Forty-Fifth ANNUAL MEETING

March 7 – March 10, 2018

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

National and International Constituency

Compiled and Edited by M. Suzanne Clinton
University of Central Oklahoma

With special thanks to David C. Leader and the 2018 FBD Association Program Chairs

And to

MI Printing
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45th Annual Conference

March 7 - 10, 2018
Hyatt Regency and Albuquerque Convention Center
Albuquerque, New Mexico

46th Annual Conference

March 13 - 16, 2019
Hyatt Regency Houston
Houston, Texas

47th Annual Conference

March 11 - 14, 2020
Hyatt Regency San Antonio
San Antonio, Texas

48th Annual Conference

March 17 - 20, 2021
Moody Gardens Hotel and Conference Center
Galveston, Texas

♦♦♦

For more information visit

FEDERATION OF BUSINESS DISCIPLINES

Website:

http://www.fbdonline.org
The FBD Gratefully Acknowledges the Support of the Following Exhibitors:

- Bloomberg for Education
- Cambridge Business Publishers
  - The Case Centre
  - EthicsGame
  - Ivey Publishing
- Interpretive Simulations
  - Stock-Trak, Inc.
    - Stukent
- Wiley CPAexcel

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

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Please let exhibitors know how much we appreciate their presence and continued support!
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Make plans to join us in Houston, Texas for our 2019 conference.

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**46th Annual Conference**

March 13 - 16, 2019

Hyatt Regency Houston

Houston, Texas

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FBD 2018 Conference Participants:

Welcome to the 45th Conference of the Federation of Business Disciplines. On behalf of the Board of Directors, I wish you an enriching and rewarding conference.

We are excited to return to Albuquerque this year for the second time and look forward to everything this unique city has to offer. While in Albuquerque, enjoy its excellent museums and its Old Town, where you can go back in time to another century. Nearby are mountain activities at Sandia Peak and other resorts in the mountains of northern New Mexico. Snow Skiing should still be great. A short drive or train ride to the north takes you to Santa Fe, the oldest capital city in the USA, with many art shops, museums and wonderful restaurants.

I want to extend a special thanks to M. Suzanne Clinton, FBD Conference Program Chair, for her outstanding efforts in putting together the overall program. Suzanne, I know I got you into this, but nonetheless, great job! Also, special thanks to Michelle McEacharn, our Executive Director, who is largely responsible for the contractual arrangements with the hotels and convention center. It is a huge job and Michelle handles all of the details, and about 1,000 questions from me, with equanimity and devotion. Thank you, Michelle! The ten member associations have staffs of officers who have worked tirelessly to solicit and review papers and program proposals and then to pull all of that into a strong program, and I extend to them special thanks as well.

As you will see from this program book, there are many sessions and events planned to provide opportunities for you to enjoy collegiality and to exchange ideas within your discipline, as well as with other disciplines represented. Wednesday evening, FBD will host the annual Awards Reception and Banquet honoring our Distinguished Paper Award and Outstanding Educator winners. On Thursday evening, from 5:30 p.m. – 7:00 p.m., join me for the annual Presidential Welcome Reception, where we will enjoy some food and fellowship. Please remember to visit our exhibitors to review their latest instructional materials and to express your appreciation for their support of this conference. The exhibitors make a huge contribution to our meeting.

Make plans to join us for the 46th FBD Conference next year in the fantastic city of Houston, TX. Information about the venue and the enriching program planned by the FBD Program Chair Elect Vivek Natarajan will be available soon. Planning for the meeting will begin on Saturday morning at 8:00 a.m. at the New Program Chairs’ meeting.

I am honored to have served as your president this year. The experience of serving, along with the relationships built while serving, has been very rewarding personally. May each of you have a wonderfully successful conference, and may each of you enjoy making new friends and seeing old ones.

Kimberly Merritt
President, Federation of Business Disciplines
Welcome to Albuquerque and the 2018 FBD Annual Conference!

On behalf of the FBD Board of Directors, the association program chairs, and the staff of the Hyatt Regency and Albuquerque Convention Center, I welcome you to the 45th Annual Meeting of the Federation of Business Disciplines. FBD has a long history of providing an interdisciplinary forum for scholarly research, professional development and pedagogical insights. A team of your peers has invested many long hours and much effort to ensure that this year’s conference is the most successful meeting possible.

Working with the ten associations that comprise FBD has been a rewarding experience for me. From their very first meeting in March 2017, through the intrigue of Boot Camp in July 2017, and throughout all of the challenges that creating a program of this magnitude entails, your program chairs accepted the challenge to make the conference outstanding. My sincere thanks and appreciation go out to all of our Program Chairs: Kelly N., Kelly G., Degan, Silvia, Khaled, Robert, Veena, Brian, Courtney, Marilyn, Roman, and Jan. Your hard work is evident in this program. Go Team Albuquerque!

A very special thank you goes to our sponsors and exhibitors for their support. Without their participation, many of the activities that contribute to the overall conference experience would not be possible.

I must seize this opportunity to thank the people who were my support and sanity keepers on this journey - the individuals who invested time, effort and patience in mentoring me over the past few years. Larry Garner, thank you for encouraging me to ascend to this level of leadership. From the SWAM Doctoral Consortium almost 30 years ago, until forever, I appreciate you! Michelle McEacharn, words cannot express my thanks to you, both in FBD and as a friend. Thank you for answering all the billions of questions I had, and helping me navigate the program process this year. You are FBD! Kimberly Merritt, thank you for your mentoring throughout this process, and your forever friendship! We have consistently proven ourselves to each other. No more crazy adventures like this, OK????! David C. Leader, without your help, FBD still would not have a beautifully complete program! I thoroughly enjoyed mentoring you throughout your master’s program. Little did I know that my efforts would be repaid more than one million-fold! I can never thank you enough for all that you did to help us this year! I appreciate your friendship. Finally, and most important, I wish to thank my family, Paul, thank you for listening and nodding as I talked to myself while ironing out various program issues! No matter which side of the issue I was arguing, you were always on my side! You kept me laughing throughout this process. I love you more! Josie, you are the future. You will far surpass my accomplishments, and I cannot wait to see the impact you will have on this world.

Our 45th annual conference location, Albuquerque, New Mexico, has something for everyone. The Museum of Art and History and the Petroglyph National Monument offer a glimpse into the rich history of the Southwest and its Native American heritage. Shoppers can stroll through “Old Town,” or just take in the beautiful scenery. Enjoy indulging at some of the area’s amazing restaurants and exhilarating nightlife. Albuquerque has something for everyone. It is my hope that each of you will “get out” and enjoy what this city has to offer.

Looking forward, please make plans to be with us for our 2019 conference in Houston. Vivek Natarajan and the team of association program chairs will certainly put together an exciting program for all of us to enjoy.

M. Suzanne Clinton, DBA, SPHR
Vice President and General Program Chair
The Federation of Business Disciplines is pleased to recognize the recipients of the
2018 Federation of Business Disciplines Distinguished Paper Awards

American Accounting Association, Southwest Region

*Excess Insider Control and Corporate Social Responsibility: Evidence from Dual-class Firms*

**Barry R. Hettler**, State University of New York – Brockport  
**Arno Forst**, University of Texas - Rio Grande Valley  
**James Cordeiro**, State University of New York - Brockport

Association for Business Communication, Southwestern U.S.

*Communications Strategies for Human Resource Managers and Other Counselors: Extensions and Applications of Equity Theory*

**N. Lamar Reinsch**, Lubbock Christian University  
**Vicki Gates**, Georgetown University

Association of Business Information Systems

*Project Management Software: Development & Evaluation of the PMIS*

**J. Christopher Zimmer**, West Texas A & M University  
**Liang Chen**, West Texas A & M University  
**Jeremy C. Bellah**, West Texas A & M University

Association of Collegiate Marketing Educators

*Study on the Factors that Favor Satisfaction in the Selection of a Smartphone Brand: Multi-Country Analysis*

**Enrique Marinao Artigas**, Universidad de Santiago de Chile  
**Karla Barajas-Portas**, Universidad de Anáhuac, México  
**Silvia L. Martín**, California State University, Los Angeles

Association of Small Business and Entrepreneurship

*An Exploratory Examination of the Ethical Decision Making Process of Entrepreneurs through the Theory of Planned Behavior Lens: A Multi-Criteria Approach*

**Jacob A. Voegel**, Coastal Carolina University  
**Luke A. Voegel**, Saginaw Valley State University
**Decision Sciences Institute, Southwest Region**

_Avoiding Double Whammy in Case of Service Failure_

**Ahasan Harun**, University of North Texas

**Southwest Academy of Management**

_Collective Mind: A Study of Development and Team Performance_

**Stephanie Solansky**, University of Houston - Victoria  
**Donna Stringer**, University of Houston - Clear Lake

**Southwest Case Research Association**

_Mears Power-T, Inc_

**Robert E. Stevens**, Southeastern Oklahoma State University  
**Lawrence Silver**, Southeastern Oklahoma State University  
**Martin Bressler**, Southeastern Oklahoma State University  
**Courtney Kernek**, Southeastern Oklahoma State University  
**David Loudon**, Samford University

**Southwestern Finance Association**

_Preemptive Bidding in Common Value Takeover Auctions: Social Surplus and Seller’s Revenue_

**Anna Dodonova**, University of Ottawa  
**Yuri Khoroshilov**, University of Ottawa

**Southwestern Society of Economists**

_Public Insurance and Birth Outcomes: Evidence from Medicaid Implementation_

**Xuanhao He**, University of New Mexico  
**Xiaoxue Li**, University of New Mexico

For a premier publishing opportunity, check out the peer-reviewed **FBD Journal** at [https://www.fbdonline.org/journal/](https://www.fbdonline.org/journal/)

◆

All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
The Federation of Business Disciplines is pleased to recognize the recipients of the

2018 Federation of Business Disciplines Outstanding Educator Awards

American Accounting Association, Southwest Region
Cheryl Prachyl, University of Texas - Permian Basin

Association for Business Communication, Southwestern U.S.
Judith L. Biss, Stephen F. Austin State University (Awarded Posthumously)

Association of Business Information Systems
Sherry Rodrigue, Nicholls State University

Association of Small Business and Entrepreneurship
Kitty L. Campbell, Southeastern Oklahoma State University

Association of Collegiate Marketing Educators
Vivek S. Natarajan, Lamar University

Decision Sciences Institute, Southwest Region
Carl M. Rebman Jr., University of San Diego

Southwest Case Research Association
Lawrence Silver, Southeastern Oklahoma State University

Southwestern Finance Association
John Glascock, University of Connecticut

Southwestern Society of Economists
Chu Nguyen, University of Houston-Downtown
BREKFASTS, LUNCHEONS, DINNERS, MEETINGS & RECEPTIONS

Wednesday, March 7, 2018

2:30 – 3:30 p.m.  
Santo Domingo  
SWDSI Workshop Refreshments (participants only)

3:00 – 3:30 p.m.  
Nambe/Navajo Foyer  
SWAM Coffee Break (SWAM members only)

6:30 p.m. – 7:30 p.m.  
Ballroom A  
FBD  
Awards and Recognition Reception (by invitation/additional fee only)

7:30 p.m. – 9:30 p.m.  
Ballroom A  
FBD  
Awards and Recognition Dinner (by invitation/additional fee only)
Thursday, March 8, 2018

7:00 a.m. – 8:30 a.m.  
Ballroom B  
**Decision Sciences Institute, Southwest Region**  
Officers and Directors Meeting (SWDSI officers and directors only)

7:30 a.m. – 8:30 a.m.  
Ballroom A  
**Association for Business Communication – Southwestern U.S. and Association of Business Information Systems**  
Joint Breakfast (ABC-SWUS and ABIS presenters and members only)

8:30 a.m. – 10:00 a.m.  
Kiva Boardroom  
**Southwest Academy of Management**  
SWAM Officers Meeting (SWAM officers only)

10:00 a.m. – 10:30 a.m.  
Exhibit Hall (Ballroom C)  
**FBD Coffee Break**  
All Registered Conference Attendees

11:45 a.m. - 1:30 p.m.  
Maya  
**Association for Business Communications - SWUS**  
Executive Board Meeting and Luncheon - by invitation

11:45 a.m. – 1:30 p.m.  
Kiva Boardroom  
**Association of Business Information Systems**  
Executive Board Meeting and Luncheon – by invitation

12:00 p.m. – 1:30 p.m.  
Ballroom B  
**American Accounting Association, Southwest Region**  
Luncheon and Keynote Speaker (SWAAA members only)

12:00 p.m. – 1:30 p.m.  
Ballroom A  
**Southwest Academy of Management**  
SWAM Luncheon and Reception

12:00 p.m. - 1:30 p.m.  
Tesuque  
**Southwest Case Research Association**  
Networking Luncheon and Special Guest Speaker

3:30 p.m. - 5:00 p.m.  
Apache  
**Decision Sciences Institute, Southwest Region**  
SWDSI 2018 Business Meeting

3:30 p.m. - 5:00 p.m.  
Tesuque  
**Southwest Case Research Association**  
2018 Business Meeting and Program Planning

3:00 p.m. – 3:30 p.m.  
Exhibit Hall (Ballroom C)  
**FBD Coffee Break**  
All Registered Conference Attendees

5:00 p.m. – 6:00 p.m.  
Zuni  
**Southwest Academy of Management**  
Planning Meeting for SWAM 2019 Conference

5:00 p.m. – 6:00 p.m.  
Santo Domingo  
**American Accounting Association, Southwest Region**  
SWAAA Officer Meeting (SWAAA officers only)

5:00 p.m. – 6:00 p.m.  
San Juan  
**Southwestern Society of Economists**  
Executive Committee Meeting (SSE Executive Committee only)
BREACKFASTS, LUNCHEONS, DINNERS, MEETINGS & RECEPTIONS

Thursday, March 8, 2018 - Continued

5:30 p.m. - 7:00 p.m.  
Exhibit Hall (Ballroom C)  
**Federation of Business Disciplines**  
FBD Presidential Welcome Reception (for all conference participants)

7:00 p.m. – 9:00 p.m.  
Andaluz Hotel  
**Southwestern Finance Association**  
Annual Reception (SWFA members only)

Friday, March 9, 2018

7:00 a.m. – 8:30 a.m.  
Anasazi  
**Southwestern Finance Association**  
Board Meeting and Breakfast (SWFA Board members only)

7:30 a.m. – 8:30 a.m.  
Ballroom B  
**Association for Business Communication – Southwestern U.S. and Association of Business Information Systems**  
Joint Breakfast (ABC-SWUS and ABIS members only)

7:30 a.m. – 8:30 a.m.  
Ballroom A  
**Decision Sciences Institute, Southwest Region**  
Light Continental Breakfast (DSI members only)

7:30 a.m. – 8:30 a.m.  
Zuni  
**Association of Small Business and Entrepreneurship**  
Welcome Breakfast and Meet the Leadership (ASBE members only)

8:00 a.m. – 10:00 a.m.  
Tesoque  
**Southwestern Society of Economists**  
SSE Breakfast and Annual Business Meeting

8:30 a.m. – 10:00 a.m.  
Tewa  
**Association of Business Information Systems**  
ABIS Business Meeting

10:00 a.m. – 10:30 a.m.  
Exhibit Hall (Ballroom C)  
**FBD Coffee Break**  
All Registered Conference Attendees
Friday, March 9, 2018 - Continued

10:30 p.m. – 12:00 p.m. Sandia
Southwest Academy of Management
Officers’ Meeting (Board members only)

10:30 p.m. – 12:00 p.m. Hopi
Association for Business Communication – Southwestern U.S.
ABC Business Meeting (ABC members only)

12:00 p.m. – 1:00 p.m. Cochiti
Southwest Academy of Management
Annual Business Meeting (SWAM members only)

12:00 p.m. – 1:15 p.m. Tesuque
Association of Collegiate Marketing Educators
Business Luncheon and Awards Meeting

12:00 p.m. – 1:30 p.m. Ballroom A
American Accounting Association, Southwest Region
Luncheon and Business Meeting (SWAAA members only)

12:00 p.m. – 1:30 p.m. Zuni
Association of Small Business and Entrepreneurship
Business Meeting and Awards Luncheon (ASBE members only)

12:00 p.m. – 1:45 p.m. Ballroom B
Southwestern Finance Association
Annual Business Meeting and Luncheon (SWFA members only)

3:00 p.m. – 3:30 p.m. Exhibit Hall (Ballroom C)
FBD Coffee Break
All Registered Conference Attendees

5:00 p.m. – 6:30 p.m. Ballroom A
Association of Small Business and Entrepreneurship
Reception (ASBE members only)

Make plans to join us in Houston, Texas for our 2019 conference.

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46th Annual Conference
March 13 - 16, 2019
Hyatt Regency Houston
Houston, Texas
ANNUAL BUSINESS MEETINGS

FBD 2017-2018 Board of Directors
Ballroom B
Wednesday, March 7, 2018
2:00 p.m. - 5:00 p.m.

FBD 2018-2019 New Program Chairs
Tesoque
Saturday, March 10, 2018
8:00 a.m. - 9:00 a.m.

FBD 2018-2019 Board of Directors
Tesoque
Saturday, March 10, 2018
9:00 a.m. - 11:00 a.m.

American Accounting Association, Southwest Region
Ballroom A
Friday, March 9, 2018
12:00 p.m. - 1:30 p.m.

Association for Business Communication, Southwestern U.S.
Hopi
Thursday, March 8, 2018
10:30 a.m. – 12:00 p.m.

Association of Business Information Systems
Tewa
Friday, March 9, 2018
8:30 a.m. - 10:00 a.m.

Association of Small Business and Entrepreneurship
Zuni
Friday, March 9, 2018
12:00 p.m. - 1:30 p.m.

Association of Collegiate Marketing Educators
Tesoque
Friday, March 9, 2018
12:00 p.m. - 1:15 p.m.

Decision Sciences Institute, Southwest Region
Apache
Thursday, March 8, 2018
3:30 p.m. - 5:00 p.m.

Southwest Academy of Management
Cochiti
Friday, March 9, 2018
12:00 p.m. - 1:00 p.m.

Southwest Case Research Association
Tesoque
Thursday, March 8, 2018
3:30 p.m. - 5:00 p.m.

Southwestern Finance Association
Ballroom A
Friday, March 9, 2018
12:00 p.m. - 1:45 p.m.

Southwestern Society of Economists
Tesoque
Friday, March 9, 2018
8:00 a.m. - 10:00 a.m.

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46th Annual Conference
March 13 - 16, 2019
Hyatt Regency Houston
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This year we are proud to sponsor our 2nd Annual Conference-wide Poster Sessions. Take time to visit the Exhibit Hall to view the research selected for inclusion in these sessions. Authors will be available to discuss their research with you. This is a great chance for you to engage in this interactive presentation of research.

Session A
Thursday Coffee Break I
10:00 a.m. – 11:00 a.m. Exhibit Hall (Ballroom C)
Theme: Technology Issues

American Accounting Association – Southwest Region

Effect of Mobile Technology Use on Learning Outcomes in Accounting Education
Afua Ataa Boakyewaa Agyekum, Morgan State University

Southwest Academy of Management

An Exploration of Employee Voice and External Social Media: Is Anybody Listening?
Tricia Riedl, Benedictine University

Association of Business Information Systems

Online Tools to Promote Learner-Learner and Instructor-Learner Interaction
James G. (Skip) Ward, Fort Hayes State University

Southwest Academy of Management

New Media Changes Healthcare System
Jiayi (Elizabeth) Yu, Benedictine University
Session B
Thursday Coffee Break II
3:00 p.m. – 4:00 p.m. Exhibit Hall (Ballroom C)
Theme: Leadership and Communication

Southwest Academy of Management

The Effect of Communication Method on Perceived Leadership Style
Lorraine Young, Our Lady of the Lake University
Carol Wheeler, Our Lady of the Lake University

Compensatory Role of Non-Supervisory Mentoring and Leader-Member Exchange on Employee Career Outcomes
Prajya Vidyarthi, University of Texas - El Paso
Anand Raj, University of Texas - El Paso

Association of Business Communication

A Medium-Size Impact on a Huge Class with a Small Budget: Teaching Business Writing in a Required Interdisciplinary Sophomore-Year Course
Bonnie Auslander, University of Colorado - Boulder
August Ridley, University of Colorado - Boulder
Margot (Kiki) Adams, University of Colorado - Boulder
Rachel Austerfjord, University of Colorado - Boulder

Meeting the Leadership Communication Skills of our Students
Carol S. Wright, Stephen F. Austin State University
S. Ann Wilson, Stephen F. Austin State University
Session C
Friday Coffee Break III
10:00 a.m. – 11:00 a.m. Exhibit Hall (Ballroom C)
Theme: Student Learning

American Accounting Association – Southwest Region

Simulating Experiential Learning to Develop Soft Skills in Taxation
Maggie Schlerman, Central College

Using Monopoly to Teach Partnership Taxation
Ashley Phillips, University of Central Arkansas
Cale Turner, Hogan Taylor

Association of Business Information Systems

Benefits and Challenges of Half Semester Online Classes
Ashley Hall, Stephen F. Austin State University
Susan Evans Jennings, Stephen F. Austin State University

Southwest Academy of Management

Student Perceptions of the Effectiveness of Rubrics
David C. Leader, University of Central Oklahoma

Southwestern Finance Association

“Centenary College of Louisiana Student Managed Investment Fund 2004-2017”
Barbara J. Davis, Centenary College of Louisiana
FBD POSTER PRESENTATIONS

Session D
Friday Coffee Break III
3:00 p.m. – 4:00 p.m. Exhibit Hall (Ballroom C)
Theme: Pedagogical Issues

American Accounting Association – Southwest Region

Student Success in Intermediate I: Tip Sheet and Semester Take Away
Karen Marie Oxner, University of Central Arkansas
Stephanie Watson, University of Central Arkansas

The Impact of Flipped Classroom on Students’ Self-Efficacy: An Investigation in Accounting
Mohammad Tavakolifar, Morgan State University

Sustainability & CSR: Team-Teaching with Dr. Seuss
Rick L. Crosser, Metropolitan State University of Denver
Brittany McKinley, Metropolitan State University of Denver

The Future of Cost Accounting Education
Edward R. Walker, University of Central Oklahoma
Yinghong Zhang, University of Central Oklahoma
Bambi A. Hora, University of Central Oklahoma

Financial vs Managerial – Which Should Be First?
Dorothy Davis, University of Louisiana - Monroe
Deborah Golemon, University of Louisiana - Monroe
Kathleen A. Kaminski, University of Louisiana - Monroe
Patricia Roshto, University of Louisiana - Monroe
FBD is the great conference it is because of the hard work associations do in putting together great programs. Below are some sessions we want to highlight to show off the great programs of our associations. These are sessions that are significant and interesting enough to deserve recognition as one of FBD’s Choice Pick Sessions.

**Wednesday, March 7th – 8:00 a.m. – 9:00 a.m. – Tesuque**

*Southwest Case Research Association*

**Special Guest Speaker**

**Richard Rice**, Treasurer of Albuquerque Balloon Fiesta, Inc.

The History of the Balloon Fiesta

**Thursday, March 8th - 10:30 a.m. – 11:45 p.m. – Tewa**

*Association of Business Information Systems*

**Improving the IS Curriculum**

**Session Chair**: Shane Schartz

*Undergraduate Management Information Systems Classes: A Pilot Study to Investigate Student Perspectives*

**Kimberly L. Merritt**, Oklahoma Christian University  
**K. David Smith**, Cameron University

*The Importance of Information Technology Certifications to Employers of Information Technology Graduates*

**Shane Schartz**, Fort Hays State University

*Web Design and Mobile App Skills for 2020*

**Randall McCoy**, Morehead State University

*Approaching Recursively-Emergent Wicked Problems in Information Systems Design with a Designerly Epistemology of Practice*

**Jeffry Babb**, West Texas A&M University  
**Leslie Waguespack**, Bentley University  
**David Yates**, Bentley University
FBD CHOICE PICK SESSIONS

Friday, March 9th - 10:30 a.m. – 12:00 p.m. – Navajo

Decision Sciences Institute, Southwest Region

Workshop:
How to Use Assessment Analysis to Improve Student and Instructor’s Performance

Presenter: Mahmood A. Ahmed, Qatar University

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

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Please let exhibitors know how much we appreciate their presence and continued support!
Friday, March 9th – 8:30 a.m. – 10:00 p.m. – Chaco

Southwestern Finance Association

Corporate Finance 6 - Cash Flow and Capital Expenditure Issues

Session Chair: Haowen Luo, Indiana University-Purdue University Fort Wayne

Capital Market Access and Cash Flow Allocation during the Financial Crisis
David Florysiak, University of Southern Denmark
Vidhan Goyal, Hong Kong University of Science and Technology
Discussant: Brian Ayash, California Polytechnic State University

Joint Informational Effects of Capital Expenditure Announcements, Insider Trading, and Ownership
Aron Gottesman, Pace University
Young Kim, Northern Kentucky University
Jouahn Nam, Pace University
Discussant: David Florysiak, University of Southern Denmark

Piercing the Veil: The Origin and Use of Cash Flow in LBOs
Brian Ayash, California Polytechnic State University
Discussant: Aron Gottesman, Pace University

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Houston, Texas
Thursday, March 8th - 10:30 a.m. – 12:00 p.m. – Zuni

Southwest Academy of Management

Explorations of Commitment, Satisfaction, and Performance

Session Chair: Ethan P. Waples, University of Central Oklahoma
Session Discussant: Gayle Baugh, University of West Florida

Loving What You Do? A Conceptual Model of Work as a Love Object
Brad Almond, Texas A&M University - Central Texas

The Elusive Satisfaction-Performance Relationship: Discrete Emotions as the Missing Link
Prajya Vidyarthi, University of Texas - El Paso
Satvir Singh, Angelo State University

Employee Commitment to a Self-Directed Work Team Transition: Self Determination Theory Observed in Direct Labor
John Hoffman, Woodward Inc. & Georgia State University
Nathan Bennett, Georgia State University

Friday, March 9th - 8:00 a.m. – 10:00 a.m. – Hopi

Association of Business Communication

Innovation and Advancement in Communication Education

Session Chair: Laura Lott Valenti, Nicholls State University

Continuous Improvement through the Assessment Process in a Business Communication Course: A Ten-Year Journey
Carol S. Wright, Stephen F. Austin State University
Marsha L. Bayless, Stephen F. Austin State University

The Effect of Case Studies on Students’ Audience Awareness
Danica L. Schieber, Sam Houston State University
Vincent Robles, University of North Texas

The Influence of Coloring Mandalas on Students’ Communication Anxiety
Leslie Ramos Salazar, West Texas A&M University

When in Doubt, Cite: Activities and Assignments for Teaching the Rules of APA
Marcel Marie Robles, Eastern Kentucky University
Billy Ackerman, Eastern Kentucky University

Making the Most of Limited Time: Using Focus Tools to Improve Grammar, Mechanics, and Style
Kathryn O’Neill, Sam Houston State University
Geraldine E. Hynes, Sam Houston State University
The Case Centre
Presenter: Paul Juras
Thursday, March 8th, 10:30 a.m. – Anasazi

Using Case Studies: Bringing the Real World into your Classroom

This workshop, led by a case method expert, is an invaluable opportunity to find out more about the case method and case teaching. A workshop format will be used and participants will take part in large group discussions and small group work, and will experience being a student again. The tutor will explain the key principles of the case method, discuss the benefits and pitfalls, share good practice, and encourage attendees to reflect on their own personal experiences.

Paul Juras, Vander Wolk Professor of Managerial Accounting and Operational Performance at Babson College, is a Certified Management Accountant (CMA) and holds a Certified Public Accountant license (Inactive) from NY. His PhD is from Syracuse University and he earned both a BBA and MBA from P...
5 Tips for Teaching Social Media Marketing

Come learn how educators can keep up with the world of social media marketing. We will discuss industry experts to follow, current platforms that are relevant, curriculum and resources that are continuously updated, and a simulation for students to practice in.

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!
The FBD Meeting
The forty-fifth annual meeting of the Federation of Business Disciplines (formerly Southwestern Federation of Administrative Disciplines) takes place on March 7 – March 10, 2018, in Albuquerque, New Mexico. The Hyatt Regency and Albuquerque Convention Center serve as the conference venue and the conference 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

2018 FBD Conference Hotel
The Hyatt Regency of Albuquerque is serving as the Conference Hotel.

Special Accommodations
Any individual who requires special accommodations for a specific disability should contact the conference hotel (Hyatt Regency of Albuquerque) or Albuquerque Convention Center at least two weeks prior to the conference.

FBD Distinguished Paper Awards
Distinguished Paper Awards are being sponsored by Federation of Business Disciplines 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.

Make plans to join us in Houston, Texas, for our 2019 conference.

***

46th Annual Conference
March 13 - 16, 2019
Hyatt Regency Houston
Houston, Texas
FBD GENERAL INFORMATION

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-Elect, 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 in Exhibit Hall (Ballroom C) at the Convention Center. Participants may register on-site or pick up conference materials (name badges, receipts, programs/proceedings, etc.) at the registration area. Registration hours are:

<table>
<thead>
<tr>
<th>Day</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, March 7</td>
<td>11:00 a.m. - 5:30 p.m.</td>
</tr>
<tr>
<td>Thursday, March 8</td>
<td>7:00 a.m. - 5:00 p.m.</td>
</tr>
<tr>
<td>Friday, March 9</td>
<td>8:00 a.m. - 4:00 p.m.</td>
</tr>
</tbody>
</table>

All conference attendees/presenters/participants must register for the conference. The registration fee is comprised of two fees. A $100 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.

