroll, and Estate & Gift Taxes
Xizoyan Chu & Ted Englebrecht, Louisiana Tech University

8:30 a.m. – 10:00 a.m. Accounting) 1.5 CH Salon 829

SESSION E  Lean Accounting – The Most Meaningful Information
Moderator & Panelist:  Gerald DeBusk, University of Tennessee at Chattanooga
Panelists:  Judith Cassidy, University of Mississippi
           Carolyn Conn, St. Edward’s University

Managerial and Cost Accounting courses have long taught the virtues of standard costs, variance analysis, and absorption costing. Yet, production managers have bemoaned the lack of information useful for decision-making. This has become even more critical because of the “lean” movement which emphasizes elimination of waste (including wasteful accounting processes). This panel will provide information about the basic concepts of lean accounting and its importance for our students, as well as business managers in all sectors. Suggested curriculum resources will also be provided.

10:00 a.m. – 10:30 a.m.

FBD COFFEE BREAK

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AMERICAN ACCOUNTING ASSOCIATION  
SOUTHWEST REGION 

March 2, 2012  
(Friday) 

10:30 a.m. –11:20 a.m.  
Communication) 1.0 CH  
Salon 821 

SESSION A  
Teaching, Learning, & Curriculum 

Moderator & Discussant: TBD 

Teaching Written Communication Skills to Accounting Students: Whose Job is It?  
Carolyn Conn & William Earnest, St. Edward’s University 

In addition to the presentation of the paper, time has been allotted for roundtable discussion among presenters and those attending this session. 

10:30 a.m. –11:20 a.m.  
(Social Environment) 1.0 CH  
Salon 824 

SESSION B  
Gender Issues 

Moderator & Discussant: Melinda Kushniroff, Millikin University 

Education & Placement of Twenty Years of Women Accounting PhD Graduates: Second Among Equals  
Amelia Baldwin & Margaret Tanner, University of Arkansas – Fort Smith  
Margaret Lightbody, The University of South Australia 

Amelia Baldwin & Thomas Hayes, University of Arkansas – Fort Smith 

10:30 a.m. –11:20 a.m.  
(Specialized Knowledge) 1.0 CH  
Salon 825 

SESSION C  
Teaching, Learning, & Curriculum 

Moderator & Discussant: Ed Walker, University of Central Oklahoma 

Predictors of Accounting Students’ Academic Success  
B. Brian Lee, Sukumar Debnath, Moosa Khan, Peter Sutanto, Prairie View A&M University 

Do Students Reflect in Online Courses?  
Robert Walsh & Blake Frank, University of Dallas
March 2, 2012
(Friday)

10:30 a.m. – 11:20 a.m.  (Specialized Knowledge) 1.0 CH  Salon 828

SESSION D  Engaging Students with Technology & In-class Activities

Moderator/Panelist:  Paula Miller, Collin Community College
Panelist:  Betty J. Ballanco, University of New Orleans
Bruce Runyan, Western Carolina University

Innovations occur so quickly, making it difficult to keep up with the educational technology. Possibly, you only recently introduced “clickers” as a way of elevating and measuring participation. Now, they are passé! Come, learn about telephone and other software applications for enhancing the engagement of your students. Panelists will also share their experience and results from using in-class activities for improving student engagement.

10:30 a.m. – 11:20 a.m.  (Accounting) 1.0 CH  Salon 829

SESSION E  IFRS – Are we There Yet?

Moderator & Panelist:  Mary Fischer, University of Texas –Tyler
Panelist:  TBD, IFRS Foundation Board Member

Just like your kids used to do when you were on a long car trip, when you think about IFRS…you may be asking “Are we there yet?” Or, maybe the question should be “Will we ever get there?” This panel will provide an update on the status of IFRS, points of agreement, expected changes, and important decisions and decision dates.

11:30 p.m. – 1:00 p.m.  PALACE CAFÉ, 605 Canal (across from Sheraton)

AAA Luncheon
March 2, 2012
(Friday)

1:30 p.m. – 3:00 p.m. (Accounting) 1.5 CH Salon 821

SESSION A  Financial Reporting
Moderator & Discussant:  Anne-Marie Lelkes, Texas A&M University, Corpus Christi
Discussant:  Susan Rhame, University of Dallas

Actuarial Independence, Client Importance & Pension Assumptions
Divya Anantharaman, Rutgers

A Capital Market Test of Representativeness
Irfan Safdar, Texas A&M University

Fair Value Accounting & Corporate Debt Structure
Haiping Wang, Concordia University (Montreal, Quebec, Canada)
Jing Zhang, McGill University (Montreal, Quebec, Canada)

1:30 p.m. – 3:00 p.m. (Social Environment) 1.5 CH Salon 824

SESSION B  Accounting Behavior & Organizations
Moderator & Discussant:  Mary Fischer, University of Texas at Tyler
Discussant:  Valrie Chambers, Texas A&M University – Corpus Christi

The Effects of Board Characteristics on Loan Covenants: An Empirical Analysis
Leann Rutherford & Sugato Chakravarty, Purdue University

The Impact on Student Marketability of Alternative Paths Taken to Meet the 150 Hour Requirement
Shawn Mauldin, Chuck Viosca, Michael Chiasson, Nicholls State University
Robert Braun, Southeastern Louisiana University

Accounting Department Leaders & Deans Rate Business School Performance Using a Market Orientation Model
Robert Webster, Ouachita Baptist University
Kevin Hammond, University of Tennessee at Martin
### SESSION C  
**Financial Reporting**

**Moderator & Discussant:** Dorothy Alexander-Smith, Rutgers University  
**Discussant:** TBD

*The Capital Market Consequences of Earnings Volatility: A New Measure & New Evidence*  
**Robert Resutek**, Dartmouth

*Empire-building Incentives & the Effectiveness of Accrual Investment*  
**Donglin Li**, San Francisco State University

*Forecasts & Value Implications of the Proportion of Non-Operating to Operating Income*  
**Andrew Anabila**, University of Texas – Pan American

### SESSION D  
**Teaching, Learning, & Curriculum**

*The Exciting World of Case Teaching*  
**Aundrea Kay Guess**, St. Edward’s University

*Pack Manufacturing: Allocation of Manufacturing Overhead (a case study)*  
**David Dearman**, University of Arkansas-Little Rock

Presenters will serve as discussants for each other’s presentation & the application to case teaching.

### SESSION E  
**Significant Financial Accounting & Reporting Developments: An Update and Implementation Considerations (by Deloitte & Touche, LLP)**

**Panel Moderator:** Margaret Mulley, Deputy Managing Partner, Deloitte & Touche LLP

**Panelists:**  
Ignacio Perez Zaldivar, Partner, Deloitte & Touche LLP  
Patrick A. Casabona, Senior Manager, Deloitte & Touche LLP  
Alejandro Rebollo, Senior Manager, Deloitte & Touche LLP  
Cliff Mathews, Senior Manager, Deloitte & Touche LLP

The panel discussion will encompass the accounting guidance, issues, and implementation considerations related to new and forthcoming accounting standards. The changes will reshape financial statements. The accounting curriculum must be revised to reflect these changes in areas such as: fair value measurements, accounting for financial Instruments, lease accounting, revenue recognition, & other key FASB projects (e.g., other comprehensive income, troubled debt restructuring and consolidations).
March 2, 2012  
(Friday)

3:00 p.m. – 3:30 p.m.  
Napoleon Exposition Hall

**FBD COFFEE BREAK**

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support!

Great Door Prize Drawings take place at **3:15 p.m.** in the Exhibit Area. *Must be present to win.*

3:30 p.m. – 5:00 p.m.  
Computer Science) 1.5 CH  
Salon 821

<table>
<thead>
<tr>
<th>SESSION A</th>
<th><strong>From Sampling to an Entire Universe</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenters:</td>
<td>Dana Newman, Audimation Services</td>
</tr>
</tbody>
</table>

Data mining software has (and will continue) to revolutionize the way auditors and accounting professionals audit, review, approve, and examine accounting transactions. In the past, the sheer volume of data for most businesses made sampling the only practical approach. We now have capabilities to evaluate the entire universe – not just a sample. This panel will discuss how such software should be changing auditing and accounting procedures. There will also be a demonstration and discussion of how such software can be utilized in the accounting curriculum.

3:30 p.m. – 5:00 p.m.  
(Taxes) 1.5 CH  
Salon 824

<table>
<thead>
<tr>
<th>SESSION B</th>
<th><strong>Taxation</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Moderator &amp; Discussant:</td>
<td>Chao Liu, Tarleton State University</td>
</tr>
</tbody>
</table>

*Hobby Losses: Practitioners’ Perceptions*

George Hunt & Dale Spradling, Stephen F. Austin State University

*Social Security Benefits Taxation: Issues & Present Status*

Ralph Fritzsch, Midwestern State University  
Neal VanZante, Neal VanZante, CPA, CFE

*Do Individuals Spend & Save Lottery Winnings as They Would Tax Rebates?*

Valrie Chambers & Marilyn Spencer, Texas A&M University – Corpus Christi
SESSION C  BALANCE – The Key to Preventing Professional Burnout

Session Chair: Michelle McEacharn, University of Louisiana – Monroe

Does it seem like the only "me" time you have is that slot between 2 and 4 am? Faculty members frequently admonish our students to learn how to establish priorities and to spend their time wisely. We need to heed our own advice. There are ways to find balance between your professional and personal lives, as well as within your professional life. Learn practical and effective strategies to help you prevent burnout!

SESSION D  Forensics & Auditing

Moderator & Discussant: Kenneth Reichelt, Louisiana State University – Baton Rouge
Discussant: Li Brooks, Louisiana State University – Baton Rouge

Audit Committee Expertise & Early Accounting Error Detection: Evidence from Financial Restatements
Michael Lacina, Haeyoung Shin, Zhaohui Xu, University of Houston - Clear Lake
Jin Zhang, California State University, Sacramento

Two Perspectives on Preventing Fraud
Gin Chong, Prairie View A&M University

Deterrent Effects of Legislated Consequences on Attitudes about Financial Fraud
Award Recipient: McGraw-Hill Irwin Distinguished Paper Award
Joseph Ugrin, Stacy Kovar, Kansas State University
J. Pearson, Southern Illinois University - Carbondale


Many thanks to the Section Coordinators, Reviewers, Presenters, Moderators, Discussants, and Speakers who made the meeting a success.
See you next year in Albuquerque!
2011-2012 OFFICERS

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Betty S. Johnson, Stephen F. Austin State University
Teresa T. Sekine, Purdue University
Kathy Hill, Sam Houston State University
Begona Perez-Mira, Northwestern State University
Marcel M. Robles, Eastern Kentucky University
Lucia S. Sigmar, Sam Houston State University
Randall Waller, Baylor University
Ann Wilson, Stephen F. Austin State University
Traci Austin, Stephen F. Austin State University
Kathryn O’Neill, Sam Houston State University

CONGRATULATIONS!

Recipient of the 2012 McGraw-Hill Distinguished Paper Award

Status Update--We’ve Got a Problem: Leadership Communication in the Age of Social Media
En Mao, Nicholls State University
Marilyn Macik-Frey, Nicholls State University
Laura Lott Valenti, Nicholls State University

CONGRATULATIONS!

Recipient of the 2012 Federation of Business Disciplines Outstanding Educator Award
Marcel M. Robles, Eastern Kentucky University
March 1, 2012  
(Thursday)

7:30 a.m. – 8:30 a.m.      Oak Alley

**ABC-SWUS Breakfast**

All ABC-SWUS presenters and members are invited to enjoy a complimentary continental breakfast.

---

8:30 a.m. – 10:00 a.m.  Salon 817

**SESSION A**

**Welcome by ABC-SWUS President Margaret Kilcoyne**

**Crisis Communication & Cultural Issues**

Session Chair:  **Lucia S. Sigmar**, Sam Houston State University

---

**Winner of the 2012 McGraw-Hill Distinguished Paper Award**

*Status Update--We’ve Got a Problem: Leadership Communication in the Age of Social Media*

En Mao, Nicholls State University

Marilyn Macik-Frey, Nicholls State University

Laura Lott Valenti, Nicholls State University

---

**Crisis Communication in the MBA Classroom: A Step-by-Step Approach**

*Teresa T. Sekine*, Purdue University

*Diana M. Brown*, Purdue University

**Coming and Going in Turn, and Don’t Stretch Out Your Head to Watch Please: The Dilemma of Literally Translating Signs into a Foreign Language**

*Marcel M. Robles*, Eastern Kentucky University

**Using the Hermann Brain Dominance Model to Determine Communication Styles**

*Kathryn O’Neill*, Sam Houston State University

---

10:00 a.m. – 10:30 a.m.  Napoleon Exposition Hall

**FBD Coffee Break**

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support!

Great Door Prize Drawings take place at **10:15 a.m.** in the Exhibit Area. *Must be present to win.*
### March 1, 2012
(Thursday)

10:30 a.m. – 12:00 p.m.  
Salon 817

#### SESSION A  Workplace Issues in Business Communication

**Session Chair:**  
**Randall Waller**, Baylor University

*Any Such Thing as Confidentiality in the Workplace?*  
**Carolyn Ashe**, University of Houston-Downtown  
**Deloris M. Wanguri**, University of Houston-Downtown

*The Velvet Jungle: A Facet of the Velvet Ghetto*  
**Bobbie G. Schnepf**, Southeastern Louisiana University  
**Julie J. Nunenmacher**, Southeastern Louisiana University

*Communication and Knowledge of Religious Accommodation Policies*  
**Patricia C. Borstorff**, Jacksonville State University  
**Louise J. Clark**, Jacksonville State University  
**Kimber L. Arlington**, Jacksonville State University

*Communication Technologies: What is Really Being Used by Business Managers?*  
**Susan E. Jennings**, Stephen F. Austin State University

1:30 p.m. – 3:00 p.m.  
Salon 817

#### SESSION A  Presentation Design and Discussion

**Session Chair:**  
**Traci Austin**, Stephen F. Austin State University

*Presentations in Online Business Communication Courses: Faculty and Student Perceptions*  
**Marsha Bayless**, Stephen F. Austin State University  
**Betty S. Johnson**, Stephen F. Austin State University  
**Judith Biss**, Stephen F. Austin State University

*Sharpening Students’ Presentation Skills through Experiential Learning: Junior Achievement Day at Benjamin Franklin Charter School, New Orleans, Louisiana*  
**Kelly A. Grant**, Tulane University  
**Ashley K. Nelson**, Tulane University

*Archangels of Private Equity: Exploring the Role of “Gift Exchange” Rituals in Investor Presentations*  
**Michael C. Porter**, University of St. Thomas

*Beyond Beauty: On “Designing” for Business Presentation Success*  
**Monica Santaella**, Texas A & M University-Kingsville  
**Agustina A. Cavazos-Garza**, Texas A & M University-Kingsville  
**Barbara R. Oates**, Texas A & M University-Kingsville
March 1, 2012
(Thursday)

3:00 p.m. – 3:30 p.m. Napoleon Exposition Hall

FBD Coffee Break

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Great Door Prize Drawings take place at **3:15 p.m.** in the Exhibit Area. *Must be present to win.*

3:30 p.m. – 5:00 p.m. Salon 817

SESSION A ABC-SWUS Business Meeting

Presiding: **Margaret Kilcoyne**, ABC-SWUS President
Northwestern State University

All ABC-SWUS presenters and members are invited to attend the meeting

5:30 p.m. – 7:00 p.m. Napoleon Exposition Hall

FBD Meet and Greet Social

Everyone is invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and live music. A Cash Bar is available and a limited number of drink tickets will also be distributed. Stop by to relax and wind down from the day’s conference activities before heading out to other association and cultural events, dinner, or the historic French Quarter.
March 2, 2012  
(Friday)

7:30 a.m. – 8:30 a.m.  
Oak Alley

ABC-SWUS and ABIS Joint Breakfast

All ABC-SWUS and ABIS presenters and members are invited to enjoy a delicious breakfast buffet

8:30 a.m. – 10:00 a.m.  
Oak Alley

SESSION A  
Social and Electronic Media

Session Chair:  Teresa T. Sekine, Purdue University

Online, Face-to-Face, or Hybrid? Thoughts on Electronic Course Delivery
Paul Sawyer, Southeastern Louisiana University

Technology and the Millennial Learner: Implications for Instruction
Lisa Gueldenzoph Snyder, North Carolina A & T State University

What’s New in E-Textbooks?
Carol Lehman, Mississippi State University
Debbie D. DuFrene, Stephen F. Austin State University

Social Media: Should Business Schools Engage or Not Engage?
Ashley K. Nelson, Tulane University

10:00 a.m. – 10:30 a.m.  
Napoleon Exposition Hall

FBD Coffee Break

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March 2, 2012
(Friday)

10:30 a.m. – 12:00 p.m.  Salon 817

SESSION A  General Issues in Communication

Session Chair:  Kathryn O’Neill, Sam Houston State University

Innovative Tools for Engaging Students in the Global Classroom
Joselina Cheng, University of Central Oklahoma

Business Communication in Context: Exploring Ways to Deepen Student Connections Between Classroom Concepts and the Real World
Amanda Helm, Xavier University of Louisiana
Beverly Andry, Xavier University of Louisiana

ACEing B-Comm: A Pilot Course in Service Learning
Lucia S. Sigmar, Sam Houston State University
Sanjay S. Mehta, Sam Houston State University

Designing and Teaching a Graduate Course in Fundraising Communication
Carolyn Meyer, Ryerson University

1:30 p.m. – 3:00 p.m.  Salon 817

SESSION A  Business Communication Curricula

Session Chair:  Faridah Awang, Eastern Kentucky University

Written and Oral Communication Skills: Accounting Employers’ Perception of Skills Needed by Accounting Graduates
Margaret Kilcoyne, Northwestern State University
Brenda Hanson, Northwestern State University
Thomas Hanson, Northwestern State University
Begona Perez-Mira, Northwestern State University
Nat Briscoe, Northwestern State University
Sue Champion, Northwestern State University

Comparative Results of Two Studies: Communication Skills, Software, Needed by College of Business Majors and Courses Taught to Prepare Students for these Skills
Phyllis C. Bunn, Delta State University
Rebecca Hochradel, Delta State University

Measuring Attitudes Toward Writing Among Undergraduate Business Students
Traci Austin, Stephen F. Austin State University
Judi Biss, Stephen F. Austin State University
Carol Wright, Stephen F. Austin State University

Challenges in the Business Communication Classroom: Identifying Antecedents in the Relationship Between Reading and Writing
Ashley J. Bennington, Texas A & M University-Kingsville
Barbara R. Oates, Texas A & M University-Kingsville
ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES

March 2, 2012
(Friday)

3:00 p.m. – 3:30 p.m. Napoleon Exposition Hall

FBD Coffee Break

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3:30 p.m. – 5:00 p.m. Salon 817

SESSION A Lagniappe

Session Chair: Margaret Kilcoyne, Northwestern State University

Handwriting: What Place Does it Hold in a Technological Age?
Harold A. Hurry, Sam Houston State University

Valued Business Intelligence: A Case for Examining Senior Management Perceptions of Media vs. Interpersonal Information Sources
Michael Porter, University of St. Thomas

Corporate Consulting for Fun and Profit (Panel Discussion)
Geraldine E. Hynes, Sam Houston State University
Kathryn O’Neill, Sam Houston State University
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Beverly Oswalt, University of Central Arkansas
Marcel Robles, Eastern Kentucky University
Lori Soule, Nicholls State University
CONGRATULATIONS!

Recipient of the 2012 McGraw-Hill Distinguished Paper Award

*Online Course Design – An Analysis of Student Feedback Related to Quality Matters™ Standards*

**Betty A. Kleen**, Nicholls State University  
**Lori Soule**, Nicholls State University

Recipient of the 2012 Federation of Business Disciplines Outstanding Educator Award

**Marcel M. Robles**, Eastern Kentucky University

8:30 a.m. – 10:00 a.m.  
**SESSION A**  
Business Meeting and Distinguished Paper Presentation

Session Chair: **Roslyn Lisenby-Turner**, Southern Arkansas University Tech, ABIS President  

Yearly Business Meeting: Old and New Business of ABIS  

2012 McGraw-Hill Distinguished Paper Presentation

*Online Course Design – An Analysis of Student Feedback Related to Quality Matters™ Standards*

**Betty A. Kleen**, Nicholls State University  
**Lori Soule**, Nicholls State University
March 1, 2012  
(Thursday) 

10:00 a.m. - 10:30 a.m.  
Napoleon Exposition Hall 

**FBD Coffee Break**

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Great Door Prize Drawings take place at 10:15 a.m. in the Exhibit Area. *Must be present to win.*

---

10:30 a.m. – 12:00 p.m.  
Salon 816 

**SESSION A  Addressing IT Issues in the Classroom**

Session Chair:  **Ann Wilson,** Stephen F. Austin State University

*Appropriate Use of Portable Technology in Academic, Professional and Social Settings: A Preliminary Study*

- **Karen Hardin,** Cameron University  
- **Kimberly L. Merritt,** Oklahoma Christian University  

*Business Practices and Procedures Regarding Smartphone Security*

- **Michael York,** BBA Student, Stephen F. Austin State University  
- **Courtney Short,** MBA Student, Stephen F. Austin State University  
- **Ann Wilson,** Stephen F. Austin State University

*A Dozen Useful Websites for Educators*

- **Marcel Robles,** Eastern Kentucky University
March 1, 2012  
(Thursday)

1:30 p.m. – 3:00 p.m.  
Salon 816

SESSION A  
Investigating Security and Legal Issues in IT

Session Chair: Beverly Oswalt, University of Central Arkansas

Self-disclosure vs. Privacy in the Context of Online Social Networking – A Theoretical Review and Integrative Analysis  
Zie Zhang, Midwestern State University  
Xin Luo, The University of New Mexico

Legal Issues Surrounding Cloud Computing  
Robert B. Mitchell, University of Arkansas at Little Rock

Are We Communicating or Instilling Trust Among our Stakeholders: An Examination of Post-Secondary Education Institutions Websites’ Privacy Policy  
Begona Perez-Mira, Northwestern State University  
Margaret S. Kilcoyne, Northwestern State University  
Brenda Hanson, Northwestern State University  
Thomas Hanson, Northwestern State University  
Charlie Penrod, Northwestern State University  
Phil Habig, Northwestern State University  
Sue Champion, Northwestern State University

3:00 p.m. – 3:30 p.m.  
Napoleon Exposition Hall

FBD Coffee Break

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Great Door Prize Drawings take place at 3:15 p.m. in the Exhibit Area. Must be present to win.
SESSION A  
Updating Your Information Technology Program  

Session Chair: Carla Barber, University of Central Arkansas  

A 2011 Course Syllabi Review of Introductory Computer Courses Required in Colleges of Business in the Southwestern Region of the U.S.  
Betty A. Kleen, Nicholls State University  
Sherry Rodrigue, Nicholls State University  
Ronnie Fanguy, Nicholls State University  

Comparative Results of Two Studies: New Technological and Social Media Needed by College of Business Majors and Courses Taught to Prepare Students for These Skills  
Phyllis C. Bunn, Delta State University  
Rebecca Hochradel, Delta State University  

Help! My Students Failed a Problem-Solving Objective!  
Daniel D. Friesen, University of North Texas at Dallas  

Project Activities for Preparing Business Information Systems Educators  
Randall McCoy, Morehead State University

FBD Meet and Greet Social  

Everyone is invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and live music. A Cash Bar is available and a limited number of drink tickets will also be distributed. Stop by to relax and wind down from the day’s conference activities before heading out to other association and cultural events, dinner, or the historic French Quarter.
March 2, 2012
(Thursday)

7:30 a.m. – 8:30 a.m. Oak Alley

**ABIS and ABC-SWUS Joint Breakfast**

All ABIS and ABC-SWUS members are invited to come and enjoy a great breakfast buffet!

