Forty-Seventh ANNUAL MEETING

March 11 – March 14, 2020

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

National and International Constituency

Compiled and Edited by Peggy L. Lane
University of Louisiana Monroe

With special thanks to the 2020 FBD Association Program Chairs

And to

MI Printing
www.miprinting.net
47th Annual Conference

March 11 - 14, 2020
Hyatt Regency San Antonio Riverwalk
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:

The Case Centre

iMotions

Interpretive Simulations

MBTN – Management-By-The-Numbers

OpenStax, Rice University

Pinpoint

Stukent

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 Galveston, Texas for our 2021 conference.

48th Annual Conference
March 17 - 20, 2021
Moody Gardens
Galveston, Texas
Hello and Howdy.

On behalf of the FBD Board of Directors, the association program chairs, and the staff of the Hyatt Regency, San Antonio Riverwalk, I am delighted to offer a warm Texas sized welcome to all of you for the 47th 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. My sincere thanks and appreciation go out to our Program Chair Peggy and her team. Your hard work is evident in this program. Go Team San Antonio!

My special thanks to the FBD Executive Council members Kimberly L. Merritt, M. Suzanne Clinton, Peggy Lane and Degan Kettles, for volunteering many hours to help ensure a strong future for the Federation of Business Disciplines. 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 leadership process this year. You are the bedrock of FBD! Ann Wilson, thank you for encouraging me to serve FBD and helping me succeed. Kim, thank you for being a great treasurer and secretary. It is one tough job.

This program book lists the many sessions and events planned. These opportunities provide for great networking and opportunities to meet and greet colleagues, and to exchange ideas within your discipline as well as with other disciplines represented. I eagerly look forward to the FBD annual Presidential Welcome Reception, scheduled for Thursday evening from 5:30 p.m. – 7:00 p.m., where I will personally welcome you all and meet and greet. Please also enjoy food, drink, and relaxing music as you reconnect with colleagues and meet new friends.

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. Please remember to visit our exhibitors to review their latest instructional materials and to express your appreciation for their support of this conference. If you registered for the Wednesday evening FBD Awards Reception and Banquet, please join me in honoring our Distinguished Paper Award and Outstanding Educator winners. Additionally, a very special thank you goes to all our sponsors and exhibitors for their support. Without their participation, many of the activities that enhance our reputation as a high-quality professional organization and help us recognize the achievements of our members would not be possible.

The Hyatt Regency San Antonio Riverwalk has been a great friend. The staff, under the direction of Taylor Wright has helped us in planning our conference, 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 president for the 2020 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 very grateful to my school, Lamar University, for its continued support in my leadership journey. Finally, I wish to thank my family. My wife Vyjayanthi and daughter Chithkalashri have taken my frequent absences and my lack of time for them in their stride and have been pillars of support to me.

We are back in San Antonio, Texas for the 47th annual conference after several years. This location is particularly wonderful during the time of our meeting and in after you enjoy the conference, take time to enjoy San Antonio. Our location is on the famous Riverwalk and I encourage you to take a stroll. You can visit some great restaurants to meet, greet, and eat, and then use your feet to get some of your fitness steps. You can also choose to visit the Alamo if you are a history buff. The Sea World and Zoo are a great option for those coming with families and wanting to do some visits with children. You can do Hop on Hop Off tour as well. Thus, there is something in the Alamo city for everyone. It is my hope that each of you will “get out” and enjoy what this city has to offer.

Our 2021 conference is scheduled to be in Galveston and please mark your calendars for the same. I wish the incoming program chair, Degan Kettles, the very best as he prepares next year’s program. A seasoned academic, Degan 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.

VivekShankar Natarajan, Ph.D.
President
Greetings!

Welcome to the FBD conference in San Antonio! We are happy to be returning to San Antonio after 20 years! We are so glad you are here and hope you have a wonderful conference. The Federation of Business Disciplines (FBD) conference is well known as the interdisciplinary forum for scholarly research, professional development and teaching techniques. We are made up of ten associations. We invite you to look over the program and investigate a session or two not in your primary association. The meeting rooms are in two locations – in the conference hotel and at the Losoya Conference Center (leave the hotel via the front door, cross Losoya street, and turn left).

Team San Antonio has worked hard so that you will have an excellent conference experience. Many people make up Team San Antonio including the FBD Executive Committee and the Association program chairs. I have worked closely with the Association Program Chairs and personally thank Cheryl, Kayla, Richard, Rhonda, Mel, Daniel, Ethan, Kendra, Maria and Denis for their hard work and attention to detail. Please be sure to look for them and thank them. They have spent many hours putting the program together and working on your behalf. Thank you to Sandy Edwards, Director of Marketing for all her work.

Please also join me in thanking our sponsors and exhibitors. Be sure to support them by stopping by to visit with them and to thank them for being here. Without their participation, many of the activities that enhance our reputation as a high-quality professional organization would not be possible.

A very special thank you to Michelle McEacharn, FBD Executive Director. She gives so much of herself to FBD and is appreciated more than she could every know. Thank you to Vivek Natarajan, FBD President and to Barbara Davis, Kimberly Merritt and Suzanne Clinton. I appreciate all of you for your support and guidance. Thank you to my dean, Ron Berry, David Douglas, Paul Cronan, Tom Jones, Tom Tolleson and Marshall Horton for their leadership and encouragement to me personally over the years. Thank you to my husband, Michael Lane, for his support, encouragement, and understanding during this past year as I worked on the program.

Galveston, Oh Galveston! Make plans to join us next year in Galveston for the wonderful program Degan Kettles will chair. For now, enjoy San Antonio, attend sessions, coffee breaks, and receptions. Renew friendships and make new ones. See a little of the city after sessions end for the day. Most of all, be in the moment and enjoy!

Sincerely,

Peggy L. Lane, Ph.D.
Vice President and General Program Chair
The Federation of Business Disciplines is pleased to recognize the recipients of the

2020 Federation of Business Disciplines Distinguished Paper Awards

American Accounting Association, Southwest Region

Executive Equity Compensation and Corporate Tax Behavior: The Role of Cash ETR Persistence
Marina Yordanova Ruseva, Lamar University

Association for Business Communication, Southwestern U.S.

Augmented Reality in Business Communication Classes
Ashley Hall, Stephen F. Austin State University
Carol S. Wright, Stephen F. Austin State University
Amanda Smith, Lufkin Independent School District

Association for Small Business and Entrepreneurship

Gender Identity and Entrepreneurial Intention: The Effects of Grit and Perceived Barriers to Entry
Luke A. Voegel, Saginaw Valley State University
Jacob A. Voegel, Coastal Carolina University

Association of Business Information Systems

Faculty and Student Communication
Eddie Horton, Northwestern State University

Association of Collegiate Marketing Educators

CEOs’ Level of Confidence, Marketing Outcomes, and Role of Marketing Power
Prachi Gala, Elon University
Saim Kashmiri, University of Mississippi
Decision Sciences Institute, Southwest Region

M. Kabir Hassan, University of New Orleans
Selma Izadi, Loyola University
Yichi Zhang, University of New Orleans

Southwest Academy of Management

More Than Just Agents: The Effect of Top Managers’ Psychological Ownership
Franziska Renz, The University of Texas at El Paso

Southwest Case Research Association

Waterhaven Park
Robert Stevens, Southeastern Oklahoma State University
David Loudon, Stamford University
Rhonda Richards, Southeastern Oklahoma State University
Lawrence Silver, Southeastern Oklahoma State University

Southwestern Finance Association

Monitoring Effectiveness of Independent Chair Led Boards
Krishnan Dandapani, Florida International University
Shahid Hamid, Florida International University
Suchismita Mishra, Florida International University
Arun Upadhyay, Florida International University

Southwestern Society of Economists

An Ex Post Analysis of the US Airways/American Airlines Merger
Huubinh B. Le, University of South Alabama
The Federation of Business Disciplines is pleased to recognize the recipients of the

2020 Federation of Business Disciplines
Outstanding Educator Awards

American Accounting Association, Southwest Region
Edward R. Walker, University of Central Oklahoma

Association for Business Communication, Southwestern U.S.
Laura Valenti, Nicholls State University

Association for Small Business and Entrepreneurship
Eugenie Ardoin, University of Louisiana Monroe

Association of Business Information Systems
Shane Schartz, Fort Hays State University

Association of Collegiate Marketing Educators
Vaidas Lukosius, Tennessee State University

Decision Sciences Institute, Southwest Region
Mark McMurtrey, University of Central Arkansas

Southwest Academy of Management
Abbie Lambert, University of Central Oklahoma

Southwest Case Research Association
Martin S. Bressler, Southeastern Oklahoma State University

Southwestern Finance Association
Susan Crain, Missouri State University

Southwestern Society of Economists
Shari Lawrence, Nicholls 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.
FBD AWARDS RECEPTION AND BANQUET
BY INVITATION/ADDITIONAL FEE ONLY

FBD AWARDS AND RECOGNITION RECEPTION AND BANQUET INFORMATION
(By Invitation/Additional Fee Only)

Wednesday, March 11, 2020
6:30 p.m. – 7:30 p.m.
Regency Foyer, Ballroom Level
Awards and Recognition Reception

Wednesday, March 11, 2020
7:30 p.m. – 9:30 p.m.
Regency 1, Ballroom Level
Awards and Recognition Dinner

FBD officers (outcoming and incoming) and Honorees from each association for Outstanding Educator and Distinguished Paper are recognized.
<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Time</th>
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<tbody>
<tr>
<td>FBD 2019-2020 Board of Directors</td>
<td>Wednesday, March 11, 2020</td>
<td>2:00 p.m. - 5:00 p.m.</td>
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<tr>
<td>Rio Grande Ballroom East</td>
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<td>FBD 2020-2021 New Program Chairs</td>
<td>Saturday, March 14, 2020</td>
<td>8:00 a.m. - 9:00 a.m.</td>
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<td>Chula Vista, Lobby Level</td>
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<tr>
<td>FBD 2020-2021 Board of Directors</td>
<td>Saturday, March 14, 2020</td>
<td>9:00 a.m. - 11:00 a.m.</td>
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<td>Chula Vista, Lobby Level</td>
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<td>American Accounting Association, Southwest Region</td>
<td>Friday, March 13, 2020</td>
<td>12:00 p.m. - 1:30 p.m.</td>
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<td>Garden Terrace, 1st Floor</td>
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<td>Association for Business Communication, Southwestern U.S.</td>
<td>Friday, March 13, 2020</td>
<td>10:30 a.m. – 12:00 p.m.</td>
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<td>Regency 2, Ballroom Level</td>
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<td>Association for Small Business and Entrepreneurship</td>
<td>Friday, March 13, 2020</td>
<td>12:00 p.m. - 2:00 p.m</td>
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<td>Chula Vista, Lobby Level</td>
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<td>Association of Business Information Systems</td>
<td>Friday, March 13, 2020</td>
<td>8:30 a.m. - 10:00 a.m.</td>
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<td>Regency 3, Ballroom Level</td>
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<tr>
<td>Association of Collegiate Marketing Educators</td>
<td>Friday, March 13, 2020</td>
<td>12:15 p.m. – 2:15 p.m.</td>
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<td>Navarro, LCC</td>
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<td>Decision Sciences Institute, Southwest Region</td>
<td>Thursday, March 12, 2020</td>
<td>3:30 p.m. - 5:00 p.m.</td>
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<td>Rio Grande Ballroom Center</td>
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<tr>
<td>Southwest Academy of Management</td>
<td>Friday, March 13, 2020</td>
<td>12:00 p.m. - 1:00 p.m.</td>
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<td>Rio Grande Ballroom West</td>
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<td>Southwest Case Research Association</td>
<td>Thursday, March 12, 2020</td>
<td>3:30 p.m. - 5:00 p.m.</td>
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<td>Live Oak, Hill Country Level</td>
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<td>Southwestern Finance Association</td>
<td>Friday, March 13, 2020</td>
<td>12:00 p.m. - 1:45 p.m.</td>
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<td>Regency 4, Ballroom Level</td>
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<tr>
<td>Southwestern Society of Economists</td>
<td>Friday, March 13, 2020</td>
<td>8:00 a.m. - 10:00 a.m.</td>
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<td>Rio Grande Ballroom East</td>
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Make plans to join us in Galveston, Texas for our 2021 conference.

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Galveston, Texas
This year we are proud to sponsor our 4th Annual Conference-wide Poster Sessions. Take time to visit the Exhibit Hall - Regency Center 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. Badges are required to enter the Exhibit Hall.

Thursday, March 12 – Applications of Technology and International Markets
10:00 a.m. – 11:00 a.m. – Exhibit Hall - Regency Center

Impact of XBRL in Emerging Countries (SWAAA)
Siti Azratul Azilah Azhar, Universiti Teknologi Brunei
Ulaganathan Subramanian, Universiti Teknologi Brunei

Innovations in Market Research: How Companies Can Use Eye-Tracking, Facial Recognition, and Brain Activity to Satisfy their Customers (ACME)
Casey Knight, University of North Texas, Denton, Texas

The Effectiveness of Radio Advertising on Informational Appeals (ACME)
Chris Obinzu, Texas A&M University at San Antonio, Texas

Incorporating Visual Design in Business Communication with Infographics (SW-ABC)
Lucia Sigmar, Stephen F. Austin State University
Manuel Guerrero, Stephen F. Austin State University

A Social Dominance View of Information Technology Security Using the Theory of Planned Behavior Framework (SWAM)
Janis Warner, Sam Houston State University
Aneika Simmons, Sam Houston State University
Kamphol Wipawayangkool, Sam Houston State University

Results of Implementing a Web-Based Professional Development Component to Business Communication Curriculum (SW-ABC)
Matari Gunter, Texas State University in San Marcos

Does Money Talk? Examining from Currency Exchange Rates and International Trade (SWFA)
Biqing Huang, Angelo State University
Xiaowei Liu, St. Ambrose University

Improving Quality of Audits: How the UK and US Compare (SWAAA)
April R. Poe, University of the Incarnate Word
Tyler Miller, University of the Incarnate Word

The Relationship between Corporate Lifecycle and Executive Compensation in Japan (SWAAA)
Yukiko Kusu, Aoyama Gakuin University, Japan
Hirohisa Hirai, Kanagawa University, Japan
Chocolate Chip Cookies in a Jar: Manufacturing Costs and CVP Analysis for the 2nd Semester Student (SWAAA)
Kendra Huff, Texas A&M University - Kingsville
Genevieve Scalan, Texas A&M University - Kingsville

Improving Learning Outcomes in an Introductory Accounting Course Using Checklists (SWAAA)
Catherine K. Weber, University of Houston

Active Learning Strategy: Writing to Learn in Undergraduate Accounting Courses (SWAAA)
Julia S. Frink, Tarrant County College - Connect

Financial Literacy, Financial Actions, and College Students - Do They Go Together? (SWFA)
Philip Tew, Arkansas State University
Dustin Ogden, Arkansas State University
Rachel Washam, Arkansas State University

Exploring Casual Conversation Theory in an Honors Environment (SW-ABC)
Mollie Hartup, Kent State University

The Impact of Experiential Learning on Accounting Career Choice (SWAAA)
Robert Rankin, Texas A&M University - Commerce
Daniel Hsiao, Texas A&M University - Commerce
Cassy Henderson, Sam Houston State University

Experiential Activities to Teach International Management (SWAM)
Michelle Reina, University of Mary Hardin-Baylor

Intermediate Accounting Twofer Project: Review Accounting Cycle and Gain Excel Skills (SWAAA)
Lyudmyla Vasylivna Krylova, Texas State University

