OFFICIAL PROGRAM

Forty-Sixth ANNUAL MEETING

March 13 – March 16, 2019

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

National and International Constituency

Compiled and Edited by Vivek S. Natarajan
Lamar University

With special thanks to the 2019 FBD Association Program Chairs

And to

MI Printing
www.miprinting.net
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
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:

- Cambridge Business Publishers
- The Case Centre
- EthicsGame
- Interpretive Simulations
- Ivey Publishing
- StuKent
- WessexPress
- Wiley

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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Make plans to join us in San Antonio, Texas for our 2020 conference.

♦♦♦

47th Annual Conference
March 11 - 14, 2020
Hyatt Regency San Antonio
San Antonio, Texas
Welcome to Houston and the 2019 FBD Annual Conference!

On behalf of the FBD Board of Directors, the association program chairs, and the staff of the Hyatt Regency Houston, I welcome you to the 46th 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. I hope you find it rewarding!

I have enjoyed working with Vivek Natarajan, FBD Program Chair, as he has worked with the ten associations that comprise FBD. Developing a program of this magnitude entails exhausting work. My sincere thanks and appreciation go out to Vivek. Your effort is evident in this program.

As I serve as FBD President this year, I must once again seize this opportunity to thank the people who were my support and sanity keepers!

Michelle McEachern, words cannot express my thanks to you, both in FBD and as a friend. Thank you for answering (and reanswering!) all the millions of questions I had, and helping me navigate all that is the progression of FBD offices. I especially want to thank you for trusting Kimberly and me to fill in (as best we could) for you when you needed us. Your faith in us was unwavering, although our confidence in ourselves was sometimes shaky! You are FBD, and without your guidance and leadership, we are nothing!

Kimberly Merritt, thank you for encouraging me to accept an executive leadership role within FBD—although begrudgingly at the onset, it is heartfelt now! I will always be grateful for the team that you and I have been throughout this process! We have consistently proven ourselves as valuable to the organizations of which we are a part. I am very proud of our accomplishments in FBD. More significantly, I am thankful for our forever friendship!

Finally, and most important, I wish to thank my family. To my husband, Paul, thank you for listening to me through all of this, encouraging me when I was frustrated, and celebrating our successes with me. No matter which side I was on, you were always there with me. You kept me laughing throughout this process. I love you more! To our daughter, Josie, you are our future. Your accomplishments will far surpass mine, and I cannot wait to see the impact you will have on this world.

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.

Looking forward, please make plans to be with us for our 2020 conference in San Antonio. Kishore Kulkarni 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
President, Federation of Business Disciplines
Hello and Howdy. On behalf of the FBD Board of Directors, the association program chairs, and the staff of the Hyatt Regency, Houston, I am delighted to offer a warm Texas sized welcome to all of you for the 46th Annual Meeting of the Federation of Business Disciplines. Please accept my heartfelt welcome on behalf of the FBD Board of Directors, our ten association program chairs and many volunteers who make this meeting possible.

I hope that you will enjoy this year’s meeting. This conference is an interdisciplinary forum for scholarly research, professional development and pedagogical innovations. Working with the ten associations that comprise FBD has been a rewarding experience for me. From their very first meeting in March 2018, through the intrigue of Boot Camp in May 2018, and throughout all the challenges that creating a program of this magnitude entails, the FBD program chairs accepted the challenge to make the conference outstanding. My sincere thanks and appreciation go out to all our Program Chairs: Cassy, Carol, Laurie, Shane, Renee, Matt, Brian, Rhonda, Tommy, and Matiu. Your hard work is evident in this program. Go Team Houston!

I wish to thank our sponsors and exhibitors for their support. Their support and participation allow us to offer many of the activities that enhance the overall value of the conference.

The Hyatt Regency Houston has been a great friend of FBD. The staff, under the direction of Shea Ashley has helped us in planning our conference yet and their support and commitment goes a long way in enabling us to offer a great event.

I started my journey in 2005 meeting as a rookie doctoral student and have travelled a long way in coming to this juncture as the FBD program chair for the 2019 meeting. It was possible only with the support of some great people - the people who took time to mentor me over the past few years. Lou Pelton, thank you for believing in me and motivating me to aspire and attain academic leadership positions. From my first FBD meeting in Dallas in 2015 until today, you have been a great mentor and a catalyst for my growth. I am also grateful to Ashish Chandra and David Paul for being good mentors. Michelle McEachern, I cannot thank you enough for your wise counsel and patience. You patiently answered all the questions I had and helped me navigate the program process this year. You are the bedrock of FBD! Ann Wilson, thank you for encouraging me to serve FBD and helping me succeed. Suzanne Clinton, thank you for your support. Kim, thank you for being a great treasurer and secretary. It is one tough job. I am also grateful to the executive council for their continued support.

I am very grateful to my school, Lamar University, for its continued support in my leadership journey. I owe a debt of gratitude to my buddies Kishore, Irfan and Sanjay for their wise counsel. Finally, I wish to thank my family. My wife Vyjayanthi and daughter Chithkala have taken my frequent absences and my lack of time for them in stride and have been pillars of support to me.

Our 46th annual conference location, Houston, Texas, is particularly wonderful during the time of our meeting. The famous Houston Rodeo will be on when we meet. I encourage you to visit the Rodeo. You can also choose to visit the Space center if you are a science buff. The beaches in Galveston are a great option for someone seeking the shores and some delicious seafood. The Museum district has quite a few attractions as well. Enjoy indulging at some of the area’s amazing restaurants and exhilarating nightlife. There is something in the Bayou city for everyone. It is my hope that each of you will “get out” and enjoy what this city has to offer.

Our 2020 conference is scheduled to be in San Antonio and please mark your calendars for the same. I wish the incoming program chair, Kishore Kulkarni, the very best as he prepares next year’s program. A seasoned academic, Kishore brings vast experience and ability to the table. I am confident that he and his team of association program chairs will certainly put together an exciting program for all of us to enjoy.

Vivek Shankar Natarajan, Ph.D
Vice President and General Program Chair

Department of Management-Marketing
P.O. Box 10025 Beaumont, Texas 77710 (409)880-8622
The Federation of Business Disciplines is pleased to recognize the recipients of the

2019 Federation of Business Disciplines Distinguished Paper Awards

American Accounting Association, Southwest Region

*Big Data Analytics Challenges & Internal Audit Function (IAF)’s Reliance on Big Data Analytics*
Md. Shariful Islam, Louisiana Tech University
Thomas Stafford, Louisiana Tech University
William Stammerjohan, Louisiana Tech University

Association for Business Communication, Southwestern U.S.

*Just Get to the Point: Persuasive Strategies for the iGeneration*
Traci L. Austin, Sam Houston State University
Lindsay C. Clark, Sam Houston State University
Lucia S. Sigmar, Sam Houston State University

Association of Business Information Systems

*Moving Toward Better Equipped Students in Excel*
Lori Soule, Nicholls State University
Sherry Rodrigue, Nicholls State University
Betty Kleen, Nicholls State University

Association of Collegiate Marketing Educators

*International Business Event Perceived Quality, Visitors’ Positive Emotions, and Behavioral Intentions to Attend: An Investigation of Relationships*
Sarath A. Nonis, Arkansas State University
Clint Relyea, Troy University

Association for Small Business and Entrepreneurship

*Customer Relationship Management and the Performance of Small Business: Evidence from the Survey of Business Owners*
Mark D. Heileman, Rollins College
Emmanuel T. Kodzi, Jr., Rollins College
Timothy L. Pett, Rollins College
Decision Sciences Institute, Southwest Region

The Influential Factors of Knowledge Sharing and Knowledge Transfer for Expatriates
Li-Yueh Lee, Kun Shan University
Phuoc Thien Nguyen, Nanhua University

Southwest Academy of Management

The Antecedents to and Consequences of Accountability Approach: Test of Competing Perspectives and Replicable Results across Two Samples
Jeremy Brees, Northern Arizona University
David Sikora, Georgia Southern University
Gerald Ferris, Florida State University

Southwest Case Research Association

Amplify Snack Brands, Inc.: Dealing with Success in 2017
John K. Masters, Cameron University
Pamela Rogers, Stephen F. Austin State University

Southwestern Finance Association

Media and Shareholder Activism
Abhishek Ganguly, Indiana University

Southwestern Society of Economists

The Impact of Firm-Level Characteristics and Country-Specific Attributes on the Performance and Efficiency of Microfinance Institutions
Nazar Mustapha, Dillard University
M. Kabir Hassan, University of New Orleans
Ali Ashraf, Frostburg 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.
The Federation of Business Disciplines is pleased to recognize the recipients of the

2019 Federation of Business Disciplines Outstanding Educator Awards

American Accounting Association, Southwest Region
Elaine Sanders, University of Texas at San Antonio

Association for Business Communication, Southwestern U.S.
Traci L. Austin, Sam Houston State University

Association for Small Business and Entrepreneurship
Laurie A. Babin, University of Louisiana at Monroe

Association of Business Information Systems
Degan Kettles, Brigham Young University

Association of Collegiate Marketing Educators
Patrick D. “Pat” Fountain, East Central University

Southwest Academy of Management
Manjula Salimath, University of North Texas

Southwest Case Research Association
Timothy D. Wise, Southern Arkansas University

Southwestern Finance Association
William Reichenstein, Baylor University

Southwestern Society of Economists
Kishore G. Kulkarni, Metropolitan State University of Denver
<table>
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<tr>
<th>Event</th>
<th>Location</th>
<th>Date</th>
<th>Time</th>
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<tbody>
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<td>FBD 2018-2019 Board of Directors</td>
<td>Arboretum 5</td>
<td>Wednesday, March 13, 2019</td>
<td>2:00 p.m. - 5:00 p.m.</td>
</tr>
<tr>
<td>FBD 2019-2020 New Program Chairs</td>
<td>Window Box</td>
<td>Saturday, March 16, 2019</td>
<td>8:00 a.m. - 9:00 a.m.</td>
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<tr>
<td>FBD 2019-2020 Board of Directors</td>
<td>Window Box</td>
<td>Saturday, March 16, 2019</td>
<td>9:00 a.m. - 11:00 a.m.</td>
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<tr>
<td>American Accounting Association, Southwest Region</td>
<td>Window Box</td>
<td>Friday, March 15, 2019</td>
<td>12:00 p.m. - 1:30 p.m.</td>
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<tr>
<td>Association for Business Communication, Southwestern U.S.</td>
<td>Arboretum 5</td>
<td>Friday, March 15, 2019</td>
<td>10:30 a.m. – 12:00 p.m.</td>
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<tr>
<td>Association for Small Business and Entrepreneurship</td>
<td>Conference Room 10</td>
<td>Friday, March 15, 2019</td>
<td>12:00 p.m. - 2:00 p.m</td>
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<tr>
<td>Association of Business Information Systems</td>
<td>Arboretum 4</td>
<td>Friday, March 15, 2019</td>
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<tr>
<td>Association of Collegiate Marketing Educators</td>
<td>Cottonwood</td>
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<td>Decision Sciences Institute, Southwest Region</td>
<td>Magnolia</td>
<td>Thursday, March 14, 2019</td>
<td>3:30 p.m. - 5:00 p.m.</td>
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<tr>
<td>Southwest Academy of Management</td>
<td>Dogwood</td>
<td>Friday, March 15, 2019</td>
<td>12:00 p.m. - 1:00 p.m.</td>
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<tr>
<td>Southwest Case Research Association</td>
<td>Regency Room</td>
<td>Thursday, March 14, 2019</td>
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</tr>
<tr>
<td>Southwestern Finance Association</td>
<td>Regency Room</td>
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<td>12:00 p.m. - 1:45 p.m.</td>
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<tr>
<td>Southwestern Society of Economists</td>
<td>Windowbox</td>
<td>Friday, March 15, 2019</td>
<td>8:00 a.m. - 10:00 a.m.</td>
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Make plans to join us in San Antonio, Texas for our 2020 conference.

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47th Annual Conference
March 11 - 14, 2020
Hyatt Regency San Antonio
San Antonio, Texas
This year we are proud to sponsor our 3rd 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.

**Thursday, March 14 – Accounting and Marketing**  
*10:00 a.m. – 11:00 a.m.* – Exhibit Hall - Market Place

*Clearing the Confusion of Process Costing* (SWAAA)  
**Nikki Shoemaker**, Stephen F. Austin State University  
**Mary Kelly**, Stephen F. Austin State University

*Non-GAAP Financial Measures: Emerging Industries in Canada* (SWAAA)  
**Sameera K Hassan**, Ryerson University

*Chief Marketing or Customer Officer: Why Funding Matters?* (ACME)  
**Mohammed Nadeem**, National University

*Does Scarcity Appeal Promote Consumers’ Environmental Protection Act? An Attitude-Behavior Gap Perspective* (ACME)  
**Haifeng Qi**, East China University of Science and Technology  
**Qunqun Lu**, East China University of Science and Technology  
**Hongping Fei**, East China University of Science and Technology  
**Weixing Ford**, Texas A&M University - San Antonio

**Thursday, March 14 – Teaching of Business Classes and Corporate Responsibility**  
*3:00 p.m. – 4:00 p.m.* – Exhibit Hall - Market Place

*Utilizing Graduate Assistants for Supplemental Instruction* (SWAAA)  
**Rachel Cox**, Oklahoma State University  
**Sarah Elizabeth Johnson**, Oklahoma State University  
**Alyssa Vowell**, Oklahoma State University

*Corporate Social Responsibility Ratings by Sector* (SWAAA)  
**James H Thompson**, Central Washington University  
**Timothy L McCoy**, Lamar University

*The Application of Quality Matters™ to the Teaching of Business Communication in a Virtual Environment* (ABC-SW)  
**James “Skip” Ward**, Fort Hays State University  
**Linda A.**, Fort Hays State University

*What Factors Impact the Configuration Management Process in Department of Defense (DoD) projects?*  
(SWAM)  
**Manessa Threatt**, Florida Institute of Technology

*Relevance: Linking the Real World to the Business Communication Classroom by Actual Example*  
(ABC-SW)  
**Marsha L Bayless**, Stephen F. Austin State University  
**Keith New**, Stephen F. Austin State University  
**Manuel G Guerrero**, Stephen F. Austin State University
FBD POSTER PRESENTATIONS

Friday, March 1 – Financial Issues and Firms
10:00 a.m. – 11:00 a.m. – Exhibit Hall - Market Place

The Impact of Goodwill on Firm Performance: Evidence from the S&P 500 Index (SWFA)
Jose Mercado Mendez, University of Central Missouri

Don’t be a DRIP (SWFA)
William Pratt, Oklahoma City University

Noise Trading, Predictability and Informational Efficiency in Commodity Exchange Traded Notes (SWFA)
Abdullah Noman, Nicholls State University,
Selma Izadi, Loyola University of New Orleans, Louisiana

Comparing Typical or Atypical Attributes: The Role of Comparison Valence and Relative Market Share in Comparative Ad Persuasion (ACME)
Ying-Ching Lin, National Chengchi University
Kai-Yu Wang, Brock University
Wei-Ting Jhang, National Dong Hwa University

Friday, March 15 – Data Issues and Social Media
3:00 p.m. – 4:00 p.m. – Exhibit Hall - Market Place

Forecast Precision and Forecast Accuracy from Moving Average and Moving Median Methods on Skewed Lognormal Time Series (SWFA)
Luh Ren, University of Houston Victoria
Peter Ren, University of Houston Downtown

An Empirical Study of Relationships among Labor Productivity, GDP Per-capita and Employment from a Macroeconomic Viewpoint: The Case of the Mexican Economy between the Years of 1951 and 2016 (SWFA)
Esther Castro, University of Houston Downtown
Thai Nguyen, University of Houston Downtown.

An Exploratory Study of the Effects of HPWS Practices on Small and Micro Business (SWAM)
Susie Cox, University of Louisiana at Monroe
John Hendon, University of Arkansas at Little Rock
Laura Marler, Mississippi State University

Social Media Mavenism: An Action-Driven Exemplar for Knowledge Dissemination on Social Networks (ACME)
Muhammad Aljukhadar, American University of Beirut
Sylvain Senecal, HEC Montréal
Amélie Bériault Poirier, HEC Montréal
Workshop: Structural Equation Modeling

Presenter: Barry Babin, Louisiana Tech University  
Session Chair: Mel F. Zuberi, Hood College

This hands-on workshop will present important concepts of Structural Equation Modeling and follow up with hands-on exercises using SPSS-AMOS. Structural Equation Modeling is an important methodological technique for social science researchers. The workshop is designed for doctoral students and faculty that want to become more knowledgeable of Structural Equation Modeling using SPSS-AMOS. Users will need to bring their laptops with SPSS-AMOS already installed.

“How to get Published” Panel Discussion by Current and Former Journal Editors

Panelists:
Barry Babin, Louisiana Tech University, former marketing section Editor and current special issue Editor, Journal of Business Research (JBR).
Lou E. Pelton, University of North Texas, Former Editor, Journal of Marketing Channels
Mary Fischer, University of Texas at Tyler, Editor, Federation of Business Disciplines Journal
Kishore Kulkarni, Metropolitan State University of Denver, Chief Editor, International Review of Business and Economics
Ashish Chandra, University of Houston-Clear Lake, Editor-in-Chief, Hospital Topics

Moderator:
Irfan Ahmed, Sam Houston State University, Editor, Southwestern Case Research Journal
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.

**Federation of Business Disciplines**

**Wednesday, March 13th – 2:00 p.m. – 5:00 p.m. – Arboretum 4**

Structural Equation Modelling Methodology Workshop - **Barry Babin**, Lousiana Tech University

**Southwestern Finance Association**

**Thursday, March 14th - 8:30 am - 10:00 am. - Conference Room 7**

**SESSION G**

**Corporate Finance 2**

**Session Chair:** **Maria de Boyrie**, New Mexico State University

**Geographic Dispersion of Firms and Post-Earnings Announcement Drift**

**Selcuk Karahan**, West Chester University

Discussant: **Abhishek Ganguly**, Indiana University

**2019 Federation of Business Disciplines Distinguished Paper Award**

**Media and Shareholder Activism**

**Abhishek Ganguly**, Indiana University

Discussant: **Lifei Xue**, University of Texas at El Paso

**How Does Asymmetrical Learning in Bad Time Affect Analysts’ Decision on Following a Firm?**

**Feixue Xie**, University of Texas at El Paso

**Lifei Xue**, University of Texas at El Paso

Discussant: **Monika Rabarison**, The University of Texas Rio Grande Valley

**How the Financial Crisis and the ACA relate to the profitability of US publicly traded health services firms: Implications for public health**

**Bruno Arthur**, The University of Texas Rio Grande Valley

**Monika Rabarison**, The University of Texas Rio Grande Valley

**Alessandra Rios**, The University of Texas Rio Grande Valley

Discussant: **Selcuk Karahan** West Chester University
**Southwest Academy of Management**

Thursday, March 14th - 8:30 a.m. – 10:00 a.m. – Arboretum 3

**TRACK TITLE:** Workplace Behavior: Organizational Behavior / Human Resources / Careers / Leadership / Diversity

**SESSION C:** Psychology of Work

**Session Chair:** Stephen Jaros, Southern University
**Discussant:** Satvir Singh, Angelo State University

The Salience of Intrinsic Spirituality as a Motivational Construct in the Workplace
Phillip Lewis, Oklahoma Christian University

The Antecedents to and Consequences of Accountability Approach: Test of Competing Perspectives and Replicable Results across Two Samples
Jeremy Brees, Northern Arizona University
David Sikora, Georgia Southern University
Gerald Ferris, Florida State University

Employee Empowerment and Job Performance: Investigating the Role of Power Distance
Satvir Singh, Angelo State University
Prajya Vidyarthi, University of Texas at El Paso

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**Association of Business Information Systems**

Thursday, March 14th - 10:30 a.m. – 11:45 p.m. – Arboretum 4

**SESSION B** Impacts of Social Media

**Session Chair:** Ashley Hall

Generation Z and Social Media—An Inventory of Use
Julie C. McDonald, Northwestern State University
Margaret S. Kilcoyne, Northwestern State University
Begona Perez-Mira, Northwestern State University
Sarah Wright, Northwestern State University
*Guest Presenters from ABC

Not Your Kid’s Twitter: Business and Education Style
Carol S. Wright, Stephen F. Austin State University
Laurie S. Rogers, Stephen F. Austin State University
Amanda Smith, Stephen F. Austin State University

Social Media: To Hire or to Fire?
Marcel M. Robles, Eastern Kentucky University
Lauren Butterfield, Eastern Kentucky University

#CustomerService: An Investigation of How Companies Use Social Media for Customer Service
Ashley Hall, Stephen F. Austin State University
Southwest Case Research Association

Thursday, March 14th – 12.00 p.m. – 1:30 p.m. – Regency Room
(Lunch participation limited to Registered SwCRA members only)

*DeLorean Motor Company in 2019: Branding and Future Growth Issues*
  
  *Rogert Dartt, President*

Association of Collegiate Marketing Educators

Thursday, March 14th – 1:30 p.m. – 3:00 p.m. – Cottonwood

*Houston Livestock Show and Rodeo:*
  
  *Economic Impact and Future Directions*

ACME Plenary Session, co-hosted by ACME and the Southwest Case Research Association (SWCRA)

Federation of Business Disciplines

Friday, March 15th – 8:30 a.m. – 10:00 p.m. – Willow

“How to get Published”- Panel Discussion by Current and Former Journal Editors
FBD CHOICE PICK SESSIONS

Decision Sciences Institute, Southwest Region

Friday, March 15th - 10:30 a.m. – 12:00 p.m. – Pecan

SESSION C  Management and Org Behavior-II

Session Chair:  Nguyen Phuoc Thien, Nanhua University

The Influential Factors of Knowledge Sharing and Knowledge Transfer for Expatriates
Li-Yueh Lee, Kun Shan University
Phuoc Thien Nguyen, Nanhua University

The Effects of Customer Participation and Customer Citizenship Behaviors
Wann-Yih Wu, Nanhua University
Nguyen Phuoc Thien, Nanhua University

The Scrum Management: Examples from Microsoft Global and Microsoft Turkey
Ahu Tugba Karabulut, Istanbul Commerce University
Esra Ergun, Istanbul Commerce University

Creativity and Perseverance: Toward an Empirical Model Delineating the Role of Motivation
Veena Prabhu, California State University – Los Angeles
Yang Zhang, University of Texas – El Paso

Rigorous Relevance or Relevant Rigor: A Discussion of the Attributes of Academic Rigor and Practitioner Relevance
Rodney Carmack, Arkansas State University

Association for Small Business and Entrepreneurship

Friday, March 15th – 10:30 a.m. – 12:00 p.m. – Conference Room 10

Entrepreneurial Success Factors

Association of Business Communication

Friday, March 15th - 3:30 p.m. – 5:00 p.m. – Arboretum 5

Improving Collaborative Communication Strategies
FBD CHOICE PICK SESSIONS

Southwestern Society of Economists

Friday, March 15th - 1:30 p.m. – 3:00 p.m. – Willow

SESSION B  Economic Growth and Trade
Session Chair:  Matiur Rahman, McNeese State University

Discussants:  Muhammad Mustafa, South Carolina State University
Sayera Younus, Bangladesh Bank
Anisul Islam, University of Houston-Downtown
Kishore G. Kulkarni, Metropolitan State University of Denver

Determinants of Inflation in Bangladesh: Evidence from Post-Floating Exchange Rate Regime
Sayera Younus, Bangladesh Bank

Some Dynamic Perspectives for India's Economic Growth: Applications of Linear ARDL Bounds Testing for Co-integration and VECM
Matiur Rahman, McNeese State University
Anisul Islam, University of Houston-Downtown

Matiur Rahman, McNeese State University
Muhammad Mustafa, South Carolina State University
Daniel Groft, Louisiana Department of Revenue

India's Economic Growth Empirics: Evidence from Linear ARDL Procedure and VECM
Matiur Rahman, McNeese State University
Muhammad Mustafa, South Carolina State University
Sambidhan Khaniya, McNeese State 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!

Make plans to join us in San Antonio, Texas for our 2020 conference.

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47th Annual Conference
March 11 - 14, 2020
Hyatt Regency San Antonio
San Antonio, Texas
StuKent
Presenter: Riley Pettegrew
Thursday, March 14, 2019 at 3:30 pm, The Study (2nd floor)

5 Tips to Teach an Awesome Digital Marketing Class

In this value-packed session, Riley Pettegrew shares strategies used by top digital marketing educators around the globe to make a massive impact on their students' lives and help students land jobs at companies like Google and Adobe. Riley will share the top tips for educators teaching a digital marketing class in 2019, including how to keep pace with the fast-changing digital marketing industry and help students get excited about the fantastic career opportunities available in digital marketing.

Interpretive Solutions
Presenter: Tim Sams, Director of Marketing, Interpretive Solutions
Friday, March 15, 2019 @ 10:30 am, The Study (2nd floor)

Come and see first-hand how our simulations make the connection between concept and application for students in business classes. In this demonstration, we’ll use an example of some typical learning objectives common to a Business Essentials class (it could apply to any class, depending on the simulation) and we’ll then walk through a few rounds of our simulation to show how those principles come alive when applied in a simulated business.
Wiley CPA  
Presenter: Melissa Cruz  
*Friday, March 15, 2019 at 1:30 pm, The Study (2nd floor)*

**Integrating Certification Reviews On Campus**

Many students are all for sitting for their exams while in school, however, once they graduate what happens? Learn how integrating a certification review can give students the confidence they need to *actually sit* for the exams. While teaching them to be the great career accountants, integrating exam questions simply reinforces their ability to confidently take these exams. This presentation will demonstrate the ease of use and implementation. It will also demonstrate the creation of custom quizzes, grade book, announcements and many more features that Wiley offers.

---

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-sixth annual meeting of the Federation of Business Disciplines (formerly Southwestern Federation of Administrative Disciplines) takes place on March 13 – March 16, 2019, in Houston Texas. The Hyatt Regency 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

2019 FBD Conference Hotel
The Hyatt Regency of Houston 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 Houston) 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 San Antonio, Texas for our 2020 conference.

***

47th Annual Conference
March 11 - 14, 2020
Hyatt Regency San Antonio
San Antonio, Texas
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 and other FBD officers. The Board of Directors elects a President, Vice President, and Secretary-Treasurer. The many activities of the Federation are planned and developed through its various standing and ad hoc communities.

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

Registration
The registration area is located in the Marketplace Exhibit Hall on the lower level at the Hyatt Regency Hotel. Participants may register on-site or pick up conference materials (name badges, receipts, programs/proceedings, etc.) at the registration area. Registration hours are:

- Wednesday, March 13: 11:00 a.m. - 5:30 p.m.
- Thursday, March 14: 7:00 a.m. - 5:00 p.m.
- Friday, March 15: 8:00 a.m. - 4:00 p.m.

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.

2019 Association Registration Fees (In addition to the $100 Required FBD Fee) *

<table>
<thead>
<tr>
<th>Association</th>
<th>Fee</th>
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<tbody>
<tr>
<td>American Accounting Association, Southwest Region</td>
<td>$110.00</td>
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<tr>
<td>Association for Business Communication, Southwestern U.S.</td>
<td>$50.00</td>
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<tr>
<td>Association for Small Business and Entrepreneurship</td>
<td>$100.00</td>
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<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>
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<tr>
<td>Decision Sciences Institute, Southwest Region</td>
<td>$85.00</td>
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<td>Southwest Academy of Management</td>
<td>$100.00</td>
</tr>
<tr>
<td>Southwest Case Research Association</td>
<td>$75.00</td>
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<tr>
<td>Southwestern Finance Association</td>
<td>$100.00</td>
</tr>
<tr>
<td>Southwestern Society of Economists</td>
<td>$49.00</td>
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</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 Setup Equipment.** FBD covers the costs of a basic setup of screen and projector stand and electrical connections in each meeting room. The associations and their presenters are responsible for laptops and projection equipment. The specific package is dependent upon the negotiated pricing and specifications available at each conference site through the audiovisual provider.
- **Booths and Drapage.** FBD incurs costs for the rental of exhibit booths and for draping the exhibit area, as well as draping needs throughout other conference activities.
- **Service Recognitions and Support.** FBD provides recognition for the service of association representatives at the FBD Awards Reception and Banquet and provides support to an association representative through complimentary hotel night provisions.
- **Board of Directors Meetings.** Miscellaneous expenses are incurred in conducting two Board of Directors’ meetings.
- **Conference Planning Activities.** FBD provides some support for each association’s program chair to attend the FBD Boot Camp, an intensive program planning meeting. FBD also provides support to the Executive Director and FBD General Program Chair related to on-site inspections of hotel facilities in planning the use and allocation of meeting space.
- **Site Selection Recommendations.** FBD covers the travel costs of the Executive Director and partial support for Site Selection Committee travel so that potential convention sites can be effectively evaluated for recommendation to the Board of Directors.
- **Printing and Mailings.** FBD absorbs the costs of maintaining and updating mailing lists, printing 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.
FBD GENERAL INFORMATION

Placement Service
FBD will provide a Placement Service for academic positions in a designated area in Exhibit Hall - Market Place. The service will be staffed during the following hours:

- Wednesday, March 13: 11:00 a.m. - 5:30 p.m.
- Thursday, March 14: 8:00 a.m. - 5:00 p.m.
- Friday, March 15: 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 Exhibit Hall - Market Place. 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 13: 2:00 p.m. – 5:30 p.m.
- Thursday, March 14: 8:00 a.m. – 5:00 p.m.
- Friday, March 15: 8:00 a.m. – 4:00 p.m.

Meeting Rooms
There is only one property for this conference, Hyatt Regency Houston. The locations of the rooms can be found by referring to the floor plan in the back of this program.

The Hyatt Regency Houston is a 100% non-smoking facility.
February 2018 ................. FBD 2019 General Program Chair prepares a 2019 FBD “Call for Papers” for distribution at the FBD Annual Meeting.

March 2018 ..................... 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.

April/May 2018 .................. Program Committees/Track Chairs are selected by Association Program Chairs. Each Association sends out a Preliminary “Call for Papers” to current and prospective participants.

Summer 2018 ................... FBD Officers and Association Program Chairs participate in FBD Boot Camp at hotel of the 2019 conference.

June 2018 ....................... FBD General Program Chair and each Association Program Chair send out “Call for Papers” reminders to current and prospective participants.

July/August 2018.............. Association Track Chairs continue soliciting manuscripts, special session proposals, tutorials and workshops for the 2019 FBD Conference.

Summer 2018 ................... FBD updates its website in preparation for forthcoming conference, solicits registration fee information from the associations, and ensures the associations are marketing the conference.

September 2018.............. Deadlines for receipt of papers, abstracts and proposals. Track Chairs for each Association initiate the review process and report the submission data to their Association Program Chairs.

October 2018.................. Track Chairs make acceptance/rejection decisions. Solicitation of nominees and judging of the candidates for the FBD Distinguished Paper and Outstanding Educator Awards occurs.

Early November 2018 ...... Each Association Program Chair compiles, organizes and sends all program information to the 2019 FBD General Program Chair.

Early January 2019.......... 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.

Late January 2019 .......... 2019 FBD Program is posted on FBD Web site.

February 2019 ................ Deadline for receipt of hotel reservations and pre-conference registration.
EXECUTIVE COUNCIL

The FBD By-Laws, Article Five, provide that “The Executive Council shall consist of the President, Vice-President and 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.”