8:30 a.m. - 10:00 a.m. -- Meet with ABC-SWUS Oak Alley

**SESSION A  Social and Electronic Media**

Session Chair:  **Teresa T. Sekine**, Purdue University

*Online, Face-to-Face, or Hybrid? Thoughts on Electronic Course Delivery*
**Paul Sawyer**, Southeastern Louisiana University

*Technology and the Millennial Learner: Implications for Instruction*
**Lisa Gueldenzoph Snyder**, North Carolina A & T State University

*What’s New in E-Textbooks?*
**Carol Lehman**, Mississippi State University
**Debbie D. DuFrene**, Stephen F. Austin State University

*Social Media: Should Business Schools Engage or Not Engage?*
**Ashley K. Nelson**, Tulane University

10:00 a.m. - 10:30 a.m. Napoleon Exposition Hall

**FBD Coffee Break**

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Great Door Prize Drawings take place at **10:15 a.m.** in the Exhibit Area.  *Must be present to win.*
ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 2, 2012
(Friday)

10:30 a.m. – 12:00 p.m. Salon 816

SESSION A  Building Pedagogical Solutions

Session Chair: Daniel Friesen, University of North Texas at Dallas

Letting Go of My Legos: Engaging Students in Online Instruction
Matthew D. Lindsey, Stephen F. Austin State University
Betty S. Johnson, Stephen F. Austin State University

Your IS Classroom: Your Critical Questions that Lead to Students’ Critical Thinking
Jim Larsgaard, Eastern Kentucky University

Strategies for Facilitating Successful Group Interaction in Online Courses
Kimberly L. Merritt, Oklahoma Christian University
Mike Estep, Cameron University
K. David Smith, Cameron University

Personal Technology: To Ban or Not to Ban? Is There a Balance?
Marsha Bayless, Stephen F. Austin State University
Timothy Clipson, Stephen F. Austin State University
Ann Wilson, Stephen F. Austin State University

1:30 p.m. – 3:00 p.m. Salon 816

SESSION A  Coordinating Trends in IT Use

Session Chair Kimberly Merritt, Oklahoma Christian University

HTML5: A Response to Markup Madness in the Wide World of Web Development
Carla J. Barber, University of Central Arkansas
Beverly Oswalt, University of Central Arkansas
Lea Anne Smith, University of Central Arkansas

A Review of Knowledge Management Techniques for Crisis and Relief Management
Jeffry Babb, West Texas A&M University
Sumana Sharma, Information Systems Research Institute

Doing an About Face on Facebook Use?
Susan Evans Jennings, Stephen F. Austin State University

An Innovative Solution for building Digital Forensics Skills
Joselina Cheng, University of Central Oklahoma
Michelle Hepner, University of Central Oklahoma
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Prashant Srivastava, University of Akron

Congratulations!

Recipient of the 2012 McGraw-Hill Distinguished Paper Award

Creating Sustainable Competitive Advantage in Marketing
Change And Stability Management As A Source Of Competitive Advantage For Organizations
Jorge Humberto Mejia, Autonomous Technological Institute of Mexico

Recipient of the 2012 Federation of Business Disciplines Outstanding Educator Award

Maxwell Hsu, University of Wisconsin-Whitewater
Track Chairs

Assurance of Learning - Nancy Albers-Miller

Pharmaceutical & Healthcare Marketing - Ashish Chandra

Global & Cross-Cultural Marketing - Gordon Mosley

New Media, Advertising & Marketing Communications - Sharon Thach

Not-For-Profit Marketing & Social Marketing - Maxwell Hsu

Marketing Research - Sanjay Mehta

B–To–B & New Product Development - Prashant Srivastava

Arts And Music Marketing - Clyde Rolston

Marketing Strategy & Entrepreneurship - John Newbold

Consumer Behavior & Customer Relationship Management - Vivek S. Nataranjan, Kishwar Joonas

Marketing Education - Renee Gravois Lee, Nacef Mouri

Experiential & Service Learning - Patrick D. “Pat” Fountain, Lynn Murray

Personal Selling & Sales Management - Michael Pass

Retailing & Services Marketing - Ramaprasad Unni

Ethics, Legal & Public Policy - John C. Knapp

Student Papers - Nancy Albers-Miller

Logistics & Supply Chain Management (Idea Academic & Practitioner Tracks) - Bimal Nepal, Ismail Capar

Creating Sustainable Competitive Advantage in Marketing - Silvia L. Martin

Technology Transfer & Commercialization - Kimball P. Marshall
ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

CONGRATULATIONS!

BEST OF TRACK PAPER AWARD WINNERS

Advertising and Personal Selling
The Moderating Effects Of Consumer Involvement, Concern About Air Pollution, And Materialism On Consumer Decision-Making For A Hybrid Automobile: A Retail Advertising Analysis
William T. Neese, Nicholls State University
Monica J. Favia, Bloomsburg University

Creating Sustainable Competitive Advantage in Marketing
Change And Stability Management As A Source Of Competitive Advantage For Organizations
Jorge Humberto Mejia, Autonomous Technological Institute of Mexico

Logistics and Supply Chain Management
Crisis management among Industrial Distributors: Scale development, analysis and insights
Arunachalam Narayanan, Texas A&M University
Daniel F. Jennings, Texas A&M University
Ismail Capar, Texas A&M University,
Malini Natarajarathinam, Texas A&M University

Marketing Strategy & Entrepreneurship
A Conceptual Foundation for New Technology Business Firms to Adopt a Marketing Orientation
Sandra Potter, Bryant University

Pharmaceutical & Healthcare Marketing
Evaluating an Innovative Approach in Patient-Centric Care: The Laborist Model
Asoke Dey, The University of Akron
Jessica Clemons, The University of Akron

Retailing & Services Marketing
Understanding The Impact Of Product Return Policies On Consumers
Lynn C. Dailey, Capital University
M. Ali Ülkü, Capital University

Technology Transfer & Commercialization
The “E” In “Eservice Learning”
Sue Y. McGorry, DeSales University
### SESSION A  
**Advertising and Personal Selling**

**Session Chair:** Sharon Thach, Tennessee State University

- **Brand Development And Management In The Bed And Breakfast Industry**  
  *Grant Aguirre*, New Mexico State University

- **The Moderating Effects Of Consumer Involvement, Concern About Air Pollution, And Materialism On Consumer Decision-Making For A Hybrid Automobile: A Retail Advertising Analysis**  
  *William T. Neese*, Nicholls State University  
  *Monica J. Favia*, Bloomsburg University

- **U.S. Advertising In WWI And WWII**  
  *Tom Smith*, Texas Wesleyan University  
  *Sandra Hile Hart*, Texas Wesleyan University

- **Outsourcing The Sales Function: The Influence Of Communication And Customer Orientation**  
  *Michael W. Pass*, Sam Houston State University

### SESSION B  
**Student Papers I**

**Session Chair:** Nancy D. Albers-Miller, Berry College

- **The Perception Of Consumers In Relation To How A Corporation Makes A Contribution**  
  *Tricia Staudenmaier*, Berry College  
  *Nancy D. Albers-Miller*, Berry College

- **Eagle Scout: Long-Term Career And Personal Impacts**  
  *Nancy D. Albers-Miller*, Berry College  
  *Travis D. Miller*, Rome, GA

- **Eco-Friendly Marketing In The Cosmetics Industry**  
  *Alisha Dosani*, Berry College  
  *Nancy D. Albers-Miller*, Berry College

- **Food Deserts: Consumer Behavior Decisions Associated With The Selection Of Healthy Food Alternatives**  
  *Ari Mincey*, Berry College  
  *Nancy D. Albers-Miller*, Berry College

- **Divorce, Who Initiates It, And The Effect It Has On Future Relationships**  
  *Caroline E. Tait*, Berry College  
  *Nancy D. Albers-Miller*, Berry College
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 1, 2012
(Thursday)

8:30 a.m. – 10:00 a.m. Maurepas

SESSION C  Consumer Behavior

Session Chair:  Vivek S. Natarajan, Lamar University

An Introductory Study Of The Relationship Between Materialism And Social Media
David K. Amponsah, Troy University
Ingyu Lee, Troy University
Gordon Mosley, Troy University

Understanding Shopping Preferences of Teen Consumers: An Analysis of Fashion Interest and Patronage Behavior
Anna A. Magie, Texas Woman’s University
Deborah D. Young, Texas Woman’s University

Self-regulatory Focus: The Impact on Long-term Consumer Compliance Behavior Stephanie Dellande, Menlo College
Prashanth Nyer, Chapman University

10:00 a.m. – 10:30 a.m. Napoleon Exposition Hall

FBD COFFEE BREAK

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support!

Great Door Prize Drawings take place at 10:15 a.m. in the Exhibit Area. Must be present to win.
March 1, 2012
(Thursday)

10:30 a.m. – 12:00 p.m.  Maurepas

SESION A  Healthcare Marketing

Session Chair:  Ashish Chandra, University of Houston-Clearlake

Obesity: A Social Marketing Approach
Dennis Emmett, Marshall University
Ashish Chandra, University of Houston-Clear Lake

Evaluating an Innovative Approach in Patient-Centric Care: The Laborist Model
Asoke Dey, The University of Akron
Jessica Clemons, The University of Akron

What do Health Care Administration Faculty Think about their IRBs? An Empirical Investigation
David P. Paul, Monmouth University
Ashish Chandra, University of Houston-Clear Lake

10:30 a.m. – 12:00 p.m.  Southdown

SESSION B  Marketing Education and Service Learning

Session Chair:  Nacef Mouri, George Mason University

Marketing Majors’ Attitudes Toward Education
Sandra McKay, Southeastern Louisiana University
Jeff W. Totten, McNeese State University

Marketing Marketing Textbooks
Kristen M. Maceli, Pittsburg State University
Donald Baack, Pittsburg State University

Determinants Of Successfully Marketing Study Abroad Programs
Vaidotas Lukosius, Tennessee State University

Breaking Down The Silos: Combining Management And Marketing Experiential Learning Classes
Dan Horne, Providence College
Tom King, Providence College
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 1, 2012
(Thursday)

10:30 a.m. – 12:00 p.m.  Salon 828

SESSION C  Marketing Strategy and Entrepreneurship

Session Chair:  John Newbold, Sam Houston State University

Student Incubators: New Aspects on Entrepreneurship
Monica Santella, Texas A & M University-Kingsville
Barbara R. Oates, Texas A & M University-Kingsville
Ruth Chaterlain-Jardon, Ruth Chaterlain-Jardon

A Conceptual Foundation for New Technology Business Firms to Adopt a Marketing Orientation
Sandra Potter, Bryant University

The Effect of Declining Lead Times on first Mover Advantage: A Twenty Year Empirical Study of New Product Announcements
Michael Polletti, Fayetteville State University
Mary Beth Hogan, Fayetteville State University
Howard Ling, University of North Carolina - Pembroke

1:30 p.m. – 3:00 p.m.  Borgne

SESSION A  Ethics, Legal and Public Policy

Session Chair:  John Knapp, Samford University

Post-Secondary Education Institutions Websites' Privacy Policies - Is Our Content Missing The Mark?
Begoña Pérez-Mira, Northwestern State University
Margaret S. Kilcoyne, Northwestern State University
Brenda Hanson, Northwestern State University,
Thomas Hanson, Northwestern State University

The Role Of Social Marketing And Social Media In Cultural Adaptation: Implications For The Marketing Ethic
Joseph Stasio, Merrimack College

Constructing Service Ethic - Consequence - Value Chains To Develop Effective Internal And External Marketing Strategies
Chin-Feng Lin, National Pingtung Institute of Commerce
Yu-Lin Lo, National Pingtung Institute of Commerce
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 1, 2012
(Thursday)

1:30 p.m. – 3:00 p.m. Maurepas

SESSION B  Roundtable Discussion I: Study Abroad Programs

Session Chair:  Renee Gravois Lee, Sam Houston State University

Presenters:  Tará Burnthorne Lopez, Southeastern Louisiana University
            Mike Budden, Southeastern Louisiana University
            Rusty Juban, Southeastern Louisiana University
            Mike Jones, Southeastern Louisiana University
            Russell McKenzie, Southeastern Louisiana University

3:00 p.m. – 3:30 p.m. Napoleon Exposition Hall

FBD COFFEE BREAK

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Great Door Prize Drawings take place at 3:15 p.m. in the Exhibit Area. Must be present to win.

3:30 p.m. – 5:00 p.m. Cornet

SESSION A  Technology Transfer: Preparing the Marketplace

Session Chair:  William S. Piper, Alcorn State University

The Nexus Needs Of Technology Transfer And Commercialization: The Troubled Case Of the Solar Energy Industry
Kimball P. Marshall, Alcorn State University
Yashasvi Redd Patlolla, Alcorn State University

A Nexus For Technology Transfer And Commercialization: A Marketing Emphasis Approach
William S. Piper, Alcorn State University
Zulfiquar Dogar, Alcorn State University

Challenges And Barriers For Small Business Success
Daryush Ila, Fayetteville State University

Toward A Philosophy Of Technology
William Kilbourne, Clemson University

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ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 1, 2012
(Thursday)

3:30 p.m. – 5:00 p.m.  Borgne

SESSION B  Services Marketing and Retailing

Session Chair:  Ramaprasad Unni, Tennessee State University

Smarter Escalation Of Technical Support Calls
Randy Ryker, Nicholls State University
R. Charles Viosca, Jr., Nicholls State University
K. Chris Cox, Indiana University Southeast

Understanding The Impact Of Product Return Policies On Consumers
Lynn C. Dailey, Capital University
M. Ali Ülkü, Capital University

Attitudes Toward Donations Of Used Clothing - Implications For Thrift Stores
Ramaprasad Unni, Tennessee State University
Julie Roberts, Tennessee State University

3:30 p.m. – 5:00 p.m.  Maurepas

SESSION C  Special Session: Great Assignments and Teaching Ideas

Session Chair:  Renée Gravois Lee, Sam Houston State University

Marketing Assignments That Work: An In-Class Sales Competition With A Local Employer
Julie Haworth, University of Texas at Dallas

Critical Thinking In Marketing: Using In-Class Debates
Sanjay S. Mehta, Sam Houston State University

“Thinking” Assignments to Motivate “Thinking”
Renée Gravois Lee, Sam Houston State University
Carroll Ferguson Nardone, Sam Houston State University

Approaches in Teaching Research at the Undergraduate Level: From Didactic to Experiential
Russ Henley, The University of West Alabama
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 1, 2012
(Thursday)

3:30 p.m. – 5:00 p.m.  Edgewood B

SESSION D  Student Papers II

Session Chair:  Nancy D. Albers-Miller, Berry College

Service Responsiveness And Customer Satisfaction In The Banking Industry
Sara Lujan, Sam Houston State University
Irfan Ahmed, Sam Houston State University

A Relationship Between Cultural Impact And Influence Of Social Media Marketing On Consumer
Ye Eun An, Berry College
Nancy D. Albers-Miller, Berry College

Standardized Nutrition Labels: The Impact On Consumer Comprehension
Caitlyn A. Miller, Berry College
Nancy D. Albers-Miller, Berry College

The Role Of Celebrity Spokespersons In Brand Community Leadership
Ryan B. Gambrell, Berry College
Jon Littlefield, Berry College

Importance Of Qualifications Within Particular Golf Industries: A Comparison Of Becoming A Golf Course Pro And Graduate Assistant College Coach
John C. Hall, Berry College
Nancy D. Albers-Miller, Berry College

5:30 p.m. – 7:00 p.m.  Napoleon Exposition Hall

FBD Meet and Greet Social

Everyone is invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and live music. A Cash Bar is available and a limited number of drink tickets will also be distributed. Stop by to relax and wind down from the day’s conference activities before heading out to other association and cultural events, dinner, or the historic French Quarter.
March 2, 2012
(Friday)

7:30 a.m. – 8:30 a.m.

ACME Coffee and Pastries
All ACME members are invited and encouraged to come and meet old friends, make new acquaintances and enjoy coffee.

8:30 a.m. – 10:00 a.m.

SESSION A  Logistics and Supply Chain Management

Session Chair:  Manoj Vanajakumari, Texas A&M University

*The Solar Supply Chain And Market Driver Analysis*
Nicholas Martinez, Texas A&M University
Krishna Patwari, Texas A&M University

*Logistics In The Oil And Gas Industry*
Cristina Herrera, Texas A&M University
Krishna Patwari, Texas A&M University

*Coordination In Multi-Player Environment*
Himanshu Thapa, Texas A&M University
U.V. Manoj, Texas A&M University

*Global Sourcing – Procurement During An Economic Crisis*
Lauren Rosenkraz, Texas A&M University
Bimal Nepal, Texas A&M University

8:30 a.m. – 10:00 a.m.

SESSION B  Qualtrics Workshop

Session Chairs:  Vaidotas Lukosius, Tennessee State University
Ramaprasad Unni, Tennessee State University

Presenter:  Bryce Winkelman, Qualtrics

In this virtual workshop, attendees will become familiar with Qualtrics survey platform, the basics of building survey, launching it, gathering data and presenting results. To get the most out of this workshop, bring your own laptop!
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 2, 2012
(Friday)

8:30 a.m. – 10:00 a.m. Southdown

SESSION C Creating Sustainable Competitive Advantage in Marketing: IT Perspectives
Session Chair: Sylvie Lozano, Lynchburg College

I.T. Small Business Competing In A Highly Concentrated Environment: Going Back To Marketing Basics In The U.S. Aerospace Industry
Hector Gomez MacFarland, Technological Institute of Superior Studies of Monterrey

Marketing Program Creativity In High Technology Ventures
Silvia L. Martin, Lynchburg College
Joe Turek, Lynchburg College

A Competitive Advantage Through It/Business Alignment,
Mauricio Corona, La Salle University, Mexico City

10:00 a.m. – 10:30 a.m. Napoleon Exposition Hall

FBD COFFEE BREAK

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10:30 a.m. – 12:00 p.m. Borgne

SESSION A Logistics and Supply Chain Management: Industry Practices
Session Chair: Bimal Nepal, Texas A&M University

Best Practices In Distribution And Logistics: Womack Machine Supply
Brad Vance, Womack Machine Supply

Best Practices In Distribution And Logistics: Wilson Supply
Tony Glynn, Wilson Supply, A Schlumberger Company
ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 2, 2012
(Friday)

10:30 a.m. – 12:00 p.m.  Maurepas

SESSION B  Special Topics in Marketing
Session Chair:  Clyde Philip Rolston, Belmont University

Cd Or Not Cd: The Media Preferences Of Classical Music Consumers
John Cicala, Texas A&M University – Kingsville
Valerie L. Bartelt, Texas A&M University – Kingsville

Factors Contributing To A Successful Debut Album: A Regression Analysis
Clyde Philip Rolston, Belmont University
Terry Tompkins, Drexel University
Marietta Velikova, Belmont University

Imperative For Green Marketing In India: A Conceptual Research Of Beliefs And Attitudes Of Business Students
Kishwar Joonas, Prairie View A&M University
Vivek S. Natarajan, Lamar University

Exploring The Similarity Of Cognitive Variables To Understand The Perception Gap Between Sellers And Consumers
Chin-Feng Lin, National Pingtung Institute of Commerce, Taiwan

10:30 a.m. – 12:00 p.m.  Southdown

SESSION C  Roundtable Discussion II: Study Abroad Programs
Session Chair:  Vaidotas Lukosius, Tennessee State University

Presenters:  Vaidotas Lukosius, Tennessee State University
Pamela L. Mickelson, Morningside College
Nancy D. Miller, Berry College
Barbara Oates, Texas A&M University-Kingsville.
Troy Festervand, Middle Tennessee State University
March 2, 2012  
(Friday)

12:00 p.m. – 1:15 p.m.  
Nottoway

**ACME Luncheon and Business Meeting**

All ACME members and invited guests are encouraged to attend as we honor our award winners and hold our annual Business Meeting.

This event is open ONLY to ACME Members and invited guests. Others will be charged $50. Check should be made out to Association of Collegiate Marketing Educators.

1:30 p.m. – 3:00 p.m.  
Borgne

**SESSION A  Logistics and Supply Chain Management: Workshops**

Session Chair:  **Ismail Capar**, Texas A&M University

*In-Season Transshipments*

**Metin Cakanyildirim**, University of Texas at Dallas

*Using An Open-Source ERP To Teach Business Process Integration*

**Minh Huynh**, Southeastern Louisiana University

**Nilish Chitrakar**, Southeastern Louisiana University

1:30 p.m. – 3:00 p.m.  
Maurepas

**SESSION B  Technology Transfer: Unanticipated Applications**

Session Chair:  **Kimball P. Marshall**, Alcorn State University

"Mapping" Charitable Gaming In Kentucky: An Exploratory Analysis Using GIS  
**Janet M. Ratliff**, Morehead State University  
**Michelle B. Kunz**, Morehead State University

The Challenges Facing Salespeople When Introducing New Technologies  
**John Barnes**, SUNY- Institute of Technology

The "E" In “Eservice Learning”  
**Sue Y. McGorry**, DeSales University

Consumer Reaction To Business Firms’ Responses To New Technologies In Communications: Emails Of Praise And Complaint  
**Michael M. Pearson**, Loyola University New Orleans  
**Thomas M. Hickman**, Loyola University New Orleans
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<tr>
<th>Time</th>
<th>Location</th>
<th>Event Description</th>
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<td>1:30 p.m. – 3:00 p.m.</td>
<td>Southdown</td>
<td><strong>SESSION C</strong> Special Panel Session: Issues in Accreditation and Assessment</td>
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<td><strong>Session Chair:</strong> Prashant Srivastava, University of Akron</td>
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<td></td>
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<td><strong>Presenters:</strong> Sharon Thach, Tennessee State University</td>
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<td>Nancy D. Albers-Miller, Berry College</td>
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<tr>
<td>1:30 p.m. – 3:00 p.m.</td>
<td>Bayside A</td>
<td><strong>WORKSHOP:</strong> Advances in Online Teaching</td>
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<td><strong>Trainers:</strong> Gopala Ganesh, University of North Texas</td>
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<td>Kishwar Joonas, Prairie View A&amp;M University</td>
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<td>Vivek Natarajan, Lamar University</td>
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<td><strong>Workshop Description:</strong> The Workshop covers in great detail, the experience of carrying out a semester-long Online market research project in the MBA market research class. In addition, major issues related to Hybrid and Online Marketing courses at the graduate as well as undergraduate level including Service-Learning projects will be discussed.</td>
</tr>
<tr>
<td>3:00 p.m. – 3:30 p.m.</td>
<td>Napoleon Exposition Hall</td>
<td><strong>FBD COFFEE BREAK</strong></td>
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March 2, 2012
(Friday)

3:30 p.m. – 5:00 p.m.

SESSION A  Creating Sustainable Competitive Advantage in Marketing

Session Chair:  Sylvie Lozano, Lynchburg College

Change And Stability Management As A Source Of Competitive Advantage For Organizations
Jorge Humberto Mejia, Autonomous Technological Institute of Mexico

Developing Sustainable International Entrepreneurial Ventures: The Case Of Mexican Culinary Art In France
Fernanda Arreola, Fundação Getulio Vargas, Sao Paulo, Brazil

NPD Project Portfolio, Environment, And Performance
Prashant Srivastava, University of Akron
Asoke Dey, University of Akron
Desale Habtzghi, University of Akron
Gary L. Frankwick, University of Texas at El Paso

3:30 p.m. – 5:00 p.m.

SESSION B  Logistics and Supply Chain Management

Session Chair:  Minh Huynh, Southeastern Louisiana University

Supplier Stratification Management: Cases From Industry
Xiaoming Li, Tennessee State University
Festus Olorunniwo, Tennessee State University
Joel Jolayemi, Tennessee State University
Chunxing Fan, Tennessee State University
William Krechel, Boeing Research and Technology

Crisis management among Industrial Distributors: Scale development, analysis and insights
Arunachalam Narayanan, Texas A&M University
Daniel F. Jennings, Texas A&M University
Ismail Capar, Texas A&M University,
Malini Natarajarathinam, Texas A&M University
SESSION C  Student Papers III

Session Chair:  Nancy D. Albers-Miller, Berry College

Perceived Product Freshness: Exploring Consumers’ Negative Reactions To Self-Touched Products
Devdeep Maity, Oklahoma State University

Devdeep Maity, Oklahoma State University

Status Is Everything: How Facebook Statuses Used By Business Pages Affect Purchase Intention And Consumer Attitudes
Megan C. Uebersax, Berry College
Nancy D. Albers-Miller, Berry College

Consumer Behavior Research: Change In Consumption Behavior In The Fashion Market From High School To College
Nikki N. Taylor, Berry College
Nancy D. Albers-Miller, Berry College

New Guitar Consumers: Inexperienced Consumers Lack Experience Correlating To Interpersonal Interactions
Alex Willoughby, Berry College
Nancy D. Albers-Miller, Berry College
2011 – 2012 OFFICERS

President:  Roderick Posey, University of Southern Mississippi

President-Elect:  Carl Rebman, Jr., University of San Diego

Program Chair:  Janet Bailey, University of Arkansas at Little Rock

Program Chair-Elect:  June Wei, University of West Florida

Secretary:  Mary Fischer, University of Texas at Tyler

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DSI Regionally-Elected VP:  Paul Cronan, University of Arkansas

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                 Chang-tseh Hsieh, University of Southern Mississippi
                 Bala Maniam, Sam Houston State University
                 Melissa Melancon, University of Louisiana at Monroe
                 Wing Fok, Loyola University New Orleans
                 Hong Qin, University of Texas-Pan American

Past President:  Paul Cronan, University of Arkansas
# 2011-2012 Track Chairs

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<td>Erick Valentine</td>
<td>Grambling State University</td>
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<td>Business Environment, Law, Ethics &amp; Cross-Cultural Studies</td>
<td>Khaled A. Alshare</td>
<td>Qatar University</td>
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<td>DSS/ES/KM</td>
<td>Richard Woolridge</td>
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<td>June Lu</td>
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<td>Barbara Hewitt</td>
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<td>E-Government and Non-Profit</td>
<td>James Parrish</td>
<td>Nova Southeastern University</td>
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<td>Entrepreneurship and Finance</td>
<td>Melissa Melancon</td>
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<td>International Business</td>
<td>Bradley K Jensen</td>
<td>Microsoft</td>
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<td>Information Security and Privacy</td>
<td>Joseph Schuessler</td>
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<td>Fred L. Kitchens</td>
<td>Ball State University</td>
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<td>Management &amp; Organizational Behavior</td>
<td>Clay Posey</td>
<td>University of Arkansas at Little Rock</td>
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<tr>
<td>Management Information Systems</td>
<td>Mark McMurtrey</td>
<td>University of Central Arkansas</td>
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<tr>
<td>Marketing</td>
<td>Susan Chinburg</td>
<td>Rogers State University (emeritus)</td>
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<td>Online Learning</td>
<td>Shoreh Hashemi</td>
<td>University of Houston Downtown</td>
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<td>Operations &amp; Supply Chain Management</td>
<td>Hong Qin</td>
<td>University of Texas Pan American</td>
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<td>Quantitative Methods &amp; Quality</td>
<td>Francis Kofi Andoh-Baidoo</td>
<td>U of Texas Pan American</td>
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<td>Nalini Govindarajulu</td>
<td>Creighton University</td>
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<td>Special Panels</td>
<td>Brian Reithel</td>
<td>University of Mississippi</td>
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<tr>
<td>Proceedings Editor</td>
<td>Mohan Rao</td>
<td>University of Louisiana at Lafayette</td>
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<tr>
<td>Proceedings Production Coordinator</td>
<td>Carl M. Rebman, Jr.</td>
<td>University of San Diego</td>
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2012 SPECIAL EVENTS

WORKSHOPS & PANELS

Making Money with Windows Phone Development

Wed Feb 29, 2012, 1:00-5:00 p.m.