So You Think You Can Beat Mr. Market? (SWAAA)
Ajay Abraham, Texas A&M University - Central Texas

Making Accounting Count: Do Hiring Organizations Think Recent Graduates from Undergraduate Degree Programs in Accounting Are Workforce Ready? (SWAAA)
Rodney Carmack, Arkansas State University
Sheena Gammon, Arkansas State University

Marshmallow Structure Negotiation (SWCRA)
Michael Conklin, Angelo State University
FBD POSTER PRESENTATIONS

Friday, March 13 – Current Topics in Accounting and Finance
10:00 a.m. – 11:00 a.m. – Exhibit Hall - Regency Center

Texas Teachers Social Security Issues (SWAAA)
Bridget Vella, Texas A&M University Central College

Matching Between Expenses and Revenues and Analyst Forecast Accuracy (SWAAA)
Liya Hou, University of Texas at Dallas

The Economic Effects of Enriching the Auditors’ Opinion Choice Set (SWAAA)
Michael E. Yampuler, University of Houston

The Inauguration of Critical Audit Matters (CAM): Transparency or Liability? An Evaluation of Costs and Benefits from an Investor Perspective (SWAAA)
Trish Driskill, University of the Incarnate Word
Kelly Pittman, University of the Incarnate Word

General Counsels and Material Weaknesses in Internal Control (SWAAA)
Suye Wang, University of Texas at Arlington
Stephanie J. Rasmussen, University of Texas at Arlington

Population Density and Performance of Community and Non-Community Banks in the U.S. (SWFA)
Alex Fayman, MSU Denver

Does Firm Age Affect Cash Policies? (SWFA)
Rajeeb Poudel, Western Oregon University
Haowen Luo, Purdue University Fort Wayne
Ravi Jain, University of Massachusetts Lowell

The Impact of the Dodd-Frank Wall Street Reform Act on Employee Productivity for Community Banks: An Empirical Analysis (SWFA)
John Lajaunie, Nicholls State University
Ronnie Fanguy, Nicholls State University
Mike Chiasson, Nicholls State University
Kevin Breaux, Nicholls State University

The Impact of the Tax Cuts and Jobs Act on Reverse Mortgage Loans: A Nationwide Analysis (SWFA)
John Colias, University of Dallas
Ali Dadpay, University of Dallas
Jenny Gu, University of Dallas

Firm Location and Systematic Risk: The Real Estate Channel (SWFA)
Xiang Gao, Minnesota State University - Moorhead
John Topuz, North American University

Safety Pay$: Teaching Students about Important Precautions (SWAAA)
Carol Eileen Sullivan, University of Texas-Permian Basin
FBD POSTER PRESENTATIONS

Friday, March 13 – People to People: Leadership, Emotions and Actions
3:00 p.m. – 4:00 p.m. – Exhibit Hall - Regency Center

*What Makes A Leader? A Study of Leadership Ability* (SW-ABC)
Melanie Burnell, Stephen F. Austin State University
Carol Wright, Stephen F. Austin State University
Lucia Sigmar, Stephen F. Austin State University

*Social Capital and New Venture Legitimacy with the Moderating Role of External Bridging Ties* (SWAM)
Duygu Phillips, Oklahoma State University

*Lessons from Behavioral Psychology for the OD Scholar-Practitioner* (SWAM)
Erica Sokol, Benedictine University

*The Influence of Transformational Leaders on Key Factors in Audit* (SWAM)
Aneika Simmons, Sam Houston State University
Shani Robinson, Sam Houston State University

*The Phantom Opportunity: Dimensionality of the New Venture Opportunity* (SWAM)
Lee Grumbles, Oklahoma State University
Clint Purtell, Oklahoma State University
Michael Caston, Oklahoma State University

*Creative Capacity and Innovation Proposal: The Moderating Influences of Emotional Intelligence and Trust* (SWAM)
Misty Sabol, University of Dallas
Bradley Winton, University of Dallas

*Accounting Student Ethics* (SWAAA)
Anthony Fulmore, Texas A & M University - Central Texas
Julia A. Fulmore, University of Dallas

*Instructor Gender Bias in College Class Selection* (SWCRA)
Michael Conklin, Angelo State University

*Collaborate with IJBC (SW-ABC)*
Jacqueline Mayfield, Texas A&M International University
Milton Mayfield, Texas A&M International University

*AACSB Standard A5: Requirements and Resources* (SWAAA)
Bruce Runyan, University of Missouri, Columbia, Missouri
Jose Lineros, University of North Texas, Denton, Texas

*Investigating the Migration Patterns of Refugees and the Country Characteristics That Determine Their Destination* (SSE)
Lieke Rolvers, University of Louisiana Monroe
FBD CHOICE PICK SESSIONS

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.

Association of Business Communication  
Association of Business Information Systems

Thursday, March 12 8:30 a.m. – 10:00 a.m. – Rio Grande Ballroom West

ABC-SWUS and ABIS Joint Session

Co-Session Chairs/Association Vice Presidents and Conference Chairs:  
Kayla Sapkota, Arkansas State University-Beebe  
Richard Kumi, University of Arkansas at Little Rock

ABC-SWUS Best Paper: Augmented Reality in Business Communication Classes  
Ashley Hall, Stephen F. Austin State University  
Carol S. Wright, Stephen F. Austin State University  
Amanda Smith, Lufkin Independent School District

ABIS Best Paper: Faculty and Student Communication  
Eddie Horton, Northwestern State University

Southwestern Finance Association  
Thursday, March 12 8:30 a.m. – 10:00 a.m. – Blanco, Hill Country Level

SESSION C  Corporate Finance 2

Session Chair:  Hsuan-Chi Chen, University of New Mexico

Do Institutional Investors Have Homogeneous Influence on Corporate Social Responsibility? Evidence from Investor Investment Horizon  
Yun Meng, Ball State University  
Xiaoqiong Wang, Indiana University Kokomo  
Discussant: Obed Izaguirre, University of New Orleans

2020 Federation of Business Disciplines Distinguished Paper Award  
Monitoring Effectiveness of Independent Chair Led Boards  
Krishnan Dandapani, Florida International University  
Shahid Hamid, Florida International University  
Suchismita Mishra, Florida International University  
Arun Upadhyay, Florida International University  
Discussant: Yun Meng, Ball State University

Corporate Social Responsibility and the Access to Capital: Evidence from Product Recall Strategies  
Obed Izaguirre, University of New Orleans  
Fatima Jebrei, University of New Orleans  
Sudha Krishnaswami, University of New Orleans  
Discussant: Krishnan Dandapani, Florida International University
Southwest Academy of Management  
Thursday, March 12 10:30 a.m. – 12:00 p.m. - Navarro, LCC  

TRACK TITLE: Management Education: Faculty-led Learning Opportunities  

SESSION A: Faculty Skills ➔ Using the Power of R and Shiny to Perform Moderation Analyses  

Facilitator: Justin Keeler, Ouachita Baptist University  

This two-part workshop will provide faculty and doctoral students a venue to enhance analytic skills specific to moderation and interaction effects using a recently developed R software package called, “processR.”  

***This session is open to all FBD members!***  

Southwestern Society of Economists  
Thursday, March 12 10:30 a.m. – 12:00 p.m. – Garden Terrace 137, 1st Floor  

SESSION B Corporate Finance  

Session Chair: Ohaness G. Paskelian, University of Houston Downtown  

Discussants: Stephen Bell, Park University  
Huubinh B. Le, University of South Alabama  
Yu Zhang, Nicholls State University  
Nichole Castater, Barry University  

Determinants of Dividend Policy Decisions in Chinese Firms – An Empirical Investigation  
Ohaness G. Paskelian, University of Houston Downtown  
Stephen Bell, Park University  
Gregory Moore, Park University  
Julia Creek, Park University  

An Ex Post Analysis of the US Airways/American Airlines Merger  
Huubinh B. Le, University of South Alabama  

The Effect of Tax Reform on Capital Structure  
Yu Zhang, Nicholls State University  
Shari Lawrence, Nicholls State University  
Xun Li, Nicholls State University  
Andrea Chiasson, Nicholls State University  

A Financial Profile of Firms Identified as Most Timely in a Period of Economic Growth  
Nichole Castater, Barry University  
Gayle Workman, Barry University  
Bruce Payne, Barry University
FBD CHOICE PICK SESSIONS

Association of Collegiate Marketing Educators

Thursday, March 12, 2020 1:30 p.m. – 3:00 p.m. – Guadalupe, Ballroom Level

SESSION A  Direct Selling: The Millennials’ Marketing Channel
Panel Discussion  |  Sales and Digital Marketing Track

Session Chair:  Lou E. Pelton, University of North Texas, Denton, Texas

Presentation:  Data Driven Sales
             Atul Parvatiyar, Texas Tech University, Lubbock, Texas

Panel:  Direct Selling in the Gig Economy
        Members, Direct Selling Education Foundation

Association for Small Business and Entrepreneurship

Thursday, March 12, 2020 3:30 p.m. – 5:00 p.m. – Chula Vista, Lobby Level

SESSION  Social Entrepreneurship

Session Chair:  Laurie A. Babin, University of Mississippi

Mission Identification and Attitude in a Social Entrepreneurship Organization: The Moderating Effect of Altruism Bias
Justin Keeler, Ouachita Baptist University

Social Entrepreneurship and Sustainability: How Social Entrepreneurship can Lead to Sustainable Development
Luke A. Voegel, Saginaw Valley State University
Jacob A. Voegel, Coastal Carolina University

Social Entrepreneurs vs. Commercial Entrepreneurs Operating through Corporate Social Responsibility: Are They Different?
Luke A. Voegel, Saginaw Valley State University
Jacob A. Voegel, Coastal Carolina University

Gender Identity and Entrepreneurial Intention – Grit and Perceived Barriers to Entry
Luke A. Voegel, Saginaw Valley State University
Jacob A. Voegel, Coastal Carolina University

Does It Take a Village?
Susie S. Cox, University of Louisiana Monroe
A discussion of Enron’s leadership, culture, and accounting that facilitated unethical, criminal behavior and contributed to the failure of the seventh largest company in America. The discussion also provides a retrospective on how the FBI investigated the most complex White Collar Crime case in FBI history resulting in the convictions of 22 people and forfeiture of more than $100 million to the victims of the Enron fraud.

Michael E. Anderson
Assistant Special Agent in Charge (retired) Federal Bureau of Investigation
Houston Field Office

Assistant Special Agent in Charge (ASAC) Michael E. Anderson retired from the FBI on November 30, 2017 after 28 years of service. He worked in a variety of Executive Management roles and retired as the ASAC of the White Collar Crime Branch, responsible for Public Corruption, Corporate Fraud, Securities and Commodities Fraud, Intellectual Property Rights, FCPA and Health Care Fraud. Agent Anderson previously served as supervisor of the FBI Enron Task Force in Houston investigating the largest and most complex White Collar Crime case in FBI history which resulted in the conviction of 22 individuals and over $100 million forfeited to the victims of the Enron fraud. Agent Anderson is a recipient of the Attorney General's Award for Exceptional Service, the highest award given by the Department of Justice, for his work on the Enron case and has lectured about Enron and ethics around the country and in Hong Kong.

Agent Anderson obtained a Masters of Business Administration degree with Distinction from the University of Louisville in Louisville, Kentucky. Additionally, Agent Anderson is a Certified Fraud Examiner as designated by the Association of Certified Fraud Examiners.

https://www.linkedin.com/in/michaeleandersonfbi
FBD CHOICE PICK SESSIONS

Association of Collegiate Marketing Educators
Friday, March 13, 10:30 – 12:00 p.m. – Live Oak, Hill Country Level

PLENARY SESSION
Members of all FBD associations are invited to attend.

WELCOME TO THE WORLD OF HIGH-TECH MARKETING
Terry Clark, Ph.D.
Dean and Professor of Marketing, College of Business
Southern Illinois University, Carbondale, Illinois

Plenary Session Overview. Marketing is becoming increasingly analytical thanks to the advent and adoption of new technologies. The biggest applications of data science and analytics are in the fields of marketing, finance, and health care. The amount of data that is generated from digital marketing – email marketing, search engine marketing, and social media marketing – lends itself to data driven sales across both the B2B and B2C spectrums. The use of blockchain helps move market offerings smoothly along the marketing distribution channels and marketing analytics help forecast and analyze markets with greater precision than traditional CRM tools ever did. Welcome to the world of high-tech marketing.

Decision Sciences Institute, Southwest Region
Friday, March 13th - 3:30 p.m. – 5:00 p.m. – Regency Ballroom 1

SESSION D: Journal Editors Panel

Session Chair: Binshan Lin, Expert Systems with Applications,

Panelists: 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

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 Galveston, Texas for our 2021 conference.

48th Annual Conference
March 17 - 20, 2021
Moody Gardens
Galveston, Texas
FBD EXHIBITOR PRESENTATIONS

MBTN
Presenter: Stu James, President and Co-Founder
Management by the Numbers

Thursday, March 12, 2020 at 10:30 am, Maverick A, LCC

Business Math and Metrics:
Enhancing Student Learning with MBTN Online Modules

Stu will discuss the MBTN learning system which provides students with foundational practice in business math and the calculation of important metrics. MBTN currently offers 45 modules appropriate for marketing, finance, entrepreneurship, HR and math/stats. Come by to learn how easy it is to add our affordable online tutorials, problem sets, and certification program (for Marketing Metrics) to your class.

Interpretive Solutions
Presenter: Holly Miller

Thursday, March 12, 2020 @ 3:30 pm, Regency Ballroom 4

Interpretive Simulations:
Learning and Implementing Airline, Strategic Management Simulation

Come and see first-hand how our simulations bring real life experience to your classroom. In this demonstration, we'll use an example of our Airline simulation, commonly used in Strategic Management courses. We'll walk through a few rounds of the simulation, discuss instructor resources to help you align your course objectives to the simulation, and discuss our assessment tools.

iMotion
Presenter: Jessica M. Wilson, Ph.D., Senior Product Specialist

Thursday, March 12, 2020 @ 3:30 pm, Maverick A, LCC

Bringing Neuroscience into your Business School

Human behavior research has become increasingly prevalent in the study of business, from consumer neuroscience to education, communication to decision-making. In this hour-long session, join neuroscientist Dr. Jessica Wilson as she provides a crash-course in the most common biosensors used in business research and education, with examples of how schools and companies all over the world are leveraging this technology.
Pinpoint
Presenter: David Snyder
Friday, March 13, 2020 at 10:30 am, Mesquite, Hill Country Level

The SIE Program is Good for your School

As of October 2018, nearly 80,000 jobs a year in the Financial Securities Industry now require individuals to have passed the SIE before sitting for any other regulatory examination e.g. the Series 7 or Series 6. David Snyder who has worked with more than 50 Universities over the past 5 years and 700 students will discuss how and why schools are now offering the SIE to their business majors.

OpenStax, Rice University
Presenter: Anthony Palmiotto, Editorial Director
Friday, March 13, 2020 at 1:30 pm, Mesquite, Hill Country Level

Building High Quality, Flexible OER for Business Courses

Hear from OpenStax's editorial director and authors on how our business series was developed. Learn why "free" is only the beginning when it comes to the value of using open educational resources in business courses.

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-seventh annual meeting of the Federation of Business Disciplines (formerly Southwestern Federation of Administrative Disciplines) takes place on March 11 – March 14, 2020, in San Antonio Texas. The Hyatt Regency San Antonio Riverwalk serves 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

2020 FBD Conference Hotel
The Hyatt Regency San Antonio Riverwalk 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 San Antonio Riverwalk) 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 Galveston, Texas for our 2021 conference.