**2018 Association Registration Fees (In addition to the $100 Required FBD Fee)**

<table>
<thead>
<tr>
<th>Association</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Accounting Association, Southwest Region</td>
<td>$110.00</td>
</tr>
<tr>
<td>Association for Business Communication, Southwestern U.S.</td>
<td>$50.00</td>
</tr>
<tr>
<td>Association for Small Business and Entrepreneurship</td>
<td>$100.00</td>
</tr>
<tr>
<td>Association of Business Information Systems</td>
<td>$55.00</td>
</tr>
<tr>
<td>Association of Collegiate Marketing Educators</td>
<td>$90.00</td>
</tr>
<tr>
<td>Decision Sciences Institute, Southwest Region</td>
<td>$85.00</td>
</tr>
<tr>
<td>Southwest Academy of Management</td>
<td>$100.00</td>
</tr>
<tr>
<td>Southwest Case Research Association</td>
<td>$65.00</td>
</tr>
<tr>
<td>Southwestern Finance Association</td>
<td>$100.00</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 $100 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, 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 set up 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 Drayage.** 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 the FBD 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 for award winners and their guests, exhibit area coffee breaks, and the Presidential Welcome Reception.
- **Miscellaneous Expenses.** Such costs vary from year to year but may include officer transition costs, non-routine charges, accounting or auditing costs, etc.
Placement Service
FBD will provide a Placement Service for academic positions in a designated area of Exhibit Hall (Ballroom C) of the Convention Center. The service will be staffed during the following hours:

- Wednesday, March 7 11:00 a.m. - 5:30 p.m.
- Thursday, March 8 8:00 a.m. - 5:00 p.m.
- Friday, March 9 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 J. Barber
University of Central Arkansas
Conway, AR 72035

Exhibitors
Publishers’ exhibits will also be located in Ballroom C of the Convention Center. 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, March 7 2:00 p.m. – 5:30 p.m.
- Thursday, March 8 8:00 a.m. – 5:00 p.m.
- Friday, March 9 8:00 a.m. – 4:00 p.m.

Meeting Rooms
The locations of the rooms can be found by referring to the floor plans in the back of this program. There are two distinct properties for this conference: Hyatt Regency (HR) for hotel rooming space and the Albuquerque Convention Center (ACC) for meeting room and event space. An overview of the meeting and event space is as follows:

Albuquerque Convention Center Rooms:
Upper Level – West Wing: Ballroom A (280), Ballroom B (275), Ballroom C (270), Kiva Boardroom (290)
Upper Level – East Wing: La Cienega (240), Mesilla (235), Pecos (230), Ruidoso (220), San Miguel (215), Tijeras (210)
Lower Level – West Wing: Chaco (060), Hopi (070), Tewa (065), Anasazi (010), Acoma (016), Apache (017), Cochiti (018), Isleta (019), Jemez (021), Laguna (020), Nambe (023), Navajo (025), Picuris (027), Sandia (029), San Juan (022), Santa Ana (031), Santo Domingo (028), Taos (030), Tesuque (032), and Zuni (015).

The Hyatt Regency (HR) and Albuquerque Convention Center (ACC) are 100% non-smoking facilities.
<table>
<thead>
<tr>
<th>Month 2018</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>FBD 2019 General Program Chair prepares a 2019 FBD “Call for Papers” for distribution at the FBD Annual Meeting.</td>
</tr>
<tr>
<td>March</td>
<td>The 2019 Association Program Chairs and the 2019 FBD General Program Chair start planning for the 2019 conference at the New Program Chairs meeting held on Saturday morning during the 2018 FBD conference.</td>
</tr>
<tr>
<td>April/May</td>
<td>Program Committees/Track Chairs are selected by Association Program Chairs. Each Association sends out a Preliminary “Call for Papers” to current and prospective participants.</td>
</tr>
<tr>
<td>Summer</td>
<td>FBD Officers and Association Program Chairs participate in FBD Boot Camp at hotel of the 2019 conference.</td>
</tr>
<tr>
<td>June</td>
<td>FBD General Program Chair and each Association Program Chair send out “Call for Papers” reminders to current and prospective participants.</td>
</tr>
<tr>
<td>July/August</td>
<td>Association Track Chairs continue soliciting manuscripts, special session proposals, tutorials and workshops for the 2019 FBD Conference.</td>
</tr>
<tr>
<td>Summer</td>
<td>FBD holds Program Chair Boot Camp.</td>
</tr>
<tr>
<td>September</td>
<td>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.</td>
</tr>
<tr>
<td>October</td>
<td>Track Chairs make acceptance/rejection decisions. Solicitation of nominees and judging of the candidates for the FBD Distinguished Paper and Outstanding Educator Awards occurs.</td>
</tr>
<tr>
<td>Early November</td>
<td>Each Association Program Chair compiles, organizes and sends all program information to the 2019 FBD General Program Chair.</td>
</tr>
<tr>
<td>Early January</td>
<td>FBD General Program Chair completes compilation of 2019 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.</td>
</tr>
<tr>
<td>Late January</td>
<td>2019 FBD Program is posted on FBD Web site.</td>
</tr>
<tr>
<td>February</td>
<td>Deadline for receipt of hotel reservations and pre-conference registration.</td>
</tr>
</tbody>
</table>
The FBD By-Laws, Article Five, provide that “The Executive Council shall consist of the President, FBD General Program Chair, Vice-President and Program Chair – Elect, Secretary-Treasurer, two (2) 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.”

**Kimberly L. Merritt**, President  
Oklahoma Christian University

**M. Suzanne Clinton**, VP/General Program Chair  
University of Central Oklahoma

**Vivek S. Natarajan**, VP/General Program Chair – Elect  
Lamar University

**Cheryl Prachyl**, Secretary-Treasurer  
University of Texas - Permian Basin

**Michelle McEacharn**, Executive Director  
University of Louisiana - Monroe

**Barbara J. Davis**, Immediate Past President  
Centenary College of Louisiana

**S. Ann Wilson**, Past President  
Stephen F. Austin State University

**Sam J. 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**.

The Sam J. Bruno Lifetime Achievement Award was awarded to **David E. Douglas** in 2012 and to **Betty Kleen** in 2015 by the Federation of Business Disciplines. FBD honored David and Betty for their lifetime of exemplary leadership and unwavering dedication to the organization and their lasting tangible and positive contribution to the betterment and success of FBD.
2017 - 2018 OFFICERS

President: Robert M. Cornell, University of Nevada - Las Vegas
Program Chair & President Elect: Kelly Noe, Stephen F. Austin State University
Program Chair Elect: Cassy Henderson, Sam Houston State University
Secretary/Treasurer: Calee Jo Holcombe, Stephen F. Austin State University
Historian: Elaine Sanders, University of Texas - San Antonio
Webmaster: Edward R. Walker, University of Central Oklahoma
Past President 2016-2017: Derek K. Oler, Texas Tech University
Coordinating Committee Member At Large (2016): Cheryl Prachyl, University of Texas - Permian Basin
Coordinating Committee Member At Large (2017): Veronda F. Willis, University of Texas - Tyler
AAA Council Representative (2015-2018): Mary Fischer, University of Texas - Tyler

2017-2018 SECTION REGIONAL COORDINATORS

Accounting, Behavior & Organizations Fengchun Tang, Virginia Commonwealth University
American Taxation Association Shannon Jemiolo, University of Oklahoma
Auditing Heather Carrasco, Texas Tech University
Diversity Kirsten Cook, Texas Tech University
Financial Accounting and Reporting Yan Zhang, New Mexico State University
Forensic & Investigative Accounting Christine Crawford Cheng, Louisiana State University
Gender Issues & Work/Life Balance TBA
Government and Nonprofit Orry Swift, Lamar University
Information Systems Randall Young, Texas State University
International Accounting Kean Wu, Rochester Institute of Technology
Management Accounting Laurie Burney, Baylor University
Public Interest Marty Stuebs, Baylor University
Strategic and Emerging Technologies Hui Du, University of Houston - Clear Lake
Teaching, Learning and Curriculum Veronda F. Willis, University of Texas - Tyler
Two Year College Regina Brown, Dallas Community College
Teaching, Learning and Curriculum Sidney Askew, City University of New York

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PAST PRESIDENTS

2016-2017 Derek K. Oler, Texas Tech University
2015-2016 Katherine Boswell, University of Louisiana - Monroe
2014-2015 Amelia A. Baldwin, University of Arkansas - Fort Smith
2013-2014 Thomas Carment, Rogers State University
2012-2013 Carolyn Conn, Texas State University
2011-2012 Robert Walsh, University of Dallas
2010-2011 Dennis Togo, University of New Mexico
2009-2010 Treba A. Marsh, Stephen F. Austin State University
2008-2009 Bambi A. Hora, University of Central Oklahoma
2007-2008 Roselyn Morris, Texas State University - San Marcos

2018 AWARDS

Federation of Business Disciplines
Distinguished Paper Award

Excess Insider Control and Corporate Social Responsibility: Evidence from Dual-class Firms
Barry R. Hettler, State University of New York - Brockport
Arno Forst, University of Texas - Rio Grande Valley
James Cordeiro, State University of New York - Brockport

(Presented in Session B, Friday, 1:30 to 3:00 pm, Taos)

Federation of Business Disciplines
Outstanding Educator Award

Cheryl Prachyl, University of Texas - Permian Basin

Outstanding Doctoral Student Paper Award

Peer Firm Behavior Preceding and Following SEC Enforcement Activity
Michael C. Turner, University of Texas - San Antonio

(Presented in Session B, Thursday, 10:30 am to 12:00 pm, Taos)

Teaching, Learning and Curriculum Best Paper Award

The Effectiveness of Cost Accounting Education
Edward R. Walker, University of Central Oklahoma
Bambi A. Hora, University of Central Oklahoma
Yinghong Zhang, University of Central Oklahoma
March 8, 2018  
(Thursday)

<table>
<thead>
<tr>
<th>8:30 a.m. –10:00 a.m.</th>
<th>(Accounting) 1.5 CH*</th>
<th>Santa Domingo</th>
</tr>
</thead>
</table>

**SESSION A**  
Disclosures/Firm Behavior

**Moderator:**  
Stacy L. Chavez, Texas Tech University

*Damage Control: Corporate Disclosures after Financial Misconduct*
Rebecca Lynn Files, University of Texas - Dallas  
Alex Holcomb, University of Texas - El Paso  
Gerald Martin, American University  
Paul Mason, Baylor University

*Disclosure Quality and Innovation*
Hila Fogel-Yaari, Tulane University

*The Association between Executive Gender and Transparency of Corporate Financial Disclosure: Are Women Easier to Read?*
Stacy L. Chavez, Texas Tech University

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<table>
<thead>
<tr>
<th>8:30 a.m. –10:00 a.m.</th>
<th>(Accounting) 1.5 CH*</th>
<th>Taos</th>
</tr>
</thead>
</table>

**SESSION B**  
Internal Auditing

**Moderator:**  
Caroline Claro Hayek, Texas A&M University - Commerce

*Internal Audit Outsourcing – A Literature Synthesis and Future Directions*
Grace Mubako, University of Texas - El Paso

*Effects of Reporting Relationship and Type of Internal Control Deficiency on Internal Auditors’ Internal Control Evaluations*
Arnold Schneider, Georgia Institute of Technology  
Audrey A. Gramling, Colorado State University

*The Role of Compensation on Audit Committee Oversight*
Caroline Claro Hayek, Texas A&M University - Commerce

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10:00 a.m. – 10:30 a.m.  
Exhibit Hall (Ballroom C)

**FBD Coffee Break**  
Visit the exhibits for information on the latest books and newest educational technologies. Tell our exhibitors how much we appreciate their presence and their continuing support!

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

---

* Session times throughout the conference are stated in clock time and should be converted to equivalent CPE using NASBA’s 50-minute rule. For example, one 90-minute conference session equals 1.8 CPE hours measured in 50 minute increments. Your state board of accountancy is the final authority for the number of CPE hours allowed.
10:30 a.m. – 12:00 p.m. (Accounting) 1.5 CH Santa Domingo

SESSION A  Earnings Management/Earnings Quality/Earnings Response

Moderator:  Curtis Farnsel, University of Oklahoma

The Effects of Earnings Management on Stockholder and Bondholder Wealth
Robert Kieschnick, University of Texas - Dallas

The Opaque Earnings Quality of Equity Method Investments
Curtis Farnsel, University of Oklahoma

Do Financial Analysts Fully Incorporate the Future Earnings Implications of Really Dirty Surplus into Their Earnings Forecasts?
Thomas D. Dowdell, North Dakota State University
Sangwan Kim, University of Massachusetts - Boston
Steve C. Lim, Texas Christian University

10:30 a.m. – 12:00 p.m. (Accounting) 1.5 CH Taos

SESSION B  Firm Behavior

Moderator:  Michael C. Turner, University of Texas - San Antonio

Peer Firm Behavior Preceding and Following SEC Enforcement Activity
Michael C. Turner, University of Texas - San Antonio

Effect of Accounting Standards on Uniformity and Innovation in Accounting Practice: A Simulation Study
Skylar Anthony DeTure, University of Texas - Austin

The “Backfire Risk” of Disclosed CSR Commitment: A Comparison of Non-CSR versus CSR-Related Product Failures
Leila Emily Hickman, University of New Mexico
Bernard Wong-On-Wing, Washington State University
LUNCH and KEYNOTE SPEAKER

Mark C. Dawkins

Mark C. Dawkins is a Professor of Accounting in the Coggin College of Business at the University of North Florida. He holds a Ph.D. in Accounting from Florida State University (1994), MBA (1987) and Masters of Accounting (1988) degrees from the University of Florida, and a B.S. in Management (1985) from the Georgia Institute of Technology.

He joined UNF and the Coggin College of Business in June 2015 after serving 21 years on the faculty in the Terry College of Business at the University of Georgia (UGA). From 2008-2014 he served as the Associate Dean for Academic Programs in the Terry College, and from 2004-2008 he served as the Director of Diversity Relations. He teaches undergraduate and graduate financial accounting classes, and has taught Intermediate Accounting, MBA Financial Accounting, and Intermediate Accounting for Non-Majors. He also has taught undergraduate and graduate accounting and college-level internship classes.

He has published in The Journal of Finance, the Journal of Financial & Quantitative Analysis, the Journal of Accounting, Auditing and Finance, the Journal of Business, Finance & Accounting, the Journal of Banking and Finance, the Journal of Managerial Issues, Sociological Inquiry, the Academy of Accounting and Financial Studies Journal, Management Accounting Quarterly, and other journals or newsletters.

He was a co-recipient of the 2006 and 2003 Beta Alpha Psi Outstanding Teacher of the Year award at UGA, and received the 2006 and 2003 Alpha Kappa Psi Accounting Teacher of the Year Award. He is a member of the American Accounting Association, the American Institute of Certified Public Accountants, the National Association of Accountants, the Florida Society of CPAs, the PhD Project (www.phdproject.org), and the Accounting Doctoral Student Association. In August 2009, he was one of five recipients of the inaugural Ernst & Young Inclusive Excellence Award for Accounting and Business School Faculty. In January of 2014, he received the 2014 UGA President’s Fulfilling the Dream Award at the MLK Freedom Breakfast at UGA. He is the current Council Past-Chair for the American Accounting Association.
SESSION A  Claims Denied from Natural Disasters: Should There be An Accounting?

Moderator: Carolyn Conn, Texas State University

Panelists: Matthew DiSalvo, St. Edward's University
           Alexander Cannon, Texas State University

GAAP principles such as historical cost and disclosure concepts have long guided the accounting profession in reporting what we can measure and confirm. However, possibly we should deviate from those long-held practices when it comes to property insurance claims that are denied after natural disasters. This panel will examine whether it would be beneficial for the users of financial statements to have such information disclosed.

FBD Coffee Break

Visit the exhibits for information on the latest books & newest educational technologies. Tell our exhibitors how much we appreciate their presence and their continuing support of our meetings!

3:15 p.m. - Door Prize Drawings take place in the Exhibit Area. *Must be present to win!!!*
March 8, 2018  
(Thursday)

3:30 p.m. – 5:00 p.m.  
(Accounting) 1.5 CH  
Santa Domingo

SESSION A  
Auditing and Financial Reporting

Moderator: Derek K. Oler, Texas Tech University

Accounting Information Quality and the Clustering of Stock Prices  
Jie Hao, University of Texas - San Antonio

The Geography of REIT Audit Service Investments  
Yin Yu-Thompson, Oakland University  
Ran Lu-Andrews, California Lutheran University

3:30 p.m. – 5:00 p.m.  
(Accounting) 1.5 CH  
Taos

SESSION B  
Disclosures/Market Response

Moderator: Ling Zhou, University of New Mexico

Textual Disclosure and Managerial Myopia: Signaling Innovation  
Hila Fogel-Yaari, Tulane University  
Luminita Enache, Dartmouth College

The Intraday Timing of Rating Changes  
Pepa Kraft, New York University  
Yuan Xie, Fordham University  
Ling Zhou, University of New Mexico

A New Metric of Market Under-reaction to Earnings Announcements  
Kee H. Chung, State University of New York - Buffalo  
Oliver Kim, University of Maryland - College Park  
Steve C. Lim, Texas Christian University  
Sean Yang, Oregon State University

5:00 p.m. – 6:00 p.m.  
Santo Domingo

AAA Officer Meeting

5:30 p.m. – 7:00 p.m.  
Exhibit Hall (Ballroom C)

FBD Presidential Welcome Reception

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. 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 events or dinner.
SESSION A

Idea to Publication: Mentoring Emerging Research or So you have finished your dissertation. Now what?

Moderator: Barbara W. Scofield, Washburn University

Panelists: Carolyn Conn, Texas State University
Mary Fischer, University of Texas - Tyler
Jennifer Altamuro, Villanova University
Yuan Zhang, University of Texas - Dallas

This panel session will combine the expertise of senior researchers with the ideas of new researchers to discuss how to move from idea to proposal to working paper to publication. Understanding how a researcher moves through these stages involves both practical advice on making decisions that lead to publication success and behavioral advice on motivation and teamwork. Papers drawn from submissions to the Southwest American Accounting Association meeting will be presented for the panelists’ discussion and advice.

Emerging Research Papers:
Characteristics of Firms that Early Adopt Topic 606 Revenue Recognition
Sunita Rao, Washburn University
Barbara W. Scofield, Washburn University

Finance Director Expertise and Local Government Financial Stability
Casey Camors, Texas Tech University

10:00 a.m. – 10:30 a.m.
Exhibit Hall (Ballroom C)

FBD Coffee Break
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Make plans to join us in Houston for our 2019 conference.

46th Annual Conference
March 13-16, 2019
Hyatt Regency Houston
Houston, TX
### SESSION A  
**Lender Behavior/Short Selling/CSR Rating**

**Moderator:** Bryan Graden, Southern Utah University

- **Do Lenders Uniformly Capitalize Operating Leases in Debt Covenants?**  
  Bryan Graden, Southern Utah University

- **Short Selling Activity as a Predictor of Firm Acquisition Abandonment**  
  Eo Jin Lee, Texas Tech University

- **A Reexamination of the Relation between CSR and Firm Performance: The Effect of KLD and ASSET4 Databases**  
  Teresa A. Lightner, University of North Texas  
  Gene Brooks Elrod, University of Texas - Arlington  
  Linh Le, University of North Texas

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### SESSION B  
**Forensic and Investigative Accounting/Healthcare Deliver/Taxation**

**Moderator:** Treba A. Marsh, Stephen F. Austin State University

- **The Birth of a Fraudster**  
  Richard G. Brody, University of New Mexico  
  Ryan C. Knight, University of New Mexico  
  Jessica N. Nunez, University of New Mexico

- **Local County Hospital: Review of Challenges and Opportunities**  
  Mary Fischer, University of Texas - Tyler  
  Treba A. Marsh, Stephen F. Austin State University

- **The Relation between Abnormal Tax Aggressiveness and Tax-Related Restatements**  
  Christine Crawford Cheng, Louisiana State University  
  Norman Massel, Louisiana State University  
  Pradeep Sapkota, Louisiana State University
Robert M. Cornell is an Associate Professor and Chair of the Department of Accounting in the Lee Business School at University of Nevada – Las Vegas. Previously he was on the faculty at Oklahoma State University beginning in 2006 and served as Head of the School of Accounting from 2012-2016. He earned a Ph.D. in Accounting at University of Utah, a Bachelor of Science in Accounting from Truman State University, and is a Certified Management Accountant. Professor Cornell teaches managerial and cost accounting at both the undergraduate and graduate levels. He also taught for several years in the Oklahoma State University Summer in London program. Professor Cornell’s research interests include agency theory, motivation and incentives, ethics and fraud, and judgment and decision making involving auditing and public policy.

Make plans to join us in Houston for our 2019 conference.

46th Annual Conference
March 13-16, 2019
Hyatt Regency Houston
Houston, TX
1:30 p.m. – 3:00 p.m. (Accounting) 1.5 CH Santa Domingo

SESSION A  Cost Accounting Education/ Developing Soft Skills in the Classroom

Moderator: Edward R. Walker, University of Central Oklahoma

The Effectiveness of Cost Accounting Education
Edward R. Walker, University of Central Oklahoma
Bambi A. Hora, University of Central Oklahoma
Yinghong Zhang, University of Central Oklahoma

Developing Soft Skills: Simulating Leadership Concepts in the Accounting Classroom
Maggie Schlerman, Central College
Allison Owens, Central College

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

SESSION B  Leadership

Moderator: Arno Forst, University of Texas - Rio Grande Valley

Accounting Department Head: The Road Less Traveled
Thomas G. Noland, College of Charleston
Shawn Mauldin, Mississippi State University
Robert L. Braun, Southeastern Louisiana University

Using Embodied Conversational Agents and Audio-Assisted Self-Interviewers in Accounting Interviews
Todd Palmer White, University of New Mexico
Matthew D. Pickard, University of New Mexico
Catherine Roster, University of New Mexico

Excess Insider Control and Corporate Social Responsibility: Evidence from Dual-class Firms
Barry R. Hettler, State University of New York College - Brockport
Arno Forst, University of Texas - Rio Grande Valley
James Cordeiro, State University of New York College - Brockport

3:00 p.m. – 3:30 p.m. Exhibit Hall (Ballroom C)

FBD Coffee Break
Visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and their 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.  (Accounting) 1.5 CH  Santa Domingo

SESSION A  Intermediate and Ethics Accounting Education

Moderator:  Pamela Baker, Texas Woman's University

A Case Study of Three Methods of Teaching Intermediate Accounting II
Pamela Baker, Texas Woman's University

Karen Marie Oxner, University of Central Arkansas
Stephanie Watson, University of Central Arkansas

An Empirical Study of Accounting Curriculum Settlement Influence on Professional Ethics Judgment
Zhuo Zhang, Macau University of Science Technology
Meifang Xiang, University of Wisconsin - Whitewater

3:30 p.m. – 5:00 p.m.  (Accounting) 1.5 CH  Taos

SESSION B  Forensic Accounting/Compensation Clawback/Chaos Theory

Moderator:  Michael C. Turner, University of Texas - San Antonio

End of Days Malware
Richard G. Brody, University of New Mexico
Harold U. Chang, University of New Mexico
Erich S. Schoenberg, University of New Mexico

Risks and Incentives of Compensation Clawback
Hanni Liu, University of Texas - San Antonio
Michael C. Turner, University of Texas - San Antonio

Chaos Theory - An Aid in Model Selection
Kathleen A. Kaminski, University of Louisiana - Monroe

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♦♦♦

46th Annual Conference
March 13-16, 2019
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Houston, TX
Effect of Mobile Technology Use on Learning Outcomes in Accounting Education
Afua Ataa Boakyewaa Agyekum, Morgan State University

Simulating Experiential Learning to Develop Soft Skills in Taxation
Maggie Schlerman, Central College

Using Monopoly to Teach Partnership Taxation
Ashley Phillips, University of Central Arkansas
Cale Turner, HoganTaylor

Student Success in Intermediate I: Tip Sheet and Semester Take Away
Karen Marie Oxner, University of Central Arkansas;
Stephanie Watson, University of Central Arkansas

The Impact of Flipped Classroom on Students’ Self-Efficacy: An Investigation in Accounting
Mohammad Tavakolifar, Morgan State University

Sustainability & CSR: Team-Teaching with Dr. Seuss
Rick L. Cresser, Metropolitan State University of Denver
Brittany McKinley, Metropolitan State University of Denver

The Future of Cost Accounting Education
Edward R. Walker, University of Central Oklahoma
Yinghong Zhang, University of Central Oklahoma
Bambi A. Hora, University of Central Oklahoma

Financial vs Managerial – Which Should Be First?
Dorothy Davis, University of Louisiana - Monroe
Deborah Golemon, University of Louisiana - Monroe
Kathleen A. Kaminski, University of Louisiana - Monroe
Patricia Roshto, University of Louisiana - Monroe
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- Carol S. Wright, Stephen F. Austin State University

CONGRATULATIONS!

Recipient of the 2018 Federation of Business Disciplines Paper Award

Communications Strategies for Human Resource Managers and Other Counselors: Extensions and Applications of Equity Theory
N. Lamar Reinsch, Lubbock Christian University
Vicki Gates, Georgetown University

Recipient of the 2018 Federation of Business Disciplines Outstanding Educator Award

Judith L. Biss, Lecturer
Stephen F. Austin State University
awarded posthumously
Deceased, June 24, 2017
March 8, 2018
(Thursday)

7:30 a.m. – 8:30 a.m. Ballroom A

**ABC – SWUS and ABIS Joint Breakfast**

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

**ABC-SWUS or ABIS Association Name Badge REQUIRED for Attendance at Breakfast**

8:30 a.m. – 10:00 a.m. Joint Session with ABIS Ballroom A

**ABC-SWUS and ABIS Joint Session**

Co-Session Chairs/Association Vice Presidents and Conference Chairs:
Kelly A. Grant, Tulane University
Degan Kettles, Brigham Young University

**ABC-SWUS Best Paper:** *Communications Strategies for Human Resource Managers and Other Counselors: Extensions and Applications of Equity Theory*
N. Lamar Reinsch, Lubbock Christian University
Vicki Gates, Georgetown University

**ABIS Best Paper:** *Project Management Software: Development and Evaluation of the PMIS*
J. Christopher Zimmer, West Texas A&M University
Liang Chen, West Texas A&M University
Jermey C. Bellah, West Texas A&M University

*Don’t Bite my Bytes: A Burkeian Analysis of Corporate Responses to Data Theft in Cyberattacks*
Tammy L. Croghan, Northwestern State University
Jon M. Croghan, Northwestern State University
Reagan Escude, Northwestern State University

10:00 a.m. – 10:30 a.m. Exhibit Hall (Ballroom C)

**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.*
**Communication and Career Readiness**

**Session Chair:** Kayla Sapkota, University of Arkansas - Little Rock

*Workplace Manners and Civility: Students’ Perceptions and Experiences*

Sandra H. Bevill, Arkansas State University
Karen McDaniel, Arkansas State University

*The Persistent Gap: Why do Business Graduates’ Soft Skills Continue to Defy Employer Expectations and How Can Business Curriculum Reshape to make up the Difference*

Lorelei Amanda Ortiz, St. Edward’s University
Catherine MacDermott, St. Edward’s University

*Connecting with Companies for Experiential Learning*

Donna Greenwald, Bowling Green State University

*A Study on Former Dancing Stars’ Transferable Skills, Career Transition Support, and New Career Satisfaction*

Leslie Ramos Salazar, West Texas A&M University

*Students’ Expectations for the Undergraduate Business Communications Course*

Julie McDonald, Northwestern State University
Margaret S. Kilcoyne, Northwestern State University

**Change Your Perspective; Change Your Experience - Perspectives on Communication**

**Session Chair:** Ashley Hall, Stephen F. Austin State University

*Faculty Views of Communication Issues with Students at a Traditional University*

Eddie Horton, Northwestern State University

*Ethical Implications of Communicating Mass School Shooting Information*

Ashley Katherine Yuckenberg, George Mason University

*What Communication Barriers Hinder Innovation Diffusion Within Universities?*

Rochelle Daniel, Bowie State University

*Leading with a Two-edged Sword: An Existentialist View of Organizational Storytelling*

Laural Adams, Virginia Commonwealth University

*Nonverbal Contrast in the Contemporary Egalitarian Commercials: An Analysis of Popular Indian Advertisements*

Swatantra, Indian Institute of Management - Indore
March 8, 2018
(Thursday)

3:00 p.m. – 3:30 p.m.  Exhibit Hall (Ballroom C)

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.  Hopi

Breaking the Mold - Challenging Norms in Communication

**Session Chair:** Carol S. Wright, Stephen F. Austin University

*Gamification in the College Classroom - Student Responses to Megapoint Opportunities*

Gerald Plumlee, Jr., Southern Arkansas University

*Self-Regulated Learning in a Graduate Business Communications Course: A Qualitative Inquiry*

Catherine Flynn, Kaplan University

Joel Olson, Kaplan University

Michelle Reinhardt, Kaplan University

*Academic Persistence within Professional Communication Programs at Hispanic-Serving Institutions*

Kenneth Robert Price, Texas A&M University - Kingsville

*The Roles of Foreign Language in Business Administration*

Kalu Bernard Orji, Adeyemi College of Education Ondo

Claudia Anne Kalil, University of Cape Town

*Going for (the) Broke: Assembling an Open Educational Resources Textbook Equivalent for Business Communications*

Craig Rinne, Florida Atlantic University

5:30 p.m. – 7:00 p.m.  Exhibit Hall (Ballroom C)

FBD Presidential Welcome Reception

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 or dinner.

*Enjoy your evening in Albuquerque!*
March 9, 2018
(Friday)

7:30 a.m. – 8:30 a.m.  Ballroom B

**ABC-SWUS and ABIS Joint Breakfast**

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

**ABC-SWUS or ABIS Association Name Badge REQUIRED for Attendance at Breakfast**

8:30 a.m. – 10:00 a.m.  Hopi

**FBD/ABC-SWUS Choice Pick Session**

**Innovation and Advancement in Communication Education**

**Session Chair:** Laura Lott Valenti, Nicholls State University

*Continuous Improvement through the Assessment Process in a Business Communication Course: A Ten-Year Journey*

Carol S. Wright, Stephen F. Austin State University

Marsha L. Bayless, Stephen F. Austin State University

*The Effect of Case Studies on Students’ Audience Awareness*

Danica L. Schieber, Sam Houston State University

Vincent Robles, University of North Texas

*The Influence of Coloring Mandalas on Students’ Communication Anxiety*

Leslie Ramos Salazar, West Texas A&M University

*When in Doubt, Cite: Activities and Assignments for Teaching the Rules of APA*

Marcel Marie Robles, Eastern Kentucky University

Billy Ackerman, Eastern Kentucky University

*Making the Most of Limited Time: Using Focus Tools to Improve Grammar, Mechanics, and Style*

Kathryn O’Neill, Sam Houston State University

Geraldine E. Hynes, Sam Houston State University

10:00 a.m. – 10:30 a.m.  Exhibit Hall (Ballroom C)

**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 9, 2018  
(Friday)

10:30 a.m. – 12:00 p.m.  ABC Business Meeting  

ABC SWUS Business Meeting (all members welcome)

Presiding:  
Laura Lott Valenti, ABC-SWUS President  
Nicholls State University  

12:00 p.m. – 1:30 p.m.  Lunch on your own  

1:30 p.m. – 3:00 p.m.  