Dr. Bradley K. Jensen, Principal Academic Relationship Manager, Microsoft

Aaron Rothberg, Microsoft Student Partner

Data Analytics- Industry Speaks

Thurs Mar 1, 2012, 10:30 a.m.-12:00 p.m.

Dr Jie Cheng, VP, Global Analytics and Consumer Insights, Acxiom

Steven Lamey, ISD Supply Chain and E-Commerce Manager, Walmart

Dr. Bradley Jensen, Principal Academic Relationship Manager, Microsoft

Alex McLeod, Program Manager, University Alliances US Central Region, SAP

Decision Making Using Business Analytics Tools (Microsoft, SAP, IBM, Teradata, & SAS) to Analyze Real-World Enterprise System Datasets (Sam's Club, Dillard's, Tyson Foods, Walmart)

Thurs Mar 1, 2012, 1:30-3:00 p.m.

Janet Bailey, University of Arkansas at Little Rock

David Douglas, University of Arkansas

Bradley K. Jensen, Microsoft

Jerry Oglesby, SAS

PAPERS & MEETINGS

SWDSI 2012 Business Meeting,

Thurs, March 1, 2012 3:30 p.m. - 5:00 p.m.

Over one hundred and twenty paper presentations sessions scheduled: Thursday, February 29, and Friday, March 1, 2012 from 8:30 a.m. to 5:00 p.m. daily, and on Saturday, March 3, 2012, from 8:30 a.m. to 12:00 a.m.
CONGRATULATIONS!!!

RECIPIENT OF THE
2012 FEDERATION OF BUSINESS DISCIPLINES OUTSTANDING EDUCATOR AWARD

Kai Koong
University of Texas at Pan American

RECIPIENT OF THE 2012 MCGRAW-HILL DISTINGUISHED PAPER AWARD

The Impact of Culture, Gender, and Age on Employee Perceptions of Individual and Organizational Commitment to the Green Movement

Lillian Y. Fok
University of New Orleans

Susan M. L. Zee
Southeastern Louisiana University

Daisy Fok
University of Southern California

Sandra J. Hartman
University of New Orleans

RECIPIENT OF THE 2012 ALPHA IOTA DELTA INNOVATIVE EDUCATION PAPER AWARD

The Integration of Portable Technology to Enhance Lifelong Learning Skills

Nick-Naser Manochehri
Qatar University

Nicolas Gromik
Qatar University

Swee Liang Aw
Qatar University

RECIPIENT OF THE 2012 BEST STUDENT PAPER AWARDS

User Acceptance of Social Networking: Employees’ Perspective

Murad Moqbel
Texas A&M International University
February 29, 2012
(Wednesday)

1:00 p.m. – 5:00 p.m. Oak Alley

Making Money with Windows Phone Development

Presenters: Bradley K. Jensen,
Principal Academic Relationship Manager, Microsoft Corporation
Aaron Rothberg,
Microsoft Student Partner, University of Arkansas at Little Rock

Want to get students interested in coding or perhaps just recruit them for your major? An informal poll showed 75% of students are interested in learning how to write applications for their mobile devices. Why not use this interest to get them hooked on a technology degree and provide them a way to supplement their income at the same time? This hands-on workshop will take attendees through the process of creating a Phone 7 application ready for deployment to the Marketplace. Provided classroom-ready instructions can be used stand-alone in an introductory class or as a first assignment in a mobile-development class. Links to free downloadable development ebooks and information on Microsoft support for mobile-development coursework will be provided.

Registrations will be on a first-come first served basis. Space is limited. Late and onsite registrations will be available only if there are no-shows or capacity left. This is a full 4-hour workshop.

March 1, 2012
(Thursday)

8:30 a.m. – 10:00 a.m. Crescent Board Room

MEETING: Officers and Directors Meeting

Presiding: Roderick Posey, University of Arkansas

Agenda: Officer’s Reports

Old Business – Various Committee Reports

New Business – To be Determined
March 1, 2012
(Thursday)

8:30 a.m. – 10:00 a.m.                        NAPOLEON B-1

SESSION A  MANAGEMENT INFORMATION SYSTEMS – I

Session Chair:  Daniel Peak

*Information Systems as a Reference Discipline for Visual Design*
Daniel Peak, University of North Texas
Victor Prybutok, University of North Texas
Michael Gibson, University of Houston
Chenyan Xu, University of North Texas

*Information Technology Credential Value – from the Perspective of Industry Employers*
David Wierschem, Texas State University-San Marcos
Guoying Zhang, Midwestern State University
Charles Johnston, Midwestern State University

*Innovation’s Role as a Boundary Between Cognitive Schemas*
Sameer Dutta, Grambling State University

8:30 a.m. – 10:00 a.m.                        NAPOLEON A-3

SESSION B  E-COMMERCE – I

Session Chair:  Lu, June

*An Empirical Investigation of Online Word-of-Mouth Dynamics in Different Online Communities*
Li Qin, Fairleigh Dickinson University

*Does Social Presence On E-Commerce Web Sites Influence The Initial Trust Of Asian Online Shoppers?*
Quy Dang, Texas A&M University – Corpus Christi
Robert Cutshall, Texas A&M University – Corpus Christi

*Mobile Commerce in the Eyes of Mobile Users*
June Lu, University of Houston-Victoria
SESSION C  DSS/EXPERT SYSTEMS/KNOWLEDGE MANAGEMENT – I

Session Chair: Joyce Jackson

A Study on the Comparative Advantages Of Concept Map Construction and Self-Explanation
Sungwoo Cho, Korea Telecom
Mun Yi, Korea Advanced Institute of Science & Technology
Joyce Jackson, University of Texas - Pan American

Banamber Mishra, McNeese State University
Matiur Rahman, McNeese State University

Tracking the Eye to Uncover Unconscious Preference
Abhishek Dalvi, University of Houston
Michael Gibson, University of Houston
Bhavin Sheth, University of Houston
Robert Zant, University of Houston

SESSION D  ONLINE LEARNING – I

Session Chair: James Wilbanks

E-Mentoring: Examining the Feasibility of Electronic, Online, or Distance Mentoring
James Wilbanks, University of Arkansas at Little Rock

Hybrid Approach for Automatic Short Answer Marking
Shaha Aloitaibi, Princess Nora Bint Abdul Rahman University
Abdulrahman Mirza, King Saud University

Student Podcast Adoption: An Empirical Study
Mohammad I. Merhi, University of Texas Pan American
SESSION E  ENTREPRENEURSHIP & FINANCE - I

Session Chair:  Sid Ewer

An Examination of the Financial Results of the Consolidated Financial Reports of the United Government for the Fiscal Years 1995 Through 2010
Sid Ewer, Missouri State University

Going Backwards: Would a Mexican Company Relocate to the U.S and Even Export to China?
Sergio Palacios, Transnational Minds

The Impact of Metacognition and Cultural Value on Entrepreneurial Orientation
Young Sik Cho, University of Texas - Pan American

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support!

Great Door Prize Drawings take place at 10:15 a.m. in the Exhibit Area. Must be present to win.

SESSION A  INNOVATIVE EDUCATION – I

Session Chair:  James Parrish

Cloud Computing: Should We Use It, Teach It, Or Let It Drift Away?
Jim Larsgaard, Eastern Kentucky University

Graduate Student Retention Modeling In A Large Public University
Chao Wen, chao.wen@unt.edu University of North Texas
James Meernik, University of North Texas
Victor Prybutok, University of North Texas

The Imagine Cup Software Development Invitational: Implications For Use In The IS Capstone Course
James Parrish, Nova Southeastern University
Janet Bailey, University of Arkansas at Little Rock
Bradley Jensen, Microsoft
March 1, 2012
(Thursday)

10:30 a.m. – 12:00 p.m. Cornet

SESSION B  EMTREPRENEURSHIP AND FINANCE - II

Session Chair:  Mohammed Safa

AIG’s Announcements, Fed’s Innovation, Contagion and Systemic Risk in the Financial Industry
Mohammad F. Safa, University of New Orleans
M. Kabir Hassan, University of New Orleans
Neal C. Maroney, University of New Orleans

LP Product-Mix Models Including Financing Costs
Dennis Togo, University of New Mexico

Reform of Consumer Credit Protection: An Examination of The Credit Card Accountability Responsibility and Disclosure Act of 2009
S. Keith Lowe, Jacksonville State University

10:30 a.m. – 12:00 p.m. SALON 820

SESSION C  INTERNATIONAL BUSINESS- I

Session Chair:  Taichiro Sahara

A Case of the Bangalore Machine Tool Equipment Industry
Dn Murthy, University of Washington
Mohammed Khurrum Bhutta, Ohio University
Adnan Omar, SUNO New Orleans

A Research on International Tourism In Japan - Cultivating Inbound Tourism
Taichiro Sahara, Senshu University

Do Improved Accounting Rules in Korea Deter Earning Management?
B. Brian Lee, Prairie View A&M University
Dong Wuk Kim, Jeju National University, Korea
Michael Lacina, University of Houston – Clear Lake
SESSION D MANAGEMENT INFORMATION SYSTEMS - II

Session Chair: Summer Bartczak

Green IT/IS Education and Training an Assessment of Curriculum Content
Summer Bartczak, University of Central Arkansas
Ellen England, University of Central Arkansas

Level of SNS Use: Effect of Perceived Risk and Benefit
Gina Harden, Univ of north Texas
Alaa Al Beayeyz, University of North Texas
Anna Sidorova, University of North Texas

Surviving the Tides: The Need for Effective Program Accreditation for Information Systems Programs
Amjad Abdullat, West Texas A&M University
Jeff Babb, West Texas A&M University

SESSION E INFORMATION SECUTIRITY & PRIVACY - I

Session Chair: Francis Andoh-Baidoo

A Framework to Analyze Intrusion Detection Systems in Academic Institutions
Tanus Sacin, University of Houston
Edward Crowley, University of Houston
Cheryl Willis, University of Houston
Michael Gibson, University of Houston

Password Security: Exploring Factors that Influence Good Password Practices
Troy Touchette, San Antonio College
Barbara Hewitt, Texas A&M University-San Antonio
Mark Huson, Texas A&M University-San Antonio

Understanding the Impact of Internet Security Breach on Market Value: Management Deterrence Policies Perspective
Francis Andoh-Baidoo, University of Texas-Pan American
March 1, 2012
(Thursday)

10:30 a.m. – 12:00 p.m

SESSION F BUSINESS ENVIRONMENT, LAW, ETHICS & CROSS CULTURAL STUDIES - I

Session Chair: Lillian Fok

Exploring The Impact of IT on Learning and Teaching Styles: A Cross Cultural Study
Khaled Alshare, Qatar University
Peggy Lane, Emporia State University

Gary Poe, Grambling State University
Berkita Bradford, Grambling State University

The Impact of Culture, Gender, and Age on Employee Perceptions of Individual and Organizational Commitment to The Green Movement
Lillian Fok, University of New Orleans
Susan Zee, Southeastern Louisiana University
Daisy Fok, University of Southern California
Sandra Hartman, University of New Orleans

1:30 p.m. – 3:00 p.m

SESSION A E-GOVERNMENT/NON-PROFIT - I

Session Chair: Jim Courtney

Creating Singerian Inquiring Organizations Through Employee Empowerment
Jim Courtney, Louisiana Tech University
Kristen Brewer, Eastern Kentucky University
Bryan Fuller, Louisiana Tech University

Public Privatization: An Examination Of Reinventing Government On Organizational Climate And Job Satisfaction
Somporn Khunwishit, University of North Texas
Josh Daspit, University of North Texas

Web-Based Accountability In The Nonprofit Sector: A Literature Review
Lise Anne Slatten, University of Louisiana at Lafayette
Brandi Guidry Hollier, University of Louisiana at Lafayette
SESSION B  MANAGEMENT INFORMATION SYSTEMS - II

Session Chair:  Cynthia Barnes

A Successful Curriculum Strategy to Increase MIS Enrollment
Cynthia Barnes, Lamar University
Kakoli Bandyopadhyay, Lamar University

M-Commerce and the Elderly: The Current State of Affairs
Ronald McGaughey, University of Central Arkansas
Steven Zeltmann, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas,
James Downey, University of Central Arkansas

Web Design Skills for the 21st Century
Randall McCoy, Morehead State University

SESSION C  INNOVATIVE EDUCATION- II

Session Chair:  David Dearman

Toward a Decision Making Framework for IT Portfolio Decisions
James Parrish, Nova Southeastern University
Richard Woolridge, University of Arkansas at Little Rock

Are Your Students Job Ready? Presenting the SAP University Alliances Program
Alex Mcleod, SAP

Cross-Referencing Organizational Processes Specified by Baldrige Award Criteria and Suggested by AACSB Standards
David Dearman, University of Arkansas at Little Rock
SESSION D INFORMATION SECURITY & PRIVACY- II

Session Chair: Joseph H. Schuessler

Data Mining for Private Treasure: Successful Business Policies Incorporate Ethics
Dinah Payne, University of New Orleans
Brett Landry, University of Dallas

Public Key Infrastructure Features: A Cross-Vendor Comparison
Kai Koong, University of Texas - Pan American
Lai Liu, University of Texas - Pan American
Jun Sun, University of Texas - Pan American

Threats And Countermeasures of the Realm in 2011
Joseph H. Schuessler, Tarleton State University

FBD Coffee Break

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March 1, 2012
(Thursday)

3:30 p.m. - 5:00 p.m. OAK ALLEY

BUSINESS MEETING: SOUTHWEST DECISION SCIENCES INSTITUTE

Presiding: Roderick Posey, University of Arkansas

Decision Sciences Institute – Southwest Region
Business Meeting
Officer’s and Committee Reports
Announcements and Presentation of Awards

5:30 p.m. – 7:00 p.m. Napoleon Exposition Hall

FBD Meet and Greet Social

Everyone is invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and live music. A Cash Bar is available and a limited number of drink tickets will also be distributed. Stop by to relax and wind down from the day’s conference activities before heading out to other association and cultural events, dinner, or the historic French Quarter.

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

◆

Please let exhibitors know how much we appreciate their presence and continued support!
March 2, 2012
( Friday )

8:30 a.m. – 10:00 a.m.  Poydras

MEETING:  Microsoft Enterprise Consortium Board Meeting

8:30 a.m. – 10:00 a.m.  SALON 821

SESSION A  INNOVATIVE EDUCATION III

Session Chair:  Richard Woolridge

Lecture Capture Technology: Does it Help in Student Performance
David Lewis, University of Massachusetts Lowell
Thomas Sloan, University of Massachusetts Lowell

Project Management Rubric: Measuring Project Management Student Outcomes
Richard Woolridge, University of Arkansas at Little Rock

The Integration of Portable Technology to Enhance Lifelong Learning Skills,
Nick-Naser Manochehri, Qatar University
Nicolas Gromik, Qatar University
Swee Liang Aw, Qatar University

8:30 a.m. – 10:00 a.m.  SALON 824

SESSION B  MANAGEMENT AND ORGANIZATIONAL BEHAVIOR - I

Session Chair:  Ola Al Laymoun

A Critical Analysis of Internal Social Capital and Its’ Effect on Labour Turnover in the Hospitality Industry
Felicity Asiedu-Appiah, Kwame Nkrumah University of Science And Technology
David Asamoah, Kwame Nkrumah University of Science And Technology
Jonathan Annan, Kwame Nkrumah University of Science And Technology

The Mediating Effect of Investment in Commitment Level Prediction (Student Paper)
Kwabena Boakye, University of North Texas
Charles Blankson, University of North Texas
Victor Prybutok, University of North Texas

Developing a Unified Stage-Theoretical Framework for Diffusion of Innovation
Ola Al Laymoun, University of Texas at Arlington
Philip L. Bond, University of Texas at Arlington
James T.C. Teng, University of Texas at Arlington
March 2, 2012
(Friday)

8:30 a.m. – 10:00 a.m.

SESSION C      MANAGEMENT INFORMATION SYSTEMS - IV

Session Chair:  Obyung Kwun

An Empirical Investigation of the Link Between Performance and Corporate Social Responsibility in the Information Technology and Telecommunications Industry
Monica Parzinger, St. Mary's University
Adrain Cowan, St. Mary's University
Sandra Welch, University of Texas San Antonio
Orion Welch, St. Mary's University

Explaining User Acceptance of Social Networking: Employees’ Perspective (Student Paper)
Murad Moqbel, Texas A&M International University

Help-Seeking Behaviors by Small Businesses for IT Problems
Obyung Kwun, Southern University at New Orleans
H. Kevin Fulk, , Southern University at New Orleans
Ghasem Alijani, , Southern University at New Orleans

8:30 a.m. – 10:00 a.m.

SESSION D      OPERATIONS & SUPPLY CHAIN MANAGEMENT - I

Session Chair:  Matthew Keblis

Capacity Planning in a Virtual Call Center Using Auctions to Perform Rostering
Matthew Keblis, University of Dallas

Impact Of RFID and Information Sharing on JIT, TQM, and Operational Performance
Pamela Zelbst, Sam Houston State University
Kenneth Greenk, Southern Arkansas University
Victor Sower, Sam Houston State University
Roger Abshire, Sam Houston State University

Quality, Queueing and Capacity
Matthew Keblis, University of Dallas
SESSION E  QUANTITATIVE METHODS & QUALITY I

Session Chair: Robert Pavur

A forecasting Intermittent Demand with Seasonality: A Simulation Study
Matthew Lindsey, Stephen F Austin State University
Robert Pavur, University of North Texas

Control Charts for Customer Comments: A Case Study and a Research Agenda
Triss Ashton, University of North Texas
Nick Evangelopoulos, University of North Texas

Impact of Service and Food Quality on Customer Behavioral Intentions at Ethnic Fast Food Restaurants in the USA
Subramaniam Ponnaiyan, University of North Texas
Chao Wen, University of North Texas
Victor Prybutok, University of North Texas

10:00 a.m. - 10:30 a.m. Napoleon Exposition Hall

FBD Coffee Break

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Great Door Prize Drawings take place at 10:15 a.m. in the Exhibit Area. Must be present to win.
March 2, 2012
(Friday)

10:30 a.m. – 12:00 p.m.  Cornet

SESSION A  INNOVATIVE EDUCATION IV

Session Chair:  Kim Troboy

A Decision Support Framework for Business Coursework
John Seydel, Arkansas State University

Broken Trust: Control Breakdowns in a Governmental Setting
Constance A. Mcknight, University of Central Arkansas
Kim Troboy, Arkansas Tech University
Tracy S. Manly, University of Tulsa

Data Mining Across the Business Curriculum
Cuong Le, Arkansas State University
John Seydel, Arkansas State University

10:30 a.m. – 12:00 p.m.  SALON 820

SESSION B  BUSINESS INTELLIGENCE PANEL

Data Analytics- Industry Speaks

Featured Speakers:  Dr Jie Cheng, VP, Global Analytics and Consumer Insights, Acxiom
Steven Lamey, ISD Supply Chain and E-Commerce Manager, Walmart
Dr. Bradley Jensen, Principal Academic Relationship Manager, Microsoft
Alex McLeod, Program Manager, University Alliances US Central Region, SAP

Coordinators:  Frank Landram, West Texas A&M
Janet Bailey, University of Arkansas at Little Rock
Robert Pavur, University of North Texas
Paul Cronan, University of Arkansas, Fayetteville

Today’s businesses use “business analytics” to empower management to stay informed about the business, populate dashboards, determine prices, forecast demand, make predictions, and much more. Business Analytics is the application of technology, operations research, and statistics to solve problems in business and industry. It is concerned with extracting useful properties about the data using statistical methods & data mining and typically involves extracting properties from large datasets. Common methods used include regression, logistic regression, decision trees, neural networks, cluster analysis, market basket, and forecasting. Companies expect business graduates to have the tools necessary to analyze data, interpret the data revealed, and make strategic decisions accordingly. Everyone agrees business analytics is important but few understand the necessary interaction of all the components.

Joining us for this interactive panel are leaders from two of the largest consumers of business intelligence, Acxiom and Walmart. Come and hear first hand from these industry executives what skill sets students need to have in today’s fast-paced environment. Also represented are two of the largest corporations providing subsidized or free support to academia as we work to prepare students for industry, SAP and Microsoft. Questions from the audience are welcome.
## SESSION C  ONLINE LEARNING II

Session Chair:  **Barbara Hewitt**

*An Adoption Model To Predict Student Acceptance Of E-Books*
**Barbara Hewitt,** Texas A&M University -- San Antonio  
**Tracy Hurley,** Texas A&M University-San Antonio

*Digital Versus Print: Which Is Winning The Information Battle?* (Student Paper)
**Marlena Crenshaw,** UWM

*Perceptions And Acceptance Of Online Education: Do Online Classes Pass The Muster?*
**Deborah Kelly,** University of San Diego  
**Carl Rebman,** University of San Diego

## SESSION D  OPERATIONS & SUPPLY CHAIN MANAGEMENT II

Session Chair:  **June Wei**

*Business To Business Relationship Management in E-Investment Management*
**Raisa Overstreet,** University of West Florida  
**June Wei,** University of West Florida

*Contemporary Issues in Forecasting and Planning*
**Pavel Bondarev,** Telus Telecommunications  
**Andrey Fendyur,** University of Calgary

*Trade Offs in Operations*
**Rajat Mishra,** University of Texas at Arlington
SESSION A  QUANTITATIVE METHODS & QUALITY II

Session Chair:  Binshan Lin

Effects of Tacit and Explicit Knowledge Signaling on Perceived Product Quality
Benjamin George, University of North Texas
Nick Evangelopoulos, University of North Texas

Enhancing Decision Making of Critical Information Systems Through Optimization Models and the Improved Parallel Conjugate Method Algorithm
Babajide Osatuyi, New Jersey Institute of Technology
Francis Andoh-Baidoo, University of Texas-Pan American
Leigh Little, The College at Brockport: State University of New York

Relationships Among TQM Practices, Role Conflict, and Role Ambiguity: A Review and Empirical Study
Binshan Lin, LSU Shreveport

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SESSION B        BUSINESS ANALYTICS WORKSHOP

Decision Making Using Business Analytics Tools (Microsoft, SAP, IBM, Teradata, & SAS) to Analyze Real-World Enterprise System Datasets (Sam's Club, Dillard's, Tyson Foods, Wal-Mart)

Workshop Coordinator: Timothy Paul Cronan, University of Arkansas

Workshop Leaders:  Janet Bailey, University of Arkansas at Little Rock
                  David Douglas, University of Arkansas
                  Bradley Jensen, Microsoft Enterprise Consortium
                  Jerry Oglesby, SAS

This practical workshop includes a presentation and use of examples and exercises related to University of Arkansas Sam M. Walton College of Business Enterprise Systems resources which include Microsoft, SAS Enterprise Miner, and IBM SPSS. Industry partners of the Enterprise Systems program at the Sam M. Walton College of Business have donated computing systems and multiple, large-scale datasets for instructional use – Sam’s Club (6 tables and over 250 million rows of POS transactions for 18 stores), Dillard’s Department Stores (5 tables with a transactions table of 120 million rows), Tyson Foods, and Walmart RFID data sets. UA Enterprise Systems is a member of and shares resources with the Microsoft Enterprise Consortium, SAP University Alliance, SAS Institute, IBM Academic Initiative, and Teradata University Network.