♦♦♦

48th Annual Conference
March 17 - 20, 2021
Moody Gardens
Galveston, Texas
FBD GENERAL INFORMATION

Purpose of FBD
Founded in 1973 as the Southwestern Federation of Administrative Disciplines, FBD has become one of the largest annual meetings for those disciplines common to business administration. Recognizing that the 21st century poses new challenges and opportunities in business education, research and practice, the federation fosters global outreach among scholars in the disciplines common to business administration. FBD’s mission is: To bring a new measure of excellence by emphasizing quality and cutting-edge research, identifying new approaches and ideas, and examining issues that confront the ever-changing teaching and learning environments in various disciplines of business.

FBD Organization
Within the constitution and bylaws, FBD is governed by a Board of Directors, which is comprised of two representatives from each association of the Federation 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 committees.

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 Los Rios Foyer (Ballroom Level) at the Hyatt Regency San Antonio Riverwalk Hotel. Participants may register on-site or pick up conference materials (name badges, programs/proceedings, etc.) at the registration area. Registration hours are:

- Wednesday, March 11: 11:00 a.m. - 5:30 p.m.
- Thursday, March 12: 7:30 a.m. - 5:00 p.m.
- Friday, March 13: 7:30 a.m. - 4:00 p.m.
- Saturday, March 14 (if needed): 7:30 a.m. – 9:00 a.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 for 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.

2020 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>$160.00</td>
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<tr>
<td>Association for Business Communication, Southwestern U.S.</td>
<td>$60.00</td>
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<tr>
<td>Association for Small Business and Entrepreneurship</td>
<td>$100.00</td>
</tr>
<tr>
<td>Association of Business Information Systems</td>
<td>$65.00</td>
</tr>
<tr>
<td>Association of Collegiate Marketing Educators</td>
<td>$100.00</td>
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<tr>
<td>Decision Sciences Institute, Southwest Region</td>
<td>$105.00</td>
</tr>
<tr>
<td>Southwest Academy of Management</td>
<td>$150.00</td>
</tr>
<tr>
<td>Southwest Case Research Association</td>
<td>$100.00</td>
</tr>
<tr>
<td>Southwestern Finance Association</td>
<td>$100.00</td>
</tr>
<tr>
<td>Southwestern Society of Economists</td>
<td>$49.00</td>
</tr>
</tbody>
</table>

*Note: Some associations include a charge for, or have an optional subscription to a journal or papers and proceedings. Some associations offer student discounts. Onsite registration for FBD and some associations is 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.
- **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 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

Exhibitors

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

- **Wednesday, March 11**: 2:00 p.m. – 5:30 p.m.
- **Thursday, March 12**: 8:00 a.m. – 5:00 p.m.
- **Friday, March 13**: 8:00 a.m. – 4:00 p.m.

Badges

To enter the Exhibit Hall, all persons older than six years of age are required to wear their conference or guest badge. All badges can be obtained from the Registration area during their open hours.

Guest Registrations

Because the FBD conference is often held in family-friendly, well-desired locations, conference attendees often bring a non-academic family member or friend with them to the conference. These individuals may be a spouse, child, significant other, friend, etc. You may purchase a guest pass for this individual for $30.00. The guest pass allows the guest to attend FBD general events (e.g., coffee breaks, Presidential Welcome Reception) held in the Exhibit Hall. The guest pass allows for entry ONLY into the Exhibit Hall. An individual with a guest badge may not attend any association sessions, meetings, breakfasts/luncheons, etc. Guest badges are available only to a guest of a registered conference attendee. The guest must not be affiliated with any higher education institution or hold any academic position.

Meeting Rooms

Meetings will be held in the conference hotel, Hyatt Regency San Antonio Riverwalk and across the street in the Losoya Conference Center. The locations of the rooms can be found by referring to the floor plan in the back of this program.

The floors and rooms “At a Glance” are listed here:

<table>
<thead>
<tr>
<th>Floor</th>
<th>Rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Floor (1 on the Elevator and</td>
<td>Garden Terrace</td>
</tr>
<tr>
<td>the floor above Hill Country Level)</td>
<td></td>
</tr>
<tr>
<td>Hill Country Level</td>
<td>Nueces, Frio, Blanco, Llano, Pecos, Directors, Pecan, Mesquite, and</td>
</tr>
<tr>
<td></td>
<td>Live Oak</td>
</tr>
<tr>
<td>Ballroom Level (can use</td>
<td>Los Rios Foyer - FBD Registration area,</td>
</tr>
<tr>
<td>escalator to get to this level</td>
<td>Regency Ballrooms, Rio Grande Ballroom, Guadalupe, Medina</td>
</tr>
<tr>
<td>from Lobby level</td>
<td></td>
</tr>
<tr>
<td>Lobby Level</td>
<td>Chula Vista and Chula Vista Boardroom</td>
</tr>
<tr>
<td>Losoya Conference Center (LCC)</td>
<td>Maverick A, Maverick B, Sequin, Navarro, Bowie A, Bowie B, Bowie C,</td>
</tr>
<tr>
<td>(LCC) across the street from the</td>
<td></td>
</tr>
<tr>
<td>hotel</td>
<td></td>
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</tbody>
</table>

*The Hyatt Regency San Antonio Riverwalk is a 100% non-smoking facility.*
<table>
<thead>
<tr>
<th>Time Period</th>
<th>Activity Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 2020</td>
<td>FBD 2021 General Program Chair prepares a 2021 FBD “Call for Papers” for distribution at the FBD Annual Meeting.</td>
</tr>
<tr>
<td>March 2020</td>
<td>The 2021 Association Program Chairs and the 2021 FBD General Program Chair start planning for the 2021 conference at the New Program Chairs meeting held on Saturday morning during the 2020 FBD conference.</td>
</tr>
<tr>
<td>April/May 2020</td>
<td>Program Committees/Track Chairs are selected by Association Program Chairs. Each Association sends out a Preliminary “Call for Papers” to current and prospective participants.</td>
</tr>
<tr>
<td>Summer 2020</td>
<td>FBD Officers and Association Program Chairs participate in FBD Boot Camp at hotel of the 2021 conference.</td>
</tr>
<tr>
<td>June 2020</td>
<td>FBD General Program Chair and each Association Program Chair send out “Call for Papers” reminders to current and prospective participants.</td>
</tr>
<tr>
<td>July/August 2020</td>
<td>Association Track Chairs continue soliciting manuscripts, special session proposals, tutorials and workshops for the 2021 FBD Conference.</td>
</tr>
<tr>
<td></td>
<td>FBD updates its website in preparation for forthcoming conference, solicits registration fee information from the associations, and ensures the associations are marketing the conference.</td>
</tr>
<tr>
<td></td>
<td>Deadlines for receipt of papers, abstracts and proposals. Track Chairs for each Association initiate the review process and report the submission data to their Association Program Chairs.</td>
</tr>
<tr>
<td></td>
<td>Track Chairs make acceptance/rejection decisions. Solicitation of nominees and judging of the candidates for the FBD Distinguished Paper and Outstanding Educator Awards occurs.</td>
</tr>
<tr>
<td>Early November 2020</td>
<td>Each Association Program Chair compiles, organizes and sends all program information to the 2021 FBD General Program Chair.</td>
</tr>
<tr>
<td>December 2020</td>
<td>Each Association Chair complete a final proof of their program. Registration for the conference opens.</td>
</tr>
<tr>
<td>Early January 2021</td>
<td>FBD General Program Chair completes compilation of 2021 FBD Program Book and sends it to the printer. Each Association Program Chair contacts hotel caterers to arrange for receptions, dinners, breakfasts and special events.</td>
</tr>
<tr>
<td>Late January 2021</td>
<td>2021 FBD Program is posted on FBD Web site.</td>
</tr>
<tr>
<td>February 2021</td>
<td>Deadline for receipt of hotel reservations and pre-conference registration.</td>
</tr>
</tbody>
</table>
FBD 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.”

Vivek S. Natarajan, President
Lamar University

Peggy L. Lane, VP/General Program Chair
University of Louisiana Monroe

Degan Kettles, VP/General Program Chair – Elect
Brigham Young University

Kimberly Webb, Secretary-Treasurer
Texas Wesleyan University

Michelle McEacharn, Executive Director
University of Louisiana Monroe

M. Suzanne Clinton, Immediate Past President
University of Central Oklahoma

Kimberly L. Merritt, Past President
Oklahoma Christian University

The FBD Board of Directors is comprised of the FBD Executive Council, two voting members from each member association and the following non-voting offices:

Sandy Edwards, Director of Marketing
Sherry Rodrigue, Director of Social Media and Engagement
Janie R. Gregg, Historian
Kelly Noe, Coordinator of Registration
Jason Conville, Webmaster

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  
**Vivek S. Natarajan**, Lamar University

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 Mississippi

Association of Business Information Systems  
**Shane Schartz**, Fort Hays University

Association of Collegiate Marketing Educators  
**Renée Gravois**, Sam Houston State University

Decision Sciences Institute, Southwest Region  
**Khaled A. Alshare**, Qatar University

Southwest Academy of Management  
**Veena P. Prabhu**, California State University, Los Angeles

Southwest Case Research Association  
**Courtney Kernek**, Southeastern Oklahoma State University

Southwestern Finance Association  
**Thomas Thompson**, University of Texas, Arlington

Southwestern Society of Economists  
**Matiur Rahman**, Mcneese State University
FBD 2020 ASSOCIATION PROGRAM CHAIRS

Federation of Business Disciplines Vice-President and Program Chair
Peggy L. Lane, University of Louisiana Monroe

Federation of Business Disciplines Vice-President and Program Chair-Elect
Degan Kettles, Brigham Young University

American Accounting Association, Southwest Region
Cheryl Prachyl, University of Texas at Arlington

Association for Business Communication, Southwestern U.S.
Kayla Sapkota, Arkansas State University at Beebe

Association for Small Business and Entrepreneurship
Rhonda Richards, Southeastern Oklahoma State University

Association of Business Information Systems
Richard Kumi, University of Arkansas – Little Rock

Association of Collegiate Marketing Educators
Mel F. Zuberi, Hood College

Decision Sciences Institute, Southwest Region
Dan Peak, University of North Texas

Southwest Academy of Management
Ethan P. Waples, University of Houston - Downton

Southwest Case Research Association
Kendra Ingram, Southeastern Oklahoma State University

Southwestern Finance Association
Maria E. de Boyrie, New Mexico State University

Southwestern Society of Economists
Denis O. Boudreaux, University of Louisiana at Lafayette
2019 – 2020 OFFICERS

President: Cassy Henderson, Sam Houston State University
Program Chair & President Elect: Cheryl Prachyl, University of Texas-Arlington
Program Chair Elect: Nikki Shoemaker, Stephen F. Austin State University
Secretary/Treasurer: Calee Jo Holcombe, Stephen F. Austin State University
Historian: Elaine Sanders, University of Texas-San Antonio
Webmaster: Jay Vega, Stephen F. Austin State University
Past President 2017-2019: Kelly Noe, Stephen F. Austin State University
Coordinating Committee Member At Large (2017): Sabrina Chi, Texas Tech University
Coordinating Committee Member At Large (2019): Tom Stafford, Louisiana Tech University
AAA Council Representative (2015-2021): Mary Fischer, University of Texas-Tyler

2019-2020 SECTION REGIONAL COORDINATORS

Accounting, Behavior & Organizations
Jesse C. Robertson, University of North Texas
American Taxation Association
Trevor England, Sam Houston State University
Auditing
Heather Carrasco, Texas Tech University
Diversity
William Strawser, Sam Houston State 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 Sun, University of Tulsa
Management Accounting
Laurie Burney, Baylor University
Management Accounting
Marty Stuebs, Baylor University
Public Interest
TBA
Strategic and Emerging Technologies
Hui Du, University of Houston-Clear Lake
Teaching, Learning and Curriculum
Edward R. Walker, University of Central Oklahoma
Two Year College
Sidney Askew, City University of New York
### PAST PRESIDENTS

<table>
<thead>
<tr>
<th>Year</th>
<th>Name</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018-19</td>
<td>Kelly Noe</td>
<td>Stephen F. Austin State University</td>
</tr>
<tr>
<td>2017-19</td>
<td>Robert M. Cornell</td>
<td>University of Nevada, Las Vegas</td>
</tr>
<tr>
<td>2016-17</td>
<td>Derek K. Oler</td>
<td>Texas Tech University</td>
</tr>
<tr>
<td>2015-16</td>
<td>Katherine Boswell</td>
<td>University of Louisiana at Monroe</td>
</tr>
<tr>
<td>2014-15</td>
<td>Amelia A. Baldwin</td>
<td>University of Arkansas-Fort Smith</td>
</tr>
<tr>
<td>2013-14</td>
<td>Thomas Carment</td>
<td>Rogers State University</td>
</tr>
<tr>
<td>2012-13</td>
<td>Carolyn Conn</td>
<td>Texas State University</td>
</tr>
<tr>
<td>2011-12</td>
<td>Robert Walsh</td>
<td>University of Dallas</td>
</tr>
<tr>
<td>2010-11</td>
<td>Dennis Togo</td>
<td>University of New Mexico</td>
</tr>
<tr>
<td>2009-10</td>
<td>Treba A. Marsh</td>
<td>Stephen F. Austin State University</td>
</tr>
<tr>
<td>2008-09</td>
<td>Bambi A. Hora</td>
<td>University of Central Oklahoma</td>
</tr>
<tr>
<td>2007-08</td>
<td>Roselyn Morris</td>
<td>Texas State University</td>
</tr>
</tbody>
</table>

### 2020 AWARDS

**Federation of Business Disciplines**

**Distinguished Paper Award**

*Executive Equity Compensation and Corporate Tax Behavior: The Role of Cash ETR Persistence*

Marina Yordanova Ruseva, Lamar University

*(Presented in Session B, Thursday, 8:30 am to 10:00 a.m.)*

**Federation of Business Disciplines**

**Outstanding Educator Award**

Edward R. Walker, University of Central Oklahoma

**Teaching, Learning and Curriculum Best Paper Award**

*Revisiting the Status of Accounting as an Academic Discipline: Is the Profession Really in Decline?*

Derek K. Oler, Texas Tech University

Christopher J. Skousen, Utah State University

Kevin R. Smith, Utah Valley University

Jayson Talakai, Utah State University

*(Presented in Session A, Thursday, 8:30 a.m. to 10:00 a.m.)*

**Outstanding Doctoral Student Paper Award**

*Why Do Firms Change Fiscal Year End?*

Vivi Z Zhu, Tulane University

*(Presented in Session A, Thursday, 10:30 a.m. to 12:00 p.m.)*
SESSION A  Workshop I: Online Course Development

Presenter: Julia S. Frink, Tarrant County College

Best practices in online course design will be shared during this workshop. The purpose of online course design is to increase student success and engagement. These design practices are research-based and supported by the leading online teaching and learning professional organizations.

Why is This Workshop Important?: The student retention and success challenges faced by faculty teaching undergraduate introductory accounting courses are magnified in the online learning environment where the student success and retention rates are significantly lower than the face-to-face or blended learning modalities.

Prior to her faculty position Dr. Julia Frink was a university-level instructional designer and earned certifications from nationally recognized organizations; Quality Matters, Online Learning Consortium and The Pennsylvania State University.

After the completion of this workshop participants will be able to:
1. Describe two online course design rubrics.
2. Apply online course design strategies to courses.
3. Develop a plan to include more online course design strategies in courses.
4. Explain how online course design strategies are supported in the Community of Inquiry and Adult Learner theoretical frameworks.