M. Suzanne Clinton, President
University of Central Oklahoma

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

Kishore Kulkarni, VP/General Program Chair – Elect
Metropolitan University of Denver

Kimberly Webb, Secretary-Treasurer
Texas Wesleyan University

Michelle McEacharn, Executive Director
University of Louisiana at Monroe

Kimberly L. Merritt, Immediate Past President
Oklahoma Christian University

Barbara J. Davis, Past President
Centenary College of Louisiana

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.
Federation of Business Disciplines
\textbf{M. Suzanne Clinton}, University of Central Oklahoma

American Accounting Association, Southwest Region
\textbf{Kelly Noe}, Stephen F. Austin State University

Association for Business Communication, Southwestern U.S.
\textbf{Kelly A. Grant}, Tulane University

Association for Small Business and Entrepreneurship
\textbf{Courtney Kernek}, Southeastern Oklahoma State University

Association of Business Information Systems
\textbf{Degan Kettles}, Brigham Young University

Association of Collegiate Marketing Educators
\textbf{Irfan Ahmed}, Sam Houston State University

Decision Sciences Institute, Southwest Region
\textbf{Mark McMurtrey}, University of Central Arkansas

Southwest Academy of Management
\textbf{Robert H. Epstein}, University of Central Oklahoma

Southwest Case Research Association
\textbf{Martin S. Bressler}, Southeastern Oklahoma State University

Southwestern Finance Association
\textbf{Marilyn Wiley}, University of North Texas

Southwestern Society of Economists
\textbf{Roman Wong}, Barry University
FBD 2019 ASSOCIATION PROGRAM CHAIRS

Federation of Business Disciplines Vice President and Program Chair
Vivek S. Natarajan, Lamar University

Federation of Business Disciplines Vice President and Program Chair-Elect
Kishore Kulkarni, Metropolitan University of Denver

American Accounting Association, Southwest Region
Cassy Henderson, Sam Houston State University

Association for Business Communication, Southwestern U.S.
Carol S. Wright, Stephen F. Austin State University

Association for Small Business and Entrepreneurship
Laurie A. Babin, University of Louisiana at Monroe

Association of Business Information Systems
Shane Schartz, Fort Hays University

Association of Collegiate Marketing Educators
Renee Gravois, Sam Houston State University

Decision Sciences Institute, Southwest Region
Matthew Lindsey, Stephen F. Austin State University

Southwest Academy of Management
Brian Kulik, Whittier College

Southwest Case Research Association
Rhonda Richards, Southeastern Oklahoma State University

Southwestern Finance Association
Thomas Thompson, University of Texas, Arlington

Southwestern Society of Economists
Matiur Rahman, Mcneese State University
2018 – 2019 OFFICERS

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

2018-2019 SECTION REGIONAL COORDINATORS

Accounting, Behavior & Organizations
- Jesse C. Robertson, University of North Texas
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 Cheng, University of Mississippi
Gender Issues & Work/Life Balance
- TBA
Government and Nonprofit
- Orry Swift, Lamar University
Information Systems
- Heather Carrasco, Texas Tech University
International Accounting
- Li Su, University of Tulsa
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
- Karen Farmer, Texas A&M University
Teaching, Learning and Curriculum Two Year College
- Edward R. Walker, University of Central Oklahoma
Two Year College
- Sidney Askew, City University of New York
PAST PRESIDENTS

2017-2018  Robert M. Cornell, University of Nevada, Las Vegas
2016-2017  Derek K. Oler, Texas Tech University
2015-2016  Katherine Boswell, University of Louisiana at 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

2019 AWARDS

Federation of Business Disciplines
Distinguished Paper Award

*Big Data Analytics Challenges & Internal Audit Function (IAF)’s Reliance on Big Data Analytics*
Md. Shariful Islam, Louisiana Tech University
Thomas Stafford, Louisiana Tech University
William Stammerjohan, Louisiana Tech University

(Presented in Session C, Friday, 8:30 am to 10:00 am, Live Oak)

Federation of Business Disciplines
Outstanding Educator Award

Elaine Sanders, University of Texas at San Antonio

Teaching, Learning and Curriculum Best Paper Award

*A Case Study of Accounting Program Quality Changes Resulting from AACSB and ACBSP Business Accreditation*
Pamela Baker, Texas Woman's University

(Presented in Session A, Thursday, 10:30 am to 12:00 pm, Cedar)

Outstanding Doctoral Student Paper Award

*Audit Quality Inputs and Financial Statement Reliability*
Thien Le, University of Houston - Houston

(Presented in Session A, Thursday, 8:30 am to 10:00 pm, Cedar)
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Topic</th>
<th>Presenter(s)</th>
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<tbody>
<tr>
<td>8:30 a.m. – 10:00 a.m. (Accounting) 1.5 CH*</td>
<td>Cedar</td>
<td>Auditing</td>
<td>Edward R Walker, University of Central Oklahoma</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Audit Quality Inputs and Financial Statement Reliability</td>
<td>Thien Le, University of Houston - Houston</td>
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<td></td>
<td></td>
<td>Phases of CEO Tenure and Audit Pricing</td>
<td>Qiao Xu, University of Houston – Victoria</td>
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<td>Rachana Kalelkar, University of Houston - Victoria</td>
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<td>The Relationship between Internal Control Weakness and Debt Structure</td>
<td>Yinghong Zhang, University of Central Oklahoma</td>
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<td>Bambi A Hora, University of Central Oklahoma</td>
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<td>Edward R Walker, University of Central Oklahoma</td>
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<td></td>
<td>Taxation</td>
<td>Linda Ann Bressler, Southeastern Oklahoma State University</td>
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<td>Reputation and Corporate Tax Planning: A Moral Licensing View</td>
<td>Yu Bai, University of Houston - Houston</td>
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<td>The Interplay among Tax Specialists, Corporate Tax Behavior, and Tax Accrual Quality</td>
<td>Pradeep Sapkota, Louisiana State University</td>
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<td>The Role of Syndicated Loans in Corporate Governance: Evidence from Borrowing Firms’ Tax Planning</td>
<td>Fuzhao Zhou, University of Texas at El Paso</td>
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<td>Jianning Huang, University of Memphis</td>
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<td>Pei Shao, University of Lethbridge</td>
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<td>Feixue Xie, University of Texas at El Paso</td>
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<td>Conservatism and Data Analysis</td>
<td>Liya Hou, University of Texas at Dallas</td>
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<td>Review of Difference-in-Difference Analyses in Social Sciences: Application in Policy Test Research</td>
<td>Min Liu, Brooklyn College</td>
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<td>William Greene, New York University</td>
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<td>The Effect of Bank Competition on Accounting Conservatism: Evidence from a Natural Experiment</td>
<td>Liya Hou, University of Texas at Dallas</td>
</tr>
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</table>
March 14, 2019  
(Thursday)

10:00 a.m. – 10:30 a.m.  
Exhibit Hall - Market Place

**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  
Cedar

**SESSION A**  
**Case Studies and Social Media**

**Moderator:**  **Pamela Baker**, Texas Woman's University

*Social Media Visibility, Investor Diversity, and Trading Consensus*

- **Weiwei Wang**, Weber State University
- **Rajib Hasan**, University of Houston - Clear Lake

*Women’s Health Association: Online Fundraising Program: A Discussion Case for Auditing*

- **Clara L. Richardson**, McMurry University

*A Case Study of Accounting Program Quality Changes Resulting from AACSB and ACBSP Business Accreditation*

- **Pamela Baker**, Texas Woman's University

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

**SESSION B**  
**Regulation**

**Moderator:**  **Trevor England**, Sam Houston State University

*The Effect of Dodd-Frank on Stock Volatility: the Case of US, European and Canadian Banks*

- **Jan Smolarski**, Rowan University
- **Jose Vega**, Clarkson University
- **Alasdair Turnbull**, Clarkson University

*What is the Impact on Tax Information Exchange Agreements?*

- **Jan Smolarski**, Rowan University
- **Neil A. Wilner**, University of North Texas
### SESSION C  Earnings Management

**Moderator:** Joseph Nketia, Oklahoma State University

#### A Challenge to Business Leaders to End Earnings Management
*Jason Eugene Call*, University of Wisconsin - La Crosse

#### Earnings Management in United States Private Firms
*Joseph Nketia*, Oklahoma State University
*Ramesh Rao*, Oklahoma State University
*Moshen Mollagholamali*, Western Kentucky University

#### Real Earnings Management and the Trade-off among Earnings Management Alternatives in Innovation-Intensive Companies
*Haochuan Hu*, Oklahoma State University

### LUNCH and KEYNOTE SPEAKER

**Terry Shevlin**


Terry earned his PhD from Stanford University in 1986 and joined the faculty at the University of Washington where he worked for 26 years until joining the University of California-Irvine in the summer of 2012. He holds a Paul Merage Chair in Business and he is Associate Dean for Research and Doctoral Programs at the Merage School of Business at UCI. He held the Paul Pigott/Paccar Professor of Business Administration from 2004-2012. While at Washington, he held various administrative position: faculty director of the PhD Program 1998-2006 and Accounting Department Chair from 2006-2012.

He has received a number of awards for his research and mentoring of PhDs the most recent being named the American Accounting Association Outstanding Educator for 2012. He was also named the American Taxation Association 2005 Ray M. Sommerfeld Outstanding Tax Educator. He has won the American Taxation Association Tax Manuscript Award 3 times (in 2004, 1995, and 1992) and twice won the AAA Competitive Manuscript for young scholars (1990 and 1987). He has been awarded the UW Business School Dean’s Faculty Research Award 4 times.
March 14, 2019  
(Thursday)

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

SESSION A  
Classification Shifting and Earnings Management

Moderator:  
Kelly Ha, University of Oklahoma

Predicting Aggregate Stock Returns with Aggregate Accrual Components  
Liya Hou, University of Texas at Dallas

The Costs and Constraints of Income Classification Shifting  
Haeyoung Shin, University of Houston - Clear Lake  
Michael J Lacina, University of Houston - Clear Lake  
Shanshan Pan, University of Houston - Clear Lake

Classification Shifting as the Ultimate Earnings Management Tool  
Kelly Ha, University of Oklahoma

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

SESSION B  
Auditing - Regulations and Standards

Moderator:  
Wael Aguir, University of Texas Rio Grande Valley - Edinburg

An Analysis of Comment Letters in Response to the Public Company Oversight Board’s Changes to Audit Reporting Standards  
Sharon Yang, SUNY - Albany

Regulation and Opinion Shopping: the Case of U.S. Broker-Dealer Industry  
Yu Bai, University of Houston - Houston

3:00 p.m. – 3:30 p.m.  
Exhibit Hall - Market Place

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 3:15 p.m. in the Exhibit Area. Must be present to win!

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SESSION A  Value Relevance, Other Comprehensive Income, Note Disclosure

Moderator: Karen Marie Oxner, University of Central Arkansas

Do People Perceive the Implications of Religiosity on Accounting Information: An Investor Perspective
Yiding Wang, University of Oklahoma

Financial Statement Note Disclosure: An Analysis of Public Two-Year Colleges
Mary Fischer, University of Texas at Tyler
Treba A Marsh, Stephen F. Austin State University

Concepts of Income and Descriptive Research of Other Comprehensive Income
Leah Griffin, University of Central Arkansas
Karen Marie Oxner, University of Central Arkansas

SESSION B  Reporting and Engagement Partner Quality

Moderator: Thien Le, University of Houston - Houston

Linh Le, University of North Texas
Anh Viet Ta, University of North Texas
Victor Pry butok, University of North Texas

Institutional Investors and Financial Statement Comparability
Thien Le, University of Houston - Houston

AAA Officer Meeting

FBD Presidential Welcome Reception

You are invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and a cash bar. Stop by to relax and wind down from the day’s conference activities before heading out for the evening. A limited number of drink tickets will be distributed.
SESSION A  
Teaching, Learning & Curriculum

Moderator:  
Veronda F Willis, University of Texas at Tyler

Millennials Out & the Next Generation is In (Arriving at Your Accounting Classroom)
Carolyn Conn, Texas State University
Isabella Longoria, Texas State University

Skills Needed by New Accounting Graduates in a Rapidly Changing Technological Environment
Linda Ann Bressler, Southeastern Oklahoma State University
Diana Pence, University of Houston – Downtown

How to Table: A Student Guide to the Formatting and Presentation of Accounting Information
Nicholas J. Fessler, University of Texas at Tyler
Veronda F. Willis, University of Texas at Tyler

SESSION B  
Disclosure

Moderator:  
Yiding Wang, University of Oklahoma

Banks’ Performance, Social Responsibility Disclosures and Fair Value Measurements
Yi Zhang, Prairie View A&M University
Gin Chong, Prairie View A&M University - Northwest Houston Center
Ruixin Jia, Prairie View A&M University

Derivative Disclosure Regulation (SFAS 161), Trading Volume Sensitivity, and Risk Relevance of Fair Value Disclosures
Qiuhong Zhao, Texas A&M University - Corpus Christi

Does Bank Competition Affect Managers’ Asymmetric Disclosure?
Liya Hou, University of Texas at Dallas
SESSION C  Information Systems

Moderator:  Calee Jo Holcombe, Stephen F. Austin State University

Big Data Analytics Challenges & Internal Audit Function (IAF)’s Reliance on Big Data Analytics
Md. Shariful Islam, Louisiana Tech University
Thomas Stafford, Louisiana Tech University
William Stammerjohan, Louisiana Tech University

Data Breaches and the Financial Impacts on Firms
Shawna Coram, Florida State College at Jacksonville
Daphne Wang, Jacksonville University

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 A  Engagement Partner Affects

Moderator:  Shani Nicole Robinson, Sam Houston State University

Does the Gender of Audit Partners Matter? Evidence from the Adoption of Rule 3211
Meng Guo, The University of Texas at San Antonio
Jie Hao, Texas Tech University
Viet Pham, The University of Texas at San Antonio

Engagement Partner Quality, Costs of Capital, and Valuation
Min Liu, Brooklyn College
Kose John, New York University

Self-Esteem: Its Overall Effect on Professional Skepticism
Leslie Helen Blix, Sam Houston State University
Shani Nicole Robinson, Sam Houston State University
Lawrence Chui, University of St Thomas - St. Paul
Byron Pike, Minnesota State University, Mankato
March 15, 2019  
(Friday)

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

SESSION B  
Earnings Forecasting

Moderator:  
K.C. Lin, Central Michigan University

Lost in Translation? Analysts’ Forecasts of Cross-Listed Firms  
Volkan Muslu, University of Houston  
Hyunkwon Cho, Sejong University  
Minjae Koo, University of Houston

The Effects of Credits Default Swaps on Analyst Forecasting  
Emrah Ekici, University of Wisconsin - Eau Claire

Analyst Reaction to Non-articulation between the Balance Sheet and the Statement of Cash Flows  
K.C. Lin, Central Michigan University  
Dilin Wang, Oregon State University  
Peter Frischmann, Oregon State University

12:00 p.m. – 1:30 pm  
Window Box

LUNCH and BUSINESS MEETING

Kelly Noe, President

Kelly Noe is Associate Professor and Director of the Gerald W. Schlief School of Accountancy at Stephen F. Austin State University. She earned a Ph.D. in Accounting at The University of Texas at San Antonio, a Master of Business Administration from Stephen F. Austin State University, a Bachelor of Science in Business Administration from the University of South Carolina, and is a Certified Public Accountant in the State of Texas. Professor Noe teaches graduate and undergraduate governmental and nonprofit accounting. Noe’s research interests include nonprofit healthcare research with an emphasis in Hospice and Accounting Information Systems.

Make plans to join us in San Antonio for our 2020 conference.

47th Annual Conference  
March 11-14, 2020  
Hyatt Regency San Antonio  
Houston, TX
### AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST  
### 2019 ANNUAL MEETING

**March 15, 2019**  
*(Friday)*

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Area</th>
<th>Topic</th>
<th>Moderator(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:30 p.m. – 3:00 p.m.</td>
<td>(Accounting) 1.5 CH</td>
<td>Session A: Insider Ownership, Social Networks, and Extraversion Effects</td>
<td>Leslie Helen Blix, Sam Houston State University</td>
</tr>
</tbody>
</table>
|            |              | The Impact of High Insider Ownership on Sox 404 Internal Controls    | Lucy Uche Diala, Jacksonville University  
|            |              | The Importance of Director External and Internal Social Networks to Stock Price Crash Risk | Robert Houmes, Jacksonville University  
|            |              | CEO Extraversion and Management Earnings Forecasts                    | Yue Qiu, University of Houston - Houston |
| 3:00 p.m. – 3:30 p.m. | Exhibit Hall - Market Place | Session B: International Accounting                               | Carolyn Conn, Texas State University |
|            |              | The Effect of Mandatory Corporate Social Responsibility Expenditures on Earnings Management: Evidence from India’s 2% Rule | Leila E. Hickman, University of New Mexico  
|            |              | To Give an Insight into Financial Crisis from Corporate Governance    | Subramanian Iyer, University of New Mexico  
|            |              |                                                                        | Nemiraja Jadiyappa, Institute of Management Technology, Nagpur |
|            |              |                                                                        | Chia-Hsin Hung, National Chengchi University  
|            |              |                                                                        | Yi-Hua Hsieh, Tamkang University  
|            |              |                                                                        | Ku-Jun Lin, Tamkang University |

**FBD Coffee Break**  
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Great Door Prize Drawings take place at **3:15 p.m.** in the Exhibit Area. *Must be present to win!*
SESSION A  
**Teaching, Learning & Curriculum**

**Moderator:** James H Thompson, Central Washington University

*Student Success Strategies in Intermediate Accounting I*
Karen Marie Oxner, University of Central Arkansas
Stephanie Watson, University of Central Arkansas

*Using the CPA Examination Blueprints to Enhance Learning Objectives for Accounting Courses*
Zane Swanson, University of Central Oklahoma
Edward R Walker, University of Central Oklahoma
Louise Miller, University of Central Oklahoma
Richard Green, Texas A&M University San Antonio

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SESSION B  
**Management Accounting**

**Moderator:** Zhimin Yu, University of Houston - Downtown

*Customer Satisfaction, Cost Behavior, and Firm Performance*
Mark C Anderson, University of Calgary
Zhimin Yu, University of Houston - Downtown

*Director and Officer Liability Protection and Firm Value: Unintended Consequences*
Iness Aguir, The American University of Sharjah
Wael Aguir, University of Texas Rio Grande Valley - Edinburg

*Impact of Corporate Performance and Firm Size on Executive Compensation in Japan: Study based on Corporate Lifecycle*
Yukiko Kusu, Aoyama Gakuin University
Hirohisa Hirai, Kanagawa University

---

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***

47th Annual Conference
March 11-14, 2020
Hyatt Regency San Antonio
Houston, TX
2018-2019 OFFICERS

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  Kelly A. Grant, Tulane University
  Susan Evans Jennings, Stephen F. Austin State University
  Margaret S. Kilcoyne, Northwestern State University
  Chynette Nealy, University of Houston Downtown
  Lorelei Amanda Ortiz, St. Edward’s University
  Leslie Ramos Salazar, West Texas A&M
  Kayla Sapkota, Arkansas State University-Beebe
  Lucia S. Sigmar, Sam Houston State University
  Danica L. Schieber, Sam Houston State University
  Laura Lott Valenti, Nicholls State University
  Ashley Hall, Stephen F. Austin State University

CONGRATULATIONS!

Recipient of the 2019 Federation of Business Disciplines Paper Award

Just Get to the Point: Persuasive Strategies for the iGeneration
  Traci L. Austin, Sam Houston State University
  Lindsay C. Clark, Sam Houston State University
  Lucia S. Sigmar, Sam Houston State University

Recipient of the 2019 Federation of Business Disciplines Outstanding Educator Award

Traci L. Austin
Sam Houston State University
March 14, 2019  
(Thursday)

7:30 a.m. – 8:30 a.m. Window Box

**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 Window Box

**ABC-SWUS and ABIS Joint Session**

Co-Session Chairs/Association Vice Presidents and Conference Chairs:
Carol S. Wright, Stephen F. Austin State University  
Shane Schartz, Fort Hays State University

**ABC-SWUS Best Paper:** *Just Get to the Point: Persuasive Strategies for the iGeneration*  
Traci L. Austin, Sam Houston State University  
Lindsay C. Clark, Sam Houston State University  
Lucia S. Sigmar, Sam Houston State University

**ABIS Best Paper:** *Moving Toward Better Equipped Students in Excel*  
Lori Soule, Nicholls State University  
Sherry Rodrigue, Nicholls State University  
Betty Kleen, Nicholls State University

10:00 a.m. – 10:30 a.m. Exhibit Hall

**FBD Coffee Break**

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

**Session Chair:** Lamar Reinsch, Lubbock Christian University

- *Reflecting Critically on Business Curriculum: Integration via Blogging*
  - Jonna Myers, Southwestern Oklahoma State University
  - Amanda Evert, Southwestern Oklahoma State University
- *"You Want to Survey...ALL of our Alumni?" Navigating Potential Barriers to Institutional Data-Gathering*
  - Christopher McKenna, Stephen F. Austin State University

- *How Aristotle Missed the Ploiarion*
  - Lamar Reinsch, Lubbock Christian University

### Impacts of Social Media

* Guest ABC Presenter at ABIS Session B

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

- *Generation Z and Social Media—An Inventory of Use*
  - Julie C. McDonald, Northwestern State University
  - Margaret S. Kilcoyne, Northwestern State University
  - Begona Perez-Mira, Northwestern State University
  - Sarah Wright, Northwestern State University

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10:30 a.m. – 11:45 a.m.  
Joint Session with ABIS  
**Arboretum 4**

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11:45 a.m. – 1:30 p.m.  
**Lunch on your own**

**ABC – SWUS Executive Board Meeting and Luncheon**  
By Invitation Only (Location: Boardroom B)
March 14, 2019  
(Thursday)

1:30 p.m. – 3:00 p.m.  
Arboretum 5

Improving Oral Communication Skills of Students

Session Chair: Christopher McKenna, Stephen F. Austin State University

Power Posing Revisited
David Allen Ward, University of Wisconsin-Madison

Moving Students Past “You did great!”: Using Daily Speeches and Peer Feedback to Improve Students’ Assessment of Presentation
Ashly Bender Smith, Sam Houston State University

Once Upon a Time: Using Storytelling in Business Communication Classes to Teach Oral Communication Skills
Marsha L. Bayless, Stephen F. Austin State University  
Laurie S. Rogers, Stephen F. Austin State University

A Pilot Study on the Use of Automated Speech Coaching Software in Online MBA Business Communication Courses
Leslie Ramos Salazar, West Texas A&M University

3:00 p.m. – 3:30 p.m.  
Exhibit Hall

FBD Coffee Break

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Great Door Prize Drawings take place at 3:15 p.m. in the Exhibit Area. Must be present to win.
A Deeper Look into Communication Skills

Session Chair: Debbie D. DuFrene, Stephen F. Austin State University

Peer Review in the Business Writing Classroom: Does it really help? Or is it just a waste of time?  
Leticia A. French, University of Houston Clear Lake

Promoting Deeper Audience Awareness in the Business and Professional Communication Classroom: A Content Analysis  
Danica L. Schieber, Sam Houston State University  
Vincent Robles, University of North Texas

Investigating How Students Perceive Their Communication Skills  
Ashley Hall, Stephen F. Austin State University  
Carol S. Wright, Stephen F. Austin State University

Improving Persuasion Skills through Peer Reviewed Blog Posts  
Rebecca Dowden, University of St. Thomas

Using Verbal De-Escalation to Reduce Conflict  
Debbie D. DuFrene, Stephen F. Austin State University

Concurrent Session held with Association for Business Information Systems

Using Technology for Student Engagement

Session Chair: Degan Kettles, Brigham Young University

Job Readiness: LinkedIn  
H. Steve Leslie, Arkansas State University  
Karen McDaniel, Arkansas State University  
Sandra H. Bevill, Arkansas State University

Interactive and Innovative Decision-Making Communication Framework  
Carolyn Ashe, University of Houston - Downtown

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.
March 15, 2019  
(Friday)

7:30 a.m. – 8:30 a.m.  
Arboretum 5

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8:30 a.m. – 10:00 a.m.  
Arboretum 5

**Interacting Outside the Classroom**

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

*Perceptions of Risk and Responses to Product Warning Messages*
**John M. McGrath,** Trinity University  
**Harry Wallace,** Trinity University

*Utilizing Facebook Groups for Communications in a Nonprofit Setting*
**Kayla Sapkota,** Arkansas State University-Beebe

*Examining Sexual Persecution in Digital Communication through Haptic Communications*
**Leslie Ramos Salazar,** West Texas A&M University  
**Soumen Mukherjee,** VIT University, Vellore, India

*Simulated Internship: Increasing Student Engagement, Enhancing Skills Application in Business Communication Courses*
**Deirdre (Dee) Fuchs,** Tulane University

*Questionable Communication in Greenwashed Advertisements: Does Customer Confusion Alter Purchase Intentions?*
**Amy Roe,** Eastern Kentucky University  
**Marcel M. Robles,** Eastern Kentucky University

10:00 a.m. – 10:30 a.m.  
Exhibit Hall

**FBD Coffee Break**

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Great Door Prize Drawings take place at **10:15 a.m.** in the Exhibit Area.  **Must be present to win.**
March 15, 2019  
(Friday)

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<tbody>
<tr>
<td>10:30 a.m. – 12:00 p.m.</td>
<td>ABC Business Meeting</td>
</tr>
<tr>
<td>12:00 p.m. – 1:30 p.m.</td>
<td>Lunch on your own</td>
</tr>
<tr>
<td>1:30 p.m. – 3:00 p.m.</td>
<td>Using Communicating to Engage with Others</td>
</tr>
<tr>
<td>3:00 p.m. – 3:30 p.m.</td>
<td>FBD Coffee Break</td>
</tr>
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</table>

**ABC SWUS Business Meeting (all members welcome)**

Presiding: Kelly A. Grant, ABC-SWUS President  
Tulane University

**Using Communicating to Engage with Others**

Session Chair: Ashly Bender Smith, Sam Houston State University

- Cultivating Students’ Cultural Literacy through Research and Writing: Instructor and Librarian Collaboration  
  Hui-Fen Chang, Oklahoma State University  
  Kristina Schaap, Oklahoma State University

- Contextualizing the Digital Skills of Professional Communication Students in Hispanic-Serving Institutions  
  Kenneth Robert Price, Texas A&M University-Kingsville

- Rethinking Theory and Praxis in Biz Comm: A Call for Civic Engagement  
  Jessie Lynn Richards, University of Utah

**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.*
Improving Collaborative Communication Strategies

Session Chair: Dianne R. Garrett, University of North Carolina at Greensboro

Teamwork in the School of Business at a Four-Year University
Michelle Dawson, Missouri Southern State University
Beverly Block, Missouri Southern State University
Stephanie Schartel Dunn, Missouri Southern State University

Using Social Collaborations to Develop Team Skills
Chynette Nealy, University of Houston Downtown

Innovative Technology Implementations: Communication Strategies for Project Success
Lila Carden, University of Houston
Raphael Boyd, Clark Atlanta University

Using a Design Thinking Hands-on Project as the context in a Business Communication Course
Dianne R. Garrett, University of North Carolina at Greensboro

A Business Communication Course - Planning a Study Abroad Experience in Thailand
James G. (Skip) Ward, Fort Hays State University
Scott Jones, Fort Hays State University

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47th Annual Conference
March 11 - 14, 2020
Hyatt Regency San Antonio
San Antonio, Texas
ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP

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Southeastern Oklahoma State University

President Elect: Laurie A. Babin  
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University of Louisiana at Monroe

Vice President- Membership: Eugenie Ardoin  
University of Louisiana at Monroe

Secretary/Treasurer: Kendra L. Ingram  
Texas A&M University Commerce

Immediate Past President: Mary Jo Jackson  
Stetson University

Executive Director: William Jackson  
Stetson University

Program Schedule Synopsis

Thursday, March 14, 2019

1:30 p.m. – 3:00 p.m. Executive Board Meeting (by invitation only)

3:00 p.m. – 3:30 p.m. FBD Coffee Break

3:30 p.m. – 5:00 p.m. Paper Session: Engaging Students

5:30 p.m. – 7:00 p.m. FBD Presidential Welcome Reception

Friday, March 15, 2019

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: Case Studies

10:00 a.m. – 10:30 a.m. FBD Coffee Break

10:30 a.m. – 12:00 p.m. Paper Session: Entrepreneurial Success Factors

12:00 p.m. – 2:00 p.m. ASBE Business Meeting and Awards Luncheon

2:00 p.m. – 3:00 p.m. Paper Session: Environmental Threats and Opportunities

3:00 p.m. – 3:30 p.m. FBD Coffee Break

3:30 p.m. – 5:00 p.m. Paper Session: Financial Matters
March 14, 2019
(Thursday)

1:30 p.m. – 3:00 p.m. Conference Room 9

CONGRATULATIONS!

Recipient of the 2019 Federation of Business Disciplines Paper Award

Customer Relationship Management and the Performance of Small Business: Evidence from the Survey of Business Owners
Mark D. Heileman, Rollins College
Emmanuel T. Kodzi, Rollins College
Timothy L. Pett, Rollins College

Recipient of the 2019 Federation of Business Disciplines Outstanding Educator Award
Laurie A. Babin, University of Louisiana at Monroe

Recipient of the 2019 ASBE Outstanding University Award
Stetson University

3:00 p.m. – 3:30 p.m. Exhibit Hall - Market Place

Executive Board Meeting
(By invitation only)

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.