Navigating 21st Century Communication

Session Chair:  Ashly Smith, Sam Houston State University

Managerial Communication and Employee Job Satisfaction during Times of Organizational Change within the Healthcare Industry  
Ashley Hall, Stephen F, Austin State University  

Integrating the 21st Century Skills Framework as a Route to Job Preparedness in the Communications Industry  
Kayla Sapkota, University of Arkansas - Little Rock  

Make Room for Generation Z  
Debbie D. DuFrene, Stephen F. Austin State University  

An Examination of the Effect of Collaborative Technologies on Team Development and Function  
Traci Austin, Sam Houston State University  
Lucia Sigmar, Sam Houston State University

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46th Annual Conference
March 13-16, 2019  
Hyatt Regency Houston  
Houston, TX
March 9, 2018  
(Friday)

3:00 p.m. – 3:30 p.m.  
Exhibit Hall (Ballroom C)

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.  
Hopi

Leading the Way with Communication

**Session Chair: Danica L. Schieber**, Sam Houston State University

*Improving Perceived Career Readiness: Student Responses to Service-Learning Projects in Business Courses*

*Ashly Smith*, Sam Houston State University  
*Mary Funck*, Sam Houston State University

*Downward Relational Maintenance in the Workplace*

*Kevin Sager*, University of Alaska - Fairbanks

*Conflating Leadership: The Role of Age and Experience on Perceptions of Leadership*

*Jon M. Croghan*, Northwestern State University  
*Tammy L. Croghan*, Northwestern State University  
*Reagan Escude*, Northwestern State University  
*Dalton Boyd*, Northwestern State University

*Promoting Cross-functional Team Interactions within General Business Classes*

*Christopher McKenna*, Stephen F. Austin State University

*Thinking Visually: Students Connect Textual and Visual Resources in Business Communication*

*Lindsay Camille Clark*, Sam Houston State University

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

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Please let exhibitors know how much we appreciate their presence and continued support!
Poster Presentation

Session B
Thursday, March 8 – Coffee Break II
3:00 p.m. – 4:00 p.m. – Exhibit Hall (Ballroom C)
Theme: Leadership and Communication

A Medium-Size Impact on a Huge Class with a Small Budget: Teaching Business Writing in a Required Interdisciplinary Sophomore-Year Course
Bonnie Auslander, University of Colorado - Boulder
August Ridley, University of Colorado - Boulder
Margot (Kiki) Adams, University of Colorado - Boulder
Rachel Austerfjord, University of Colorado - Boulder

Meeting the Leadership Communication Skills of our Students
Carol S. Wright, Stephen F. Austin State University
S. Ann Wilson, Stephen F. Austin State University

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46th Annual Conference
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ASSOCIATION OF SMALL BUSINESS AND ENTREPRENEURSHIP

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Immediate Past President: Henry Cole
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Stetson University

Program Schedule Synopsis

Thursday March 8, 2018
1:30 p.m. – 3:00 p.m. Executive Board Meeting (by invitation only)
3:30 p.m. – 5:00 p.m. Workshop: Forays Into Teaching and Consulting
5:30 p.m. – 7:00 p.m. FBD Presidential Welcome Reception

Friday March 9, 2018
7:30 a.m. – 8:30 a.m. Welcome Breakfast and Meet the Leadership Team
8:30 a.m. – 10:00 a.m. Paper Session: Capitalizing on the Winds of Change
10:00 a.m. – 10:30 a.m. FBD Coffee Break
10:30 a.m. – 12:00 p.m. Paper Session: Forming or Conforming to the Tides of Change
Noon – 1:30 p.m. ASBE Business Meeting and Awards Luncheon
1:30 p.m. – 3:00 p.m. Panel: Winds of Change in Entrepreneur and Small Business Research
3:30 p.m. – 5:00 p.m. Paper Session: Stirring up change via Research
5:00 p.m. – 6:30 p.m. Reception
CONGRATULATIONS!

Recipient of the 2018 Federation of Business Disciplines Paper Award

An Exploratory Examination of the Ethical Decision Making Process of Entrepreneurs through the Theory of Planned Behavior Lens: A Multi-Criteria Approach

Jacob A. Voegel, Coastal Carolina University
Luke A. Voegel, Saginaw Valley State University

Recipient of the 2018 Federation of Business Disciplines Outstanding Educator Award

Kitty L. Campbell, Southeastern Oklahoma State University

March 8, 2018
(Thursday)

1:30 p.m. – 3:00 p.m. Kiva Boardroom

Executive Board Meeting
(By invitation only)

3:00 p.m. – 3:30 p.m. Exhibit Hall (Ballroom C)

FBD Coffee Break

Visit the exhibits for information on the latest books & newest educational technologies. Tell our exhibitors how much we appreciate their presence and their continuing support of our meetings!

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

3:30 p.m. – 5:00 p.m. Isleta

WORKSHOP Forays Into Teaching and Consulting

Session Chair: Janice A. Black, Coastal Carolina University

Are Entrepreneurs Ready for a Natural Disaster? – Ready, Reset, Reconnect!

Manuel G. Guerrero, Stephen F. Austin University
S. Ann Wilson, Stephen F. Austin University
Christopher McKenna, Stephen F. Austin University
Krista K. Guerrero, Woden Independent School District
Brandy Pipes, Stephen F. Austin University

Exploring the Impact of Climate Change and Extreme Weather Events on Small Businesses: A SWOT Approach

Brent H. Kinghorn, University of Montana - Billings

Practical Tips on Dealing with Difficult Employees

Cindy Strickler, University of Louisiana - Monroe
FBD Presidential Welcome Reception

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ASSOCIATION OF SMALL BUSINESS AND ENTREPRENEURSHIP

March 9 2018
(Friday)

7:30 a.m. – 8:30 a.m. Zuni

ASBE Breakfast and Meet the Leadership Team

Mary Jo Jackson (President), Stetson University
Courtney Kernek (President-Elect), Southeastern Oklahoma State University
Janice A. Black (Vice President-Programs), Coastal Carolina University
Eugenie Ardoin (Vice President-Membership), University of Louisiana Monroe
Randall Croom (Secretary/Treasurer), Stetson University
Henry Cole (Immediate Past President), University of Louisiana - Monroe

8:30 a.m. – 10:00 a.m. Zuni

PAPER SESSION Capitalizing on the Winds of Change: Issues in Growth and Startups
Session Chair: Jacob A. Voegel, Coastal Carolina University

Closing the Loop on Change: The Start Up of a Private Non-Profit School
Janice A. Black, Coastal Carolina University

Antecedents to Social Entrepreneurship Intention: The Big Five and Social Entrepreneurial Intention
Luke A. Voegel, Saginaw Valley St. University
Jacob A. Voegel, Coastal Carolina University

The Nitty Gritty of Personal Branding
Courtney Kernek, Southeastern Ok. St. University
Leslie A. Toombs, Texas A&M University - Commerce

10:00 a.m. – 10:30 a.m. Exhibit Hall (Ballroom C)

FBD COFFEE BREAK
Visit the exhibits for information on the latest books and newest educational technologies.
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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 SMALL BUSINESS AND ENTREPRENEURSHIP

March 9 2018
(Friday)

10:30 a.m. – 12:00 p.m.  Zuni

PAPER SESSION  Forming or Conforming to the Tides of Change: People & Ethics in Entrepreneurship

Session Chair:  Lori D. Paris, California State University, Sacramento

Self-perception and Small Business
Cindy Strickler, University of Louisiana – Monroe
Henry Cole, University of Louisiana - Monroe
Eugenie Ardoin, University of Louisiana - Monroe

Leadership Studies and Entrepreneurial Leadership
Lori D. Paris, California State University, Sacramento
Brent H. Kinghorn, University of Montana, Billings

Are Entrepreneurs with High Levels of Political Skill Better Equipped to Handle Change?
Kendra L. Ingram, Texas A&M University - Commerce

The Impact of Commodity Checkoff Programs on Small Producers
Zachary M. Moore, University of Louisiana - Monroe
Laurie A. Babin, University of Louisiana - Monroe

12:00 p.m. -1:30 p.m.  Zuni

ASBE Business Meeting and Awards Luncheon
(All members are invited)

1:30 p.m. – 3:00 p.m.  Zuni

PANEL  Winds of Change in Entrepreneur & Small Business Research

Panelists:  J. Kay Keels (Case Editor, ETP), Coastal Carolina University
William Jackson (Managing Editor, JBE), Stetson University

3:00 p.m. – 3:30 p.m.  Zuni

FBD COFFEE BREAK

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ASSOCIATION OF SMALL BUSINESS AND ENTREPRENEURSHIP

March 9 2018
(Friday)

3:30 p.m. – 5:00 p.m.  Zuni

PAPER SESSION  Stirring up Change via Research

Session Chair:  Brent H. Kinghorn, University of Montana, Billings

Entrepreneurs’ Attitudes towards Technology: Differences Between Adopters and Non-Adopters

Claire Allison Stammerjohan, University of Louisiana - Monroe
Thomas DeNardin, University of Louisiana - Monroe
Finola Reed, University of Louisiana – Monroe
William W. Stammerjohan, Louisiana Tech University

An Exploratory Examination of the Ethical Decision-Making Process of Entrepreneurs through the Theory of Planned Behavior Lens: A Multi-Criteria Approach

Jacob A. Voegel, Coastal Carolina University
Luke A. Voegel, Saginaw Valley State University

Pre-commitment Strategies and Entrepreneurship Intentional Destruction of Secondary Options
C. W. Von Bergen, Southeastern Oklahoma State University

5:00 pm– 6:30 pm  Ballroom A

ASBE Reception
All members
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Richard Woolridge, University of Arkansas - Little Rock
Carol S. Wright, Stephen F. Austin State University
Sarah Wright, Northwestern State University
CONGRATULATIONS!
Recipients of the ABIS 2018 Federation of Business Disciplines Distinguished Paper Award

Project Management Software: Development & Evaluation of the PMIS
J. Christopher Zimmer, West Texas A&M University
Liang Chen, West Texas A&M University
Jeremy C. Bellah, West Texas A&M University

CONGRATULATIONS!
Recipient of the 2018 FBD Outstanding Educator Award
Sherry Rodrigue, Nicholls State University

ABIS 2018 Program Overview

Thursday March 8, 2018
7:30 a.m. – 10:00 a.m. 8:00 a.m. – ABIS & ABC – SWUS Joint Breakfast
8:30 a.m. – ABC-SWUS & ABIS Joint Session - Best Paper Presentations
10:30 a.m. – 11:45 a.m. Session: Improving the IS Curriculum
11:45 a.m. – 1:30 p.m. Lunch on your own
*Executive Board Meeting
1:30 p.m. – 3:00 p.m. Session: Teaching about Social Media
3:30 p.m. – 5:00 p.m. Session: Communication Issues in an IT-enabled world
5:30 p.m. – 7:00 p.m. FBD Presidential Welcome Reception

Friday March 9, 2018
7:30 a.m. – 8:30 a.m. ABIS & ABC – SWUS Joint Breakfast
8:30 a.m. – 10:00 a.m. ABIS Business Meeting * All Members Welcome *
10:30 a.m. – 12:00 p.m. Session: Business Analytics 1
Noon – 1:30 p.m. Lunch on your own
1:30 p.m. – 3:00 p.m. Session: Business Analytics 2
3:30 p.m. – 5:00 p.m. Roundtable Discussion of IS Topics
March 8, 2018
(Thursday)

7:30 a.m. – 10:00 a.m. Joint Session with ABC Ballroom A

7:30 AM – 8:30 AM

ABIS and ABC – SWUS Joint Breakfast

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

ABIS or ABC-SW Association Name Badge REQUIRED for Attendance at Breakfast

8:30 AM Ballroom A

SESSION A ABC-SWUS and ABIS Joint Session - Best Paper Presentations

Session Co-Chairs/Association Presidents:  Kelly A. Grant and Degan Kettles

ABC-SWUS Best Paper:

*Communications Strategies for Human Resource Managers and Other Counselors: Extensions and Applications of Equity Theory*
N. Lamar Reinsch, Lubbock Christian University
Vicki Gates, Georgetown University

ABIS Best Paper:

*Project Management Software: Development and Evaluation of the PMIS*
J. Christopher Zimmer, West Texas A&M University
Liang Chen, West Texas A&M University
Jeremy C. Bellah, West Texas A&M University

*Don’t Bite my Bytes: A Burkeian Analysis of Corporate Responses to Data Theft in Cyberattacks*
Tammy L. Croghan, Northwestern State University
Jon M. Croghan, Northwestern State University
Reagan Escude, Northwestern State University

10:00 a.m. – 10:30 a.m. Exhibit Hall (Ballroom C)

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.*
ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 9, 2018
(Thursday)

10:30 a.m. – 11:45 a.m.

FBD / ABIS Choice Pick Session

SESSION B  Improving the IS Curriculum

Session Chair:  Shane Schartz

Undergraduate Management Information Systems Classes: A Pilot Study to Investigate Student Perspectives
Kimberly L. Merritt, Oklahoma Christian University
K. David Smith, Cameron University

The Importance of Information Technology Certifications to Employers of Information Technology Graduates
Shane Schartz, Fort Hays State University

Web Design and Mobile App Skills for 2020
Randall McCoy, Morehead State University

Approaching Recursively-Emergent Wicked Problems in Information Systems Design with a Designerly Epistemology of Practice
Jeffry Babb, West Texas A&M University
Leslie Waguespack, Bentley University
David Yates, Bentley University

11:45 a.m. – 1:30 p.m.  Lunch on your own…  Kiva Boardroom

ABIS Executive Board Meeting and Luncheon  By Invitation Only

1:30 p.m. – 3:00 p.m.

SESSION C  Teaching Social Media

Session Chair:  Marsha L. Bayless

A Class Assignment: Helping Business Students Learn about Protecting Their Identities in a Technological Age
Betty Kleen, Nicholls State University
Lori Soule, Nicholls State University
Sherry Rodrigue, Nicholls State University

Social Media: Suggested Guidelines for Business Use
Marsha L. Bayless, Stephen F. Austin State University
S. Ann Wilson, Stephen F. Austin State University

Using Twitter in Business and Education: What the Tweet is that?
Carol S. Wright, Stephen F. Austin State University
Laurie S. Rogers, Stephen F. Austin State University
Amanda Smith, Lufkin Independent School District
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 D  Communication Issues in an IT-enabled World

Session Chair:  S. Ann Wilson

*Electronic Communication's Role in the Success of Minority and Women-Owned Businesses*

Manuel G. Guerrero, Stephen F. Austin State University

S. Ann Wilson, Stephen F. Austin State University

FBD Presidential Welcome Reception

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 historic sites.

*Enjoy your evening in Albuquerque!*
ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 9, 2018
(Friday)

7:30 a.m. – 8:30 a.m.  Ballroom B

ABIS and ABC–SWUS Joint Breakfast

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

ABIS or ABC-SW Association Name Badge REQUIRED for Attendance at Breakfast

8:30 a.m. – 10:00 a.m. ABIS Business Meeting  Tewa

SESSION E  ABIS Business Meeting  * All Members Welcome *

Session Chair/ ABIS President:  Sherry Rodrigue

All members are invited to join us for our annual business meeting.
The meeting agenda includes:
- Election of Officers and Executive Board positions
- Discussion of topics related to our Journal of Research in Business Information Systems (JRBIS)
- Information and discussion on next year’s conference
- General discussion on topics introduced by general membership

10:00 a.m. - 10:30 a.m.  Tewa

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.

For a premier publishing opportunity, check out the peer-reviewed FBD Journal at https://www.fbdonline.org/journal/

◆
All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
SESSION F  Business Analytics I

Session Chair:  Robert Mitchell, University of Arkansas - Little Rock

Implications of Cultural Components of the Data Analytics Corporate Environment
Robert Mitchell, University of Arkansas - Little Rock
Richard Woolridge, University of Arkansas - Little Rock
Vess Johnson, University of Arkansas - Little Rock

Efficacy of Text Mining Techniques on IS Curriculum Content Decisions using Job Posting Data
Richard Kumi, University of Arkansas - Little Rock
Richard Woolridge, University of Arkansas - Little Rock

Data Visualization Adoption at Life.Church: A Case Study
Degan Kettles, Brigham Young University

Don’t forget to stay connected with ABIS between conferences!
Follow us at:  https://www.facebook.com/AssocBusInfoSys/
http://www.abis-fbd.org/

Contact us at:  ABIS.FBD@gmail.com
SESSION G  Business Analytics II

Session Chair:  Daniel Friesen

Data Mining and Analytics: Revenue Growth
Marcel Marie Robles, Eastern Kentucky University
Jim Larsgaard, Eastern Kentucky University

Data Analytics Curriculum Issues
Daniel Friesen, University of North Texas - Dallas
Theodore Larson, University of North Texas - Dallas

3:00 p.m. - 3:30 p.m.  Exhibit Hall (Ballroom C)

FBC Coffee Break
Please make sure 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.

For a premier publishing opportunity, check out the peer-reviewed FBD Journal at https://www.fbdonline.org/journal/

All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
SESSION H  Round Table Discussion of IS Topics

Guided discussion on current issues in our discipline, such as creating business analytics programs, online teaching, enhancing enrollment in our major, and research methods.

Topic Coordinators: As Assigned

Make plans to join us in Houston for our 2019 conference.

46th Annual Conference
March 13-16, 2019
Hyatt Regency Houston
Houston, Texas
Poster Presentation

Session A
Thursday, March 8 – Coffee Break I
10:00 a.m. – 11:00 a.m. – Exhibit Hall (Ballroom C)
Theme: Technology Issues

Online Tools to Promote Learner-Learner and Instructor-Learner Interaction
James G. (Skip) Ward, Fort Hays State University

Session C
Friday, March 9 – Coffee Break III
10:00 a.m. – 11:00 a.m. – Exhibit Hall (Ballroom C)
Theme: Student Learning

Benefits and Challenges of Half Semester Online Classes
Ashley Hall, Stephen F. Austin State University
Susan Evans Jennings, Stephen F. Austin State University

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46th Annual Conference
March 13-16, 2019
Hyatt Regency Houston
Houston, TX
ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

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**Renée Gravois**, Sam Houston State University

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**CONGRATULATIONS!**

**2018 Federation of Business Disciplines Distinguished Paper Award**

*Study on the Factors that Favor Satisfaction in the Selection of a Smartphone Brand: Multi-Country Analysis*

**Enrique Marinao Artigas**, Universidad de Santiago de Chile  
**Karla Barajas-Portas**, Universidad de Anáhuac, México  
**Silvia L. Martin**, California State University, Los Angeles
Track Chairs

*Branding and Brand Management*
Türkan Dursun-Kilic, West Texas A&M University

*Consumer Behavior and Customer Relationship Management*
Kishwar Joonas, Prairie View A&M University

*Ethics, Legal, and Public Policy*
Grant C. Aguirre, University of Central Oklahoma

*Global and Cross-Cultural Marketing*
Yi-Chia Wu (Chair), Tarleton State University
Haithem Zourrig, Kent State University

*Marketing Education and Experiential and Service Learning*
Marilyn Eastman, Morningside College

*Marketing Research*
Sanjay S. Mehta, Sam Houston State University

*Marketing Strategy and Innovation*
Silvia L. Martin, California State University - Los Angeles
Paloma Bernal, Universidad Rey Juan Carlos, Madrid Georgetown University

*New Media, Advertising, and Marketing Communications*
Priyanka Khandelwal, West Texas A&M University

*Student Research*
Pamela L. Mickelson, Morningside College

*Supply Chain Management and Business to Business Marketing*
Mel F. Zuberi, Saint John Fisher College

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◆

All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
2018 Reviewers: Thank you very much for your service to ACME!

Grant C. Aguirre, University of Central Oklahoma

David K. Amponsah, Troy University

Jeffrey Anderson, California State University

Türkan Dursun-Kilic, West Texas A&M University

Marilyn Eastman, Morningside College

Asri Jantan, Edinboro University

Kishwar Joonas, Prairie View A&M University

Priyanka Khandelwal, West Texas A&M University

Ceyhan Kilic, Tarleton State University, Texas A&M

Enrique Marinao Artigas, Universidad de Santiago de Chile

Sanjay S. Mehta, Sam Houston State University

Savita Hanspal, State University of New York, Potsdam, NY

Silvia L. Martin, California State University - Los Angeles

Pamela L. Mickelson, Morningside College

Lawrence Muzinga, Morningside College

Delmer Nagy, Tarleton State University, Texas A&M

Sergiy Spivakovsky, Higher Colleges of Technologies, UAE

Idrisha Tamuly, Gauhati Commerce College, India

Laura Lott Valenti, Nicholls State University

Yi-Chia Wu (Shair), Tarleton State University

Meltem Yaman, Nisantasi University, Turkey

Haithem Zourrig, Kent State University

Mel F. Zuberi, Saint John Fisher College
## CONGRATULATIONS!

### BEST OF TRACK PAPER AWARD WINNERS

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<thead>
<tr>
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<td>Antecedents of Independent Living: A Conceptual Framework for the Laboratory for Wellness and Motor Behavior – A New Branding Concept</td>
<td>Chris Shao, Tartleton State University, Texas A&amp;M  \nCeyhan Kilic, Tartleton State University, Texas A&amp;M</td>
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<td>Are Consumers Rational in the Use of Medications? Examining Consumer Awareness, Attitudes and Behaviors Related to Medicine Use in Turkey</td>
<td>Dilaver Tengilimoğlu, Atilim University, Turkey  \nPerihan Şenel Tekin, Ankara University, Turkey  \nAysu Kurtuldu, Trakya University, Turkey  \nTürkan Dursun-Kilic, West Texas A&amp;M University</td>
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<td>A Framework for Exploring Chinese Business Ethics</td>
<td>Tony Yan, New Mexico State University  \nMichael R. Hyman, New Mexico State University  \nJiani Jiang, New Mexico State University</td>
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<td>Changes in Refugees’ Consumption Patterns and Well-Being: A Theoretical Framework and Implications for Service Providers</td>
<td>Haithem Zourrig, Kent State University</td>
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<td>Marketing Education, Experiential and Service Learning Track</td>
<td>How Important are the Learning Styles of Marketing Students?</td>
<td>Gregory S. Black, Metropolitan State University - Denver</td>
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<td>Marketing Strategy Track</td>
<td>Study on the Factors that Favor Satisfaction in the Selection of a Smartphone Brand: Multi-Country Analysis</td>
<td>Enrique Marinao Artigas, Universidad de Santiago de Chile  \nKarla Barajas-Portas, Universidad de Anáhuac, - México  \nSilvia L. Martin, California State University - Los Angeles</td>
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<td>The Evolving Nature of Service Recovery: Examining the Impact of a Digital World</td>
<td>Donald Baack, Pittsburg State University</td>
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SESSION A  Marketing Education, Experiential and Service Learning

Session Chair:  Mel F. Zuberi, Saint John Fisher College

How Important are the Learning Styles of Marketing Students?
Gregory S. Black, Metropolitan State University of Denver

Suggestions to Increase Course Evaluation Response Rates in Online Courses
Denise T. Ogden, Penn State University - Lehigh Valley
James R. “Doc” Ogden, Kutztown University of Pennsylvania

Segmenting Present Day Undergraduate College Students Using Values and Behaviors: Relationship
Sarath A. Nonis, Arkansas State University
Gail I. Hudson, Arkansas State University
Melodie Philhours, Arkansas State University

Student Satisfaction with Online Courses: Antecedents and Implications for Program Design and Marketing
Irfan Ahmed, Sam Houston State University
Vivek S. Natarajan, Lamar University
Sanjay S. Mehta, Sam Houston State University
Gopala Ganesh, University of North Texas

SESSION B  Ethics, Law, and Public Policy

Session Chair:  Grant C. Aguirre, University of Central Oklahoma

Measuring the Efficacy of Online Education in Marketing Ethics
Stefan Genchev, University of Central Oklahoma
Grant C. Aguirre, University of Central Oklahoma

From Classical Democratic Theory to Elite Theory and the Need for a New Paradigm in Political Marketing in the Age of Trump
Grant C. Aguirre, University of Central Oklahoma

A Framework for Exploring Chinese Business Ethics
Tony Yan, New Mexico State University
Michael R. Hyman, New Mexico State University
Jiani Jiang, New Mexico State University

Creating Shared Value: Interpretation and Integration in Asia, and Strategic Research and Practice Development
Rebecca Chunghee Kim, Ritsumeikan Asia Pacific University Japan
Akira Saito, Chuo University Japan
Avvari V. Mohan, Nottingham University Business School Malaysia
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 8, 2018
(Thursday)

10:00 a.m. – 10:30 a.m.  Exhibit Hall (Ballroom C)

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.  Picuris

SESSION A  Marketing and Advertising Research

Session Chair: Priyanka Khandelwal, West Texas A&M University

The Evolving Nature of Service Recovery: Examining the Impact of a Digital World
Donald Baack, Pittsburg State University

Feasibility of the 2020 U.S. On-line Census: Lessons Learnt from the 2016 Australian Census
Sanjay S. Mehta, Sam Houston State University - Huntsville
Mark R. Leipnik, Sam Houston State University - Huntsville

The Effects of Advertising Valence on Comparative Advertising
Tommy Hsu, Tarleton State University, Texas A&M

10:30 a.m. – 12:00 p.m.  Sandia

SESSION B  Consumer Behavior and Customer Relationship Management

Session Chair: Kishwar Joonas, Prairie View A&M University

Are Consumers Rational in their Use of Medications? Examining Consumer Awareness, Attitudes and Behaviors Related to Medicine Use in Turkey.
Dilaver Tengilimoğlu, Atilim University, Turkey
Perihan Şenel Tekin, Ankara University, Turkey
Aysu Kurtuldu, Trakya University, Turkey
Türkan Dursun-Kılıç, West Texas A&M University

Mexican Consumers’ Flow Search Experience: A Study Proposal
Kishwar Joonas, Prairie View A&M University
Ahmed Mahfouz, Prairie View A&M University
Diana Dávila Ruiz, Universidad Anáhuac, México
Claudia Jaquelina González Trujillo, Universidad de Monterrey, México

Determinants of Recall of a Cognitive Learning Task in Mexico: A Theoretical Approach
Kishwar Joonas, Prairie View A&M University
Ahmed Mahfouz, Prairie View A&M University
Claudia Jaquelina González Trujillo, Universidad de Monterrey, México
Diana Dávila Ruiz, Universidad Anáhuac, México
March 8, 2018
(Thursday)

12:00 p.m. – 1:30 p.m.

**Lunch on Your Own**
Get together with some ACME colleagues and enjoy lunch!

1:30 p.m. – 3:00 p.m.  Picuris

**SESSION A**  Marketing Strategy and Innovation

**Session Chair:**  Silvia L. Martin, California State University - Los Angeles
Paloma Bernal, Universidad Rey Juan Carlos, Madrid.
Georgetown University - Washington, DC

*The Dynamics of Status of Handloom Industries in Haryana; A Study in Retrospects and Prospects*
Sanjay Arora, Guru Nanak Khalsa College Yamuna Nagar, India

Yi Chia Wu (Shair), Tarleton State University

*Impact of Strategy on New Product Development and Performance: Small Business Success*
Denisse Olivas, University of Texas - El Paso
Gary Frankwick, University of Texas - El Paso
Danaris Medina, University of Texas - El Paso
Art Diaz, University of Texas - El Paso

*Streamlining Maintenance Crew Capacity and Utilization to Improve Aircraft Availability*
Christopher Chadder, Texas A&M University
Malini Natarajarathinam, Texas A&M University

1:30 pm - 3:00 pm  Sandia

**SESSION B**  AxcessCapon Teaching Innovation Competition – Finalist Presentations

**Session Chair:**  Grant C. Aguirre, University of Central Oklahoma

Please join us for this session featuring finalists from the AxcessCapon Teaching Innovation Competition. The winning teaching innovation will be selected from the finalist presentations, with all finalists recognized at the ACME Awards Luncheon and Business Meeting on Friday at 12:00.

*ACME expresses its tremendous gratitude to AxcessCapon for once again sponsoring an ACME teaching award. AxcessCapon specializes in marketing textbooks and international business textbooks with an innovative variety of formats and prices. Visit www.axcesscapon.com for information.*

3:00 p.m. – 3:30 p.m.  Exhibit Hall (Ballroom C)

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ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 8, 2018
(Thursday)

3:30 p.m. – 5:00 p.m.  Picuris

### SESSION A  Marketing Strategy and Innovation

**Session Chair:** Silvia L. Martin, California State University - Los Angeles  
Paloma Bernal, Universidad Rey Juan Carlos, Madrid.  
Georgetown University - Washington, DC

- **The Influence of Customer and Supplier Network Ties on International Diversification**  
  Jeffrey Anderson, California State University - Los Angeles  
  Silvia L. Martin, California State University - Los Angeles  
  Ruby P. Lee, Florida State University

- **Study on the Factors that Favor Satisfaction in the Selection of a Smartphone Brand: Multi-Country Analysis**  
  Enrique Marinao Artigas, Universidad de Santiago de Chile  
  Karla Barajas-Portas, Universidad de Anáhuac, México  
  Silvia L. Martin, California State University - Los Angeles

- **Using Perceptions and Marketing Communication of AACSB’s New Standards to Entice Impact**  
  Laura Lott Valenti, Nicholls State University

- **New Developments in Marketing Capabilities during Turbulent Times**  
  Silvia L. Martin, California State University - Los Angeles

3:30 p.m. – 5:00 p.m.  Sandia

### SESSION B  Global and Cross-Cultural Marketing

**Session Chair:** Yi-Chia Wu (Chair), Tarleton State University

- **Online and offline shopping behavior in Indian Market**  
  Sergiy Spivakovsky, Higher Colleges of Technology, UAE  
  Idrisha Tamuly, Gauhati Commerce College, India

- **Bribery and Corruption: A Qualitative Content Analysis of Students’ Perceptions of a Bribery and Corruption Case Scenario**  
  David K. Amponsah, Troy University

- **Changes in Refugees’ Consumption Patterns and Well-Being: A Theoretical Framework and Implications for Service Providers**  
  Haithem Zourrig, Kent State University

- **Challenges Inhibiting Malaria Aid in the Democratic Republic of the Congo**  
  Brittany T. Gardner, Texas A&M University  
  Wei Lu, Texas A&M University  
  Malini Natarajarathinam, Texas A&M University
5:30 p.m. – 7:00 p.m.  Exhibit Hall (Ballroom C)

FBD Presidential Welcome Reception

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 historic sites.