SESSION B  Workshop II: Project Based Learning

Presenters: Lyudmyla Vasylivna Krylova, Texas State University
Ashley Kruse, Texas State University

Project Based Learning (PBL) is a teaching method in which students learn by actively engaging in real-world and personally meaningful projects. Time-consuming grading is among the main factors that prevent instructors of large intro to accounting classes to use the projects. We will share our projects (e.g. ethics, financial and managerial) and as well as provide tips for speeding up the grading.

A second is an analysis of a 10-K report. The third is development of an operating budget using Excel.

We will also discuss how diversity and cultural components could be successfully added through projects. Mentioned projects could be used in classes for minors or intro classes for majors in on-line, hybrid or traditional class environments.
SESSION A  Workshop III: Creating Video Lectures  
Presenter:  Patrick Lee, University of Texas at San Antonio

As more and more classes head online and hybrid, the number one question for administrators and educators is: “How do you effectively teach in a dimension where students do not sit and listen to a lecture?”

One solution today is to provide video lecture as a method to teaching. However, many educators are not doing them correctly. The videos are too long, outdated, not focused on the end-users or just a camera recording their on-ground class.

This session is all about peeling back the curtains of how you can create excellent videos that will help your students really understand accounting in the virtual world. Patrick will show you how he will take a chapter that he is teaching for the week and record 15 – 20 mini lessons for his students to consume. He will share with you the best practices in making sure students actually want to watch your lectures instead of skipping them and finding alternative options to learning the material.

Patrick Lee is a YouTuber and a Lecturer at the University of Texas at San Antonio where he is also the Undergraduate Program Director for the Accounting Department. He currently has over 130 videos on YouTube and another 350 lessons in which rotates in his online class. Patrick is a forward thinker when it comes to providing a great video experience to his students. Since 2016, Patrick has amassed 345,000 views with 1.5 million minutes viewed and 4,300 followers on YouTube.

SESSION B  Workshop IV: Podcasts in Accounting Education  
Presenter:  Barbara W. Scofield, Washburn University

Podcasts are new media, and the explosion of podcast subscriptions available since 2003 has transformed how digital natives spend their time. Instead of mourning the decline of student reading (Hoeft 2012), this workshop suggests substituting audio resources for text resources. By using the readily available podcasts of such quality podcasting companies as BBC (British Broadcasting Company), NPR (National Public Radio), and PRX (Public Radio Exchange), educators can bring students into the room with experts and business leaders talking about their own disciplines and companies. This session will acquaint educators with high quality sources of podcasts that will take center stage for riveting discussions and add excitement to student projects.

This workshop discusses podcasts and their use and provides a sample of “top ten” episodes that have been used in business and accounting education. Four different ways of using podcasts will be shared – textbook supplements, preparation for class discussions, illustrations of accounting content, and resources for out-of-the-classroom projects – based on podcasts from In Our Time, Freakonomics, Planet Money, This American Life, TED Radio Hour, and How I built This with Guy Raz.
SESSION A  Teaching, Learning, and Curriculum

Moderator:  Kelly G. Noe, Stephen F. Austin State University

Revisiting the Status of Accounting as an Academic Discipline: Is the Profession Really in Decline?
Derek K Oler, Texas Tech University
Christopher J. Skousen, Utah State University
Kevin R. Smith, Utah Valley University
Jayson Talakai, Utah State University

Fast-Track Admissions to Master of Accountancy Programs
Donna Elaine Sanders, University of Texas-San Antonio

An Investigation of Student, Course, and Exam Characteristics and Their Impact on Accounting Exam Performance
Misty D Schartz, Fort Hays State University
Jessica Heronemus, Fort Hays State University
Shane Schartz, Fort Hays State University

The Color of Paper
Esther Bunn, Stephen F. Austin State University
Marie Kelly, Stephen F. Austin State University
Kelly G. Noe, Stephen F. Austin State University

SESSION B  Taxation

Moderator:  Clara L. Richardson, McMurry University

Executive Equity Compensation and Corporate Tax Behavior: The Role of Cash ETR Persistence
Marina Yordanova Ruseva, Lamar University

Implications of the Production Tax Credit on the Tax Liability for Companies in the Wind Energy Industry: An Exploratory Study
Clara L. Richardson, McMurry University
Patricia LaPoint, McMurry University

The Power of Suggestion: Expressed Tax Obligations and Income Inequality
Janet Alice Meade, University of Houston
March 12, 2020
(Thursday)

8:30 a.m. – 10:00 a.m.  (Accounting) 1.5 CH*  Bowie C, LCC

SESSION C  Financial Accounting and Reporting

Moderator:  Joshua Cutler, University of Houston

Judges as Arbiters of GAAP: The Case of Asset Impairment Recognition
Joshua Cutler, University of Houston

Information Search in Times of Market Uncertainty: An Examination of Aggregate and Disaggregate Uncertainty
Marshall A Geiger, University of Richmond
Rajib Hasan, University of Houston-Clear Lake
Abdullah Kumas, University of Richmond
Joyce Van Der Laan Smith, University of Richmond

Earnings Quality and Debt Selection
Yinghong Zhang, University of Central Oklahoma
Mary Teal, University of Central Oklahoma

10:00 a.m. – 10:30 a.m.  Exhibit Hall - Regency Ballroom Center

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!
Attend poster sessions.

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.

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March 12, 2020
(Thursday)

10:30 a.m. – 12:00 p.m.  (Accounting) 1.5 CH  Bowie A, LCC

SESSION A  Financial Accounting and Reporting

Moderator:  Zane Swanson, University of Central Oklahoma

Why Do Firms Change Fiscal Year End?
Vivi Z Zhu, Tulane University

Supply and Demand of Information for Firm Valuation
Zane Swanson, University of Central Oklahoma

The Deterrence Effect of Whistleblowing on Peer Firms’ Financial Reporting Decisions
Fuzhao Zhou, University of Texas at El Paso

10:30 a.m. – 12:00 p.m.  (Accounting) 1.5 CH  Bowie B, LCC

SESSION B  Panel A: Data Analytics in Accounting Classes (45 minutes)
Panel B: Migration of Academic Research (45 minutes)

Moderator:  Ronnie Abukhalaf, Northwestern State University

Panel A:  The goal of this panel discussion is to bring accountants and computer information systems professionals and educators together to discuss curriculum ideas that incorporate desired skills and experiences. The presenters will include a brief presentation about their plans for a joint Accounting-CIS minor at their institution, then open the floor to feedback and a larger discussion about the desired skills and how other institutions are addressing the gap.

Panel Members:
Ronnie Abukhalaf, Northwestern State University
Jason Powell, Northwestern State University
Curtis Penrod, Northwestern State University

Panel B:  This panel combines the expertise of published accounting researchers to discuss how to move an interesting 'great idea' to a proposal to a working paper to a submission and finally to a publication. Exploring how a researcher works through these activities includes both dedication and practical decisions that result in publication success. Working with students as well as behavioral advice on teamwork, time management and motivation will be included in the discussion.

Panel Members:
Mary Fischer, University of Texas-Tyler
Carolyn Conn, Texas State University
Amy Foshee Holmes, Trinity University
Jose Vega, Clarkson University
SESSION C  Financial Accounting and Reporting

Moderator: Michael C. Turner, University of New Mexico

Peer Firm Financial Reporting Behavior During and After Aggressive Financial Reporting Within Their Industry
Emeka T. Nwaeze, University of Texas-San Antonio
Michael C. Turner, University of New Mexico
Jennifer Yin, University of Texas-San Antonio

Investor Relations (IR) and Crash Risk
Henry Kirn, Oklahoma State University
Julia K. Ravenscraft, Oklahoma State University
Rick Desgroseilliers, Oklahoma State University

LUNCH and KEYNOTE SPEAKER

Julie Smith David, American Accounting Association

Julie Smith David is currently the Chief Innovation Officer at the American Accounting Association (AAA). Prior to joining AAA in 2011, she was an Associate Professor in the W. P. Carey School of Business at Arizona State University, the Director of the Center for Advancing Business through IT (CABIT), and the Editor-in-Chief of the AAA Commons. Her research has focused on enterprise applications, their design, and how they can provide value to companies adopting them and has been published in journals including Management Science, Communications of the ACM, and the Journal of Information Systems. In 2009, Julie received the Outstanding Service Award from the AAA for her work on the AAA Commons. In 2003, she was awarded the AAA Innovation in Accounting Education Award for developing an approach for introducing ERP systems into entry level accounting classes with Phil Reckers and Harriet Maccracken. In 2014, she was again a co-recipient of the AAA Innovation in Accounting Education Award with Ellen J. Glazerman, Leslie C. Knowlton, Lisa Koonce, Samuel R. Leno, David N. Moss, Dan Roam, Tracey E. Sutherland, Mikel G. Tiller, Carolyn R. Wilson and G. Peter Wilson, for their work “This is Accounting.”
SESSION A  Accounting, Behavior, and Organizations

Moderator:  Carolyn Conn, Texas State University

Developing a Scale to Measure Sensitivity to Reciprocity in an Economic Exchange Setting
Kelly Green, University of Louisiana – Lafayette
Brian Patrick Green, University of Michigan-Dearborn

Gen Z (iGen) Attributes and Congruence with AICPA Professional Competencies
Carolyn Conn, Texas State University
Andrea Reinke, Texas State University

A Tale of Two Cities: Factors that Influence Accounting Students Anticipated Career Path
Amy Foshee Holmes, Trinity University
Renee Foshee, San Angelo State University
Teresa Elizondo, Tecnologico de Monterrey

The Effect of Culture on Whistleblowing: A Comparison of Indian and American Accounting Students
Richard G Brody, University of New Mexico
Gaurav Gupta, University of North Carolina-Wilmington
Michael C Turner, University of New Mexico

SESSION B  Financial Accounting and Reporting and Governmental

Moderator:  Mary Fischer, University of Texas-Tyler

Proprietary Disclosure and Investment in Innovation: Evidence from the American Inventor's Protection Act
Xiaoyan Hu, University of Oklahoma

An Investigation of the Proxy Statements of Fortune 250 Companies: Corporate Governance and Corporate Social Responsibility Matters
James H Thompson, Central Washington University
Timothy L McCoy, Lamar University

Higher Education Budgeting and Accounting: First Cousins' Relationship and Reliance
Mary Fischer, University of Texas-Tyler
### SESSION C
**Management Accounting and Data Analytics**

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

*Entrepreneurial Bias in Management Earnings Forecasts*
Yu Ho Chi, University of Tennessee Martin  
David A Ziebart, University of Kentucky

*Leveraging Managerial Ability: The Role of Discretion and Incentives*
Barry Hettler, Ohio University  
James Cordeiro, The College at Brockport – SUNY  
Arno Forst, University of Texas Rio Grande Valley-Brownsville

*A Modified Measure for Organization Capital*
Jaeseong Lim, Hartwick College

*Isomorphic Pressure - The Impact of AACSB Accreditation on Data Analytics Integration Into the Accounting Curriculum*
Matthew J. Sargent, University of Dallas

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| 3:00 p.m. – 3:30 p.m. | Exhibit Hall - Regency Ballroom Center |

**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! Attend poster sessions.  
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March 12, 2020
(Thursday)

3:30 p.m. – 5:00 p.m. (Accounting) 1.5 CH Bowie A, LCC

SESSION A
Auditing and Financial Accounting and Reporting

Moderator: Christian Sobngwi Kuiate, University of Texas Rio Grande Valley-Edinburg

The Role of Shared Auditors in Private Debt Contracts
Andrew Ayimbila Anabila, University of Texas Rio Grande Valley-Edinburg
Christian Sobngwi Kuiate, University of Texas Rio Grande Valley-Edinburg
Brandon Ater, University of Texas Rio Grande Valley

Rebuilding Trust after a Disagreement-Related Auditor Change Through Executive Turnover
Hannah Richards, University of Texas-Arlington
David Michael Rosser, University of Texas-Arlington

The Impact of Analyst/Investor Days on Listed Firms: Evidence from Firms’ Information Environment and Earnings Management
Jianning Huang, University of Memphis
Fuzhao Zhou, University of Texas at El Paso

Financial Statement Comparability and Big Bath Accounting
Kelly Ha, University of Oklahoma
Lixuan Zhu, University of Oklahoma

3:30 p.m. – 5:00 p.m. (Accounting) 1.5 CH Bowie B, LCC

SESSION B
Financial Accounting and Reporting

Moderator: Minjae Koo, University of Houston

Fire Sales, Fair Value Estimation, and Impairment Recognition of Downgraded Securities: Evidence from the Life Insurance Industry
Minjae Koo, University of Houston

Efficiency Consequences of the Medium of Payment in US Bank Mergers
Jamal Ali Khasawneh, Gulf University for Science and Technology

Does Financial Statement Comparability Facilitate SEC Oversight?
Jonathan Nam, The Hong Kong Polytechnic University
Rachel Thompson, University of Texas at El Paso
SESSION C  Panel: Innovations in Ethics Education

Moderator:  Barbara W. Scofield, Washburn University

This panel is selected to provide a mix of instructors who each have a contribution to the discussion of ethics in accounting education. The three panelists include academicians with publications in the area of ethics, a state board of accountancy member who has had a focus on ethics, and instructors who teach stand-alone courses in ethics as well as instructors who include ethics integrated in courses in financial, managerial, and auditing. Coverage includes experience with undergraduate and graduate classes and ethics in the principles classes for all business majors as well as upper division classes for accounting majors.

The purpose of the panel is to encourage educators to engage in ethics education in their classes and to share current practices and fresh ideas in ethics education for teaching and learning in the 21st century. Audience questions will be encouraged.

Panel Members:
Rosie Morris, Texas State University
Joseph J. Oliveti, University of Dallas
Carol E. Sullivan, University of Texas-Permian Basin

SWAA Officer Meeting

5:30 p.m. – 7:00 p.m.  Exhibit Hall - Regency Ballroom Center

FBD Presidential Welcome Reception – Badge required for entry

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. To enter the Exhibit Hall, all persons older than six years of age are required to wear their conference or guest badge. All badges can be obtained from the Registration area during their open hours.
March 13, 2020
(Friday)

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

SESSION A Financial Accounting and Reporting and Forensic Accounting
Moderator: Jason Eugene Call, University of Wisconsin - La Cross

Does Board Structure Influence Sustainability Reporting? The Case of GCC Listed Firms
Mohammad Jizi, Lebanese American University

Statement Analysis: A Tool for Assessing Financial Reporting Quality
Jason Eugene Call, University of Wisconsin - La Cross

Rationalization – How Fraudsters Justify the Fraud They Committed
Matthew J. Sargent, University of Dallas

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

SESSION B Teaching, Learning & Curriculum
Moderator: Ashley Phillips, University of Central Arkansas

Developing Students’ Perceived Excel Competency Skills: A “Closing the Loop” Approach
Cristina Bailey, University of New Mexico
Linda Ragland, University of New Hampshire

Unsmoothing Defined Benefit Pension Plans
Barbara W. Scofield, Washburn University
Kanalis Ockree, Washburn University

Understanding Corporate Tax: An Instructional Simulation Exercise
Ashley Phillips, University of Central Arkansas

Achieving a Normal Curve of Grades in Principles of Accounting I
Donna Elaine Sanders, University of Texas-San Antonio
Martha A Fasci, University of Texas-San Antonio
FBD Coffee Break
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Plenary Speaker

“**The Ethics of Enron**”

Michael E. Anderson, FBI Retired

A discussion of Enron’s leadership, culture, and accounting that facilitated unethical, criminal behavior and contributed to the failure of the seventh largest company in America. The discussion also provides a retrospective on how the FBI investigated the most complex White Collar Crime case in FBI history resulting in the convictions of 22 people and forfeiture of more than $100 million to the victims of the Enron fraud.