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!
ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP

March 14, 2019
(Thursday)

3:30 p.m. – 5:00 p.m.  Ponderosa

SESSION  Engaging Students

Session Chair:  Laurie A. Babin, University of Louisiana at Monroe

Enterprise Experiential Learning Activities in Higher Education and the Successfulness of Preparing Business Students to Become Real Entrepreneurs
Lucinda Parmer, Southeastern Oklahoma State University

Life Perspectives of Entrepreneurs in Executive Education Programs: A Qualitative Study
Justin Keeler, Ouachita Baptist University

Helping Students Develop an Entrepreneurial Mindset
Laurie A. Babin, University of Louisiana at Monroe
Claire S. Stammerjohan, University of Louisiana at Monroe

5:30 p.m. – 7:00 p.m.  Exhibit Hall - Market Place

FBD Presidential Welcome Reception

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47th Annual Conference
March 11 - 14, 2020
Hyatt Regency San Antonio
San Antonio, Texas

51
ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP

March 15, 2019
(Friday)

7:00 a.m. – 8:30 a.m.  Conference Room 10

ASBE Breakfast and Meet the Leadership Team

Courtney Kernek (President), Southeastern Oklahoma State University
Laurie A. Babin (President-Elect and Vice President - Programs), University of Louisiana at Monroe
Eugenie Ardoin (Vice President – Membership), University of Louisiana at Monroe
Kendra L. Ingram (Secretary/Treasurer), Texas A&M University Commerce
Mary Jo Jackson (Immediate Past President), Stetson University
William Jackson (Executive Director), Stetson University

8:30 a.m. – 10:00 a.m.  Conference Room 10

SESSION  Case Studies

Session Chair:  Martin S. Bressler, Southeastern Oklahoma State University

Golden Pond Marina Case Study
Martin S. Bressler, Southeastern Oklahoma State University

Franchiseprerunership: A 10 Year Case Study
Michael R. Lane, University of Louisiana at Monroe
Peggy L. Lane, University of Louisiana at Monroe

Entrepreneurship and Decision Making: Have Your Cake and Eat It Too
Rhonda Richards, Southeastern Oklahoma State University
Courtney Kernek, Southeastern Oklahoma State University
Kendra Ingram, Southeastern Oklahoma State University
Kitty Campbell, Southeastern Oklahoma State University

10:00 a.m. – 10:30 a.m.  Exhibit Hall - Market Place

FBD COFFEE BREAK
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### SESSION: Entrepreneurial Success Factors

**Session Chair:** Eugenie Ardoin, University of Louisiana at Monroe

- **Customer Relationship Management and the Performance of Small Business: Evidence from the Survey of Business Owners**
  - Mark D. Heileman, Rollins College
  - Emmanuel T. Kodzi, Rollins College
  - Timothy L. Pett, Rollins College

- **Initial Service Failure and the Size of the Gratuity: The Role of Mindset**
  - Lawrence Silver, Southeastern Oklahoma State University
  - Courtney Kernek, Southeastern Oklahoma State University

- **Personal Selling in a Small Business**
  - Cindy Strickler, University of Louisiana at Monroe
  - Stan Williamson, University of Louisiana at Monroe
  - Eugenie Ardoin, University of Louisiana at Monroe
  - Henry Cole, University of Louisiana at Monroe

### 12:00 p.m. – 2:00 p.m.

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

### 2:00 p.m. – 3:00 p.m.

### SESSION: Environmental Threats and Opportunities

**Session Chair:** Laurie A. Babin, University of Louisiana at Monroe

- **The General Data Protection Regulation (GDPR): Good for Entrepreneurs or Barrier to Entry?**
  - Lawrence Silver, Southeastern Oklahoma State University

- **Lab-Grown Cultured Meat: ‘Frankenfood’ or Entrepreneurial Opportunity?**
  - Laurie A. Babin, University of Louisiana at Monroe
ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP

March 15, 2019
(Friday)

3:00 p.m. – 3:30 p.m.  Exhibit Hall - Market Place

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3:30 p.m. – 5:00 p.m.  Conference Room 10

SESSION  Financial Matters

Session Chair:  Eugenie Ardoin

Navigating Crowdfunding
Long Dang Hoang, University of Louisiana at Monroe
Eugenie Ardoin, University of Louisiana at Monroe
Arturo Rodriguez, University of Louisiana at Monroe

Entrepreneur’s Hard and Soft Skills: How to Avoid Small Business Loan Failure
Gianluca Zanella, University of Texas at San Antonio
Diego Capeletti, University of Texas at San Antonio
Teja Guda, University of Texas at San Antonio

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Vice President/Program Chair  Shane Schartz, Fort Hays State University
Secretary                     Richard Kumi, University of Arkansas - Little Rock
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Proceedings Editor           Lori Soule, Nicholls State University
Past President                Sherry Rodrigue, Nicholls State University
Historian/Parliamentarian     Marsha L. Bayless, Stephen F. Austin State University
Journal Editor               Ashley Hall, Stephen F. Austin State University

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Aurore Kamssu, Tennessee State University
Degan Kettles, Brigham Young University
Jim Larsgaard, Eastern Kentucky University
Carmella Parker, Northwestern State University
Curtis Penrod, Northwestern State University
Jason Powell, Northwestern State University
Marcel M. Robles, Eastern Kentucky University
Lori Soule, Nicholls State University
James G. (Skip) Ward, Fort Hays State University
Carol S. Wright, Stephen F. Austin State University
Sarah Wright, Northwestern State University

CONGRATULATIONS!
Recipients of the ABIS 2019 Federation of Business Disciplines Distinguished Paper Award

Moving Toward Better Equipped Students in Excel
Lori Soule, Nicholls State University
Sherry Rodrigue, Nicholls State University
Betty Kleen, Nicholls State University

CONGRATULATIONS!
Recipient of the 2019 FBD Outstanding Educator Award

Degan Kettles, Brigham Young University
ABIS 2018 Program Overview

Thursday March 14, 2019
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: Impacts of Social Media
11:45 a.m. – 1:30 p.m.  Lunch on your own
*Executive Board Meeting - Boardroom C
1:30 p.m. – 3:00 p.m.  Session: Information Literacy Skills
3:30 p.m. – 5:00 p.m.  Session: Information Systems and Business
5:30 p.m. – 7:00 p.m.  FBD Presidential Welcome Reception

Friday March 15, 2019
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: Improving the IS Curriculum I
Noon – 1:30 p.m.  Lunch on your own
1:30 p.m. – 3:00 p.m.  Session: Improving the IS Curriculum II
3:30 p.m. – 5:00 p.m.  Roundtable Discussion of IS Topics
March 14, 2019  
(Thursday)

7:30 a.m. – 8:30 a.m.  
**Window Box**

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**SESSION A**  
**ABC-SWUS and ABIS Joint Session**

Co-Session Chairs/Association Vice Presidents and Conference Chairs:
Carol S. Wright, Stephen F. Austin State University
Shane Schartz, Fort Hays State University

**ABC-SWUS Best Paper:** *Just Get to the Point: Persuasive Strategies for the iGeneration*
Traci Austin, Sam Houston State University
Lindsay Camille Clark, Sam Houston State University
Lucia S. Sigmar, Sam Houston State University

**ABIS Best Paper:** *Moving Toward Better Equipped Students in Excel*
Lori Soule, Nicholls State University
Sherry Rodrigue, Nicholls State University
Betty Kleen, Nicholls State University

10:00 a.m. – 10:30 a.m.  
**Exhibit Hall - Market Place**

**FBD Coffee Break**

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

Great Door Prize Drawings take place at **10:15 a.m.** in the Exhibit Area. *Must be present to win.*
SESSION B  
**Impacts of Social Media**

Session Chair:  
Ashley Hall

*Generation Z and Social Media—An Inventory of Use*
Julie C. McDonald, Northwestern State University  
Margaret S. Kilcoyne, Northwestern State University  
Begona Perez-Mira, Northwestern State University  
Sarah Wright, Northwestern State University

*Not Your Kid’s Twitter: Business and Education Style*
Carol S. Wright, Stephen F. Austin State University  
Laurie S. Rogers, Stephen F. Austin State University  
Amanda Smith, Stephen F. Austin State University

*Social Media: To Hire or to Fire?*
Marcel M. Robles, Eastern Kentucky University  
Lauren Butterfield, Eastern Kentucky University

*#CustomerService: An Investigation of How Companies Use Social Media for Customer Service*
Ashley Hall, Stephen F. Austin State University

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

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SEASON C  
**Information Literacy Skills**

Session Chair:  
Sherry Rodrigue

*The GMetrix Exam: A Comparison of Predictors of Success for the Microsoft Office Specialist in Excel Certification Exam*
Lily Pharris, Northwestern State University  
Mary Beth Tarver, Northwestern State University  
Curtis Penrod, Northwestern State University

*Doing Business with Bruner: Scaffolding for Success in Evidence-Driven Business Communication*
Traci Austin, Sam Houston State University  
Lindsay Clark, Sam Houston State University  
Lucia S. Sigmar, Sam Houston State University
### 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 D  Information Systems and Business Implications

**Session Chair:** Degan Kettles

**Digital Disruption: Implications for Business and Education**  
*Robert B. Mitchell*, University of Arkansas at Little Rock

**Understanding the IT Job Market: Identifying Causes of Underserved States**  
*Olamide Olasupo*, University of Arkansas at Little Rock  
*Richard W. Woolridge*, University of Arkansas at Little Rock

**Job Readiness: LinkedIn**  
*Sandra H. Bevill*, Arkansas State University  
*Karen McDaniel*, Arkansas State University  
*H. Steve Leslie*, Arkansas State University

**Interactive and Innovative Decision-Making Communication Framework**  
*Carolyn Ashe*, University of Houston - Downtown

### 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 Houston!*
March 15, 2019  
(Friday)

7:30 a.m. – 8:30 a.m.  
Arboretum 5

**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  
Arboretum 4

**SESSION E**  
**ABIS Business Meeting**  
* All Members Welcome *

Session Chair/ ABIS President:  
Degan Kettles

*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.  
Exhibit Hall - Market Place

**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/](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  Improving the IS Curriculum I

Session Chair:  Shane Schartz

A Simulation, Game, and Real-World Experience in One. ERPSIM, What It Is and How It Works.
Shane Schartz, Fort Hays State University
Misty Schartz, Fort Hays State University

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

Developing Reality-based Mobile Phone Skills in the Classroom
Chynette Nealy, University of Houston Downtown

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

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

### Improving the IS Curriculum II

**Session Chair:** Carla J. Barber

**Experiential Learning Through Solving Campus Problems**

*Jeff Hill,* University of Central Arkansas  
*Carla J. Barber,* University of Central Arkansas

**Using Conferencing Software Zoom to Enhance Face-to-Face and Online Classes**

*Marsha Bayless,* Stephen F. Austin State University  
*Manuel Guerrero,* Stephen F. Austin State University

**Collaborating Across Business Classes for Success through Experiential Learning**

*S. Ann Wilson,* Stephen F. Austin State University  
*Marlene Kahla,* Stephen F. Austin State University

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### 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/](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

This is a special session for members to discuss current information systems topics in a round table format. Members are encouraged to attend and gain insight into current issues regarding information systems, and to share their expertise with the group.

Topics include: Business/Data Analytics Programs, Online Teaching, Increasing Enrollments, and Research Methods.

Topic Facilitator: Shane Schartz

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 15, 2019
(Friday)

3:30 p.m. - 5:00 p.m.     Arboretum 4

Make plans to join us in San Antonio for our 2020 conference.

47th Annual Conference
March 11-14, 2020
Hyatt Regency San Antonio
San Antonio, Texas
Welcome to the ACME Conference!

ACME Officers, 2018-2019

Acting President  Irfan Ahmed, Sam Houston State University, Huntsville, Texas
Acting Program Chair  Renee Gravois, Sam Houston State University, Huntsville, Texas
Vice President for Membership  Mel F. Zuberi, Hood College, Frederick, Maryland
Secretary  Turkan Dursun-Kilic, West Texas A&M University, Canyon, Texas
Treasurer  Kishwar Joonas, Prairie View A&M University, Prairie View, Texas
Immediate Past President  Irfan Ahmed, Sam Houston State University, Huntsville, Texas
Webmaster  Stacey Bolin, East Central University, Ada, Oklahoma
Proceedings Editors  Kishwar Joonas, Prairie View A&M University, Prairie View, Texas
Turkan Dursun-Kilic, West Texas A&M University, Canyon, Texas

ACME Board of Directors, 2018-2019

Irfan Ahmed, Sam Houston State University, Huntsville, Texas
Renee Gravois, Sam Houston State University, Huntsville, Texas
Vivek S. Natarajan, Lamar University, Beaumont, Texas
Prashant Srivastava, Drexel University, Philadelphia, Pennsylvania
Nacef Mouri, Université Internationale de Rabat, Salé, Morocco
CONGRATULATIONS!

2019 Federation of Business Disciplines
Distinguished Paper Award

*International Business Event Perceived Quality, Visitors’ Positive Emotions, and Behavioral Intentions to Attend: An Investigation of Relationships*

Sarath A. Nonis, Arkansas State University, Jonesboro, Arkansas
Clint Relyea, Troy University, Troy, Alabama

CONGRATULATIONS!

2019 Federation of Business Disciplines
Outstanding Educator Award

Patrick D. “Pat” Fountain
Professor Emeritus
East Central University, Ada, Oklahoma

CONGRATULATIONS!

2019 Lou E. Pelton Award for
Early Career Excellence in Marketing

Priyanka Khandelwal
West Texas A&M University, Canyon, Texas

ACME expresses its tremendous gratitude to Lou E. Pelton, University of North Texas, for his vision and generosity in funding this award.
CONGRATULATIONS!

BEST PAPER IN TRACK AWARD WINNERS

Consumer Behavior and Customer Relationship Management Track

*International Business Event Perceived Quality, Visitors’ Positive Emotions, and Behavioral Intentions to Attend: An Investigation of Relationships*

Sarath A. Nonis, Arkansas State University, Jonesboro, Arkansas
Clint Relyea, Troy University, Troy, Alabama

Marketing Education and Experiential and Service Learning Track

*Where Does the Time Go? Time Use of College Students Today Versus Twelve Years Ago*

Sarath A. Nonis, Arkansas State University, Jonesboro, Arkansas
Gail Hudson, Arkansas State University, Jonesboro, Arkansas
Melodie Philhours, Arkansas State University, Jonesboro, Arkansas

Marketing Strategy and Innovation Track

*CEO Integrity and Entrepreneurial Orientation: Role Played by Marketing Power and Compensation*

Prachi B. Gala, Elon University, Elon, North Carolina

Supply Chain and Business-to-Business Marketing Track

*Exploring the Impact of Organizational and Customer Complexity on Direct Sellers’ Relational Incongruity and its Ensuing Role on Direct Sales Distributor and System Performance*

Guanyu “Charles” Geng, University of North Texas, Denton, Texas
Lou E. Pelton, University of North Texas, Denton, Texas
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

Track Chairs

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

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

*Ethics, Legal, and Public Policy*
**Grant C. Aguirre**, University of Central Oklahoma, Ada, Oklahoma
**Qiang “Tony” Yan**, College of St. Benedict, St. Joseph, Minnesota; and St. John’s University, Collegeville, Minnesota

*Global and Cross-Cultural Marketing*
**Yi-Chia Wu**, Tarleton State University, Stephenville, Texas

*Marketing Education and Experiential and Service Learning*
**Missy W. Graham**, University of Central Oklahoma, Edmond, Oklahoma

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

*Marketing Strategy and Innovation*
**Enrique Mariano Artigas**, Universidad de Santiago de Chile, Santiago, Chile
**Paloma Bernal-Turnes**, The World Bank, Washington, DC; Georgetown University, Washington, DC; and Universidad Rey Juan Carlos, Madrid, Spain

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

*Student Research*
**Thanh Tran**, University of Central Oklahoma, Edmond, Oklahoma

*Supply Chain Management and Business-to-Business Marketing*
**Mel F. Zuberi**, Hood College, Frederick, Maryland
ACME Reviewers

ACME thanks each of the following colleagues for their valuable service in reviewing submissions for our 2019 ACME Conference!

Grant C. Aguirre, University of Central Oklahoma, Edmond, Oklahoma
Irfan Ahmed, Sam Houston State University, Huntsville, Texas
Ahmet Aksoy, Texas Tech University, Lubbock, Texas
Syed Tariq Anwar, West Texas A&M University, Canyon, Texas
Enrique Mariano Artigas, Universidad de Santiago de Chile, Santiago, Chile
Ayse Balas, Virginia State University, Petersburg, Virginia
Paloma Bernal-Turnes, The World Bank, Washington, DC; Georgetown University, Washington, DC; and Universidad Rey Juan Carlos, Madrid, Spain
Stacey Bolin, East Central University, Ada, Oklahoma
Turkan Dursun-Kilic, West Texas A&M University, Canyon, Texas
Weixing Ford, Texas A&M University – San Antonio, San Antonio, Texas
Patrick D. Fountain, Professor Emeritus, East Central University, Ada, Oklahoma
Stefan E. Genchev, University of Central Oklahoma, Edmond, Oklahoma
Souparno Ghosh, Texas Tech University, Lubbock, Texas
Missy W. Graham, University of Central Oklahoma, Edmond, Oklahoma
Renee Gravois, Sam Houston State University, Huntsville, Texas
Julie Haworth, University of Texas at Dallas, Dallas, Texas
Heidi E. Huntington, West Texas A&M University, Canyon, Texas
Michael R. Hyman, New Mexico State University, Las Cruces, New Mexico
Kishwar Joonas, Prairie View A&M University, Prairie View, Texas
Priyanka Khandelwal, West Texas A&M University, Canyon, Texas
Ceyhan Kilic, Tarleton State University, Stephenville, Texas
Jackie Marr, West Texas A&M University, Canyon, Texas
Silvia L. Martin, California State University - Los Angeles, Los Angeles, California
Elizabeth Randon McDougal, Southeastern Louisiana University, Hammond, Louisiana
Sanjay S. Mehta, Sam Houston State University, Huntsville, Texas
Pamela L. Mickelson, Morningside College, Sioux City, Iowa
John J. Newbold, Sam Houston State University, Huntsville, Texas
Sarath A. Nonis, Arkansas State University, Jonesboro, Arkansas
Daniel Rajaratnam, University of Texas at Dallas, Dallas, Texas
Sanjeev Sharma, National Institute of Industrial Engineering, Mumbai, India
Thanh Tran, University of Central Oklahoma, Edmond, Oklahoma
Yi-Chia Wu, Tarleton State University, Stephenville, Texas
Meltem Yaman, Nisantasi University, Istanbul, Turkey
Qiang “Tony” Yan, College of St. Benedict, St. Joseph, Minnesota; and St. John’s University, Collegeville, Minnesota
Yafei Zhang, West Texas A&M University, Canyon, Texas
Mel F. Zuberi, Hood College, Frederick, Maryland
SESSION A
Consumer Behavior and Customer Relationship Management

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

International Business Event Perceived Quality, Visitors’ Positive Emotions, and Behavioral Intentions to Attend: An Investigation of Relationships
Sarath A. Nonis, Arkansas State University, Jonesboro, Arkansas
Clint Relyea, Troy University, Troy, Alabama

Sensing Market Pulse for New Product Development: A Netnographic Approach
Sanjeev Verma, National Institute of Industrial Engineering (NITIE), Mumbai, India
Abhishek Prasad, National Institute of Industrial Engineering (NITIE), Mumbai, India

The Reward, the Promotion or the Philanthropy? A Study Exploring the Giving of the Mobile Service Providers in the Hurricane Season
Priyanka Khandelwal, West Texas A&M University, Canyon, Texas
Cynthia Carrera, West Texas A&M University, Canyon, Texas

An Examination of Nationalism and the U.S. Consumer
Phyllis L. Flott, Tennessee State University, Nashville, Tennessee
Lydia Njoroge, University of North Texas, Denton, Texas

SESSION B
Backpacks to Briefcases: Experiences that Prepare Students for their Futures

Special Session | Marketing Education and Experiential and Service Learning Track

Session Chairs: Stacey Bolin, East Central University, Ada, Oklahoma
Kristen Byers, East Central University, Ada, Oklahoma

The Interview Assignment: A Realistic Career Preview
Patrick D. “Pat” Fountain, East Central University, Ada, Oklahoma
Nathan D. Fountain, East Central University, Ada, Oklahoma

Creating a Consulting Mindset: Driving Students from Academic Expectations to Professional Competencies
Elizabeth Randon McDougal, Southeastern Louisiana University, Hammond, Louisiana
Renee Gravois, Sam Houston State University, Huntsville, Texas

OKC Thunder College Influencer Program: An All-Star Marketing Project
Kristen Byers, East Central University, Ada, Oklahoma
Chelsea Tucker, East Central University, Ada, Oklahoma

Hands-on Marketing Projects with Rave Student Reviews
Stacey Bolin, East Central University, Ada, Oklahoma
Michael Scott, East Central University, Ada, Oklahoma
Chloe Hull, East Central University, Ada, Oklahoma
**SESSION C  Student Research Symposium**

Session Chair:  **Thanh Tran**, University of Central Oklahoma, Edmond, Oklahoma

*Traditional Versus Social Celebrities and YouTube Success*

**Mary Margaret Anthony**, James Madison University, Harrisonburg, Virginia  
**Lauren A. Calderaro**, James Madison University, Harrisonburg, Virginia

*Understanding Consumer Cyber-smearing: A Conceptual Framework*

**Haylee Hermann**, Kent State University Stark, North Canton, Ohio  
**Haithem Zourrig**, Kent State University Stark, North Canton, Ohio

*Impact of Stock-Trak on ECU Students*

**CeJay Bonner**, East Central University, Ada, Oklahoma  
**James Rauch**, East Central University, Ada, Oklahoma

*Panel Discussion – Student Research: A Transformative Learning Experience*

**Student and Faculty Participants**, Student Research Track

---

**FBD COFFEE BREAK**. Please make plans to visit the exhibits for information on the latest books and educational technologies. Let our exhibitors know how much we appreciate their presence and continued support! Door prize drawings take place at 10:15 a.m. in the Exhibit Area. *Must be present to win.*

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**SESSION A  Global and Cross-Cultural Marketing**

Session Chair:  **Yi-Chia Wu**, Tarleton State University, Stephenville, Texas

*Does it Pay to be Glocal? An Investigation into the Congruence Between Personal Identity and Brand Outcomes*

**Terence Motsi**, Earlham College, Richmond, Indiana  
**Edita Danielyan**, Earlham College, Richmond, Indiana  
**Jeremy Nicholas Douyere**, Earlham College, Richmond, Indiana

*The Impact of Culture on the Consumption and Preferences on the Private Brand Versus the National Brand*

**Pei-Chiang Wu**, National Cheng Kung University, Tainan, Taiwan  
**Ya-Hui Kuo**, National Cheng Kung University, Tainan, Taiwan

*Perception of Marketing Expertise in International Business*

**Yi-Chia “Shair” Wu**, Tarleton State University, Stephenville, Texas  
**Ceyhan Kilic**, Tarleton State University, Stephenville, Texas  
**Aray Chen**, Tarleton State University, Stephenville, Texas  
**Delmer Nagy**, Tarleton State University, Stephenville, Texas  
**H. Kevin Fulk**, Tarleton State University, Stephenville, Texas

*User Perceptions and Cultural Adaptation Online: A Study of American and Malaysian Restaurants’ Website and Social Media Pages*

**Missy W. Graham**, University of Central Oklahoma, Edmond, Oklahoma  
**Kim Chong**, University of Central Oklahoma, Edmond, Oklahoma
SESSION B  Panel Discussion: What 100+ Years of Academic Life has Taught Us

Session Chair:  Sanjay S. Mehta, Sam Houston State University, Huntsville, Texas
Panelists:  Nancy D. Albers-Miller, Louisiana State University at Shreveport, Shreveport, Louisiana
           Barry J. Babin, Louisiana Tech University, Ruston, Louisiana
           Lou E. Pelton, University of North Texas, Denton, Texas
           Sarath A. Nonis, Arkansas State University, Jonesboro, Arkansas
           Daniel Rajaratnam, University of Texas at Dallas, Dallas, Texas
           Sanjay S. Mehta, Sam Houston State University, Huntsville, Texas

SESSION C  Student Research Symposium

Session Chair:  Thanh Tran, University of Central Oklahoma, Edmond, Oklahoma

Is Price-Matching Really Attractive? How and When to Use Price-Matching in a Competitive Marketplace
Linh Doan, University of Central Oklahoma, Edmond, Oklahoma
Thanh Tran, University of Central Oklahoma, Edmond, Oklahoma

The NFL Protest from a Marketing Perspective: Does Protesting Affect NFL Ticket Sales?
Audra Phillips Crow, University of Texas at Dallas, Dallas, Texas
Julie Haworth, University of Texas at Dallas, Dallas, Texas

The Impact of Mentors on Student Productivity as Evidenced by Project Journal Entries
Claudia Kwee, University of Texas at Dallas, Dallas, Texas
Julie Haworth, University of Texas at Dallas, Dallas, Texas

Panel Discussion – Student Research: Challenges and Opportunities
Student and Faculty Participants, Student Research Track

12:00 p.m. – 1:30 p.m.

Lunch on Your Own
Get together with some ACME and FBD colleagues and add conversation to your lunch!

Please join us for the 2020 ACME Conference!
March 11-14, 2020  ◆  San Antonio, Texas  ◆  Hyatt Regency San Antonio
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 14, 2019
(Thursday)

1:30 p.m. – 3:00 p.m. Regency Room

PLENARY SESSION

Houston Livestock Show and Rodeo:
Economic Impact and Future Directions

Co-hosted by ACME and the Southwest Case Research Association (SWCRA)
Members of all FBD associations are invited to attend

Plenary Session Overview
Since its origins in 1932, the Houston Livestock Show and Rodeo™ (HLSR) has hosted “an annual, family-friendly experience that educates and entertains the public, supports Texas youth, showcases Western heritage and provides year-round educational support within the community” (https://www.rodeohouston.com/). The event is the biggest livestock exhibition and rodeo in the world. It attracts 2.5 million visitors each year and has contributed more than $475 million to programs benefiting Texas youth.

Learn about the challenges of managing a rodeo legacy of 90+ years, marketing a nationally-renowned and legendary brand, and introducing fresh initiatives and experiences to ensure continued growth and engage new audiences and generations of fans.

3:00 p.m. – 3:30 p.m. Exhibit Hall - Market Place

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

SESSION A Marketing Strategy and Supply Chain

Session Chair: Sanjay S. Mehta, Sam Houston State University, Huntsville, Texas

Exploring the Impact of Organizational and Customer Complexity on Direct Sellers’ Relational Incongruity and its Ensuring Role on Direct Sales Distributor and System Performance
Guanyu “Charles” Geng, University of North Texas
Lou E. Pelton, University of North Texas

The Role of Operations Analytics in Creating Sustainable Competitive Advantage: A Practice-Based View (PBV)
Venugopal Gopalakrishna-Remani, University of Texas at Tyler, Tyler, Texas
Sanjay S. Mehta, Sam Houston State University, Huntsville, Texas

Incremental Revenue and Headcount from a Casino Promotion
James Rauch, East Central University, Ada, Oklahoma
Hongkai Zhang, East Central University, Ada, Oklahoma
Richard Strickler, East Central University, Ada, Oklahoma
SESSION B          ACME AxcessCapon Teaching Innovation Competition – Finalist Presentations

Session Chair:      Mel F. Zuberi, Hood College, Frederick, Maryland

Please join us for this session featuring finalists from the ACME 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 sponsoring this award. AxcessCapon specializes in marketing and international business textbooks with a variety of formats and affordable prices. For more information, visit https://wessexlearning.com.

SESSION C          Student Research Symposium

Session Chair:      Thanh Tran, University of Central Oklahoma, Edmond, Oklahoma

International Sales Practices: A Comparative Study Between the United States and México
Alejandro Lopez Díaz, University of Central Oklahoma, Edmond, Oklahoma
Stefan E. Genchev, University of Central Oklahoma, Edmond, Oklahoma

OKC Thunder College Uproar Program
Chelsea Tucker, East Central University, Ada, Oklahoma
Kristen Byers, East Central University, Ada, Oklahoma

Impact of Oklahoma Business Week on ECU Students
Chloe Hull, East Central University, Ada, Oklahoma
Stacey Bolin, East Central University, Ada, Oklahoma
Michael Scott, East Central University, Ada, Oklahoma

Effects of New Certification Program at East Central University
Corey Allen Burton, East Central University, Ada, Oklahoma
Stacey Bolin, East Central University, Ada, Oklahoma

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 be distributed. Stop by to relax and wind down from conference activities before heading out to dinner, other association events, or cultural events.

ACME Volunteer Opportunities

Interested in volunteering for the 2020 ACME Conference in San Antonio? Contact Mel F. Zuberi, ACME Program Chair for 2019-2020, at zuberi@hood.edu.
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 15, 2019
(Friday)

8:30 a.m. – 10:00 a.m.  Mesquite

SESSION A  Branding, Brand Management, and Marketing Communications
Session Chairs:  Türkan Dursun-Kilic, West Texas A&M University, Canyon, Texas
                Priyanka Khandelwal, West Texas A&M University, Canyon, Texas

The Power of Intangible Assets: CEO, Corporate Reputation, and Brand Value
Chien-Chung Chen, New Mexico Highlands University, Las Vegas, New Mexico
Ali Arshad, New Mexico Highlands University, Las Vegas, New Mexico

The Effects of Mood, Website Personality, and Human Personality on Impulse Buying
Elizabeth Dunn, University of North Texas, Denton, Texas

Greener or Better? The Effect of Tradeoff Between Functional and Environmental Product Attributes on Green Product Choice
Pradnya Joshi, West Texas A&M University, Canyon, Texas

Digital Marketing Expertise Model
Ceyhan Kilic, Tarleton State University, Stephenville, Texas
Türkan Dursun-Kilic, West Texas A&M University, Canyon, Texas
Yi-Chia Wu, Tarleton State University, Stephenville, Texas
Aray Chen, Tarleton State University, Stephenville, Texas
H. Kevin Fulk, Tarleton State University, Stephenville, Texas
Delmer Nagy, Tarleton State University, Stephenville, Texas

SESSION B  Marketing Education and Experiential and Service Learning
Session Chair:  Missy W. Graham, University of Central Oklahoma, Edmond, Oklahoma

Where Does the Time Go? Time Use of College Students Today Versus Twelve Years Ago
Sarath Nonis, Arkansas State University, Jonesboro, Arkansas
Gail Hudson, Arkansas State University, Jonesboro, Arkansas
Melodie Philhours, Arkansas State University, Jonesboro, Arkansas

Performance-Centric Course Design: Overcoming the Fixation on Graded Deliverables
Adam J. Mills, University of New Orleans, New Orleans, Louisiana

Developing Microskills in Professional Sales Students in Think-Pair-Share Format
Laura Lott Valenti, Nicholls State University, Thibodaux, Louisiana

Impact Chain Analysis: A Pedagogical Method for Explicating Marketing Environment Events
Irfan Ahmed, Sam Houston State University, Huntsville, Texas

SESSION C  Assessing the Impact of a Web-based Marketing Metrics Drill Exercise
Special Session  Marketing Education and Experiential and Service Learning Track
Session Presenter:  Gopala “GG” Ganesh, University of North Texas, Denton, Texas
FBD COFFEE BREAK

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

Door prize drawings take place at 10:15 a.m. in the Exhibit Area. Must be present to win.

SESSION A  Ethics, Legal, and Public Policy Issues

Session Chairs: Qiang “Tony” Yan, College of St. Benedict, St. Joseph, Minnesota; and St. John’s University, Collegeville, Minnesota
Grant C. Aguirre, University of Central Oklahoma, Edmond, Oklahoma

Clean Water Projects in Rural Guatemala: Community-Impact Survey and Usage Research
Julie Haworth, University of Texas at Dallas, Dallas, Texas

Internal Marketing of Corporate Wellness Programs: A Literature Review
Kimball Marshall, Alcorn State University, Lorman, Mississippi
Faith Bontranger, Cigna Health and Life Insurance Company

Consumers’ False Voice and Exit and Effective Brands Provision
Qiang “Tony” Yan, College of St. Benedict, St. Joseph, Minnesota; and St. John’s University, Collegeville, Minnesota
Grant C. Aguirre, University of Central Oklahoma, Edmond, Oklahoma

SESSION B  Content of Marketing Research, Analytics, and Metrics Courses

Panel Discussion| Marketing Research Track

Session Chair: Sanjay S. Mehta, Sam Houston State University, Huntsville, Texas

Panelists: Gopala “GG” Ganesh, University of North Texas, Denton, Texas
Daniel Rajaratnam, University of Texas at Dallas, Dallas, Texas
Vivek S. Natarajan, Lamar University, Beaumont, Texas
Mel F. Zuberi, Hood College, Frederick, Maryland
Sanjay S. Mehta, Sam Houston State University, Huntsville, Texas

ACME Business Meeting and Awards Luncheon

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 members and invited guests.
<table>
<thead>
<tr>
<th>SESSION A</th>
<th>Marketing Strategy and Innovation</th>
</tr>
</thead>
</table>
| Session Chair: | **Enrique Marinao Artigas**, Universidad de Santiago de Chile, Santiago, Chile  
**Paloma Bernal-Turnes**, The World Bank, Washington, DC; Georgetown University, Washington, DC; and Universidad Rey Juan Carlos, Madrid, Spain |

**CEO Integrity and Entrepreneurial Orientation: Role Played by Marketing Power and Compensation**  
Prachi B. Gala, Elon University, Elon, North Carolina

**Correlation Between Creative Tourism and Agrotourism Services Experiences: An Empirical Research in the Mexican Rural Tourism Environment**  
Alma Cristina Gómez Macfarland, Instituto Tecnológico y de Estudios Superiores de Monterrey, México  
Hector Gómez Macfarland, Huston-Tillotson University, Austin, Texas  
Rohan R. Thompson, Huston-Tillotson University, Austin, Texas

**Tourism Marketing Strategies. Role of Trust Toward the Tourist Destination**  
Leslier Valenzuela-Fernández, Universidad de Chile, Santiago, Chile  
Karla Barajas-Portas, Universidad Anáhuac México, Campus Sur, Ciudad de México  
Enrique Marinao Artigas, Universidad de Santiago de Chile, Santiago, Chile

**Marketing Management Innovation Organizational Capabilities. How Well Are We Prepared to Face Future Challenges?**  
Karla Barajas-Portas, Universidad Anáhuac México, Campus Sur, Ciudad de México  
Leslier Valenzuela-Fernández, Universidad de Chile, Santiago, Chile  
Natacha Peñaloza Briones, Universidad de Chile, Santiago, Chile  
Enrique Marinao Artigas, Universidad de Santiago de Chile, Santiago, Chile  
Silvia L. Martin, California State University, Los Angeles, Los Angeles, California

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<th>SESSION B</th>
<th>Marketing Education and Experiential and Service Learning</th>
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<td>Session Chair:</td>
<td><strong>Missy W. Graham</strong>, University of Central Oklahoma, Edmond, Oklahoma</td>
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**Inspiring Entrepreneurialism Among High School Students**  
Stacey Bolin, East Central University, Ada, Oklahoma  
Michael Scott, East Central University, Ada, Oklahoma

**Learning Management Systems and Mobile Device Support**  
Danny Upshaw, Northwestern State University of Louisiana, Natchitoches, Louisiana  
Marcia Hardy, Northwestern State University of Louisiana, Natchitoches, Louisiana  
Eddie Norton, Northwestern State University of Louisiana, Natchitoches, Louisiana

**Development and Assessment of a Financial Literacy Course**  
Ian Norris, Berea College, Berea, Kentucky
SESSION C  Supply Chain Management and Business-to-Business Marketing
Session Chair:  Mel F. Zuberi, Hood College, Frederick, Maryland

The Advantages of Using Additive Manufacturing for Repair Parts in the U.S. Army
Bryson Soden, Texas A&M University, College Station, Texas
Malini Natarajarathinam, Texas A&M University, College Station, Texas
Wei Lu, Texas A&M University, College Station, Texas

Re-insourcing Warehousing to Improve Logistics Efficiency: A Case Study
Dawn Ellis, Texas A&M University, College Station, Texas
Malini Natarajarathinam, Texas A&M University, College Station, Texas
Wei Lu, Texas A&M University, College Station, Texas

Quantifying Customer Value for TTI, Inc.
Jill Roberts, Texas A&M University, College Station, Texas
Malini Natarajarathinam, Texas A&M University, College Station, Texas
Wei Lu, Texas A&M University, College Station, Texas

Customer Reacquisition in the Age of Digital Marketing
Mel F. Zuberi, Hood College, Frederick, Maryland
Daniel Rajaratnam, University of Texas at Dallas, Dallas, Texas
Lou E. Pelton, University of North Texas, Denton, Texas

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!