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46th Annual Conference
March 13-16, 2019
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<tr>
<td><strong>Session Chair:</strong></td>
<td><strong>Sanjay S. Mehta</strong>, Sam Houston State University</td>
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</table>

*A Model for Academic Community Engagement*  
*Sanjay S. Mehta*, Sam Houston State University  
*Irfan Ahmed*, Sam Houston State University

*Building a Pipeline of Clients: Engaging Students with the Community*  
*Julie B. Haworth*, University of Texas - Dallas  
*Daniel Rajaratnam*, University of Texas - Dallas

*Client Roles in Student Projects*  
*Renée Gravois*, Sam Houston State University  
*Pamela L. Mickelson*, Morningside

*Evaluation of Service Learning*  
*Kishwar Joonas*, Prairie View A&M University

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<th>Marketing Advances</th>
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<tr>
<td><strong>Session Chair:</strong></td>
<td><strong>Haithem Zourrig</strong>, Kent State University</td>
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</table>

*Satisfying State Residents with Fewer Inputs: A Data Envelopment Analysis*  
*Chien-Chung Chen*, New Mexico Highland University

*Analytical Study of Market Acceptability & Market Response of Pepsi & Coca Cola.*  
*Anshul Sharma*, Vinayak Institute of Management, Karnal, Haryana (India)

*Exploring Attitudes towards Animals: Cases in Taiwan and the United States*  
*Yi Chia Wu (Chair)*, Tarleton State University

*Purchase Planning for Obsolete and Discontinued products for Nuclear Power Plants*  
*Christopher Walker*, Texas A&M University  
*Malini Natarajarathinam*, Texas A&M University

**FBD Coffee Break**

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PLENARY SESSION:

Session Chair: Silvia L. Martin, California State University – Los Angeles

“Get Carried Away” – Marketing the Albuquerque International Balloon Fiesta

Don’t miss our ACME Plenary Session, featuring representatives from the Albuquerque International Balloon Fiesta, the world’s premier balloon event! ACME members and members of all of our FBD sister organizations are invited to attend.

Plenary Session Overview:
The Albuquerque International Balloon Fiesta is the largest balloon event in the world, held each year in Albuquerque beginning the first weekend in October. From its first gathering of 13 balloons in 1972, the festival now features almost 600 balloons and pilots and more then 850,000 guests.

ACME is delighted to welcome a team of marketing and communications professionals from the Balloon Fiesta to share “high-lights of marketing the event.

For a premier publishing opportunity, check out the peer-reviewed FBD Journal at https://www.fbdonline.org/journal/

◆

All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
**ACME Business Luncheon and Awards Meeting**

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

The event is open ONLY to ACME Member and invited guests. Others will be charged $50.

### SESSION A  
**Branding and Brand Management**

**Session Chair:** Türkan Dursun-Kiic, West Texas A&M University

**Drivers of NFP Brand Equity for Millennials**  
Andrea Finchum, West Texas A&M University

**Do Smartphone Applications Create Brand Continuance?**  
Delmer Nagy, Tarleton State University, Texas A&M  
Jacob Hutson, Tarleton State University, Texas A&M  
Justin Johnson, Tarleton State University, Texas A&M

**Antecedents of Independent Living: A Conceptual Framework for the Laboratory for Wellness and Motor Behavior – A New Branding Concept**  
Chris Shao, Tarleton State University, Texas A&M  
Ceyhan Kilic, Tarleton State University, Texas A&M

**A Comparison of Customer Satisfaction for Online and In-Store Retailers: A Case of High Tech Product Purchases**  
Ceyhan Kilic, Tarleton State University, Texas A&M  
Türkan Dursun-Kiic, West Texas A&M University

### SESSION B  
**PANEL SESSION: Taking Sides, Changing Sides: Incorporating Diverse Perspectives in Marketing Education**

**Session Chair:** Irfan Ahmed, Sam Houston State University  
Sanjay S. Mehta, Sam Houston State University  
Irfan Ahmed, Sam Houston State University  
Mel F. Zuberi, Saint John Fisher College
FBD COFFEE BREAK

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WORKSHOP  Getting Your Students Better Prepared to Use Excel and Marketing Metrics

Session Chair:  Gopala Ganesh, University of North Texas

SESSION B  Student Research Symposium

Session Chair:  Pamela L. Mickelson, Morningside College

- Truth or Consequences, New Mexico: Lost History, Emerging Opportunities
  - Connor Matheson, McMurry University
  - Ann Liprie-Spence, McMurry University
  - Patricia A. Lapoint, McMurry University

- Online Shopping, Word of Mouth, and the Differences between Platforms: Social-based versus Retail-based Platforms
  - Trever Field, University of Central Oklahoma
  - Thanh Tran, University of Central Oklahoma

Please join us for the 2019 ACME Conference!
March 13-16, 2019  ◆ Houston, Texas
Hyatt Regency Houston
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President-Elect: Mark McMurtrey, University of Central Arkansas
Program Chair: Khaled A. Alshare, Qatar University
Program Chair-Elect: Matthew Lindsey, Stephen F. Austin State University
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VP - Finance: Michael Lane, Missouri Western State University
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Council Members: Pamela Rogers, Stephen F. Austin State University

Past President: Hong Qin, University of Texas - Rio Grande Valley

2018-2018 TRACK CHAIRS

Accounting: Mary Fischer, University of Texas - Tyler
Business Analytics: Adam M. Fadlalla, Qatar University
DSS & ES: Binshan Lin, Louisiana State University - Shreveport
E-Commerce & Mobile: Robert Cutshall, Texas A&M University - Corpus Christi
Enterprise Systems (ERP): Gina Harden, Stephen F. Austin State University
Finance: M. Kabir Hassan, University of New Orleans
Healthcare & Economics: Venugopal Gopalakrishna-Remani, University of Texas - Tyler
Info Security and Privacy: Mohammad I. Merhi, Indiana University - South Bend
Innovative Education: Kai S. Koong, Tuskegee University
International Business: Yasir Fadl, Qatar University
Internet of Things & Big Data: John Seydel, Arkansas State University
Management & Org Behavior: Michael Meeks, Louisiana State University - Shreveport
Management Info Systems: Michael Ellis, University of Central Arkansas
Marketing: Thiagarajan Ramakrishnan (Ram), Prairie View A&M University
Operations Management: Balaji Janamanchi, Texas A&M International University
Quality and Lean Six Sigma: Matthew Lindsey, Stephen F. Austin State University
Quantitative Methods: Robert Pavur, University of North Texas
Social Media & Networking: Habibullah Khan, Qatar University
Supply Chain, Logistics UAVs: Krishan Rana, Alabama A&M University
Business Environment, Law, Ethics, and Cross Cultural Studies: Andrew Mazen Dahdal, Qatar University
Student Track: Victor Prybutok, University of North Texas
Special Panels: S. Mantravadi, University of West Florida
Proceedings Editor: Mohan Rao, Texas A&M University - Corpus Christi
SPECIAL EVENTS, WORKSHOPS & PANELS

Workshop: Introduction to Predictive Analytics
Wednesday, March 7, 2018, 1:00 p.m. - 5:00 p.m.
Presenter: David E. Douglas, University of Arkansas

Journal Editors Panel
Thursday, March 8, 2018, 1:30 p.m. - 3:00 p.m.

Binshan Lin, Expert Systems with Applications, Moderator
Khaled A. Alshare, Studies in Business and Economics
Mary Fischer, Federation of Business Disciplines Journal
Kai S. Koong, International Journal of Services and Standards

Workshop: Structural equation modeling with WarpPLS: A focus on publication in top-tier decision sciences and information systems journals
Friday, March 9, 2018, 8:30 a.m. – 10:00 a.m.
Presenter: Ned Kock, Texas A&M International University

Deans Panel
Friday, March 9, 2018, 10:30 a.m. – 12:00 p.m.

The Challenges and the Future Role of Universities: Is It the Time to Change a Long-Standing Tradition?
Khaled A. Alshare, Qatar University, Moderator
Peggy Lane, University of Louisiana - Monroe, Moderator
Michael Lane, Missouri Western State University
Khalid Shams, Qatar University
Victor Prybutok, University of North Texas

FBD/SWDSI Choice Pick Session

Workshop: How to Use Assessment Analysis to Improve Student and Instructor's Performance
Friday, March 9, 2018, 10:30 a.m. – 12:00 p.m.
Presenter: Mahmood A. Ahmed, Qatar University

Friday, March 9, 2018, 1:30 p.m. – 3:00 p.m.
Presenter: Thuan Nguyen, University of North Texas

Doctoral Consortium
By Invitation Only

Friday, March 9, 2018, 12:30 p.m. – 5:00 p.m.

MEETINGS

SWDSI 2018 Business Meeting
Thursday, March 8, 2018 3:30 p.m. - 5:00 p.m.
CONGRATULATIONS!!!

RECIPIENT OF THE 2018 FEDERATION OF BUSINESS DISCIPLINES
DISTINGUISHED PAPER AWARD

Avoiding Double Whammy in Case of Service Failure
Ahasan Harun, University of North Texas

RECIPIENT OF THE 2018 FEDERATION OF BUSINESS DISCIPLINES
OUTSTANDING EDUCATOR AWARD

Carl M. Rebman Jr., University of San Diego

RECIPIENT OF THE SWDSI 2018 LIFETIME ACHIEVEMENT AWARDS

David E. Douglas, University of Arkansas
Michael E. Hanna, University of Houston - Clear Lake

RECIPIENTS OF THE 2018 BEST STUDENT PAPER AWARDS

Alpha Iota Delta Best Student Paper Award

Avoiding Double Whammy in Case of Service Failure
Ahasan Harun, University of North Texas

A Two-Stage Deep Neural Network Technique for Predicting the Insurance Cross-Selling Opportunity
Xiaoguang Tian, University of North Texas

The Role of Organizational Commitment and Pay Satisfaction in Employee Retention
Abdulla Abdulziz Turki Alsubaie, Qatar University
Workshop: Introduction to Predictive Analytics

Presenters: David E. Douglas, University of Arkansas

Participants in this hands-on workshop will walk-away with predictive analytics examples that they can immediately incorporate into their classes. Predictive models will be created using the more popular predictive models including multilinear regression and classification models including decision trees and neural networks as well as more advanced techniques such as random forests. This workshop will be valuable for faculty that are just starting into predictive analytics, new to the software, or just need an example to run as part of a class. IBM SPSS Modeler is the software that will be used for the workshop. It is a drag-and-drop GUI that allows building powerful models without programming.

For a premier publishing opportunity, check out the peer-reviewed FBD Journal at https://www.fbdonline.org/journal/

◆

All FBD conference participants are eligible to have their work considered for the low submission fee of $40.

Make plans to join us in Houston, Texas for our 2019 conference.

46th Annual Conference
March 13 - 16, 2019
Hyatt Regency Houston
Houston, Texas
March 8, 2018  
(Thursday)

7:00 a.m. – 8:30 a.m.  
Ballroom B

MEETING  
Officers and Directors Meeting

Presiding: Mohan Rao, Texas A&M University - Corpus Christi

Agenda:  
Officers Reports  
Old Business – Various Committee Reports  
New Business – To Be Determined

8:30 a.m. - 10:00 a.m.  
Apache

SESSION A  
Operations Management-I

Session Chair:  
Balaji Janamanchi, Texas A&M International University

Relative Importance of Environmental Awareness and Vehicle-Related Factors in a Decision-Making Model  
Lu Xu, University of North Texas  
Victor Prybutok, University of North Texas

Operationalizing Project Governance and Information Technology Governance: Implications of an Empirical Study of Impacts on Project Governance  
Pinyarat Sirisomboonsuk, University of Massachusetts - Dartmouth  
James Burns, Texas Tech University  
Ray Qing Cao, University of Houston - Downtown  
Vicky Gu, University of Houston - Clear Lake

Estimating Probability of Project Completion: Parkinson’s Law vs. Theory of Constraints  
Balaji Janamanchi, Texas A&M International University

Using the PPP Model to Analyze Performance at a Micro-Irrigation Company  
Mohan Rao, Texas A&M University - Corpus Christi

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!
SESSION B  Internet of Things and Big Data-I

Session Chair: Mobark Aldossari, University of North Texas

IoT in The Future: How It Will Shape Business Today. Daniel Mankey, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas
James Downey, University of Central Arkansas

Examining the Individual Acceptance of the Internet of Things (IoT) Technologies
Mobark Aldossari, University of North Texas
Anna Sidorova, University of North Texas

Overcoming Inaccuracy with Clustering Based Sentiment Analysis
Aleck Nash, University of the Incarnate Word

The Moderating Effect of Cultural Dimensions on the Adoption of Internet of Things
Khaled A. Alshare, Qatar University
Osaid Al Samarah, Qatar University

SESSION C  Innovative Education-I

Session Chair: Leslie Ramos Salazar, West Texas A&M University

A Probability Activity for Business Statistics Classes
Michael Ellis, University of Central Arkansas
Geoffrey Hill, University of Central Arkansas
Carla J. Barber, University of Central Arkansas

Web Scraping to Inform Curriculum Decisions: An Exploratory Study
Joseph H. Schuessler, Tarleton State University
Dennis Jones, Tarleton State University

The Role of Educator Preparation Programs, Goals, and Motivation in Technology Use in Math-Based Courses
Leslie Ramos Salazar, West Texas A&M University
Elsa Diego-Medrano, West Texas A&M University

The Impact of Blockchain in Business Curriculums
Jack Crumbly, Tuskegee University
SESSION D    Enterprise Systems (ERP)

Session Chair: Denise Philpot, University of North Texas

Predictors of Students’ Perceived Learning Outcomes in Sap-Enabled Courses: A System View of Students, Instructor, and the Software
Yu Zhao, Lamar University
Kakoli Bandyopadhyay, Lamar University
Cynthia Barnes, Lamar University

Lessons Learned Before, During and Post ERP Implementation: Case Study of A Manufacturing Firm
Peggy Lane, University of Louisiana - Monroe
Kirill Yurov, Missouri Western State University

Stickley or Ikea? Contrasting ERP Academic Alliance Philosophies
J. Christopher Zimmer, West Texas A&M University
Denise Philpot, University of North Texas

Use of an Equipment Acquisition Plan for Teaching Supply Chain Management
George L. Edwards, Tuskegee University

SESSION E    Innovative Education-II

Session Chair: Charfeddine Lanouar, Qatar University

Understanding Self-Regulated Learning of Historically Black Colleges and Universities (HBCU) Students
Obyung Kwun, Southern University - New Orleans
Ghasem S. Alijani, Southern University - New Orleans

The ITC/CIS Assessment Model
Elizabeth Prejean, Northwestern State University

Applications of Engagement Theory as a Retention Tool
Faye Jackson, Tuskegee University
Tiombe Jones, Tuskegee University
Cassandra Thomas, Tuskegee University

Exploring Factors Affecting the Adoption of E-Learning in GCC Countries: Integrating Individuals Values to the UTAUT Model
Charfeddine Lanouar, Qatar University
Ferchichi Asma, Manouba University - Tunisia
March 8, 2018  
(Thursday)

10:00 a.m. - 10:30 a.m.  
Exhibit Hall (Ballroom C)

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.*

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FBD Journal at [https://www.fbdonline.org/journal/](https://www.fbdonline.org/journal/)

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Houston, Texas
David Douglas, Emeritus Professor, has been an active member of Decision Sciences and Southwest Decision Sciences (SWDSI) since 1985. He retired August 2017 after 42 years on faculty with the University of Arkansas with his initial appointment in Industrial Engineering in 1975. He moved to what is now the Information Systems Department in 1978 and served as Department Chair from 1985 to 1997 and again as interim Department Chair in 2010. The Department implemented its PhD program and its Master of Information Systems program during his time as Department Chair. Dr. Douglas relished teaching, working with industry and applied research. He has taught in 5 different countries—Australia, China, France, Greece, and Vietnam. He is the recipient of several teaching and service awards. As Director of Enterprise Systems, he was instrumental in obtaining gifts in kind in excess of $200 million from Enterprise Systems platform partners—IBM, Microsoft, SAP, Teradata and SAS. He received IBM Faculty Awards in 2007 and 2013 and Teradata Pioneer Award in 2017. Publications have appeared in various journals including Communications of the ACM, Decision Sciences Journal of Innovative Education, Ethics and Behavior, the Journal of Business Ethics, the Journal of Computer Information Systems, the Journal of Organizational and End User Computing, Information and Management, and the Journal of Management Information Systems, as well as international, national and regional Proceedings of various Conferences.

David has been active in the Decision Sciences Institute DSI and Southwest Decision Sciences Institute as well as the Federation of Business Disciplines (FBD) since 1986. He has served in many capacities including President of SWDSI in 1996-97 and President of FBD in 2004-2005. He is the recipient of the SWDSI Outstanding Educator of the Year award in 2000 and the FBD Sam Bruno Lifetime Achievement Award in 2012. David continues to be involved with FBD and SWDSI focusing on data analytics.

Dr. Douglas received his PhD in Industrial Engineering from the University of Arkansas. He teaches in a wide variety of information systems areas with emphasis on data analytics, data mining, business intelligence, enterprise systems, and global IT. Research includes impact of data analytics and cognitive computing. He has taught in several countries and presents workshops worldwide. He has received a number of honors and awards including International Educator of the year (IACIS), 2010 Majdi Najm Outstanding Service Award (SAP University Alliances), IBM International Professor of the month, two IBM faculty awards and NSF co-principal investigator for Enterprise Computing Community. In addition to the Co-Director and Director positions at the University of Arkansas, Douglas serves on the Executive Committee of the Information Technology Research Institute as well as serving on the Teradata University Network Board, the SAP University Alliances Board and on the Editorial Board of the Journal of Global Communications. His work with industry partners’ results in hardware/software gifts valued at more than $20 million dollars annually.

SWDSI is indebted to David for his many valuable years of service to our organization. He has always been a great mentor, colleague and friend.
SESSION A  DSS & Expert Systems – I

Session Chair:  Carl M. Rebman Jr., University of San Diego

Thuan Nguyen, University of North Texas

Structure of Scholarly Collaboration Networks and Research Productivity Patterns in Louisiana: Using Scopus as a Tool
Binshan Lin, Louisiana State University - Shreveport

Using ANN with Geodesic Acceleration to Maximize Smart Energy Management
Queen Booker, Minnesota State University - Mankato
Carl M. Rebman Jr., University of San Diego
Hayden Wimmer, Georgia Southern University
Fred Kitchens, Ball State University

Detecting Mobile Advertising Click Fraud Using TensorFlow
Guoying Zhang, Midwestern State University

SESSION B  Information Security and Privacy

Session Chair:  Sandra Blanke, University of Dallas

A Comparative Study of Concerns for Health Information Privacy Issues in Taiwan and China
Hsin Ginn Hwang, National Chiao Tung University
Yun Lin, National Chiao Tung University

How Should a Chief Information Security Officer (CISO) Answer the Question from the Board: “How Secure Are We?”
Sandra Blanke, University of Dallas
Brian Wrozek, University of Dallas

Privacy Policy Evaluation of Universities in Saudi Arabia: Policy Ease of Access and Readability
Majed Aljazaeri, Towson University
Yuanqiong Wang, Towson University

Understanding Security Awareness Impacts on Healthcare Technology Avoidance Behavior
Bahae Samhan, Illinois State University
SESSION C  Innovative Education-III

Session Chair: Jack Crumbly, Tuskegee University

Collaboration with Corporate Partners in the Implementation of Innovation in Business Curriculums
Jack Crumbly, Tuskegee University

Challenges of Visual Analytics Course
Anil Aggarwal, University of Baltimore

An Excel-Based Active Learning Exercise for Introducing Linear Programming
George Boger, Texas A&M University - Texarkana
Gary Stading, Texas A&M University - Texarkana
Brian Matthews, Texas A&M University - Texarkana

Investigating Evolving Linguistic Styles and Politeness - A Millennial Perspective
Vikram Bhadauria, Texas A&M University - Texarkana
Gerald Plumlee Jr., Southern Arkansas University
Lina Marie De La Garza, Texas A&M International University

SESSION D  Finance-I

Session Chair: Terry Dancer, Arkansas State University

Foreign Exchange Rate Forecasting, Risk Premium Factor, and Carry Trade: Opportunities and Applications
Gokcen Ogruk, Texas Wesleyan University
Shengxiong Wu, Texas Wesleyan University
Sinan Yildirim, Texas Wesleyan University

Dodd-Frank Repeal: Assessing the Change in the Day-To-Day Activities of Financial Institutions
Terry Dancer, Arkansas State University
Dwayne Powell, Arkansas State University

Impact of Prolonged Low Oil Prices on the Efficiency and Productivity of Banks in Saudi Arabia, UAE and Qatar
Eung Jin Kim, Imam Abdulrahman Bin Faisal University
SESSION E  E-Commerce & Mobile

Session Chair:  Samer Takieddine, Eastern New Mexico University

Does Amazon’s Purchase of Whole Foods Signal Rejuvenated Interest in e-Grocery?
Stephanie Johnson, University of the Incarnate Word
Vess Johnson, University of Arkansas - Little Rock

Integrating Means-end Chain and Migration Theories to Reveal the Young People’s Cognitive Structure toward Social Networking Sites
Chin-Feng Lin, National Pingtung University
Chen-Su Fu, National Cheng Kung University

Factors Affecting Mobile Shoppers’ Loyalty: The Mediating Role of Perceived Value
Ruqing Zhang, New Mexico State University
Eugene Sull, New Mexico State University
Minjoon Jun, New Mexico State University

A Comparative Analysis of E-Government Implementation between Mena Region Countries and Lebanon
Majdi Abed, Sagesse University
Samer Takieddine, Eastern New Mexico University

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SESSION A

JOURNAL EDITORS PANEL

Session Chair: Binshan Lin, Louisiana State University at Shreveport

Topic: Things to do & Things not to do?


1:30 p.m. - 3:00 p.m.

SESSION B

Marketing

Session Chair: Thiagarajan Ramakrishnan (Ram), Prairie View A&M University

Service Capacity Allocation for Advance and Spot Selling Under Uncertain Demand
Hongkai Zhang, East Central University
Jiehui Ma, University of Wisconsin - Whitewater
James Rauch, East Central University

Cross-Cultural Intentions to Engage in Physical Activity
Najam Saqib, Laurentian University

3D Printing and Craftsman Tools, a Branding Case Study
Charlotte Allen, Stephen F. Austin State University
Gina Harden, Stephen F. Austin State University
Warren Fisher, Stephen F. Austin State University

The Role of Information Technology (IT) in Disaster Management (DM)
Louis Ngamassi, Prairie View A&M University
Thiagarajan Ramakrishnan (Ram), Prairie View A&M University
Shahedur Rahman, Prairie View A&M University
Tracy Jones, Prairie View A&M University
SESSION C  DSS & Expert Systems - II

Session Chair:  Aadel Darrat, Louisiana State University - Shreveport

A Decision Support Framework for Designing Multi-Server Queues with Finite Capacities
Daniel Myers, Rollins College

Ethical Considerations in the Usage of Artificial Intelligence
John Vassar, Louisiana State University - Shreveport

Confirmation Bias and Belief Perseverance: A Theory Hierarchy
Aadel Darrat, Louisiana State University - Shreveport
Bruce Alford, Louisiana Tech University

Diving into the Darknet: Using Tableau to Shed Some Light on Data Analysis
Ton Don, Georgia Southern University
Hayden Wimmer, Georgia Southern University
Carl M. Rebman Jr., University of San Diego
Scott Scheidt, Armstrong University

SESSION D  Management and Org Behavior-I

Session Chair:  Leslie Ramos Salazar, West Texas A&M University

An Examination of Career Mentorship among Faculty in Institutions of Higher Education
Leslie Ramos Salazar, West Texas A&M University
Elsa Diego-Medrano, West Texas A&M University

A Reverse Innovation Case from a Turkish Company: VESTEL
Ahu Tuğba Karabulut, Istanbul Commerce University

Team versus Individual Performance in Capstone Strategic Management Course
Karen Fowler, Colorado State University - Pueblo
Kristyn White, Colorado State University - Pueblo

Intra-Organizational Factors and Employee Job Practice Area Affecting Turnover Intention
Muhammad Hossain, Prince Mohammad Bin Fahd University
March 8, 2018  
(Thursday)

1:30 p.m. - 3:00 p.m.  
Navajo

SESSION E  
International Business

Session Chair:  
Peggy Lane, University of Louisiana - Monroe

Small School Short-Term Study Away: A Novice’s Guide  
Michael Lane, Missouri Western State University  
Peggy Lane, University of Louisiana at Monroe

Education for Responsible Future Leaders: International Experience and Civic Engagement  
Ru-Shiun Liou, University of Tampa  
Agnes Tang, Texas A&M University - Central Texas  
Brandon Griggs, Texas A&M University - Central Texas

Globalization, Corruption, Economic Freedom, and Foreign Direct Investment  
Banamber Mishra, McNeese State University

Social Capital and Success of Minority Entrepreneurialism  
Alexander Chen, University of Central Arkansas  
Michael Blanchett, University of Central Arkansas

3:00 p.m. – 3:30 p.m.  
Exhibit Hall (Ballroom C)

FBD Coffee Break

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Must be present to win.

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Houston, Texas
March 8, 2018
(Thursday)

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

**SWDSI 2018 Business Meeting**
Light Refreshments sponsored by the College of Business and Economics - Qatar University

5:30 p.m. – 7:00 p.m.  Exhibit Hall (Ballroom C)

**FBD Presidential Welcome Reception** - 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 historic sites.

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March 9, 2018  
(Friday)

7:30 a.m. – 8:30 a.m.  
Ballroom A

**Light Continental Breakfast**  
Sponsored by the College of Business and Economics-Qatar University

8:30 a.m. - 10:00 a.m.  
Apache

**SESSION A**  
**Social Media & Social Networking**

**Session Chair:**  
Gayle Prybutok, University of North Texas

*Formal Theory of Social Networking Sites with Proposed Application in Teaching and Learning*  
Murtaza Mohiuddin Junaid Farooque, Dhofar University

*Manik Kadam*, Allana Institute of Management Sciences

*Haridas Acharya*, Allana Institute of Management Sciences

*Role of Social Media in Women’s Health – BOON or BANE*  
V. V. Madhavi Lalitha, IIMR University

*Jinugu Anjaneyulu*, Universitat Oberta De Catalunya, Spain

*Karanam Hima Bindu*, Hamad Medical Corporation, Qatar

*A Case Study of Entrepreneurship among Transgender and Intersex Socioeconomic Backward Communities in India*  
Guruprasad Gadgil, University of North Texas

*Victor Prybutok*, University of North Texas

*Gayle Prybutok*, University of North Texas

8:30 a.m. - 10:00 a.m.  
Isleta

**SESSION B**  
**Accounting-I**

**Session Chair:**  
Thomas D. Tolleson, Texas Wesleyan University

*Greedy Grannies: A Case Study*  
Dwayne Powell, Arkansas State University

*Rodney Carmack*, Arkansas State University

*Tina Quinn*, Arkansas State University

*Corporate Social Responsibility Disclosure and Firm Value*  
Linh Le, University of North Texas

*Anh Ta*, University of North Texas

*Victor Prybutok*, University of North Texas

*ABCs and Criminogenic Markets: Analyzing Corporate Fraud*  
Thomas D. Tolleson, Texas Wesleyan University

*Shana Hellinger*, Capella University

*The Ethics of the AICPA Meets the AICPA’s Ethics*  
Thomas D. Tolleson, Texas Wesleyan University

*Mindy Henderson*, Texas Wesleyan University

*Jillian Scott*, Texas Wesleyan University
SESSION C  Management Information Systems I

Session Chair:  Mohammad I. Merhi, Indiana University – South Bend

*Health Information Sharing on Online Social Networks*
Han Li, University of New Mexico
Jie Zhang, Midwestern State University

*A Case Study in Online Reputation Management*
Yasir Chohan, University of Central Arkansas
Michael Ellis, University of Central Arkansas

*Strengthening Supply Chains through the Utilization of Big Data*
Dylan Howell, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

*An Investigation of the Factors Impacting the Implementation of Cloud-Based Electronic Health Record Systems*
Mohammad I. Merhi, Indiana University – South Bend

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SWDSI Lifetime Achievement Award

Michael E. Hanna, PhD

Dr. Michael E. Hanna is a Professor of Decision Sciences at University of Houston-Clear Lake (UHCL) and is retiring with over 38 years of dedication and service to academia. He holds a Ph.D. in Operations Research, an M.S. in Mathematics, and a B. A. in Economics from Texas Tech University. He has taught courses in statistics, management science, forecasting, and other quantitative methods. His dedication to the profession has been recognized by various awards, including the UHCL Beta Alpha Psi teaching award, the Beta Gamma Sigma Outstanding Scholar Award, and the UHCL President’s Distinguished Service Award.

He has authored best-selling books in quantitative methods including the 13th edition of Quantitative Analysis for Management. He served as vice-president and member of the board of directors of the Decision Sciences Institute (DSI) and as President of the Southwest DSI. His research interests include applications of mathematical models to branches of business research.