**Michael E. Anderson**

**Assistant Special Agent in Charge (retired) Federal Bureau of Investigation**

**Houston Field Office**

Assistant Special Agent in Charge (ASAC) Michael E. Anderson retired from the FBI on November 30, 2017 after 28 years of service. He worked in a variety of Executive Management roles and retired as the ASAC of the White Collar Crime Branch, responsible for Public Corruption, Corporate Fraud, Securities and Commodities Fraud, Intellectual Property Rights, FCPA and Health Care Fraud. Agent Anderson previously served as supervisor of the FBI Enron Task Force in Houston investigating the largest and most complex White Collar Crime case in FBI history which resulted in the conviction of 22 individuals and over $100 million forfeited to the victims of the Enron fraud. Agent Anderson is a recipient of the Attorney General’s Award for Exceptional Service, the highest award given by the Department of Justice, for his work on the Enron case and has lectured about Enron and ethics around the country and in Hong Kong.

Agent Anderson obtained a Masters of Business Administration degree with Distinction from the University of Louisville in Louisville, Kentucky. Additionally, Agent Anderson is a Certified Fraud Examiner as designated by the Association of Certified Fraud Examiners.

https://www.linkedin.com/in/michaeleandersonfbi
Cassy Henderson is an Associate Professor at Sam Houston State University. She earned her Ph.D. in International Business (accounting focus) and a Bachelor of Business Administration in Computer Information Systems from The University of Texas at El Paso. She worked in industry for 16 years prior to joining academia. Her teaching focus is on managerial accounting at the undergraduate and graduate levels. Her research interests lie in information sharing and behavioral accounting. She is the Chapter Advocate for the Southwest Region of Beta Alpha Psi and faculty advisor for Beta Gamma Sigma at Sam Houston State University. Prior to her current roles, she served as faculty advisor for the Kappa Mu chapter for seven years.

Make plans to join us in Galveston for our 2021 conference.

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48th Annual Conference  
March 17-20, 2021  
Moody Gardens Galveston  
Galveston, TX

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March 13, 2020
(Friday)

1:30 p.m. – 3:00 p.m. (Accounting) 1.5 CH Bowie B, LCC

SESSION A  Financial Accounting and Reporting

Moderator: Haochuan Hu, Oklahoma State University

Which Dominates the Effect of Compliance with SOX 404 on Firms’ Debt Choices: Reduced Information Asymmetry or High Compliance Costs?
Haochuan Hu, Oklahoma State University
Heng Wang, Oklahoma State University

Annual Report Readability and Firm Location: Urban Versus Rural Firms
Yun Ke, University of Texas as El Paso
Chun-Keung Hoi, Rochester Institute of Technology

Agency Cost, Proprietary Cost, and Conservative Accounting
Zhimin Yu, University of Houston Downtown

1:30 p.m. – 3:00 p.m. (Accounting) 1.5 CH Bowie C, LCC

SESSION B  Tax and Financial Accounting and Reporting

Moderator: Mary Fischer, University of Texas-Tyler

The Development and Evolution of the United States Income Tax
Elle K. Johnson, University of Central Arkansas
Ashley Phillips, University of Central Arkansas

A Balance Sheet Healthcare Model to Lower Costs
Winifred Scott, CSU San Bernardino

CEO Compensation: Relationship to Worker Ratio and Firm Performance
Mary Fischer, University of Texas at Tyler
Jeffery Lindenmoyer, The University of Texas at Tyler

The Positive Tone of Conservative Firms
Nargiz Abdullayeva, University of Texas at Arlington
Yuan Shi, Penn State Great Valley
Hannah Richards, University of Texas at Arlington

3:00 p.m. – 3:30 p.m. Exhibit Hall - Regency Ballroom Center

FBD Coffee Break

Attend poster sessions. Visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and their continued support!

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SESSION A  International Accounting

Moderator: Angel Arturo Pacheco Paredes, Texas A&M International University

Factors Underlying the Demand for Non-U.S.-Resident, Licensed, U.S. Certified Public Accountants
Angel Arturo Pacheco Paredes, Texas A&M International University
Clark M Wheatley, Florida International University

Earnings Management and the Norms of Governance: Implications of Curbing Corruption, the Rule of Law and Democracy
Jianning Huang, University of Memphis
Fuzhao Zhou, University of Texas at El Paso
Stuart Hyde, University of Manchester
Waymond Rodgers, University of Hull/ University of Texas at El Paso

National Culture and Earnings Management
Catherine Whelan, The University of Notre Dame Australia
Sally Humphries, Georgia College & State University

The Expenditures on and Efficiency of Corporate Social Responsibility Activities: Evidence from Targeted Poverty Alleviation Projects
Xiaobei Huang, University of International Business and Economics
Yunling Song, Inner Mongolia University
Ling Zhou, University of New Mexico

SESSION B  Panel: What Makes a Great Accounting Teacher?

Moderator: Carolyn Conn, Texas State University

Panelists are accounting students who will discuss their perspectives on what they think makes a great accounting teacher as well as teaching methods they find to be most helpful in advancing their learning. Participants can query the student panelists and get answers about their own teaching approaches or new ideas.

Elle K. Johnson, University of Central Arkansas
Bridget Vella, Texas A&M University-Central Texas
Kristen Webber, Texas State University

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48th Annual Conference
March 17-20, 2021
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  Chynette Nealy, University of Houston Downtown
  Gerald Plumlee, Jr., Southern Arkansas University
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  Vincent Robles, University of North Texas
  Lucia Sigmar, Sam Houston State University
  Danica L. Schieber, Sam Houston State University
  Ashly Bender Smith, Sam Houston State University
  Carol S. Wright, Stephen F. Austin State University

CONGRATULATIONS!
Recipient of the 2020 Federation of Business Disciplines Paper Award

Augmented Reality in Business Communication Classes
  Ashley Hall, Stephen F. Austin State University
  Carol S. Wright, Stephen F. Austin State University
  Amanda Smith, Lufkin Independent School District

Recipient of the 2020 Federation of Business Disciplines Outstanding Educator Award

Laura Valenti
Nicholls State University
March 12, 2020
(Thursday)

7:30 a.m. – 8:30 a.m.  Rio Grande Ballroom West

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  Rio Grande Ballroom West

ABC-SWUS and ABIS Joint Session

Co-Session Chairs/Association Vice Presidents and Conference Chairs:
Kayla Sapkota, Arkansas State University-Beebe
Richard Kumi, University of Arkansas at Little Rock

ABC-SWUS Best Paper: Augmented Reality in Business Communication Classes
Ashley Hall, Stephen F. Austin State University
Carol S. Wright, Stephen F. Austin State University
Amanda Smith, Lufkin Independent School District

ABIS Best Paper: Faculty and Student Communication
Eddie Horton, Northwestern State University

10:00 a.m. – 10:30 a.m.  Exhibit Hall – Regency Ballroom Center

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Innovation and Technology in Communication

Session Chair: Marcel Robles, Eastern Kentucky University

Integrating New-Model Scholarship into Business Communication Students’ Research
Kenneth Robert Price, Texas A&M University - Kingsville

Prospects and Their Ripening: Audience Role and Time Orientation in Marketplace Rhetoric
N. Lamar Reinsch, Jr., Lubbock Christian University

The Rhetoric of Critical Thinking Skills: A Brief Case Study
Randy Waller, Baylor University

The Role of Mindfulness in Impacting Mobile Text and Driving Behavior and Mobile-Related Miss Accidents
Leslie Ramos Salazar, West Texas A&M University
Priyanka Khandelwal, West Texas A&M University

Teaching Analytics

* Guest ABC Presenters at ABIS

Session Chair: Marsha Bayless, Stephen F. Austin State University

Framing the Concept of Data Analytics: How to Prepare Information Systems Students for the Business Environment
Marsha Bayless, Stephen F. Austin State University
Jamie Keith Humphries, Stephen F. Austin State University

Big Data Text Mining in Professional Communication: An Integrative Review and Guidelines
Aimee Kendall Roundtree, Texas State University

Role of Business Communication Faculty in Preparing Business Analytics Graduates for the Workplace
Robert Mitchell, University of Arkansas – Little Rock

ANT Ethics in Communication: An Integrative Review and Framework
Aimee Kendall Roundtree Texas State University

Lunch on your own

ABC – SWUS Executive Board Meeting and Luncheon
By Invitation Only (Location: Garden Terrace, 1st Floor)
Preparing Students for the Workplace

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

Metacognition and its Benefits: Reflective Practices for the Business Professional
Brent Lucia, University of Connecticut

Work-based Learning and Private Sector Efforts toward Undergraduate Degree Completion
Crystal Rose Shelnutt, University of West Georgia

The Great Divide: Addressing Curricular Variances in B-School BCOMM and English Department BCOMM
Lorelei Amanda Ortiz, St. Edward’s University

Teaching Content Strategy as Part of the Business Communication Curriculum
Vincent Robles, University of North Texas

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<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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</table>
| 3:30 p.m. – 5:00 p.m. | **Course Development and Assessment**  
Session Chair: Kelly Grant, Tulane University  
Grammatical Error Analysis: Student Usage vs. Professional Perception  
Marla Mahar, Oklahoma State University  
Sylvia Hill, Oklahoma State University  
Adopting the BizComm Competency Model for Assessment: Lessons Learned from Interdisciplinary Assessment  
Ashly Bender Smith, Sam Houston State University  
Lindsay Clark, Sam Houston State University  
Panel Discussion: Assessing Students' Communication Skills: Best Practices and Lessons Learned  
Gerald Plumlee, Jr, Southern Arkansas University  
Kelly Grant, Tulane University  
Christopher McKenna, Stephen F. Austin State University  |
| 3:30 p.m. – 5:00 p.m. | **Concurrent Session held with Association for Business Information Systems**  
Impacts of Social Media**  
Session Chair: Marcel Robles, Eastern Kentucky University  
Using Tweets for Data Analysis: An Examination of Tweets in Presidential Politics 2020  
Shane Schartz, Fort Hays State University  
Ron Rohlf, Fort Hays State University  
Social Media and Its Impact on Employees  
Marcel Robles, Eastern Kentucky University  
Lazim Islam, Eastern Kentucky University  
Enhancing Team Formation and Function Through the Use of Sociograms  
Lucia Sigmar, Stephen F. Austin State University  
Marsha Bayless, Stephen F. State Austin University  
WeChat in China: A Case Study of Technological Innovation in Business Communication  
Yong-Kang Wei, University of Texas – Rio Grande Valley  |
| 5:30 p.m. – 7:00 p.m. | **FBD Presidential Welcome Reception – Badge required for entry**  
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. To enter the Exhibit Hall, all persons older than six years of age are required to wear their conference or guest badge. All badges can be obtained from the Registration area during their open hours.  |
March 13, 2020
(Friday)

7:30 a.m. – 8:30 a.m.  Regency Ballroom 2

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

Professional Communication

Session Chair: Vincent Robles, University of North Texas

Preferences for Written versus Spoken Expressions of Thanks among American Professionals
Peter W. Cardon, University of Southern California
Janna Wong, University of Southern California
Cole Christie, University of Southern California

Importance of Effective Collaboration amongst Financial Professionals
Roger Conaway, University of Texas at Tyler
Shamarr Prentice, Frost Brokerage Services, Inc.

Economic Impact of Negative News Communication on Organizations
Marcel Robles, Eastern Kentucky University
Carles Pons, Eastern Kentucky University

Factors to Consider while Attempting Image Restoration
Charles Wayne Bass, Tulsa Community College

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

FBD Coffee Break

Attend poster sessions. 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 13, 2020 (Friday)

10:30 a.m. – 12:00 p.m.  ABC Business Meeting  Regency Ballroom 2

ABC SWUS Business Meeting (all members welcome)

Presiding:  Carol S. Wright, ABC-SWUS President  
Stephen F. Austin State University

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

1:30 p.m. – 3:00 p.m.  Regency Ballroom 2

Communication across Cultures and Languages

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

International Business Communication  
Marieke Keller, University of Alabama

Second Language Writers and the Business Communications Classroom  
Geoffrey Clegg, Midwestern State University

Development of a Study Abroad Problems Course  
James G. Ward, Fort Hays State University

An Examination of Family Cohesion and Self-Esteem as Mediators of Bilingualism and Reading Achievement of Second-Generation Immigrant Students  
Leslie Ramos Salazar, West Texas A&M University  
Elsa Diego-Medrano, West Texas A&M University  
Yvette Castillo, West Texas A&M University  
Nancy Garcia, West Texas A&M University

3:00 p.m. – 3:30 p.m.  Exhibit Hall – Regency Center

FBD Coffee Break

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

Great Door Prize Drawings take place at 3:15 p.m. in the Exhibit Area.  Must be present to win.
March 13, 2020  
(Friday)  
3:30 p.m. – 5:00 p.m.  
Regency Ballroom 2  

Enhancing the Communication Curriculum  

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

Do We Still Teach That??  
Debbie DuFrene, Stephen F. Austin State University  

Fun and Free Instructional Practices for Spicing up Your Human Communication Course  
Trey Guinn, University of Texas at Austin  
Susanna Alford, University of the Incarnate Word  

Enhancing the Undergraduate Curriculum: Incorporating Communications-Based Learning Activities into the Legal Environment of Business Course to Expand and Augment Learning  
Kayla Sapkota, Arkansas State University - Beebe  
Christina Stolarz, Arkansas Tech University  

The Search for Confidence: Analyzing Student Presentation Reflections  
Danica L. Schieber, Sam Houston State University  
Traci Austin, Sam Houston 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 Galveston in 2021!  
48th Annual Conference  
March 17 - 20, 2021  
Moody Gardens Galveston  
Galveston, Texas
Officers

President: Laurie A. Babin
University of Mississippi
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Secretary/Treasurer: Kendra L. Ingram
Southeastern Oklahoma State University
Immediate Past President: Courtney Kernek
Southeastern Oklahoma State University
Executive Director: William Jackson
Stetson University

Program Schedule Synopsis

Thursday, March 12, 2020
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; Poster sessions
3:30 p.m. – 5:00 p.m. Paper Sessions: Social Entrepreneurship
5:30 p.m. – 7:00 p.m. FBD Presidential Welcome Reception

Friday, March 13, 2020
7:30 a.m. – 8:30 a.m. Welcome Breakfast and Meet the Leadership Team
8:30 a.m. – 10:00 a.m. Paper Sessions: Environmental Threats and Opportunities
10:00 a.m. – 10:30 a.m. FBD Coffee Break; Poster sessions
10:30 a.m. – 12:00 p.m. Paper Sessions: 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 Sessions: Case Studies and Engaging Students
3:00 p.m. – 3:30 p.m. FBD Coffee Break; Poster Sessions
3:30 p.m. – 5:00 p.m. Paper Sessions: Engaging Students Continued and Financial Matters
March 12, 2020
(Thursday)

CONGRATULATIONS!

Recipient of the 2020 Federation of Business Disciplines Paper Award

Gender Identity and Entrepreneurial Intention: The Effects of Grit and Perceived Barriers to Entry
Luke A. Voegel, Saginaw Valley State University
Jacob A. Voegel, Coastal Carolina University

Recipient of the 2020 Federation of Business Disciplines Outstanding Educator Award

Eugenie Ardoin, University of Louisiana Monroe

Recipient of the 2020 ASBE Outstanding University Award
Southeastern Oklahoma State University

1:30 p.m. – 3:00 p.m.  Garden Terrace, 1st Floor

Executive Board Meeting
(By invitation only)

3:00 p.m. – 3:30 p.m.  Exhibit Hall - Regency Center

FBD COFFEE BREAK

Attend poster sessions. 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.