Door prize drawings take place at 3:15 p.m. in the Exhibit Area. Must be present to win.

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Interested in volunteering for the 2020 ACME Conference in San Antonio?
Contact Mel F. Zuberi, ACME Program Chair for 2019-2020, at zuberi@hood.edu.

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◆
All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 15, 2019 (Friday)

3:30 p.m. – 5:00 p.m. Mesquite

SESSION A Marketing Issues in the Indian Subcontinent

Session Chair: Yi-Chia Wu, Tarleton State University, Stephenville, Texas

India's Regional Economic Integration with ASEAN and SAARC Countries: An Evaluation of Trade Flows Using Gravity Model
Raj Kumar Singh, Himachal Pradesh University, Shimla, India
Devinder Sharma, Himachal Pradesh University, Shimla, India
Balbir Singh, Government Degree College, Bassa, Mandi, Himachal Pradesh, India

Conceptualizing a New Model of Luxury Brand Purchase Intention in an Emerging Country Setting: A Sri Lankan Perspective
Sumith S. De Silva, Management and Science University, Shah Alam, Selangor, Malaysia
Eugene L. Seeley, Utah Valley University, Orem, Utah
Gerry N. Muuka, Al-Ghurair University, Dubai, United Arab Emirates
Zafar U. Ahmed, Al-Ghurair University, Dubai, United Arab Emirates

Is Product Life Cycle a Cause or a Result?
Uday Salunkhe, Welingkar Institute of Management Development and Research, Mumbai, India
D. N. Murthy, Welingkar Institute of Management Development and Research, Bengaluru, India
Ashish Chandra, University of Houston – Clear Lake, Houston, Texas

An Exploration into Marketing Mix Practices of the Handloom Industry in India: A Case Study of District Panipat, Haryana
Sanjay Arora, Guru Nanak Khalsa (PG) College, Yamuna Nagar, India
Akshta Dhingra, Budha College, Karnal, Haryana, India

3:30 p.m. – 5:00 p.m. Redbud

SESSION B Marketing Education and Experiential and Service Learning

Session Chair: Missy W. Graham, University of Central Oklahoma, Edmond, Oklahoma

Graduate-Level Experiences in Service-Learning
Kishwar Joonas, Prairie View A&M University, Prairie View, Texas
Chidiebere Udoye, Prairie View A&M University, Prairie View, Texas

Keeping the Social Media Marketing and Communications Course Fresh and Fun: Assignments and Activities to Increase Engagement
Missy W. Graham, University of Central Oklahoma, Edmond, Oklahoma

Experiential Learning Effectiveness in the Marketing Research Course
Susanna Warnock, Piedmont College, Demorest, Georgia

Please join us for the 2020 ACME Conference!
March 11-14, 2020 ◆ San Antonio, Texas ◆ Hyatt Regency San Antonio

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President: Mark McMurtrey, University of Central Arkansas
President-Elect: Khaled A. Alshare, Qatar University
Program Chair: Matthew Lindsey, Stephen F. Austin State University
Program Chair-Elect: Dan Peak, University of North Texas
Secretary: Kittipong Boonme, Texas Women’s University
VP - Finance: Lynne Cagle Cox, University of North Texas
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                Michael Ellis, University of Central Arkansas
                Kirill Yurov, Missouri Western State University
                Ferdi Eruysal, Texas A&M University - Central Texas
                Denise Philpot, University of North Texas
                William Senn, Texas Women’s University
Past President: Mohan Rao, Texas A&M University - Corpus Christi

2018-2019 TRACK CHAIRS

Accounting and Ethics: Mary Fischer, University of Texas - Tyler
DSS & ES: Binshan Lin, Louisiana State University - Shreveport
E-Commerce & Social Networking: Gina Harden, Stephen F. Austin State University
Economics, Law & Finance: M. Kabir Hassan, University of New Orleans
ERP, Info Security & Privacy: Mohammad I. Merhi, Indiana University - South Bend
Innovative Education: Pamela Rogers, Stephen F. Austin State University
Internet of Things & Big Data: John Seydel, Arkansas State University
Management, Healthcare & Organizational Behavior: Venugopal Gopalakrishna-Remani, University of Texas - Tyler
Management Info Systems: Michael Ellis, University of Central Arkansas
Marketing & International Business: Thiagarajan Ramakrishnan (Ram), Prairie View A&M University
Operations Management & Project Management: Balaji Janamanchi, Texas A&M International University
Quality & Business Analytics: Robert Pavur, University of North Texas
Supply Chain, Logistics UAVs: Krishan Rana, Alabama A&M University
Student Track: Gayle Prybutok, University of North Texas
Special Panels: S. Mantravadi, University of West Florida
Proceedings Editor: Pamela Rogers, Stephen F. Austin State University
SPECIAL EVENTS, WORKSHOPS & PANELS

Workshop: Data Visualization Principles with an Introduction to Tableau
Wednesday, March 13, 2019, 1:00 p.m. - 5:00 p.m.

David E. Douglas, University of Arkansas
Elizabeth Keiffer, University of Arkansas

Journal Editors Panel
Thursday, March 14, 2019, 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
Jason Chen, International Journal of Revenue Management

ERP Using SAP Panel
Friday, March 15, 2019, 10:30 a.m. - 12:00 p.m.

Gina Harden, Stephen F. Austin State University
Mary Helen Fagan, The University of Texas at Tyler
Krist Swimberghe, The University of Texas at Tyler
Susan Bristow, University of Arkansas
Pamela Rogers, Stephen F. Austin State University

Workshop: An Introduction to Self-service Business Analytics with Microsoft Power BI and Excel Tools
Friday, March 15, 2019, 8:30 a.m. – 10:00 a.m.

Mary Helen Fagan, University of Texas - Tyler

Choice Pick Sessions
Friday, March 15th - 10:30 a.m. – 12:00 p.m.– Pecan

SESSION C Management and Org Behavior-II
Session Chair: Phuoc Thien Nguyen, Nanhua University

Doctoral Consortium Friday, March 15, 2019, 12:30 p.m. – 5:00p.m.
By Invitation Only

MEETINGS

SWDSI 2019 Business Meeting Thursday, March 14, 2019 3:30 p.m. - 5:00 p.m.
CONGRATULATIONS!!!

RECIPIENT OF THE 2019 FEDERATION OF BUSINESS DISCIPLINES DISTINGUISHED PAPER AWARD

Alpha Iota Delta Best Paper Award

*The Influential Factors of Knowledge Sharing and Knowledge Transfer for Expatriates*

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

RECIPIENT OF THE SWDSI DISTINGUISHED SERVICE AWARDS

Peggy Lane, University of Louisiana at Monroe

RECIPIENTS OF THE 2019 BEST STUDENT PAPER AWARDS

*The Role of Cybersecurity Systems on Optimizing Production System Maintenance Policies*

Anh Ta, University of North Texas

*Exposure Control Plan (Blood Borne Pathogens Program) For the Environmental Health and Safety Office at SUNY Cortland*

Keya Sen, University of North Texas

*Assessment of Distribution Efficiency in Sub-Saharan Africa: An Example with Reproductive Health Commodity*

Xinyu Wei, University of North Texas
Workshop: Introduction to Predictive Analytics

Presenters: David E. Douglas, University of Arkansas
           Elizabeth Keiffer, University of Arkansas

This hands-on workshop will present important visualization principals and follow up with hands-on visualizations using Tableau. Data visualization continues to be a critical component of data analytics and Tableau is a leading and powerful visualization software. The workshop is designed for faculty that want to become more knowledgeable of visualization principles and gain hands-on visualization capability using Tableau. Users will need to bring their laptops but having Tableau installed is not required, as they will be using Tableau hosted by the University of Arkansas Enterprise Systems.

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

♦

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47th Annual Conference
March 11 - 14, 2020
Hyatt Regency San Antonio
San Antonio, Texas
MEETING 
Officers and Directors Meeting

Presiding: Mark McMurtrey, University of Central Arkansas

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

SESSION A  Operations Management-I

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

Application of a Lean Process Improvement Approach for Designing a Consolidated Digital Platform
Jamison Kovach, University of Houston
Isaac Edeh, University of Houston
Hitaishi Paramashiva, University of Houston

Hawkes Learning Company: The Transition from Traditional To Agile Governance
Rick Simmons, Texas A&M University - Central Texas
Angela Patrick, Texas A&M University - Central Texas
Rusty (Russell) Calk, Texas A&M University - Central Texas

Using a Measurement Model to Uncover Problem Areas and Improve Performance in an Engineering Firm
Scott Harris, Texas A&M University - Corpus Christi
Mohan Rao, Texas A&M University - Corpus Christi

Comparative Analysis of the APC and PPP Models: A Micro-Irrigation Company Case
Mohan Rao, Texas A&M University - Corpus Christi

Lean Management and Business Performance: An Examination through the lens of Respect for People
Koushikee Dutta, Louisiana Tech University
Kevin Watson, Louisiana Tech 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!
<table>
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<th>Time</th>
<th>Session</th>
<th>Room</th>
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| 8:30 a.m. - 10:00 a.m. | SESSION B | Sandalwood B | **Internet of Things and Big Data-I**  
**Session Chair:** Anna Sidorova, University of North Texas  
*The Impact of Contingency Factors on Cloud Computing Technology*  
Catalin Dinulescu, University of North Texas  
Victor Prybutok, University of North Texas  
*Big Data, Analytics, Arkansas*  
Christy Peel, University of Central Arkansas  
Mark McMurtrey, University of Central Arkansas  
*Studying The Effect of Artificial Intelligence Capabilities on User’s IOT Perceptions*  
Mobark Aldossari, University of North Texas  
Anna Sidorova, University of North Texas  
*A Review of Applications of Analytics of Things (AOT)*  
Robert Vinaja, Texas A&M University – San Antonio |
| 8:30 a.m. - 10:00 a.m. | SESSION C | Pecan | **Innovative Education-I**  
**Session Chair:** Michael Ellis, University of Central Arkansas  
*A Foundation for MIS Students: Technology and Programming Skills*  
Michael Ellis, University of Central Arkansas  
Geoffrey Hill, University of Central Arkansas  
James Downey, University of Central Arkansas  
*Teaching SQL in the Core MIS Course: A Four Semester Perspective*  
Kriti Chauhan, University of Louisiana at Monroe  
Peggy L. Lane, University of Louisiana at Monroe  
*Determinants of Intention to Learn Cloud Computing: Thai Students’ Perspective*  
Chuleeporn Changchit, Texas A&M University - Corpus Christi  
Robert Cutshall, Texas A&M University - Corpus Christi  
*Cyber Bullying Information-Seeking and Communication Behavior of Middle-School Principals*  
Juergen Stegmair, University of North Texas  
Victor Prybutok, University of North Texas |
SESSION D  Enterprise Systems (ERP), Information Security & Privacy

Session Chair:  Arun Madapusi, Northeastern State University

The Role of Attitude in the Relationship between Malware Awareness and Intention to Comply With Information Security Policy
Kamphol Wipawayangkool, Sam Houston State University
Juliana Lilly, Sam Houston State University

Revisiting Common Disaster Recovery Perceptions
Brett Landry, University of Dallas
M. Scott Koger, N.O.A.A.

Using the Heuristic-Systematic Model to Examine Systematic Processing of Android Access Notifications
Tabitha James, Virginia Tech University
Jennifer Ziegelmayer, IESEG School of Management
Arianna Schuler Scott, University of Oxford
Grace Fox, Dublin City University
Laurie Barfitt, Western New Mexico University

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

The Role of Moderators in ERP System Deployment Success
Arun Madapusi, Northeastern State University
Anjana Arunkumar, Anna University
Monica Jenefer, Anna University

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SESSION E  Innovative Education-II

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

Examining the Critical Success Factors for Business Analytics Courses Delivered Through Hybrid Learning
Colleen Carraher Wolverton, University of Louisiana at Lafayette
Zhwei Zhu, University of Louisiana at Lafayette
Guolin Lai, University of Louisiana at Lafayette
Denise Benton, University of Louisiana at Lafayette

Measuring the Impact of Innovation within Supply Chain and Logistics Education
Jack Crumbly, Tuskegee University

Exploring the Associations of the Bicycle Drawing Test (BDT) On Textual and Graphical Assessments in Economics Courses
Leslie Ramos Salazar, West Texas A&M University
Stephen Hayward, West Texas A&M University

Does Coloring Mandalas Reduce Students’ Math Anxiety in Business Statistics Courses?
Leslie Ramos Salazar, West Texas A&M University

Teaching the Value of Postponement in Supply Chains Using a Spreadsheet Simulation Model
Don Pope, Abilene Christian University

10:00 a.m. - 10:30 a.m.  Exhibit Hall

FBD Coffee Break

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

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SESSION A      DSS & Expert Systems – I

Session Chair: Thuan Nguyen, University of North Texas

Automated Monitoring of Customer Service Quality Using Deep Learning Facial Expression Recognition System
Juan Melendez, University of Central Arkansas
Avinash Garud, University of Central Arkansas
Olcay Kursun, University of Central Arkansas

An Empirical Study of IT-Business Value: The Impacts of Organizational Knowledge of Strategy on IT Strategic Alignment
Adilson Carlos Yoshikuni, Fundação Getulio Vargas – EASESP
Alberto Albertin, Fundação Getulio Vargas – EASESP

Deep Learning with Artificial Neural Networks - A Hands-On Workshop
Thuan Nguyen, University of North Texas

Mortgage Default, With an Examination of Race and Income on Home Foreclosures in a Louisiana City
Douglas Bible, Louisiana State University at Shreveport
Douglas White, Louisiana State University at Shreveport

The Leveling Course as Preparation for Graduate Study
Mary White, Louisiana State University at Shreveport

SESSION B          Student Track-I

Session Chair: Keya Sen, University of North Texas

Exposure Control Plan (Blood Borne Pathogens Program) For the Environmental Health and Safety Office at SUNY Cortland
Keya Sen, University of North Texas

An Overview of the Usage of University Health Insurance with Respect to Cost, Quality, Coverage, and Ease of Access
Yuchen Wang, University of North Texas
Yasemin Tarakci, University of North Texas
Adeela Gulzari, University of North Texas

Evaluation of an Online Clinic Appointment System using WebQual
Heng Xie, University of North Texas
Victor Prybutok, University of North Texas

Healthy Aging in U.S. Long-Term Care Institutions: Physical Activity Program Evaluation
Theresa Abah, University of North Texas
Gayle Prybutok, University of North Texas
SESSION C  Innovative Education-III

Session Chair: Gina Harden, Stephen F. Austin State University

Using Experiential Learning for Teaching Database Design
Vikram Bhadauria, Texas A&M University Texarkana
Anil Singh, University of Texas Rio Grande Valley
Anil Gurung, Marshall University

Study Abroad – Providing an International Perspective on Sustainable Business Practices
Kimberly Webb, Texas Wesleyan University
Heida Reed, Texas Wesleyan University

Experiential Learning in Decision Sciences: Operating Outside the Traditional Higher Education Box
Amanda Evert, Southwestern Oklahoma State University
Jeremy Evert, Southwestern Oklahoma State University

Integrating ERP into the Business Curriculum: A case study
Pamela Rogers, Stephen F. Austin State University
Gina Harden, Stephen F. Austin State University

Consistency of Journal Impact Factors as an Indicator of Quality
Kai S. Koong, Tuskegee University
Lai Liu, University of Texas – Rio Grande Valley
Haoyu Wen, Xidian University
Yuntao Zhang, Xidian University

SESSION D  Economics, Law & Finance

Session Chair: Kevin Lee, The University of Tampa

Corporate Social Responsibility on Bank Risk Taking Behavior and Risk Monitoring
Kevin Lee, The University of Tampa

The Relationship between Oil Price and Stock Market: The New Paradigm
Banamber Mishra, McNeese State University

Oil and Sovereign Credit Risk: Asymmetric Nonlinear Dynamic Interactions
Geoffrey Ngene, Mercer University
Jinghua Wang, Pacific Lutheran University
M. Kabir Hassan, University of New Orleans
Ivan Julio, Boston University

Are Equity Markets Really Casinos? Maybe...
Will Johnson, Texas A&M University - Corpus Christi
Tanakorn Likitapiwat, Chulalongkorn University
SESSION E  
E-Commerce & Social Networking -I

Session Chair:  Raj Kamalapur, Angelo State University

_When Intention-Related Online Practices Affect Perceived Digital Expertise_

_Ruiyan Chen_, Tarleton State University  
_Delmer Nagy_, Tarleton State University  
_H. Kevin Fulk_, Tarleton State University  
_Yi-Chia Wu_, Tarleton State University  
_Ceyhan Kilic_, Tarleton State University

_Discovering the Suspicious Factors in Electronic Word-Of-Mouth Communication_

_Jerry Zhang_, Lamar University  
_Cynthia Barnes_, Lamar University

_Parent Involvement in Child Online Activities_

_Jie Zhang_, Midwestern State University  
_Han Li_, University of New Mexico

_Factors Influencing Consumers’ Participation in Social Commerce_

_Robert Cutshall_, Texas A&M University- Corpus Christi  
_Chuleeporn Changchit_, Texas A&M University- Corpus Christi

_Reconfiguration of E-Commerce Supply Chain for Reusable Packaging_

_Raj Kamalapur_, Angelo State University

SESSION A  
JOURNAL EDITORS PANEL

Session Chair:  Binshan Lin, Louisiana State University at Shreveport

Topic:  How to Quickly Earn a Rejection: Avoiding Common Pitfalls

Panelists:  Binshan Lin, Expert Systems with Applications,  
_Khaled A. Alshare_, Studies in Business and Economics  
_Mary Fischer_, Federation of Business Disciplines Journal  
_Kai S. Koong_, International Journal of Services and Standards  
_Jason Chen_, International Journal of Revenue Management
SESSION B  Marketing - I

Session Chair:  Hongkai Zhang, East Central University

Optimizing Offline and Online Selling Prices in a Monopolistic Environment
Hongkai Zhang, East Central University
Jiehui Ma, University of Wisconsin - Whitewater
James Rauch, East Central University

Cross-Cultural Online Buying Behavior of Mobile-Only-Internet-Users
Kamlesh Tiwari, University of Arkansas – Pine Bluff

Hidden Price Promotion: Could Retailer Price Promotions Backfire?
Wenjing Li, Stephen F. Austin State University
David Hardesty, University of Kentucky
Adam Craig, University of Kentucky

The Effect of Expert Personality on Expert Performance in Personal Selling
Ceyhan Kilic, Tarleton State University
Turkan Dursun, West Texas A&M State University
Yi-Chia Wu, Tarleton State University
Aray Chen, Tarleton State University
H. Kevin Fulk, Tarleton State University
Delmer Nagy, Tarleton State University

Exploring the Cognitive Communications of Religious Marketing toward Group Networks
Chin-Feng Lin, National Pingtung University
Yi-Ru Huang, National Pingtung University
Jui-Chun Chien, National Pingtung University

SESSION C  DSS & Expert Systems - II

Session Chair:  Seyede Yasaman Amirkiaee, University of North Texas

Key Factors In Design of Self-Driving Taxi Service
Seyede Yasaman Amirkiaee, University of North Texas
Hossein Najmi, University of North Texas
Nicholas Evangelopoulos, University of North Texas

A Novel Approach for Search Results Evaluation
Aarushi Jain, IIM Indore

Session Continued on next page
When Intention-Related Online Practices Affect Perceived Digital Expertise
H. Kevin Fulk, Tarleton State University
Delmer Nagy, Tarleton State University
Yi-Chia Wu, Tarleton State University
Ceyhan Kilic, Tarleton State University

Antecedents of Perceived Expertise Online
Delmer Nagy, Tarleton State University
H. Kevin Fulk, Tarleton State University
Yi-Chia Wu, Tarleton State University
Ceyhan Kilic, Tarleton State University

Investigating the co-creation of ‘legal tech’ expertise through Twitter Interactions: A Sociomaterial Perspective
H. Kevin Fulk, Tarleton State University
Delmer Nagy, Tarleton State University
Ruiyan Chen, Tarleton State University
Yi-Chia Wu, Tarleton State University
Ceyhan Kilic, Tarleton State University

SESSION D  Management and Org Behavior-I

Session Chair:  Michael Blanchett, University of Central Arkansas

Gender Gap and Employment in Stem Disciplines
Qianqian Yu, Arkansas State University
John Seydel, Arkansas State University

A Multitheoretical Perspective on the Psychology of Workplace Disrespect
Juliana Lilly, Sam Houston State University
Kamphol Wipayawayangkool, Sam Houston State University

Adding a Link to the Value Chain: Revisions for the Digital Economy
Delmer Nagy, Tarleton State University
Alan Dubinsky, Purdue University
Alonzo Moss, Tarleton State University

Human Capital and Success of Minority Entrepreneurs in Arkansas
Michael Blanchett, University of Central Arkansas
Alexander Chen, University of Central Arkansas

Predicting Financial Distress in Acute Care Hospitals
Karima Lalani, UTHealth School of Public Health
March 14, 2019  
(Thursday)

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

SESSION E  
International Business

Session Chair:  
Najam Saqib, Laurentian University

A Cross-Cultural Comparison of Health Psychology Theories  
Najam Saqib, Laurentian University

Identifying the Key Performance Challenges to Achieve Improved Export Performance for Qatari SMEs  
Ali Salman Saleh, Qatar University  
Arsalan Safari, Qatar University

Exploring Opportunities and Threats to Research Agendas in International Settings  
Scott Warren, University of North Texas  
Lynne Cagle-Cox, University of North Texas

Improving Airport Services with Evaluation of Consumer Comments  
Ahasan Harun, University of North Texas  
Victor Prybutok, University of North Texas

3:00 p.m. – 3:30 p.m.  
Exhibit Hall

FBD Coffee Break

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

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

SWDSI 2019 Business Meeting – SWDSI members are encouraged to attend.

5:30 p.m. – 7:00 p.m.  
Exhibit Hall - MarketPlace

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.
March 15, 2019
(Friday)

7:30 a.m. – 8:30 a.m. Magnolia

Light Continental Breakfast

8:30 a.m. - 10:00 a.m. Sandalwood A

SESSION A  E-Commerce & Social Networking -II

Session Chair: Gina Harden, Stephen F. Austin State University

Balancing Privacy with the Need of Social Connections among People Living With HIV and AIDS
Guruprasad Gadgil, Francis Marion University
Victor Prybutok, University of North Texas
Gayle Prybutok, University of North Texas

Social Presence Factors: The Impact on Social Commerce Purchase Intentions
Lucian Visinescu, Texas State University
Gina Harden, Stephen F. Austin State University
Michael Magro, Shenandoah University

E-Payment Use in Japanese Youths
Moe Ota, University of Central Arkansas
Michael Ellis, University of Central Arkansas
Alexander Chen, University of Central Arkansas

E-Payment Usage among Young Urban Chinese
Scott Nadler, University of Central Arkansas
Alexander N. Chen, University of Central Arkansas
Shuai-Fu Lin, University of Central Arkansas
Dong Xie, University of Central Arkansas
Weikun Yao, University of Central Arkansas

8:30 a.m. - 10:00 a.m. Sandalwood B

SESSION B  Accounting-I

Session Chair: B. Brian Lee, Arkansas State University

Innovative Efforts of Target Firms in the Pharmaceutical and Biotech Industries
B. Brian Lee, Prairie View A&M University

The Qualified Business Income Deduction under Section 199A: What Is the Impact on the Reasonable Salary Question?
Nathan Oestreich, San Diego State University
Thomas Hahn, San Diego State University
John Cooper, San Diego State University

Hierarchical Importance of Course Prerequisites in Undergraduate Accounting Programs
Rusty (Russell) Calk, Texas A&M University - Central Texas
Dara Marshall, Texas A&M University - Central Texas
Robert Tennant, Texas A&M University - Central Texas

March 15, 2019
(Friday)

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

SESSION C  Student Track-II

Session Chair: Pranathy Enamela, University of North Texas

Assessment of Distribution Efficiency in Sub-Saharan Africa: An Example with Reproductive Health Commodity
Xinyu Wei, University of North Texas

The Expense of the Elderly Inmates in the State of Texas
Heath Harllee, University of North Texas
Gayle Prybutok, University of North Texas

A Case Study on Wearable Devices to Improve Health in the Elderly
Pranathy Enamela, University of North Texas

Open Data Evaluation Framework
Abdulrahman Habib, University of North Texas

An Exploratory Study of Long Short-term Memory on Consumer Complaints to Financial Services
Xiaoguang Tian, University of North Texas
Zongze Li, University of North Texas

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

SESSION D  Management Information Systems-II

Session Chair: Marcus Smith, Texas A&M University - Commerce

Proposed Study to Identify Conditions Impacting Personal Decision Factors Considered By Information Technology Executives: Their Impacts on Business Intentions and Consequent Cloud Computing Services Adoption Rates
Marcus Smith, Texas A&M University - Commerce

Impact of Vendor CMMI Capability on User System Success Perception and Its Interaction with Trust in an IT Outsourcing Project
Sameer Dutta, McKendree University
Milton Silver, Drexel University
Olu Omolayole, Grambling State University

Investigating the Use of Gamification to Reward Compliant IT Security Behavior
Janis Warner, Sam Houston State University

Application of Artificial Intelligence in Automation of Supply Chain Management
Rupa Dash, Dash Global Media
Upendra Kar, University of Arkansas for Medical Sciences
Mark McMurtrey, University of Central Arkansas
Carl M. Rebman Jr., University of San Diego
SESSION E  Healthcare – I

Session Chair: Jamison Kovach, University of Houston

Using Lean Six Sigma to Reduce In-Take No-Show Rates and Admission Process Time for A Substance Abuse Treatment Program
Jamison Kovach, University of Houston
Manuel Flores, University of Houston

Improving Revenue Collection for The University of Houston’s Speech-Language and Hearing Clinic Using Lean Six Sigma
Jamison Kovach, University of Houston
Damilola Sanni, University of Houston

Factors Driving Local Health Departments’ Partnership with Other Organizations in Food Safety, Community Health Assessment And Planning And Environmental Health
Ganesh Baniya, University of North Texas

Giving Medical Technicians A Reason to Stay
Michelle Ruiz, Saint Mary-of-the-Woods College
Lori Peterson, Missouri State University

LEAN Methodology In Hospitals: The Critical Role Of Education And Empowerment For Frontline Staff
Jenna Burns, University of Central Arkansas
Mark McMurtry, University of Central Arkansas

SESSION F  Operations Management - II

Session Chair: William Senn, Texas Woman's University

Smart Journal for Personal Learning and Maturity
Pinyarat Sirisomboonsuk, University of Texas of the Permian Basin
James Burns, Texas Tech University

The Use of LSA in Behavioral Operations Research Trend Analysis
Heng Xie, University of North Texas
Robert Pavur, University of North Texas

Impact of ISO 14001 Best Practices on Firm Environmental, Operational, and Firm Performance and the Mediating Effect of Environmental Innovation
Venugopal Gopalakrishna-Remani, The University of Texas at Tyler
Nisha Kulangara, Baylor University
Robert Sroufe, Duquesne University
Sherry Jackson, The University of Texas at Tyler

The Impact of Process Improvement on Queuing Performance for a Quick-Service Restaurant
Kittipong Boonme, Texas Woman's University
William Senn, Texas Woman's University
Victor Prybutok, University of North Texas
FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support! Great Door Prize Drawings take place at 10:15 a.m. in the Exhibit Area. *Must be present to win.*

SESSION A  ERP Using SAP PANEL

Session Chair: Gina Harden, Stephen F. Austin State University  
Mary Helen Fagan, The University of Texas at Tyler

Topic: Integrating Enterprise Resource Planning (ERP) knowledge and skills into the curriculum using SAP: Best practices and lessons learned

Panelists: Krist Swimberghe, The University of Texas at Tyler  
Susan Bristow, University of Arkansas  
Pamela Rogers, Stephen F. Austin State University

SESSION B  Healthcare - II

Session Chair: Zhi Tao, University of North Texas

*A Case Study of Lead Time Reduction on Healthcare Supply Chain*  
Zhi Tao, University of North Texas

*Do You See Online Doctor?*  
Zhi Tao, University of North Texas

*When is Help Really Received? Conceptualization and Preliminary Scale Development of Receipt of Help*  
Nicaise Miquelle Robinson, Midwestern State University  
Shih Yung Chou, Midwestern State University

*Integrating Laddering and Critical Incident Techniques to Reveal Patient Perception toward Doctor’s Orders*  
Liang-Shiun Lin, Kaohsiung Medical University  
Yin-Chih Fu, Kaohsiung Medical University
SESSION C  Management and Org Behavior-II

Session Chair:  Phuoc Thien Nguyen, Nanhua University

The Influential Factors of Knowledge Sharing and Knowledge Transfer for Expatriates
Li-Yueh Lee, Kun Shan University
Phuoc Thien Nguyen, Nanhua University

The Effects of Customer Participation and Customer Citizenship Behaviors
Wann-Yih Wu, Nanhua University
Nguyen Phuoc Thien, Nanhua University

The Scrum Management: Examples from Microsoft Global and Microsoft Turkey
Ahu Tugba Karabulut, Istanbul Commerce University
Esra Ergun, Istanbul Commerce University

Creativity and Perseverance: Toward an Empirical Model Delineating the Role of Motivation
Veena Prabhu, California State University – Los Angeles
Yang Zhang, University of Texas – El Paso

Rigorous Relevance or Relevant Rigor: A Discussion of the Attributes of Academic Rigor and Practitioner Relevance
Rodney Carmack, Arkansas State University

SESSION D  Management Information Systems I

Session Chair:  Ronald Washington, University of the Incarnate Word

ES Configurations and their Impact on Firm Performance
Arun Madapusi, Northeastern State University
Monica Jenfer, Anna University
Anjana Arunkumar, Anna University

Profiling Millennials’ Malware Awareness: A Preliminary Study
Kamphol Wipawayangkool, Sam Houston State University
Juliana Lilly, Sam Houston State University

Digital Micro Management: How Digital Devices Extend Managerial Reach
Ronald Washington, University of the Incarnate Word

An Attention, Beliefs, and Values-Based (ABV) View of Failure to Test
Dorothy Kirkman, University of Houston – Clear Lake
Clifton Mayfield, University of Houston – Clear Lake
Denise Kirkman, Sentient Consulting Group
Doug Steel, University of Houston – Clear Lake

Investigating User Satisfaction and Antecedents of System and Information Quality in the Context of Voice User Interface
Quynh Nguyen, University of North Texas
Anh Ta, University of North Texas
Victor Prybutok, University of North Texas
SESSION E  Student Track-III

Ryan Bailey, University of Tulsa

*Tools of the Trade: An Exploratory Analysis of VOSviewer*
Ryan Bailey, University of Tulsa

*From Voice Recognition Technology to the Intelligent Personal Assistant (IPA): A Research Review*
Md Rasel Al Mamun, University of North Texas
Alsius David, University of North Texas

*The Role of Cybersecurity Systems on Optimizing Production System Maintenance Policies*
Anh Ta, University of North Texas

*Augmented Reality in Information Systems – A Literature Review*
Alsius David, University of North Texas
Md Rasel Al Mamun, University of North Texas

SESSION F  Quantitative Methods and Business Analytics-II

Mary Helen Fagan, The University of Texas at Tyler

*Big Data Education: Integrating Analytics and Accounting in Business Schools*
Yvette Essounga Njan, Tuskegee University
Maxine Morgan, Long Island University - Brooklyn

*Meeting the Need for Business Analytics Skills with Self-Service Analytics and Business Intelligence Tools*
Mary Helen Fagan, The University of Texas at Tyler

*The Novel Model to Empirically Investigate the Factors That Influence Graduate GPA: Emergency Loan*
Efosa Idemudia, Arkansas Tech University
Ralph Ferguson, Texas Tech University

*More than Just Compliance: A Model of High Impact Practices That Enhances Student Achievement beyond the Influence of Accreditation Requirements*
Michael Porter, Alabama A&M University
Doctoral Consortium  
by Invitation Only

Light lunch provided and open to doctoral students only.