The workshop provides faculty with a forum to discuss (as well as utilize) enterprise-level skills and understand what will be needed for knowledge workers into the future. Participants will not only learn about available resources for their classes and students, but will be given access to these resources for their future-oriented, enterprise-oriented classes. Workshop leaders will describe various faculty developed networks and resources (business problems, tutorials, and data warehouse infrastructures built using these datasets) as well as their availability for use in a variety of courses. Also included are such topics as data analysis and data mining. Finally, access to these resources by faculty and students worldwide will be described.

This workshop is intended for faculty teaching business analytics who wish to have access to real-world systems and data. Faculty interested in enhancing their courses and curricula with enterprise-level business analytics resources for business intelligence, business objects, data warehouses, SAS, and/or MS applications as well as hands-on opportunities with large, real dataset are encouraged to attend.
SESSION C  
ENTREPRENEURSHIP AND FINANCE II

Session Chair:  
Tamela Ferguson

*An Historical Look at Entrepreneurial Savvy and the Organizational Legitimacy Development of Hadacol*
Tamela Ferguson, University of Louisiana at Lafayette
Hans Heinen, Heinen Construction

*Small Business Sustainability: What is the CPA's Role?*
Thomas Hodge, University of Louisiana at Monroe
Kimberly Webb, Texas Wesleyan University

*The Role of National Culture in the Transnational Entrepreneurship Process*
A. Banu Goktan, University of North Texas at Dallas
Isaura Flores, University of North Texas at Dallas

SESSION D  
INTERNATIONAL BUSINESS I

Session Chair:  
Eugenie Goodwin

*Potential Impact On Real GDP of the United States: Exporting Ability of the Small and Medium Size Manufacturers.*
Eugenie Goodwin, University of Louisiana at Monroe
Virendra Chhikara, University of Louisiana at Monroe

*Financial Crisis of 2007 and Co-integration of Global Markets (Student Paper)*
Ali Ashraf, University of New Orleans

*Role of Market Microstructure in the Relationship Between Market Co-Movement and Market Efficiency*
Xiaofei Zhang, University of Lethbridge
Ebenezer Asem, University of Lethbridge
March 2, 2012
(Friday)

3:00 p.m. - 3:30 p.m.
Napoleon Exposition Hall

FBD Coffee Break

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Great Door Prize Drawings take place at 3:15 p.m. in the Exhibit Area. *Must be present to win.*

3:30 p.m. – 5:00 p.m.
Cornet

SESSION A  OPERATIONS & SUPPLY CHAIN MANAGEMENT III

Session Chair: Craig Williams

*A Many-To-Many (M:N) Relational Model to Improve Requirements Traceability*
Craig Williams, St. Edwards University

*ISO 14001 Research Streams in Operations and Supply Chain Management: An Overview*
Randall Napier, The University of Texas at Arlington
Rajat Mishra, The University of Texas at Arlington

*The Relationship Between Buyer’s Financial Stability and Supplier’s Performance for Innovative Development*
Taeuk Kang, The University of Texas at Arlington
Gurkan Akalin, The University of Texas at Arlington

3:30 p.m. – 5:00 p.m.
SALON 816

SESSION B  MARKETING I

Session Chair: Joyceia Banner

*A Comparison of Marketplace Metacognition Between Online and Traditional Retailing Environments.*
Kenneth Henrie, Texas A&M University-San Antonio
Christian Gilde, University of Montana Western

*Angry Birds: Corporate Response Strategies to Customer Complaints on Twitter*
Joyceia Banner, St. Edward's University

*Forecasting Competition Under the Efficient Market*
Louie Ren, University of Houston-Victoria
Peter Ren, University of North Texas
SESSION C MOBILE APPLICATIONS I

Session Chair: Eugenie Goodwin

The Role of Mobile Apps in Increasing Small Businesses Sales and Revenue,
Eugenie Goodwin, University of Louisiana at Monroe
Kamal Soan, University of Louisiana at Monroe

The Mobile Phone – An Inevitable Learning Tool for Higher Education (Student Paper)
Fuxin Yu, University of Central Arkansas

Developing Mobile Application Development Course For IS Program Using Disruptive Technologies Paradigm
Amjad Abdullat, West Texas A&M University
Jeffry Babb, West Texas A&M University

SESSION D ECONOMICS, HEALTH CARE AND QUALITY I

Session Chair: Warren Matthews

Financing Home Mortgages in the 21st Century
Warren Matthews, LeTourneau University
Robert Driver, LeTourneau University

Electronic Health Records (EHR) Meaningful Use: Implications on EHR Definition, Implementation and Critical Success Factors (Student Paper)
Madison Ngafeeson, University of Texas-Pan American

Manipulating Medical Images: A Hands-Off Approach (Student Paper)
Aaron Rothberg, University of Arkansas at Little Rock
Janet Bailey, University of Arkansas at Little Rock
SESSION E  ONLINE LEARNING III

Session Chair:  Shohreh Hashemi

E-Learning in Rural Environments
Alyne Rothberg, University of Arkansas Division of Agriculture, Research and Extension
Janet Bailey, University of Arkansas- Little Rock
Karen Ballard, University of Arkansas Division of Agriculture, Research and Extension

Data Warehousing Tool Evaluation – ETL Focused (Student Paper)
Kent Lawson, UTPA
Nestor Rodriguez UTPA, Eddie Molina, UTPA
Jeremiah Gutierrez, UTPA

Microsoft Enterprise Consortium Resources to Enhance Teaching Data Warehouses, Business Intelligence and Dimensional Reporting
Shohreh Hashemi, UHD
Jennifer Kreie, New Mexico State University

SESSION F  OPERATIONS & SUPPLY CHAIN MANAGEMENT IV

Session Chair:  Victor Prybutok

Ghana Cocoa Value Chain - Implication for the Smallholder Farmer in Ghana
David Asamoah, Kwame Nkrumah University of Science & Technology
Felicity Asiedu-Appiah, Kwame Nkrumah University of Science & Technology
Dawuni Mohammed, Kwame Nkrumah University of Science & Technology

The Effect of the TPL Supplier’s Information Service Quality on the Online Shopper’s Perception of Supply Chain Performance: Evidences from an Exploratory Study
Bo Han, University of North Texas
Chao Wen, University of North Texas
Victor Prybutok, University of North Texas

Modelling of Simple Relief Supply Chains
David Asamoah, Kwame Nkrumah University of Science & Technology
Francis Tabi Oduro, Kwame Nkrumah University of Science & Technology
Jonathan Annanj, Kwame Nkrumah University of Science & Technology
SESSION G                   MANAGEMENT AND ORGANIZATIONAL BEHAVIOR II

Session Chair:            Clay Posey

The Influence of Present and Future Time Perspective on Job Satisfaction and Organizational Commitment
Daniel A. Cernas Ortiz, Universidad Autónoma del Estado de México

The Influence of Psychological Capital on Motivating Employees to Perform Protective Motivated Behaviors
A. J. Burns, Louisiana Tech University
Clay Posey, University of Arkansas at Little Rock
Tom Roberts, Louisiana Tech University
James Courtney, Louisiana Tech University

The Role of Organizational Justice in Applying General Deterrence Theory to Curb Internal Computer Abuse
Prabashi Nanayakkara, United States
Tom Roberts, United States
Clay Posey, United States
Bryan Fuller, United States
James Courtney, United States
March 3, 2012
(Saturday)

8:30 a.m. – 12:00 a.m. SALON 829 SALON 829

GRADUATE STUDENT/NEW FACULTY CONSORTIUM

8:30 a.m. – 10:00 a.m. SALON 824

SESSION A MANAGEMENT AND ORGANIZATIONAL BEHAVIOR III

Session Chair: Julia Graham

*Implications for Real Project Management Success: A Study of Avatar Identity as an Antecedent of Virtual Team Trust*
Michael Lohle, Nova Southeastern University
Steven Terrell, Nova Southeastern University

*Team Member Expectations of Leaders in Complex Global Virtual Environments*
Leslie Tworoger, Nova Southeastern University
Cynthia Ruppel, Nova Southeastern University
Baiyun Gong, Nova Southeastern University

*The Fairness of Telecommuting*
Julia Graham, Louisiana Tech University

8:30 a.m. – 10:00 a.m. SALON 817

SESSION B ACCOUNTING I

Session Chair: Erick Valentine

*Benford's Law and Earnings Management of Korean Firms*
B. Brian Lee, Prairie View A&M University
Michael Lacina, University of Houston-Clear Lake
Dong Wuk Kim, National University

*Regional Medical: An Environmental Analysis*
Michala Ashley, (Student Paper)
Mary Fischer, The University of Texas at Tyler

*Privacy and Harm and the Accountant's Standard of Care*
Gary Poe, Grambling State University
Erick Valentine, Grambling State University
March 3, 2012
(Saturday)

8:30 a.m. – 10:00 a.m. SALON 820

SESSION C MANAGEMENT INFORMATION SYSTEMS V

Session Chair: Thomas Bell

Assimilating Project Management Institute’s Project Management Professional Certification Objectives into a Graduate Course Curriculum: The Encounters of Teaching Theory and Certification Objectives
Thomas Bell, Texas Wesleyan University

The Effect of Traditional Personality Traits on Individual Behavior in Online Social Networks
Prabhashi Nanayakkara, Louisiana Tech University
T. Selwyn Ellis, Louisiana Tech University

8:30 a.m. – 10:00 a.m. SALON 821

SESSION D INNOVATIVE EDUCATION V

Session Chair: Brett Landry

Are We Seeking the Same Goals? A Study of University Learning Goals and Objectives and Students Learning Goals and Objectives
Les Singletary, Grambling State University
Gary Poe, Grambling State University
Long Li, Grambling State University

Citizenship Policy as a Classroom Management Technique
Guy Posey, Alabama A & M University
Roderick Posey, University of Southern Mississippi

Creating Visceral Cybersecurity Learning Labs
Brett Landry, University of Dallas
March 3, 2012
(Saturday)

10:30 a.m. – 12:00 p.m.  SALON 824

SESSION A  BUSINESS ENVIRONMENT, LAW, ETHICS CROSS-CULTURAL STUDIES I

Session Chair:  Khaled Alshare

*Using an Online Simulation to Teach Ethical Decision-Making*

**Tracy Cole**, Arkansas Tech University College of Business  
**Kim Turoboy**, Arkansas Tech University College of Business  
**Loretta Cochran**, Arkansas Tech University College of Business

*Small Business Ethics: Risks to the Firm from Bad Ethical Choices*

**Dot Davis**, University of Louisiana – Monroe  
**Katherine Boswell**, University of Louisiana – Monroe

*The Usage of Decision Support Systems (DSS) in the Academic Environment: A Cross Cultural Study*

**Khaled Alshare**, Qatar University  
**Helmi Hammami**, Qatar University  
**Peggy Lane**, Emporia State

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10:30 a.m. – 12:00 p.m.  SALON 817

SESSION B  INNOVATIVE EDUCATION VI

Session Chair:  Lynn Heinrichs

*Designing a Data Fundamentals Course*

**Lynn Heinrichs**, Elon University

*Financial Statements Analysis for Managers Using ERP Software – A Simulation Based Approach Using ERP – Sim*

**Ohannes Paskelian**, University of Houston Downtown  
**Peter Devries**, University of Houston Downtown  
**Leonie Karkoviata**, University of Houston Downtown

*Student Engagement: An Experimental Approach Utilizing Bloom's Taxonomy*

**Rosemond Moore**, South Texas College  
**Cynthia Sanchez**, South Texas College
March 3, 2012  
(Saturday)

10:30 a.m. – 12:00 p.m.  
SALON 820

SESSION C  
INFORMATION SECURITY & PRIVACY III

Session Chair:  Long Li

A Social Information Processing Analysis of Coworkers’ Influence on IT Secure Usage in the Workplace  
Long Li, Grambling State University

Exploring the Changes to the CISSP Domains  
Brett Landry, University of Dallas  
Sandra Blanke, University of Dallas

Revisiting Connectivity Threats in Securing Knowledge Management Systems  
Brett Landry, University of Dallas  
M. Scott Koger, NOAA

10:30 a.m. – 12:00 p.m.  
SALON 821

SESSION D  
OPERATIONS & SUPPLY CHAIN MANAGEMENT V

Session Chair:  Kimberly Whitehead

Using Simulated Projects to Teach Project Management Skills  
Craig Williams, St. Edwards University  
John Loucks, St. Edwards University

Role of Reverse Logistics in Operations  
Rajat Mishrar, University of Texas at Arlington

Sustainable Operations Management: Institutional Barriers to Execution  
Kimberly Whitehead, University of Texas at Arlington
2011-2012 OFFICERS

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CONGRATULATIONS!

Recipient of the 2012 McGraw-Hill Distinguished Paper Award
Is there a trinity of Knightian uncertainty, innovation and control strategies?
Jan Schlueter, RWTH Aachen University

Recipient of the
2012 Southwest Academy of Management Outstanding Educator Award
S. Gayle Baugh, University of West Florida

Recipient of the 2012 Southwest Academy of Management Best Reviewer Award
Josh Daspit, University of North Texas
2012 TRACK CHAIRS

Strategy / Public & Nonprofit / Health Care Management
James Langabeer, University of Texas - Houston

Entrepreneurship & Small Business
Manjula Salimath, University of North Texas

Organizational Behavior
Stephanie Pane-Haden, Texas A & M-Commerce

Human Resources / Careers / Gender & Diversity
Alix Valenti, University of Houston - Clear Lake

International / Organizational Theory / Social Issues
Ronald J. Salazar, University of Houston - Victoria

General Management / Technology / Management Education
Dorothy M. Kirkman, University of Houston - Clear Lake

Organizational Development / Conflict Management
Therese Yaeger, Benedictine University
Peter Sorensen, Benedictine University

Professional Development Workshops
Tim Peterson, North Dakota State University

Developmental Papers
S. Gayle Baugh, University of West Florida
February 29, 2012
(Wednesday)

1:30 p.m. – 3:00 p.m.  NAPOLEON A-1

TRACK TITLE: DEVELOPMENTAL PAPERS

SESSION TITLE: Mentoring Session (By invitation only)

TRACK CHAIR: S. Gayle Baugh, University of West Florida

This invitation only session features seasoned scholars who will work with developing scholars on a specific manuscript with the goal of preparing the manuscript for acceptance at a future conference or in an upcoming journal. Authors of submitted works-in-progress will meet one-on-one with an assigned mentor to receive suggestions for improving their work.

Mentors: Terri A. Scandura, University of Miami
S. Gayle Baugh, University of West Florida
Ronald J. Salazar, University of Houston – Victoria
Janice A. Black, Coastal Carolina University

Upper Echelon Theory and the Role of National Culture
Codou Samba, University of Houston

Cliques, Centrality, and Performance
Tiffany Maldonado, University of Houston

Is Diversity the Opposite of Similarity?
Charles Engelhardt, Saint Leo University
Patrick Draves, Saint Leo University

Intangibles, Real Options, and the Resource Based View: The Impact of Market Frictions on Valuing Distinct Resources
Daniel Reimsbach, Heinrich Heine University, Düsseldorf
Bastian Hauschild, Heinrich Heine University, Düsseldorf

A Bayesian Approach to Real Options Theory for the Strategic Management Literature
Furkan Amil Gur, Louisiana State University
February 29, 2012
(Wednesday)

1:30 p.m. –3:00 p.m.

NAPOLEON A-2

**TRACK TITLE** | ORGANIZATIONAL DEVELOPMENT / CONFLICT MANAGEMENT
---|---
**TRACK CHAIRS** | Therese Yaeger, Benedictine University
 | Peter Sorensen, Benedictine University

**PANEL TITLE** | Contemporary Trends in OD: Current Topics and Perspectives

Session Chair: | Peter Sorensen, Benedictine University

Panelists: | Gina Lowdermilk, Benedictine University
 | Deborah Taber, Benedictine University
 | Erin Judice, Benedictine University
 | Meghan Wright, Benedictine University

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1:30 p.m. –3:00 p.m.

NAPOLEON A-3

**TRACK TITLE** | ORGANIZATIONAL DEVELOPMENT / CONFLICT MANAGEMENT
---|---
**PANEL TITLE** | Leadership: Four Generations of Organizational Effectiveness

Panel Chair: | Tiffany Yates, Benedictine University-Springfield

Panelists: | Michelle Ferguson, Benedictine University-Springfield
 | Angelia Foster, Benedictine University-Springfield
 | Heather Winkler, Benedictine University-Springfield
February 29, 2012  
(Wednesday)

3:30 p.m. –5:00 p.m.  
NAPOLEON A-1

**TRACK TITLE**  DEVELOPMENTAL PAPERS

**SESSION TITLE**  Mentoring Session (By invitation only)

Mentors:  
Madeline Crocitto, State University of New York – Old Westbury  
Alix Valenti, University of Houston – Clear Lake

*Strategy Implementation: An Investigation into the “Black Box” between Staffing and Firm Performance*
  
Codou Samba, University of Houston

*Cohesion and Knowledge Sharing in Virtual Teams: Redefining Cohesion in the Virtual World*
  
Brooklyn Mackenna Cole, University of North Texas

*The Relationship between the Perceived Fairness of Social Networks on Social Exchange Relationships*
  
Tiffany Maldonado, University of Houston

*More Information is Good, Right? Increasing the Use of Bayesian Statistics for Decision-Making in the Strategic Management Literature*
  
Josh Bendickson, Louisiana State University

*Increased Firm Homogeneity: An Unintended Consequence of Industry Deregulation*
  
Marcus Z. Cox, University of North Texas  
Josh Daspit, University of North Texas  
Raymond J. Jones, III, University of North Texas  
Phillip Davis, University of North Texas

3:30 p.m. –5:00 p.m.  
NAPOLEON A-2

**TRACK TITLE**  ORGANIZATIONAL DEVELOPMENT / CONFLICT MANAGEMENT

**SESSION TITLE**  Global Outlook: OD on the Horizon

Track Chair:  
Therese Yaeger, Ph.D. Benedictine University

Panelists:  
Jan Kirby, Ph.D., Benedictine University  
Tiffany Yates, Ph.D., Benedictine University  
Robert O. Harris, Benedictine University  
Amy Alfermann, Ph.D., Monsanto Company  
Joanna Rakowski, Benedictine University
March 1, 2012
(Thursday)

7:00 a.m. – 8:15 a.m.  Ellendale Board Room

SWAM OFFICERS’ MEETING

Presiding:  Janice A. Black, Coastal Carolina University
President, Southwest Academy of Management

8:30 a.m. – 10:00 a.m.  NAPOLEON A-1

TRACK TITLE  INTERNATIONAL / ORGANIZATIONAL THEORY / SOCIAL ISSUES

SESSION TITLE  Organizational Social Responsibility

Session Chair:  Ronald J. Salazar, University of Houston - Victoria

Discussant:  Russ Henley, University of West Alabama

Organizational Logics: The Role of Image and Identity in Economic versus Social Responsibility
Julie Hancock, University of Memphis

Standardizing Social Responsibility? New Perspectives on Guidance Documents and Management System Standards for Sustainable Development
Rüdiger Hahn, University of Düsseldorf, Germany

Corporate Accountability in Socially Responsible Reporting: A Historical Review
Duffy Morf, University of Mississippi
Dale Flesher, University of Mississippi
Mario Hayek, Texas A&M University-Commerce
Stephanie Pane, Texas A&M University-Commerce
Caroline Hayek, Texas A&M University-Commerce

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

Please let exhibitors know how much we appreciate their presence and continued support!
March 1, 2012
(Thursday)

8:30 a.m. – 10:00 a.m.  NAPOLEON A-2

**TRACK TITLE**  DEVELOPMENTAL PAPERS

**SESSION TITLE**  Mentoring Session (By invitation only)

Mentors:
- Terri A. Scandura, University of Miami
- Christine Miller, Tennessee Technological University
- Jon Beard, George Mason University
- S. Gayle Baugh, University of West Florida
- Sherry E. Sullivan, Bowling Green State University
- M. Suzanne Clinton, University of Central Oklahoma

Workforce Motivation in the 21st Century: An Integration of Expectancy Theory and Perceived Organizational Support
Codou Samba, University of Houston

How Much Flexibility is Need for Satisfaction with Flexible Benefits?
Tiffany Maldonado, University of Houston

Implementing New Information Technology: The Role of Workplace Values, Climate, and Technology Perceptions on Quality and Consistency of Technology Use
Patricia J. Holahan, Stevens Institute of Technology
Kai Wang, Stevens Institute of Technology

The Role of Authentic Leadership for Military Leaders in an Extreme and Cross-Cultural Context
Kelly Fisher, Texas A & M University – Kingsville

Will Female Leadership Styles be More Effective than Male Leadership Styles over the Next 30 Years?
Shannon Brown, Benedictine University

Using Social Networking Sites for Job Search: Evidence from Generation Y Job Seekers
Laxmikant Manroop, York University
Julia Richardson, York University

10:00 a.m. – 10:30 a.m.  Napoleon Exposition Hall

**FBD COFFEE BREAK**

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support!

Great Door Prize Drawings take place at **10:15 a.m.** in the Exhibit Area. *Must be present to win.*
### March 1, 2012
(Thursday)

**TRACK TITLE** | **INTERNATIONAL / ORGANIZATIONAL THEORY / SOCIAL ISSUES**
---|---

**SESSION TITLE** | The Global Marketplace and Effects on Organizations
---|---

Session Chair: | Ronald J. Salazar, University of Houston – Victoria
Discussant: | Russ Henley, University of West Alabama

Revisiting Hofstede’s Dimensions: Examining the cultural convergence of the United States and Japan  
**Blaise J. Bergiel**, University of West Georgia

Effects of National Culture on Joint Venture Performance and Duration: A Meta-Analysis  
**Furkan Amil Gur**, Louisiana State University

The “Intelligent Expatriate”: The Role of Cultural Intelligence and Social Exclusion in Expatriate Turnover  
**Tobias Michael Huning**, Columbus State University  
**John Finley**, Columbus State University  
**Eva-Maria Huning**, Columbus State University

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**TRACK TITLE** | **ORGANIZATIONAL BEHAVIOR**
---|---

**SESSION TITLE** | Leadership in Organizations
---|---

Session Chair: | John Humphreys, Texas A&M University-Commerce
Discussants: | Olga Chapa, University of Houston Sugar Land  
**Marcus Z. Cox**, University of North Texas  
**Stephanie Pane Haden**, Texas A&M University-Commerce

Leadership Sagacity and Its Relationship with Individual Creative Performance and Innovation  
**Aneika L. Simmons**, Sam Houston State University  
**Victor E. Sower**, Sam Houston State University

The Educated Worker: An Empirical Investigation of Expectations of Leadership  
**Charles Russell Salter**, Schreiner University

Extraversion and Transformational Leadership: A Multivariate Study of Personality, Gender, Intelligence and Leadership  
**Carol A. Wheeler**, Our Lady of the Lake University
March 1, 2012  
(Thursday)

1:30 p.m. – 3:00 p.m.  
NAPOLEON A-1

**TRACK TITLE**  
INTERNATIONAL / ORGANIZATIONAL THEORY / SOCIAL ISSUES

**SESSION TITLE**  
Organizations: Beliefs and Behaviors

Session Chair:  
Ronald J. Salazar, University of Houston - Victoria

Discussants:  
Janie Gregg, University of West Alabama

*Charity: Cash and Non-Cash Donations and Thrift Store Shopping Behavior*

Robert Epstein, University of Central Oklahoma  
M. Suzanne Clinton, University of Central Oklahoma

*The Influence of Codes of Ethics on Ethical Behaviors in Corporate America*

Anne M Fiedler, Nova Southeastern University

*Organization Development and Religion: An Examination of Fit or Mis-fit*

Therese F. Yaeger, Benedictine University

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1:30 – 3:00 p.m.  
NAPOLEON A-2

**TRACK TITLE**  
PROFESSIONAL DEVELOPMENT WORKSHOP

**SESSION TITLE**  
Using Coaching as a Teaching Method

**Workshop facilitator:**  
Larry Garner, Texas A&M Univ. - Central Texas

Coaching is a methodology for facilitating learning and skill development. It is perhaps most associated with the development of athletic skill and the management of teams sports. However, as a teaching methodology it has many applications in the development of managerial skill. It is useful in settings where Andragogy is the prevailing philosophy of teaching. In this workshop, the participants will be presented with a short introduction to some of the research on coaching, to be followed with a discussion of some examples of coaching in action in the classroom. Participants will then be coached on uses of coaching in their own teaching.
March 1, 2012  
(Thursday)

1:30 p.m. – 3:00 p.m.  NAPOLEON A-3

TRACK TITLE: Organizational Behavior

SESSION TITLE: Deviant and Aggressive Behavior in Organizations

Session chair: John D. Davis, Hardin-Simmons University
Discussants: Stephanie Pane Haden, Texas A&M University-Commerce
Juliana Lilly, Sam Houston State University
Sonia Taneja, Texas A&M University-Commerce

Antecedents of Leader Deception: The Organizational Context of Lying  
James Carey, Rogers State University

Lying, Cheating, and Stealing: I’m Just Trying to Help My Organization!  
Julia Herchen, University of North Texas
Marcus Z. Cox, University of North Texas
Mark A. Davis, University of North Texas

Hard Influence Tactics as Retaliation in the Power Distance Context: Evidence from China and the United States  
Yingchun Wang, University of Houston Downtown
Baiyin Yang, Tsinghua University

3:00 p.m. – 3:30 p.m.  Napoleon Exposition Hall

FBD COFFEE BREAK

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support!