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!
ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP

March 12, 2020
(Thursday)

3:30 p.m. – 5:00 p.m. Chula Vista, Lobby Level

SESSION Social Entrepreneurship

Session Chair: Laurie A. Babin, University of Mississippi

Mission Identification and Attitude in a Social Entrepreneurship Organization: The Moderating Effect of Altruism Bias
Justin Keeler, Ouachita Baptist University

Social Entrepreneurship and Sustainability: How Social Entrepreneurship can Lead to Sustainable Development
Luke A. Voegel, Saginaw Valley State University
Jacob A. Voegel, Coastal Carolina University

Social Entrepreneurs vs. Commercial Entrepreneurs Operating through Corporate Social Responsibility: Are They Different?
Luke A. Voegel, Saginaw Valley State University
Jacob A. Voegel, Coastal Carolina University

Gender Identity and Entrepreneurial Intention – Grit and Perceived Barriers to Entry
Luke A. Voegel, Saginaw Valley State University
Jacob A. Voegel, Coastal Carolina University

Does It Take a Village?
Susie S. Cox, University of Louisiana Monroe

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

FBD Presidential Welcome Reception – Badge required for entry

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

★★★★

48th Annual Conference
March 17 - 20, 2021
Moody Gardens Galveston, Texas

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ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP

March 13, 2020
(Friday)

7:00 a.m. – 8:30 a.m. Chula Vista, Lobby Level

ASBE Breakfast and Meet the Leadership Team

Laurie A. Babin (President), University of Mississippi
Courtney Kernek (President-Elect), Southeastern Oklahoma State University
Rhonda Richards (Vice President – Programs), Southeastern Oklahoma State University
Luci Parmer (Vice President – Membership), Southeastern Oklahoma State University
Kendra L. Ingram (Secretary/Treasurer), Southeastern Oklahoma State University
Courtney Kernek (Immediate Past President), Southeastern Oklahoma State University
William Jackson (Executive Director), Stetson University

8:30 a.m. – 10:00 a.m. Chula Vista, Lobby Level

SESSION Environmental Threats and Opportunities

Session Chair: Courtney Kernek, Southeastern Oklahoma State University

Veterans as Emerging Entrepreneurs: Success Factors, Meeting Challenges and Barriers
Marilyn Young, University of Texas at Tyler
John Cater, University of Texas at Tyler

Superman Syndrome: The Kryptonite of Protective Equipment
Kitty Campbell, Southeastern Oklahoma State University
Kelli Taylor, Southeastern Oklahoma State University

ADA Website Compliance: What SME’s Need to Know
Laurie A. Babin, University of Mississippi

Fighting for Advancement: The Consequences of Stereotype Threat on the Career Goals and Self-Assessment of Women Pursuing MBAs
Jennifer Flanagan, Texas Woman’s University

10:00 a.m. – 10:30 a.m. Exhibit Hall - Regency Center

FBD COFFEE BREAK

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ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP

March 13, 2020
(Friday)

10:30 a.m. – 12:00 p.m.  Chula Vista, Lobby Level

SESSION  Entrepreneurial Success Factors

Session Chair: Kendra Ingram, Southeastern Oklahoma State University

Towards a Domain-Specific Entrepreneurial Risk Management Intentions Scale
Zachary Moore, University of Louisiana Monroe
Christine Berry, University of Louisiana Monroe

An Analysis of Small Business Owners’ Lack of Concern About Risk Management Issues
Christine Berry, University of Louisiana Monroe
Zachary Moore, University of Louisiana Monroe

Towards a Comprehensive Information Technology Strategy for Small Businesses
Mysore Ramaswamy, Southern University at Baton Rouge

Love Contracts in the Workplace
C.W. Von Bergen, Southeastern Oklahoma State University

12:00 p.m. – 2:00 p.m.  Chula Vista, Lobby Level

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

2:00 p.m. – 3:00 p.m.  Chula Vista, Lobby Level

SESSION  Case Studies and Engaging Students

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

Mickey’s Mad Hatter Case
Martin S. Bressler, Southeastern Oklahoma State University

Iron Fed – Gaining More Than Muscle
Courtney Kernek, Southeastern Oklahoma State University
Kendra Ingram, Southeastern Oklahoma State University
Rhonda Richards, Southeastern Oklahoma State University

Introducing Uncertainty Into Problems and Cases: Entrepreneurial Lessons Learned in Small Business
William Stammerjohan, Louisiana Tech University
Claire Allison Stammerjohan, University of Louisiana Monroe
ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP

March 13, 2020
(Friday)

3:00 p.m. – 3:30 p.m.  Exhibit Hall - Regency Center

FBD COFFEE BREAK

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

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

3:30 p.m. – 5:00 p.m.  Chula Vista, Lobby Level

**SESSION**  Engaging Students Continued and Financial Matters

**Session Chair:**  **Rhonda Richards**, Southeastern Oklahoma State University

*Turn On, Tune In, Drop In: Psychedelics, Creativity and Entrepreneurship*

**Lawrence Silver**, Southeastern Oklahoma State University

*Business Births, Deaths and Funding. What the data reveals?*

**Eugenie Ardoin**, University of Louisiana Monroe

**Arturo Rodriguez**, University of Louisiana Monroe

**Olivia Landberg**, University of Louisiana Monroe

*Can Small Ag Entrepreneurs Compete and Partner with Large Ag Organizations*

**Manuel G. Guerrero**, Stephen F. Austin State University

**Marlene Kahla**, Stephen F. Austin State University

*Exploring Small Business Strategy: Does Supply Chain Orientation and Knowledge Sharing Improve Performance?*

**Mark D. Heileman**, Rollins College

**Timothy L. Pett**, Rollins College

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.
2019-2020 OFFICERS

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Lori Soule, Nicholls State University
Marsha Bayless, Stephen F. Austin State University
Carol S. Wright, Stephen F. Austin State University
Sarah Wright, Northwestern State University
Shane Schartz, Fort Hays State University

CONGRATULATIONS!
Recipients of the ABIS 2020 Federation of Business Disciplines Distinguished Paper Award
Faculty and Student Communication
Eddie Horton
Northwestern State University

CONGRATULATIONS!
Recipient of the 2020 FBD Outstanding Educator Award
Shane Schartz
Fort Hays State University
ABIS 2020 Program Overview

Thursday March 12, 2020
7:30 a.m. – 10:00 a.m.  7:30 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 B: Teaching Analytics
11:45 a.m. – 1:30 p.m.  Lunch on your own
*Executive Board Meeting

1:30 p.m. – 3:00 p.m.  Session C: Information System Tools and Techniques
3:30 p.m. – 5:00 p.m.  Session D: Impacts of Social Media
5:30 p.m. – 7:00 p.m.  FBD Presidential Welcome Reception

Friday March 13, 2020
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 F: Improving the IS Curriculum I
Noon – 1:30 p.m.  Lunch on your own
1:30 p.m. – 3:00 p.m.  Session G: Improving the IS Curriculum II
3:30 p.m. – 5:00 p.m.  Roundtable Discussion of IS Topics
March 12, 2020  
(Thursday)

7:30 a.m. – 8:30 a.m.  
Rio Grande Ballroom West

**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 ABC  
Rio Grande Ballroom West

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

**Co-Session Chairs/Association Vice Presidents and Conference Chairs:**
*Kayla Sapkota*, Arkansas State University-Beebe  
*Richard Kumi*, University of Arkansas at Little Rock

**ABC-SWUS Best Paper:** *Augmented Reality in Business Communication Classes*  
*Ashley Hall*, Stephen F. Austin State University  
*Carol S. Wright*, Stephen F. Austin State University  
*Amanda Smith*, Lufkin Independent School District

**ABIS Best Paper:** *Faculty and Student Communication*  
*Eddie Horton*, Northwestern State University

10:00 a.m. – 10:30 a.m.  
Exhibit Hall - Regency Center

**FBD Coffee Break**

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

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

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◆

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### SESSION B  
**Teaching Analytics**

**Session Chair:** Marsha Bayless, Stephen F. Austin State University

*Framing the Concept of Data Analytics: How to Prepare Information Systems Students for the Business Environment*
Marsha Bayless, Stephen F. Austin State University
Jamie Keith Humphries, Stephen F. Austin State University

*Big Data Text Mining in Professional Communication: An Integrative Review and Guidelines*
Aimee Kendall Roundtree, Texas State University

*Role of Business Communication Faculty in Preparing Business Analytics Graduates for the Workplace*
Robert Mitchell, University of Arkansas – Little Rock

*ANT Ethics in Communication: An Integrative Review and Framework*
Aimee Kendall Roundtree, Texas State University

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<th>Time</th>
<th>Event</th>
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<tr>
<td>11:45 a.m. – 1:30 p.m.</td>
<td>Lunch on your own</td>
</tr>
</tbody>
</table>

### SESSION C  
**Information Systems Tools and Techniques**

**Session Chair:** Sherry Rodrigue, Nicholls State University

*Information Systems Project Management for Mobile App Development*
Randall McCoy, Northwestern State University

*Pedagogical Guide for Integrating R with Tableau to Perform Basic Statistics*
Richard Kumi, University of Arkansas - Little Rock

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>1:30 p.m. – 3:00 p.m.</td>
<td>Regency Ballroom 3</td>
</tr>
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</table>
FBD Coffee Break

Attend poster sessions. 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  Impacts of Social Media

Session Chair: Marcel Robles, Eastern Kentucky University

Using Tweets for Data Analysis: An Examination of Tweets in Presidential Politics 2020
Shane Schartz, Fort Hays State University
Ron Rohlf, Fort Hays State University

Social Media and Its Impact on Employees
Marcel Robles, Eastern Kentucky University
Lazim Islam, Eastern Kentucky University

Enhancing Team Formation and Function Through the Use of Sociograms
Lucia Sigmar, Stephen F. Austin State University
Marsha Bayless, Stephen F. Austin State University

WeChat in China: A Case Study of Technological Innovation in Business Communication
Yong-Kang Wei, University of Texas – Rio Grande Valley

FBD Presidential Welcome Reception – Badge required for entry

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Enjoy your evening in San Antonio!
March 13, 2020
(Friday)

7:30 a.m. – 8:30 a.m. Regency Ballroom 2

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 Regency Ballroom 3

SESSION E ABIS Business Meeting * All Members Welcome *

Session Chair/ ABIS President: Shane Schartz, Fort Hays State University

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 - Regency Center

FBD Coffee Break

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SESSION F  Improving the IS Curriculum I

Session Chair:  Jason Powell, Northwestern State University

Developing an Instructor Manual for a Computing and Technology Interdisciplinary Capstone Course.
Breanna Lane, Cameron University
William Carney, Cameron University
Feridoon Moinian, Cameron University
Mike Estep, Cameron University
K. David Smith, Cameron University
Chao Zhao, Cameron University

The Faculty Perspective of Cheating in the Classroom in 2019
Lori Soule, Nicholls State University
Sherry Rodrigue, Nicholls State University
Betty Kleen, Nicholls State University

Towards Micro-Experiences in Experiential Learning with Study Abroad Activities
Jason Powell, Northwestern State University
Sarah Wright, Northwestern State University
Begona Perez-Mira, Northwestern State University

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:** Curtis Penrod

**Immersive Technologies: A Review of Use in K-16 Education and Business**
- Carol S. Wright, Stephen F. Austin State University
- Amanda Smith, Lufkin Independent School District
- Ashley Hall, Stephen F. Austin State University

**Teaching Excel’s Boolean Functions**
- Daniel D. Friesen, University of North Texas at Dallas

**Excel: Powerful Predictor or Pointless Prerequisite? An Examination of the Effect of Excel on Success in Statistics**
- Curtis Penrod, Northwestern State University
- Mary Edith Stacy, Northwestern State University
- Lily Pharris, Northwestern State University
- Mary Beth Tarver, Northwestern 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.*

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> 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:** Richard Kumi, University of Arkansas - Little Rock

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Make plans to join us in Galveston for our 2021 conference.

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48th Annual Conference
March 17-20, 2021
Moody Gardens Galveston
Galveston, Texas
Welcome to San Antonio and the ACME 2020 Conference!

ACME Officers, 2019-2020

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Stacey Bolin, East Central University, Ada, Oklahoma

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Lilly Ye, Frostburg State University, Frostburg, Maryland
CONGRATULATIONS!
2020 Federation of Business Disciplines
Distinguished Paper Award

CEOs’ Level of Confidence, Marketing Outcomes, and Role of Marketing Power

Prachi Gala
Elon University, Elon, North Carolina

Saim Kashmiri
University of Mississippi, Oxford, Mississippi

CONGRATULATIONS!
2020 Federation of Business Disciplines
Outstanding Educator Award

Vaidas Lukosius
Tennessee State University, Nashville, Tennessee

CONGRATULATIONS!
2020 Lou E. Pelton Award for
Early Career Excellence in Marketing

Adam J. Mills
Loyola University, New Orleans, Louisiana

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

Branding and Brand Management Track

*Emerging Nexus Between Self-Brand and Place Branding: City Attributes that Contribute to Strong Self-Brand Connections*

Matthew Vollrath, Ohio Wesleyan University, Delaware, Ohio  
Ector Diaz, Fort Hays State University, Hays, Kansas  
Braden Scott, Fort Hays State University, Hays, Kansas  
Mallory Milstead, Fort Hays State University, Hays, Kansas  
Bryanna Kohler, Fort Hays State University, Hays, Kansas  
Robert Lloyd, Fort Hays State University, Hays, Kansas

Ethics, Legal, and Public Policy Issues Track

*Educational Outreach on Public Wetlands: Examining the Effectiveness of an Environmental Educational Program*

Julie Haworth, University of Texas at Dallas, Dallas, Texas  
John McCaskill, University of Texas at Dallas, Dallas, Texas  
James Harrington, University of Texas at Dallas, Dallas, Texas

Student Track

*The Effect of Augmented Reality on Brand Experience*

Raquel Nader, Universidad de Monterrey, México  
Mayela Pineda, Universidad de Monterrey, México  
Mayra Quiroga, Universidad de Monterrey, México  
Miriam Flores, Universidad de Monterrey, México
CONGRATULATIONS!

2019 ACME AxcessCapon Teaching Innovation Award

Congratulations to the 2019 finalists of the ACME AxcessCapon Teaching Innovation Competition and Award, who were recognized at the 2019 ACME Conference in Houston, Texas

Winner

C. Shane Hunt, Arkansas State University, Jonesboro, Arkansas

Enhancing Student Learning Through an Experiential Sales Project for a Professional Bowling Event

Runner-Up

Adam J. Mills, University of New Orleans, New Orleans, Louisiana

Crowdsourcing the Syllabus

Runner-Up

Laura Lott Valenti, Nicholls State University, Thibodaux, Louisiana

Social Practice: Connecting Students and Faculty Through a Special Topics Course in Social Media

ACME expresses its gratitude to Wessex Publishing for the generous sponsorship of this award.

Don’t miss the finalist presentations for the 2020 Teaching Innovation Competition on Thursday, March 12, 2020, at 10:30 a.m.
Track Chairs

Thank you to the ACME Track Chairs for 2019-2020. ACME greatly appreciates your service!