SESSION A  Innovative Education-III

Session Chair:  Queen Booker, Minnesota State University - Mankato

Measuring e-learning service quality: An exploratory study in a newly emerging country
Long Pham, University of Louisiana at Monroe
Stan Williamson, University of Louisiana at Monroe
Bruce Walker, University of Louisiana at Monroe
Thomas DeNardin, University of Louisiana at Monroe
Cindy Strickler, University of Louisiana at Monroe

Student Perceptions of Online Learning: An Analysis of Online Course Evaluations of Operations Management
Queen Booker, Minnesota State University - Mankato
Fred Kitchens, Ball State University

The Impact of Being a Procrastinator on Academic Success: A Case Study in an Online Learning Environment
Yasemin Tarakci, University of North Texas
Hakan Tarakci, University of North Texas

Effective Strategies of Delivering Technical Courses in the Virtual World Learning Environment
Purnendu Mandal, Lamar University
Kaushik Ghosh, Lamar University
Vivek S. Natarajan, Lamar University

Active Learning Methodology: Bridging Theory & Practice
Sandhya M.K., Anna University
Anjana Arunkumar, Anna University
Arun Madapusi, Northeastern State University
SESSION B  Supply Chain, Logistics and UAVs

Session Chair:  Michael Blanchett, University of Central Arkansas

Strategies for Sustainable Supply Chains
Krishan Rana, Alabama A&M University

Improving Healthcare through Supply Chain Management
Emeka Dunu, Alabama A&M University
Krishan Rana, Alabama A&M University

Environmental Impact of Unmanned Aerial Vehicles (UAVs)
Krishan Rana, Alabama A&M University
Emeka Dunu, Alabama A&M University

A Multiobjective Optimization Model for Sustainable Reverse Logistics in Indian E-Commerce Context
Anurag Mishra, Indian Institute of Technology - Bombay
Pankaj Dutta, Indian Institute of Technology – Bombay

SESSION C  Management and Organizational Behavior

Session Chair:  Lynne Cagle-Cox, University of North Texas

Examining decision-making considerations regarding the boundary of the firm with systems, service, and strategy views
Scott Warren, University of North Texas
Lynne Cagle-Cox, University of North Texas

The Impact of Rank on Organizational Commitment
Megan Douglas, Missouri Southern State University

Organizational Citizenship Behaviors in Millennials: An Exploratory Study and Measurement Development
Federica Bove, Midwestern State University
Ashley Baird, Midwestern State University
Shih Yung Chou, Midwestern State University
Charles Ramser, Midwestern State University

Operational Management and The Leadership Indifference Epidemic
Craig McMahon, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

What Is Good Life? Developing and Validating a Multi-Dimensional Scale with Evidence from Three Countries
Yang Zhang, University of Texas – El Paso
Veena Prabhu, California State University – Los Angeles
Stephen Mcguire, California State University – Los Angeles
Kern Kwong, California State University – Los Angeles
Robert Tang, De La Salle- College of Saint Benilde
Minghao Shen, California State University – Los Angeles
Tatiana Goroshnikova, Financial Institute of Russia
SESSION D  Management Information Systems - II

Session Chair:  Peter DeVries, University of Houston - Downtown

Connection and Impact through Digital Transformation: A Case Study
Qinyu Liao, The University of Texas – Rio Grande Valley
Xinchen Li, Hengyang Normal University

The Automated Home of the 21St Century
Peter DeVries, University of Houston - Downtown

Mobile Self-Checkout Systems Adoption: The Impact of Perceived Privacy, Security, and Accuracy
Vess Johnson, University of Arkansas – Little Rock
Richard Woolridge, University of Arkansas – Little Rock
Wenjun Wang, University of Arkansas – Little Rock

Evaluating the Quality of Hedonic and Functional Mobile Augmented Reality Apps
Alsius David, University of North Texas
Md Rasel Al Mamun, University of North Texas
Sarbottam Bhagat, University of North Texas
Daniel Peak, University of North Texas

SESSION E  Quantitative Methods - II

Session Chair:  John Seydel, Arkansas State University

Sustainable Humanitarian Supply Chain Management: Developing a Framework Using Dematel Approach
Abhishek Behl, Indian Institute of Technology - Bombay
Pankaj Dutta, Indian Institute of Technology - Bombay

Revised Loan Payback Model for Gender Inequity
Qianqian Yu, Arkansas State University
John Seydel, Arkansas State University

Optimization of Capital Asset Renovation under Improving Technology and Uncertain Costs
Yuri Yatsenko, Houston Baptist University
Natali Hritonenko, Prairie View A&M University
Seilikhan Boranbayev, L.N. Gumilyov Eurasian University

Mobile Virtual Network Operators Profit Success Model: The Effect of Switching Decisions
Bo Han, Texas A&M University – Commerce

Evaluating Chinese Banking System Efficiency: A Network DEA Slack Based Model
Jun Huang, Angelo State University
Haibo Wang, Texas A&M International University
Zhibin Xiong, South China Normal University
SESSION F

Workshop: An Introduction to Self-service Business Analytics with Microsoft Power BI and Excel Tools

Presenter: Mary Helen Fagan, The University of Texas at Tyler

In this ninety-minute workshop, participants will learn about the capabilities of Microsoft Power BI, a self-service business analytics platform. Faculty will learn ways in which they can incorporate the free Power BI desktop platform in their classes as a tool for data modeling and the creation of interactive visualizations, dashboards, and reports. In addition, participants in this workshop will learn about advanced Excel data analysis tools that enable self-service analytics using an Excel data model (e.g., Power Query, Power Pivot, and Power View). After this workshop, participants will have a high-level understanding of the capabilities of the Microsoft self-service analytics tools that have enabled Microsoft to be recognized, along with Tableau, as a leader and visionary in analytics and BI platforms.

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!

SESSION A  Accounting - II

Session Chair: Dara Marshall, Texas A&M University – Central Texas

Public Policy Proposals to Mitigate Violence in the Democratic Republic of the Congo: A Case Study
Robert Tennant, Texas A&M University – Central Texas
Dara Marshall, Texas A&M University – Central Texas

Sunny Expose, a Tax and Managerial Accounting Case
Nathan Oestreich, San Diego State University
Matthew Kerr, San Diego State University
Hung Chan, San Diego State University

Municipality Stress: An Investigation of Bankruptcy, Financial Issues and Consequences
Mary Fischer, University of Texas - Tyler
Treba A. Marsh, Stephen F. Austin State University

The Impact of Global Diversification on the Value Relevance of Other Comprehensive Income Disclosure: Evidence for Multinational Corporation
Taisier A. Zoubi, American University of Sharjah

Gender, Media and Voluntary Disclosure: The Case of Emerging Economics
Mostafa Kamal Hassan, Qatar University
Fathia Elleuch Lahyani, Qatar University
SESSION B  Management Information Systems-IV

Session Chair: Khaled Alshare, Qatar University

Social Influence on E-Payment Adoption in China
Alexander Chen, University of Central Arkansas
Scott Nadler, University of Central Arkansas
Wenhui Chen, University of Central Arkansas
Yung-Ming Kao, University of Central Arkansas

The National Culture and Technology Adoption Models
Khaled Alshare, Qatar University

Factors Affecting Individual Usage of E-Payment Systems among Young Americans
Shuai-Fu Lin, University of Central Arkansas
Alexander N. Chen, University of Central Arkansas
Scott Nadler, University of Central Arkansas
Hsin-Ke Lu, Chinese Culture University

Systems End of Life: What Adoption Factors Contribute to Systems End of Life?
Delmer Nagy, Tarleton State University
Nathan Baldwin, Tarleton State University

Systems End of Life: What Happens To System Functionality?
Delmer Nagy, Tarleton State University
Samantha Wight, Tarleton State University

SESSION C  Quantitative Methods

Session Chair: Huguette Tran, University of North Texas

Effects of Delayed Demand on Intermittent Forecasting
Matthew Lindsey, Stephen F. Austin State University
Robert Pavur, University of North Texas

Text Mining Approach in Human Resource Management
Xiaoguang Tian, University of North Texas
Robert Pavur, University of North Texas

An Alternative to Shannon’s Entropy in Data Fusion and Clustering
Huguette Tran, University of North Texas
Robert Pavur, University of North Texas
March 15, 2019
(Friday)

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

SESSION D  Internet of Things and Big Data- II

Session Chair:  Robert Vinaja, Texas A&M University - San Antonio

Big Data Analytics and Privacy: Examining the impacts of personal data leaks on User trust
Rajiv Dahiya, Louisiana Tech University
Kevin Watson, Louisiana Tech University

Privacy and Ethics for Internet of Things and Big Data
Anitha Chennamaneni, Texas A&M University - Central Texas
Shehryar Iqbal, Texas A&M University - Central Texas

A Review of Open Data Initiatives in Developing Countries
Robert Vinaja, Texas A&M University - San Antonio

Business Analytics Job Postings: Content Analysis Approach
Ferdi Eruysal, Texas A&M University - Central Texas
Marco Villarreal, The University of Texas at San Antonio

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

SESSION E  Innovative Education-V

Session Chair:  Ron Duggins, University of Central Arkansas

How to Engage, Motivate and Educate Gen Y and Gen Z College Students
Mahesh Vanjani, Texas Southern University
Mayur Desai, Texas Southern University

Innovation and Problem Solving Teaching Case: The Breakout Box – A Desktop Escape Room
Ron Duggins, University of Central Arkansas

Automatic Data Capture: An Innovative Course, Achievements and Pitfalls
Farhad Moeeni, Arkansas State University

How to Engage, Motivate and Educate Gen Y and Gen Z College Students
Juan Chavarria, Emporia State University
Javier Flores, Emporia State University

The Effect of Student’s Behavior of Using Codecademy
Guoying Zhang, Midwestern State University
SESSION F  Project Management

Session Chair:  Xiaojun Gene Shan, University of Houston – Clear Lake

Approach to Improve Pre-hire Processing and Onboarding in an Urban area School District with Project Management and Technology Solutions
Jamie Claire Handy, University of Houston – Clear Lake
Xiaojun Shan, University of Houston – Clear Lake

Effect of Yerkes-Dodson Law on Probability of Project Completion
Balaji Janamanchi, Texas A&M International University

Conformance to PMI Standards: A Better Design for a Project Management Information System
Jeremy Bellah, University of Oklahoma
James Burns, Texas Tech University

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San Antonio, Texas
Hyatt Regency San Antonio

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CONGRATULATIONS!

Recipient of the Distinguished Paper Award - Federation of Business Disciplines

_The Antecedents to and Consequences of Accountability Approach: Test of Competing Perspectives and Replicable Results across Two Samples_

Jeremy Brees, Northern Arizona University
David Sikora, Georgia Southern University
Gerald Ferris, Florida State University

2019 SWAM Outstanding Educator

Manjula Salimath, University of North Texas

Recipients of the 2019 Southwest Academy of Management Best Reviewer Award

Cory Angert, University of Houston Downtown
Robert Lloyd, Fort Hays State University
2019 TRACK CHAIRS

Workplace Behavior: Organizational Behavior / Human Resources / Careers / Leadership / Diversity
Sarah Walker, Creighton University
Zahir Latheef, University of Houston Downtown
Kenneth Sweet, Texas A&M - San Antonio

Organizational Mission: Organizational Theory / Strategic Management & Leadership / International Management
David Epstein, University of Houston Downtown
Marcia Hardy, Northwestern State University of Louisiana
Guclu Atinc, Texas A&M University Commerce

Change in Organizations: Organizational Development / Conflict Management
Peter Sorensen, Benedictine University
Therese Yaeger, Benedictine University

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

The Purposeful Organization: Social Responsibility, Consciousness, Relationships, Collaboration, Community & Sustainability
Brian Kulik, Whittier College

Recent Vistas on Management: The Latin American Context. Sessions in this track are presented in Spanish.
Carlos Baldo, Colorado Mesa University
Oscar Montiel, Universidad Autónoma de Ciudad Juárez

The Single Business Enterprise: Entrepreneurship / Small Business / Family Business / Innovation
Manjula Salimath, University of North Texas
Vallari Chandna, University of Wisconsin-Green Bay

Teaching and Learning Conference
Janie Gregg, University of West Alabama
Karen Leonard, University of Arkansas Little Rock
SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)
March 13, 2019
(Wednesday)

12:00 p.m. – 1:30 p.m.  Library

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

1:30 p.m. – 3:00 p.m.  Arboretum 1

WELCOME TO THE SOUTHWEST ACADEMY OF MANAGEMENT ANNUAL MEETING
Robert H. Epstein, 2019 SWAM President

TRACK TITLE: Organizational Mission: Organizational Theory/Strategic Mgt. & Leadership/International Management

SESSION A: Corporate Governance

Session Chair: Marcia Hardy, Northwestern State University of Louisiana

The Human Capital of Boards of Directors and Innovation: An Empirical Examination of the Pharmaceutical Industry
Stephen V. Horner, Pittsburg State University
Alix Valenti, University of Houston Clear Lake

The Selection of CEO Successors and Post-succession Strategic Change
Xin Liu, Hebei University of Technology

Board Characteristics and the Acquisition of Newly Public Firms
Christopher Reutzel, Sam Houston State University
Carrie Belsito, Sam Houston State University

Gender Quota and Organizational Outcome: A Comparative Study between Countries that Mandate Gender Quota and Countries that do Not
Samira Baten, University of Central Oklahoma

1:30 p.m. – 3:00 p.m.  Arboretum 2

TRACK TITLE: The Purposeful Organization: Social Responsibility, Consciousness, Relationships, Collaboration, Community and Sustainability

SESSION B:

Session Chair: Brian Kulik, Whittier College

Ethical Analysis of Enterprise Resource Planning
Hatem Bata, Albany State University
Devi Akella, Albany State University

The Federal Sentencing Guidelines for Organizations (FSGO) and Proactive Small Business Ethics Programs
Larry Ruddell, Belhaven University – Houston

Out of Touch and in the Present: How Mindfulness and Moral Attentiveness May Not Share the Moment
Alex Hill, Eastern Illinois University
Chris Adams, Eastern Illinois University
Joshua Harden, Eastern Illinois University
Uday Shinde, Eastern Illinois University

The Moral Development of the Estonian Business Community
Mari Kooskora, Esotinian Business School
Caitlin Cundiff, Drury University
1:30 p.m. – 3:00 p.m. Arboretum 3

TRACK TITLE: Workplace Behavior: Organizational Behavior / Human Resources / Careers / Leadership / Diversity

SESSION C: Recruiting and Selection

Session Chair: Andrew Johnson, Texas A&M University - Corpus Christi
Discussant: Emily Hammer, West Texas A&M University

*Employment Discrimination and Unprotected Classes in the Age of Social Networking Sites*
Andrew Johnson, Texas A&M University-Corpus Christi
Katherine Roberto, Texas A&M University-Corpus Christi

*The Use of Fourth Party References in the Selection Process*
Katherine Roberto, Texas A&M University-Corpus Christi
Andrew Johnson, Texas A&M University-Corpus Christi
Anita Reed, Texas A&M University-Corpus Christi

*Behavior-based Interviews: A Literature Review and Interviewee Perceptions*
Ramanuja Vokkarane, University of Central Oklahoma
M. Suzanne Clinton, University of Central Oklahoma

*Retention When Recruiting is Difficult; Medical Technicians in Rural Communities*
Michelle Ruiz, Saint Mary-of-the-Woods College
Lori Peterson, Missouri State University

1:30 p.m. – 3:00 p.m. The Study

TRACK TITLE: Professional Development Workshops

SESSION D: Managing Conflict in the Workplace

*Strategies and Practice for Managing Conflict in the Workplace Environment*
Lucinda Parmer, Southeastern Oklahoma State University

3:00 p.m. – 3:30 p.m. Arboretum 1

SWAM COFFEE BREAK
SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

March 13, 2019
(Wednesday)

3:30 p.m. – 5:00 p.m.  Arboretum 1

TRACK TITLE: Organizational Mission: Organizational Theory/Strategic Mgt. & Leadership/International Management

SESSION A: Strategic Leadership

Session Chair: **Marcia Hardy**, Northwestern State University of Louisiana

*Redefining Leadership Roles and Structure in Special Education: Applying Organizational Theory to the Public School System*
Juliana Lilly, Sam Houston State University
William Blackwell, Sam Houston State University
Kamphol Wipawayangkool, Sam Houston State University

*Employing the Internal Marketing Theory to Explain how Knowledge Dissemination can be Enhanced in Organizations*
Sheron Lawson, Wayland Baptist University

*Perspicacity, Sagacity & Mentorship: A Management Model for Strategic Leadership Success in Faculty Senate Governance*
Marcia Hardy, Northwestern State University of Louisiana
Danny Upshaw, Northwestern State University of Louisiana

*Proactive Personality and Social Entrepreneurship: Testing an Empirical Model Across Six Countries*
Yang Zhang, University of Texas, El Paso
Juanita Trusty, California State University, Los Angeles
Juan Perusquia, Universidad Autónoma de Baja California
Louise Kelly, University of La Verne
Tatiana Goroshnikova, Financial Institute of Russia
Robert Tang, De La Salle College of Saint Benilde
Minghao Shen, Guandong University of Foreign Studies
Kern Kwong, California State University, Los Angeles
Stephen Mcguire, California State University, Los Angeles
Veena Prabhu, California State University, Los Angeles

3:30 p.m. – 5:00 p.m.  Arboretum 2

TRACK TITLE: Teaching and Learning Conference

SESSION B: Teaching Ethics and Negotiation

Session Chair: **Karen Leonard**, University of Arkansas – Little Rock

*Teaching Business Ethics as Decision Making*
Kenneth Sweet, Texas A&M University – San Antonio

*Teaching Value Creation in Negotiation*
Brad Almond, Texas A&M University – Central Texas
SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

March 13, 2019
(Wednesday)

3:30 p.m. – 5:00 p.m. Arboretum 3

TRACK TITLE: Workplace Behavior: Organizational Behavior / Human Resources / Careers / Leadership / Diversity

SESSION C: Careers

Session Chair: Susie Cox, University of Louisiana at Monroe
Discussant: Zahir Latheef, University of Houston Downtown

Staffing Professionals’ Perspectives of the Secondary Labor Market Protean and Boundaryless Career Phenomenon
Rebecca McPherson, Texas A&M - Central Texas

Career Differences between Mexican and American Women Workers
Alicia Cavazos-Garza, LSU E. J. Ourso College of Business
Monica Santaella, LSU E. J. Ourso College of Business

Counter-offers, a Dilemma between Trust and Loyalty on Key Employees
Carlos Baldo, Colorado Mesa University
Michael Conklin, Colorado Mesa University

Using Human Resource Development (HRD) Communication Channels, the Integration of Ethics and Diversity, and Diversity Intelligence (DQ) to Develop Leaders
Claretha Hughes, University of Arkansas, Fayetteville
Elsa Camargo, University of Arkansas, Fayetteville

3:30 p.m. – 5:00 p.m. The Study

TRACK TITLE: Doctoral Consortium

SESSION D: Meet & Greet

Session Chair: Veena Prabhu, California State University, Los Angeles

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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 14, 2019 (Thursday)

8:30 a.m. – 10:00 a.m. Arboretum 1

TRACK TITLE: Recent Vistas on Management: The Latin American Context

SESSION A: Recent Vistas on Management (Note: Session presented in Spanish)

Session Chair: Oscar Montiel, Universidad Autonoma de Ciudad Juarez

El Lado Oscuro de la Empresa Familiar: Una Perspectiva Exploratoria
Oscar Montiel, Universidad Autonoma de Ciudad Juarez

Speaking Spanish at Work: The Impact on Workplace Familism on Work Outcomes of Bilingual Hispanic Workers
Laura Guerrero, UH - Clear Lake
Saul Valdiviezo, Springfield College

Relacion de los Factores de Atractividad de las Empresas y la Satisfaccion Laboral para los Buscadores de Empleo que Desean Integrarse a la Vida Laboral
Sergio Madero, Tecnologico de Monterrey

Prácticas y Límites de la Publicidad: Una Propuesta de Indagación Crítica hacia las Campañas Políticas
Nilton Valencia, Universidad Autonoma de Ciudad Juarez
Oscar Montiel, Universidad Autonoma de Ciudad Juarez
Claudia Rodriguez, Universidad Autonoma de Ciudad Juarez

¿Real Inclusión o Simulación? Una Exploración Hacia las Campañas Publicitarias y la Comunidad Gay en México
Cynthia Martinez, Universidad Autonoma de Ciudad Juarez
Oscar Montiel, Universidad Autonoma de Ciudad Juarez

8:30 a.m. – 10:00 a.m. Arboretum 2

TRACK TITLE: Teaching and Learning Conference

SESSION B: Creating New Programs and Reaching Hispanic Students

Session Chair: Janie Gregg, University of West Alabama

How to Better Reach Hispanic Students in Your Classroom
Laura Guerrero, University of Houston – Clear Lake
Sal Valdiviezo, Springfield College
Julio Canedo, University of Houston Downtown

The ‘Berth’ of a Maritime Management Program: A Value Creating Relationship Between Academia and Industry
Ken Chadwick, Nicholls State University
Luke Cashen, Nicholls State University
8:30 a.m. – 10:00 a.m.  Arboretum 3

TRACK TITLE: Workplace Behavior: Organizational Behavior / Human Resources / Careers / Leadership / Diversity

SESSION C: Psychology of Work

Session Chair: Stephen Jaros, Southern University
Discussant: Satvir Singh, Angelo State University

*The Salience of Intrinsic Spirituality as a Motivational Construct in the Workplace*
Phillip Lewis, Oklahoma Christian University

*The Antecedents to and Consequences of Accountability Approach: Test of Competing Perspectives and Replicable Results across Two Samples*
Jeremy Brees, Northern Arizona University
David Sikora, Georgia Southern University
Gerald Ferris, Florida State University

*Employee Empowerment and Job Performance: Investigating the Role of Power Distance*
Satvir Singh, Angelo State University
Prajya Vidyarthi, University of Texas at El Paso

8:30 a.m. – 10:00 a.m.  Dogwood

TRACK TITLE: Professional Development Workshops

SESSION D: Faith and Learning in a Christian University

*Integrating Faith and Learning in the Curriculum at a Christian University*
Samantha Murray, Jan Jones, and Sheron Lawson, Wayland Baptist University

8:30 a.m. – 10:00 a.m.  Boardroom B

SPECIAL SESSION (By Invitation Only)
SWAM Officers’ Meeting

Presiding: Robert H. Epstein, University of Central Oklahoma
President, Southwest Academy of Management, 2018-2019

10:00 a.m. – 10:30 a.m.  Market Place - Exhibit Hall

FBD Coffee Break

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

Great Door Prize Drawings take place at 10:15 a.m. in the Exhibit Area. *Must be present to win.*
10:30 a.m. – 12:00 p.m.  

**TRACK TITLE: Change in Organizations: Organizational Development / Conflict Management**

**SESSION A: Panel Discussion: Organization Development and Integration as the Doorway to Innovation**

Session Chair: **Therese Yaeger**, Benedictine University  
Discussant: **Peter Sorensen**, Benedictine University  
Panelists:  
**Anjylla Foster**, Museum of Science and Industry  
**Michael O'Hara**, Benedictine University Doctoral Student  
**Janell Whaley**, Benedictine University  
**Sonia Watson**, College of DuPage

10:30 a.m. – 12:00 p.m.  

**TRACK TITLE: Doctoral Consortium**

**SESSION B: (2)**

Session Chair: **Veena Prabhu**, California State University, Los Angeles

10:30 a.m. – 12:00 p.m.  

**TRACK TITLE: Workplace Behavior: Organizational Behavior / Human Resources / Careers / Leadership / Diversity**

**SESSION C: Organizational Commitment**

Session Chair: **Jeremy Brees**, Northern Arizona University  
Discussant: **Satvir Singh**, Angelo State University  

*Stretched Too Thin? The Impact of School-Work Conflict on Job Satisfaction and Organizational Commitment*  
**Laura Walker**, University of North Texas  
**Wenjuan Guo**, University of North Texas

*Commitment to change: Validation of scale through EFA and CFA in privatization context of Pakistan*  
**Haroon Bakari**, Sindh University  
**Ahmed Imran Hunjra**, PMAS-Arid Agriculture University  
**Stephen Jaros**, Southern University

*Consequences and Predictors of Psychological Detachment: Is Personality a Moderator?*  
**Samantha Murray**, Wayland Baptist University  
**M. Suzanne Clinton**, University of Central Oklahoma
SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

March 14, 2019
(Thursday)

10:30 a.m. – 12:00 p.m.  Dogwood

TRACK TITLE: Round Table Discussion

SESSION D: Past Presidents’ Reflections: How My Participation in SWAM Influenced My Careers

Session Chair: John N. Davis, Hardin-Simmons University

Panelists: Donna Ledgerwood, University of North Texas
Janie Gregg, University of West Alabama
M. Suzanne Clinton, University of Central Oklahoma
Janice A. Black, Coastal Carolina University
Larry Garner, Texas A&M University - Central Texas
Donald Baack, Pittsburg State University
Stephen V. Horner, Pittsburg State University
Manjula Salimath, University of North Texas

A panel of SWAM Past Presidents will give their views on how their participation in SWAM has influenced their careers. This is a chance to hear from those who have “been there and done that.” Find out how service and participation in SWAM helped advance the careers of others and think about how it can help advance yours. Bring your questions and observations. Graduate students and junior scholars, as well as those who have adopted any kind of nontraditional career, are particularly welcome.