Dr. Hanna has been an active member of Southwest Decision Sciences (SWDSI) since 1979 and a member of Decision Sciences Institute (DSI) since 1978. He served both the region and the institute in various capacities and his service and recognitions include the following:

SWDSI Program Chair, President-Elect, and President in 1994
SWDSI Outstanding Educator Award in 1996
SWDSI Distinguished Service Award in 1997
SWDSI Archivist 2014 – 2018
Chair and/or member of numerous SWDSI committees including Outstanding Educator Committee and Distinguished Service Award Committee on many occasions
Regionally elected vice president of DSI
Member of DSI’s Innovative Education Committee, Regional Advisory Committee, and Nominating Committee
Chair and long-time member of the SWDSI Strategic Planning Committee

SWDSI is indebted to Mike for his many valuable years of service to our organization. He has always been a great mentor, colleague and friend.
SESSION D  Management Information Systems-II

Session Chair:  Olu Omolayole, Grambling State University

The Three-Way Interaction Investigation of Turbulent Scenario in the Relationship between Strategic IS and Firm Performance
Adilson Carlos Yoshikuni, Fundação Getulio Vargas - EAESP
Jose Eduardo R. Favareto, Fundação Getulio Vargas - EAESP
Alberto L. Albertin, Fundação Getulio Vargas - EAESP
Fernando De Souza Meirelles, Fundação Getulio Vargas – EAESP

Relevance versus Rigor in IS Research - A Review of Major Arguments and Directions for the Future
Sameer Dutta, McKendree University
Olu Omolayole, Grambling State University

Comparing Online Cart Abandonment Reasons between USA and Asia
Robert Cutshall, Texas A&M University - Corpus Christi
Chuleeporn Changchit, Texas A&M University - Corpus Christi

Critical Factors Affecting Revenue of Social Coupon Websites
Lucian Visinescu, Texas State University
Gina Harden, Stephen F. Austin State University

SESSION E  Healthcare and Economics - I

Session Chair:  Mark McMurtrey, University of Central Arkansas

Supply Chain Management: Managing the Supply Chain in Pediatric Healthcare
Brittany Hart, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

An Extension of the UTAUT Model to Willingness of Adopting Gene Repair Technology for End-Users
Xinyu Wei, University of North Texas
Victor Prybutok, University of North Texas
Xianghui Peng, Eastern Washington University

The Use of LSA in E-Health Education Analysis
Gayle Prybutok, University of North Texas
Heng Xie, University of North Texas
Victor Prybutok, University of North Texas

Revealing User Perception toward Online Registration System of Hospitals: Analyses of Means-End Chains and Kano Model
Liang-Shiun Lin, Kaohsiung Medical University
Yin-Chih Fu, Kaohsiung Medical University
March 9, 2018 
(Friday)

8:30 a.m. - 10:00 a.m. San Juan

SESSION F  Operations Management - II

Session Chair:  John Seydel, Arkansas State University

Modeling Pitfalls when Simulating Human Behavior
Farhad Moeeni, Arkansas State University
Karen Yanowitz, Arkansas State University
John Seydel, Arkansas State University

Pharmaceutical Applications for RFID’s
Daniel Mankey, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

Linear Programming Applications for Wood Procurement Systems
Matt Reynders, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

Parsimonious Measurement of Service Quality in Higher Education
William Senn, Texas Woman's University
Kittipong Boonme, Texas Woman's University
Victor Prybutok, University of North Texas

8:30 a.m. - 10:00 a.m. Santa Ana


Presenters:  Ned Kock, Texas A&M International University

In this 90-minute session, Dr. Ned Kock will discuss how to conduct a structural equation modeling (SEM) analysis using the software WarpPLS. Dr. Kock is the original developer of this software, which is one of the leading SEM tools today, used by thousands of researchers from a wide variety of disciplines, and from many different countries. This session will be hands-on and interactive. The following topics, among others, will be covered: Running a Full SEM Analysis; Assessing the Quality of the Measurement Model via a Confirmatory Factor Analysis; Testing Hypotheses by Assessing the Structural Model; Exploring Full Latent Growth; Conducting a Moderating Effects Analysis; Viewing Moderating Effects via 3D and 2D Graphs; Creating and Using Second Order Latent Variables; Viewing Indirect and Total Effects; Conducting a Factor-Based SEM Analysis; and Exploring Statistical Power and Minimum Sample Sizes.

10:00 a.m. - 10:30 a.m. Exhibit Hall (Ballroom C)

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.
SESSION A

Deans Panel: The challenges and the Future Role of Universities: Is It the Time to Change a Long-Standing Tradition?

It has been reported that when students graduate they will retain only about 25% of what they have learned, most of it will be related to the skills they learned and applied during their study. In his article, “Do We Need Universities Anymore? What If They Ran Out Of Customers?” Jim Clifton reported that Google and Ernst & Young are hiring employees without college degrees. Do organizations see less value in the traditional college degree? The panelists will discuss the challenges and the future role of universities.

Khaled A. Alshare, Qatar University, Moderator
Peggy Lane, University of Louisiana - Monroe, Moderator
Michael Lane, Missouri Western State University
Khalid Shams, Qatar University
Victor Prybutok, University of North Texas

SESSION B  Healthcare and Economics - II

Session Chair: Venugopal Gopalakrishna-Remani, University of Texas - Tyler

Health Information Technology Courses Offered by Accredited U.S. Universities
Marco Villarreal, Texas A&M University - Central Texas
Ferdi Eruysal, Texas A&M University - Central Texas

Understanding Factors for Mobile Applications Continuance: Extended Expectation-Confirmation Model
Javier Flores, Emporia State University
Juan Chavarria, Emporia State University

Examining the Influence of Sustainability Management and the Moderating Effect of Statistical Process Control on Level of Environmental Sustainability Adoption and Firm Environmental Performance
Venugopal Gopalakrishna-Remani, University of Texas - Tyler
Robert Paul Jones, University of Texas - Tyler

Application of Sports Ranking Models to Quality Management Cause-Effect Analysis
Don Pope, Abilene Christian University
Ryan Jessup, Abilene Christian University
### SESSION C  
**Management and Org Behavior-II**

**Session Chair:** Kaye McKinzie, University of Central Arkansas

**Toward an Integrative Model of Expatriation Effectiveness: A Synthesis of Expatriate Competence, Intelligence, Adaptability, Work-Role Demand, and Organizational Support**

Lee Li-Yueh, Kun Shan University  
Nguyen Phuoc Thien, Nanhua University

**Self-Initiated Expatriates’ Self-Determination, Person-Environment Fit, and Turnover Intention: A PLS-SEM Study**

Shih Yung Chou, Midwestern State University  
Tree Chang, Tatung Institute of Technology

**An Integrative Model of Service Innovation from Service-Dominant Logic Perspective**

Wu Wann-Yih, Nanhua University  
Chen Yu-Min, Nanhua University  
Nguyen Ha-Giang, Tunghai University

**Impact of Industry Experience on Classroom Effectiveness in US Business Schools**

Vance Lewis, University of Central Arkansas  
Kaye McKinzie, University of Central Arkansas

### SESSION D  
**Student Track-I**

**Session Chair:** Xiaoguang Tian, University of North Texas

**A Two-Stage Deep Neural Network Technique for Predicting the Insurance Cross-Selling Opportunity**

Xiaoguang Tian, University of North Texas

**Investigating Responsible Impression Management of Students on Social Networking Site**

Guruprasad Gadgil, University of North Texas

**Avoiding Double Whammy In Case of Service Failure**

Ahasan Harun, University of North Texas

**Investigating the Influence of Completing a Formal Nutrition Course on Young Adults Reported Consumption Behaviors**

Hillary Stark, University of North Texas

**The Role of Organizational Commitment and Pay Satisfaction in Employee Retention**

Abdulla Abdulziz Turki Alsubaie, Qatar University
SESSION E  Workshop: How to Use Assessment Analysis to Improve Student and Instructor’s Performance

Presenters: Mahmood A. Ahmed, Qatar University

The purpose of using different assessment tools is to get substantive and objective judgment about strengths and weaknesses of both students and instructors’ performance. Based on performance evaluation, recommendations for improving teaching and learning processes are considered. Therefore, assessment tools should be objective, accurate, and explicit (reliable and valid) in order to make the right decisions. This workshop will focus on assessment analysis, starting from calculating the different types of validity and reliability of assessment tools, through calculating the difficulty and discrimination index of test items, and ending by interpreting the results and preparing improvement action plan.

Doctoral Consortium by Invitation Only

Light lunch provided and open to doctoral students only. Sponsored by the College of Business and Economics - Qatar University.
SESSION A  Finance-II

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

The Impact of Business Group Affiliation on Stock Price Informativeness: Evidence from an Emerging Market
Doug Dyer, Texas A&M University - Central Texas
Mel Kullu, University of Central Florida
Gokhan Yilmaz, University of Florida

Disposition Effect and Momentum Impact in Stock Investing
M. Kabir Hassan, University of New Orleans

Is Tech-based Economy killing Fed's Notion of Inflation?
Sudip Ghosh, Penn State University
Ujjal Chatterjee, American University at Sharjah

Forecasting Realised Volatility Using ARFIMA and HAR Models
Marwan Izzeldin, Lancaster University
M. Kabir Hassan, University of New Orleans

SESSION B  Supply Chain, Logistics and UAVs

Session Chair:  Krishan Rana, Alabama A&M University

Application of Data Envelopment Analysis to Relief Logistics Facility Location-Allocation Decisions
Jae-Dong Hong, South Carolina State University
Ki-Young Jeong, University of Houston - Clear Lake

Effect of Multiple Generation in Workforce on Supply Chain Productivity
Krishan Rana, Alabama A&M University
Rashida Wilson, Alabama A&M University

Unmanned Aerial Vehicles (UAVs) and Healthcare
Krishan Rana, Alabama A&M University
Emeka Dunu, Alabama A&M University

Effect of Multi-Cultures on Supply Chain Management
Krishan Rana, Alabama A&M University
Kendra Harris, Alabama A&M University
SESSION C   Management and Org Behavior-III

Session Chair: Iris Johnson, Louisiana State University - Shreveport

*An Evaluation of the Impact Culture and Motivation in Central America and the Americas with an Evaluation of Service, Manufacturing, Retail, Government and the Public Sector*

Rickey Casey, Campbellsville University
Robert Hilton, Missouri Southern State University

*Flip-Flopping, Memory and the Impact on Perceived Leadership Ability*

Michael Chikeleze, Louisiana State University - Shreveport
Melissa Hawthorne, Louisiana State University - Shreveport
Iris Johnson, Louisiana State University - Shreveport

*Entrepreneurial Loyalty: Applications of Corporate Organizational Commitment Research*

Ryan Bailey, University of Tulsa
Janet Bailey, University of Arkansas - Little Rock

*Closer to Engaging: A Survey of the Two Dominant Views of Engagement*

Logan Jones, Missouri Western State University
Dongni Wan, Missouri Western State University
Phillip Frank, Missouri Western State University

For a premier publishing opportunity, check out the peer-reviewed FBD Journal at https://www.fbdonline.org/journal/

◆

All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
SESSION D  
**Student Track - II**

**Session Chair:** Keya Sen, University of North Texas

*The Value of a Community Based Mobility Improvement Program in Addressing Social Isolation Among the Elderly.*

**Keya Sen,** University of North Texas  
**Gayle Prybutok,** University of North Texas

*Goodness of Fit Indices and Interaction Terms in an Ehealth Behavioral Intention Model for Assessing PLS-SEM and CB-SEM*  
**Anh Ta,** University of North Texas

*Appraising Motivation and Health Benefits of an Innovative Physical Activity Program for Older Adults: A Case Study at The Seniors in Motion Fitness Center, Denton, Texas*  
**Theresa Abah,** University of North Texas  
**Gayle Prybutok,** University of North Texas

*Impact of Employees’ Perceived Corporate Social Responsibility (PCSR) on Their Organizational Citizenship Behavior (OCB): A Moderation Study*  
**Tahniyath Fatima,** Qatar University

---

SESSION E  
**Internet of Things and Big Data—II**


**Presenter:** Thuan Nguyen, University of North Texas

The main objective of this workshop is to learn and practice the steps to set up a Hadoop system that includes Hadoop Distributed File System (HDFS), MapReduce, Apache Yarn, Apache Hive, and the database PostgreSQL. The skills can be applied to teaching, learning, and performing big data analytics including data visualization.

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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  
Accounting - II

Session Chair:  
Osama Mah'D, Qatar University

*Jones Energy: A Case Study*

Dwayne Powell, Arkansas State University  
Tina Quinn, Arkansas State University  
Rodney Carmack, Arkansas State University

*The Relationship between Evidence Characteristics and Audit Efficiency and Effectiveness: Evidence from Middle Eastern Countries*

Osama Mah'D, Qatar University  
Manal Ali, Applied Science University  
Ghassan Mardini, Qatar University

*California: Why It's Not Just About Water*

Colton Montgomery, Stephen F. Austin State University  
Mary Fischer, University of Texas - Tyler  
Treba A. Marsh, Stephen F. Austin State University

*How Millennial Managers Communicate: A Re-examination of Communication Media Choice by Today’s Managers*

Jennifer L. Ziegelmayer, IÉSEG School of Management  
Laurie Barfitt, Western New Mexico University

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 9, 2018  
(Friday)  

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

SESSION B  Management Information Systems-III

Session Chair: Gayle Prybutok, University of North Texas

Measuring Smart Cities Awareness: City of Denton Case Study  
Abdulrahman Habib, University of North Texas  
Victor Prybutok, University of North Texas  
Gayle Prybutok, University of North Texas

Can Smart Cities Meet Millennials Expectations?  
Abdulrahman Habib, University of North Texas  
Victor Prybutok, University of North Texas  
Gayle Prybutok, University of North Texas

Users’ Continuance Intention towards Smart Devices  
Xiaotong Liu, University of North Texas  
Edoardo Rubino, University of Wisconsin - Platteville  
Victor Prybutok, University of North Texas

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

SESSION C  Quantitative Methods

Session Chair: Matthew Lindsey, Stephen F. Austin State University

Revisiting the Assumption of Geometric Distribution in Modeling Intermittent Demand  
Matthew Lindsey, Stephen F. Austin State University  
Robert Pavur, University of North Texas

An Optimization Model for the Package Assignment Problem for Online Retailers  
Cenk Caliskan, Utah Valley University

Behavioral Examination of Inventory Risk Effects on Channel Competency: An Empirical Study  
Ahasan Harun, University of North Texas

Airline Overbooking Model: Then and Now  
John Seydel, Arkansas State University  
Mingdelun Chen, Texas A&M University
SESSION D  Business Environment, Law, Ethics, and Cross-Cultural Studies

Session Chair: Andrew Mazen Dahdal, Qatar University

Young Family Members in the Management Boards and Boards of Directors on Non-Public Family Firms Incorporated in Poland
Marek Pawlak, John Paul II Catholic University of Lublin

What is Old is New Again: Are There Pitfalls in Returning to Racial Appeals in Union Organizing Campaigns?
Robert Robinson, University of Mississippi
Sam Cousley, University of Mississippi
Dave Nichols, University of Mississippi

The Rule of Law, Governance and Political Corruption
Thomas D. Tolleson, Texas Wesleyan University
Shengxiong Wu, Texas Wesleyan University
Mindy Henderson, Texas Wesleyan University

Student Perceptions of Cheating: A Comparison of Business and Non-Business Students
Thomas D. Tolleson, Texas Wesleyan University
Audrey Showalter, Texas Wesleyan University

Cross Jurisdictional Corporate Governance in Qatar
Andrew Mazen Dahdal, Qatar University

SESSION E  Innovative Education-IV

Session Chair: Russell (Rusty) Calk, Texas A&M University – Central Texas

Teaching in an Interdisciplinary Graduate Program: Building Connections between Courses
Denise Philpot, University of North Texas

Some Observations on the ABDC List
Kai S. Koong, Tuskegee University
Lai C. Liu, University of Texas - Rio Grande Valley
Haoyu Wen, Xidian University - China
Yuntao Zhang, Xidian University - China

Education Innovation and Achievement: A Comparative Study of the Us, China, France, and Cameroon
Yvette Essounga, Virginia State University
Maurice Fouda Ongodo, Higher School of Economics and Commerce - Cameroon
Ayse Balas, Virginia State University
Yvette Y. Njan, Abraham Lincoln School of Law
SESSION E  Innovative Education-IV

Students’ Expectations within the College of Business Classroom
Angela Patrick, Texas A&M University - Central Texas
Rick Simmons, Texas A&M University - Central Texas
Russell (Rusty) Calk, Texas A&M University - Central Texas

A Taxonomy of Methods for Increasing Students Knowledge Retention
Khaled A. Alshare, Qatar University

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♦♦♦

Make plans to join us in Houston for our 2019 conference.

46th Annual Conference
March 13-16, 2019
Hyatt Regency Houston
Houston, TX
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CONGRATULATIONS!

Recipient of the Distinguished Paper Award - Federation of Business Disciplines

Collective Mind: A Study of Development and Team Performance  
Stephanie Solansky, University of Houston - Victoria  
Donna Stringer, University of Houston - Clear Lake

Recipient of the 2018 Southwest Academy of Management Best Reviewer Award

Candace TenBrink, University of Houston - Downtown
2018 TRACK CHAIRS

Entrepreneurship / Small Business / Innovation
Manjula Salimath, University of North Texas

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Brian W. Kulik, Angelo State University
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Lee Tyner, University of Central Oklahoma

Military Management
Shane Bertolio, Angelo State University
Karen Leonard, University of Arkansas - Little Rock

Organizational Behavior and Leadership
Ethan P. Waples, University of Central Oklahoma

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

Organizational Theory / Strategy / Sustainability
David Epstein, University of Houston - Downtown
Marcia Hardy, Northwestern State University of Louisiana

Project Management / Operations Management
Natasa Christodoulidou, California State University - Dominguez-Hills

Professional Development Workshops
Lee Tyner, University of Central Oklahoma
M. Suzanne Clinton, University of Central Oklahoma

Teaching and Learning Conference
Karen Leonard, University of Arkansas - Little Rock
Veena P. Prabhu, California State University - Los Angeles
1:30 p.m. – 3:00 p.m.  Nambe

WELCOME TO THE SOUTHWEST ACADEMY OF MANAGEMENT ANNUAL MEETING

Robert H. Epstein, 2018 SWAM President

TRACK TITLE  General Management / International Management

SESSION A  Management Issues and Leadership

Session Chair:  Meghan C. Wright, Texas Wesleyan University

The Process of Managerial Issue Definition: An Investigative Foray
William Martello, St. Edward’s University

An Undergraduate and Graduate Student Assessment of Perceived Leader Integrity
Phillip Lewis, Oklahoma Christian University
Jody Jones, Oklahoma Christian University

Gender and Authority Bias in Leadership
Phillip Lewis, Oklahoma Christian University

The Good Life and Preference for Leadership: An International Survey of Young Adults
Stephen J. J. McGuire, California State University - Los Angeles
Veena P. Prabhu, California State University - Los Angeles
Kern K. Kwong, California State University - Los Angeles
Robert L. Tang, De La Salle College of Saint Benilde
Minghao Shen, Guangdong University of Foreign Studies
Yang Zhang, New York University

1:30 p.m. – 3:00 p.m.  Navajo

TRACK TITLE  Professional Development Workshops

SESSION B  Student Mentoring and Retention

Expected and Unexpected Outcomes of an Undergraduate Mentoring Program
M. Suzanne Clinton, University of Central Oklahoma
Holly Osburn, University of Central Oklahoma
Christina Alexander, University of Central Oklahoma

Factors Affecting Student Retention in Higher Education
Nautica Greene, University of Central Oklahoma
M. Suzanne Clinton, University of Central Oklahoma
Susanne Currier, University of Central Oklahoma
March 7, 2018
(Wednesday)

1:30 p.m. – 3:00 p.m.  San Juan

TRACK TITLE  Teaching and Learning Conference

SESSION C  Teaching and Disruptive Innovation

Session Chair:  Karen Leonard, University of Arkansas - Little Rock

Comparing Secondary and Post-Secondary Student Learning Preferences: Implication for Future Entrepreneurship Courses
Julia Truitt Poynter, Transylvania University

Infusing Experiential Learning in Strategy **Best in Track**
Candace TenBrink, University of Houston - Downtown
Artem Malinin, University of Houston - Downtown

Effective Rubric Design: A Ten-Step Guide
David C. Leader, University of Central Oklahoma

12:00 p.m. – 1:30 p.m.  Zuni

SPECIAL SESSION

SWAM Executive Council only (President, President Elect, and Immediate Past President)

For a premier publishing opportunity, check out the peer-reviewed FBD Journal at https://www.fbdonline.org/journal/

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All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

March 7, 2018
(Wednesday)

3:00 p.m. – 3:30 p.m. Nambe/Navajo Foyer

SWAM COFFEE BREAK

3:30 p.m. – 5:00 p.m. Nambe

TRACK TITLE  Entrepreneurship / Small Business / Innovation

SESSION A  Different Facets of Entrepreneurship

Session Chair: Vallari Chandna, University of Wisconsin – Green Bay

Discussants: Jamie Keen, Webster University
Oscar Montiel, Universidad Autonoma de Ciudad Juarez

The Dark Side of Entrepreneurship: A Reflection on Their Multidimensionality
Oscar Montiel, Universidad Autonoma de Ciudad Juarez
Mark Clark, University of North Texas

Lifestyle Entrepreneur: Choice or Last Resort?
Jamie Keen, Webster University
Julie Palmer, Webster University

3:30 p.m. – 5:00 p.m. Navajo

TRACK TITLE  Professional Developmental Workshop

SESSION B  Critical Thinking

Engaging Students in Critical Thinking
Meghan C. Wright, Texas Wesleyan University
Chris Parker, Texas Wesleyan University

3:30 p.m. – 5:00 p.m. San Juan

TRACK TITLE  Teaching and Learning Conference

SESSION C  Professional and Career Development of Instructors

Faculty Retention: Holding on to What We’ve Got
Karen Leonard, University of Arkansas - Little Rock
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<td>Panel on OD Horizons: Management and Networking</td>
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<td>John Tourangeau, St. Norbert, Jiayi (Elizabeth) Yu, Benedictine University, DJ Himstedt, Benedictine University</td>
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<td>Brian Martinson, Tarleton State University</td>
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<td>Age and the Digital Divide</td>
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<td>Cognitive and Non-Cognitive Human Capital Predictors of Employee Behaviors and Work Performance</td>
<td>Brian Martinson, Tarleton State University</td>
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<td>Ethnicity and Job Interviews</td>
<td>Julio Canedo, University of Houston - Downtown, Christopher Langford, University of Mary Hardin-Baylor</td>
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</table>
8:30 a.m. – 10:00 a.m.  Zuni

**TRACK TITLE**  Organizational Behavior and Leadership

**SESSION D**  Influencing the Milenial Generation

**Session Chair:** Gayle Baugh, University of West Florida

**Session Discussant:** Stephanie Solansky, University of Houston - Victoria

*Ingratiation Behavior in Social Networking Services*
**Samantha Murray,** Wayland Baptist University  
**M. Suzanne Clinton,** University of Central Oklahoma

*Research Note: A Model of the Millennial Cohort and Work Commitment*
**Stephen Jaros,** Southern University and A&M College  
**Xiaohan Gao-Urhahn,** Robert Bosch GmbH

*Generational Differences in the Workplace*
**Samantha Murray,** Wayland Baptist University  
**Janet Jones,** Wayland Baptist University  
**Shelley Tap,** Wayland Baptist University

8:30 a.m. – 10:00 a.m.  Kiva Boardroom

**SPECIAL SESSION**  
**SWAM Officers’ Meeting**

**Presiding:** Robert H. Epstein, University of Central Oklahoma  
President, Southwest Academy of Management, 2017-2018

10:00 a.m. – 10:30 a.m.  Exhibit Hall (Ballroom C)

**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: Doctoral Consortium

SESSION A: Navigating Early Career Changes
(Admittance by Application or Invitation only)

Presiding: John N. Davis, Hardin-Simmons University
Consortium Director & Past President, Southwest Academy of Management

10:30 a.m. – 12:00 p.m.

TRACK TITLE: Professional Development Workshops

SESSION B: Social Media and Learning

Assessing the Effects Social Media has on Online Learning
Sheron Lawson, Wayland Baptist University
Samantha Murray, Wayland Baptist University
Thomas Taylor, Lindsey Wilson College

10:30 a.m. – 12:00 p.m.

TRACK TITLE: Organizational Theory / Strategy / Sustainability

SESSION C: Corporate and Academic Strategies

Session Chair: Candace TenBrink, University of Houston-Downtown

Discussants: Candace TenBrink, University of Houston-Downtown

Post-Restructuring Governance: An Examination of Interlocking Directorates **Best in Track**
Luke Cashen, Nicholls State University
Ken Chadwick, Nicholls State University

Taxonomies and Corporate Name Differences in Contestable Markets: The Case of Executive Search Firms
Amanda Evert, Southwestern Oklahoma State University
Carlos Baldo, Colorado Mesa University
Shelbey Trawick, Southwestern Oklahoma State University

Organizational Change
Ellen Winter, Benedictine University
March 8, 2018
(Thursday)

10:30 a.m. – 12:00 p.m.  
Zuni

Choice Pick Session

TRACK TITLE  Organizational Behavior and Leadership

SESSION D  Explorations of Commitment, Satisfaction, and Performance

Session Chair:  Ethan P. Waples, University of Central Oklahoma

Session Discussant:  Gayle Baugh, University of West Florida

Loving What You Do? A Conceptual Model of Work as a Love Object
Brad Almond, Texas A&M University - Central Texas

The Elusive Satisfaction-Performance Relationship: Discrete Emotions as the Missing Link
Prajya Vidyarthi, University of Texas - El Paso
Satvir Singh, Angelo State University

Employee Commitment to a Self-Directed Work Team Transition: Self Determination Theory Observed in Direct Labor
John Hoffman, Woodward Inc. & Georgia State University
Nathan Bennett, Georgia State University

12:00 p.m. – 1:30 p.m.  
Ballroom A

TRACK TITLE  SWAM Luncheon and Reception

SESSION  Speaker Series

Presiding:  Brian W. Kulik, Angelo State University
Program Co-Chair, Southwest Academy of Management, 2017-18

Complimentary for pre-registered SWAM members.

For a premier publishing opportunity, check out the peer-reviewed FBD Journal at https://www.fbdonline.org/journal/

◆

All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
1:30 p.m. – 3:00 p.m.  Acoma

TRACK TITLE  Organizational Development / Conflict Management

SESSION A  Panel on the Era of Technology and Networking: OD Opportunities

Session Chair:  Peter Sorensen, Benedictine University
Discussants:  Therese Yaeger, Benedictine University
Panelists:  Peng Zhang, Benedictine University
            Tricia Riedl, Benedictine University
            Bryan McCusker, Benedictine University
            Donna Ogle, Benedictine University

1:30 p.m. – 3:00 p.m.  Cochiti

TRACK TITLE  Round Table Discussion

SESSION B  An Era of Social Networking: Past President Reflections

Session Chair:  Manjula Salimath, University of North Texas
Presiding:  Manjula Salimath, University of North Texas
Panelists:  Donna Ledgerwood, University of North Texas
            Gayle Baugh, University of West Alabama
            Donald Baack, Pittsburg State University
            Janie Gregg, University of West Alabama
            M. Suzanne Clinton, University of Central Oklahoma

SWAM Past-Presidents will give their views on the health and wellness of the SWAM organization and share ideas about how we should grow the organization with disruptive innovations. This PDW is a unique opportunity for current SWAM members and leaders to hear from those who have served SWAM as past leaders. Former SWAM presidents will share their experiences, perspectives, and insights regarding the strengths of SWAM as a regional AOM affiliate. A panel of past presidents will talk about their tenure with the organization, discuss key challenges, and provide some guidance and insight for current officers and members. They will take suggestions and questions from the participants.

This session is open for all SWAM members!

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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March 8, 2018
(Thursday)

1:30 p.m. – 3:00 p.m.

**TRACK TITLE**  Human Resources / Careers

**SESSION C**  Recruitment and Selection

**Session Chair:**  Dianna C. Krueger, Tarleton State University

*Follow Me: The Use of Social Media in Recruitment*
Delores Alarcon, Texas A&M University - San Antonio
Angela Villarreal, Texas A&M University - San Antonio
Anna Waller, Texas A&M University - San Antonio
Sandra Degrassi, Texas A&M University - San Antonio
Heather Staples, Texas A&M University - San Antonio

*Social Media and Selection: The Role of Attractiveness, Self-Promotion, and Privacy Setting*
Rahul Chauhan, West Texas A&M University

*Selecting Personnel for Sales: An Examination of Physical Traits, Personality, and Entrepreneurial Skills*
Robert H. Epstein, University of Central Oklahoma

1:30 p.m. – 3:00 p.m.

**TRACK TITLE**  Organizational Behavior and Leadership

**SESSION D**  Is it Good, Bad, or Both? Looking at Both Sides of the Conceptual Coin

**Session Chair:**  Samantha Murray, Wayland Baptist University

*Deviance Redefined: Characterizing Positive Deviance*
Candace TenBrink, University of Houston - Downtown
David Epstein, University of Houston - Downtown

*Prosocial, Antisocial or Withdrawal: A Dual-Systems Model of Employee Responses to Workplace Ostracism*
Francee Preston, University of Memphis
Robert Renn, University of Memphis

*From Bad to Worse: How Followers React to Escalating Unethical Behaviors of Leaders*
Holly Osburn, University of Central Oklahoma
Ethan P. Waples, University of Central Oklahoma
Victoria McKee, University of Central Oklahoma
March 8, 2018  
(Thursday)

3:00 p.m. – 3:30 p.m.  
Exhibit Hall (Ballroom C)

**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.  
Acoma

**TRACK TITLE**  
**Doctoral Consortium**

**SESSION A**  
**Welcome, Getting Through the Dissertation and Personal Relationships**  
(Admittance by Application or Invitation only.)

**Presiding:**  
**John N. Davis,** Hardin-Simmons University  
Consortium Director & Past President, Southwest Academy of Management

3:30 p.m. – 5:00 p.m.  
Cochiti

**TRACK TITLE**  
**Professional Development Workshops**

**SESSION B**  
**Student Integrity in the Digital Age**

_The State of the Art in Student Cheating_

**Robert H. Epstein,** University of Central Oklahoma  
**David C. Leader,** University of Central Oklahoma

3:30 p.m. – 5:00 p.m.  
Laguna

**TRACK TITLE**  
**Teaching and Learning Conference**

**SESSION C**  
**Pedagogy**

_Socratic Dialogues in the Management Classroom_

**Brad Almond,** Texas A&M University - Central Texas

For a premier publishing opportunity, check out the peer-reviewed **FBD Journal** at [https://www.fbdonline.org/journal/](https://www.fbdonline.org/journal/)

◆

All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
March 8, 2018
(Thursday)

3:30 p.m. – 5:00 p.m. Zuni

TRACK TITLE  Organizational Theory / Project Management

SESSION D  Current Issues

Session Chair: Vishal K. Gupta, University of Alabama

Towards a Framework for Creating Sustainable Supply Chains
Mysore Ramaswamy, Southern University and A&M College

Strategic Innovation within Hybrid-Enterprises
Mark Clark, University of North Texas
Oscar Montiel, Universidad Autonoma de Ciudad Juarez

Global Organization Identity
Ellen Winter, Benedictine University

Digging for the Truth: Replication and Extension of Hill, Upadhyay, and Beekun (2015)’s Work on CEO Gender Gap
Vishal K. Gupta, University of Alabama
Sandra Mortal, University of Alabama
Xiaohu Guo, University of Alabama

5:00 p.m. – 6:00 p.m. Zuni

SPECIAL SESSION
Planning Meeting for the SWAM 2019 Conference
Houston, Texas, March 13-16, 2019

Presiding: Brian W. Kulik, Angelo State University
Program Chair-Elect, Southwest Academy of Management, 2017-18

Help shape SWAM’s next meeting to be held in Houston, Texas, at the Hyatt Regency Houston, March 13-16, 2019. Join in a thoughtful exchange of ideas and creative suggestions as we seek to continually improve the SWAM conference experience.