Great Door Prize Drawings take place at 3:15 p.m. in the Exhibit Area. Must be present to win.
March 1, 2012
(Thursday)

3:30 p.m. – 5:00 p.m. NAPOLEON A-1

TRACK TITLE: INTERNATIONAL / ORGANIZATIONAL THEORY / SOCIAL ISSUES

SESSION TITLE: Organizations and Context: Shifting Paradigms

Session Chair: Ronald J. Salazar, University of Houston - Victoria

Discussant: Janie Gregg, University of West Alabama

An agency explanation for international technology transfer through royalty payments
Peter J. Sher, National Chi Nan University
Chien-Hsin Lin, Yu Da University,
Beryl L. Kuo, National Chengchi University

Bringing International Operations Back Home: A Framework and Model for “Reshoring”
Fernando Angel Garza, The University of Louisiana at Monroe
Adam Sedlmajer, The University of Louisiana at Monroe Graduate School

Evaluating the Role of Risk in the Decision to Go Private: A Behavioral Approach
Alix Valenti, University of Houston - Clear Lake
Marguerite Schneider, New Jersey Institute of Technology

3:30 p.m. – 5:00 p.m. NAPOLEON A-2

TRACK TITLE: PROFESSIONAL DEVELOPMENT WORKSHOPS

SESSION TITLE: The Heart and Soul of Teaching

Facilitator: Tim O. Peterson, North Dakota State University
2011 Southwest Academy of Management Outstanding Educator

In this workshop, rather than exploring the questions of what we should teach (content) or how we should teach (technique), we will examine the deeper questions of why we teach (heart) and who we are to call ourselves teachers (soul). This workshop is for anyone who teaches, desires to teach, or hears the faint call to teach.
March 1, 2012
(Thursday)

3:30 p.m. – 5:00 p.m. NAPOLEON A-3

TRACK TITLE  STRATEGY / PUBLIC & NONPROFIT/ HEALTH CARE MANAGEMENT
TRACK CHAIR:  James Langabeer, University of Texas - Houston
SESSION TITLE  Strategy and Mergers and Acquisitions

Learning from Successes and Failures in Mergers and Acquisitions
Yu Zhang, University of California, Irvine
Yan Gong, University of California, Irvine

The Competitive Advantage of Private Ownership: Evidence from Competitors’ Stock Price Reactions to Going-Private Transaction Announcements
Yu Zhang, University of California, Irvine

Differential Effects of Pre- and Post-Acquisition R&D Expenditures on Post-Acquisition Performance
Son A Le, Louisiana Tech University
Khai T Nguyen, Louisiana Tech University
Kyungmoon Kim, Louisiana Tech University

5:00 p.m. – 6:00 p.m. Napoleon A-1

PLANNING MEETING FOR THE 2013 CONFERENCE
Presiding:  Janie Gregg, University of West Alabama
            Program Chair-Elect, Southwest Academy of Management
Help shape SWAM’s 2013 meeting to be held in Albuquerque! Join in a thoughtful exchange of ideas and creative suggestions, as we seek to continually improve the SWAM conference-going experience.

5:30 p.m. – 7:00 p.m.  Napoleon Exposition Hall

FBD Meet and Greet
Everyone is invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and live music. A Cash Bar is available and a limited number of drink tickets will also be distributed. Stop by to relax and wind down from the day’s conference activities before heading out to other association and cultural events, dinner, or the historic French Quarter.
March 2, 2012  
(Friday)

7:30 a.m. – 12:00 p.m.  
NAPOLEON B-1

**SOUTHWEST ACADEMY OF MANAGEMENT**  
2012 DOCTORAL CONSORTIUM

Presiding: **M. Suzanne Clinton**, University of Central Oklahoma  
*Immediate Past President of SWAM*

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8:30 a.m. – 10:00 a.m.  
NAPOLEON A-1

**TRACK TITLE**  
STRATEGY / PUBLIC & NONPROFIT/ HEALTH CARE MANAGEMENT

**SESSION TITLE**  
Innovation, Environmental Change, and Social Networks

*Intrepreneurial Leaders and Performance*

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

*Balancing Medicaid, Uncompensated Care and Quality*

**Jeffrey Helton**, University of Texas School of Public Health

*Sometimes Connect: Circuits and the Culture of Social Networks*

**Jonathon Mote**, Southern Illinois University

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Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.  
◆  
Please let exhibitors know how much we appreciate their presence and continued support!
March 2, 2012
(Friday)

8:30 a.m. – 10:00 a.m.  NAPOLEON A-2

TRACK TITLE  HUMAN RESOURCES/CAREERS/GENDER & DIVERSITY

TRACK CHAIR:  Alix Valenti, University of Houston – Clear Lake

SESSION TITLE  Training and Careers: An Organizational Behavior Perspective

Session chair:  Sherry E. Sullivan, Bowling Green State University

Discussants:
Veena P. Prabhu, California State University, Los Angeles
Khai T. Nguyen, Louisiana Tech University
Tun-Chun Huang, National Changhua University of Education, Taiwan

Antecedents of Pre-Training Motivation: A View from a Situational Perspective
Khai T. Nguyen, Louisiana Tech University
Kyungmoon Kim, Louisiana Tech University

Impression Management in Employment Interviews: Current Knowledge and Important Areas for Future Research
Wei-Chi Tsai, National Chengchi University, Taiwan
Tun-Chun Huang, National Changhua University of Education, Taiwan

Proactive Personality and Career Future: Testing a Conceptual Model and Exploring Potential Mediators and Moderators
Veena P. Prabhu, California State University, Los Angeles

8:30 a.m. – 10:00 a.m.  NAPOLEON A-3

TRACK TITLE  PROFESSIONAL DEVELOPMENT WORKSHOPS

SESSION TITLE  Seeing the Forest AND the Trees: A Systems-Focused Experiential Exercise

Facilitators:  Jon W. Beard, George Mason University
Barbara Allan, Hull University

We all know that viewing organizations from a system’s perspective improves our students understanding of the complexity and interdependence of organizational functioning. As John Muir said, “When we try to pick out anything by itself, we find it hitched to everything else in the Universe.” Peter Senge posits that systems thinking is a critical discipline in building a learning origination (organization?). Robert Heifetz posits that for a leader to adapt, the leader must be able to see both the forest and the trees and encourages leaders to get up on the balcony so the leader can see the whole and not just the moving parts of the organization. So, if systems thinking is so important, why don’t we do more of it in class? We think the reason is that there are not many good systems-focused experiential exercises. This session will provide you just such an experiential exercise and material to debrief it.
March 2, 2012
(Friday)

8:30 a.m. – 10:00 a.m.  NAPOLEON B-2

TRACK TITLE  Organizational Behavior
SESSION TITLE  The Role of Personality and Attitudes in Organizational Behavior

Session Chair:  Charles Russell Salter, Schreiner University
Discussants:  Julia Herchen, University of North Texas
John Humphreys, Texas A&M University-Commerce
Tobias Michael Huning, Columbus State University
Jennifer D. Oyler, Texas A&M University-Commerce

Self-Defeating Behavior, the Big-Five, and Perceived Supervisor Support
Robert W. Renn, University of Memphis
Robert Steinbauer, University of Memphis
Jonathan Biggane, University of Memphis
Kulraj Singh, University of Memphis
David Emerson, Virginia Commonwealth University

Goal Orientation and Self-Defeating Behavior: The Mediating Role of Adaptive and Maladaptive Processes
Tobias Michael Huning, Columbus State University
Robert W. Renn, University of Memphis

Proactive Personality and Citizenship Behaviors: Exploring the Moderating Effects of Perceived Job Characteristics
Benjamin D. McLarty, Louisiana State University
Eric Liguori, California State University-Fresno
Jeffrey Muldoon, Louisiana State University

Folk Conceptualization of Psychological Capital: A Historician Narrative Analysis of Dale Carnegie’s Works
Mario Hayek, Texas A&M University-Commerce
Milorad Novicevic, University of Mississippi
Russell Clayton, University of North Carolina-Asheville
Foster Roberts, University of Mississippi

10:00 a.m. – 10:30 a.m.  Napoleon Exposition Hall

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support!

Great Door Prize Drawings take place at 10:15 a.m. in the Exhibit Area.  Must be present to win.
## TRACK TITLE
**JOINT SESSION: HUMAN RESOURCES, CAREERS AND GENDER & DIVERSITY/ORGANIZATIONAL BEHAVIOR**

### SESSION TITLE
Diversity in Organizations: Antecedents, Effects and Perceptions

**Session chair:** Dorothy Kirkman, University of Houston-Clear Lake

**Discussants:**
- Kelly L. Fisher, Texas A&M University-Kingsville
- Tobias M. Huning, Columbus State University
- Olga Chapa, University of Houston Sugar Land
- Marcus Z. Cox, University of North Texas

Relocation: A Study of Gender, Cultural Dimensions, Time and Situational Based Variables

- Olga Chapa, University of Houston Sugar Land
- Grace K. Dagher, Lebanese American University

A Multi-Level Analysis of Corporate Social Responsibility: Gender Differences and Corporate Strategies

- Raymond J. Jones, University of North Texas
- Brooklyn M. Colé, University of North Texas
- Marcus Z. Cox, University of North Texas

Multigenerational Differences in the Puerto Rican Workforce.

- Maritza Ivette Soto, University of Puerto Rico Rio Piedras
- Maria V. Lugo, Bridgewater College

Empowerment and Gender Equality: The Retention and Promotion of Women in the Workforce

- Sonia Taneja, Texas A&M University-Commerce
- Mildred Golden Pryor, Texas A&M University-Commerce
- Jennifer D. Oyler, Texas A&M University-Commerce
- Sunita Longchot, Texas A&M University-Commerce

### TRACK TITLE
**PROFESSIONAL DEVELOPMENT WORKSHOPS**

### SESSION TITLE
Student Rudeness on the Rise: Possible Causes of and Strategies for Handling Classroom Incivility

**Facilitator:** Katherine Karl, University of Tennessee at Chattanooga

This session will focus on the issue of student incivility in colleges and universities. The session facilitator will provide a framework of how student incivility is defined and discuss student, faculty, and college/university factors that can contribute to such behavior. Workshop participants will read several scenarios of incidents of student incivility and then, in groups, will discuss various ways of effectively managing such situations, as well as factors that may limit the use of certain strategies. As a result of the session, participants will have a greater understanding of factors that contribute to student incivility, reflect on how they might handle incidences of such behavior, and be a possible resource for colleagues who may be struggling with this issue.
March 2, 2012
(Friday)

10:30 a.m. – Noon

NAPOLEON A-3

TRACK TITLE ORGANIZATIONAL BEHAVIOR

SESSION TITLE Interpersonal Interactions in Organizational Contexts

Session Chair: Mario Hayek, Texas A&M University-Commerce

Discussants: Kendra Ingram, Texas A&M University-Commerce
Aneika L. Simmons, Sam Houston State University
Carol A. Wheeler, Our Lady of the Lake University

Person-Organization Forgiveness Motive Fit: Thriving With Congruence and Feigning Without
Bryant Thompson, University of South Carolina
Travis Simkins, Thunderbird School of Global Management

Coping Mechanisms in a Natural Disaster Context: A Multi-Focal Perspective of the Social Exchange Relationship
Juliana Lilly, Sam Houston State University
Meghna Virick, San Jose State University

Which Ties Bind? A Case Study of Multiplexity in Organizational Networks
Jonathon Mote, Southern Illinois University-Carbondale
Jerald Hage, University of Maryland

10:30 a.m. – Noon

Bayside B

TRACK TITLE PROFESSIONAL DEVELOPMENT WORKSHOP

SESSION TITLE Social Entrepreneurship: Challenges and Opportunities as an Instructional Strategy

Facilitator: Veena P. Prabhu, California State University, Los Angeles

The emerging field of social entrepreneurship utilizes entrepreneurial skills to provide creative, sustainable, scalable solutions to our most imperative social challenges. It is an interdisciplinary field at the cross roads of business, nonprofit, and government, to solve social, political and ecological problems. This workshop will help attendees enrich their understanding and advance their knowledge of social entrepreneurship. The workshop will focus on the challenges and opportunities in this field and using it as instructional strategy. I will discuss several examples—seek out examples from audience as well to provide a vivid image of the various challenges and opportunities in this field.
March 2, 2012
(Thursday)

Noon - 1:30 p.m.  Ellendale Board Room

SWAM OFFICERS’ MEETING

Presiding: Christine Miller, Tennesse Tech University
President, Southwest Academy of Management

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books and newest education technologies.
◆
Please let exhibitors know how much we appreciate their presence and
continued support!

1:30 p.m. – 3:00 p.m. NAPOLEON A-1

TRACK TITLE  ORGANIZATION DEVELOPMENT/ CONFLICT MANAGEMENT

SESSION TITLE  Organization Development: Projects, Paradox, and Paradigms

OD and Social Entrepreneurship: The Pursuit of Social and Organizational Virtue, Do Well By Doing Good
Ylonda Glover, Benedictine University

Contextual Influences on Team Effectiveness & Consultant Identity: Implications for Consulting & Consultation
Lachlan Robert Whatley, Benedictine University
Heidi Kliewer, Trinity Western University

Looking for OD Projects in All the Wrong Places: Private Equity Consultation
Bill Doucette, Benedictine University
March 2, 2012
(Friday)

1:30 p.m. – 3:00 p.m. NAPOLEON A-2

**TRACK TITLE** ORGANIZATION DEVELOPMENT/ CONFLICT MANAGEMENT

**SESSION TITLE** Large-Scale Organization Development: Universities, Africa, Environment

*Prepare to Adapt: Environmental Impacts That Challenge Organization Inertia*
**Leslie McKnight**, Benedictine University-Springfield

*South Africa Case Study: Capacity Building and Clean Water Sustainability*
**Robert O. Harris**, Benedictine University

*Stress and Coping Mechanisms of International Student-Athletes in American Universities*
**Raymundo Arturo Rodriguez**, The University of Louisiana at Monroe

1:30 p.m. – 3:00 p.m. NAPOLEON A-3

**TRACK TITLE** GENERAL MANAGEMENT/ TECHNOLOGY/ MANAGEMENT EDUCATION

**SESSION TITLE** Applied Practices in Academic Settings: Simulations, KSA’s, and Motivation

Session Chair: **Nichole Phillips**, Virginia Technical University

Discussant: **Leonard Love**, Texas A&M - San Antonio

*Simulation for Strategy Courses: Comparing US and EU courses*
**Larry Chasteen**, University of Texas at Dallas

*Extrinsic or Intrinsic Motivational Influences in an MBA Program: Differences between First-year MBA Students and those who Graduate?*
**Robert Epstein**, University of Central Oklahoma
**M. Suzanne Clinton**, University of Central Oklahoma

*Using knowledge, skills, and abilities (KSA) and stakeholder analysis*
**Janice Black**, Coastal Carolina University
**J. Kay Keels**, Coastal Carolina University
**Darla Domke-Damonte**, Coastal Carolina University
**Barbara Ritter**, Coastal Carolina University
March 2, 2012
(Friday)

1:30 p.m. – 3:00 p.m. NAPOLEON B-1

TRACK TITLE: ENTREPRENEURSHIP & SMALL BUSINESS

TRACK CHAIR: Manjula Salimath, University of North Texas

SESSION TITLE: Theoretical Explorations of Uncertainty, Identity and Ethics in Entrepreneurship

Session chair: Brooklyn Cole, University of North Texas

Discussant: Joshua Bendickson, Louisiana State University

Identity and the micro-business
Janice Black, Coastal Carolina University
Carol Megehee, Coastal Carolina University

Confidence in Ethical Decision Making in Entrepreneurs: An Integrative Model using Temporal Motivation Theory
Dara Gale Schniederjans, Texas Tech University
Chris Michael Starkey, Texas Tech University

3:00 p.m. – 3:30 p.m. Napoleon Exposition Hall

FBD Coffee Break

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Great Door Prize Drawings take place at 3:15 p.m. in the Exhibit Area. Must be present to win.
March 2, 2012  
(Friday)  

3:30 p.m. – 5:00 p.m.  

Maurepas  

TRACK TITLE  
SPECIAL SESSION  

SESSION TITLE  
Recognition of the SWAM 2012 Award Winners  

Presiding:  
Christine Miller, Tennessee Tech University  
President Elect, Southwest Academy of Management  

Presenters:  
Jan Schlueter, RWTH Aachen University  
Winner of 2012 McGraw-Hill SWAM Distinguished Paper Award  

Tim O. Peterson, North Dakota State University  
2011 FBD Distinguished Educator  
Strengths Training for Teachers  

2012 SWAM DISTINGUISHED EDUCATOR AWARD  
S. Gayle Baugh, University of West Florida  

2012 McGraw-Hill SWAM DISTINGUISHED PAPER AWARD  
Is there a trinity of Knightian uncertainty, innovation and control strategies?  
Jan Schlueter, RWTH Aachen University  

BEST REVIEWER  
Josh Daspit, University of North Texas  

5:15 p.m. – 6:15 p.m.  

Maurepas  

SOUTHWEST ACADEMY OF MANAGEMENT ANNUAL BUSINESS MEETING  

Presiding:  
Christine Miller, Tennessee Tech University  
2012 President, Southwest Academy of Management  

All members are encouraged to attend our annual business meeting. Each attendee receives one free-drink ticket, redeemable at the reception that follows. We look forward to seeing you there!  

6:30 p.m. – 8:00 p.m.  

Borgne  

SOUTHWEST ACADEMY OF MANAGEMENT ANNUAL RECEPTION  

Unwind with friends and colleagues, over drinks and hors d’oeuvres. Redeem your free-drink ticket from the business meeting. Additional beverages may be purchased at the cash bar.
March 3, 2012
(Saturday)

8:30 a.m. – 10:00 a.m.  NAPOLEON B-1

SWAM Saturday Survivors’ Breakfast

A breakfast celebration open to all SWAM members who have “survived” to the last day. Here is a last chance to network with friends and colleagues.
PROGRAM OVERVIEW

Wednesday, February 29

2:00 p.m. – 3:00 p.m.  The Role and Value of Descriptive Case Studies and Critical Incidents

3:00 p.m. – 3:30 p.m.  SWCRA Refreshment Break

3:30 p.m. – 5:00 p.m.  Team-Based Case Writing: Tales From a Project Manager and Team Member

6:00 p.m. – 8:30 p.m.  Dinner and Getting to Know Your Fellow Case Writers

Thursday, March 1

7:00 a.m. – 7:45 a.m.  Past President's Meeting

7:45 a.m. – 9:00 a.m.  SWCRA Breakfast and Business Meeting

9:00 a.m. – 12:00 p.m.  CASE SESSIONS

1:30 p.m. – 3:00 p.m.  2013 Program Planning Meeting

5:30 p.m. – 7:00 p.m.  Hospitality Gathering

Recipient of the 2012 McGraw-Hill Distinguished Paper Award

A Downtown Stadium for the Augusta GreenJackets Baseball Team
Simon Medcalfe, Augusta State University

Honorable Mention

Veet: Facing the Cultural Challenge in Pakistan
Saima Husain, Institute of Business Administration, Karachi
Kanza Naheed, Institute of Business Administration, Karachi
Mahrukh Isa, Institute of Business Administration, Karachi

Recipient of the 2012 Federation of Business Disciplines Outstanding Educator Award

Alex Sharland, University of South Alabama
February 29, 2012  
(Wednesday)

2:00 p.m. – 3:00 p.m.  Nottoway

SESSION A  
The Role and Value of Descriptive Case Studies and Critical Incidents

Short Abstract: While decision cases have become the norm in the field of case research and pedagogy, descriptive case studies – cases that illustrate various aspects of business operations – serve a pedagogical purpose of their own. Also, Critical Incidents are being recognized as valuable pedagogical tools, and also as an avenue for case writers to diversify their writing efforts. In this session, the panel will discuss the role and value of descriptive cases and what constitutes good descriptive cases, as well as the nature of critical incidents and the attributes of good critical incidents. The process of developing descriptive cases and critical incidents will also be discussed.

Session Chair: Irfan Ahmed, Sam Houston State University
Panelists: Joe Kavanaugh, Editor, The Journal of Applied Case Research  
Syed Tariq Anwar, West Texas A&M University

3:00 p.m. – 3:30 p.m.  Nottoway

SWCRA Refreshment Break

3:30 p.m. – 5:00 p.m.  TBD

SESSION A  
Team-Based Case Writing: Tales From a Project Manager and Team Member

Short Abstract: Team Based case writing is an evolving trend in case writing circles e.g., Universal Specialty Polymers special edition of Journal of Applied Case Research (2007), Loftin Distribution Company Case Writing Competition (2010-2011 SWCRA) and Daktronics 360 Degree Analysis (2010 NACRA Grant). While the output for these teams has been, and continues to be, promising, the process of interaction between Project Manager and Team Member(s) is a key success factor for this type of research going forward. Panelists in this session will discuss the process of team-based case research from both a Project Manager and Team Member perspective. The Symposium will focus on best practices, pitfalls to avoid, and future research implications.

Presenters: Carol J. Cumber, South Dakota State University  
Charles M. Carson, Samford University

6:00 p.m. – 8:30 p.m.  To be decided

SWCRA Social  
Dinner (on your own expense) and Getting to Know Your Fellow Case Writers

Short Abstract: This is an opportunity to get the inside scoop on case writing in an informal setting. Join us! Meet in hotel lobby and walk to restaurant.

Visit us at FBDonline.org
March 1, 2012
(Thursday)

7:00 a.m. – 7:45 a.m.  Cresent Board Room

Past President’s Meeting

7:45 a.m. – 9:00 a.m.  Nottoway

SOUTHWEST CASE RESEARCH ASSOCIATION BREAKFAST AND BUSINESS MEETING

All SWCRA Members invited. Business meeting starts at 7:45 a.m.