*This session is open to all SWAM members!*

12:00 p.m. – 1:30 p.m.  Window Box

TRACK TITLE: SWAM Luncheon and Reception (Registration Required)

Presiding: Veena Prabhu, California State University - Los Angeles
President Elect, Southwest Academy of Management, 2018-19

1:30 p.m. – 3:00 p.m.  Arboretum 1

TRACK TITLE: Change in Organizations: Organizational Development / Conflict Management

SESSION A: Panel Discussion: Pushing OD Boundaries: Technology, Design and Global Boundaries

Session Chair: Peter Sorensen, Benedictine University

Discussant: Therese Yaeger, Benedictine University

Panelists:
Dan Lichter, Midwestern University
Lionel Sweeny, HS Partners INC
Gerald Baraza, Shoreline Containers Inc.
Dina Puthenpurakal, Benedictine University
TRACK TITLE:  Doctoral Consortium

SESSION B: (3)

Session Chair: Veena Prabhu, California State University, Los Angeles

1:30 p.m. – 3:00 p.m.  Arboretum 2

TRACK TITLE:  Workplace Behavior: Organizational Behavior / Human Resources / Careers / Leadership / Diversity

SESSION C: Organizational Culture

Session Chair: Samantha Murray, Wayland Baptist University
Discussant: Emily Hammer, West Texas A&M University

The Role of Cultural Values on Behavioral Intentions in a Conflicting Roles Situation
Julio Canedo, University of Houston Downtown
Eugene Stone-Romero, Retired
Dianna Stone, Universities of New Mexico, Albany, and Virginia Tech

Model of Workplace Hazing
Kenneth Sweet, Texas A&M University – San Antonio
Sean Rogers, University of Rhode Island
Marcus Valenzuela, California State University Bakersfield
Mortaza Zare, University of Texas Permian Basin
Carma Claw Nez, New Mexico State University

A Mode of the Dimensions of Spirituality and Their Possible Influence on Corporate Culture
Phillip Lewis, Oklahoma Christian University

Learning the Accountability Ropes: An Attributional Perspective
Jeremy Brees, Northern Arizona University

1:30 p.m. – 3:00 p.m.  Dogwood

TRACK TITLE:  Professional Development Workshops

SESSION D: Gender Issues

Gender Issues in Workplace Leave
Emily Hammer, West Texas A&M

The Role of Colleges and Universities in Preparing Women for the Workplace:  Today’s Challenges and Tomorrow’s Opportunities
Kimberly Merritt, Oklahoma Christian University
M. Suzanne Clinton, University of Central Oklahoma
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: A Time for Integration: Organization Development, Leaders and Deviant Subordinates

Session Chair: Therese Yaeger, Benedictine University
Discussant: Peter Sorensen, Benedictine University

*Toxins in the Place of Work, A Phenomenological Investigation: Supervisors and the Deviant Subordinates*
Clifford Hill, Benedictine University

*A Tale of Two Leaders: Exploring Sources of Resistance to New Leader Integration*
Dan Lichter, Benedictine University
Erica Sokol, Benedictine University

SESSION B: Experiential Exercises and Collaboration Modeling in the Classroom

Session Chair: Janie Gregg, University of West Alabama
*Operation Integration: Modeling Innovative Cross-disciplinary Collaboration*
Jonna Meyers, Southwestern Oklahoma State University
Amanda Evert, Southwestern Oklahoma State University

*Experiential Exercises in Management Courses: Do “Old-timey” Games still Work?*
Vallari Chandna, University of Wisconsin - Green Bay
March 14, 2019
(Thursday)

3:30 p.m. – 5:00 p.m.  Arboretum 3

TRACK TITLE:  Workplace Behavior: Organizational Behavior / Human Resources / Careers / Leadership / Diversity

SESSION C:  Professional Practice
Session Chair:  Satvir Singh, Angelo State University
Discussant:  Susie Cox, University of Louisiana at Monroe

How Signals Influence Citation Patterns
Francee Preston, University of Memphis
Ronei Leonel, University of Memphis

Exploring Strategic Training Approaches that Lead to the Retention of Talented Employees
Howard Demotta, Wayland Baptist University
Sonia Gonzalez, Wayland Baptist University
Sheron Lawson, Wayland Baptist University

Exploring How Trainers Can Use Humor to Increase Self-Efficacy of Employees
Angelica Laundry, Wayland Baptist University
Christian Homan, Wayland Baptist University
Sheron Lawson, Wayland Baptist University

Identifying Integration Issues for MNE Single Leave Policy Adaptation
Emily Hammer, West Texas A&M University

3:30 p.m. – 5:00 p.m.  Dogwood

TRACK TITLE:  Professional Development Workshops

SESSION D: Business Based Projects in the Classroom
Integrating Entrepreneurial Leadership Practices Through Student Engagement in MBA Consulting Projects
Janie Gregg, University of West Alabama
Uchenna Akpom, University of West Alabama

Designing and Implementing a Business Based Project that Benefits both Students and Your College
Holly Osburn, University of Central Oklahoma
Bianca Daneshmand, University of Central Oklahoma
Christina Alexander, University of Central Oklahoma

5:00 p.m. – 6:00 p.m.  Magnolia

SPECIAL SESSION
Planning Meeting for the SWAM 2020 Conference
San Antonio, Texas, March 11-14, 2020

Presiding:  Ethan Waples, University of Houston Downtown
Program Chair-Elect, Southwest Academy of Management, 2019-2020

Help shape SWAM’s next meeting to be held in San Antonio, Texas, at the Hyatt Regency San Antonio, March 11-14, 2020. Join in a thoughtful exchange of ideas and creative suggestions as we seek to continually improve the SWAM conference experience.
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 15, 2019
(Friday)
8:30 a.m. – 10:00 a.m. Arboretum 2

TRACK TITLE: The Purposeful Organization

SESSION B: (2)

Session Chair: Guclu Atinc, Texas A&M University Commerce

Ethical Gatekeepers: Hiring Ethics and Employee Selection
Salvador Villegas, George Fox University
Robert Lloyd, Fort Hays State University
Addison Tritt, Fort Hays State University
Ed Vengrouskie, Fort Hays State University

Clearing the Bar: VOSviewer Standards in Social Entrepreneurship Research
Ryan Bailey, University of Tulsa

Scientific Management in the Sunday School? Are You Kidding Me?
John N. Davis, Hardin-Simmons University

A Hawaiian Model for Management Faculty Collegiality: Aloha, Pono and Kuleana
Brian Kulik, Whittier College
Cheryl Crozier-Garcia, Hawaii Pacific University
TRACK TITLE: Workplace Behavior: Organizational Behavior / Human Resources / Careers / Leadership / Diversity

SESSION C: Organizational Leadership

Session Chair: Kenneth Sweet, Texas A&M University - San Antonio
Discussant: Sarah Walker, Creighton University

Phillip Lewis, Oklahoma Christian University

Ambiguous Leadership Assessment
Phillip Lewis, Oklahoma Christian University

Relational Communication Messages, Servant Leadership, and Employee Outcomes
David Sloan, Whitworth University
Alan Mikkelson, Whitworth University
Timothy Wilkinson, Whitworth University

The Aural Identification of Implicit Leadership Theories
Brad Almond, Texas A&M University – Central Texas
Joshua Albrecht, University of Mary Hardin-Baylor

Exploring the Process of Trickle-Down Leadership and Ownership: The Mediating Role of Overall Justice
Saul Valdiviezo, Springfield College

TRACK TITLE: Professional Development Workshop

SESSION D: Strategies for Ensuring Student Learning

Successfully Integrating HR Simulations
Abbie Lambert and Lee Tyner, University of Central Oklahoma

Building Effective Teams in the Classroom Setting
Jason Eliot, University of Central Oklahoma

Making the Transition from Managing Human Resources to Teaching Human Resources
Jason Eliot, Abbie Lambert, and Lee Tyner, University of Central Oklahoma

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: Organizational Mission: Organizational Theory/Strategic Mgt. & Leadership/International Management

SESSION A: Change in the Business Environment
Session Chair: David Epstein, University of Houston Downtown

A Multi-dimensional Model of MNE Region Localization
Rusty Karst, Texas A&M University - Corpus Christi

Candace Tenbrink and Marcia Hardy. Change is the Only Constant: A Dynamic Capabilities Perspective on Artificial Intelligence
David Epstein, University of Houston Downtown

Non-market Strategies to Change Institutions around Digital IP Rights: Firms’ Response to Digital Piracy
Aaron McDonald, University of Oregon

A Conceptual Integration and Development of a Comprehensive Model of Perceived Environmental Uncertainty: A Spinning Wheel for Managers
Leonard Love, Texas A&M University-San Antonio
Douglas Carter, Texas A&M University-San Antonio


SESSION B: Integrating Entrepreneurship: Digitization, Innovation & Accountability

Session Chair: Manjula Salimath, University of North Texas
Discussant: Ifeoluwa Tobi Popoola, McMurray University

Driving Organizational Innovation as a Form of Intrapreneurship Within the Context of Small Businesses
Sonia Aguilar, Fort Hays State University
Ed Vengrouskie, Fort Hays State University
Robert Lloyd, Fort Hays State University

Digital Affordances, Traditional Enablers, and Defining the Rural Entrepreneurial Ecosystem
Robert Lloyd, Fort Hays State University
Ed Vengrouskie, Fort Hays State University

Entrepreneurial Accountability: Implications for Researching Entrepreneurship in Montenegro
Ifeoluwa Tobi Popoola, McMurry University
Rajko Novicevic, Faculty for Business Economics
Stuart Schafer, University of Mississippi
TRACK TITLE: Change in Organizations: Organizational Development / Conflict Management

SESSION C: Discussion Panel: Organization Development and Integration as the Doorway to Innovation

Session Chair: Therese Yaeger, Benedictine University
Discussant: Peter Sorensen, Benedictine University
Discussion Panelists:
Anjylla Foster, Museum of Science and Industry
Michael O’Hara, Benedictine University Doctoral Student
Janell Whaley, Benedictine University
Sonia Watson, College of DuPage

SPECIAL SESSION: SWAM Officers’ Meeting

Presiding: Robert H. Epstein, University of Central Oklahoma
President, Southwest Academy of Management, 2018-2019

Veena P. Prabhu, California State University - Los Angeles
2019-2020 President
Southwest Academy of Management Meeting with the 2019-2020 Board

SPECIAL SESSION: SWAM Annual Business Meeting

Presiding: Robert H. Epstein, University of Central Oklahoma
2018-2019 President, Southwest Academy of Management
Veena P. Prabhu, California State University - Los Angeles
2019-2020 President, Southwest Academy of Management

All members are encouraged to attend our annual business meeting. We look forward to seeing you there.

Refreshments served.

Have a safe and enjoyable trip back home!
See you next year in San Antonio!

◆◆◆◆◆

SWAM 2020
March 11th - 14th, San Antonio, TX
Hyatt Regency San Antonio
CONGRATULATIONS!

Recipient of the 2019 Federation of Business Disciplines Distinguished Paper Award

*Amplify Snack Brands, Inc.: Dealing with Success in 2017*
John K. Masters, Cameron University
Pamela Rogers, Stephen F. Austin State University

Recipient of the 2019 FBD Outstanding Educator Award
Timothy D. Wise, Southern Arkansas University
2018-2019 TRACK CHAIRS

Accounting/Finance/Economics  
Julia Kwok, Northeastern State University  
Brian Walkup, University of Tulsa

Human Resource Management/ Organizational Behavior  
Martin S. Bressler, Southeastern Oklahoma State University

International Business  
Syed Tariq Anwar - West Texas A&M University

Non-Profit Management/Ethics  
Robert Howard, Southeastern Oklahoma State University  
Kendra Ingram, Southeastern Oklahoma State University

Marketing  
Courtney Kernek, Southeastern Oklahoma State University

Small Business/Entrepreneurship  
Timothy D. Wise, Southern Arkansas University

Strategic Management/ Business Policy  
Robert Stevens, Southeastern Oklahoma State University

Student/Embryo  
Lawrence Silver, Southeastern Oklahoma State University

PROGRAM OVERVIEW

Thursday, March 14

7:30 a.m. – 8:00 a.m.  Breakfast Honoring Past Presidents

8:00 a.m. – 9:00 a.m.  Case Writing Workshop 101: The Beginners Guide to Writing and Publishing Cases

9:00 a.m. – 12:00 p.m.  Case Sessions

12:00 p.m. – 1:30 p.m.  Networking Lunch & Special Guest Speaker- Rogert Dartt, President, DeLorean Motor Company

1:30 p.m. – 3:00 p.m.  Houston Livestock Show and Rodeo  
Special Guest Speaker

3:00 p.m. – 3:30 p.m.  FBD Coffee Break

3:30 p.m. – 5:00 p.m.  2019-2020 Business Meeting & Program Planning
March 14, 2019
(Thursday)

7:30 a.m. – 8:00 a.m.  
Regency Room

BREAKFAST HONORING PAST PRESIDENTS
All SWCRA Members invited.

8:00 a.m. – 9:00 a.m.  
Regency Room

SESSION A  
Special Guest Speaker
Case Writing Workshop 101:  
The Beginners Guide to Writing and Publishing Cases

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.

9:00 a.m. – 12:00 p.m.  
Regency Room

SESSION B  
Accounting and Finance Track

Session Chairs:  
Julia S. Kwok, Northeastern State University  
Brian Walkup, University of Tulsa

Real-World Issues Caused by Information Technology General Control
Jessie George, University of Houston - Downtown

Effective Accountants’ Strategies for Settling Tax Debts under Exceptional Circumstances
Cynthia B. Lloyd, University of Houston - Downtown  
Darshan Wadhwa, University of Houston - Downtown

Immigration Connection, Start-Up Non-Profit Business
Juan R. Castro, Louisiana College  
Esther E. Castro, University of Houston - Downtown

Saving J.C. Penney
Esther E. Castro, University of Houston - Downtown

Embezzlement - Chamber of Commerce, Tahlequah, Oklahoma
Julia S. Kwok, Northeastern State University-Broken Arrow
Denise Deason-Toyne, Northeastern State University- Tahlequah  
Halil D. Kaya, Northeastern State University-Broken Arrow
March 14, 2019
(Thursday)

9:00 a.m. – 12:00 p.m.  Regency Room

SESSION C  Marketing Track / Small Business and Entrepreneurship Track

Session Chair:  
Courtney Kernek, Southeastern Oklahoma State University  
Timothy D. Wise, Southern Arkansas University

SWOL Sport Performance  
Stacey Bailey, SWOL Sport Performance  
Amanda Evert, Southwestern Oklahoma State University

Tin Star Furniture  
Leslie Toombs, Independent Scholar  
Courtney Kernek, Southeastern Oklahoma State University

Iron Fed Fitness: If We Build It, Will They Come?  
Rhonda Richards, Southeastern Oklahoma State University  
Kendra Ingram, Southeastern Oklahoma State University  
Courtney Kernek, Southeastern Oklahoma State University

Mark’s RV Park  
David Loudon, Samford University  
Robert Stevens, Southeastern Oklahoma State University  
Lawrence Silver, Southeastern Oklahoma State University  
Rhonda Richards, Southeastern Oklahoma State University

Jill Williamson on the Realities of Being a Fantasy Novelist  
Timothy D. Wise, Southern Arkansas University

9:00 a.m. – 12:00 p.m.  Regency Room

SESSION D  Student Track/Embryo Track

Session Chair:  
Lawrence Silver, Southeastern Oklahoma State University

Factors Driving Valuation of the US Based Multi-National Corporations and International MNC Cross Listed in the USA  
Elena Skouratova, Concordia University Texas

Public Private Partnerships (PPP) in Emerging Markets: The Cases of Pakistan’s Thar Coalfield and Reko Diq Mine  
Syed Tariq Anwar, West Texas A&M University.
SESSION E  Strategic Management Track/ Business Policy Track

Session Chair: Robert E. Stevens, Southeastern Oklahoma State University

Starbucks’ Italian Princi and Reserve Roastries: Branding Issues and Global Strategies
Syed Tariq Anwar, West Texas A&M University

Amplify Snack Brands, Inc.: Dealing with Success in 2017
John K. Masters, Cameron University
Pamela Rogers, Stephen F. Austin State University

Perfect Deliverable - Non-Negotiable Customer Requirement: On-Time Delivery
J. Robert Collins, Texas A&M University-Commerce
Mildred Golden Pryor, Texas A&M University-Commerce

The Houston Livestock Show and Rodeo
Martin S. Bressler, Southeastern Oklahoma State University

SESSION F  Organizational Behavior and Human Resource Management Track / Non-Profit Management/Ethics Track

Session Chair: Martin S. Bressler, Southeastern Oklahoma State University
Robert Howard, Southeastern Oklahoma State University
Kendra Ingram, Southeastern Oklahoma State University

Santa Claus Comes to Higher Ed: Short-Term Benefits and Long-Term Costs of Gift Authorship
C. W. Von Bergen, Southeastern Oklahoma State University

FBD COFFEE BREAK

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

Great Door Prize Drawings take place at 10:15 a.m. in the Exhibit Area. Must be present to win.
SESSION G  NETWORKING LUNCHEON  All SWCRA Members invited

SWCRA Choice Pick Session
DeLorean Motor Company in 2019: Branding and Future Growth Issues
Robert Dartt, President

SESSION H  Houston Livestock Show and Rodeo

Presenter: Representative from Houston Livestock Show and Rodeo

The Houston Livestock Show and Rodeo™ promotes agriculture by hosting an annual, family-friendly experience that educates and entertains the public, supports Texas youth, showcases Western heritage and provides year-round educational support within the community.

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 & 2020 Program Planning Meeting

Session Chair:  Martin S. Bressler, Southeastern Oklahoma State University

All SWCRA members are invited to attend this business meeting. Stay after and help prepare for our 2020 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 San Antonio for our 2020 conference!

47th Annual Conference
March 11-14, 2020
San Antonio, Texas
Hyatt Regency San Antonio

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.
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Susana Yu, Montclair State University
Shuming Bai, University of Texas- Permian Basin
Mary Kelly, Texas A&M University - Central Texas
Shari Lawrence, Nicholls State University
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Shuming Bai, University of Texas – Permian Basin
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Chad Kwon, University of Texas - Rio Grande Valley
Julia S. Kwok, Northeastern State University
Shari Lawrence, Nicholls State University
Rui Liu, Duquesne University
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Anand Shah, Task Consultancy Services
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Thomas Thompson, University of Texas - Arlington
Nacasio Ujah, South Dakota State University
Hongxia Wang, Ashland University
Jinghua Wang, Stockton University
Marilyn Wiley, University of North Texas*
Susana Yu, Montclair State University*
Christina Zhang, California State University - Monterey Bay

*Members of Best Paper Award Committee
Congratulations to Our Award Winners!

2019 Federation of Business Disciplines Outstanding Educator Award
William Reichenstein, Baylor University, Social Security Solutions, Inc.

2019 Federation of Business Disciplines Distinguished Paper Award
Abhishek Ganguly, Indiana University
Sponsored by Review of Financial Economics

SWFA Best Paper in Corporate Finance Track
Jana Fidrmuc, University of Warwick
Swati Kanoria, University of Warwick
Sponsored by Department of Finance at Oklahoma State University

SWFA Best Paper in Investments Track
Fabrizio Ferriani, Banca d'Italia (Bank of Italy)
Filippo Natoli, Banca d'Italia (Bank of Italy)
Giovanni Veronese, Banca d'Italia (Bank of Italy)
Federica Zeni, Imperial College London
Sponsored by American Association of Individual Investors

SWFA Best Paper in Financial Institutions Track
Allen Berger, University of South Carolina, Wharton Financial Institutions Center
Ruiyan Chen, West Virginia University
Sadok El Ghoul, University of Alberta
Omrane Guedhami, University of South Carolina
Sponsored by University of North Texas

SWFA Best Paper in Financial Markets Track
David Echeverry, University of Notre Dame
Sponsored by Southwestern Finance Association

SWFA Best Doctoral Student Paper in Corporate Finance Track
Ca Nguyen, The University of Texas at San Antonio
Sponsored by Southwestern Finance Association

SWFA Best Doctoral Student Paper in Investments Track
Wadim Djatschenko, European University Viadrina
Sponsored by Journal of Financial Research

SWFA Best Doctoral Student Paper in Financial Institutions Track
Mikael Homanen, Cass Business School
Sponsored by Southwestern Finance Association

SWFA Best Doctoral Paper in Financial Markets Track
Siyu Chen, National University of Singapore
We are grateful to the following sponsors:

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for sponsoring the Outstanding Educator Award plaque

**Federation of Business Disciplines**
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**American Association of Individual Investors**
Chicago, Illinois for sponsoring the Best Paper in Investments

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**University of North Texas**
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**Department of Finance at Oklahoma State University**
for sponsoring the Special Topic Panel and Best Paper in Corporate Finance
SWFA Special Events

<table>
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<th>Day</th>
<th>Time</th>
<th>Event</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday</td>
<td>1:30 p.m. – 3:00 p.m.</td>
<td>Panel Presentation for SWFA registered doctoral students</td>
<td>Cottonwood</td>
</tr>
<tr>
<td>Thursday</td>
<td>6:30 p.m. – 8:00 p.m.</td>
<td>SWFA Reception</td>
<td>Benihana, 1318 Louisiana St. (One block from hotel)</td>
</tr>
<tr>
<td>Friday</td>
<td>7:00 a.m. – 8:30 a.m.</td>
<td>Southwestern Finance Association Board Meeting and Breakfast</td>
<td>Cottonwood</td>
</tr>
<tr>
<td>Friday</td>
<td>12:00 p.m. – 1:45 p.m.</td>
<td>Southwestern Finance Association Luncheon and Business Meeting*</td>
<td>Regency Room</td>
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</tbody>
</table>

Thursday Panel Presentation for SWFA Registered Doctoral Students: Panel Presentation and Open Discussion of Issues Facing New Faculty in Finance. Our panelists include William Reichenstein, Baylor 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), Betty Simkins, Chair, Department of Finance, Oklahoma State University, and Marilyn Wiley (Dean of College of Business at University of North Texas).

SWFA Thursday Reception: All registered SWFA attendees are welcome to attend the reception

SWFA Friday Luncheon and Business Meeting: Our annual luncheon includes our business meeting, presentations of awards, and keynote address by Jesse Thompson, Senior Business Economist, Houston Branch of the Dallas Federal Reserve Bank, on the economic forecast for the Houston area and energy firms.
SESSION A  Corporate Finance 1

Session Chair:  Geoffrey Ngene, Mercer University

Debt Structure: Evidence from Acquisitions
Abdulaziz Alshamrani, University of Texas at Arlington
Salil Sarkar, The University of Texas at Arlington
       Discussant:  Ramesh Rao, Oklahoma State University

Debt Diversification and Debt Capacity
Nemiraja Jadiyappa, Institute of Management Technology
Ramesh Rao, Oklahoma State University
Namrata Saikia, Indiana University of Pennsylvania
       Discussant:  Ca Nguyen, The University of Texas at San Antonio

SWFA Best Doctoral Student Paper in Corporate Finance Track
Confidentiality in Loan Credit Agreements
Ca Nguyen, The University of Texas at San Antonio
       Discussant:  Abdulaziz Alshamrani, University of Texas at Arlington

SESSION B  Corporate Governance 1

Session Chair:  Mary Kelly, Texas A&M Univ. Central Texas

Does Litigation Risk Deter Opportunistic Insider Trading? Evidence from Universal Demand Laws
Bina Sharma, University of Texas Rio Grande Valley
       Discussant:  Shenghui Tong, Siena College

How do independent directors view corporate social responsibility (CSR)? Evidence from a quasi-natural experiment
Shenghui Tong, Siena College
       Discussant:  Mohammad Hashemi Joo, Florida International University

Effect of Board Gender Diversity on Litigation Risk
Mohammad Hashemi Joo, Florida International University
Edward Lawrence, Florida International University
       Discussant:  Bina Sharma, University of Texas Rio Grande Valley
SESSON C  IPOs 1

Session Chair:  Jason Morrison, University of Texas at Arlington

The impact of IPOs on innovation: Easing financial constraints, short-termism, or cashing out?
Xiangchao Hao, Nankai University
Qingbin Meng, Renmin University of China
Kam Chan, Western Kentucky University
  Discussant:  Kai Chen, SUNY Oneonta

Auditor Independence and IPO Long-Term Market Performance Around the SOX Enactment
Kai Chen, SUNY Oneonta
Dona Siregar, SUNY Oneonta
  Discussant:  Bobbur Abhilash Chowdary, Indian Institute of Management Calcutta

Window Dressing in Mutual Funds: New Evidence
Bobbur Abhilash Chowdary, Indian Institute of Management Calcutta
Ashok Banerjee, Indian Institute of Management Calcutta
  Discussant:  Jason Morrison, University of Texas at Arlington

Juicing the Dividend Yield for Higher Mutual Fund Returns
Jason Morrison, University of Texas at Arlington
  Discussant:  Kam Chan, Western Kentucky University

SESSON D  International Finance 1

Session Chair:  Jinghua Wang, Pacific Lutheran University

Transparency of Translation: Has the shift changed hedging practice?
Han Jin, Auburn University
Beverly Marshall, Auburn University
  Discussant:  Romora Sitorus, The University of Oklahoma

Wire the money? The effect of policy uncertainty on VC investments around the world
Romora Sitorus, The University of Oklahoma
  Discussant:  Obed Izaguirre, University of New Orleans

Financial Market Integration between Latin America and the US
Obed Izaguirre, University of New Orleans
  Discussant:  Han Jin, Auburn University
SESSION E  Investments 1

Session Chair:  Chih-Huei (Debby) Su, University of St. Thomas

Informed Insiders, Uninformed attorneys
Matthew Pierson, Florida State University
  Discussant:  Timothy Krause, Penn State Erie, The Behrend College

Market Efficiency in Emerging Markets ETFs
Timothy Krause, Penn State Erie, The Behrend College
  Discussant:  Xiaoqiong Wang, Indiana University Kokomo

Commonality in Liquidity of Nearby Firms
Chengcheng Li, Dongbei University of Finance & Economics
Xiaoqiong Wang, Indiana University Kokomo
  Discussant:  Matthew Pierson, Florida State University

SESSION F  Volatility

Session Chair:  David Stowe, Ohio University

Consumption volatility risk and the inversion of the yield curve
Adriana Grasso, Bank of Italy
Filippo Natoli, Bank of Italy
  Discussant:  Yongkil Ahn, National Taiwan Normal University

Intangible Capital, Volatility Shock, and the Value Premium
Yongkil Ahn, National Taiwan Normal University
  Discussant:  Naji Al-Shammasi, King Fahd University of Petroleum and Minerals

R&D, Patents, and Idiosyncratic Volatility
Naji Al-Shammasi, King Fahd University of Petroleum and Minerals
  Discussant:  Adriana Grasso, Bank of Italy
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<td><strong>How Does Asymmetrical Learning in Bad Time Affect Analysts’ Decision on Following a Firm?</strong></td>
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<td><strong>How the Financial Crisis and the ACA relate to the profitability of US publicly traded health services firms: Implications for public health</strong></td>
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<td>Alessandra Rios, The University of Texas Rio Grande Valley</td>
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SESSION I          Investments 2

Session Chair:    Devendra Kale, University of Texas Dallas

*The predictive power of analyst price target and its dispersion*
Heng Wang, Oklahoma State University
Shu Yan, Oklahoma State University
   Discussant:   Nima Vafai, The University of Texas At Arlington

*Impacts of Sector and Company Size on Effective Factor Investing: Evidence from U.S. Equity Market*
Yibing Du, The University of Texas At Arlington
Salil Sarkar, The University of Texas at Arlington
Nima Vafai, The University of Texas At Arlington
   Discussant:   Tibebe Assefa, Bowie State University

*Information Content of Dividend Yield: Case Study of Dow Jones Components*
Tibebe Assefa, Bowie State University
Godwin Sekyere, Bowie State University
   Discussant:   Heng Wang, Oklahoma State University

10:00 a.m. – 10:30 a.m.         Exhibit Hall - Market Place

**FBD COFFEE BREAK**

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

Great Door Prize Drawings take place at 10:15 a.m. in the Exhibit Area. *Must be present to win.*
March 14, 2019
(Thursday)

10:30 a.m. – 12:00 p.m.  Conference Room 1

SESSION A  Asset Pricing 1

Session Chair:  Arati Kale, University of Texas- Arlington

Alpha Beta Risk and Stock Returns
Chengbo Fu, University of Northern British Columbia
  Discussant:  Yang Luo, University of Houston

Beating the Simple Average: Monitoring Forecasts with Machine Learning
Yang Luo, University of Houston
  Discussant:  Travis Box, University of Mississippi

Information Driven Stock Price Comovement
Travis Box, University of Mississippi
  Danjue Shang, Utah State University
    Discussant:  Chengbo Fu, University of Northern British Columbia

10:30 a.m. – 12:00 p.m.  Conference Room 2

SESSION B  Banking 1

Session Chair:  Marilyn Wiley, University of North Texas

SWFA Best Doctoral Student Paper in Financial Institutions Track
Depositors Disciplining Banks: The Impact of Scandals
Mikael Homanen, Cass Business School
  Discussant:  Jon Taylor, Florida Atlantic University

An Empirical Comparison of Early Warning Bank Failure Models Using McNemar's Test
Rebel Cole, Florida Atlantic University
  Jon Taylor, Florida Atlantic University
    Discussant:  Yunbi An, University of Windsor

Measuring banks’ liquidity risk: An option-pricing approach
Jinqing Zhang, Fudan University
Liang He, Fudan University
Yunbi An, University of Windsor
  Discussant:  Masim Suleymanov, Florida Atlantic University

Changes in Personal Bankruptcy Protection Laws: The Impact on Bank Lending to Small Businesses
Rebel Cole, Florida Atlantic University
Jason Damm, Florida Atlantic University
Masim Suleymanov, Florida Atlantic University
  Discussant:  Mikael Homanen, Cass Business School
**SESSION C**  
**Banking 2**  
**Session Chair:**  
Abdulaziz Alshamrani, University of Texas at Arlington

*What Do We Know about the Federal Reserve System’s Emergency Lending Facilities during the Financial Crisis of 2007-2008?*

Mujtaba Zia, Southern Arkansas University  
Discussant: Bradley Stevenson, Bellarmine University

*Circumstance, Management Quality, and Bank Efficiency*

James McNulty, Florida Atlantic University  
Bradley Stevenson, Bellarmine University  
Discussant: Sadok El Ghoul, University of Alberta

**SWFA Best Paper in Financial Institutions Track**  
Who Wins and Loses from Bank Deregulation? Analysis of Financially Constrained and Unconstrained Firms

Allen Berger, University of South Carolina, Wharton Financial Institutions Center  
Ruiyan Chen, West Virginia University  
Sadok El Ghoul, University of Alberta  
Omrane Guedhami, University of South Carolina  
Discussant: Syed Harun, Texas A&M University-San Antonio

*The Impact of Counterparty Risk on Global Equity Returns, Global Banking Stock Returns, Oil Prices and Global REITs*

Akash Dania, Delaware State University  
Syed Harun, Texas A&M University-San Antonio  
Discussant: Mujtaba Zia, Southern Arkansas University

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**SESSION D**  
**Corporate Finance 3**  
**Session Chair:**  
R. Stephen Sears, Texas A&M International

*Firm reputation and the cost of bank debt*

Ye Wang, The University of Arizona  
Discussant: Charles Danso, California State University-Los Angeles

*The Life Cycle of Corporate Debt Issuance*

Charles Danso, California State University-Los Angeles  
Benjamin Jansen, Middle Tennessee State University  
Discussant: Hari Adhikari, Embry-Riddle Aeronautical University

*Working Capital (Mis) management - Impact of Executive Age*

Hari Adhikari, Embry-Riddle Aeronautical University  
Marcin Krolkowski, Providence College  
Nilesh Sah, Northeastern Illinois University  
Discussant: Kyle Wells, Dixie State University

*A New Measure for Non-debt Tax Shields and the Impact on Debt Policy*

Kyle Wells, Dixie State University  
Madhuparna Kolay, University of Portland  
Jim Schallheim, University of Utah  
Discussant: Ye Wang, The University of Arizona
SESSION E  Derivatives 1  
Session Chair: Chunda Chen, Lamar University

SWFA Best Paper in Investments Track

Futures risk premia in the era of shale oil
Fabrizio Ferriani, Banca d'Italia (Bank of Italy)
Filippo Natoli, Banca d'Italia (Bank of Italy)
Giovanni Veronese, Banca d'Italia (Bank of Italy)
Federica Zeni, Imperial College London
  Discussant: Seth Hoelscher, Missouri State University

The Informativeness of Derivatives Use: Evidence from Corporate Disclosure through Public Announcements
Chitru Fernando, University of Oklahoma
Seth Hoelscher, Missouri State University
Vikas Raman, Lancaster University
  Discussant: Fei Fang, University of Massachusetts Amherst

Using Information in the Options Market to Predict Cross-Sectional Stock Returns - The Impact of Stock Liquidity
Fei Fang, University of Massachusetts Amherst
  Discussant: Arthur Wharton, Virginia State University

SFAS 140/ASC 860 Disclosures and MBS Securitization Credit Ratings Downgrades and Defaults
Arthur Wharton, Virginia State University
  Discussant: Fabrizio Ferriani, Banca d'Italia (Bank of Italy)

SESSION F  Economic Theory and Modeling 1

Session Chair: Dhruba Banjade, University of Texas at Arlington

Financial Development and Innovation-led Growth: A Nonlinear Study
Xiaoyang Zhu, Oklahoma State University
  Discussant: Mohammad Refakar, Université de Sherbrooke

Media Corruption Perceptions and US Foreign Direct Investment
Mohammad Refakar, Université de Sherbrooke
Jean-Pierre Gueyie, UQAM
  Discussant: Yulin Li, the University of Texas at San Antonio

Sovereign Bonds, Coskewness, and Monetary Policy
Yulin Li, the University of Texas at San Antonio
  Discussant: Hitoshi Takehara, Waseda University

Reexamination of Liquidity Adjusted Capital Asset Pricing Model: Evidence from Japan
Xin Zhong, Waseda University
Hitoshi Takehara, Waseda University
  Discussant: Xiaoyang Zhu, Oklahoma State University
SESSION G  Investments 3

**Session Chair:**  Shuming Bai, University of Texas Permian Basin

*Explaining the asymmetric response of stock markets to oil price shocks*

**Diego Escobari,** the University of Texas RGV  
**Shahil Sharma,** Texas A&M University San Antonio  
Discussant:  **Yi Liu,** Texas Tech University

*The Effect of Myopic Behavior on Stock Market Risk Perception*

**Yi Liu,** Texas Tech University  
**Michael Guillemette,** Texas Tech University  
Discussant:  **Tengfei Zhang,** Louisiana State University

*An Instrumental Variables Approach to Construct Factor Mimicking Portfolios for Non-Traded Factors*

**Tengfei Zhang,** Louisiana State University  
**Junbo Wang,** Louisiana State University  
**Kuntara Pukthuanthong,** University of Missouri  
Discussant:  **Shahil Sharma,** Texas A&M University San Antonio

SESSION H  IPOs 2

**Session Chair:**  Jason Morrison, University of Texas at Arlington

*The Choice of Flotation Methods: Evidence from Chinese Seasoned Equity Offerings*

**Xuechen Gao,** University of Central Arkansas  
Discussant:  **Alexander Barinov,** University of California Riverside

*Stock Liquidity and Issuing Activity*

**Alexander Barinov,** University of California Riverside  
Discussant:  **Wenyao Hu,** Rensselaer Polytechnic Institute

*What's Really in a Deal? Evidence from Textual Analysis*

**Wenyao Hu,** Rensselaer Polytechnic Institute  
**Thomas Shohfi,** Rensselaer Polytechnic Institute  
**Runzu Wang,** The University of Oklahoma  
Discussant:  **Martin Abrahamson,** Uppsala University

*Offer Price and Ownership Structure — A Study of Shareholders in Swedish IPOs 2006–2016*

**Martin Abrahamson,** Uppsala University  
Discussant:  **Xuechen Gao,** University of Central Arkansas
SESSON I  IPOs 3

Session Chair:  Thomas Thompson, University of Texas at Arlington

An Examination of the Liquidity Carve-out/Spin-off
Thomas Thompson, University of Texas at Arlington
  Discussant:  Yini Liu, University of Texas at San Antonio