Advertising and Integrated Marketing Communications
Laura Lott Valenti, Nicholls State University, Thibodaux, Louisiana

Branding and Brand Management
Scott D. Roberts, University of the Incarnate Word, San Antonio, Texas

Consumer Behavior and Psychology
Weixing M. Ford, Texas A&M University - San Antonio, San Antonio, Texas
Haifeng Qi, East China University Science and Technology, Shanghai, China

Ethics, Legal, and Public Policy Issues
Julie Haworth, University of Texas at Dallas, Dallas, Texas
Kriti Chauhan, University of Louisiana at Monroe, Louisiana

Ethnic and Multicultural Marketing
Daniel Rajaratnam, University of Texas at Dallas, Texas

Fashion Merchandising
Sua Jeon, Texas Wesleyan University, Fort Worth, Texas

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

Health Care and Pharmaceutical Marketing
Lilly Ye, Frostburg State University, Frostburg, Maryland
Mousumi Bose-Godbole, Fairfield University, Fairfield, Connecticut

International Marketing and Global Trade
Lili Gai, University of Texas at Permian Basin, Odessa, Texas
Narasimha Murthy, Welingkar Institute of Management, Bangalore, India

Logistics and Supply Chain Management
Madhav Pappu, Texas A&M University, College Station, Texas

Macromarketing and Political Marketing
Arne Baruca, Texas A&M University at San Antonio, Texas

Marketing Education and Experiential and Service Learning
Adam J. Mills, Loyola University, New Orleans, Louisiana

Marketing Metrics, Data Analytics, and Methodology
Pushkala Raman, Texas Woman’s University, Denton, Texas

Marketing Strategy and Innovation
C. Shane Hunt, Arkansas State University, Jonesboro, Arkansas

Music, Fine Arts, and Entertainment Marketing
Roberto Saldivar, University of Incarnate Word, San Antonio, Texas

Professional Selling and Sales Management
Atul Parvatiyar, Texas Tech University, Lubbock, Texas
Track Chairs (continued)
Retailing and Electronic Commerce
Yi-Chia Wu, Tarleton State University, Stephenville, Texas

Social Media, Mobile Marketing, and Digital Marketing
Rajasree K. N. Rajamma, Fairfield University, Fairfield, Connecticut
Cuauhtemoc Luna-Nevarez, Texas A&M University – San Antonio, San Antonio, Texas

Student Research
Nancy Albers, Louisiana State University-Shreveport, Louisiana
Caitlyn Albers, Louisiana State University-Shreveport, Louisiana

Tourism and Hospitality Marketing
Prachi Gala, Elon University, Elon, North Carolina

ACME Reviewers
ACME thanks each of the following colleagues for their valuable service in reviewing submissions for our 2020 ACME Conference!
Irfan Ahmed, Sam Houston State University, Huntsville, Texas
Esmeralda De Los Santos, University of the Incarnate Word, San Antonio, Texas
Türkan Dursun-Kılıç, West Texas A&M University, Canyon, Texas
Weixing M. Ford, Texas A&M University - San Antonio, San Antonio, Texas
Daniel Gordy, Northwestern State University of Louisiana, Natchitoches, Louisiana
Renée Gravois, Sam Houston State University, Huntsville, Texas
Julie Haworth, University of Texas at Dallas, Dallas, Texas
Tom Henderson, University of Texas at Dallas, Dallas, Texas
David Horton, Northwestern State University of Louisiana, Natchitoches, Louisiana
Eddie Horton, Northwestern State University of Louisiana, Natchitoches, Louisiana
C. Shane Hunt, Arkansas State University, Jonesboro, Arkansas
Marilyn Kaplan, University of Texas at Dallas, Dallas, Texas
Priyanka Khandelwal, West Texas A&M University, Canyon, Texas
Kristen Lawson, University of Texas at Dallas, Dallas, Texas
Cuauhtemoc Luna-Nevarez, Texas A&M University – San Antonio, San Antonio, Texas
Victoria McCrady, University of Texas at Dallas, Dallas, Texas
Enda McGovern, Sacred Heart University, Fairfield, Connecticut
Jillian McNally, University of Texas at Dallas, Dallas, Texas
Sanjay S. Mehta, Sam Houston State University, Huntsville, Texas
Kathleen S. Micken, Roger Williams University, Bristol, Rhode Island
Adam J. Mills, Loyola University, New Orleans, Louisiana
Gerardo Moreira, Sacred Heart University, Fairfield, Connecticut
Iman Naderi, Fairfield University, Fairfield, Connecticut
Haifeng Qi, East China University Science and Technology, Shanghai, China
Scott D. Roberts, University of the Incarnate Word, San Antonio, Texas
Michael Sciandra, Fairfield University, Fairfield, Connecticut
Nazuk Sharma, Fairfield University, Fairfield, Connecticut
Ruth Taylor, Texas State University, San Marcos, Texas
Danny Upshaw, Northwestern State University of Louisiana, Natchitoches, Louisiana
Atefeh Yazdanparast, University of Evansville, Evansville, Indiana
Debra Zahay-Blatz, St. Edwards University, Austin, Texas
Mel F. Zuberi, Hood College, Frederick, Maryland
<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session A: Best Practices in Teaching Digital Marketing – Part I of II Workshop</th>
<th>Session Chair</th>
<th>Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:30 p.m. – 3:00 p.m.</td>
<td>Guadalupe, Ballroom Level</td>
<td></td>
<td>Debra Zahay-Blatz, St. Edwards University, Austin, Texas</td>
<td>Debra Zahay-Blatz, St. Edwards University, Austin, Texas Wes Pollitte, St. Edwards University, Austin, Texas Holly Syrdal, Texas State University, San Marcos, Texas</td>
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**SESSION B**

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session Chair: Ethics, Legal, and Public Policy Issues Track</th>
<th>Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:30 p.m. – 3:00 p.m.</td>
<td>Medina, Ballroom Level</td>
<td>Kriti Chauhan, University of Louisiana Monroe, Louisiana Arne Baruca, Texas A&amp;M University at San Antonio, Texas</td>
<td>Julie Haworth, University of Texas at Dallas, Dallas, Texas John McCaskill, University of Texas at Dallas, Dallas, Texas James Harrington, University of Texas at Dallas, Dallas, Texas The Role of Microplastics in Business: Perceptions and Actions David Rylander, Texas Woman’s University, Denton, Texas Marketers as Appropriate Marital Partners: Future Prospects and Historical Perspectives Lynn Godwin, University of St. Thomas, Houston, Texas Political Marketing Communication: A Comparison and Contrast of FDR’s Fireside Chats and Trump’s Tweets Charlotte Allen, Stephen F. Austin State University, Nacogdoches, Texas</td>
</tr>
</tbody>
</table>

3:00 p.m. – 3:30 p.m. Exhibit Hall - Regency Center 

**Session Break**. During the break, be sure to network with ACME colleagues!

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!

<table>
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<tr>
<th>Time</th>
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<th>Session A: Best Practices in Teaching Digital Marketing – Part II of II Workshop</th>
<th>Session Chair</th>
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<tr>
<td>3:30 p.m. – 5:00 p.m.</td>
<td>Guadalupe, Ballroom Level</td>
<td></td>
<td>Debra Zahay-Blatz, St. Edwards University, Austin, Texas</td>
<td>Debra Zahay-Blatz, St. Edwards University, Austin, Texas Wes Pollitte, St. Edwards University, Austin, Texas Holly Syrdal, Texas State University, San Marcos, Texas</td>
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</tbody>
</table>
ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 11, 2020
(Wednesday)

3:30 p.m. – 5:30 p.m. (Note 5:30 p.m. End Time)

Medina, Ballroom Level

**SESSION B**
Marketing Strategy, Innovation, and Issues in the Supply Chain
Research Presentations | Logistics and Supply Chain Management Track

**Session Chair:**
Prachi Gala, Elon University, Elon, North Carolina
Roberto Saldivar, University of Incarnate Word, San Antonio, Texas

**CEOs’ Level of Confidence, Marketing Outcomes, and Role of Marketing Power**
Prachi Gala, Elon University, Elon, North Carolina
Saim Kashmiri, University of Mississippi, University, Mississippi

**Inventory Stratification Aids in Determining Dynamic Cycle Count Indicators**
Erin Plocinski, Texas A&M University, College Station, Texas
Lei Xie, Texas A&M University, College Station, Texas
Malini Natarajarathinam, Texas A&M University, College Station, Texas

**New Warehouse to Improve Efficiency, Production, Profitability, and Safety—A Single Case Study**
Kathryn Esparza, Texas A&M University, College Station, Texas
Lei Xie, Texas A&M University, College Station, Texas
Malini Natarajarathinam, Texas A&M University, College Station, Texas

**Centralization in the Negotiation of Sea Freight**
Oscar Rodriguez, Texas A&M University, College Station, Texas
Lei Xie, Texas A&M University, College Station, Texas
Malini Natarajarathinam, Texas A&M University, College Station, Texas

**Share of Voice: The Competitive Effect of Advertising Spending on Market Dominance**
Rae Yule Kim, Rutgers Business School, New Brunswick, New Jersey

**Interoperability in Strategic Alliances**
Irfan Ahmed, Sam Houston State University, Huntsville, Texas

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**Dinner on Your Own**
Get together with some ACME and FBD colleagues and add conversation to your dinner! Explore the River Walk and other San Antonio highlights!

**ACME Volunteer Opportunities**
Interested in volunteering for the 2021 ACME Conference in Galveston, Texas?
Contact Türkan Dursun-Kılıç, ACME Program Chair for 2020-2021, at tkilic@wtamu.edu.
<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session A</th>
</tr>
</thead>
</table>
| 8:30 a.m. – 10:00 a.m. | Guadalupe, Ballroom Level | Ethically Mining and Managing Consumer Data  
Special Session  | Ethics, Legal, and Public Policy Issues Track  
Session Chair: Julie Haworth, University of Texas at Dallas, Dallas, Texas  
Review of “Reassuring Consumers on the Use of Their Data” by Hal Conick  
Julie Haworth, University of Texas at Dallas, Dallas, Texas  
Looking at the Different Approach of the U.S. Vs. EU – Opt in Vs. Opt out  
Daniel Rajaratnam, University of Texas at Dallas, Dallas, Texas  
The Equifax Case Study  
Kriti Chauhan, University of Louisiana at Monroe, Louisiana  
Mining Data Responsibly in Social Media Marketing  
Mel F. Zuberi, Hood College, Frederick, Maryland  
Synthesis of the Key Findings from the Presenters  
Julie Haworth, University of Texas at Dallas, Dallas, Texas |

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session B</th>
</tr>
</thead>
</table>
| 8:30 a.m. – 10:00 a.m. | Medina, Ballroom Level | Marketing Education and Experiential and Service Learning  
Research Presentations  | Marketing Education Track  
Session Chair: Adam J. Mills, Loyola University, New Orleans, Louisiana  
Individual Level Market Orientation of the Faculty/Staff Members  
Ceyhan Kilic, Tarleton State University, Stephenville, Texas  
Türkan Dursun-Kilic, West Texas A&M University, Canyon, Texas  
The Use of Discord in an Academic Setting  
Eddie Horton, Northwestern State University of Louisiana, Natchitoches, Louisiana  
Danny Upshaw, Northwestern State University of Louisiana, Natchitoches, Louisiana  
Daniel Gordy, Northwestern State University of Louisiana, Natchitoches, Louisiana  
David Horton, Northwestern State University of Louisiana, Natchitoches, Louisiana  
Flawed Multiple-Choice Final Exam Items Cause Skewed Assurances of Learning: Simple Statistical Audits Provide Principles of Marketing Instructors and Their Departments Continuous Improvement Guidelines: A Three-Phase Case Study  
Ruth Taylor, Texas State University, San Marcos, Texas  
Becoming Comfortable in the Uncomfortable: Preparing Students to Deal with Ambiguity  
Pam Richardson-Greenfield, Radford University, Radford, Virginia  
Esther Swilley, Kansas State University, Manhattan, Kansas  
How Higher Education Can Benefit from Core Marketing Principles  
Sanjay S. Mehta, Sam Houston State University, Huntsville, Texas  
Vivek S. Natarajan, Lamar University, Beaumont, Texas  
Gopala Ganesh, University of North Texas, Denton, Texas |
March 12, 2020
(Thursday)

8:30 a.m. – 10:00 a.m.  Regency Ballroom 6

SESSION C  Branding and Brand Management
Panel Discussions  |  Branding and Brand Management Track

Session Chair:  Scott D. Roberts, University of the Incarnate Word, San Antonio, Texas

Panel:  
- Brand Authenticity – Old and New
  - Scott D. Roberts, University of the Incarnate Word, San Antonio, Texas
  - Kathleen Micken, Roger Williams University, Bristol, Rhode Island
  - Darell Schmick, University of the Incarnate Word, San Antonio, Texas

Panel:  Re/Branding In and Around Institutions
- Scott D. Roberts, University of the Incarnate Word, San Antonio, Texas
- Kathleen Micken, Roger Williams University, Bristol, Rhode Island

10:00 a.m. – 10:30 a.m.  Exhibit Hall - Regency Center

FBD COFFEE BREAK.  Attend poster sessions. 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.

10:30 a.m. – 12:30 p.m.  Guadalupe, Ballroom Level

SESSION A  The Role of New Analytics Technologies in Marketing Distribution Channels
Special Session  |  Logistics and Supply Chain Management Track

Session Chair:  Mel F. Zuberi, Hood College, Frederick, Maryland
- Madhav Pappu, Texas A&M University, College Station, Texas

Panel:  Predictive Audiences: Go Deeper with AI to Reach Consumers Who May Look Nothing Alike but Exhibit Similar Behaviors
- Todd Stech, International Business Machines, Houston, Texas
- Mel F. Zuberi, Hood College, Frederick, Maryland
- Madhav Pappu, Texas A&M University, College Station, Texas

Case Study:  AI and Blockchain Case Studies. Examples of Projects Deployed by Organizations: ROI Generated, Lessons Learned, and Wave 2 Case Development
- Todd Stech, International Business Machines, Houston, Texas

Presentation:  Internet Penetration and Digital Marketing: Universal Acceptance and Getting the Next Billion Consumers Online
- Rahul Gosain, Universal Acceptance Communications Working Group
- Mel F. Zuberi, Hood College, Frederick, Maryland
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 12, 2020
(Thursday)

10:30 a.m.–12:00 p.m.
Medina, Ballroom Level

SESSION B
Ethnic and Cross Cultural Marketing: Challenges in the Digital Age
Panel Discussions | Ethnic and Multicultural Marketing Track

Session Chair: Daniel Rajaratnam, University of Texas at Dallas, Texas

Panel:
What’s App: Marketing a Foreign Language iPhone App
Lou E. Pelton, University of North Texas, Denton, Texas
Sammi Halabi, University of North Texas, Denton, Texas
Lou E. Pelton, University of North Texas, Denton, Texas
Guanyu Geng, University of North Texas, Denton, Texas

Panel: Cross Cultural Challenges to Marketing
Panel Facilitator: Daniel Rajaratnam, University of Texas at Dallas, Texas
Daniel Rajaratnam, University of Texas at Dallas, Texas
Abhijit Biswas, University of Texas at Dallas, Texas

10:30 a.m.–12:00 p.m.
Regency Ballroom 6

SESSION C
ACME AxcessCapon Teaching Innovation Competition – Finalist Presentations

Session Chair: Türkan Dursun-Kilic, West Texas A&M University, Canyon, Texas

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 12:15.

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.

12:00 p.m.–1:00 p.m.