9:00 a.m. – 12:00 p.m.  Nottoway

SESSION A  Accounting / Economics/Finance

Session Chairs:  Judy Lewis, Texas A&M University – San Antonio
                 Simon Medcalfe, Augusta State University

Bookcase: A Capital Budgeting Decision for a Public Library
Victoria Javine, University of South Alabama
Don Mosley, University of South Alabama
Gwendolyn Pennywell, University of South Alabama

Recipient of the 2012 McGraw-Hill Distinguished Paper Award
A Downtown Stadium for the Augusta GreenJackets Baseball Team
Simon Medcalfe, Augusta State University

Michael Milken. Friend or Foe to the Financial Markets?
Mary H. Kelly, Texas A&M University – Central Texas
Wilke D. English, Texas A&M University – Central Texas

PepsiCo's Segment Reporting
Sue Cullers, Buena Vista University
Judy Lewis, Texas A&M University – San Antonio
SESSION B  Non-Profit Management, Ethics, and Services

Session Chairs:  Don Grunewald, Iona College
                Jeri Rubin, University of Alaska Anchorage

Acme College of Technology
Don Grunewald, Iona College

Corpus Christi Estate Planning Council Faces Challenges in the 2011-2012 Fiscal Year
Eugene Bland, Texas A&M University- Corpus Christi

Even in Death
Thomas (Tom) Tolleson, Texas Wesleyan University
Justin Lytle, Whitley Penn, LLP

The Kiwanis' Pancake Day Business Case
Andy Tiger, Union University
Robert Howard, Southeastern Oklahoma State University
G. Jane Hicks, Southeastern Oklahoma State University

SESSION C  Human Resource Management/Organizational Behavior

Session Chair:  Carol Cumber, South Dakota State University

Custom Wiring Harness, Inc.: A Case of Turnover
Rodney C. Vandeveer, Purdue University
Michael Menefee, University of North Carolina at Pembroke

Honest or Prudent – Is Honesty Really the Best Policy?
Mildred Golden Pryor, Texas A&M University – Commerce
John Humphreys, Texas A&M University – Commerce
Leslie A. Toombs, The University of Texas of the Permian Basin
Jennifer Oyler, Texas A&M University – Commerce
SOUTHWESTERN CASE RESEARCH ASSOCIATION
A Division of NACRA

March 1, 2012
(Thursday)

9:00 a.m. – 12:00 p.m.  Nottoway

SESSION D  Strategic Management/Business Policy
Session Chair:  Sue Cullers, Buena Vista University

Allied Medical Waste Transportation: Veterinarian Division
Robert Stevens, Southeastern Oklahoma State University
Lawrence Silver, Southeastern Oklahoma State University
C. W. VonBergen, Southeastern Oklahoma State University

Dollar General – Today’s Neighborhood Store
Sue Cullers, Buena Vista University
S. Stephen Vitucci, Texas A&M University – Central Texas

McDonald’s Corporation
R. Henry Migliori, Managing for Success
Tekeisha Zimmerman, University of North Texas

SESSION E  Small Business/Entrepreneurship/Operations Management
Session Chairs:  Timothy Wise, Southern Arkansas University
     Pamela J. Zelbst, Sam Houston State University

Able Carpenter (B)
Randall Florey, Texas A&M University – Central Texas

Accomplished Printing, Inc.
Leslie A. Toombs, The University of Texas of the Permian Basin
Mildred Golden Pryor, Texas A&M University – Commerce
Trevor Stribling, The University of Texas of the Permian Basin

Moonbot Studios
Timothy Wise, Southern Arkansas University

Perque Flooring: A Case Study of Multiple Successors in the Family Business
John James Cater III, Nicholls State University

Visit us at FBDonline.org
March 1, 2012  
(Thursday)

9:00 a.m. – 12:00 p.m.  Nottoway

SESSION F  International Business/Marketing

Session Chairs:  Syed Tariq Anwar, West Texas A&M University  
Alex Sharland, University of South Alabama

Emerging Markets, HSBC, Retrenchment and Global Strategy

Syed Tariq Anwar, West Texas A&M University

Jinantonyx II

Alex Sharland, University of South Alabama  
Don Mosley, University of South Alabama

Tom, Dick and Harry Contemplate What Price to Charge for a Fund-Raising Calendar

Wilke D. English, Texas A&M University – Central Texas  
Harry Sweet, The University of Mary Hardin Baylor

Veet: Facing the Cultural Challenge in Pakistan

Saima Husain, Institute of Business Administration, Karachi  
Kanza Naheed, Institute of Business Administration, Karachi  
Mahrukh Isa, Institute of Business Administration, Karachi

9:00 a.m. – 12:00 p.m.  Nottoway

SESSION G  Case Development

Session Chair:  Michael Menefee, University of North Carolina – Pembroke

This session will include cases at the early stages of development.

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

Please let exhibitors know how much we appreciate their presence and continued support!
March 1, 2012
(Thursday)

10:00 a.m. – 10:30 a.m.  Napoleon Exposition Hall

**FBD Coffee Break**

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support!

Great Door Prize Drawings take place at **10:15 a.m.** in the Exhibit Area. *Must be present to win.*

1:30 p.m. – 3:00 p.m.  Nottoway

**2013 Program Planning Meeting**

Session Chair:  **Rodney Vandeveer**, Purdue University

Everyone is invited to attend this meeting and help prepare for 2013. All persons interested in being in the 2013 program as track chair, reviewer, discussant, etc. are encouraged to attend and share ideas to grow and further develop the art of case writing.

3:00 p.m. – 3:30 p.m.  Napoleon Exposition Hall

**FBD Coffee Break**

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support!

Great Door Prize Drawings take place at **3:15 p.m.** in the Exhibit Area. *Must be present to win.*

5:30 p.m. – 7:00 p.m.  Napoleon Exposition Hall

**FBD Meet and Greet Social**

Everyone is invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and live music. A Cash Bar is available and a limited number of drink tickets will also be distributed. Stop by to relax and wind down from the day’s conference activities before heading out to other association and cultural events, dinner, or the historic French Quarter.
2011 - 2012 OFFICERS

President: Natalya (Natasha) Delcoure, University of St. Thomas-Houston

Vice President & Program Chair: Dan French, University of Missouri

Vice President – Events: Susana Yu, Montclair State University

Secretary/Treasurer: Julia Kwok, Northeastern State University

Directors:
- John Adams, University of TX at Arlington
- Melissa Williams, University of Houston-Clear Lake
- Karyn Neuhauser, Lamar University
- Srinivas Nippani, Texas A&M University-Commerce

Program Committee:

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Lalatendu Misra, University of Texas at San Antonio
Karyn Neuhauser, Lamar University
Srinivas Nippani, Texas A&M University-Commerce
Ivelina Pavlova, University of Houston, Clear Lake
James Philpot, Missouri State University
Salil Sarkar, University of Texas at Arlington
Steve Sears, Texas A&M University, Laredo
Stanley D. Smith, University of Central Florida
Thomas Thompson, Lamar University
Melissa Williams, University of Houston, Clear Lake
Jian Yang, University of Colorado, Denver
Susana Yu, Montclair State University
Congratulations to Award Winners!

*An Equilibrium Model with Buy and Hold Investors*
Tao Wu, Illinois Institute of Technology

2012 Federation of Business Disciplines Outstanding Educator Award
John D. Stowe, Ohio University

AAII Best Paper in Investments
*On the Relation between EGARCH Idiosyncratic Volatility and Expected Stock Returns*
Hui Guo, University of Cincinnati
Haim Kassa, University of Cincinnati
Michael Ferguson, University of Cincinnati

SWFA Best Paper in M&A
*Stock Price Correlation and the Method of Payment in Corporate Acquisitions*
Vineet Bhagwat, Kellogg School of Management
Robert Dam, Kellogg School of Management

SWFA Best Paper in Investments
*Does Risk-Neutral Skewness Predict the Cross-Section of Equity Option Portfolio Returns?*
Turan Bali, Baruch College
Scott Murray, Baruch College

SWFA Best Paper in International Finance
*Systematic, Default and Systemic Risk Effects of International Bank Mergers – Empirical Evidence*
Gregor Weiss, TU Dortmund University
Sascha Neumann, Ruhr – Universität Bochum
Denefa Bostandzic, Ruhr – Universität Bochum

SWFA Best Paper in Corporate Finance
*Capital Structure Deviation and Speed of Adjustment*
Taran Mukherjee, University of New Orleans
Wei Wang, University of New Orleans

SWFA Best Paper in Financial Institutions
*Collectivism and Corruption in Bank Lending*
Xiaolan Zheng, University of South Carolina
Sadok El Ghoul, University of Alberta
Omrane Guedhami, University of South Carolina
Chuck Kwok, University of South Carolina

SWFA Outstanding Doctoral Student Paper in Corporate Finance
*Profits, Financial Leverage and Corporate Governance*
Umar Butt, DeGroote School of Business, McMaster University

SWFA Outstanding Doctoral Student Paper in Investments
*Institutional Ownership, Retail Trading and Stock Return Comovement*
Si Cheng, National University of Singapore

SWFA Outstanding Doctoral Student Paper in International Finance
*Stock Market Fragility and the Quality of Governance of the Country*
Chunmei Lin, National University of Singapore
Massimo Massa, INSEAD
Hong Zhang, INSEAD
### SWFA Special Events

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<th>Day</th>
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<th>Event</th>
<th>Room</th>
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<tr>
<td>Thursday</td>
<td>12:00 p.m. - 1:15 p.m.</td>
<td>Doctoral Student Luncheon (for SWFA registered doctoral students)</td>
<td>Oak Alley</td>
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<tr>
<td>Thursday</td>
<td>5:00 p.m. - 7:00 p.m.</td>
<td>Southwestern Finance Association Reception</td>
<td>Crescent City Brewhouse</td>
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<tr>
<td>Friday</td>
<td>7:00 a.m. - 9:00 a.m.</td>
<td>Southwestern Finance Association Board Meeting</td>
<td>Crescent</td>
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<tr>
<td>Friday</td>
<td>12:00 p.m. – 1:45 p.m.</td>
<td>Southwestern Finance Association Luncheon and Business Meeting</td>
<td>Oak Alley</td>
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</table>

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

- Please let exhibitors know how much we appreciate their presence and continued support!
### March 1, 2012
(Thursday)

<table>
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<tr>
<th>Time</th>
<th>Location</th>
<th>Session A</th>
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<tbody>
<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>Oakley</td>
<td><strong>Corporate Finance</strong></td>
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</table>

**Session Chair:** Barbara J. Davis, Centenary College of Louisiana

**Discussants:**
- Wei Wang, University of New Orleans
- Christian Rauch, Goethe University – Frankfurt
- Frank Li, University of Arizona
- Pieter De Jong, University of North Florida

*The Impact of ISO 14001 Certification on Corporate Performance: An Empirical Analysis within the United States*

**Pieter De Jong,** University of North Florida

**Antony Paulraj,** University of North Florida

**Constantin Blome,** Université Catholique Louvain

*An Empirical Assessment of Empirical Corporate Finance*

**Frank Li,** Arizona State University

**Jeffrey Coles,** Arizona State University

*Capital Structure Deviation and Speed of Adjustment*

**Tarun Mukherjee,** University of New Orleans

**Wei Wang,** University of New Orleans

*The Good – or the Bad and the Ugly? Corporate Governance and Risk Taking in Banks*

**Christian Rauch,** Goethe University-Frankfurt

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session B</th>
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<tbody>
<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>Gallier A</td>
<td><strong>Residential Real Estate</strong></td>
</tr>
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**Session Chair:** Avis Devine, University of Cincinnati

**Discussants:**
- Bruce Gordon, University of North Alabama
- David Javakhadze, University of Missouri
- Avis Devine, University of Cincinnati
- Ramya R. Aroul, University of Texas, Arlington
- Ramya K. Aroul, University of Texas, Arlington

*Rental Tenure Type and MSA-level House Price Recovery from the Great Recession*

**Avis Devine,** University of Cincinnati

*The Predictive Power of Household’s Expectation in the Housing Nonlinear Dynamics*

**Meichi Huang,** Yuan Ze University

*The Role of Dual Pane Windows and Improvement Age in Explaining Residential Property Value*

**Ramya R. Aroul,** University of Texas, Arlington

**Andrew Hansz,** California State University, Fresno

*Rights of Redemption and Their Effect on Real Estate Market Prices*

**Bruce Gordon,** University of North Alabama

**Daniel Winkler,** University of North Carolina, Greensboro
### March 1, 2012
(Thursday)

<table>
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<tr>
<th>Time</th>
<th>Session D – Emerging Markets</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>Gallier B</td>
<td></td>
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</table>

#### SESSION C  Real Estate Mortgage Finance

**Session Chair:**  
Harald Scheule, University of Technology, Sydney

**Discussants:**  
Hong Lee, Louisiana State University  
Harald Scheule, University of Technology, Sydney  
Shuang Zhu, Louisiana State University  
Bruce Gordon, University of North Alabama

- **Systematic Risk and Credit Ratings: How Bonds and Mortgage Securitizations are Different**  
  Harald Scheule, University of Technology, Sydney  
  Daniel Roesch, Leibniz University of Hannover

- **Modeling Interdependent Real Estate Decisions**  
  Shuang Zhu, Louisiana State University  
  R. Kelley Pace, Louisiana State University

- **Mortgage Pricing: What Does Sex have to do With It?**  
  Kristen Van Rensselaer, University of North Alabama  
  Tanja Blackstone, University of North Alabama  
  Bruce Gordon, University of North Alabama  
  Jerry Crabb, IBM

- **Investment Mistakes in the Mortgage Market: Sluggish Refinancing and Curtailment**  
  Hong Lee, Louisiana State University

#### SESSION D  Emerging Markets

**Session Chair:**  
Saint Kuttu, Hanken School of Economics

**Discussants:**  
Shu Tian, Massachusetts Maritime Academy  
Saint Kuttu, Hanken School of Economics  
Vivek Rajvanshi, Indian Institute of Management, Calcutta  
Pawan Jain, University of Memphis

- **Time Varying Conditional Discrete Jumps in Emerging African Equity Markets**  
  Saint Kuttu, Hanken School of Economics

- **Determinants of Intraday Volatility in Indian Futures**  
  Vivek Rajvanshi, Indian Institute of Management, Calcutta

- **Predicting Future Price Volatility: Empirical Evidence from an Emerging Limit Order Market**  
  Pawan Jain, University of Memphis  
  Christine Jiang, University of Memphis

- **Liquidity, Macro Factors and U.S. Equity Flows to Emerging Markets**  
  Shu Tian, Massachusetts Maritime Academy  
  Peihwang Wei, University of New Orleans
SESSION E  
Evidence on Stock Returns

Session Chair: Yaqoub Alabdullah, University of Missouri

Discussants: Pradosh Simlai, University of North Dakota  
Jiun-Lin Chen, University of Adelaide  
Jinho Jeong, Korea University  
Xiaofei Zhao, University of Toronto

Information Intensity and the Cross-Section of Stock Returns  
Xiaofei Zhao, University of Toronto

Modified Beta and Cross-Sectional Stock Returns  
Steven Dennis, University of North Dakota  
Pradosh Simlai, University of North Dakota  
Steven Smith, University of North Dakota

Do Financial Conglomerates Influence Their Client Firm Stock Prices?  
Jiun-Lin Chen, University of Adelaide  
Wei-Ling Song, Louisiana State University

Stock market Integration in Northeast Asian Countries: The Case of China, Japan, and Korea  
Jinho Jeong, Korea University

SESSION F  
Bond Markets

Session Chair: Thomas Thompson, Lamar University

Discussants: Umar Butt, DeGroote School of Business, McMaster University  
Jessica Wang, University of Texas at Dallas  
Qianqian Yu, University of British Columbia

Revisiting Bond Risk Premia  
Guoshi Tong, University of British Columbia  
Chao Xiong, University of British Columbia  
Qianqian Yu, University of British Columbia

Debt Covenant Violation and Cost of Borrowing: Evidence from quarterly bond Issue  
Umar Butt, DeGroote School of Business, McMaster University

Bondholder Reactions to Bank Loan Covenant Violations and the Evolution of Bank Loan Covenants  
Jessica Wang, University of Texas at Dallas
March 1, 2012
(Thursday)

10:00 a.m. – 10:30 a.m.  Napoleon Exposition Hall

**FBD COFFEE BREAK**

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support!

Great Door Prize Drawings take place at **10:15 a.m.** in the Exhibit Area.  *Must be present to win.*

10:30 a.m. – 12:00 p.m.  Oakley

**SESSION A  MUTUAL FUND RETURNS**

Session Chair:  **John Adams**, University of Texas, Arlington

Discussants:  **Andrew Lynch**, University of Missouri  
**Ulf Herrmann**, University of Erlangen-Nürnberg  
**Takeshi Nishikawa**, University of Colorado, Denver

*Bond Fund Disappearance: What’s Return got to do with it?*
**Martin Rohleder**, Catholic University of Eichstaett-Ingolstadt  
**Hendrik Scholz**, University of Erlangen-Nürnberg  
**Marco Wilkens**, University of Augsburg

*Liquidity, Liquidity Risk, and the Cross Section of Mutual Fund Returns*
**Andrew Lynch**, University of Missouri

*Short-Term Persistence in Hybrid Mutual Fund Performance: The Role of Style Shifting Abilities*
**Ulf Herrmann**, University of Erlangen-Nürnberg  
**Hendrik Scholz**, University of Erlangen-Nürnberg

*Affiliated Agents, Boards of Directors, and Mutual Fund Security Lending Returns*
**John Adams**, University of Texas, Arlington  
**Takeshi Nishikawa**, University of Colorado, Denver  
**Sattar Mansi**, Virginia Tech University
SESSION B  International Fund Returns

Session Chair:  Reza Houston, University of Missouri

Discussants:  Jesus Gutierrez, Texas A&M International University  
Wei Hua, University New Orleans  
Antonio Miguel, ISCTE – IUL  
Gunnar Lang, ZEW Centre for European Economic Research

Miguel Ferreira, Universidade Nova de Lisboa  
Aneel Keswani, Cass Business School  
Antonio Miguel, ISCTE – IUL  
Sofia Ramos, ISCTE – IUL

Performance of International and Global Equity Mutual Funds: Country and Sector Momentum Matter
Bernhard Breloer, University of Erlangen-Nürnberg  
Hendrik Scholz, University of Erlangen-Nürnberg  
Marco Wilkens, University of Augsburg

How Does the Domiciliation Decision Affect Mutual Fund Fees?
Gunnar Lang, ZEW Centre for European Economic Research and University of Stuttgart  
Dr. Matthias Koehler, Deutsche Bundesbank

Performance Evaluation of Mutual Funds in India: DEA Approach
Nikhat Afshan, University of Memphis

SESSION C  Insiders, Managerial Entrenchment, and Corporate Governance

Session Chair:  Jorge Brusa, Texas A&M International University

Discussants:  Zhichuan Li, Arizona State University  
Umar Butt, DeGroote School of Business, McMaster University  
Yihua Zhao, University of Texas at Dallas

Does Entrenched Manager Like Bond?
Yihua Zhao, University of Texas at Dallas  
Lin Zou, Texas Women’s University

Mutual Monitoring and Corporate Governance
Zhichuan Li, Arizona State University

Profits, Financial Leverage and Corporate Governance
Umar Butt, DeGroote School of Business, McMaster University
March 1, 2012
(Thursday)

10:30 a.m. – 12:00 p.m. Evergreen

SESSION D  Acquisitions and Divestitures

Session Chair:  Steve Cole, University of North Texas

Discussants:  Qingqing Wu, Arizona State University
Thomas Thompson, Lamar University
Mike Impson, University of North Texas

Three-stage Carve-outs
Thomas Thompson, Lamar University

Information Conduit of Agency Cost: Top Management and Director Interlock between Target and Acquirer
Qingqing Wu, Arizona State University

Reacquired Carve-Outs: Divestiture Gain or Short against the Box?
Thomas Thompson, Lamar University

10:30 a.m. – 12:00 p.m. Esterwood

SESSION E  Regulatory Issues for Financial Institutions

Session Chair:  Chien-Ting Lin, Deakin University

Discussants:  Havva Dursun, Vienna Graduate School of Finance
Chien-Ting Lin, Deakin University

Book-to-Market Equity, Operating Risk, and Asset Correlations: Implications for Basel Capital Requirement
Chien-Ting Lin, Deakin University
Lee Shih-Cheng, Yuan Ze University

Regulating the Amount of Short-Term Debt
Havva Özlem Dursun, Vienna Graduate School of Finance
March 1, 2012  
(Thursday)

10:30 a.m. – 12:00 p.m.  
Bayside C

SESSION F  
Market Microstructure

Session Chair:  
Steve Sears, Texas A&M International University

Discussants:  
Senol Oztekin, FIU  
Sean Byrne, Texas A&M International University  
Lalatendu Misra, University of Texas at San Antonio  
Steve Sears, Texas A&M International University

Intraday Evidence of Trading in Fragmented Markets: An Analysis Post MiFID  
Ulli Friedrich Paul Spankowski, Chair of Banking and Finance, University of Hohenheim  
Martin Wagener, Karlsruhe Institute of Technology

Information Asymmetry around Operational Loss Announcements in U.S. Financial Firms  
Ahmed Barakat, University of Frankfurt  
Anna Chernobai, Syracuse University  
Mark Wahrenburg, University of Frankfurt

An Empirical Analysis of Order Flow prior to the Announcement of Major Negative Information  
Naoto Isaka, Sophia University

Information Horizon and Informed Trader’s Order Choices  
Hsiao-Fen Yang, University of Wisconsin, La Crosse

12:00 p.m. – 1:15 p.m.  
Oak Alley

SWFA Doctoral Student Luncheon  
All Ph.D. students registered for SWFA are invited to the lunch. It will be held in Oak Alley

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.  
• Please let exhibitors know how much we appreciate their presence and continued support!
March 1, 2012  
(Thursday)

1:30 p.m. – 3:00 p.m.  
Southdown

Session A  
International Capital Markets

Session Chair:  
Natalya Delcoure, University of St. Thomas

Discussants:  
Hiroyuki Aman, Konan University  
Yaqoub Alabdullah, University of Missouri  
Peihwang Wei, University of New Orleans  
David Javakhadze, University of Missouri

Earnings Management of Foreign Firms in the U.S.  
Chia-Sheng Chen, University of New Orleans  
Peihwang Wei, University of New Orleans

Sabur Mollah, Stockholm University  
Goran Zafirov, Stockholm University School of Business  
Shahiduzzaman Quoreshi, Swedish Agency for Growth Policy Analysis

Volatility and Public Information Flows: Evidence from Disclosure and Media Coverage in the Japanese Stock Market  
Hiroyuki Aman, Konan University  
Hiroshi Moriyasu, Nagasaki University

Value Creation after State Share Transfers: New Evidence from China  
Haibo Yao, Mississippi State University  
Wei He, Mississippi State University

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

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March 1, 2012
(Thursday)

1:30 p.m. – 3:00 p.m.

SESSION B  Issues in Financial Institutions

Session Chair:  Dan W. French, University of Missouri

Discussants:  David Stolin, Toulouse Business School
Stefan Jacewitz, Federal Deposit Insurance Corporation
John D. Stowe, Ohio University
Michael Gibbs, University of Missouri

Credit Union Diversification and Cost Efficiency
Wei Hua, University of New Orleans

Squandering home field advantage? Financial Institutions’ investing in their own industries
Aneel Keswani, Cass Business School
David Stolin, Toulouse Business School

The Marginal Costs, Capture Costs, and Franchise Value of Banks
Jonathan Pogach, Federal Deposit Insurance Corporation
Stefan Jacewitz, Federal Deposit Insurance Corporation
Paul Kupiec, Federal Deposit Insurance Corporation

Price Dynamics of Emission Allowance with Inter-Period Banking and Compensating Delivery
Sha He, Goethe University Frankfurt

1:30 p.m. – 3:00 p.m.

SESSION C  Exchange Rates

Session Chair:  Scott O’Brien, University of Missouri

Discussants:  Anand B. S. Gulati, Hanken School of Economics
Ramya R Aroul, University of Texas, Arlington
Rasmus Fatum, University of Alberta
Priti Verma, Texas A&M University, Kingsville

Linkages between the Foreign Exchange Markets of BRIC Countries—Brazil, Russia, India and China—and the US
Ramya R Aroul, University of Texas, Arlington
Peggy E Swanson, University of Texas, Arlington

The Intraday Effects of Central Bank Intervention on Exchange Rate Spreads
Rasmus Fatum, University of Alberta
SESSION C (Continued)

Time Varying Exchange Rates, Interest Rates and Bank Stock Returns Asymmetry: Evidence from U.S. Banks

Priti Verma, Texas A&M University, Kingsville

Quantile Regression Analysis of Exchange Rate Exposure in Cross-Country Sector Portfolios
Anand B. S. Gulati, Hanken School of Economics

1:30 p.m. – 3:00 p.m. Gallier B

SESSION D Corporate Governance I

Session Chair: Shastri Sandy, University of Missouri

Discussants: Pawan Jain, University of Memphis
Dishant Pandya, Cleveland State University
Wenyn Shi, University of Texas at Dallas

The Governance Role of Accounting Conservatism in Financial Reporting
Wenyn Shi, The University of Texas at Dallas

Corporate Governance and Market Liquidity: An Empirical Analysis
Pawan Jain, University of Memphis
Christine Jiang, University of Memphis
Mohamed Mekhaimer, University of Memphis

Board of Directors and Listing Requirements: Long-Run Operating Performance of Traditionally Insider Control Board
Dishant Pandya, Cleveland State University
Chenchu Bathala, Cleveland State University
March 1, 2012
(Thursday)

1:30 p.m. – 3:00 p.m. Evergreen

SESSION E  Asset Pricing

Session Chair:  Humnath Panta, Lindenwood University

Discussants:  Humnath Panta, Lindenwood University
Mohammad Uddin, University of Texas at Arlington
Srinivas Nippani, Texas A&M University – Commerce
Tao Wu, Illinois Institute of Technology

*Optimal Consumption and Portfolio Choice for Long-Horizon Investors with Non-tradable Labor Income When Asset Returns Are Predictable*
Hui-Ju Tsai, Washington College
Yangru Wu, Rutgers University

*State-dependent Dependencies: A Continuous-time Dynamics for Correlations*
Christoph Becker, Frankfurt School of Finance & Management
Wolfgang M. Schmidt, Frankfurt School of Finance & Management

*An Equilibrium Model with Buy and Hold Investors*
Tao Wu, Illinois Institute of Technology

*Asset Pricing in an International Lucas Orchard with Dynamic Learning under Agents’ Heterogeneous Expectations and Preferences*
Oliver Berndt, Goethe University Frankfurt

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March 1, 2012
(Thursday)

1:30 p.m. – 3:00 p.m. Esterwood

SESSION F  Institutional Ownership

Session Chair:  Imre Karafiath, University of North Texas
Discussants:  Imre Karafiath, University of North Texas
Ramya R. Aroul, University of Texas at Arlington
John Adams, University of Texas at Arlington

Institutional Ownership, Retail Trading and Stock Return Co-movement
Si Cheng, National University of Singapore

The Impact of insider Ownership Level on Equity Market Timing Decisions
Frank D’Souza, Loyola University, Maryland
Surya Chelikani, Quinnipiac University

Dividends and Institutional Ownership
Lina Bichara, Bank of America
Michael Impson, University of North Texas

1:30 a.m. – 3:00 p.m. Bayside C

SESSION G  Market Efficiency I

Session Chair:  Nilakshi Borah, Louisiana Tech University
Discussants:  Shekar Shetty, Gulf University for Science & Technology
Stephan Meyer, Karlsruhe Institute of Technology (KIT)
Saskia Laser, University of Rostock

Luck Favors the Prepared- Especially Those Who Placed Stop-loss Orders
Stephan Meyer, Karlsruhe Institute of Technology (KIT)

Published Stock Recommendations as Institutional Investor Sentiment in the Near-term Stock Market
Frank Dreher, Goethe University – Frankfurt
Saskia Laser, University of Rostock
Nico Singer, University of Rostock

The Subprime Crisis and the Efficiency of the Junk Bond Market: Evidence from the Microstructure Theory
Ehab Yamani, University of Texas at Arlington
March 1, 2012
(Thursday)

3:00 p.m. – 3:30 p.m.  Napoleon Exposition Hall

FBD COFFEE BREAK

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support!