How Reverse Merger Firms Raise Capital in PIPEs: The Role of Placement Agent Reputation and Stage Financing
Yini Liu, University of Texas at San Antonio
  Discussant: Richard Schubert, Karlsruhe Institute of Technology (KIT)

Stock Recalls as a Source of Informational Advantage through Short Selling: Empirical Evidence from Mergers and Acquisitions
Richard Schubert, Karlsruhe Institute of Technology (KIT)
Jan-Oliver Strych, Karlsruhe Institute of Technology (KIT)
  Discussant: Geoffrey Ngene, Mercer University

Who Poisons the Pool? Asymmetric and Nonlinear Causal Inference between Investment and Speculative Bonds
Yea Lee Kim, Mercer University
Geoffrey Ngene, Mercer University
Jinghua Wang, Pacific Lutheran University
  Discussant: Thomas Thompson, University of Texas at Arlington
### SESSION A  Banking 3

**Session Chair:** Shari Lawrence, Nicholls State University

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<td>Tarun K. Mukherjee, University of New Orleans</td>
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### SESSION B  Behavioral Finance 1

**Session Chair:** Jinghua Wang, Pacific Lutheran University

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SESSION C  Corporate Finance 4
Session Chair:  Andrew Lynch, University of Mississippi

Intraday Arbitrage between ETFS and their Underlying Portfolios
Travis Box, University of Mississippi
Ryan Davis, University of Alabama at Birmingham
Richard Evans, University of Virginia
Andrew Lynch, University of Mississippi
Discussant: Timothy Krause, Penn State Erie, The Behrend College

Hedge Fund Return Factors, Risk, Uncertainty, and Loss Aversion
Timothy Krause, Penn State Erie, The Behrend College
Greg Filbeck, Penn State University
Discussant: Emmanuel Morales-Camargo, The University of Texas Arlington

Information and Risk Attitudes: An Experiment
Emmanuel Morales-Camargo, University of Texas Arlington
Discussant: Daewoung Choi, Louisiana State University in Shreveport

CEO Lifetime Work Experience and Stock Price Crash Risk
Daewoung Choi, Louisiana State University in Shreveport
Thanh Ngo, East Carolina University
Ha-Chin Yi, Texas State University
Discussant: Andrew Lynch, University of Mississippi

SESSION D  Corporate Governance 2
Session Chair:  Shan Lei, West Texas A&M University

Board Diversity: An analysis of the market reaction to the gender diversity rules for TSX listed companies
Vishaal Baulkaran, University of Lethbridge
Discussant: Bailey Brewer, University of Texas Arlington

Activist Settlements
Adrian Aycan Corum, Cornell University
Discussant: Tai Yi, SUNY Fredonia

Corporate Social Responsibility, Media Freedom, and Firm Value
Tai Yi, SUNY Fredonia
Discussant: Vishaal Baulkaran, University of Lethbridge
SESSION E  Derivatives 2

Session Chair: Seth Hoelscher, Missouri State University

Pricing of Idiosyncratic Volatility: Levels or Jumps
Anandi Banerjee, Queens University of Charlotte
Discussant: William Procasky, Westminster College

The Relative Role of CDS and Bond Markets in Efficiently Pricing Emerging Market Sovereign Credit Risk
Zubair Ali Raja, Thompson Rivers University
William Procasky, Westminster College
Renee Oyotode, Northwest Missouri State University
Discussant: David Buchuk, Pontificia Universidad Católica de Chile

The determinants of hedging policies: Evidence from a structural estimation
David Buchuk, Pontificia Universidad Católica de Chile
Discussant: Guanglian Hu, ITAM

The Volatility Risk Premium and Option Returns
Guanglian Hu, ITAM
Yuguo Liu, University of Houston
Discussant: Anandi Banerjee, Queens University of Charlotte

SESSION F  International Finance 2

Session Chair: Ivelina Pavlova, University of Houston Clear Lake

Importance of Transaction Costs for Asset Allocations in FX Markets
Luca Pezzo, University of New Orleans
Thomas Maurer, Washington University in St. Louis
Mark Taylor, Washington University in St. Louis
Discussant: Lei Ye, World Bank

Corporate Debt Overhang and Investment in Emerging Economies: Firm-Level Evidence
Lei Ye, World Bank
Discussant: Ivalina Kalcheva, University of California, Riverside

Dual-class structure and corporate innovation: International evidence
Julian Atanassov, University of Nebraska
Hyun A. Hong, University of California, Riverside
Ivalina Kalcheva, University of California, Riverside
Ji Woo Ryou, The University of Texas Rio Grande Valley
Discussant: Mohamed Abdelaziz Eissa, Qatar University

FDI Determinants in Oil Exporting Countries: Revisiting the Role of Natural Resources
Mohamed Abdelaziz Eissa, Qatar University
Discussant: Luca Pezzo University of New Orleans
Session Chair: Lynn Kendall, University of Dallas

Agency Factors in Midstream Master Limited Partnerships and Corporations
Nina Rogers, Tarleton State University
Lynn Kendall, University of Dallas
Discussant: Ravi Shukla, Syracuse University

The Cost of Imperfect Diversification
Ravi Shukla, Syracuse University
Discussant: Ji Woo Ryou, University of Texas Rio Grande Valley

Product Market Power: Evidence from the Sensitivity of Corporate Innovation Efficiency to CDS Price Informativeness
Hyun A. Hong, University of California Riverside
Ji Woo Ryou, University of Texas Rio Grande Valley
Discussant: Lynn Kendall, University of Dallas

Session Chair: Yibing Du, The University of Texas at Arlington

Which corporate social deeds matter? Evidence from the motivated institutional ownership
Jiun-Lin Chen, Valparaiso University
Wenbin Liao, Jiangxi University of Finance and Economics
Ping-Wen Sun, Jiangxi University of Finance and Economics
Discussant: Stefan Wendt, Reykjavik University

Firm- and country-level determinants of green investments: An empirical analysis
Wangchao Yuan, Concordia University
Thomas Walker, Concordia University
Stefan Wendt, Reykjavik University
Discussant: Aslihan Korkmaz, Dominican University of California

Do socially responsible countries pay a premium for high ESG firms?
Aslihan Korkmaz, Dominican University of California
Zhichao Yin, Capital University of Economics and Business
Pengpeng Yue, Capital University of Economics and Business
Haigang Zhou, Cleveland State University
Discussant: Nacasius Ujah, South Dakota State University

Political Connectedness, Firm Performance and Corporate Risk Taking: Are Emerging Markets Different?
Augustine Tarkom, South Dakota State University
Nacasius Ujah, South Dakota State University
Discussant: Jiun-Lin Chen, Valparaiso University
SESSION I  SWFA Doctoral Student Panel Presentation

Sponsored by the Department of Finance at Oklahoma State University

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: William Reichenstein**, Baylor University

Our panelists are:

**M. Kabir Hassan**, Editor of *the Global Journal of Finance and Economics* and Professor, University of New Orleans

**Tarun 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

**Betty Simkins**, Chair, Department of Finance, Oklahoma State University

**Marilyn Wiley**, Dean of College of Business at University of North Texas

3:00 p.m. – 3:30 p.m.  Exhibit Hall - Market Place

**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
**Banking 4**

**Session Chair:** Ran Lu-Andrews, California Lutheran University

- **Notes on a Simple Taxonomy of Capital and Leverage Regulation, Conflicts, and Compliance**
  - **George Morgan,** Virginia Polytechnic Institute and State University
  - Discussant: **Bradley Stevenson,** Bellarmine University

- **Determinants of Credit Union Benefits to Members**
  - **Bradley Stevenson,** Bellarmine University
  - Discussant: **Atul Saxena,** Georgia Gwinnett College

- **Performance of Large BHCs**
  - **Atul Saxena,** Georgia Gwinnett College
  - Discussant: **George Morgan,** Virginia Polytechnic Institute and State University

### SESSION B
**Banking 5**

**Session Chair:** Barbara J. Davis, Centenary College of Louisiana

- **Flow Toxicity and Bank Equity Holdings**
  - **Wei-Ling Song,** Louisiana State University
  - **Jianfeng Hu,** Singapore Management University
  - **Gary Sanger,** Louisiana State University
  - **Jiun-Lin Chen,** Valparaiso University
  - Discussant: **Nazar Mustapha,** Dillard University

- **Market Power and Bank Performance in MENA Countries**
  - **Nazar Mustapha,** Dillard University
  - **M. Kabir Hassan,** University of New Orleans
  - **Jennifer Brodmann,** California State University Dominguez Hills
  - Discussant: **Md Nazmul Hasan Bhuyan,** Florida Atlantic University

- **CEO Political Ideology and Bank Risk Taking**
  - **Avishek Bhandari,** UW-Whitewater
  - **Md Nazmul Hasan Bhuyan,** Florida Atlantic University
  - **Rebel Cole,** Florida Atlantic University
  - Discussant: **Jiun-Lin Chen,** Valparaiso University
SESSION C: Corporate Finance 5
Session Chair: Manu Gupta, Virginia Commonwealth University

Product market competition and corporate investments: An empirical analysis
Shahram Amini, University of Denver
Raman Kumar, Virginia Tech
Dilip Shome, Virginia Tech
Discussant: Alexander Barinov, University of California Riverside

Firm Complexity and Conglomerates Expected Returns
Alexander Barinov, University of California Riverside
Discussant: Catalina Hurwitz, University of Tennessee Chattanooga

The Impact of Globalization on Corporate Policies of Newly Listed Firms
Chun-Hao Chang, Florida International University
Wen Chou, Florida International University
Catalina Hurwitz, University of Tennessee Chattanooga
Discussant: Shahram Amini, University of Denver

SESSION D: Corporate Finance 6
Session Chair: Chih-Huei (Debby) Su, University of St. Thomas

Toeholds and Information Precision in Common Value Takeover Auctions
Anna Dodonova, University of Ottawa
Yuri Khoroshilov, University of Ottawa
Discussant: Reza Houston, Ball State University

Do Tone Changes in Financial Statements Predict Acquisition Behavior?
John Berns, University of Mississippi
Patty Bick, University of Tulsa
Ryan Flugum, The University of Tulsa
Reza Houston, Ball State University
Discussant: Aaron Rosenblum, University of Wyoming

Distressed Acquirers
Aaron Rosenblum, University of Wyoming
Discussant: Chih-Huei (Debby) Su, University of St. Thomas

Strategic Announcement Sequencing- Earnings Announcements and M&A Announcements
Chih-Huei (Debby) Su, University of St. Thomas
Katarzyna Platt, SUNY College at Old Westbury
Huajing Hu, Adelphi University
Discussant: Yuri Khoroshilov, University of Ottawa
SESSION E  Corporate Governance 3

Session Chair:  Mary Kelly, Texas A&M Univ. Central Texas

CEO Ownership & Board Independence
Dishant Pandya, Spalding University
  Discussant:  Aaron Henrichsen, University of Northern Colorado

Board Members’ Expertise and Distressed Firm Bankruptcy
Aaron Henrichsen, University of Northern Colorado
  Discussant:  Abhishek Ganguly, Indiana University

Hedge Fund Activism and Capital Structure
Lin Ge, University of Mississippi
Abhishek Ganguly, Indiana University
  Discussant:  Dishant Pandya, Spalding University

SESSION F  Energy Investing

Session Chair:  Shuming Bai, University of Texas Permian Basin

U.S. shale producers: a case of dynamic risk management?
Fabrizio Ferriani, Banca d’Italia
Giovanni Veronese, Banca di Italia
  Discussant:  Md Shahedur Rahaman Chowdhury, The University of Texas- RGV

Oil Shocks, Economic Activity and Employment: Evidence from Oil Export and Import Countries
Md Shahedur Rahaman Chowdhury, University of Texas Rio Grande Valley
Amirhossein Fard, University of Texas Rio Grande Valley
  Discussant:  Yu Li, University of Houston

Fundamental Shocks and the Co-Movement of Natural Gas and Electricity Prices
Yu Li, University of Houston
  Discussant:  Shuming Bai, University of Texas Permian Basin

Oil and Gas Reserves Disclosures and E&P Firm Performance
Shuming Bai, University of Texas Permian Basin
Kai S. Koong, Tuskegee University
  Discussant:  Fabrizio Ferriani, Banca d’Italia
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<td><strong>Session Chair:</strong> Rui Liu, Duquesne University</td>
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<td><em>Information in the Term Structure: A Forecasting Perspective</em></td>
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<td>Kris Jacobs, University of Houston</td>
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<td>Rui Liu, Duquesne University</td>
<td>Diego Leal Gonzalez, The University of Oklahoma</td>
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<td><em>Nonlinear Structural Estimation of Corporate Bond Liquidity</em></td>
<td>Diego Leal Gonzalez, The University of Oklahoma</td>
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<td>Bryan Stanhouse, University of Oklahoma</td>
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<td>Rui Liu, Duquesne University</td>
<td>Nicolas Duvernois, University of New Orleans</td>
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<td><em>Green Bonds: Is there a Benefit to 3rd Party Certification</em></td>
<td>Nicolas Duvernois, University of New Orleans</td>
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<td>Duygu Zirek, University of New Orleans</td>
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<td>SESSION H</td>
<td>Investments 5</td>
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<td><strong>Session Chair:</strong> Nima Vafai, University of Texas at Arlington</td>
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<td><em>Foreign-born resident networks and stock comovement: When local bias meets home (country) bias</em></td>
<td>Yun Meng, Ball State University</td>
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<td>Christos Pantzalis, University of South Florida</td>
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<td><em>Analyst Attention and Firm Innovation: New Evidence from China</em></td>
<td>Xiaori Zhang, Fudan University</td>
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<td>Steven Shu-Hsiu Chen, University of Houston</td>
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<td><em>Origination of RMBS: Escape from Crisis or Maintain Reputation?</em></td>
<td>Steven Shu-Hsiu Chen, University of Houston</td>
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<td>Yifan Liu, Oklahoma State University</td>
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<td><em>Modeling cryptoasset returns using Lévy processes</em></td>
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March 14, 2019  
(Thursday)

3:30 p.m. – 5:00 p.m.  
Conference Room 9

SESSION I  Market Microstructure

Session Chair:  Susana Yu, Montclair State University

SWFA Best Paper in Financial Markets Track

Information Frictions in Securitization Markets: Unsophisticated Investors or Opaque Assets?
David Echeverry, University of Notre Dame  
Discussant:  Khaled Alsabah, University of Colorado at Boulder

The “15 Days” Debate: The Value of an Early Release of Information (Evidence from 10-K Submissions)
Khaled Alsabah, University of Colorado at Boulder  
Discussant:  Kaitao Lin, University of Houston

Information Acquisition and Short Selling
Kaitao Lin, University of Houston  
Kevin Roshak, Bauer College of Business  
Discussant:  Jianning Huang, University of Memphis

Effects of Levelled Speed on Market Quality and Exchange Competition
Bidisha Chakraarty, Saint Louis University  
Jianning Huang, University of Memphis  
Pankaj K. Jain, The University of Memphis  
Discussant:  David Echeverry UC Berkeley

5:30 p.m. – 7:00 p.m.  
Exhibit Hall - Market Place

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.

6:30 p.m. – 8:00 p.m.

SWFA Reception

All registered SWFA attendees are welcome to attend the reception at Benihana, 1318 Louisiana St. (One block from the hotel.)
SESSION A  Banking 6

Session Chair:  Jinghua Wang, Pacific Lutheran University

Rhada Boujlil, University of New Orleans  
Discussant:  Thi Hong Nguyen Nguyen, Auburn University

Community Banks vs. Non-community Banks: Contribution to Local Small Businesses Funding
Thi Hong Nguyen Nguyen, Auburn University  
Discussant:  Rouven Möller, Ruhr-Universität Bochum

Bank Culture and Risk-Taking Evidence from the European Banking Sector
Rouven Möller, Ruhr-Universität Bochum  
Discussant:  Rhada Boujlil, University of New Orleans

SESSION B  Corporate Finance 7

Session Chair:  Yifan Liu, Oklahoma State University

Trade Secrets Protection and Predation Risks
Dan Hu, UMass Lowell  
Xiaojing Yuan, UMass Lowell  
Chi Zhang, UMass Lowell  
Discussant:  Yifan Liu, Oklahoma State University

Institutional Investment Horizon, Liquidity, and Opportunity Cost of Catering Payout
Yifan Liu, Oklahoma State University  
Heng Wang, Oklahoma State University  
Discussant:  Huan Qiu, Louisiana Tech University

CEO Social Capital, Earnings Management, and Earnings Quality
Huan Qiu, Louisiana Tech University  
Discussant:  Dan Hu, UMass Lowell
SESSION C  Corporate Governance 4

Session Chair:  Lynn Kendall, University of Dallas

SWFA Best Paper in Corporate Finance Track

Hedge Fund Activism and CEO Compensation
Jana Fidrmuc, University of Warwick
Swati Kanoria, University of Warwick  
Discussant:  Jizhe Zhang, University of Mississippi

CEO Tenure and Firm Innovation
Jizhe Zhang, University of Mississippi  
Discussant:  Nilakshi Borah, University of Wisconsin-La Crosse

Board Leadership Structure and Corporate Headquarters Location
Nilakshi Borah, University of Wisconsin-La Crosse
Hui James, University of Texas at Tyler  
Discussant:  Swati Kanoria, University of Warwick

SESSION D  Corporate Governance 5

Session Chair:  Nacasius Ujah, South Dakota State University

Chapter 11: Re-evaluating Delaware as the Venue Of Choice
Qambar Abidi, Indian Institute of Management Ahmedabad  
Discussant:  Hui James, University of Texas at Tyler

CEO Age and Tax Avoidance
Hui James, University of Texas at Tyler  
Discussant:  Jamshed Iqbal, University of Vaasa, Finland

CEO Power and Bank Default Risk
Searat Ali, Griffith University
Jamshed Iqbal, University of Vaasa, Finland  
Discussant:  Qambar Abidi, Indian Institute of Management Ahmedabad
SESSION E  Economic Theory and Modeling 2

Session Chair:  Rui Liu, Duquesne University

Skewed Interest Rate Patterns and a Skewness-Adjusted Black-Derman-Toy Calibration Model
Stafford Johnson, Xavier University
  Discussant:  David Stowe, Ohio University

Portfolio Mathematics with General Linear and Quadratic Constraints
David Stowe, Ohio University
  Discussant:  Hyungeun Choi, Texas Tech University, Department of Finance

The Changing Dynamics between Interest Rates and Economic Activity
Hyungeun Choi, Texas Tech University, Department of Finance
Scott Hein, Texas Tech University
  Discussant:  Anirban Banerjee, Indian Institute of Management Calcutta

An Inspection into Information Flow Between Spot and Futures Market Through Order Imbalance
Anirban Banerjee, Indian Institute of Management Calcutta
Ashok Banerjee, Indian Institute of Management Calcutta
  Discussant:  Stafford Johnson, Xavier University

SESSION F  Fixed Income 2

Session Chair:  Ahn T. Nguyen, University of Texas at Arlington

Moral Hazard, Bank Monitoring, and Bond Spreads
James Weston, Rice University
Emmanuel Yimfor, Jones Graduate School of Business, Rice University
  Discussant:  Sharif Mazumder, Oklahoma State University

Does stock return’s idiosyncratic volatility still predict corporate bond returns?
Sharif Mazumder, Oklahoma State University
  Discussant:  Wadim Djatschenko, European University Viadrina

SWFA Best Doctoral Student Paper in Investments Track
The nitty gritty of bond valuation
Wadim Djatschenko, European University Viadrina
  Discussant:  Emmanuel Yimfor, Jones Graduate School of Business, Rice University
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<td>Abdullah Qari, University of Texas at Arlington</td>
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**Unsafe Insurance: International Evidence**
Viktoria Dalko, Hult IBS
Discussant: Junhao Liu, University of Wisconsin–Madison

**Enterprise Risk Management, Financial Reporting Outcomes, and Auditor Behavior**
Franklin Amartey, University of Wisconsin - Whitewater
Rashiqa Kamal, University of Wisconsin - Whitewater
Discussant: Junhao Liu, University of Wisconsin–Madison

**Elections and Price Regulation**
Tyler Leverty, University of Wisconsin Madison
Junhao Liu, University of Wisconsin–Madison
Discussant: Rashiqa Kamal, University of Wisconsin - Whitewater

**Compliance Costs of Contract Regulation**
Junhao Liu, University of Wisconsin–Madison
Discussant: Viktoria Dalko, Hult IBS

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<td>Ran Lu-Andrews, California Lutheran University</td>
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**Controlling Unobserved Heterogeneity in Repeat Sales Models: Application to the Disposition Effect in Housing**
John Clapp, University of Connecticut
Ran Lu-Andrews, California Lutheran University
Tingyu Zhou, U of Connecticut
Discussant: Steven Shu-Hsiu Chen, University of Houston

**Interdependence of Property Prices and Building Vacancy Rates in Residential and Commercial Real Estate Markets: Hong Kong and Singapore**
Steven Shu-Hsiu Chen, University of Houston
Li-Min Hsueh, Chinese Society of Housing Studies
Discussant: Alina Arefeva, University of Wisconsin Madison

**How to Set a Deadline for Auctioning a House**
Alina Arefeva, University of Wisconsin Madison
Discussant: Yuka Nishikawa, Florida International University

**Trust and REIT Performance**
Yuka Nishikawa, Florida International University
Ali Parhizgari, Florida International University
Discussant: Ran Lu-Andrews, California Lutheran University
FBD Coffee Break

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

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

**SESSION A**  Banking 7

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

*Evaluation of Return and its determinants in Rotating Saving Credit Associations (ROSCAs)*

**Indu Choudhary,** Kalindi College, University of Delhi

Discussant:  **Nicolas Duvernois,** University of New Orleans

*Search for Yield: Does Size and Income Diversity Matter?*

**Nicolas Duvernois,** University of New Orleans

**M. Kabir Hassan,** University of New Orleans

**Andrea Paltrinieri,** University of Udine

Discussant:  **Ali Ashraf,** Frostburg State University

*Another look at Bank Efficiency: Evidence from Failed Bank Acquisitions*

**Ali Ashraf,** Frostburg State University

**M. Kabir Hassan,** University of New Orleans

**Chaoyun Liu,** University of New Orleans

Discussant:  **Indu Choudhary,** Kalindi College, University of Delhi
SESSION B  Behavioral Finance 2
Session Chair:  Shari Lawrence, Nicholls State University

Whether the Chairman’s Overconfidence is Important in Collective Decision-making: Evidence from Chinese Listed Companies
Chao Liang, Changchun University of Sciences and Technology
Bai Liu, Jilin University
Yin-Che Weng, National Dong Hwa University
Discussant:  Shari Lawrence, Nicholls State University

The Impact of Financial Knowledge on Risk Tolerance
Abdullah Noman, Nicholls State University
Shari Lawrence, Nicholls State University
Margo Badeaux, Nicholls State University
Discussant:  Runjing Lu, University of California, San Diego

SWFA Best Doctoral Paper in Financial Markets Track
The shine of stars: The effect of analyst awards on market reactions.
Siyu Chen, National University of Singapore
Runjing Lu, University of California San Diego
Discussant:  Syed Harun, Texas A&M University-San Antonio

The Influences of Consumer Sentiments on Financial and Real Estate Market Indicators
Akash Dania, Delaware State University
Syed Harun, Texas A&M University-San Antonio
Discussant:  Yin-Che Weng, National Dong Hwa University

SESSION C  Corporate Finance 8
Session Chair:  Ramesh Rao, Oklahoma State University

The CAPE and the Price-Trend Earnings Ratio: A Comparative Analysis
Rolando Pelaez, University of Houston-Downtown
Discussant:  Yongli Luo, Houston Baptist University

Tone of Languages, Financial Disclosure and Earnings Management: A Textual Analysis on Form 20-F
Shuangyan Li, Xi’an Jiaotong University
Yongli Luo, Houston Baptist University
Discussant:  Md Ruhul Amin, University of Texas-Rio Grande Valley

Is earnings management associated with labor productivity gap?
Md Ruhul Amin, University of Texas-Rio Grande Valley
Nazmul Hassan, East West University Dhaka, Bangladesh
Md Noman Hossain, University of Texas-Rio Grande Valley
Abdullah Al Masum, University of Texas-Rio Grande Valley
Discussant:  Gabriele Lattanzio, the University of Oklahoma

Classification Shifting and Firm Value
Gabriele Lattanzio, the University of Oklahoma
Discussant:  Rolando Pelaez, University of Houston-Downtown
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<td>SESSION D</td>
<td>Corporate Governance 6</td>
<td>Session Chair: Nacasius Ujah, South Dakota State University</td>
<td>Board Structure and Litigation Risk</td>
<td>Mohammad Hashemi Joo, Florida International University</td>
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<td>SESSION E</td>
<td>Derivatives 3</td>
<td>Session Chair: Susan J. Crain, Missouri State University</td>
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<td>Benjamin Hippert, Paderborn University</td>
<td>Determinants of CDS trading on major banks</td>
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<td>Andre Uhde, University of Paderborn</td>
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<td>Do Credit Default Swaps Impact Lenders' Monitoring on Loans</td>
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<td>Discussant: Benjamin Hippert, Paderborn University</td>
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</tbody>
</table>

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March 15, 2019
(Friday)

10:30 a.m. – 12:00 p.m. Conference Room 6

SESSION F: Investments 6

Session Chair: John Stowe, Ohio University

*Equity Valuation and Corporate Share Transactions*

John Stowe, Ohio University
Discussant: Pawan Madhogarhia, York College of Pennsylvania

*Can Simple Strategies Beat S&P 500?*

Pawan Madhogarhia, York College of Pennsylvania
Discussant: Charles Danso, California State University-Los Angeles

*How does firm life cycle impact price informativeness? Evidence from insider trades*

Charles Danso, California State University-Los Angeles
Anita Pennathur, Florida Atlantic University
Josh Schein, Global Key Advisors
Discussant: John Stowe, Ohio University

10:30 a.m. – 12:00 p.m. Conference Room 7

SESSION G: Investments 7

Session Chair: Salil Sarkar, The University of Texas at Arlington

*Is VC market Liquid? Evidence from India*

James Dominic, IIT Madras
Arun Kumar Gopalaswamy, IIT Madras
Discussant: Hongxia Wang, Ashland University

*Major Customers and Corporate Payout Flexibility*

Hui James, The University of Texas at Tyler
Hongxia Wang, Ashland University
Bo Li, California State University, Los Angeles
Discussant: Steve Johnson, Sam Houston State University

*Real options, capital investment, and manufacturing industry seasonality*

Steve Johnson, Sam Houston State University
Discussant: James Dominic, IIT Madras
SESSION H     Investments 8

Session Chair: Susana Yu, Montclair State University

Broken Bucks: Money Funds that Took Taxpayer Guarantees in 2008
Linus Wilson, University of Louisiana at Lafayette
    Discussant: M. Faisal Safa, McKendree University

Do determinants of fees differ between Islamic and conventional funds?
Meryem Mehri, Paris Dauphine University
M. Kabir Hassan, University of New Orleans
M. Faisal Safa, McKendree University
    Discussant: Susana Yu, Montclair State University

Momentum of ETFs Including or Excluding Dividend Payouts
Susana Yu, Montclair State University
Gwendolyn Webb, Baruch College
    Discussant: Linus Wilson, University of Louisiana at Lafayette

SESSION I     Investments 9

Session Chair: Karyn Neuhauser, Lamar University

Improving Minimum Variance Portfolios by Alleviating Over-dispersion of Eigenvalues
Fangquan Shi, University of Macau
    Discussant: Qambar Abidi, Indian Institute of Management Ahmedabad

An Investigation Into Home-Institution Bias
Qambar Abidi, Indian Institute of Management Ahmedabad
    Discussant: Yuexin Li, Tilburg University

Trust in Art Markets
Yuexin Li, Tilburg University
Xiaoyin Ma, Tilburg University
Luc Renneboog, Tilburg University
    Discussant: Fangquan Shi, University of Macau
March 15, 2019
(Friday)

12:00 p.m. – 1:45 p.m.  Regency Room

**Annual Business Meeting and Luncheon**

Keynote Speaker: Jesse Thompson, *Senior Business Economist*, Houston Branch of the Dallas Federal Reserve

Topic: Energy Industry update and Houston economy

1:45 p.m. – 3:15 p.m.  Conference Room 1

**SESSION A  Asset Pricing 2**

**Session Chair:** Julia Kwok, Northeastern State University

*Does Collateral Value Affect Asset Prices? Evidence from a Natural Experiment in Texas*
Albert Zevelev, Baruch CUNY
Discussant: Cedric Mbanga, Missouri State University

*The Impact of Politics and Economic Policy Uncertainty on Anomaly-based Investment Strategies*
Cedric Mbanga, Missouri State University
Jeffrey Jones, Missouri State University
Seth Hoelscher, Missouri State University
Discussant: Xiaoyin Ma, Tilburg University

*Colors, Emotions, and the Auction Value of Paintings*
Xiaoyin Ma, Tilburg University
Charles Noussair, University of Arizona
Luc Renneboog, Tilburg University
Discussant: Albert Zevelev, Baruch CUNY
1:45 p.m. – 3:15 p.m. Conference Room 2

SESSION B  Asset Pricing 3

Session Chair:  Susan J. Crain, Missouri State University

Institutional Investor Attention and the Information Content of Option Ratios
Susan J. Crain, Missouri State University
Cedric Mbanga, Missouri State University

Discussant: Ivalina Kalcheva, University of California, Riverside

Stock Price Reactions to the Tax Cuts and Jobs Act of 2017
Ivalina Kalcheva, University of California, Riverside
James Plecnik, Loyola Marymount University
Hai Tran, Loyola Marymount University
Jason Turkiela, University of Minnesota – Duluth

Discussant: Min Cui, Indiana University

The Hidden Assumption
Min Cui, Indiana University

Discussant: Susan J. Crain, Missouri State University

1:45 p.m. – 3:15 p.m. Conference Room 3

SESSION C  Behavioral Finance 3

Session Chair:  Mohammed Alhashim, University of Texas at Arlington

The Impact of Investor Sentiment on Herding Behavior: Evidence from a Social Network of Investors
Mohammed Alhashim, University of Texas at Arlington

Discussant: Wenyao Hu, Rensselaer Polytechnic Institute

Are Managers ‘Under-the-Weather’ During Earnings Conference Calls?
Bill Francis, Rensselaer Polytechnic Institute
Wenyao Hu, Rensselaer Polytechnic Institute
Thomas Shohfi, Rensselaer Polytechnic Institute

Discussant: Shizuka Sekita, Kyoto Sangyo University

Wealth, Financial Literacy and Behavioral Biases: Evidence from Japan
Shizuka Sekita, Kyoto Sangyo University
Masa Ogaki, Keio University
Vikas Kakkar, City University of Hong Kong

Discussant: Mohammed Alhashim, University of Texas at Arlington
SESSION D  Corporate Finance 9

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

The impact of Sarbanes Oxley Act on industrial diversification
Chun-Hao Chang, Florida International University
Wen-Hsiu Chou, Florida International University
Catalina Hurwitz, University of Tennessee Chattanooga
Discussant: Jian Xu, University of Texas Rio Grande Valley

Firm Location and Innovation: Evidence from Chinese Listed Firms
Jian Xu, University of Texas Rio Grande Valley
Xiaoyang Zhu, Oklahoma State University
Daqi Xin, Rensselaer Polytechnic Institute
Xi Yang, University of Texas Rio Grande Valley
Discussant: Yifan Liu, Oklahoma State University

Open market share repurchase: A perspective from up sided stock liquidity
Yifan Liu, Oklahoma State University
Discussant: Blake Rayfield, Indiana State University

Firm Innovation and Institutional Ownership
M. Kabir Hassan, University of New Orleans
Blake Rayfield, Indiana State University
Discussant: Catalina Hurwitz, University of Tennessee Chattanooga

SESSION E  Corporate Finance 10

Session Chair: Devendra Kale, University of Texas-Dallas

The Effect of Stratification Reform of China’s New Three Board Market on Firms in Innovation Tier
Xiaoyang Zhu, Oklahoma State University
Jian Xu, University of Texas Rio Grande Valley
Discussant: Richard Walton, Pepperdine Graziadio Business School