5:30 p.m. – 7:00 p.m. Exhibit Hall (Ballroom C)

FBD Presidential Welcome Reception

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. 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 events or dinner.
March 9, 2018
(Friday)

8:30 a.m. – 10:00 a.m.  Acoma

TRACK TITLE  Organizational Development / Conflict Management / Healthcare Management

SESSION A  Organizational Development and Data Decisions

Session Chair: DJ Himstedt, Benedictine University

Big Data, Decision-Making, and Organizational Culture
Donna Ogle, Benedictine University

Applying Western Organization Development in China: A Brief Introduction of a Revolutionary Change, Mobil E-Commerce, in China
Peng Zhang, Benedictine University

Connecting Healthcare in China and US through Social Networking
Jiayi (Elizabeth) Yu, Benedictine University

Social Media in Healthcare: A Means to Enhance Safe, Quality Patient Outcomes
Agnes Therady, Benedictine University

8:30 a.m. – 10:00 a.m.  Cochiti

TRACK TITLE  Professional Development Workshops

SESSION B  Making the Learning Experience Meaningful

The Elevator Speech: Practical Ways to Help Your Students “Get it”
John N. Davis, Hardin-Simmons University

Selecting Books for Your Next Course
Lee Tyner, University of Central Oklahoma

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 9, 2018
(Friday)

8:30 a.m. – 10:00 a.m.  

**Laguna**

**TRACK TITLE**  Ethics / Corporate Social Responsibility

**SESSION C**  CSR and Organization

**Session Chair:**  Manjula Salimath, University of North Texas

*A Model Code of Ethics for Decision Making in Accounting Professions*

Dinah Payne, University of New Orleans

Christy Corey, University of New Orleans

Cecily Raiborn, Texas State University

*Manipulative Businesses Part II: Manipulative Businesses and Society*

Brian W. Kulik, Angelo State University

Michelle Alarcon, Hawaii Pacific University

Manjula Salimath, University of North Texas

---

8:30 a.m. – 10:00 a.m.  

**Taos**

**TRACK TITLE**  Best Paper Session

**SESSION D**  Recognition of the SWAM 2018 Award Winners

**Presiding:**  Veena P. Prabhu, California State University, Los Angeles

President Elect, Southwest Academy of Management, 2017-18

*Recipient of the Distinguished Paper Award – Federation of Business Disciplines*

Collective Mind: A Study of Development and Team Performance **Best in Track**

Stephanie Solansky, University of Houston - Victoria

Donna Stringer, University of Houston - Clear Lake

*Recipient of the 2018 Southwest Academy of Management Best Reviewer Award*

Candace TenBrink, University of Houston - Downtown

*Remarks by 2017 SWAM Outstanding Educator*

Stephen V. Horner, Pittsburg State University

*Recipient of the 2017 Outstanding Educator Award*
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.

<table>
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<tr>
<th>TRACK TITLE</th>
<th>Session Title</th>
<th>Session Chair</th>
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<td>Acoma</td>
<td>Organizational Development / Conflict Management</td>
<td>Motivations and Generations: OD Opportunities</td>
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<td>Donna Ogle, Benedictine University</td>
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<td>Motivational Theory in a Brave New World</td>
<td>Jessica Himstedt, Benedictine University</td>
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<td>Generational Differences: Understanding and Exploring Generation Z</td>
<td>Meghan C. Wright, Texas Wesleyan University, Thomas Nichols, Texas Wesleyan University</td>
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10:30 a.m. – 12:00 p.m.

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<td>Professional Development Workshops</td>
<td>Social Network Analysis</td>
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<tr>
<td></td>
<td>Social Network Analysis: An Introduction</td>
<td>Brad Almond, Texas A&amp;M University - Central Texas</td>
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For a premier publishing opportunity, check out the peer-reviewed FBD Journal at [https://www.fbdonline.org/journal/](https://www.fbdonline.org/journal/)

◆

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### TRACK TITLE: Human Resources / Careers

**SESSION C: Recruitment and Selection**

**Session Chair:** Gayle Baugh, University of West Florida

**Session Discussant:** Julio Canedo, University of Houston - Downtown

- *Career Readiness Education Program*
  - Elizabeth Muniz, University of North Texas - Dallas
  - Priya Eimerbrink, University of North Texas - Dallas
  - Christopher Dickman, University of North Texas - Dallas
  - Danielle Zanzalari, University of North Texas - Dallas

- *Development Networks and Expatriate Adjustment*
  - Gayle Baugh, University of West Florida

- *The Moderating Impact of Work Arrangement on the Climate-Attitude Relationship*
  - Prajya Vidyarthi, University of Texas - El Paso
  - Satvir Singh, Angelo State University

### SPECIAL SESSION

**SWAM Officers’ Meeting**

**Presiding:** Robert H. Epstein, University of Central Oklahoma

President, Southwest Academy of Management, 2017-2018

Meeting with the 2017-2018 Board.

**SWAM Officers’ Meeting**

**Presiding:** Veena P. Prabhu, California State University - Los Angeles

2018-2019 President, Southwest Academy of Management

Meeting with the 2018-2019 Board.

### SPECIAL SESSION

**SWAM Annual Business Meeting**

**Presiding:** Veena P. Prabhu, California State University - Los Angeles

2018-2019 President, Southwest Academy of Management

Robert H. Epstein, University of Central Oklahoma

President, Southwest Academy of Management, 2017-18

All members are encouraged to attend our annual business meeting. We look forward to seeing you there.

*Refreshments served*
Poster Presentations

Session A
Thursday, March 8 – Coffee Break I
10:00 a.m. – 11:00 a.m. – Exhibit Hall (Ballroom C)
Theme: Technology Issues

An Exploration of Employee Voice and External Social Media: Is Anybody Listening?
Tricia Riedl, Benedictine University

New Media Changes Healthcare System
Jiayi (Elizabeth) Yu, Benedictine University

Session B
Thursday, March 8 – Coffee Break II
3:00 p.m. – 4:00 p.m. – Exhibit Hall (Ballroom C)
Theme: Leadership and Communication

The Effect of Communication Method on Perceived Leadership Style
Loraine Young, Our Lady of the Lake University
Carol Wheeler, Our Lady of the Lake University

Compensatory Role of Non-Supervisory Mentoring and Leader-Member Exchange on Employee Career Outcomes
Prajya Vidyarthi, University of Texas - El Paso
Anand Raj, University of Texas - El Paso

Session C
Friday, March 9 – Coffee Break III
10:00 a.m. – 11:00 a.m. – Exhibit Hall (Ballroom C)
Theme: Student Learning

Student Perceptions of the Effectiveness of Rubrics
David C. Leader, University of Central Oklahoma

Make plans to join us in Houston for our 2019 conference.

♦♦♦

46th Annual Conference
March 13-16, 2019
Hyatt Regency Houston
Houston, TX
2017-2018 OFFICERS

President: Timothy D. Wise, Southern Arkansas University
President Elect: Martin Bressler, Southeastern Oklahoma State University
Vice President, Programs: Courtney Kernek, Southeastern Oklahoma State University
Secretary: Robert Howard, Southeastern Oklahoma State University
Treasurer: Julia Kwok, Northeastern State University
Vice President, Technology: Gerald Kohers, Sam Houston State University
Vice President, Publications (Proceedings Editor): Irfan Ahmed, Sam Houston State University
Historian and Archivist: Daniel F. Jennings, Texas A&M University - College Station
Immediate Past President: Lawrence Silver, Southeastern Oklahoma State University

CONGRATULATIONS!

Recipient of the 2018 Federation of Business Disciplines Distinguished Paper Award

Mears Power-T, Inc.
Robert E. Stevens, Southeastern Oklahoma State University
Lawrence Silver, Southeastern Oklahoma State University
Martin Bressler, Southeastern Oklahoma State University
Courtney Kernek, Southeastern Oklahoma State University
David Loudon, Samford University

Recipient of the 2018 FBD Outstanding Educator Award
Lawrence Silver, Southeastern Oklahoma State University
2017-2018 TRACK CHAIRS

Accounting/Finance/Economics  
Julia Kwok, Northeastern State University  
Brian Walkup, University of Tulsa

Human Resource Management/  
Organizational Behavior  
Timothy D. Wise, Southern Arkansas University

International Business  
Syed Tariq Anwar - West Texas A&M University

Non-Profit Management/Ethics  
Robert Howard, Southeastern Oklahoma State University

Marketing  
Amanda Evert, Southwestern Oklahoma State University

Small Business/Entrepreneurship  
Martin Bressler, Southeastern Oklahoma State University

Strategic Management/ Business Policy  
Robert E. Stevens, Southeastern Oklahoma State University

Student  
Lawrence Silver, Southeastern Oklahoma State University

PROGRAM OVERVIEW

Thursday, March 9

7:30 a.m. – 8:00 a.m.  Breakfast Honoring Past Presidents

8:00 a.m. – 9:00 a.m.  Special Guest Speaker  
Richard Rice, Treasurer of Albuquerque Balloon Fiesta, Inc.  
The History of the Balloon Fiesta

9:00 a.m. – 12:00 p.m.  Case Sessions

12:00 p.m. – 1:30 p.m.  Networking Lunch & Special Guest Speaker  
Anderson-Abruzzo International Balloon Museum Foundation

1:30 p.m. – 3:00 p.m.  Case Writing Workshop 101:  
The Beginners Guide to Writing and Publishing Cases  
Leslie A. Toombs, Texas A&M University - Commerce

3:00 p.m. – 3:30 p.m.  FBD Coffee Break

3:30 p.m. – 5:00 p.m.  2018 Business Meeting & Program Planning
March 8, 2018  
(Thursday)

7:30 a.m. – 8:00 a.m.  
Tesuque

BREAKFAST HONORING PAST PRESIDENTS  
All SWCRA Members invited.

8:00 a.m. – 9:00 a.m.  
Tesuque

FBD/SWCRA Choice Pick Session

SESSION A  
Special Guest Speaker  
Richard Rice, Treasurer of Albuquerque Balloon Fiesta, Inc.  
The History of the Balloon Fiesta

9:00 a.m. – 12:00 p.m.  
Tesuque

SESSION B  
Accounting and Finance Track

Session Chairs:  
Julia Kwok, Northeastern State University  
Brian Walkup, University of Tulsa

Corporate Finance Courses and Public Policy: Teaching the Close Connection - A Critical Incident  
Mary H. Kelly, Texas A&M University - Central Texas

Investing in Tax-Free versus Taxable Bonds  
Halil D. Kaya, Northeastern State University  
Julia Kwok, Northeastern State University

Fitness Fanatics, LLC  
Rhonda J. Richards, Southeastern Oklahoma State University

A Downtown Stadium for the Augusta GreenJackets Baseball Team (B  
Simon Medcalfe, Augusta University  
Salinla Tulyasatien, Augusta University  
Nick Zivkovic, Credit Suisse Securities USA

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◆

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March 8, 2018
(Thursday)

9:00 a.m. – 12:00 p.m.  Tesuque

SESSION C  Marketing Track / Small Business and Entrepreneurship Track / Student Track

Session Chairs:  
Amanda Evert, Southwestern Oklahoma State University  
Martin Bressler, Southeastern Oklahoma State University  
Lawrence Silver, Southeastern Oklahoma State University

The Birthday Gift  
Yulia Fedko, MBA  
Alex Sharland, University of South Alabama

Matt’s Ziebart Tidy Car  
Martin Bressler, Southeastern Oklahoma State University

Mears Power-T, Inc.  
Robert E. Stevens, Southeastern Oklahoma State University  
Lawrence Silver, Southeastern Oklahoma State University  
Martin Bressler, Southeastern Oklahoma State University  
Courtney Kernek, Southeastern Oklahoma State University  
David Loudon, Samford University

Z’s Bees  
Russell (Rusty) Calk, Texas A&M University - Central  
Angela Patrick, Texas A&M University - Central

Ducky’s Donuts  
Martin Bressler, Southeastern Oklahoma State University

SESSION D  Strategic Management Track

Session Chair:  
Robert E. Stevens, Southeastern Oklahoma State University

Orchids Paper Company 2014-2015  
John K. Masters, Cameron University  
Pamela Rogers, Stephen F. Austin State University

Amazon Whole Foods: When E-Commerce Met Brick-and-Mortar and Saved the Brand of Conscientious Capitalism  
Keith Regester, MBA, University of Texas - Tyler  
Shane Martin, MBA, University of Texas - Tyler  
Chad Nixon, MBA, University of Texas - Tyler  
Brittany Senior, MBA, University of Texas - Tyler  
Roger N. Conaway, University of Texas - Tyler
Session D – continued

Pakistan Super League (PSL): Marketing and Growth Strategies in T20 Cricket
Syed Tariq Anwar, West Texas A&M University

Joel Manby, SeaWorld, and the Blackfish Controversy
Timothy D. Wise, Southern Arkansas University

Grayson Christian School: Selective Growth Strategy
Robert E. Stevens, Southeastern Oklahoma State University
Lawrence Silver, Southeastern Oklahoma State University
Martin Bressler, Southeastern Oklahoma State University
Courtney Kernek, Southeastern Oklahoma State University
David Loudon, Samford University

9:00 a.m. – 12:00 p.m.  

SESSION E  International Business Track

Session Chairs:  Syed Tariq Anwar, West Texas A&M University

Managing Complex Global Projects and Technology Marvels: From Hubble to James Webb
Syed Tariq Anwar - West Texas A&M University

Walmart’s Failures in Entering Three Developed Markets: Institutionalized Misunderstanding
F. Robert Buchanan, Indiana University of Pennsylvania
Hussam Al-Shammari, Indiana University of Pennsylvania

Marketing Coca-Cola in Honduras: Corporate Social Responsibility Issues
Mary Anne Doty, Texas A&M University - Commerce

9:00 a.m. – 12:00 p.m.  

SESSION F  Organizational Behavior and Human Resource Management Track / Non-Profit Management/Ethics Track

Session Chairs:  Timothy D. Wise, Southern Arkansas University
Robert Howard, Southeastern Oklahoma State University

The “Amazon” Way or No Way: A Case Study on Strong Cultures versus Cults
Brian Matthews, Texas A&M University - Texarkana
Jamie Daigle, Texas A&M University - Texarkana; University of Liverpool
James Harbin, Texas A&M University - Texarkana

You Made It: You Are Now a Manager
Joseph Kavanaugh, Sam Houston State University
Chandra Kill, Kress Employment Screening

Dickinson State University Foundation: For Students or For Profit?
Mindy Henderson, MBA Student
Thomas D. Tolleson, Texas Wesleyan University
March 8, 2018
(Thursday)

10:00 a.m. – 10:30 a.m. Exhibit Hall (Ballroom C)

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.

12:00 p.m. – 1:30 p.m. Tesuque

Networking Luncheon
All SWCRA Members invited

SESSION G

Special Guest Speaker
Anderson-Abruzzo International Balloon Museum Foundation

1:30 p.m. – 3:00 p.m. Tesuque

SESSION H

Case Writing Workshop 101

The Beginners Guide to Writing and Publishing Cases
Presenter: Leslie A. Toombs, Texas A&M University - Commerce

Whether you’re looking to implement cases in your courses, write cases for the classroom or for publication this workshop provides critical elements of the case method to help you get started. This hour-long workshop will cover topics including: an introduction to the types of cases, the “anatomy” of a case, how to prepare for writing a case, the teaching note, and getting your case published (how and where). If you missed Case Writing 101, or just want to improve your case writing this workshop is a must! The final 30 minutes will be an open Q&A session.

3:00 p.m. – 3:30 p.m. Exhibit Hall (Ballroom C)

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 I  Business Meeting & 2019 Program Planning Meeting

Session Chair: Martin Bressler, Southeastern Oklahoma State University

All SWCRA members are invited to attend this business meeting. Attend and help prepare for our 2019 program. Anyone interested in being a track chair, reviewer, discussant, etc. are encouraged to attend and share ideas to grow and further the art of case writing.

Make plans to join us in Houston for our 2019 conference!

46th Annual Conference
March 13-16, 2019
Houston, Texas
Hyatt Regency Houston

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2017 - 2018 OFFICERS

President: Susana Yu, Montclair State University

Vice President and Program Chair: Marilyn Wiley, University of North Texas

Vice President – Events: Maria De Boyrie, New Mexico State University

Secretary/Treasurer: Thomas Thompson, University of Texas - Arlington

Webmaster: Dan W. French, University of Missouri

Directors: John Banko, University of Florida

Susan J. Crain, Missouri State University

M. Kabir Hassan, University of New Orleans

William C. Hudson, St. Cloud State University

Shari Lawrence, Nicholls State University

Andrew Lynch, University of Mississippi

CONGRATULATIONS!

Recipient of the 2018 Federation of Business Disciplines Distinguished Paper Award

Preemptive Bidding in Common Value Takeover Auctions: Social Surplus and Seller’s Revenue
Anna Dodonova, University of Ottawa
Yuri Khoroshilov, University of Ottawa

Recipient of the 2018 FBD Outstanding Educator Award
John Glascock, University of Connecticut
Program Committee:

Mahtab Athari, University of Toledo
Mo Chaudhury, McGill University
Susan J. Crain, Missouri State University
Wanling Huang, University of Texas - Rio Grande Valley
Nguyen Huong, University of Mount Olive
Subramanian R. Iyer, University of New Mexico
Ajeet Jain, Alabama A&M University
Susan Ji, Governor’s State University
Arati Kale, University of Texas - Arlington
Lynn Kendall, University of Dallas
Anzhela Knayazeva, U. S. Securities and Exchange Commission
Diana Knayazeva, U. S. Securities and Exchange Commission
Ran Lu-Andrews, California Lutheran University
Haowen Luo, Indiana University Purdue University - Ft. Wayne
Andrew Lynch, University of Mississippi
Qingzhong Ma, California State University, Chico
Anna D. Martin, St. John’s University
Natalia Matanova, Pennsylvania State University
Karyn Neuhauser, Lamar University
Geoffrey M. Ngene, Mercer University
Ivelina Pavlova, University of Houston - Clear Lake
James D. Philpot, Missouri State University
Gabriel Power, Laval University, Canada
Xiao Qiao, SummerHaven Investment Management
Ramesh Rao, Oklahoma State University
Kemal Saatcioglu, Rhode Island College
James R. Scott, Missouri State University
R. Stephen Sears, Texas A&M International University
Anand Shah, Task Consultancy Services
Vivek Singh, University of Michigan - Dearborn
John D. Stowe, Ohio University
Tih Koon Tan, University of the District of Columbia
Thomas Thompson, University of Texas - Arlington
Nacasius Ujah, South Dakota State University
Priti Verma, Texas A&M University - Kingsville
Jing Hua Wang, Stockton University
Marilyn Wiley, University of North Texas
Susana Yu, Montclair State University
Christina Zhang, California State University - Monterey Bay
### SWFA Special Events

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<th>Time</th>
<th>Event</th>
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<tr>
<td>Thursday</td>
<td>1:30 p.m. – 3:00 p.m.</td>
<td>Panel Presentation for SWFA registered doctoral students</td>
<td>Mesilla</td>
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<tr>
<td>Thursday</td>
<td>3:30 p.m. – 5:00 p.m.</td>
<td>Panel on Pension Fund Management</td>
<td>Chaco</td>
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<tr>
<td>Thursday</td>
<td>7:00 p.m. – 9:00 p.m.</td>
<td>SWFA Reception</td>
<td>Andaluz Hotel</td>
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<td>Friday</td>
<td>7:00 a.m. – 8:30 a.m.</td>
<td>Southwestern Finance Association Board Meeting and Breakfast</td>
<td>Anasazi</td>
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<tr>
<td>Friday</td>
<td>3:30 p.m. – 5:00 p.m.</td>
<td>Current Issues in Energy Markets</td>
<td>Mesilla</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>Ballroom B</td>
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Thursday Panel Presentation for SWFA Registered Doctoral Students: Panel Presentation and Open Discussion of Issues Facing New Faculty in Finance. Our panelists include James D. Philpot (Director of the Financial Planning Program at Missouri State University), Tarun K. Mukherjee (Editor of *Review of Financial Economics*), M. Kabir Hassan (Editor of *The Global Journal of Finance and Economics*), R. Stephen Sears (Dean of the School of Business at Texas A&M International University), and Marilyn Wiley (Dean of the College of Business at University of North Texas).

Thursday Panel Presentation on Pension Fund Management. This dynamic panel, “Sovereign Wealth Management with a focus on Investment Management,” will be led by Robert “Vince” Smith, CFA, CEO, of the New Mexico State Investment Council and will feature other pension fund managers within New Mexico.

SWFA Thursday Reception: All registered SWFA attendees are welcome to attend the reception.

Friday special session on Current Issues in Energy Markets: Betty Simkins (Professor and Williams Companies Chair of Finance, Oklahoma State University) will moderate presentations on energy markets and energy investing.

SWFA Friday Luncheon and Business Meeting: Our annual luncheon includes our business meeting, presentations of awards, and keynote address by Dr. Betty Simkins, Professor and Williams Companies Chair of Finance, Oklahoma State University.
SESSION A  Behavioral Finance

Session Chair:  Qingzhong Ma, California State University - Chico

Dynamics of Music Sentiment
Hisam Sabouni, Claremont Graduate University
   Discussant: Carina Cuculiza, University of Miami

Hispanic Culture, Local Return Chasing, and Momentum Returns
Carina Cuculiza, University of Miami
   Discussant: Patricio Torres-Palacio, University of St. Thomas

Financial Predictions Based on Investor Sentiments
Daniel Perez, University of St. Thomas - Houston
Patricio Torres-Palacio, University of St. Thomas
Sidika Bayram, University of St. Thomas - Houston
   Discussant: Jimmy Torrez, University of Puerto Rico

Mass Shooting and Stock Returns
Jimmy Torrez, University of Puerto Rico
   Discussant: Hisam, Sabouni, Claremont Graduate University

SESSION B  Securitization

Session Chair:  Diana Knyazeva, US Securities and Exchange Commission

The Role of Securitization and Foreign Funds in Bank Liquidity Management
Darius Martin, Western Washington University
Mohsen Saad, American University of Sharjah
Ali Termos, American University of Sharjah
   Discussant: Abdullah Yavas, University of Wisconsin - Madison

Banking Competition and Securitization “Hand-In-Hand” Toward Reducing Bank Risk
Antonio Bayeh, University of Grenoble Alpes
   Discussant: Darius Martin, Western Washington University

On the Interaction between Competition and Securitization: Is it good for Bank Capital Structure?
Antonio Bayeh, University of Grenoble Alpes
   Discussant: He Ren, University of North Texas

Adverse Selection in Private Mortgage Securitization - Evidence from Loss Given Default
Shuang Zhu, Kansas State University
Abdullah Yavas, University of Wisconsin - Madison
Eric Higgins, Kansas State University
   Discussant: Antonio Bayeh, University of Grenoble Alpes
SESSION C  Capital Structure

Session Chair:  Anzhela Knayazeva, Financial Economist

Leverage, Debt Maturity, and Social Capital
Kershen Huang, Bentley University
Chenguang Shang, Bentley University
Discussant: M. Kabir Hassan, University of New Orleans

Managing for Ratings: Real Effects of a Corporate Ratings Criteria Change
Emmanuel Alanis, Texas State University
Janet Payne, Texas State University
Discussant: Chenguang Shang, Bentley University

Incorporating Active Adjustment into a Financing Based Model of Capital Structure
M. Kabir Hassan, University of New Orleans
Discussant: Janet Payne, Texas State University

SESSION D  International Finance 1 - Country Risk and Corruption

Session Chair:  Anna D. Martin, St. John’s University

Regulatory Reforms and Changes in Capital and Risk in Indian Banks
Usha Reichert, Georgia Institute of Technology
Vijaya Subrahmanyam, Mercer University - Atlanta
Srikar Polasanapalli, Birla Institute of Technology and Science - Pilani
Discussant: Jan Hanousek, CERGE-EI

Scottish Independence Referendum: Risky or Not?
Mehmet Dicle, Loyola University New Orleans
Betul Dicle, Unaffiliated
Discussant: Xin Liu, University of Hong Kong

Self-Enrichment or Preferential Access: An International Examination of Corporate Corruption
Stephen Ferris, University of Missouri
Jan Hanousek, CERGE-EI
Jiri Tresl, Central Michigan University
Discussant: Mehmet Dicle, Loyola University New Orleans
SESSION E  Corporate Governance 1 - Board Composition

Session Chair: Wanling Huang, University of Texas - Rio Grande Valley

The Externality in the CEO Market and Regulating Board Independence
Zhan Li, University of Winnipeg
Discussant: Nilakshi Borah, University of Wisconsin - La Crosse

From Playground to Boardroom: Endowed Social Status and Managerial Performance
Fangfang Du, Arizona State University
Discussant: Zhan Li, University of Winnipeg

The Effectiveness of Board Independence in High-Discretion Industries
Nilakshi Borah, University of Wisconsin - La Crosse
Hui James, University of Texas - Tyler
Discussant: Fangfang Du, Arizona State University

SESSION F  Corporate Finance 2 - Working Capital Management

Session Chair: Mo Chaudhury, McGill University

Working Capital Management and Bondholder Wealth
Robert Kieschnick, University of Texas - Dallas
Rabih Moussawi, Villanova University
Discussant: Hsuan-Chi Chen, University of New Mexico

Asset Efficiency and Asset Growth Anomaly
Rachel (Kyungyeon) Koh, University of Massachusetts - Amherst
Discussant: Robert Kieschnick, University of Texas - Dallas

Misvaluation and Corporate Cash Holdings
Hsuan-Chi Chen, University of New Mexico
Robin Chou, National Chengchi University
Chien-Lin Lu, National Chengchi University
Discussant: Rachel (Kyungyeon) Koh, University of Massachusetts - Amherst
SESSION G  Investments 1 - Politics, Business Cycles and and Investing

Session Chair:  Priti Verma, Texas A&M University - Kingsville

Political Speeches and Stock Market Outcomes
Anastasios Maligkris, University of Miami
  Discussant: Kristopher Kemper, Ball State University

Political Connections, Government Procurement Contracts, and the Cost of Debt
Reza Houston, Indiana State University
David Maslar, Haslam College of Business, University of Tennessee
Kuntara Pukthuanthong, University of Missouri
  Discussant: Anastasios Maligkris, University of Miami

Does it Pay to Forecast the Business Cycle? A U.S. Update and an International Perspective
James Conover, University of North Texas
David Dubofsky, University of Louisville
Marilyn Wiley, University of North Texas
  Discussant: Reza Houston, Indiana State University

Procylical Ratings and Market Reactions
Kristopher Kemper, Ball State University
Kristian Mortenson, University of St. Thomas
  Discussant: Marilyn Wiley, University of North Texas

Make plans to join us in Houston for our 2019 conference.