Great Door Prize Drawings take place at 3:15 p.m. in the Exhibit Area. Must be present to win.

3:30 p.m. – 5:00 p.m. Southdown

SESSION A  Equity Valuation

Session Chair:  Michael Impson, University of North Texas

Discussants:  Tibebe Assefa, University of Texas – Pan American
               Steven Cole, University of North Texas
               Imre Karafiath, University of North Texas

Does the Industrial Uncertainty affect Firm Valuation? An Empirical Analysis

Wei Du, Louisiana State University
Hue Wang, Louisiana State University

Evolution of Firm Value

Hue Wang, Louisiana State University
Wei Du, Louisiana State University

Behavioral Finance: Overreaction Evidence from Large-Cap Stocks

Tibebe Assefa, University of Texas, Pan American
Omar Esqueda, University of Texas, Pan American

Linking Bank Spread with the Management of Equity Valuation

Steven Cole, University of North Texas
Imre Karafiath, University of North Texas

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SESSION B  
Effects of Analysts

Session Chair:  
Melissa Williams, University of Houston – Clear Lake

Discussants:  
Keming Li, University of Texas at Arlington
Ping-Wen Sun, LSU
Ching-Hung Chang, Arizona State University
Melissa Williams, University of Houston - Clear Lake

Stock Market Liquidity, Aggregate Analyst Forecast Errors, and the Economy

Ping-Wen Sun, LSU

Analysts and Corporate Liquidity Policy
Ching-Hung Chang, Arizona State University

Role of Analysts: Following Momentum or Creating Momentum?
Keming Li, University of Texas at Arlington
Mohammad Uddin, University of Texas at Arlington

The Short Term Prediction of Analysts’ forecast error: Model and Trading Profitability
Kris Boudt, Lessius & KULeuven & VU University, Amsterdam
Peter De Goeij, Tilburg University
James Thewissen, KULeuven & HUBrussel
Geert Van Campenhout, HUBrussel & KULeuven

SESSION C  
Market Efficiency II

Session Chair:  
Ivelina Pavlova, University of Houston – Clear Lake

Discussants:  
Dan French, University of Missouri
Yihua Zhao, University of Texas at Dallas
Jeffrey Hobbs, Appalachian State University

Re-assess the Analyst Forecast Dispersion Puzzle
Yexiao Xu, University of Texas at Dallas
Yihua Zhao, University of Texas at Dallas

Reexamining Stock Returns When Investors Disagree
Vivek Sharma, University of Michigan, Dearborn
Jeffrey Hobbs, Appalachian State University

The Informational Asymmetry Effect on Stock Prices of Financial Firms: Stock Split Announcements
Seondeog Jang, University of North Texas
March 1, 2012
(Thursday)

3:30 p.m. – 5:00 p.m.  Gallier B

**SESSION D  Security Price Behavior**

Session Chair:  Xiaofei Zhao, University of Toronto
Discussants:  Xiaofei Zhao, University of Toronto

*Stock Splits and Conditional Value Premium*

- Qing Bai, University of Cincinnati
- Hui Guo, University of Cincinnati

*Do Jumps Contribute to the Dynamics of the Equity Premium?*

- Xiaofei Zhao, University of Toronto
- Tom Mccurdy, University of Toronto
- John Maheu, University of Toronto

*Is Disclosure Regulation a Zero-sum game? An Examination of Large and Small Trades*

- Sanjiv Sabherwal, The University of Texas at Arlington
- Salil Sarkar, The University of Texas at Arlington
- Helen Hurwitz, Columbia University
- Xu Wang, Saint Louis University

*Financial Crises and the Global Value Premium: Revisiting Fama-French*

- Ehab Yamani, University of Texas at Arlington
- Dr Peggy Swanson, University of Texas at Arlington

---

3:30 p.m. – 5:00 p.m.  Evergreen

**SESSION E  Value of Corporate Decisions**

Session Chair:  Laura Gonzalez, Fordham University

Discussants:  Laura Gonzalez, Fordham University
- Reza Houston, University of Missouri

*Intra-Industry Effects of IPOs on Stock Repurchase Decisions*

- Thanh Nguyen, University of South Florida

*The Value of Corporate Diversification in High-Tech Industries*

- Nilakshi Borah, Louisiana Tech University
- Liu Pan, Louisiana Tech University
- Jung Chul Park, Auburn University
- Nan Shao, Louisiana Tech University

*Capital Structure as a Strategic Negotiating Tool: Evidence from Shareholders’ Class Action Lawsuits*

- Shastri Sandy, University of Missouri

*Reorganizing Human Capital Theory: Investment Decisions under the Effect of Innovation Probability*

- Koray Sayili, Queen’s University
March 1, 2012
(Thursday)

3:30 p.m. – 5:00 p.m.  Esterwood

SESSION F  REITs

Session Chair:  Sina Ehsani, University of Texas at San Antonio

Discussants:  Michael Gibbs, University of Missouri
David Javakhadze, Robert J. Trulaske College of Business, University of Missouri
Yaquob Alabdullah, Robert J. Trulaske College of Business, Univ. of Missouri
John Clinebell, University of Northern Colorado

REITs: A Study of Macroeconomic Effects on Liquidity
Ran Lu, University of the Pacific
John Glascock, University of Connecticut

Time Variation in the Inflation-Hedging Properties of Gold, REITS, and Equities
John Clinebell, University of Northern Colorado
Douglas Kahl, University of Akron
Jerry Stevens, University of Richmond

Do Cultural Variances affect Dividend Behavior in Asian REITs
Michael Gibbs, University of Missouri
Scott O’Brien, University of Missouri

Dividend Policy of European REITs
David Javakhadze, Robert J. Trulaske College of Business, University of Missouri
Yaquob Alabdullah, Robert J. Trulaske College of Business, University of Missouri

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Session G: Corporate Liquidity

Session Chair: Lalatendu Misra, University of Texas at San Antonio

Discussants:
- Joseph French, University of Northern Colorado
- Haibo Yao, Mississippi State University
- Amine Tarazi, Université de Limoges, LAPE
- Yongli Luo, The University of Texas-Pan American

- Bank Capital Buffer and Liquidity: Evidence from US and European Publicly Traded Banks
  - Isabelle Distinguin, Université de Limoges, LAPE
  - Caroline Roulet, Université de Limoges and JPLC

- Liquidity and Control, CEO Compensation under Imperfect Investor Protection Institution
  - Yongli Luo, The University of Texas-Pan American

- The Relationship between Liquidity, Corporate Governance, and Firm Valuation: Evidence from Russia
  - Wei-Xuan Li, The Richard Stockton College of New Jersey
  - Chia-Sheng Chen, University of New Orleans
  - Joseph French, University of Northern Colorado

- The Impact of Monetary Policy on the Corporate Balance Sheet
  - Haibo Yao, Mississippi State University
  - Kenneth Roskelley, Mississippi State University

FBD Meet and Greet Social

Everyone is invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and live music. A Cash Bar is available and a limited number of drink tickets will also be distributed. Stop by to relax and wind down from the day’s conference activities before heading out to other association and cultural events, dinner, or the historic French Quarter.

SWFA reception will be held at Crescent City Brewhouse. All registered SWFA attendees are cordially invited to attend.
March 2, 2012
(Friday)

7:00 a.m. – 9:00 a.m. Ellendale Board Room

SWFA Board Meeting and Breakfast

8:30 a.m. – 10:00 a.m. Oakley

SESSION A  Finance in India

Session Chair:  Vijay Vishwakarma, St. Francis Xavier University

Discussants:  Lalatendu Misra, University of Texas at San Antonio
              Ajay Mishra, IBS, Hyderabad
              Nemiraja Jadiyappa, Oklahoma State University
              Vijay Vishwakarma, St. Francis Xavier University

The Association between Market, Exchange Rate Risks & Interest Rate and Accounting Variables: A Study on Indian Banking Sector
Ajay K Mishra, IBS, Hyderabad

Financial Reforms and Capital Structure changes in India: An Industry Level Analysis
Nemiraja Jadiyappa, Oklahoma State University

Evidence of Threshold and Asymmetric adjustments in Indian Real Estate Market
Vijay Vishwakarma, St. Francis Xavier University

Changing Capital Structure in a Developing Country: India
Lalatendu Misra, University of Texas at San Antonio
Sina Ehsani, University of Texas at San Antonio

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SESSION B  CEOs

Session Chair:  Karyn Neuhauser, Lamar University

Discussants:  Fawzi Hyder, Lebanese American University  
Rakesh Bharati, Southern Illinois University, Edwardsville  
Candra Chahyadi, Eastern Illinois University  
Nilakshi Borah, Louisiana Tech University

Stock Ownership Guidelines for CEOs: Do they (not) meet expectations? 
Bradley W. Benson, Louisiana Tech University 
Qin Lian, Louisiana Tech University  
Qiming Wang, Louisiana Tech University  
Nilakshi Borah, Louisiana Tech University

The Role of Education and Experience in CFO Career and Compensation  
Candra Chahyadi, Eastern Illinois University  
Bahaa Abusalim, Eastern Illinois University

Market Reaction to Capital Expenditures of Powerful CEOs  
Anwar Boumosleh, Lebanese American University  
Fawzi Hyder, Lebanese American University  
Elias Raad, Lebanese American University

CEO Compensation and Risk Taking: Evidence from the Pre-Crisis Banking Industry  
Rakesh Bharati, Southern Illinois University, Edwardsville  
Jingyi Jia, Southern Illinois University, Edwardsville

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SESSION C  Issues in Bank Lending and Borrowing

Session Chair:  M. Kabir Hassan, University of New Orleans

Discussants:  Ramesh Adhikary, University of New Orleans
             Youngha Ki, University of New Orleans
             Ziyu Li, University of New Orleans
             Abdullah Noman, University of New Orleans

Credit Risk Spillovers among Financial Institutions around the Global Credit Crisis: Firm-Level Evidence
Jian Yang, University of Colorado, Denver
Yinggang Zhou, Chinese University of Hong Kong

Banking during Bubbles: Effect on Post-bubble Lending
Laura Gonzalez, Fordham University

Collectivism and Corruption in Bank Lending
Xiaolan Zheng, University of South Carolina
Sadok El Ghoul, University of Alberta
Omrane Guedhami, University of South Carolina
Chuck Kwok, University of South Carolina

Herding Behavior in Bank Lending: Evidence from U.S. Commercial Banks
Chen Liu, Queen’s University

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March 2, 2012
(Friday)

8:30 a.m. – 10:00 a.m. Evergreen

SESSION D Mergers

Session Chair: Kathryn Huff, University of New Orleans

Discussants: Bridgette Bain, University of New Orleans
             Bora Ozkan, University of New Orleans
             Giovanni Perez, University of New Orleans

Systematic, Default and Systemic Risk Effects of International Bank Mergers – Empirical Evidence
Gregor Weiss, TU Dortmund University
Sascha Neumann, Ruhr-Universität Bochum
Denefa Bostandzic, Ruhr-Universität Bochum

Stock Price Movement around the Merger Announcements: Insider Trading or Market Anticipation?
Pawan Jain, University of Memphis
Mark Sunderman, University of Memphis

Euronext Merger and Equity Premium
Mohamed Mekhaimer, University of Memphis

8:30 a.m. – 10:00 a.m. Esterwood

SESSION E IPOs and SEOs

Session Chair: Nancy Ursel, University of Windsor

Discussants: Duc Anh Ngo, The University of Texas at El Paso
             Wei Wang, University of New Orleans
             Nancy Ursel, University of Windsor
             Halil Kaya, Eastern Kentucky University

Accelerated Seasoned Equity offerings: Motives and Issuer-Underwriter Interactions
Erdal Gunay, University of Windsor
Nancy Ursel, University of Windsor

Interest Rates and the Timing of Initial Public Offerings
Halil Kaya, Eastern Kentucky University

Market Conditions, Seasoned Equity Offerings and Capital Structure
Halil Kaya, Eastern Kentucky University

The Effects of Ownership Structure on Payout Policy: Evidence from Seasoned Equity Offerings (SEO)
Duc Anh Ngo, The University of Texas at El Paso
SESSION F  Futures Markets

Session Chair:  Lin Gao, University of St. Gallen

Discussants:  Russ Ray, University of Louisville
Chia-Sheng Chen, University of New Orleans
Lin Gao, University of St. Gallen
Jian Yang, University of Colorado-Denver

Extreme Correlation of Stock and Bond Futures Markets: International Evidence
Chin-Man Chui, Xiamen University
Jian Yang, University of Colorado, Denver

Managing Financial Risks via Prediction Markets
Russ Ray, University of Louisville

Does a More Liquid Currency Futures Market Tend to Be More Informative?
Chia-Sheng Chen, University of New Orleans
Peihwang Wei, University of New Orleans
Wei-Xuan Li, The Richard Stockton College of New Jersey

Market Sentiment in Commodity Futures Returns
Lin Gao, University of St. Gallen
Stephan Süss, University of St. Gallen

FBD Coffee Break

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Great Door Prize Drawings take place at 10:15 a.m. in the Exhibit Area. *Must be present to win.*
March 2, 2012  
(Friday)

10:30 a.m. – 12:00 p.m.  

**SESSION A**  
**Financial Services Industry**

**Session Chair:**  
*Srinivas Nippani*, Texas A&M University

**Discussants:**  
*John D. Stowe*, Ohio University  
*Srinivas Nippani*, Texas A&M University  
*Francisco Rubio*, University of New Orleans

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*The Information Asymmetry and Earnings Surprises: Evidence from the US Insurance Industry*  
*Carmen Coti*, University of Hartford  
*Joseph Farhat*, Central Connecticut State University  
*Mercedes Miranda*, The University of Michigan-Dearborn

---

*Asset Securitization and Bank Risk Taking*  
*Lai Vo*, Louisiana State University  
*Huong Le*, Louisiana State University

---

*The Relationship between Boards of Directors and Firm Performance: Evidence from Bank Holding Companies*  
*Jennifer O'Sullivan*, University of New Orleans  
*Kabir Hassan*, University of New Orleans  
*Abdullah Mamun*, University of Saskatchewan

---

*The Value of Industrial Shareholdings in a Universal Bank: The Case of Deutsche Bank in the 1990s*  
*Stephan Spaethe*, Center for Financial Studies

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## SESSION C  Market Liquidity

**Session Chair:** Shastri Sandy, University of Missouri

**Discussants:**
- Susana Yu, Montclair State University
- Omar Esqueda, University of Texas, Pan American
- Yosra Ghabri, Institut des Hautes Etudes Commerciales, IHEC Carthage
- Senol Oztekin, Florida International University

*Control Enhancement Devices and Stock Market Liquidity: The Case of Tunisia*
- Yosra Ghabri, Institut des Hautes Etudes Commerciales, IHEC Carthage

*A Multivariate Analysis of Additions to the Nasdaq-100 Index: Does Liquidity Matter?*
- Susana Yu, Montclair State University
- Gwendolyn Webb, Baruch College - CUNY
- Kishore Tandon, Baruch College – CUNY

*Liquidity and Market Depth in US Electronic Futures Markets*
- Senol Oztekin, Florida International University
- Suchi Mishra, Florida International University
- Robert Daigler, Florida International University

*Corporate Governance and Liquidity Implications on the Value of Cross-listed Firms*
- Omar Esqueda, University of Texas, Pan American

## SESSION D  Small Business Finance

**Session Chair:** Andrew Lynch, University of Missouri

**Discussants:**
- Burak Dolar, Augustana College

*The Impact of Market Concentration on the Availability of Credit to Small Businesses in the Aftermath of the Financial Crisis of 2007-2008: A Market-Level Analysis*
- Burak Dolar, Augustana College

*Determinants of Success in Online Social Lending: A Peak at US Prosper & UK Zopa*
- Laura Gonzalez, Fordham University

*The Role of Collateral and Relationship Lending in Loan Pricing of Small Firms: Evidence from United Kingdom SMEs*
- Ana Paula Matias Gama, University of Beira Interior and NECE – Research Unit in Business Science
- Fábio Duarte, University of Beira Interior
SESSION E  Commercial Banking

Session Chair:  Linus Wilson, University of Louisiana - Lafayette

Discussants:  Inga Chira, Florida Atlantic University
            Jian Yang, University of Colorado Denver
            Joseph Mohr, University of South Florida
            Linus Wilson, University of Louisiana - Lafayette

Toxic Asset Subsidies and the Early Redemption of TALF Loans
Linus Wilson, University of Louisiana - Lafayette

Does Receiving TARP Funds make it easier to roll your Commercial Paper onto the Fed?
Linus Wilson, University of Louisiana - Lafayette
Yan Wendy Wu, Wilfrid Laurier University

The Impact of Auditors’ and Analysts’ Bad News on Bank Performance during the 2008 Financial Crisis
Inga Chira, Florida Atlantic University

Too Big to Fail: Big Banks and the Cost of Funds Paradox
Joseph Mohr, University of South Florida
Tih Koon Tan, The University of Tampa

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SESSION F  Executive Compensation

Session Chair:  Sheng Huang, Singapore Management University

Managerial Attributes, Incentives, and Performance
Zhichuan Li, Arizona State University

Executive Pensions, Compensation Leverage, and Firm Risk
Reilly White, University of Connecticut
Assaf Eisdorfer, University of Connecticut
Carmelo Giaccotto, University of Connecticut

Relationship between Top Executive Compensation Structure and Corporate Governance: Evidence from Japanese Public Disclosed Data
Hideaki Sakawa, Nagoya City University
Keisuke Moriyama, Nagoya City University
Naoki Watanabel, Toyo University

Executive Compensation and Horizon Incentives: An Empirical Investigation of Corporate Cash Payout
Sheng Huang, Singapore Management University

SESSION G  Options

Session Chair:  Tao Wu, Illinois Institute of Technology
Discussants:  Timothy Krause, University of Texas at San Antonio
Tao Wu, Illinois Institute of Technology
Scott Murray, Baruch College

A Margin Requirement Based Return Calculation for Portfolios of Short Option Positions
Scott Murray, Baruch College

Does Risk-Neutral Skewness Predict the Cross-Section of Equity Option Portfolio Returns?
Turan Bali, Baruch College
Scott Murray, Baruch College

Implied Volatility Skew in ETFs and Component Stocks
Timothy Krause, University of Texas at San Antonio

Pricing and Hedging the Smile with SABR: Evidence from the Interest Rate Caps Market
Tao Wu, Illinois Institute of Technology
March 2, 2012
(Friday)

10:30 a.m. – 12:00 p.m.  Edgewood B

SESSION H  Academic Publishing
Moderator:  James Philpot, Missouri State University

Panelists:  Editors of the *Journal of Financial Research:
Drew Winters, Texas Tech University
Jeff Mercer, Texas Tech University

12:00 p.m. – 1:45 p.m.  Oak Alley

Annual Business Meeting and Lunch

Keynote Speaker
Laura Starks, University of Texas

2:00 p.m. – 3:30 p.m.  Oakley

SESSION A  Corporate Social Responsibility

Session Chair:  Christian Rauch, Geothe University - Frankfurt

Discussants:  Kais Bouslah, University of Quebec – Montreal
Hitoshi Takehara, Waseda University
Christian Rauch, Goethe University – Frankfurt
Abdelmajid Hmaittane, UQAM

*Corporate Social Performance and Family Businesses: The Case of Japanese Firms*
Michikazu Aoi, Meiji University
Koichi Kubota, Chuo University
Hitoshi Takehara, Waseda University

*Does Social Commitment Alleviate Corporate Financial Constraints?*
Abdelmajid Hmaittane, UQAM
Lawrence Kryzanowski, Concordia University
Bouchra Mzali, University of Quebec - Montreal

*Firm Risk and Social Performance*
Kais Bouslah, University of Quebec - Montreal
Lawrence Kryzanowski, Concordia University
Bouchra Mzali, University of Quebec – Montreal

*Private Equity Shareholder Activism*
Christian Rauch, Goethe University - Frankfurt
Marc Umber, Frankfurt School of Finance & Management
SESSION B  Financial Education

Session Chair:  Melissa Williams, University of Houston – Clear Lake

Discussants:  Dan French, University of Missouri
Julia Kwok, Northeastern State University
Melissa Williams, University of Houston – Clear Lake
Adam Lei, Midwestern State University

Using Bloomberg Terminals in a Security Analysis and Portfolio Management Course
Adam Lei, Midwestern State University
Huihua Li, St. Cloud State University

Box Office Blockbusters: Using Hollywood Films to Illustrate the Foundations of Finance
Helen B. Sikes, Centenary College of Louisiana
Barbara J. Davis, Centenary College of Louisiana

On the Use of Cell Phones and Other Electronic Devices in the Classroom: Evidence from a Survey of Faculty and Students
William Baker, Appalachian State University
Edward Lusk, SUNY Plattsburgh
Karyn Neuhauser, Lamar University

Group Assessment of Learning: Test the Class, Not the Students
Julia Kwok, Northeastern State University
Teko Jan Ernst Bekkering, Northeastern State University
David Kern, Northeastern State University

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SESSION C  Miscellaneous Issues in Finance

Session Chair:  Michael Impson, University of North Texas

Discussants:  Salil Sarkar, University of Texas at Arlington
Mingsheng Li, Bowling Green State University
Svetlana Orlova, Oklahoma State University

*Empirical Analysis of ETF Intraday Trading*
Mingsheng Li, Bowling Green State University
Dan Klein, Bowling Green State University
Jessica Xin Zhao, Penn State University - Erie

*Reliance on External Financing and Heterogeneity of the Capital Structure*
Svetlana Orlova, Oklahoma State University

*Accounting Irregularities and Failure to Deliver: An Examination of the Relationship between Naked Short Sales and Restatements*
Naomi Boyd, West Virginia University
Ann Marie Hibbert, West Virginia University
Ivelina Pavlova, University of Houston – Clear Lake

*Corporate Governance and the Diversification Discount: The implications of the Sarbanes-Oxley Act*
Anwar Boumosleh, Lebanese American University
Brandon Cline, Mississippi State University
Fawzi Jaber Hyder, Lebanese American University

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March 2, 2012  
(Thursday)

2:00 p.m. – 3:30 p.m.  Evergreen

<table>
<thead>
<tr>
<th>SESSION D</th>
<th>International Banking</th>
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</thead>
<tbody>
<tr>
<td>Session Chair:</td>
<td><strong>John Glascock</strong>, University of Connecticut</td>
</tr>
</tbody>
</table>
| Discussants: | **Ran Lu**, University of the Pacific  
**Frederic Schweikhard**, Goethe University – Frankfurt  
**Shekar Shetty**, Gulf University for Science and Technology  
**Nacasius U. Ujah**, Texas A&M International University |

*International Investigation on Foreign Bank’s Post Entering Performance-The Differential Impact of Entry Mode Choice*

**Sheng-Hung Chen**, Department of Finance, Nanhua University  
**Peng-Wen Chen**, Department of Finance, Nanhua University

*Bank Performance, Bank Earnings Management, and Bank Market Structure-Evidence from the Emerging and the Frontier Markets*

**Nacasius Ujah**, Texas A&M International University  
**Collins Okafor**, Texas A&M International University

*The Internalization of Systemic Risk – An Analysis of the German Bank Levy*

**Frederic Schweikhard**, Goethe University – Frankfurt

*The Last Efficiency Seen before the Economic Crisis: Case of GCC Banking Industry*

**Jamal Ali Al-Khasawneh**, Gulf University for Science & Technology  
**Shekar Shetty**, Gulf University for Science & Technology

2:00 p.m. – 3:30 p.m.  Esterwood

<table>
<thead>
<tr>
<th>SESSION E</th>
<th>Mergers and Acquisitions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session Chair:</td>
<td><strong>Reza Houston</strong>, University of Missouri</td>
</tr>
</tbody>
</table>
| Discussants: | **Jeffrey Oxman**, University of St. Thomas  
**Andrew Lynch**, University of Missouri  
**Jeffrey Coy**, Florida Atlantic University |

*Heterogeneous Market Responses and the Listing Effect in M&A*

**Qingzhong Ma**, Cornell University  
**Wei Zhang**, Ithaca College

*Offer Premiums, Target Shareholder Wealth Effects, and the Likelihood of Management Involvement: Evidence from the 2002-2007 LBO Wave*

**Jeffrey Coy**, Florida Atlantic University

*The role of bondholders’ Coordination in Freeze-out Exchange Offers*

**Flavio Bazzana**, University of Trento  
**Eleonora Broccardo**, University of Trento

*The Effects of LBO Events on Industry Rivals*

**Jeffrey Oxman**, University of St. Thomas  
**Yildiray Yildirim**, Syracuse University
SESSION F Derivatives and Hedging

Session Chair: Scott O’Brien, University of Missouri

Discussants: Kabir Hassan, University of New Orleans
Abdullah Mamun, Edwards School of Business, University of Saskatchewan
Yanhao Fang, Dept. of Finance, Louisiana State University
Wei-Han Liu, La Trobe University

Index Price Discovery in the Cash Market
Yanhao Fang, Dept. of Finance, Louisiana State University

Estimating Optimal Hedge Ratio and Hedge Effectiveness via Fitting the Multivariate Skewed Distributions
Wei-Han Liu, La Trobe University

Credit Default Swaps and Sovereign Debt Markets
Kabir Hassan, University of New Orleans
Geoffrey Ngene, University of New Orleans
Jung-Suk Yu, Dankook University

Credit Derivatives and Loan Pricing
Abdullah Mamun, Edwards School of Business, University of Saskatchewan
George Tannous, Edwards School of Business, University of Saskatchewan
Nimita Azam, School of Business, Independent University

3:00 p.m. - 3:30 p.m. Napoleon Exposition Hall

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support!