Why profit maximization is bad for shareholders.
Richard Walton, Pepperdine Graziadio Business School
Discussant: Brian Silverstein, Florida Atlantic University

Defined Benefit Pension De-Risking
Brian Silverstein, Florida Atlantic University
Discussant: Devendra Kale, University of Texas-Dallas

The Quality of Accruals across Life Cycle Stages
Devendra Kale, University of Texas-Dallas
José Elias Almeida, UFES
Discussant: Xiaoyang Zhu, Oklahoma State University
SESSION F  Corporate Finance 11

Session Chair:  Hongxia Wang, Ashland University

The US Financial Crisis and Corporate Dividend Reactions: For Better or for Worse?
Jitka Hilliard, Auburn University
John Jahera Jr., Auburn University
Haoran Zhang, Auburn University

Discussant:  Jennifer Brodmann, California State University Dominguez Hills

Workplace Environment and Payout Policy
Jennifer Brodmann, California State University Dominguez Hills
Omer Unsal, Merrimack College

Discussant:  Shobhit Aggarwal, Indian Institute of Management Udaipur

How do firms and investors respond to dividend tax laws in weak investor protection countries?
Shobhit Aggarwal, Indian Institute of Management Udaipur
Sankarshan Basu, Indian Institute of Management Bangalore

Discussant:  Haoran Zhang, Auburn University

SESSION G  Corporate Governance 7

Session Chair:  John Stowe, Ohio University

The Effect of Board Diversity on Greenhouse Gas Disclosure: Evidence form the UK
Maryam Al-Qahtani, Qatar University
Adel Elgharbawy, Qatar University

Discussant:  Ye Wang, the University of Arizona

Hiring Retiring-age CEOs
Ye Wang, the University of Arizona
David Yin, Miami University

Discussant:  Nacasius Ujah, South Dakota State University

Board Gender Diversity and Social Capital
Renee Oyotode-Adebibe, Northwest Missouri State University
Nacasius Ujah, South Dakota State University

Discussant:  Adel Elgharbawy, Qatar University
SESSION H  Cryptocurrency 1

Session Chair:  Arati Kale, University of Texas at Arlington

An Exploration of Volatility Spillovers between Stablecoins and Traditional Asset Classes
Maria de Boyrie, New Mexico State University
Termkiat Kanchanapoom, Thammasat University
Ivelina Pavlova, University of Houston Clear Lake
   Discussant:  Arati Kale, University of Texas at Arlington

The efficacy of bitcoin and other cryptocurrencies in future
Mohammed Alhashim, The University of Texas at Arlington
Dhruba Banjade, University of Texas at Arlington
Arati Kale, University of Texas at Arlington
Jason Morrison, University of Texas at Arlington
   Discussant:  Franz Hinzen, New York University

The Proof-of-Work’s Latency Dilemma and a Permissioned Alternative
Franz Hinzen, New York University
Kose John, New York University
Fahad Saleh, McGill University
   Discussant:  Maria de Boyrie, New Mexico State University

SESSION I  Capital Structure

Session Chair:  Lalatendu Misra, University of Texas San Antonio

A Behavioral Explanation of Credit Ratings and Leverage Adjustments
Mohammad Hashemi Joo, Florida International University
Ozde Oztekin, Florida International University
Ali Parhizgari, Florida International University
   Discussant:  Hamilton Galindo Gil, Arizona State University

Leverage and Capital Utilization
Hamilton Galindo Gil, Arizona State University
   Discussant:  Omar Alkharashi, University of Texas San Antonio

Impact of Access to Source of Capital on Capital Structure of Indian Firms
Omar Alkharashi, University of Texas San Antonio
Lalatendu Misra, University of Texas San Antonio
   Discussant:  Charles Danso, California State University-Los Angeles

Insider trading and financing constraints over the firm life cycle
Charles Danso, California State University-Los Angeles
Anita Pennathur, Florida Atlantic University
Josh Schein, Global Key Advisors
   Discussant:  Mohammad Hashemi Joo, Florida International University
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  Banking 8

Session Chair: Andrew Lynch, University of Mississippi

Does the Capital Market Encourage Small Business Lending by the U.S. Banks?
Xuan Zou, Rutgers University
Discussant: Sascha Wengerek, Paderborn University

The relationship between credit risk transfer and non-performing loans - Evidence from European banks
Benjamin Hippert, Paderborn University
Andre Uhde, University of Paderborn
Sascha Wengerek, Paderborn University
Discussant: Zhenyu Hu, Texas A&M International University

The Effect of Social responsibility on Syndicated Loan Structure
Zhenyu Hu, Texas A&M International University
Discussant: Xuan Zou, Rutgers University
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Chair(s)</th>
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<tbody>
<tr>
<td>3:30 p.m. – 5:00 p.m.</td>
<td><strong>SESSION B</strong> Corporate Finance 12&lt;br&gt;Session Chair: David Stowe, Ohio University&lt;br&gt;<strong>The Effect of Corporate Acquisitions on Target Firms’ Stakeholders: Do Acquiring Firms Maintain Targets’ Superior CSR and Remedy Their CSR Problems?</strong>&lt;br&gt;By Gunae Choi, Manhattan College&lt;br&gt;Tae-Nyun Kim, the College of New Jersey&lt;br&gt;Discussant: Sharier Azim Khan, Texas Tech University&lt;br&gt;<strong>Leverage Target and Payout Policy</strong>&lt;br&gt;Sharier Azim Khan, Texas Tech University&lt;br&gt;Discussant: Ya Anna Dai, Metropolitan State University of Denver&lt;br&gt;<strong>Reverse Book Building in Minority Buyouts</strong>&lt;br&gt;Ya Anna Dai, Metropolitan State University of Denver&lt;br&gt;Discussant: Tae-Nyun Kim, the College of New Jersey</td>
<td>Conference Room 2</td>
</tr>
<tr>
<td>3:30 p.m. – 5:00 p.m.</td>
<td><strong>SESSION C</strong> Corporate Governance 8&lt;br&gt;Session Chair: Ankita Damani, University of Texas at Arlington&lt;br&gt;<strong>Board Interlock and Fraud Restatement Spillover</strong>&lt;br&gt;Miran Hossain, University of North Carolina Wilmington&lt;br&gt;Tashfeen Hussain, Mount Royal University&lt;br&gt;Xiaobing Ma, Queens University&lt;br&gt;Discussant: Nilesh Sah, Northeastern Illinois University&lt;br&gt;<strong>Female Directors in Play Keep Short-Sellers Away!</strong>&lt;br&gt;Nilesh Sah, Northeastern Illinois University&lt;br&gt;Anisur Rahman, Westminster College&lt;br&gt;Discussant: Fang Lin, Pittsburg State University&lt;br&gt;<strong>Media Exposure and Executive Compensation: An Analysis of Turnover Events</strong>&lt;br&gt;Fang Lin, Pittsburg State University&lt;br&gt;Discussant: Ankita Damani, University of Texas at Arlington</td>
<td>Conference Room 3</td>
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</table>
### SESSION D  Cryptocurrency 2

**Session Chair:** Maria de Boyrie, New Mexico State University

1. *Forecasting Bitcoin Price using Artificial Neural Network (ANN)*
   - **Dhruba Banjade**, University of Texas at Arlington
   - **Discussant:** Seungho Shin, University of New Orleans

2. *Analysis of Volatility in Cryptocurrency Market*
   - **Seungho Shin**, University of New Orleans
   - **Discussant:** Yifan Liu, Oklahoma State University

3. *The Cross Section of Cryptoasset Returns*
   - **Yifan Liu**, Oklahoma State University
   - **Discussant:** Krishnan Dandapani, Florida International University

4. *Can ICOs replace current financing options?*
   - **Yuka Nishikawa**, Florida International University
   - **Mohammad Hashemi Joo**, Florida International University
   - **Krishnan Dandapani**, Florida International University
   - **Discussant:** Dhruba Banjade, University of Texas at Arlington

### SESSION E  Fixed Income 3

**Session Chair:** James R. Scott, Missouri State University

1. *AAA-Treasury Bond Spread Drift Theory*
   - **Armand Picou**, Texas A&M Univ - CC
   - **Discussant:** Kristopher Kemper, Ball State University

2. *Managerial Ability and Bond Rating Changes*
   - **Kristopher Kemper**, Ball State University
   - **Joel Harper**, Miami University
   - **Li Sun**, University of Tulsa
   - **Discussant:** Yifei Li, University of Nevada Reno

3. *Corporate Asset Growth, Debt Financing, and Bond Performance*
   - **Yifei Li**, University of Nevada Reno
   - **Zhenshen Sun**, University of Massachusetts Dartmouth
   - **Tong Yu**, University of Cincinnati
   - **Discussant:** Dimuthu Ratnadiwakara, University of Houston

4. *Collateral Value and Strategic Default: Evidence from Auto Loans*
   - **Dimuthu Ratnadiwakara**, University of Houston
   - **Discussant:** Armand Picou, Texas A&M Univ - CC
### SESSION F  Investments 10

**Session Chair:** Mohammad Bani Hani, The University of Texas at Arlington

**Heterogeneity of institutional ownership and stock price delay**
- Jiun-Lin Chen, Valparaiso University
- Shih-Cheng Lee, Yuan Ze University
- Chien-Ting Lin, Deakin University
**Ping-Wen Sun,** Jiangxi University of Finance and Economics

Discussant: Charles Hanby, Texas A&M University Central Texas

*Have State Pension Plans Taken Additional Investment Risk to Reduce Required Contributions?*
- Charles Hanby, Texas A&M University Central Texas

Discussant: Yuka Nishikawa, Florida International University

**Cryptocurrency Market Inefficiency – Evidence from Event Studies**
- Mohammad Hashemi Joo, Florida International University
- Yuka Nishikawa, Florida International University
- Krishnan Dandapani, Florida International University

Discussant: Jiun-Lin Chen, Valparaiso University

### SESSION G  Investments 11

**Session Chair:** Seth Hoelscher, Missouri State University

**Anomalies in the Mexican Stock Market**
- Polux Diaz-Ruiz, ITAM
- Renata Herrerias, ITAM
- Aurelio Vasquez, ITAM

Discussant: Alejandro Serrano, Penn State Abington

**Short-Term Institutions’ Information Advantage and Overvaluation**
- Brian Du, Cal State East Bay
- Alejandro Serrano, Penn State Abington
- Andre Vianna, Ministry of Finance of Brazil

Discussant: Devendra Prasad, University of Massachusetts Lowell

*The Altman ‘Z’ is “50” and Still Young: Bankruptcy Prediction and Stock Market Reaction due to Sudden Exogenous Shock*
- Devendra Prasad, University of Massachusetts Lowell

Discussant: Renata Herrerias, ITAM
SESSION H  Socially Responsible Investing 2

Session Chair:  Shan Lei, West Texas A&M University

To Green or Too Green: Does the Market Reward Firms for Voluntarily Going Green?
Leyuan You, Texas State University
  Discussant:  Subramanian Iyer, University of New Mexico

The Effect of Mandatory Corporate Responsibility Expenditures on Earnings Management: Evidence from India’s 2% Rule
Leila E. Hickman, University of New Mexico
Subramanian Iyer, University of New Mexico
Nemiraja Jadiyappa, Institute of Management Technology
  Discussant:  Shan Lei, West Texas A&M University

The Role of Media in the Socially Responsible Investment
Shan Lei, West Texas A&M University
  Discussant:  Jennifer Brodmann, California State University Dominguez Hills

The Liquidity and Performance of SRI Investments
Jennifer Brodmann, California State University Dominguez Hills
Phuvadon Wuthisatian, Hastings College
Duygu Zirek, University of New Orleans
  Discussant:  Leyuan You, Texas State University

SESSION I  SWFA Doctoral Student Stipend Payment

Make plans to join us in San Antonio for our 2020 conference.

47th Annual Conference
March 11-14, 2020
Hyatt Regency San Antonio, TX
SOUTHWESTERN SOCIETY OF ECONOMISTS

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Anne Macy, West Texas A&M University

CONGRATULATIONS!

Recipients of the Distinguished Paper Award
Federation of Business Disciplines

The Impact of Firm-Level Characteristics and Country-Specific Attributes on the Performance and Efficiency of Microfinance Institutions
Nazar Mustapha, Dillard University
M. Kabir Hassan, University of New Orleans
Ali Ashraf, Frostburg State University

CONGRATULATIONS!
Recipient of the
2019 Federation of Business Disciplines Outstanding Educator Award

Kishore G. Kulkarni, Metropolitan State University of Denver
SOUTHWESTERN SOCIETY OF ECONOMISTS

March 14, 2019
(Thursday)

8:30 a.m. – 10:00 a.m.

SESSION A  Health Economics Issues
Session Chair: Chase J. Edwards, University of Louisiana at Lafayette

Discussants: Kirby R. Cundiff, University of Maryland University College
Teresa C. Moore, Jackson State University
Chu V. Nguyen, University of Houston – Downtown
William L. Ferguson, University of Louisiana at Lafayette
Vasudeva N.R. Murthy, Creighton University

Socioeconomic Determinants of Risks for Cardiovascular Diseases in the United States: A States-Level Empirical Study
Vasudeva N.R. Murthy, Creighton University

State Employer Drug/Alcohol Regulation and Workers' Compensation Claims
William L. Ferguson, University of Louisiana at Lafayette
Chase J. Edwards, University of Louisiana at Lafayette

A Comparative Impact Study of the Adoption and Safe Families Act of 1997 on the Foster Care Program in Selected Southern States
Teresa C. Moore, Jackson State University
Orlando C. Kilcrease, AVAC Outreach Services

The Outcomes and Structure of the United States Healthcare System Before and After the 1960s
Kirby R. Cundiff, University of Maryland University College

8:30 a.m. – 10:00 a.m.

SESSION B  Economic Growth Issues
Session Chair: Kishore G. Kulkarni, Metropolitan State University of Denver

Discussants: Matiur Rahman, McNeese State University
Sayera Younus, Bangladesh Bank
Mohammed Ershad Hussain, Dillard University
Amanda Kragt, University of Denver

Theoretical Arguments of Economic Growth as Applied to the Case of Nicaragua
Amanda Kragt, University of Denver
Kishore G. Kulkarni, Metropolitan State University of Denver

Mohammed Ershad Hussain, Dillard University
Mahfuzul Haque, Indiana State University

The Impact of Female Labor Force Participation and Demographic Dividend on Fertility Rate and Economic Growth in Bangladesh
Sayera Younus, Bangladesh Bank
Rownak Jahan, Notre Dame University, Bangladesh

Effects of Inclusive National Workplace Diversity on Global Competitiveness: TSCS Analysis
Matiur Rahman, McNeese State University
Lonnie M. Turpin, McNeese State University
Lonnie Phelps, McNeese State University
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.*

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session A</th>
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<tbody>
<tr>
<td>10:00 a.m. - 10:30 a.m.</td>
<td>Exhibit Hall - Market Place</td>
<td>Financial Economics</td>
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<tr>
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<td>Session Chair: Muhammad Mustafa, South Carolina State University</td>
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<td>Discussants: Sayera Younus, Bangladesh Bank</td>
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<td>Chu V. Nguyen, University of Houston-Downtown</td>
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<td>Habibur Rahman, Bangladesh Bank</td>
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</table>

*The US Adjustable Rate Mortgages and the Federal Funds Rate Pass-through Before and After the 2008 Subprime Mortgage Crisis*

Chu V. Nguyen, University of Houston-Downtown

*Single Digit Interest Rate: Bangladesh Perspective*

Habibur Rahman, Bangladesh Bank

Rezwanul Hoque, Bangladesh Bank

Nur-E-Alam Siddique, Bangladesh Bank

*Lending Rate Behavior in Bangladesh: Some Facts and Determinants*

Sayera Younus, Bangladesh Bank

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<tr>
<th>Time</th>
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<tr>
<td>10:30 a.m. - 12:00 p.m.</td>
<td>Willow</td>
<td>Corporate Finance</td>
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<td>Session Chair: M. Kabir Hassan, University of New Orleans</td>
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<td>Discussants: Fatima Jaberi, University of New Orleans</td>
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<td>Roman Wong, Barry University</td>
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<td>Bruce C. Payne, Barry University</td>
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*A Risk-Return Profile of those Firms in Emerging Markets Identified as Increasing and Maintaining the Highest Levels of Financial Leverage*

Roman Wong, Barry University

Michael Tyler, Barry University

Bruce C. Payne, Barry University

*The Determinants of Bank Capital Structure in the World*

M. Kabir Hassan, University of New Orleans

Trung (Duc) Nguyen, Banking University of Ho Chi Minh

Dung (Viet) Tran, Banking University of Ho Chi Minh

*Common Ownership and Firm's Lobbying Activity*

Fatima Jaberi, University of New Orleans

Roman Bohdan, University of New Orleans

M. Kabir Hassan, University of New Orleans
SOUTHWESTERN SOCIETY OF ECONOMISTS

March 14, 2019
(Thursday)

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

Lunch on your own. There are great restaurants in walking distance.

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

SESSION A
Corporate Governance
Session Chair: Shari Lawrence, Nicholls State University

Discussants: Kiran Paudel, University of New Orleans
Ohanes Paskelian, University of Houston-Downtown
John Lajaunie, Nicholls State University

Corporate Governance Impact on Chinese Bank Performance and Profitability
Ohanes Paskelian, University of Huston-Downtown
Stephen Bell, Park University
Julia Creek, Park University

The Differential Impact of Dodd-Frank on the Compliance Cost for Community Banks (Comp)
John Lajaunie, Nicholls State University
Shari Lawrence, Nicholls State University
Ronnie Fanguy, Nicholls State University

Financial Regulations VS Deregulations-Is there a Balanced Tradeoff?
Kiran Paudel, University of New Orleans

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

SESSION B
Issues in Finance
Session Chair: Bruce C. Payne, Barry University

Discussants: Yun Wang, Barry University
Nazar Mustapha, Dillard University
Yu Zhang, McNeese State University
Geungu Yu, Jackson State University

The Impact of Firm-Level Characteristics and Country-Specific Attributes on the Performance and Efficiency of Microfinance Institutions
Nazar Mustapha, Dillard University
M. Kabir Hassan, University of New Orleans
Ali Ashraf, Frostburg State University

Personal Financial Condition: A State by State Comparison
Yu Zhang, Nicholls State University
Andrea Chiasson, Nicholls State University
Xun Li, Nicholls State University
Shari Lawrence, Nicholls State University

The Impact of FANG Stocks on Portfolio Optimization with DOW Stocks
Geungu Yu, Jackson State University

A Financial Analysis of Those Firms in Emerging Market Identified as Having the Greatest Change in Invested Capitals
Yun Wang, Barry University

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SOUTHWESTERN SOCIETY OF ECONOMISTS

March 14, 2019
(Thursday)

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

SESSION C  Teaching Modes and Styles

Session Chair:  Mercy L. Palamuleni, McNeese State University

Discussants:  Susanne L. Toney, Savannah State University
William B. Galose, McNeese State University
June Freund, Pittsburg State University
Lonnie M. Turpin, McNeese State University

A Model of Student Time Use and its Impact on Online Enrollment
William B. Galose, McNeese State University
Lonnie M. Turpin, McNeese State University

Comparison of Learning Styles and Three Micro Economics Class Presentation Modes
June Freund, Pittsburg State University

Online vs On-Ground: A Comparative Analysis of Delivery Mode Effectiveness on Student Learning Outcomes in a Principles of Economics Course
Susanne L. Toney, Savannah State University
Kristena P. Gaylor, Mississippi College

La Administracion General De Aduanas Como Institucion
Serigo Efrain Aivarez Acosta, Centro Universitario de Ciencias Economico Administrativas
Jose' Juarez Varagas-Hernandez, Universidad de Guadalajara

3:00 p.m. - 3:30 p.m.  Exhibit Hall - Market Place

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: Finance and Accounting
Session Chair: Mahfuzul Haque, Indiana State University- Terre Haute

Discussants: Jeanne-Claire Patin, McNeese State University
Mohammad Sydul Karim, University of New Orleans
William Miles, Wichita State University

Intangible Intensity, Investment q, and Dividend Relation: Evidence from Japan
Mohammad Sydul Karim, University of New Orleans
Atsuyuki Naka, University of New Orleans
M Kabir Hassan, University of New Orleans

Home Prices and Fundamentals: Solving the Mystery for the G-7 by Accounting for Nonlinearities
William Miles, Wichita State University

Impact of Asset Turnover on Stock Returns: A Panel Data Study for US Companies
Jeanne-Claire Patin, McNeese State University
Matiur Rahman, McNeese State University
Muhammad Mustafa, South Carolina State University

SESSION B: Firm Behavior and Performance
Session Chair: Denis O. Boudreaux, University of Louisiana at Lafayette

Discussants: Spuma Rao, University of Louisiana at Lafayette
Candra Chahyadi, Eastern Illinois University
Junnatun Naym, Eastern Illinois University

Impact of CEO Industry-Specific VS General Managerial Experience on Compensation, Firm Performance and Risk-taking Behavior
Candra Chahyadi, Eastern Illinois University
Trang Doan, Eastern Illinois University
Junnatun Naym, Eastern Illinois University

Analysis and Valuation of Household Services for Men that Work Offshore and Involved in Personnel Injury and Death Causes
Denis O. Boudreaux, University of Louisiana at Lafayette
Spuma Rao, University of Louisiana at Lafayette

Sensitivity of Value at Risk to Different Asset Allocation Strategies during Retirement
Spuma Rao, University of Louisiana at Lafayette
Denis O. Boudreaux, University of Louisiana at Lafayette
March 14, 2019
(Thursday)

5:00 p.m. – 6:00 p.m.  Boardroom C

SSE Executive Committee Meeting

Presiding: Roman Wong, Barry University

All current and past officers are invited to attend.

5:30 p.m. – 7:00 p.m.  Exhibit Hall - Market Place

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.
SOUTHWESTERN SOCIETY OF ECONOMISTS

March 15, 2019
(Friday)

8:00 a.m. – 10:00 a.m.  Window Box

SSE Annual Business Breakfast Meeting

Presiding: Roman Wong, Barry University

All SSE members should attend. New officers will be elected

10:00 a.m. - 10:30 a.m.  Exhibit Hall - Market Place

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.  Live Oak

SESSION A: Entrepreneurial Issues

Session Chair Mohammed Ershad Hussain, Dillard University

Discussants: Justin Keeler, Ouachita Baptist University
Debashish Chakraborty, Central Michigan University
Sayera Younus, Bangladesh Bank
Makeen Huda, University of New Orleans

*Do Terror Attacks Impede Entrepreneurial Activities?*
M. Kabir Hassan, University of New Orleans
Mohsin Ali, Air University
Wajahat Azmi, Lorong Univerisi ‘A’
Makeen Huda, University of New Orleans

*Policy Analysis Using Dynamic Stochastic General Equilibrium (DSGE) Model for Bangladesh*
Sayera Younus, Bangladesh Bank

*Innovation and Economic Growth*
Debashish Chakraborty, Central Michigan University

*The Myopic of an Economic Educator: The Case of a Failed Tenure Candidate*
Justin Keeler, Ouachita Baptist University
Marshall J. Horton, Ouachita Baptist University
SESSION B  Financial Markets

Session Chair:  Warren Matthews, Belhaven University

Discussants:  Uchenna Akpom, University of West Alabama
Ali Ashraf, Frostburg State University
Amitava Chatterjee, Texas Southern University
Amitabh S. Dutta, Florida Institute of Technology

Long memory in the Indian Equity Market: An ARFIMA-FIGARCH Approach
Amitava Chatterjee, Texas Southern University

Hedge Fund Performance: 2008-2014
Amitabh S. Dutta, Florida Institute of Technology

Unconventional Monetary Policy and Income Inequality: Evidence from USA
Ali Ashraf, Frostburg State University
M. Faisal Safa, McKendree University

Country Location as a Determinant of Foreign Direct Investment in Africa: An Empirical Study
Uchenna Akpom, University of West Alabama
Janie Gregg, University of West Alabama

12:00 p.m. – 1:30 p.m.

Lunch on your own. There are great restaurants in walking distance.

SESSION A  Economic Growth and Development

Session Chair:  Haile M. Selassie, South Carolina State University

Discussants:  Mercy L. Palamuleni, McNeese State University
Bansi Sawhney, University of Baltimore
Muhammad Mustafa, South Carolina State University

Macroeconomic Determinants of Economic Growth: Evidences from ARDL Bound Approach, GMM and Dynamic OLS
Muhammad Mustafa, South Carolina State University
Haile M. Selassie, South Carolina State University

Effects of Depreciation and Appreciation of Dong on Aggregate Output
Yu Hsing, Southeastern Louisiana University
Minh Huynh, Southeastern Louisiana University

Monetary Policy, Inflation and Unemployment in India: Recent Data and Analysis
Bansi Sawhney, University of Baltimore
Kishore G. Kulkarni, Metropolitan State University of Denver

Financial Development, Poverty and Income Inequality in Less Developed Countries
Mercy L. Palamuleni, McNeese State University
SESSION B  Economic Growth and Trade

Session Chair:  Matiur Rahman, McNeese State University

Discussants:  Muhammad Mustafa, South Carolina State University
Sayera Younus, Bangladesh Bank
Anisul Islam, University of Houston-Downtown
Kishore G. Kulkarni, Metropolitan State University of Denver

Determinants of Inflation in Bangladesh: Evidence from Post-Floating Exchange Rate Regime
Sayera Younus, Bangladesh Bank

Some Dynamic Perspectives for India's Economic Growth: Applications of Linear ARDL Bounds Testing for Co-integration and VECM
Matiur Rahman, McNeese State University
Anisul Islam, University of Houston-Downtown

Matiur Rahman, McNeese State University
Muhammad Mustafa, South Carolina State University
Daniel Groft, Louisiana Department of Revenue

India's Economic Growth Empirics: Evidence from Linear ARDL Procedure and VECM
Matiur Rahman, McNeese State University
Muhammad Mustafa, South Carolina State University
Sambidhan Khaniya, McNeese State University

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: Student Papers

Session Chair: Chu V. Nguyen, University of Houston-Downtown

Discussants: AM Bahram Ramesh, Kurukshetra University
Sambidhan Khaniya, McNeese State University
Mengyue Li, University of Houston-Downtown
Dali Gutierrez, University of Houston-Downtown

Factors Influencing the Capital Structures of Banking and Insurance Companies Listed on the Ho Chi Minh Stock Exchange
Mengyue Li, University of Houston-Downtown
Huynh Canh Thanh Thanh, Can Tho University
Mario Jordan, University of Houston-Downtown
Noman Zubairi, University of Houston-Downtown

Effects of Financial Inclusion on Economic Growth and Employment in India
Sambidhan Khaniya, McNeese State University

An Analysis of Correlation Among Democracy
AM Bahram Ramesh, Kurukshetra University

SESSION B: Economic Issues

Session Chair: Donald I. Price, Lamar University

Discussants: Kabir C. Sen, Lamar University
Warren Matthews, Belhaven University
Mercy L. Palamuleni, McNeese State University

Socioeconomic Gradients in Early Childhood Health in Ghana and Malawi: Using the Free Full Primary Education Policy as a Natural Experiment
Mercy Palamuleni, McNeese State University
Fafanyo Asiseh, North Carolina Agricultural and Technical State University

The European Union, the Single Market, and National Sovereignty
Warren Matthews, Belhaven University
Robert Driver, Le Tourneau University

College Football Realignment: Sources of Revenue and Types of Expenditures, Before and After
Donald I. Price, Lamar University
Kabir C. Sen, Lamar University
SESSION C: Macroeconomics and Stock Market

Session Chair: Anisul Islam, University of Houston-Downtown
Discussants: Mazhar M. Islam, Florida A&M University
Amitava Chatterjee, Texas Southern University
Kishor K. Guru-Gharana, Texas A&M University-Commerce

Toda-Yamamoto-Dolado-Lutkepohl Granger Causality Test of Relationships Among Stock Index (Nikkei 225) and Key Macroeconomic Variables for Japan
Kishor K. Guru-Gharana, Texas A&M University-Commerce

Short-and Long-Run Temporal and Multivariate Causality among Macroeconomic Indicators-A Case of India
Amitava Chatterjee, Texas Southern University

Oil Prices, Stock Markets and Economic Growth of the United States: Empirical Evidence Based on Dynamic Statistical Models
Mazhar M. Islam, Florida A&M University

Make plans to join us in San Antonio for our 2020 conference.

47th Annual Conference
March 11-14, 2020
Hyatt Regency San Antonio, San Antonio, TX
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 - 2018 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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<td>1974</td>
<td>Adolphus Hotel</td>
<td>Henry H. Hays, President&lt;br&gt;Ridley J. Gros, Vice President</td>
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<td>1975</td>
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<td>Ridley J. Gros, President&lt;br&gt;Donald R. Williams, Vice President&lt;br&gt;George F. Pinches, Secretary/Treasurer</td>
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<td>Houston, Texas</td>
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<td>1976</td>
<td>Hilton Palacio Del Rio</td>
<td>Donald R. Williams, President&lt;br&gt;R. Conrad Doenges, Vice President&lt;br&gt;Sam J. Bruno, Secretary/Treasurer</td>
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<td>1977</td>
<td>Hyatt Regency</td>
<td>R. Conrad Doenges, President&lt;br&gt;John J. Willingham, Vice President&lt;br&gt;Sam J. Bruno, Secretary/Treasurer</td>
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<td>1978</td>
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<td>John J. Willingham, President&lt;br&gt;Van C. McGraw, Vice President&lt;br&gt;Sam J. Bruno, Secretary/Treasurer</td>
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<td>Van C. McGraw, President&lt;br&gt;Sam J. Bruno, Vice President&lt;br&gt;Jack M. Starling, Secretary/Treasurer&lt;br&gt;Peter M. Ginter, Coordinator of Registration</td>
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<td>John D. Pettit, Jr. President&lt;br&gt;Jack M. Starling, Vice President&lt;br&gt;Peter M. Ginter, Secretary/Treasurer&lt;br&gt;Linda E. Swayne, Coordinator of Registration&lt;br&gt;Sam J. Bruno, Executive Director</td>
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<td>Houston, Texas</td>
<td>James T. Hood, Vice President</td>
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<td>Charlotte D. Sutton, Vice President</td>
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<td>Timothy Paul Cronan, Vice President</td>
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<td>John N. Norwood, Vice President</td>
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<td>Houston, Texas</td>
<td>Wilda F. Meixner, Vice President</td>
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</tbody>
</table>
| 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 |
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<thead>
<tr>
<th>Year</th>
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<td>2010</td>
<td>Sheraton Dallas Hotel</td>
<td>David P. Paul, III, President</td>
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<td>Dallas, Texas</td>
<td>Michelle McEacharn, Vice President</td>
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<td>2011</td>
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<td>Michelle McEacharn, President</td>
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<td>Houston, Texas</td>
<td>Marsha L. Bayless, Vice President</td>
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<td>2012</td>
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<td></td>
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<td>Larry Garner, Vice President</td>
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<td>2013</td>
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<td>Larry Garner, President</td>
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<td>M. Suzanne Clinton, Vice President</td>
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| 2019 | Hyatt Regency Houston, Texas | M. Suzanne Clinton, President  
Vivek S. Natarajan, Vice President  
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Michelle McEacharn, Executive Director |
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Hyatt Regency Houston

DIRECTIONS:

From George Bush Intercontinental Airport (26 miles):
Take Beltway 8 west to I-45 South. Exit at McKinney (left). Take McKinney to Manned. Turn right. Proceed three blocks to Polk. Turn right. Cross Louisiana intersection and enter Grand Entrance on left.

From Hobby Airport (12 miles):
Take I-45 North. Follow downtown / Scott St. signs. Exit Praetor. Drive 23 city blocks to Louisiana. Proceed four blocks to Polk. Turn left. Hotel entrance on right.
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