46th Annual Conference
March 13-16, 2019
Hyatt Regency Houston
Houston, TX
SESSION H  Socially Responsible Investing

Session Chair:  Mahtab Athari, University of Toledo

Corporate Social Responsibility and Stock Splits
Maretno Harjoto, Graziadio School of Business and Management
Dongshin Kim, Pepperdine University
Richard Walton, Graziadio School of Business & Management
  Discussant:  Kevin Lee, University of Tampa

Corporate Social Responsibility, Firm Value and External Corporate Governance
Bonnie Buchanan, Seattle University
Cathy Cao, Seattle University
Chongyang Chen, Pacific Lutheran University
  Discussant:  Richard Walton, Graziadio School of Business & Management

Doing Good to Do Well? Does Corporate Social Performance Improve Financial Performance for Emerging Market Multinational Corporations Entering Developed Markets?
Kevin Lee, University of Tampa
Ru-Shiun Liou, University of Tampa
Nai Lamb, University of Tennessee at Chattanooga
  Discussant:  Leila Emily Hickman, University of New Mexico

Agency Problems, Information Asymmetry, and Socially Responsible Investing in the Wake of Citizens United: A Call for the Disclosure of Corporate Political Contributions in the United States
Leila Emily Hickman, University of New Mexico
Gerhard Barone, Gonzaga University
  Discussant:  Bonnie Buchanan, Seattle University

10:00 a.m. – 10:30 a.m.  Exhibit Hall (Ballroom C)

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 8, 2018  
(Thursday)

10:30 a.m. – 12:00 p.m.  
La Cienega

SESSION A  
Corporate Finance 1 - Pension Issues

Session Chair:  
Lynn Kendall, University of Dallas

*Financial Implications of Discretionary Retirement Benefits: Evidence from India*
Arnab Bhattacharya, IIMI  
Brijesh Mishra, Indian Institute of Management Indore  
Discussant: Ting Zhang, University of Dayton

*Evaluating the Funded Status of Pension Plans: A New Approach*
Robinson Reyes Pena, Florida International University  
Krishnan Dandapani, Florida International University  
Edward Lawrence, Florida International University  
Discussant: Brijesh Mishra, Indian Institute of Management Indore

*Pension Risk Overhang and the Cost of Debt*
Ruiqing Shao, Shanghai Lixin University of Accounting and Finance  
Qingyin Tang, Shanghai Lixin University of Accounting and Finance  
J. Wang, CUHK  
C. Wu, State University of New York  
Ting Zhang, University of Dayton  
Discussant: Robinson Reyes Pena, Florida International University

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SESSION B  International Banking Issues

Session Chair:  Andrew Lynch, University of Mississippi

Effects of Deposit Insurance on Bank Funding and Lending: Evidence from Global Banks during the 2008 Financial Crisis
Gaiyan Zhang, University of Missouri - St. Louis
   Discussant: Joon Park, University of Arkansas at Pine Bluff

Measuring Efficiency of Foreign Banks in the United States
Joon Park, University of Arkansas at Pine Bluff
   Discussant: Omrane Guedhami, University of South Carolina

State Ownership, Liquidity and Valuation: Evidence from Privatization
Narjess Boubakri, American University of Sharjah
Ruiyuan Chen, University of South Carolina
Sadok El Ghoul, University of Alberta
Omrane Guedhami, University of South Carolina
   Discussant: Gaiyan Zhang, University of Missouri - St. Louis

SESSION C  International Finance 2 - Portfolio Effects

Session Chair:  Anna D. Martin, St. John’s University

Price Clustering and Economic Freedom: The Case of Cross-Listed Securities
Ahmed Baig, Texas Tech University
Benjamin Blau, Utah State University
Ryan Whitby, Utah State University
   Discussant: Ki Han, Suffolk University

Commodities and Emerging Markets Stocks in International Portfolios: Measuring Hedging Effectiveness
Pornchai Chunhachinda, Thammasat University
Maria De Boyrie, New Mexico State University
Ivelina Pavlova, University of Houston - Clear Lake
   Discussant: Benjamin Blau, Utah State University

Investment in Frontier Markets from the Perspective of U.S. Investors
Ki Han, Suffolk University
Suk Lee, Loyola University Chicago
David Suk, Rider University
Hyunmo Sung, Handong Global University
   Discussant: Maria de Boyrie, New Mexico State University
SESSION D  Corporate Governance 2 - CEO Compensation and Succession Issues

Session Chair:  Wanling Huang, University of Texas - Rio Grande Valley

CEO Equity-Based Incentives and Shareholder Say-on-Pay in the U.S.
Denton Collins, Texas Tech University
Blair Marquardt, Texas Tech University
Xu Niu, Texas Tech University
Discussant: Renee Oyotode, Texas A&M International University

Impact of Gender Diverse Boards on Bondholders
Renee Oyotode, Texas A&M International University
Discussant: Dishant Pandya, Spalding University

CEO Compensation and Board Structure: The Long-run Effect of Regulatory Changes of 2002 on CEO Compensation
Dishant Pandya, Spalding University
Discussant: Xu Niu, Texas Tech University

SESSION E  Corporate Finance 3 - Impact of Institutional Investors

Session Chair:  Jinghua Wang, Pacific Lutheran University

Monitoring Role of Institutional Investors: Geographical Proximity and Investment Horizon
Xiaoqiong Wang, Indiana University Kokomo
Siqi Wei, Oklahoma State University
Discussant: Chao Yin, University of Reading

Institutional Underperformance: Should Managers Listen to the Sell-Side Before Trading?
Jeff Hobbs, Appalachian State University
Vivek Singh, University of Michigan - Dearborn
Discussant: Siqi Wei, Oklahoma State University

Are Institutional Investors Under-Investing in Family Controlled Corporations?
Marie Racine, University of Saskatchewan
Discussant: Jeff Hobbs, Appalachian State University

Institutional Investor Monitoring Motivation and the Marginal Value of Cash
Charles Ward, Reading University
Chao Yin, University of Reading
Yeqin Zeng, ICMA Centre, Henley Business School, University of Reading
Discussant: Marie Racine, University of Saskatchewan
SESSION F  Investments 2 - Analysts and Ratings

Session Chair:  Priti Verma, Texas A&M University - Kingsville

Stocks without Sustainability Rating: Characteristics and Performance Impact on Socially Responsible Portfolios
Benjamin Huebel, Friedrich-Alexander-Universität Erlangen
Hendrik Scholz, University of Erlangen-Nürnberg
  Discussant: Gang Wang, Shanghai University of Finance and Economics

Identifying Herding Among Financial Analysts
Kun Li, Australian National University
Gang Wang, Shanghai University of Finance and Economics
  Discussant: Cyrus Ramezani, Orfalea College of Business

The Impact of Predicted Earnings Surprises on Equity Returns
Samuel Frame, California Polytechnic State University
Cyrus Ramezani, Orfalea College of Business
Mahdi Rastad, California Polytechnic State University
  Discussant: Benjamin Huebel, Friedrich-Alexander-Universität Erlangen

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SESSION A  Volatility

Session Chair: Natalia Matanova, Pennsylvania State University

US Volatility Effect on International Returns
Mehmet Dicle, Loyola University - New Orleans
   Discussant: Fei Fang, University of Massachusetts Amherst

Forecasting Realized Volatility Using ARFIMA and HAR Models
M. Kabir Hassan, University of New Orleans
   Discussant: Mehmet Dicle, Loyola University - New Orleans

Jump Risk and the Cross-section of Expected Stock Returns
Fei Fang, University of Massachusetts - Amherst
   Discussant: M. Kabir Hassan, University of New Orleans

SESSION B  SWFA Doctoral Student Panel Presentation

All Ph.D. students registered for SWFA are required to participate.

Panel presentation and open discussion of issues facing new faculty in finance. Panelists (representing several perspectives and stages of the academic career) share insights from experience. Topics include: getting and keeping a job, the tenure/promotion battle, publishing, becoming a “university citizen”, service to the profession, and others.

The panel will entertain questions from participants.

Moderator: James D. Philpot, Director of the Financial Planning Program, Missouri State University

Our panelists are:

M. Kabir Hassan, Editor of the Global Journal of Finance and Economics and Professor, University of New Orleans

Marilyn Wiley, Dean of College of Business at University of North Texas

Taran K. Mukherjee, Editor of Review of Financial Economics and Professor, University of New Orleans

R. Stephen Sears, Dean & Killam Distinguished Professor, Texas A&M International University
SESSION C  Banking and Financial Crises

Session Chair:  Andrew Lynch, University of Mississippi

Opacity, Financial Crisis, and Bank Valuation
Yi Zheng, University of North Texas
  Discussant: Brian Gendreau, University of Florida

Bank Emergency Borrowing around the Great Recession
Mujtaba Zia, Southern Arkansas University
  Discussant: Yi Zheng, University of North Texas

The Discount Window and the Great Depression
Brian Gendreau, University of Florida
  Discussant: David Johnk, Rogers State University

Uncertainty and Bank Profits
Robert Killins, Seneca College of Applied Arts and Technology
Peter Egly, University of Texas – Pan American
David Johnk, Rogers State University
  Discussant: Mujtaba Zia, Southern Arkansas University

SESSION D  International Finance 3 - Market Issues

Session Chair:  Ivelina Pavlova, University of Houston - Clear Lake

The Impact of Post-Trade Transparency: Evidence from an Emerging Stock Market
Cheng-Huei Chiao, Missouri Western State University
Chiou-Fa Lin, National Formosa University
  Discussant: Omrane Guedhami, University of South Carolina

CSR - Related Stock Performance and the Strength of Relations Outside in Japan
Yoko Shirasu, Aoyama Gakuin University
Hidetaka Kawakita, Kyoto University
  Discussant: Cheng-Huei Chiao, Missouri Western State University

Dynamic Macroeconomic Effects on the German Stock Market Before and After the Financial Crisis
Kaan Celebi, Frankfurt University
  Discussant: Yoko Shirasu, Aoyama Gakuin University
SESSION E  Corporate Governance 3 - Executive Compensation

Session Chair:  Ajeet Jain, Alabama A&M University

How Can We Pay to Get Out of This? Executive Compensation and Bank Risk during the Financial Crisis
Katherine Hollingsworth, University of New Mexico
Reilly White, University of New Mexico
Discussant: Yongli Luo, Houston Baptist University

A Comprehensive Analysis of Employee's Option Compensation on Firm's Litigation
Isarin Durongkadej, Oklahoma State University
Siqi Wei, Oklahoma State University
Discussant: Reilly White, University of New Mexico

Board Characteristic and Executive Compensation in Chinese State-Owned and Non-State-Owned Firms
Yongli Luo, Houston Baptist University
Discussant: Siqi Wei, Oklahoma State University

SESSION F  Corporate Finance 4 - Mergers and Acquisitions

Session Chair:  Huong Nguyen, University of Mount Olive

Management Quality and Acquisition Performance: New Evidence Based on Accounting Profitability
Qingfeng Liu
Hui Sono, James Madison University
Wei Zhang, California State University - Chico
Discussant: Haowen Luo, Indiana University Purdue University Fort Wayne

Are Volatile Firms Better at Acquiring?
Qingzhong Ma, California State University - Chico
David Whidbee, Washington State University
Wei Zhang, California State University - Chico
Discussant: Ren He, University of North Texas

What Explains Abnormal Returns during Mergers and Acquisitions
Wonseok Choi, University of North Texas Health Science Center
Haowen Luo, Indiana University Purdue University Fort Wayne
Discussant: Wei Zhang, California State University – Chico
1:30 p.m. – 3:00 p.m.  Chaco

SESSION G   Investments 3 - Mutual Funds

Session Chair:   Karyn Neuhauser, Lamar University

Asset Pricing Implications of your Mutual Fund Manager's Constraints
Brian Ayash, California Polytechnic State University
Ziemowit Bednarek, California Polytechnic State University
Pratish Patel, California Polytechnic State University at San Luis Obispo
   Discussant: Ying Wang, State University of New York - Albany

Performance Dispersion among Target Date Funds
Ann Marie Hibbert, West Virginia University
Ivelina Pavlova, University of Houston - Clear Lake
   Discussant: Brian Ayash, California Polytechnic State University

Does Portfolio Concentration Affect Performance? Evidence from Corporate Bond Mutual Funds
Nan Qin, Northern Illinois University
Ying Wang, State University of New York - Albany
   Discussant: Ann Marie Hibbert, West Virginia University

3:00 p.m. – 3:30 p.m.  Exhibit Hall (Ballroom C)

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March 8, 2018
(Thursday)

3:30 p.m. – 5:00 p.m.  La Cienega

SESSION A  Market Microstructure 1

Session Chair:  Susana Yu, Montclair State University

Is High-Frequency Trading Order-Based Manipulation?
Viktoria Dalko, Harvard University & Hult IBS
Discussant: Thomas Rhee, California State University - Long Beach

Co-jumps, Co-jump Tests and Volatility Prediction in S&P 500 market
Weijia Peng, Rutgers University
Discussant: Viktoria Dalko, Hult IBS & Harvard University

Trade Intensity and Liquidity
William Pratt, Oklahoma City University
Matthew Brigida, Clarion University of Pennsylvania
Discussant: Weijia Peng, Rutgers University

Theory of Queuing and the Determination of the Bid-Ask Spread: An Equilibrium Microstructure Analysis
Thomas Rhee, California State University - Long Beach
Discussant: William Pratt, Oklahoma City University

3:30 p.m. – 5:00 p.m.  Mesilla

SESSION B  Personal Financial Planning

Session Chair:  Mo Chaudhury, McGill University

Charitable Estate Planning among Donors to Different Types of Charities
Jennifer Lehman, Texas Tech University
Russell James, Texas Tech University
Discussant: Julia Kwok, Northeastern State University

Critical Thinking Exercises for Use in Financial Markets and Institutions and Similar Courses
Karyn Neuhauser, Lamar University
Discussant: Jennifer Lehman, Texas Tech University

An Application of STOCKTRAK in “Investments”: What Common Mistakes do Students Make?
Halil Kaya, Northeastern State University
Julia Kwok, Northeastern State University
Discussant: Zhuoming Peng, University of Arkansas – Ft. Smith

Factors Affecting Financial Risk Tolerance of Undergraduate Business Students
Zhuoming Peng, University of Arkansas – Ft. Smith
Discussant: Karen Neuhauser, Lamar University
SESSION C  
**Bank Ownership, Supervision and Regulation**

Session Chair:  Diana Knayazeva, US Securities and Exchange Commission

*Raiders, Regulators, and the Risk-Shifting Value of Payout: Evidence from Bank Enforcement Actions*  
**Leonid Pugachev**, University of Oklahoma  
Discussant: **M. Kabir Hassan**, University of New Orleans

*Supervision, Loophole Innovation and Bank Leverage Cycles*  
**Jianxing Wei**, Universitat Pompeu Fabra  
**Tong Xu**  
Discussant: **Leonid Pugachev**, University of Oklahoma

*Discretionary Loan-Loss Provisions Behavior: Privately Held versus Publicly Traded Banks*  
**M. Kabir Hassan**, University of New Orleans  
Discussant: **Tong Xu**

SESSION D  
**Corporate Finance 5 - Earnings Forecasts and Announcements**

Session Chair:  Huong Nguyen, University of Mount Olive

*Does Revised Earnings Forecast Dispersion Help Market Understand the Post-Earnings Announcement Drift?*  
**Feixue Xie**, University of Texas - El Paso  
**Lifei Xue**, University of Texas - El Paso  
Discussant: **Zhao Wang**, University of Rhode Island

*Accelerated Share Repurchase and its Use in Meeting or Beating Earnings Expectations*  
**Nurul Rafi**, Louisiana State University  
Discussant: **Feixue Xie**, University of Texas - El Paso

*Managerial Risk-Taking Incentives and Earnings Guidance*  
**Tianqi Jiang**, Florida Atlantic University  
**Zhao Wang**, University of Rhode Island  
Discussant: **Nurul Rafi**, Louisiana State University
SESSION E  Investments 4 - News and Information Impacts

Session Chair:  Qingzhong Ma, California State University, Chico

Do Analysts Cater to Investor Information Demand?
Md Miran Hossain, Florida Atlantic University
Benjamin Jansen, Florida Atlantic University

Discussant:  Kershen Huang, Bentley University

Does Public News Alleviate the Market’s Underreaction to Liquidity Shocks?
Mengming Dong, Rice University

Discussant:  Benjamin Jansen, Florida Atlantic University

Short Selling, Informed Trading, and the Role of Social Media
Leslie Boni, California State University - Monterey Bay
Shwadhin Sharma, California State University - Monterey Bay
Christina Zhang, California State University - Monterey Bay

Discussant:  Mengming Dong, Rice University

Who Reacts to News?
Doina Chichernea, University of Denver
Collin Gilstrap, University of Toledo
Kershen Huang, Bentley University
Alex Petkevich, University of Toledo

Discussant:  Leslie Boni, California State University - Monterey Bay

SESSION F  Corporate Governance 4 - Firm Ownership

Session Chair:  Ajeet Jain, Alabama A&M University

Transfer of Control and Ownership Structure in Family Firms
Hojong Shin, Michigan State University

Discussant:  Brett Myers, Texas Tech University

Do Family Successions Reduce Firm Performance? A Re-examination
Xu Niu, Texas Tech University

Discussant:  Hojong Shin, Michigan State University

Strategic Voting and Insider Ownership
Blair Marquardt, Texas Tech University
Brett Myers, Texas Tech University
Xu Niu, Texas Tech University

Discussant:  Xu Niu, Texas Tech University
SESSION G  Issues in Pension Fund Management

Panel Moderator:  Subramanian R. Iyer, University of New Mexico

Panelists:
Robert “Vince” Smith, CFA is among the country’s most broadly experienced public fund investment officers. With more than three decades of investment experience across four state-level public funds in Montana, Texas, Kansas and New Mexico, Mr. Smith has provided investment leadership and fund management to both pension and sovereign wealth investment programs.

H. Bart Stucky, CFA has held progressively responsible investment roles at the New Mexico State Investment Council (NMSIC) over the past 25+ years. Presently, Mr. Stucky is Investment Strategist, working in all aspects of broad investment strategy development, asset allocation, asset class construction, portfolio management and public fund industry analysis.

Paul Chapman is Director of Real Return and Real Estate at New Mexico State Investment Council where he is responsible for NMSIC’s $4.0 billion real estate and real return portfolio. Prior to his current role, Paul spent more than 22 years in the real estate investment management industry, most recently as Senior Managing Director and Portfolio Manager at CBRE Global Investors, one of the largest global real estate investment managers.

FBD Presidential Welcome Reception

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. 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 events or dinner.

SWFA Reception

All registered SWFA attendees are welcome to attend the reception at TBA.
7:00 a.m. – 8:30 a.m.  Anasazi

SWFA Board Meeting and Breakfast

8:30 a.m. – 10:00 a.m.  La Cienega

SESSION A  Economic Theory and Modeling 1

Session Chair:  Xiao Qiao, SummerHaven Investment Management

Preemptive Bidding in Common Value Takeover Auctions: Social Surplus and Seller’s Revenue
Anna Dodonova, University of Ottawa
Yuri Khoroshilov, University of Ottawa
Discussant:  Amir Kia, Utah Valley University

Fiscal Policy with Labor Search and Matching Frictions
Dunpei Gan, Texas A&M University
Discussant:  Yuri Khoroshilov, University of Ottawa

Determinants of Inflation in Egypt and Mexico and the Impact of Distance
Amir Kia, Utah Valley University
Discussant:  Dunpei Gan, Texas A&M University

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SESSION B  Financial Education 1

Session Chair:  Karyn Neuhauser, Lamar University

The Valuation Workbook: A Spreadsheet Framework for Security Analysis
Ruthie Brock, University of Texas - Arlington
Thomas Thompson, University of Texas - Arlington
Discussant: Mary Funck, Sam Houston State University

Integration of Environmental, Social and Governance Metrics into a Student Managed Fund: Creating Sustainable Student Managed Funds
Asli Ascioglu, Bryant University
Kemal Saatcioglu, Rhode Island College
Discussant: Thomas Thompson, University of Texas - Arlington

Don’t Roll the Dice if You Can’t Pay the Price: Using Games to Teach Bond Pricing
Mary Funck, Sam Houston State University
Discussant: J. Tim Query, New Mexico State University

Efficiency and Effectiveness of Advisory Boards: The Case of Actuarial Science Programs
J. Tim Query, New Mexico State University
Discussant: Asli, Ascioglu, Bryant University

SESSION C  Initial Public Offerings 1

Session Chair:  Anzhela Knayazeva, Financial Economist

The Role of Founder-CEOs and Founder-Families in IPOs
Xu Niu, Texas Tech University
Discussant: Natalia Matanova, Pennsylvania State University

Can Relationship Banking Reduce Firms’ IPO Underpricing?
Kai Lu, Washington University in St. Louis
Discussant: Xu Niu, Texas Tech University

Do PE and VC Firms Monitor Cash Reserves post-IPO?
Natalia Matanova, Pennsylvania State University
Discussant: Kai Lu, Washington University - St. Louis
SESSION D  Bank Risk, Health and Loan Structure

Session Chair: Christina Zhang, California State University - Monterey Bay

Do Banks’ Dividends Signal Their Financial Health?
Yi Zheng, University of North Texas
Discussant: Hannes Koester, Leuphana University of Lueneburg

A Preferred Habitat for Liquidity in Term Repos: Before, During and After the Financial Crisis
Ahmed Baig, Texas Tech University
Drew Winters, Texas Tech University
Discussant: Yi Zheng, University of North Texas

Geographical Distance and Syndicated Loan Structure
Zhenyu Hu, Texas A&M International University
Siddharth Shankar, Texas A&M International University
Discussant: Drew Winters, Texas Tech University

Restructuring of Banks: Impact on Individual and Systemic Risk
Hannes Koester, Leuphana University of Lueneburg
Discussant: Siddharth Shankar, Texas A&M International University

SESSION E  Fixed Income 1

Session Chair: Marilyn Wiley, University of North Texas

Feng Guo, Central University of Finance and Economics
Discussant: Sudipto Sarkar, McMaster University

The Flow of Inflation Information and the Price Volatility of Maturing TIPS
Quentin Chu, University of Memphis
Pawan Jain, University of Wyoming
Discussant: Feng Guo, Central University of Finance and Economics

The Investment-Competition Relationship: A Leverage Channel
Sudipto Sarkar, McMaster University
Chuanqian Zhang, William Paterson University
Xiaoyu Zhang, Shanghai University of Finance and Economics
Discussant: Quentin Chu, University of Memphis
SESSION F  Corporate Governance 5 - Governance Issues

Session Chair:  Andrew Lynch, University of Mississippi

Agency Mitigation and the CFO
Richard Walton, Graziadio School of Business & Management
   Discussant: Saurabh Ahluwalia, University of New Mexico

Corporate Governance and the Volatility of Volatility
Alexander Merz, Georg-August-Universität Göttingen
Sebastian Trabert, University of Goettingen
   Discussant: Richard Walton, Graziadio School of Business & Management

The Impact of Top Executive Gender on Asset Prices: Evidence from Stock Price Crash Risk
Yeqin Zeng, ICMA Centre, Henley Business School, University of Reading
   Discussant: Alexander Merz, Georg-August-Universität Göttingen

Financial Code of Ethics Relationship to Shareholder Value
Saurabh Ahluwalia, University of New Mexico
   Discussant: Yeqin Zeng, ICMA Centre, Henley Business School, University of Reading

SESSION G  Corporate Finance 6 - Cash Flow and Capital Expenditure Issues

Session Chair:  Haowen Luo, Indiana University-Purdue University Fort Wayne

Capital Market Access and Cash Flow Allocation during the Financial Crisis
David Florysiak, University of Southern Denmark
Vidhan Goyal, Hong Kong University of Science and Technology
   Discussant: Brian Ayash, California Polytechnic State University

Joint Informational Effects of Capital Expenditure Announcements, Insider Trading, and Ownership
Aron Gottesman, Pace University
Young Kim, Northern Kentucky University
Jouahn Nam, Pace University
   Discussant: David Florysiak, University of Southern Denmark

Piercing the Veil: The Origin and Use of Cash Flow in LBOs
Brian Ayash, California Polytechnic State University
   Discussant: Aron Gottesman, Pace University
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.**

SESSION A  Economic Theory and Modeling 2

Session Chair:  Tih Koon Tan, University of the District of Columbia

*Sequentially Adaptive Bayesian Learning Algorithms for Inference and Optimization*  
John Geweke, University of Technology Sydney  
Garland Durham, California Polytechnic State University  
Discussant: Anthony Sanford, University of Washington

*The Deception behind the Modified Dietz Method*  
David Stowe, Ohio University  
Discussant: Brian Ayash, California Polytechnic State University

*State Price Density Estimation with an Application to the Recovery Theorem*  
Anthony Sanford, University of Washington  
Discussant: David Stowe, Ohio University

*Private Equity, Jobs, and Productivity: A Comment*  
Brian Ayash, California Polytechnic State University  
Mahdi Rastad, California Polytechnic State University  
Discussant: Garland Durham, California Polytechnic State University

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SESSION B  Insurance and Risk Management 1

Session Chair:  Anand Shah, Tata Consultancy Services (TCS)

*Does Local Religiosity Matter for Property-Liability Insurers' Risk-Taking?*
Steven Irlbeck, University of Iowa
Thomas Berry-Stoelzle, University of Iowa
    Discussant: Charles Yang, Florida Atlantic University

*The Benefits of Excess-of-Loss Reinsurance Coverage for Small Property and Casualty Firms*
Michael Santos, Sonoma State University
    Discussant: Steven Irlbeck, University of Iowa

*Blessing or Curse from Health Insurers’ Mergers and Acquisitions? – The Analysis of Group Affiliation, Scale of Operations, and Economic Efficiency*
Charles Yang, Florida Atlantic University
    Discussant: Michael Santos, Indiana State University

SESSION C  Initial Public Offerings 2

Session Chair:  Vivek Singh, University of Michigan - Dearborn

*IPO Spillover Effects in a New and Uncertain Sector: The Case of a Marijuana REIT*
Ran Lu-Andrews, California Lutheran University
Chongyu Wang, University of Florida
    Discussant: Wolfgang Bessler, University of Giessen

*Geographic Dispersion of Firms and IPO Underpricing*
Selcuk Karahan, University of Cincinnati
    Discussant: Ran Lu-Andrews, California Lutheran University

*Growth Strategies of Initial Public Offerings in Europe*
Wolfgang Bessler, University of Giessen
    Discussant: Selcuk Karahan, University of Cincinnati
SESSION D  Commodities and Commodity Derivatives

Session Chair: R. Stephen Sears, Texas A&M International University

Fixing the Fix for Silver and Gold
Susan J. Crain, Missouri State University
Seth Hoelscher, Missouri State University
Jeffrey Jones, Missouri State University
Discussant: Gabriel Power, Université Laval

Cross-Market Dependence in the Commodity Futures Market
Ramesh Adhikari, Humboldt State University
Kyle Putnam, Linfield College
Discussant: Susan J. Crain, Missouri State University

How do Economic Variables Affect the Pricing of Commodity Derivatives and Insurance?
Hirbod Assa, University of Liverpool
Simon Wang, University of Liverpool
Gabriel Power, Université Laval
Philippe Gregoire, Université Laval
Discussant: Kyle Putnam, Linfield College

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Houston, TX
SESSION E  Fixed Income 2

Session Chair:  James R. Scott, Missouri State University

Dynamic Style Analysis, Performance Evaluation and Investment Behavior of Global Bond Funds
Sirapat Polwitoon, Susquehanna University
Oranee Tawatnuntachai, Penn State Harrisburg
  Discussant: Jeffrey Oxman, University of St. Thomas

An Integrated Approach to Pricing Catastrophe Reinsurance and Bonds
Carolyn W. Chang, California State University - Fullerton
Jack S. K. Chang, California State University - Los Angeles
  Discussant: Oranee Tawatnuntachai, Pennsylvania State - Harrisburg

Competition, Rating Shopping and Yield Spread: Evidence from Chinese Enterprise Bond Market
Hongren Huang, National Central University
Shaoyu Li, Southwestern University of Economics and Finance
Jeffrey Oxman, University of St. Thomas
Yugang Yin, Southwestern University of Economics and Finance
  Discussant: Carolyn W. Chang, California State University - Fullerton

SESSION F  Corporate Governance 6 - Board Composition 2

Session Chair:  Andrew Lynch, University of Mississippi

Does Geographic Location Matter for Firm Board Structure?
Nilakshi Borah, University of Wisconsin - La Crosse
Hui James, University of Texas - Tyler
  Discussant: Yuka Nishikawa, Florida International University

Individual Director Turnover
Yun Liu, Keck Graduate Institute
  Discussant: Nilakshi Borah, University of Wisconsin - La Crosse

Risk and Return Comparison of Firms Led by Founders and Outside CEOs
Yuka Nishikawa, Florida International University
Edward Lawrence, Florida International University
  Discussant: Yun Liu, Keck Graduate Institute
SESSION G  Corporate Finance 7 - Risk and Value
Session Chair:  John D. Stowe, Ohio University

Financial Statement Change and Equity Risk
Michael Senteney, Ohio University
John D. Stowe, Ohio University
  Discussant: Hitoshi Takehara, Waseda University

Reverse Engineering Protection and Long-Term Firm Value
Scott Guernsey, University of Oklahoma
  Discussant: John D. Stowe, Ohio University

Relationship between Technological Innovation, Corporate Social Performance and Corporate Financial Performance
Hitoshi Takehara, Waseda University
  Discussant: Scott Guernsey, University of Oklahoma

12:00 p.m. – 1:45 p.m.  Ballroom B

Annual Business Meeting and Luncheon
Keynote Speaker: Betty Simkins, Ph.D., Professor and Williams Companies Chair of Finance, Oklahoma State University

  Topic: Energy Finance

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SOUTHWESTERN FINANCE
ASSOCIATION

March 9, 2018
(Friday)

1:45 p.m. – 3:15 p.m.       La Cienega

SESSION A       Analytical Models for Asset Pricing

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

Mutual Fund Style Analysis: A Stochastic Dominance Approach
Jue Ren, Texas Christian University
Discussant: Sung Bae, Bowling Green State University

What Drives ETF premiums and Discounts Around the World?
Phillip Doering, Ruhr - Universitat Bochum
Rouven Moeller, Ruhr - Universitat Bochum
Lorraine Schelle, Ruhr - Universitat Bochum
Discussant: Jue Ren, Texas Christian University

Yuntaek Pae, Central Washington University
Sung Bae, Bowling Green State University
Namhoon Lee, Southern Wesleyan University
Discussant: Phillip Doering, Ruhr - Universitat Bochum

1:45 p.m. – 3:15 p.m.       Mesilla

SESSION B       Asset Pricing 1

Session Chair: Arati Kale, University of Texas - Arlington

Idiosyncratic Shocks, Geographic Spillover, and Asset Prices
Sima Jannati, University of Miami
Discussant: Mehmet Dicle, Loyola University - New Orleans

A Seasonal Regularity in the Impact of Investor Sentiment on Asset Prices
Yuekun Liu, University of Arkansas
Gady Jacoby, University of Manitoba
Oleksandr Paseka, University of Manitoba
Chi Liao, University of Manitoba
Discussant: Sima Jannati, University of Miami

Asymmetric Return Response to Expected Risk
Mehmet Dicle, Loyola University - New Orleans
Discussant: Yuekun Liu, University of Arkansas
SESSION C  Economic Theory and Modeling 3

Session Chair:  Tih Koon Tan, University of the District of Columbia

Time-varying Stock Market Participation and Conditional Consumption-based Asset pricing
Redouane Elkamhi, University of Toronto
Chanik Jo, University of Toronto
    Discussant: Carina Cuculiza, University of Miami

The Powerball Regressivity: An Evidence from the World’s Largest Lottery Prize
Ki Han, Suffolk University
Sukhun Lee, Loyola University - Chicago
David Suk, Rider University
Hyunmo Sung, Handong Global University
    Discussant: Chanik Jo, University of Toronto

Estimating the Implied Required Return on Equity with a Declining Growth Rate Model
Larry Holland, University of Arkansas - Little Rock
    Discussant: Sukhun Lee, Loyola University - Chicago

Economic Activity, Investor Trading Behavior, and Asset Prices
Carina Cuculiza, University of Miami
    Discussant: Larry Holland, University of Arkansas - Little Rock

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Houston, TX
SESSION D  
IPOs and Seasoned Offerings

**Session Chair:** Anand Shah, Tata Consultancy Services (TCS)

*Do Shareholder Rights Influence the Direct Costs of Issuing Seasoned Equity?*
**Don Autore**, Florida State University  
**Jeff Hobbs**, Appalachian State University  
**Tunde Kovacs**, University of Massachusetts - Lowell  
**Vivek Singh**, University of Michigan - Dearborn  
Discussant: **Lynn Kendall**, University of Dallas

*Auditor Reputation, Auditor Independence, and IPOs’ Performance*
**Kai Chen**, State University of New York - Oneonta  
**Anna Lin**, State University of New York - Oneonta  
**Dona Siregar**, State University of New York - Oneonta  
Discussant: **Jeff Hobbs**, Appalachian State University

*Underwriter Size and Bond Markets: A Case of Market Power or Certification?*
**Lynn Kendall**, University of Dallas  
**Niranjan Tripathy**, University of North Texas  
Discussant: **Kai Chen**, State University of New York - Oneonta

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SESSION E  
Option Prices and Strategies

**Session Chair:** Susan J. Crain, Missouri State University

*Dynamic Delta Option Strategy versus Static Futures Strategy: Evidence from the NASDAQ OMX Commodities Europe*
**Antti Klemola**, University of Vaasa  
Discussant: **David Harris**, University of Great Falls