Great Door Prize Drawings take place at 3:15 p.m. in the Exhibit Area. *Must be present to win.*
March 2, 2012  
(Friday)

3:30 p.m. – 5:00 p.m.  
Oakley

SESSION A  
Risk-Return Tradeoff and International Evidence

Session Chair:  
Dan French, University of Missouri

Discussants:  
Jorge Brusa, Texas A&M International University  
Peng Chen, University of Kansas

Time-Varying Risk-Return Tradeoff in the Stock Market
Hui Guo, University of Cincinnati  
Zijun Wang, Texas A&M University  
Jian Yang, University of Colorado - Denver

The Other January Effect and Risk
Jorge Brusa, Texas A&M International University  
Rodrigo Hernandez, Radford University  
Pu Liu, University of Arkansas

Uncertainty, Risk and its Effect on Stock Returns: International Evidence
Bhavik Parikh, University of Memphis  
Christine Jiang, University of Memphis

Comovements of International Stock Market Returns
Peng Chen, University of Kansas

3:30 p.m. – 5:00 p.m.  
Gallier A

SESSION B  
Risk

Session Chair:  
David Stowe, University of Missouri

Discussants:  
Scott O’Brien, University of Missouri  
Galin Todorov, Florida International University

On the Relation between EGARCH Idiosyncratic Volatility and Expected Stock Returns
Hui Guo, University of Cincinnati  
Haim Kassa, University of Cincinnati  
Michael Ferguson, University of Cincinnati

Analyzing the Changing Term Structure and Expectations of US Treasury Default Risk
Srinivas Nippani, Texas A&M University – Commerce  
Stanley D. Smith, University of Central Florida

The Relative Leverage Premium
Filippo Ippolito, Universitat Pompeu Fabra  
Roberto Steri, Bocconi University  
Claudio Tebaldi, Bocconi University

Time-Variation in Correlations and Risk
Galin Todorov, Florida International University
March 2, 2012  
(Friday)

3:30 p.m. – 5:00 p.m.  
Gallier B

**SESSION C**  
Dividends

Session Chair:  
Helen Sikes, Centenary College

Discussants:  
Pawan Jain, University of Memphis  
Barbara Davis, Centenary College of Louisiana  
Bo, Zhao, The George Washington University  
Karyn Neuhauser, Lamar University

*Idiosyncratic Volatility Discount: Dividend Matters*  
Bo Zhao, The George Washington University  
Robert Savickas, The George Washington University

*Market Sentiment and Dividend Policy Cross Sectional Evidence*  
Bo Zhao, The George Washington University

*When no-news is bad news: Failing to increase dividends*  
David Michayluk, Univ Technology Sydney  
Karyn Neuhauser, Lamar University  
Scott Walker, Univ Technology Sydney

*A Global Investigation of Dividend Yields: Shareholder Demand, Agency Problems, and Market Quality*  
Pawan Jain, University of Memphis  
Quentin Chu, University of Memphis  
Ahmed Elnahas, University of Memphis

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3:30 p.m. – 5:00 p.m.  
Evergreen

**SESSION D**  
Asset Prices

Session Chair:  
Thomas Thompson, Lamar University

Discussants:  
Hyoseok Hwang, Louisiana State University  
Minjie Shao, University of Central Florida  
Viviana Fernandez, Universidad Adolfo Ibanez (UAI)- Business School

*Trends in Commodity Real Prices: How real is real?*  
Viviana Fernandez, Universidad Adolfo Ibanez (UAI) –Business School

*The Predictability Implied by Consumption-Based Asset Pricing Models: A Review of the Theory and Empirical Evidence*  
Hyoseok Hwang, Louisiana State University

*Multi-unit Auctions with Noncompetitive Bidding: An Experimental Examination*  
Minjie Shao, University of Central Florida  
Charles Schnitzlein, University of Central Florida
March 2, 2012  
(Friday) 

3:30 p.m. – 5:00 p.m.  

SESSION E  
Financial Distress and Bankruptcy  

Session Chair: Shekar Shetty, Gulf University for Science & Technology  
Discussants: Ramya R Aroul, University of Texas at Arlington  
Mohammad Safa, University of New Orleans  
Natalya Delcoure, University of St. Thomas  
Reza Houston, University of Missouri  

Competitive Strategy and Industry Contagion Following Traditional Chapter 11 Bankruptcy Announcements  
Kenneth Hunsader, University of South Alabama  
Natalya Delcoure, University of St. Thomas  
Gwendolyn Pennywell, University of South Alabama  

Operational Risk, Financial Distress Risk and Equity Returns  
Ramya R Aroul, University of Texas at Arlington  
Mishuk A Chowdhury, University of Texas at Arlington  
Peggy E Swanson, University of Texas at Arlington  

Predicting Failure in the Commercial Banking Industry  
Reza Houston, University of Missouri  
John Tatom, Indiana State University  

AIG’s Announcements, FED’s Innovation, Contagion and Systemic Risk in the Financial Industry  
Mohammad Safa, University of New Orleans  
M. Kabir Hassan, University of New Orleans  
Neal C. Maroney, University of New Orleans  

SESSION F  
Security Markets  

Session Chair: Andrew Lynch, University of Missouri  
Discussant: Thanh Nguyen, University of South Florida  

Transmigration across Price Discovery Categories: Evidence from the U.S. CDS and Equity Markets  
Michael Tuan Shew Chng, Deakin University  
Victor Fang, Monash University  
Vincent Xiang, Monash University  

Sunshine Trading: Flashes of Trading Intent at the NASDAQ  
Elvira Sojli, RSM, Erasmus University  
Wing Wah Tham, Erasmus School of Economics, Erasmus University  
Johannes Skjeltorp, Norges Bank  

Post-open Market Stock Repurchase Announcement Drifts and Firms’ Earnings Performance  
Thanh Nguyen, University of South Florida  

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Editor, Southwestern Economic Review: Anne Macy, West Texas A&M University

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Geungu Yu, Jackson State University
CONGRATULATIONS!

Recipients of the
2012 McGraw-Hill Distinguished Paper Award

*A Financial Profile of those Firms that Significantly Increased Executive Compensation Packages in a Period of Economic Recession and the Effects of Those Increases on the Value of the Firm*

Adnan Daghestani, Barry University
Anne Fiedler, Nova University
Bruce C. Payne, Barry University

Recipients of
First Runner-up for the 2012 McGraw-Hill Distinguished Paper Award

*Economic Freedom, Development and Bank Intermediation Spreads*

Fadzlan Sufian, International Islamic University Malaysia
M. Kabir Hassan, University of New Orleans

CONGRATULATIONS!

Recipient of the
2012 Federation of Business Disciplines Outstanding Educator Award

Marshall Horton, Ouachita Baptist University
Chair of the Department of Business Administration, Professor and Regions Bank Chair of Economics and Finance, Hickingbotham School of Business
March 1, 2012
(Thursday)

8:30 a.m. – 10:00 a.m.  NAPOLEON B-2

SESSION A  Monetary Policy and Banking

Session Chair:  M. Kabir Hassan, University of New Orleans

Discussants:  Ali Ashraf, University of New Orleans
M. Kabir Hassan, University of New Orleans

*Monetary Policy Responses to 2008 Financial Crisis: Quantitative Easing evidence in United Kingdom*
Ali Ashraf, University of New Orleans
M. Kabir Hassan, University of New Orleans

*(First Runner-up for the 2012 McGraw-Hill Distinguished Paper Award)*

*Economic Freedom, Development and Bank Intermediation Spreads*
Fadzlan Sufian, International Islamic University Malaysia
M. Kabir Hassan, University of New Orleans

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SOUTHWESTERN SOCIETY
OF ECONOMISTS

March 1, 2012
(Thursday)

8:30 a.m. – 10:00 a.m.  NAPOLEON B-3

SESSION B  Macroeconomics

Session Chair:  Yu Hsing, Southeastern Louisiana University

Discussants:  Yu Hsing, Southeastern Louisiana University
Blakely Fox Fender, Millsaps College
Michael C. Budden, Southeastern Louisiana University

Test of the Relationship between Output and Exchange Rates
Yu Hsing, Southeastern Louisiana University

Constructing Age-Earnings Profiles to Predict Future Earnings.
Carl G Brooking, Millsaps College
Blakely Fox Fender, Millsaps College

Macroeconomic Determinants of the Stock Market Index for a Major Latin American Country and Policy Implications
Yu Hsing, Southeastern Louisiana University
Michael C. Budden, Southeastern Louisiana University
Antoinette S. Phillips, Southeastern Louisiana University

10:00 a.m. – 10:30 a.m.  Napoleon Exposition Hall

FBD COFFEE BREAK

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Great Door Prize Drawings take place at 10:15 a.m. in the Exhibit Area.  Must be present to win.
March 1, 2012
(Thursday)

10:30 a.m. – 12:00 p.m.  NAPOLEON B-2

SESSION A  Special Topics in Economics

Session Chair:  Nicholas Hill, Jackson State University

Discussants:  Susanne L. Toney, Hampton University

*U.S. Manufacturing Unemployment in the Recession: The Impact of Offshoring and Unauthorized Resident Populations*
Tyechia Paul, Hampton University
Leslie West, Hampton University

*Disparities in Credit Rating of Municipalities*
Larry Day, Jackson State University

*Superstar Effects in Professional Basketball: A Preliminary Study?*
Yeong Nain Chi, The University of Texas at Brownsville

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SESSION B  Financial Economics

Session Chair:  Galin Todorov, Florida International University

Discussants:  David Harris, West Virginia University
              Galin Todorov, Florida International University
              Shawn Mauldin, Nicholls State University

Time-Varying Financial Spillovers from the US to Frontier Markets
Galin Todorov, Florida International University
Prasad Bidarkota, Florida International University

A Necessary Limitation for Models of Capital and Capital Markets
David Harris, West Virginia University

Advising Clients on Investing in Turbulent Times: An Analysis of Alternative Asset Allocation Models
Shawn Mauldin, Nicholls State University
Shari Lawrence, Nicholls State University

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SESSION A  Public Economics

Session Chair:  Daren Conrad, Bowie State University
Discussants:  James Harriss, Campbell University
Daren Conrad, Bowie State University
Orlando Kilcrease, Jackson State University

*Some Facts and Effects on Taxing Individuals with Incomes of $250,000 and Above*

James Harriss, Campbell University
Oris Odom, Campbell University

*The Distributional Effects of a Recession on Tax Burdens: Washington DC 2007 to 2009*

Daren Conrad, Bowie State University
Betty Alleyne, Office of Revenue Analysis
Daniel Muhammad, Office of Revenue Analysis
Kelly Dinkins, Office of Revenue Analysis

State Fiscal Stress and Cutback Budgeting
Orlando Kilcrease, Jackson State University

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SESSION B  
Financial Economics

Session Chair: Warren Matthews, LeTourneau University

Discussants: Warren Matthews, LeTourneau University  
Matiur Rahman, McNeese State University  
James Slaydon, Lamar University

Global Indexed Universal Life Insurance: Does This Policy Offer a Unique Investment to Investors?  
James Slaydon, Lamar University  
Carl Montano, Lamar University  
Ashraf El Houbi, Lamar University

Effects of Credit Standards and Unemployment on US Housing Price Index  
Matiur Rahman, McNeese State University  
Muhammad Mustafa, South Carolina State University

Teaching Real Time Macroeconomics using the 2008 Recession: Living with our Policy Choices  
Warren Matthews, LeTourneau University  
Robert Driver, LeTourneau University

3:00 p.m. – 3:30 p.m.  
Napoleon Exposition Hall

FBD COFFEE BREAK

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Great Door Prize Drawings take place at 3:15 p.m. in the Exhibit Area. Must be present to win.
SESSION A  Labor Economics

Session Chair:  Julie Beugnot, CIRPEE - Université Laval

Discussants:  Julie Beugnot, CIRPEE - Université Laval  
Xuelian Zhang, Rutgers, The State University of New Jersey  
Sherif Khalifa, California State University, Fullerton

Binding Minimum Wage as an Equilibrium Selection Device  
Julie Beugnot, CIRPEE - Université Laval

Does Personality Matter in the Labor Market? Lessons from the United Kingdom  
Xuelian Zhang, Rutgers, The State University of New Jersey

Labor Mismatch, Skill Obsolescence, and Unemployment Persistence  
Sherif Khalifa, California State University, Fullerton

SESSION B  Firms and Entrepreneurship

Session Chair:  Bruce C. Payne, Barry University

Discussants:  Bruce C. Payne, Barry University  
Mihai Nica, University of Central Oklahoma  
Adnan Daghestani, Barry University

(2012 McGraw-Hill Distinguished Paper Award)
A Financial Profile of those Firms that Significantly Increased Executive Compensation Packages in a Period of Economic Recession and the Effects of those Increases on the Value of the Firm  
Adnan Daghestani, Barry University  
Anne Fiedler, Nova University  
Bruce C. Payne, Barry University

Taxonomy of the Determinants of Entrepreneurial Activity  
Mihai Nica, University of Central Oklahoma

Internationalization Strategies Followed by Three Mexican Pioneer Companies Grupo Modelo, Grupo Bimbo and Cemex Issues and Challenges  
José G. Vargas-Hernández, University of Guadalajara
March 1, 2012
(Thursday)

5:30 p.m. – 7:00 p.m.  Napoleon Exposition Hall

FBD Meet and Greet Social

Everyone is invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and live music. A Cash Bar is available and a limited number of drink tickets will also be distributed. Stop by to relax and wind down from the day’s conference activities before heading out to other association and cultural events, dinner, or the historic French Quarter.

5:00 p.m. – 6:00 p.m.  Ellendale Board Room

SSE Executive Committee Meeting

Presiding:  Mihai Nica, University of Central Oklahoma

All current officers and the three most recent past presidents should attend. All other past presidents are invited to attend as well.
March 2, 2012
( Friday )

8:00 a.m. – 10:00 a.m.  NAPOLEON B-3

SSE Annual Business Breakfast Meeting

Presiding:  Mihai Nica, University of Central Oklahoma

10:00 a.m. – 10:30 a.m.  Napoleon Exposition Hall

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support!

Great Door Prize Drawings take place at 10:15 a.m. in the Exhibit Area.  Must be present to win.

10:30 a.m. – 12:00 p.m.  NAPOLEON B-2

SESSION A  Special Issues in Economics

Session Chair:  Mihai Nica, Central Oklahoma

Discussants:  Neil E. Metz, University of Central Oklahoma
Mariya Burdina, University of Central Oklahoma
Donald Price, Lamar University

Spatial Income Inequality and Crime
Neil E. Metz, University of Central Oklahoma

Qualified but not Enrolled: Coloradans and Medicaid
Mariya Burdina, University of Central Oklahoma

Use of High School Efficiency Measures to Predict Retention of First Year College Students
Donald Price, Lamar University

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SESSION B  

Educational Economics

Session Chair:  
Don Causey, Jackson State University

Discussants:  
Samuel N. Perkins, Jackson State University
Shonda Allen, Jackson State University
Don Causey, Jackson State University

An Investigation on the Inequity among Public School Districts in the State of Mississippi
Samuel N. Perkins, Jackson State University

Organizational Effectiveness: A Precursor to Innovative Learning Strategies & Policy Implications
Shonda Allen, Jackson State University

A Descriptive Analysis of Entrepreneurship Education at Historically Black Colleges and Universities
Donald Causey, Jackson State University
Valerie White, Louisiana Technical College
Mary M. White, Jackson State University
John Calhoun, Jackson State University
SESSION A  Health Economics

Session Chair:  Mxolisi Siwatu, Texas Southern University

Discussants:  N.R. Vasudeva Murthy, Creighton University
Donald Causey, Jackson State University
Mxolisi Siwatu, Texas Southern University

Predicting Colorectal Cancer Screening: An Analysis of Behavioral and Socioeconomic Factors
Mxolisi Siwatu, Texas Southern University
Nicholas Hill, Jackson State University
Lysha Lewis, Howard University

Testing for Unit Roots in Three-Regime SETAR Models: Application to the United States Real Health Care Expenditure Time Series
N.R. Vasudeva Murthy, Creighton University

Relative Prices of Long-Term Care in Mississippi
Donald Causey, Jackson State University

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.

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March 2, 2012  
(Friday)

1:30 p.m. – 3:00 p.m.  NAPOLEON B-3

SESSION B  Urban Economics

Session Chair:  Vincent Mangum, Grambling State University

Discussants:  Vincent Mangum, Grambling State University  
Adrian Price, Philander Smith College  
Nicholas Hill, Jackson State University

*Trying to fill the gap. Income Disparities and Crime Rates for Counties in MS.*  
Nicholas Hill, Jackson State University

*Hip-Hop and Crime Rates,*  
Vincent Mangum, Grambling State University  
Nicholas Hill, Jackson State University

*Health Care Reform Act of 2009: The Re-insurance Program for Retirees and Cost to Small Business*  
Adrian Price, Philander Smith College

3:00 p.m. – 3:30 p.m.  Napoleon Exposition Hall

**FBD Coffee Break**

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Great Door Prize Drawings take place at 3:15 p.m. in the Exhibit Area.  *Must be present to win.*
SESSION A  Risk and Volatility

Session Chair:  Geungu, Yu, Jackson State University

Discussants:  Geungu, Yu, Jackson State University
             Alina Klein, Lynchburg College
             Bruce Payne, Barry University

A Keyboard Macro for HP 12C Program to Calculate Implied Volatilities
Geungu Yu, Jackson State University

Capitalization as a Factor in the Risk-Return Tradeoff Characteristic of Companies During a Recession
Nancy C. Rumore, University of Louisiana
Bruce Payne, Barry University

SESSION B  Urban Economics

Session Chair:  Susanne L. Toney, Hampton University

Discussants:  Susanne L. Toney, Hampton University
             Daffney J. Felton, Grambling State University
             Sharron Mangum, Loyola University of New Orleans

Understanding Crime: A look at Mississippi
Daffney J. Felton, Grambling State University

An Examination of the Impact of Amenities on County-Level Migration within Virginia: An Intra-MSA Study
Susanne L. Toney, Hampton University

2nd Chance Employment: A deterrent to the re-arrest, conviction, and incarceration of ex-offenders
Sharron Mangum, Loyola University of New Orleans
The Federation of Business Disciplines (FBD) – a 21st century designation for its organizational primogenitor, the Southwestern Federation of Administrative Disciplines (SWFAD) – has developed into one of the largest annual meetings for those disciplines common to business administration.

SWFAD was an outgrowth of the business disciplines in the Southwestern Social Science Association (SSA). The founders of SWFAD met in Dallas, Texas, April of 1973 and defined the purposes of SWFAD: (1) to foster professional development in each of the academic disciplines common to business administration, (2) to provide an annual meeting in the Southwest for each of the academic disciplines and (3) to provide a common general program in which all the disciplines participate together.

Eight disciplinary groups founded SWFAD. They were the Academy of Management, Southwest Division (now Southwest Academy of Management), American Accounting Association (Southwest Region), American Business Communication Association, Southwest Region (now Association for Business Communications, Southwest Region), American Institute for Decision Sciences, Southwest Region (now Decision Sciences Institute, Southwest Region), Southern Regional Business Law Association, Southwestern Business Administration Association (later Southwestern Business Dean’s Association), Southwestern Finance Association, and the Southwestern Marketing Association (now Association of Collegiate Marketing Educators).

At the first annual meeting held in Dallas in March of 1974, the Southern Case Research Association (now Southwest Case Research Association) was admitted to membership. Successive disciplines were affiliated: Southwestern Society of Economics (1975), Southwestern Small Business Institute Association (1976) (later Association for Small Business and Entrepreneurship), and the Southwest Administrative Services Association (1979) (now Association of Business Information Systems). In 1989 the Board of Directors voted to permit the Academy of International Business, Southwest, to meet with the 1990 session. This discipline was admitted to membership in 1991.

In 2004 the Industrial Distribution Educator’s Association asked to meet with FBD as a guest association, and in 2005 the Organizational Systems Research Association also asked to meet with FBD as a guest association. Since 2008, FBD has met with 10 associations.

Executive Director

Sam Bruno served as the Executive Director of the Association from 1982-2009. Betty Kleen was selected as Executive Director in 2009 and currently holds the position.
FBD HISTORY

FBD meetings consist of the professional programs of various business disciplines. The number of registrations for these member (and guest) associations at our 2004 - 2011 meetings was as follows:

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The officers for each of the annual meetings in FBD’s history are as follows:

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<th>Year</th>
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<th>Officers</th>
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<td>Adolphus Hotel</td>
<td>Henry H. Hays, President</td>
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<tr>
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<td>Dallas, Texas</td>
<td>Ridley J. Gros, Vice President</td>
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<tr>
<td>1975</td>
<td>Hyatt Regency</td>
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</tr>
<tr>
<td></td>
<td>Houston, Texas</td>
<td>Donald R. Williams, Vice President</td>
</tr>
<tr>
<td></td>
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<td>George F. Pinches, Secretary/Treasurer</td>
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<tr>
<td>1976</td>
<td>Hilton Palacio Del Rio</td>
<td>Donald R. Williams, President</td>
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<tr>
<td></td>
<td>San Antonio, Texas</td>
<td>R. Conrad Doenges, Vice President</td>
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<tr>
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<tr>
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<tr>
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<td>Fairmont Hotel</td>
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</tr>
<tr>
<td></td>
<td>Dallas, Texas</td>
<td>Van C. McGraw, Vice President</td>
</tr>
<tr>
<td></td>
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<td>Sam J. Bruno, Secretary/Treasurer</td>
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<tr>
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<td>Van C. McGraw, President</td>
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<tr>
<td></td>
<td></td>
<td>Jack M. Starling, Secretary/Treasurer*</td>
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<td>Jack M. Starling, President*</td>
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<td>Charlotte D. Sutton, Vice President</td>
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<td>Year</td>
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