*Option Market Behavior around the Stocks 52-Week Highs and Lows*
**Anitha Manohar**, Quinnipiac University  
**Geoffrey M. Ngene**, Mercer University  
Discussant: **Antti Klemola**, University of Vaasa

*Pricing European Style Options*
**David Harris**, University of Great Falls  
Discussant: **Anitha Manohar**, Quinnipiac University
SESSION F  Corporate Finance 8 - Corporate Debt Issues

Session Chair: Geoffrey M. Ngene, Mercer University

Debt Structure and Firm Leverage Adjustments
Feifei Zhu, Radford University
   Discussant: Scott Guernsey, University of Oklahoma

Why Do Bondholders Also Hold Equity? Examining Loan Covenant Violations
Steven Irlbeck, University of Iowa
Dennis Hamilton, University of Iowa
Eric McKee, University of Iowa
   Discussant: Feifei Zhu, Radford University

Are Some Things Best Kept Secret? The Effect of the Uniform Trade Secrets Act on Financial Leverage
Scott Guernsey, University of Oklahoma
   Discussant: Steven Irlbeck, University of Iowa

SESSION G  Investments 6 - Benchmarks and Indexes

Session Chair: Xiao Qiao, SummerHaven Investment Management

A New Criterion for Constructing a Multi-Index Benchmark
Joel Barber, Florida International University
   Discussant: Adam Harper, Miami University

The Evolving Patterns of the Price Discovery Process: Evidence from the Stock Index Futures Markets of China, India and Russia
Qingfeng Liu, James Madison University
Qingzhong Ma, California State University - Chico
Hui Sono, James Madison University
Wei Zhang, California State University - Chico
   Discussant: Joel Barber, Florida International University

Examining the Compounding Effects of Positive and Negative Leveraged Exchange Traded Funds
Adam Harper, Miami University
   Discussant: Wei Zhang, California State University - Chico
March 9, 2018
(Friday)

3:00 p.m. - 3:30 p.m.  Exhibit Hall (Ballroom C)

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.  La Cienega

SESSION A  Real Estate

Session Chair:  Ran Lu-Andrews, California Lutheran University

*Housing Price and Household Consumption in China: Evidence from Micro-Level Data*

Xiaojun Yuan, Northwestern Polytechnical University
Haigang Zhou, Cleveland State University
Discussant: Thomas Thompson, University of Texas - Arlington

*Marital House and Marriage: Evidence from Micro-level Data in China*

Xiaojun Yuan, Northwestern Polytechnical University
Haigang Zhou, Cleveland State University
Discussant: Steve Swidler, Auburn University

*Hedging Home Equity Risk: Examination of a Nobel Idea*

Dag Einar Sommervoll, Norwegian University of Life Sciences
Steve Swidler, Auburn University
Discussant: Haigang Zhou, Cleveland State University

*Three Rs of Real Estate*

Jason Morrison, University of Texas - Arlington
Thomas Thompson, University of Texas - Arlington
Discussant: Haigang Zhou, Cleveland State University
SESSION B  Energy Investing

Session Chair:  Betty Simkins, Oklahoma State University

 oils volatility and production
John Elder, Colorado State University
  Discussant: Martin Nerlinger, University of Augsburg

The Impact of Oil Price Shocks on Stock Returns of Energy Value Chain in the U.S.
Shuming Bai, University of Texas - Permian Basin
Kai S. Koong, Tuskegee University
  Discussant: John Elder, Colorado State University

Oil Volatility Spillover into Equity-Sector Stock Return: Evidence from Major Oil Producing Countries
Rafiqul Bhuyan, American University of Kuwait
Mohammad Robbani, Alabama A&M University
  Discussant: Shuming Bai, University of Texas - Permian Basin

Carbon Risk
Maximilian Goergen, University of Augsburg
Andrea Jacob, University of Augsburg
Martin Nerlinger, University of Augsburg
Martin Rohleder, University of Augsburg
Marco Wilkens, University of Augsburg
  Discussant: Mohammad Robbani, Alabama A&M University

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SESSION C  Energy Derivatives

Session Chair:  Susan J. Crain, Missouri State University

Implied Volatility Surface in Crude Oil and Natural Gas Markets
Duong Le, Marietta College
Discussant: Leo Hung-Iam Chan, Utah Valley University

The Impact of Information Releases on Market Uncertainty: An Energy Market Perspective
Louis Ederington, University of Oklahoma
Fang Lin, Pittsburg State University
Lisa (Zongfei) Yang, Montana State University
Discussant: Duong Le, Marietta College

Forecasting Oil Futures Market Volatility in a Financialized World: Why Speculative Activities Matter
Leo Hung-Iam Chan, Utah Valley University
Kam Chan, Western Kentucky University
Chi Nguyen, Indiana University
Discussant: Fang Lin, Pittsburg State University

SESSION D  International Finance 4 - Policy Issues

Session Chair:  Ivelina Pavlova, University of Houston - Clear Lake

Monetary Policy Perceptions and Risk-Adjusted Returns: Have Investors from G-7 Countries Benefitted?
Tibebe Assefa, Bowie State University
Omar Esqueda, Tarleton State University
Discussant: Bin Wang, Marquette University

How do they Interact? Exchange Rate Regime, Financial Liberalization, and Banking Crisis Likelihood
Greg Richey, California State University – Santa Barbara
Discussant: Tibebe Assefa, Bowie State University

Environmental Regulation Strength and Debt Contracting: Evidence from the OECD Countries
Amirhossein Fard, University of Texas - Rio Grande Valley
Incheol Kim, University of Texas - Rio Grande Valley
Bin Wang, Marquette University
Discussant: Greg Richey, California State University – Santa Barbara
SESSION E  Asset Pricing 2
Session Chair: Natalia Matanova, Pennsylvania State University

Asset Float and Leveraged Bubbles
Florin Bidian, Georgia State University
Discussant: Abdulrahman Alharbi, Nicholls State University

Dual-Class Firms and Innovation after NAFTA
Andrey Zagorchev, Rhodes College
Lei Gao, Iowa State University
Discussant: Florin Bidian, Georgia State University

Effect of Implementation Shortfall in Portfolio Performance
Rafiqul Bhuyan, American University of Kuwait
Discussant: Andrey Zagorchev, Rhodes College

SESSION F  Investments 5 - Security Prices and Returns
Session Chair: Gabriel Power, Université Laval

Investors and Stranded Asset Risk: Evidence from Shareholder Responses to Carbon Capture and Sequestration (CCS) Events
Elizabeth Cooperman, University of Colorado - Denver
Discussant: Chris Lawrey, University of South Alabama

Stock Price Behavior on Ex-Dividend Dates
Hui-Ju Tsai, Washington College
Discussant: Abdulrahman Alharbi, Nicholls State University

Long-run Consumption Risks in Assets Returns: Evidence from Economic Divisions
Abdulrahman Alharbi, Nicholls State University
Abdullah Noman, Nicholls State University
Discussant: Rafiqul Bhuyan, American University of Kuwait

Beta Dispersion and Portfolio Returns
Kyle Lantinen, University of South Alabama
Chris Lawrey, University of South Alabama
Kenneth Hunsader, University of South Alabama
Discussant: Hui-Ju Tsai, Washington College
SESSION G  Investments 7 - Markets, Intervention and Investing Styles

Session Chair:  Kemal Saatcioglu, Rhode Island College

*Does Integration Make Interventions during Market Crisis Less Effective? Evidence from China and Russia*

**Vikkram Singh**, Griffith University  
Discussant: **Jeffrey Black**, University of Memphis

*Periphery Dealers in Over-the-counter Markets*

**Chutiorn Tontivanichanon**, London School of Economics  
Discussant: **Vikkram Singh**, Griffith University

*Tests of Operating Efficiency Strategies Based on a Sector-Neutral Investment Style*

**Gwendolyn Webb**  
**Susana Yu**, Montclair State University  
Discussant: **Chutiorn Tontivanichanon**, London School of Economics

*The Impact of Make-Take Fees on Market Efficiency*

**Jeffrey Black**, University of Memphis  
Discussant: **Susana Yu**, Montclair State University

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SESSION H  Doctoral Student Stipend Payment
Poster Presentations

Session C
Friday, March 9 – Coffee Break III
10:00 a.m. – 11:00 a.m. – Exhibit Hall (Ballroom C)
Theme: Student Learning

“Centenary College of Louisiana Student Managed Investment Fund 2004-2017”

Barbara J. Davis, Centenary College of Louisiana

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CONGRATULATIONS!

Recipients of the Distinguished Paper Award
Federation of Business Disciplines

Public Insurance and Birth Outcomes: Evidence from Medicaid Implementation
Xuanhao He, University of New Mexico
Xiaoxue Li, University of New Mexico

CONGRATULATIONS!
Recipient of the
2018 Federation of Business Disciplines Outstanding Educator Award
Chu Nguyen, University of Houston - Downtown
SESSION A  Microeconomic Issues

Session Chair:  Kishore G. Kulkarni, Metropolitan State University of Denver

Discussants:  Muhammad Mustafa, McKendree University
Mihai Nica, University of Central Oklahoma
Chu Nguyen, University of Houston - Downtown

Short-run and Long-run Determinants of Economic Growth: Evidences from ARDL Approach, GMM and Dynamic OLS
Muhammad Mustafa, South Carolina State University
Haile Selassie, South Carolina State University

Getting it Straight: The Evasive Relationship between Self-employment and Economic Development
Mihai Nica, University of Central Oklahoma

The West Texas Intermediate Crude Oil Price Pass–Through Since the Application of Slickwater Fracturing
Chu Nguyen, University of Houston - Downtown

SESSION B  Government Policy and Macroeconomic Issues

Session Chair:  Michael Guarino, University of New Mexico

Discussants:  Mohammed Ershad Hussain, Dillard University
Jose Bucheli, University of New Mexico
Glen McDermott,
Office of the Superintendent of Insurance - New Mexico

Fiscal Deficit and its Impact on Economic Growth: Evidence from Bangladesh
Mohammed Ershad Hussain, Dillard University
Mahfuzul Haque, Indiana State University - Terre Haute

Return Migration and Social Lag in Mexico
Jose Bucheli, University of New Mexico

State Level Operationalization of Health Policy: A Simple Predictive Model
Glen McDermott, Office of the Superintendent of Insurance - New Mexico
Alok K. Bohara, University of New Mexico
10:00 a.m. – 10:30 a.m.  Exhibit Hall (Ballroom C)

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10:30 a.m. – 12:00 p.m.  San Juan

**SESSION A**  Banking and Finance

**Session Chair:**  Shari Lawrence, Nicholls State University

**Discussants:**  Bruce Payne, Barry University  
Warren Matthews, Belhaven University  
Chu Nguyen, University of Houston - Downtown

*A Financial Analysis of Those Companies Identified as Having the Greatest Returns to Invested Capital in Emerging Markets*  
Roman Wong, Barry University  
Bruce Payne, Barry University  
John Payne, Valencia State College

*A Simplified Approach to Real Options in Capital Planning*  
Warren Matthews, Belhaven University  
Mark Smith, LeTourneau University  
Robert Driver, LeTourneau University

*Brazilian Real Exchange Rates and Competitive Positions in Export Markets Relative to Her Two Largest Trading Partners*  
Chu Nguyen, University of Houston - Downtown

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SESSION B  Industry Studies and Firm Performance

Session Chair: Wei Feng, Lynn University

Discussants: Veysel Avsar, Texas A&M University - Corpus Christi
Marshall J. Horton, Ouachita Baptist University
Ohaness Paskelian, University of Houston - Downtown

*R&D Intensity, Financing Cost and Antidumping*
Veysel Avsar, Texas A&M University - Corpus Christi
Umut Unal, Antalya Akev University

*The Rise of Edufacturing in American Higher Education*
Marshall J. Horton, Ouachita Baptist University

*The Impact of Firm Ownership Structure and Agency Problems on Firm Dividend Policy and Cash Holdings for Chinese Privatized Firms,*
Ohaness Paskelian, University of Houston - Downtown
Stephen Bell, Park University
Julia Creek, Park University

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**SESSION A**  
**Environmental Economics**

**Session Chair:** Lidiya Bayliyeva, University of New Mexico  
**Discussants:** Warren Matthews, Belhaven University  
Charles Evans, Barry University  
Mohammed Ershad Hussain, Dillard University

*New Evidence of Gasoline Demand Elasticities: United States and Arizona*  
**Brian P. Macfie,** Arizona State University

*Does Creating a Preserve from Existing Open Space Increase Proximate Land Value in Arizona*  
**Brian P. Macfie,** Arizona State University

*Is There Any Relationship between Pollution Decline and the Growth in GDP? Evidence from 45 Developing Countries in the Sub-Saharan Africa*  
**Mohammed Ershad Hussain,** Dillard University  
**Mahfuzul Haque,** Indiana State University - Terre Haute

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**SESSION B**  
**Government Policy and Macroeconomic Issues**

**Session Chair:** Muhammad Mustafa, South Carolina State University  
**Discussants:** Michael Guarino, University of New Mexico  
Xuanhao He, University of New Mexico  
Glake Hill, Jackson State University

*Crime and Air Pollution: Microdata Evidence from Four Metropolitan Areas*  
**Michael Guarino,** University of New Mexico  
**David Dixon,** University of New Mexico

*Public Insurance and Birth Outcomes: Evidence from Medicaid Implementation*  
**Xuanhao He,** University of New Mexico  
**Xiaoxue Li,** University of New Mexico

*A Measurement of Energy Poverty in the United States of America*  
**Glake Hill,** Jackson State University  
**Nicholas J. Hill,** Jackson State University  
**Phylicia Taylor,** Jackson State University
3:00 p.m. – 3:30 p.m.  Exhibit Hall (Ballroom C)

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3:30 p.m. – 5:00 p.m.  San Juan

SESSION A  Banking and Finance

Session Chair:  Ata Yesilyaprak, Arcadia University

Discussants:  S. P. Uma Rao, University of Louisiana - Lafayette  
Ata Yesilyaprak, Arcadia University  
John Lajaunie, Nicholls State University

*Morningstar High Sustainability Rated Funds-- Returns based Style Analysis (RBSA): October 2011 through August 2016*

S. P. Uma Rao, University of Louisiana - Lafayette

*Predicting Performance of Mutual Funds Using Neural Networks and Discriminant Analysis*

Ata Yesilyaprak, Arcadia University

*The Impact of the Qualified Mortgage Regulations on Mortgage Lending by Commercial Banks*

John Lajaunie, Nicholls State University  
Shari Lawrence, Nicholls State University  
Ronnie Fanguy, Nicholls State University

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46th Annual Conference  
March 13-16, 2019  
Hyatt Regency Houston  
Houston, TX
SESSION B  
Environmental Economics

Session Chair:  
Na Lu, University of New Mexico

Discussants:  
Lidiya Bayliyeva, University of New Mexico  
Zuzia Vick, University of New Mexico  
Siong Hook, University Putra Malaysia

Reduced Power Plant Emissions from both Cap-and-trade Market Efficiency and Technological Progress

Lidiya Bayliyeva, University of New Mexico  
David Dixon, University of New Mexico

A Bioeconomic Disaggregation of Hawaii Deep 7 Fishery Data

Zuzia Vick, University of New Mexico  
David Dixon, University of New Mexico

The Dynamic Linkages Among Financial Development, Urbanization, Energy Consumption and CO2 Emissions

Siong Hook, University Putra Malaysia  
M. Kabir Hassan, University of New Orleans

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March 13-16, 2019
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March 8, 2018
(Thursday)

5:00 p.m. – 6:00 p.m.  
San Juan

SSE Executive Committee Meeting

Presiding:  
Kishore G. Kulkarni, Metropolitan State University

All current and past officers are invited to attend.

5:30 p.m. – 7:00 p.m.  
Exhibit Hall (Ballroom C)

FBD Presidential Welcome Reception

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, or dinner.

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March 13-16, 2019
Hyatt Regency Houston
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SOUTHWESTERN SOCIETY OF ECONOMISTS

March 9, 2018 (Friday)

8:00 a.m. – 10:00 a.m.  Tesuque

SSE Annual Business Breakfast Meeting

Presiding: Kishore G. Kulkarni, Metropolitan State University

All SSE members should attend. New officers will be elected

10:00 a.m. – 10:30 a.m.  Tesuque

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10:30 a.m. – 12:00 p.m.  San Juan

SESSION A  Microeconomic Issues

Session Chair:  Chu Nguyen, University of Houston - Downtown

Discussants:  Mohammad Safa, McKendree University
Kishore G. Kulkarni, Metropolitan State University of Denver
Muhammad Mustafa, South Carolina State University

Oil Price Volatility, Islamic Financial Development and Economic Growth In GCC Countries
Mohammad Safa, McKendree University
M. Kabir Hassan, University of New Orleans

Recent Trends in Foreign Direct Investment in India and China: Some Reflections and Analysis
Kishore G. Kulkarni, Metropolitan State University of Denver
Ashish Sedai, Colorado State University

Muhammad Mustafa, South Carolina State University
Matiur Rahman, McNeese State University
SESSION B  Government Policy and Macroeconomic Issues

Session Chair: Manuel Tejeda, Barry University

Discussants: Yannick Bouopda Kammogne, Cameroon
Matiur Rahman, McNeese State University
Vasudeva N. R. Murthy, Creighton University

Health and Economic Growth in Cameroon
Yannick Bouopda Kammogne, Cameroon
Boniface Epo Ngah, Cameroon
Yannick Joel Abena Nah, Cameroon

Matiur Rahman, McNeese State University
Daniel Groft, Louisiana Department of Revenue
Muhammad Mustafa, South Carolina State University

Health Expenditure in the OECD Countries: New Panel Results Applying the Static and Dynamic Common Correlated Effects Modeling
Vasudeva N. R. Murthy, Creighton University

Lunch on your own. There are great restaurants in walking distance.

SESSION A  Banking and Finance

Session Chair: Manuel Tejeda, Barry University

Discussants: Abdullah Noman, Nicholls State University
Geungu Yu, Jackson State University
S. P. Uma Rao, University of Louisiana - Lafayette

Risk Tolerance: A Longitudinal Study
Abdullah Noman, Nicholls State University
Shari Lawrence, Nicholls State University

The Impact of the Newly Added AAPL in DJIA Index in 2015 on DOW Performance
Geungu Yu, Jackson State University

Is 12b-1 Fee Still Relevant? In Sustainable Investing
S. P. Uma Rao, University of Louisiana - Lafayette
Denis Boudreaux, University of Louisiana - Lafayette
SESSION B  Industry Studies and Firm Performance

Session Chair: Marshall J. Horton, Ouachita Baptist University

Discussants: Wei Feng, Lynn University
Arif Sultan, Defiance College
Ata Yesilyaprak, Arcadia University

Analysis of Risk and Return Perceptions
Wei Feng, Lynn University

Empirical Evidence on the Quality Differences between Domestic and Foreign Cars
Arif Sultan, Defiance College

A Merton View of Refiners
Ata Yesilyaprak, Arcadia University
John Theis, University of Central Arkansas

SPECIAL PANEL I  An Environmental Economic Research Panel:

Panel Moderators and Mentors: Alok K. Bohara, University of New Mexico
Michael Benjamin Goodwin, University of New Mexico
Niraj Khatiwada, University of New Mexico

Organization: Sustainable Development Action Lab (SDAL), Nepal Study Center, Department of Economics, University of New Mexico

Sustainable Development Action Lab: Taking the Classroom into the Field
Alok K. Bohara, University of New Mexico
Michael Benjamin Goodwin, University of New Mexico

Corinne Fox, University of New Mexico
Clara Burgeles, University of New Mexico
Katelynne Cepener, University of New Mexico
Thomas Farnham, University of New Mexico
Nick Slade, University of New Mexico

Household Waste Management Effects on Health and Behavior: A Case Study of Siddharthanagar
Jesus E. Vazquez, University of New Mexico

The Impact of Education on Willingness to Pay for Clean Water
Katelynne Cepener, University of New Mexico
Sonja Fullilove, University of New Mexico
Michael Anthony Prossnitz, University of New Mexico
SOUTHWESTERN SOCIETY
OF ECONOMISTS

March 9, 2018
(Friday)

1:30 p.m. - 5:00 p.m.

SPECIAL PANEL II
An Environmental Economic Research Panel:
STEM Bridge Undergraduate Research Problem-based Learning: Health and Environment in Urban Nepal

Panel Moderators and Mentors:
Alok K. Bohara, University of New Mexico
Michael Benjamin Goodwin, University of New Mexico
Niraj Khatiwada, University of New Mexico

Organization:
Sustainable Development Action Lab (SDAL), Nepal Study Center, Department of Economics, University of New Mexico

Air Quality Control and Health in Urban City of Siddharthanagar: A Quantitative Study
Aaron Montano, University of New Mexico

Propagation of Behavior and Illness: Adult Handwashing and its Effect on Child Illness
Deshawn Vaughan, University of New Mexico

Sanitation and Hygiene Approaches and their Impact on Health: A Case Study of Urban City of Siddharthanagar
Dayna Diamond, University of New Mexico
Samriti Jain, University of New Mexico
Sage Cox, University of New Mexico

Round Table QA Discussion: Undergraduate Students’ Community Engaged Research Experience
(Himalayan Study Abroad Program: December 2017/January 2018) in Nepal
Corinne Fox, University of New Mexico
Clara Burgeles, University of New Mexico
Nick Slade, University of New Mexico
Thomas Farnham, University of New Mexico
Jesus E. Vazquez, University of New Mexico
Sonja Fuliilove, University of New Mexico
Michael Anthony Prossnitz, University of New Mexico
Martin Vecek, University of New Mexico
Aaron Montano, University of New Mexico

Make plans to join us in Houston for our 2019 conference.

46th Annual Conference
March 13-16, 2019
Hyatt Regency Houston
Houston, TX
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

Environmental Economics

Session Chair: David Dixon, University of New Mexico

Discussants: Na Lu, University of New Mexico
Donal Price, Lamar University
Manuel Tejeda, Barry University

Dynamic Optimization of Fertilizer Management in Agriculture
Na Lu, University of New Mexico

NCAA FBS Football Coaches — An Attempt at a Taxonomy
Donal Price, Lamar University
Kabir Sen, Lamar University

Is It Easy Being Green? An Exploration of How Green Spaces on Corporate Campuses Align with Corporate Initiatives
Manuel Tejeda, Barry University
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 Communication, 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. From 2008 to 2015, FBD met with 10 associations. In 2015, the Academy of International Business, Southwest withdrew from the Federation of Business Disciplines.

Executive Director

Sam J. Bruno served as the Executive Director of the Association from 1982-2009. Betty Kleen was selected as Executive Director in 2009 and held the position until May of 2012. Michelle McEacharn assumed the role of Executive Director on June 1, 2012.
FBD meetings consist of the professional programs of various business disciplines. The number of registrations for these member (and guest) associations at our 2009 - 2017 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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<td>1974</td>
<td>Adolphus Hotel</td>
<td>Henry H. Hays, President</td>
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<td></td>
<td>Dallas, Texas</td>
<td>Ridley J. Gros, Vice President</td>
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<td>1975</td>
<td>Hyatt Regency</td>
<td>Ridley J. Gros, President</td>
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<td></td>
<td>Houston, Texas</td>
<td>Donald R. Williams, Vice President</td>
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<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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<td></td>
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<td>R. Conrad Doenges, Vice President</td>
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<td>Sam J. Bruno, Secretary/Treasurer</td>
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<tr>
<td>1977</td>
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<td>R. Conrad Doenges, President</td>
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<td></td>
<td>New Orleans, Louisiana</td>
<td>John J. Willingham, Vice President</td>
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<td></td>
<td></td>
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<tr>
<td>1978</td>
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<td>Van C. McGraw, Vice President</td>
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<td></td>
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<td>Peter M. Ginter, Coordinator of Registration</td>
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<td>1980</td>
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<td>Gaylord A. Jentz, Vice President</td>
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<td>1983</td>
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<td>Paul A. Dierks, Vice President</td>
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<td>Thomas W. Jones, Vice President</td>
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| 1992 | Hyatt Regency, San Antonio, Texas | W. Jack Lord, Jr., President  
                      Marlin C. Young, Vice President  
                      Robert J. Olney, Secretary/Treasurer  
                      Anita S. Bednar, Coordinator of Registration  
                      Sam J. Bruno, Executive Director |
| 1993 | Sheraton, New Orleans, Louisiana | Marlin C. Young, President  
                      Thomas R. McKinnon, Vice President  
                      Robert J. Olney, Secretary/Treasurer  
                      Anita S. Bednar, Coordinator of Registration  
                      Sam J. Bruno, Executive Director |
| 1994 | Hyatt Regency, Dallas, Texas | Thomas R. McKinnon, President  
                      Robert J. Olney, Vice President  
                      Timothy Paul Cronan, Secretary/Treasurer  
                      Steven D. White, Coordinator of Registration  
                      Sam J. Bruno, Executive Director |
| 1995 | Hyatt Regency, Houston, Texas | Robert J. Olney, President  
                      James T. Hood, Vice President  
                      Timothy Paul Cronan, Secretary/Treasurer  
                      Steven D. White, Coordinator of Registration  
                      Sam J. Bruno, Executive Director |
| 1996 | Marriott Riverwalk, San Antonio, Texas | James T. Hood, President  
                      Charlotte D. Sutton, Vice President  
                      Timothy Paul Cronan, Secretary/Treasurer  
                      Steven D. White, Coordinator of Registration  
                      Sam J. Bruno, Executive Director |
| 1997 | Sheraton, New Orleans, Louisiana | Charlotte D. Sutton, President  
                      Timothy Paul Cronan, Vice President  
                      Steven D. White, Secretary/Treasurer  
                      Doug Rusth, Coordinator of Registration  
                      Sam J. Bruno, Executive Director |
| 1998 | Hyatt Regency, Dallas, Texas | Timothy Paul Cronan, President  
                      John M. Norwood, Vice President  
                      Steven D. White, Secretary/Treasurer  
                      Debasish Banerjee, Coordinator of Registration  
                      Sam J. Bruno, Executive Director |
| 1999 | Hyatt Regency, Houston, Texas | John N. Norwood, President  
                      Wilda F. Meixner, Vice President  
                      David E. Douglas, Secretary/Treasurer  
                      Debasish Banerjee, Coordinator of Registration  
                      Sam J. Bruno, Executive Director |
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| 2000 | Hyatt Regency San Antonio, Texas | Wilda F. Meixner, President  
Mary Fischer, Vice President  
David E. Douglas, Secretary-Treasurer  
Debasish Banerjee, Coordinator of Registration  
Sam J. Bruno, Executive Director |
| 2001 | Sheraton New Orleans, Louisiana | Mary Fischer, President  
C. Aaron Kelley, Vice President  
David E. Douglas, Secretary-Treasurer  
Peggy Lane, Coordinator of Registration  
Sam J. Bruno, Executive Director |
| 2002 | Adam’s Mark St. Louis, Missouri | C. Aaron Kelley, President  
Lou E. Pelton, Vice President  
David E. Douglas, Secretary-Treasurer  
Peggy Lane, Coordinator of Registration  
Sam J. Bruno, Executive Director |
| 2003 | Hyatt Regency Houston, Texas | Lou E. Pelton, President  
Diana Reed, Vice President  
R. Wayne Headrick, Secretary-Treasurer  
Peggy Lane, Coordinator of Registration  
Sam J. Bruno, Executive Director |
| 2004 | Caribe Royale Orlando, Florida | Diana Reed, President  
David E. Douglas, Vice President  
R. Wayne Headrick, Secretary-Treasurer  
Sam J. Bruno, Executive Director |
| 2005 | Hyatt Regency Dallas, Texas | David E. Douglas, President  
Keith Tudor, Vice President  
R. Wayne Headrick, Secretary-Treasurer  
Sam J. Bruno, Executive Director |
| 2006 | Renaissance Hotel Oklahoma City, Oklahoma | Keith Tudor, President  
Wolfgang Hinck, Vice President  
Michelle McEacharn, Secretary-Treasurer  
Sam J. Bruno, Executive Director |
| 2007 | Town and Country Resort San Diego, California | Wolfgang Hinck, President  
Betty Kleen, Vice President  
Michelle McEacharn, Secretary-Treasurer  
Sam J. Bruno, Executive Director |
| 2008 | Hyatt Regency Houston, Texas | Betty Kleen, President  
Ashish Chandra, Vice President  
Michelle McEacharn, Secretary-Treasurer  
Sam J. Bruno, Executive Director |
| 2009 | Renaissance Hotel Oklahoma City, Oklahoma | Ashish Chandra, President  
David P. Paul, III, Vice President  
Thomas D. Tolleson, Secretary-Treasurer  
Sam J. Bruno, Executive Director |
<table>
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<td>2010</td>
<td>Sheraton Dallas Hotel&lt;br&gt;Dallas, Texas</td>
<td>David P. Paul, III, President&lt;br&gt;Michele McEacharn, Vice President&lt;br&gt;Thomas D. Tolleson, Secretary-Treasurer&lt;br&gt;Betty Kleen, Executive Director</td>
</tr>
<tr>
<td>2011</td>
<td>Hyatt Regency&lt;br&gt;Houston, Texas</td>
<td>Michelle McEacharn, President&lt;br&gt;Marsha L. Bayless, Vice President&lt;br&gt;Thomas D. Tolleson, Secretary-Treasurer&lt;br&gt;Betty Kleen, Executive Director</td>
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<tr>
<td>2012</td>
<td>Sheraton New Orleans&lt;br&gt;New Orleans, Louisiana</td>
<td>Marsha L. Bayless, President&lt;br&gt;Larry Garner, Vice President&lt;br&gt;Barbara J. Davis, Secretary-Treasurer&lt;br&gt;Betty Kleen, Executive Director</td>
</tr>
<tr>
<td>2013</td>
<td>Albuquerque Convention Center, Albuquerque, New Mexico</td>
<td>Larry Garner, President&lt;br&gt;Thomas D. Tolleson, Vice President&lt;br&gt;Barbara J. Davis, Secretary-Treasurer&lt;br&gt;Michele McEacharn, Executive Director</td>
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<td>Thomas D. Tolleson, President&lt;br&gt;Marshall J. Horton, Vice President&lt;br&gt;Barbara J. Davis, Secretary-Treasurer&lt;br&gt;Michele McEacharn, Executive Director</td>
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**Upper Level**

**West Complex**

is west of 2nd Street and comprises three levels — upper, ground & lower

**East Complex**

is east of 2nd Street and comprises two levels — upper & ground only

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