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

ACME Volunteer Opportunities
Interested in volunteering for the 2021 ACME Conference in Galveston, Texas? Contact Türkan Dursun-Kilic, ACME Program Chair for 2020-2021, at tkilic@wtamu.edu.
March 12, 2020  
(Thursday)

1:30 p.m. – 3:00 p.m.  
Guadalupe, Ballroom Level

SESSION A  
Direct Selling: The Millennials’ Marketing Channel  
Panel Discussion  |  Sales and Digital Marketing Track

Session Chair:  
Lou E. Pelton, University of North Texas, Denton, Texas

Presentation:  
Data Driven Sales  
Atul Parvatiyar, Texas Tech University, Lubbock, Texas

Panel:  
Direct Selling in the Gig Economy  
Members, Direct Selling Education Foundation

1:30 p.m. – 3:00 p.m.  
Regency Ballroom 6

SESSION B  
Teaching Millennials  
Panel Discussions  |  Marketing Metrics, Data Analytics, and Methodology Track

Session Chair:  
Pushkala Raman, Texas Woman’s University, Denton, Texas

Presentation:  
Millennial Student Education: Changing the Approach  
Vaidas Lukosius, Tennessee State University, Nashville, Tennessee

Panel:  
Preparing Students for a Career in Marketing Analytics  
Jamie Short, Vice President - Marketing, Frost & Sullivan  
Kartik Pashupati, Senior Research Manager, Numerator  
Matt Newman, Consultant, UX/Research

Panel:  
Best Practices and Challenges in Teaching Marketing Analytics  
Gopala Ganesh, University of North Texas, Denton, Texas  
Kittipong Boonme, Texas Woman’s University, Denton, Texas  
Jeffery Radighieri, Texas Woman's University, Denton, Texas  
Daniel Rajaratnam, University of Texas at Dallas, Texas  
Pushkala Raman, Texas Woman’s University, Denton, Texas

3:00 p.m. – 3:30 p.m.  
Exhibit Hall - Regency Center

FBD COFFEE BREAK. Attend poster sessions. 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.**

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.**

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## SESSION A  Healthcare and Pharmaceutical Marketing  
Research Presentations  |  Healthcare Marketing Track

Session Chair(s):  
- **Lilly Ye**, Frostburg State University, Frostburg, Maryland  
- **Mousumi Bose-Godbole**, Fairfield University, Fairfield, Connecticut

**Promoting Farm to Market Diets: A Study of Hispanic Women’s Health Information Seeking Behaviors**  
**Pushkala Raman**, Texas Woman’s University, Denton, Texas  
**Arti Arti**, Texas Woman’s University, Denton, Texas

**Applying Experiential Marketing Strategies in Health Tourism**  
**Jingxian Jiang**, Texas A&M University, College Station, Texas  
**Gary Ellis**, Texas A&M University, College Station, Texas

**What They Say Matters: Understanding the Magic of Word-of-mouth (WOM) Marketing on Trust in Physicians**  
**Xia Zhou**, Mansfield University of Pennsylvania, Mansfield, Pennsylvania  
**Frank Tian Xie**, University of South Carolina Aiken, Aiken, South Carolina

**Marketing of Teledentistry by SmileDirectClub**  
**Lilly Ye**, Frostburg State University, Frostburg, Maryland  
**Dwane H. Dean**, Frostburg State University, Frostburg, Maryland

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## SESSION B  Retailing, E-Commerce, Digital Marketing, and Fashion Merchandising
Research Presentations  |  E-Commerce and Fashion Merchandising Tracks

Session Chairs:  
- **Yi-Chia Wu**, Tarleton State University, Stephenville, Texas  
- **Sua Jeon**, Texas Wesleyan University, Fort Worth, Texas

**The Effect of Online and Offline Brand Experience on Brand Equity: The Case of Omni-Channel Retailing of High and Low Involvement Products in Egypt**  
**Engy Shehab**, Arab Academy for Science, Technology and Maritime Transport  
**Hesham Dinana**, The American University in Cairo

**Analysis of Successful and Unsuccessful Cases of Crisis Communication on Social Networks**  
**Peter Matisko**, College of Economics and Management, Prague  
**Evženie-Jitka Stará**, College of Economics and Management, Prague

**Social Capital on Instagram: Application for Small Apparel Retailers**  
**Brittany McKeely**, University of North Texas, Denton, Texas  
**Jiyoung Kim**, University of North Texas, Denton, Texas  
**Sanjukta Pookulangara**, University of North Texas, Denton, Texas  
**Xi Leung**, University of North Texas, Denton, Texas
**SESSION C**

**Creating Experiential Learning Opportunities Through Intra-Institutional Collaborations and Outreach**

Session Chair: **Weixing M. Ford**, Texas A&M University - San Antonio, San Antonio, Texas

- *Tap into Alumni Resources to Bring Experiential Learning Projects and Role Models to Students*
  **Mary Kay Cooper**, Texas A&M University at San Antonio, Texas

- *How to Utilize Student Organizations to Promote Students’ Cross-Disciplinary Networking for Experiential Learning*
  **Jenny Moore**, Texas A&M University at San Antonio, Texas

- *The Importance of Establishing Strong Organizational Structure for Leading Campus-wide Experiential Learning Efforts*
  **Krystina Irvin**, Texas A&M University at San Antonio, Texas

- *The Key for Experiential Learning Success: Taking the Burden Off Faculty’s Shoulder*
  **Irene Waggoner**, Texas A&M University at San Antonio, Texas

- *After I Have Crossed that Bridge: My Role as a Life-long Learner and Experiential Learning Facilitator*
  **Chris Obinzu**, Feedbie Digital Marketing Agency and Texas A&M University at San Antonio, Texas

**SESSION D**

**Student Track**

- **Paper Presentations**
  - *Is Click and Collect an Effective Strategy to Implement to Increase Consumers’ Willingness to Buy?*
    **Taylor James Patry**, University of Central Oklahoma

- *The Effect of Augmented Reality on Brand Experience*
  **Raquel Nader**, Universidad de Monterrey, México
  **Mayela Pineda**, Universidad de Monterrey, México
  **Mayra Quiroga**, Universidad de Monterrey, México
  **Miriam Flores**, Universidad de Monterrey, México

- *Conscious Capitalism*
  **Holly Miori**, University of Texas at Dallas, Dallas, Texas

- *Will the Consumer Food Choices Change When They Are Stressed?*
  **Rani Hecht**, Elon University, Elon, North Carolina
  **Prachi Gala**, Elon University, Elon, North Carolina
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 12, 2020
(Thursday)

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

**FBD Presidential Welcome Reception – Badge required for entry**

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. To enter the Exhibit Hall, all persons older than six years of age are required to wear their conference or guest badge. All badges can be obtained from the Registration area during their open hours.

March 13, 2020
(Friday)

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session A</th>
</tr>
</thead>
</table>
| 8:30 a.m. – 10:00 a.m. | Live Oak, Hill Country Level | Developing Students’ Professional Skills Through Client-Based Projects  
|               |                        | Special Session | Marketing Education and Experiential Learning Track |
|               |                        | Session Chairs: | Renée Gravois, Sam Houston State University, Huntsville, Texas  
|               |                        |                         | Elizabeth Randon McDougal, Southeastern Louisiana University, Hammond, Louisiana |
|               |                        | Classroom Activities that Help Build Students’ Consulting Skills  
|               |                        | Renée Gravois, Sam Houston State University, Huntsville, Texas  
|               |                        | Elizabeth Randon McDougal, Southeastern Louisiana University, Hammond, Louisiana |
|               |                        | Student Motivation and Teamwork in Client Projects  
|               |                        | Danica L. Schieber, Sam Houston State University, Huntsville, Texas |
|               |                        | A Faculty/Client Partnership to Engage Students in Meaningful Feedback  
|               |                        | Renée Gravois, Sam Houston State University, Huntsville, Texas  
|               |                        | Chris Dehner, Modern Vacations and Destination Weddings, Houston, Texas  
|               |                        | Krystal Aziz, Modern Vacations and Modern Destination Weddings, Houston, Texas |
|               |                        | Prompting Student Reflection to Achieve Self-Actualization  
|               |                        | Lucia S. Sigmar, Stephen F. Austin State University, Nacogdoches, Texas |

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| 8:30 a.m. – 10:00 a.m. | Mesquite, Hill Country Level | Social Media, Mobile Marketing, and Digital Marketing  
|               |                        | Research Presentations | Social Media, and Mobile and Digital Marketing Track |
|               |                        | Session Chair: | Rajasree K. N. Rajamma, Fairfield University, Fairfield, Connecticut  
|               |                        |                         | Cuauhtemoc Luna-Nevarez, Texas A&M University at San Antonio |
|               |                        | Drivers Affecting Consumers’ Website Traffic in the Internet Marketing Environment: The Role of Backlink (i.e, Website Popularity) on Site Traffic Increase and the Firm’s Performance  
|               |                        | Md Al-Emran, McNeese State University, Lake Charles, Louisiana |
|               |                        | Can Cybersecurity Disclosures Help Marketers Win Consumer Trust?  
|               |                        | Atefeh Yazdanparast, University of Evansville, Evansville, Indiana |
|               |                        | Identity Construction Among College Students on Location-Based Anonymous Apps  
|               |                        | Priyanka Khandelwal, West Texas A&M University, Canyon, Texas |

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March 13, 2020
(Friday)

10:00 a.m. – 10:30 a.m.  Exhibit Hall - Regency Center

**FBD COFFEE BREAK.** Attend poster sessions. 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.*

10:30 a.m. – 12:00 p.m.  Live Oak, Hill Country Level

**PLENARY SESSION**

Members of all FBD associations are invited to attend.

**WELCOME TO THE WORLD OF HIGH-TECH MARKETING**

Terry Clark, Ph.D.
Dean and Professor of Marketing, College of Business
Southern Illinois University, Carbondale, Illinois

*Plenary Session Overview.* Marketing is becoming increasingly analytical thanks to the advent and adoption of new technologies. The biggest applications of data science and analytics are in the fields of marketing, finance, and health care. The amount of data that is generated from digital marketing – email marketing, search engine marketing, and social media marketing – lends itself to data driven sales across both the B2B and B2C spectrums. The use of blockchain helps move market offerings smoothly along the marketing distribution channels and marketing analytics help forecast and analyze markets with greater precision than traditional CRM tools ever did. Welcome to the world of high-tech marketing.

12:15 p.m. – 2:15 p.m.  Navarro, LCC

**ACME LUNCHEON, BUSINESS MEETING, AND AWARDS CEREMONY**

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

**THIS EVENT IS OPEN ONLY TO ACME MEMBERS AND REGISTERED GUESTS**

2:15 p.m. – 3:00 p.m.  Navarro, LCC

**NETWORKING AND PHOTOS**

- Enjoy networking and taking photos with your ACME colleagues.
- Start discussions about your submission plans for the 2021 ACME Conference in Galveston.
- Chat with ACME officers to learn more about how you can contribute to next year’s conference.
FBD COFFEE BREAK

Attend poster sessions. 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!

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SESSION A  Branding and Brand Management
Research Presentations | Branding and Brand Management Track

Session Chair:  Scott D. Roberts, University of the Incarnate Word, San Antonio, Texas

Exploring the Factors that Affect Brand Stances on Political, Social, and Ethical Issues
Pramod Iyer, Middle Tennessee State University, Murfreesboro, Tennessee
Fuat Firat, University of Texas Rio Grande Valley, Texas
Mohammadali Zolfagharian, Bowling Green State University, Bowling Green, Ohio

Emerging Nexus Between Self-Brand and Place Branding: City Attributes that Contribute to Strong Self-Brand Connections
Matthew Vollrath, Ohio Wesleyan University, Delaware, Ohio
Ector Diaz, Fort Hays State University, Hays, Kansas
Braden Scott, Fort Hays State University, Hays, Kansas
Mallory Milstead, Fort Hays State University, Hays, Kansas
Bryanna Kohler, Fort Hays State University, Hays, Kansas
Robert Lloyd, Fort Hays State University, Hays, Kansas

Measuring Variety-Seeking Based on Product Attribute Space
Roozbeh Irani-Kermani, Sam Houston State University, Huntsville, Texas
Ardalan Mirshani, The Pennsylvania State University, University Park, Pennsylvania
Edward Jaenicke, The Pennsylvania State University, University Park, Pennsylvania

Non-Deceptive Counterfeit Purchase Behavior of Luxury Fashion Products
Devinder Sidhu, University in Patiala, India
Justin Paul, Rollins College, Winter Park, Florida, and
University of Puerto Rico, Rio Piedras, Puerto Rico

ACME Volunteer Opportunities
Interested in volunteering for the 2021 ACME Conference in Galveston, Texas?
Contact Türkan Dursun-Kilic, ACME Program Chair for 2020-2021, at tkilic@wtamu.edu.
March 13, 2020
(Friday)

3:30 p.m. – 5:00 p.m.   Mesquite, Hill Country Level

SESSION B       Consumer Behavior and Psychology
Research Presentations | Consumer Behavior and Psychology Track

Session Chair: Weixing M. Ford, Texas A&M University at San Antonio, Texas

Investigating the Effects of Smart Technologies on Consumers and Organizations
Estrella Diaz, University of Castilla-La Mancha, Spain
Águeda Esteban, University of Castilla-La Mancha, Spain
Rocio Carranza, University of Castilla-La Mancha, Spain
David Martin-Consuegra, University of Castilla-La Mancha, Spain

The Impact of Product Scarcity Appeal on Consumer-Brand Relationship: Limited Quantity Scarcity vs. Limited Time Scarcity
Feng Tian, East China University Science and Technology, Shanghai, China
Haifeng Qi, East China University Science and Technology, Shanghai, China
Weixing M. Ford, Texas A&M University - San Antonio, San Antonio, Texas

Experience Quality in Indian Railways
Archit Tapar, Indian Institute of Management, Rohtak, Haryana, India
Vivek S. Natarajan, Lamar University, Beaumont, Texas
Sanjay S. Mehta, Sam Houston State University, Huntsville, Texas

Thank you for attending ACME 2020!

Please join us for the 2021 ACME/FBD Conference!
March 17-20, 2021   Galveston, Texas
Moody Gardens Hotel and Convention Center
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Khaled A. Alshare, Qatar University

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Matthew Lindsey, Stephen F. Austin State University

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Dan Peak, University of North Texas

Program Chair Elect  
Venugopal (Venu) Gopalakrishna-Remani  
University of Texas at Tyler

Secretary  
Balaji Janamanchi, Texas A&M International University

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Gina Prybutok, University of North Texas

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Peggy L. Lane, University of Louisiana Monroe

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Ferdi Eruysal, Texas A&M University - Central Texas
Denise Philpot, University of North Texas
Will Senn, Emporia State University

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Mark McMurtrey, University of Central Arkansas

2019-2020 TRACK CHAIRS

Accounting and Ethics  
Mary Fischer, University of Texas at 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 at Tyler

Management Info Systems  
Michael E. 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

Quantitative Methods, Quality & Business Analytics  
Robert Pavur, University of North Texas

Supply Chain, Logistics UAVs  
Mary Helen Fagan, University of Texas at Tyler

Student Track  
Gayle Prybutok, University of North Texas

Special Panels  
S. Mantravadi, University of West Florida

Proceedings Editor  
Will Senn, Emporia State University
SPECIAL EVENTS, WORKSHOPS & PANELS

Workshop: *Introduction to Python for Data Analysis*
Wednesday, March 11, 2020, 1:00 p.m. - 5:00 p.m. Rio Grande Ballroom West
Michael E. Ellis and Carla J. Barber, University of Central Arkansas

Workshop: *Credit Score Modeling: A Hands-on Workshop that Builds a Traditional Credit Score Card via Binning and Logistic Regression*
Wednesday, March 11, 2020, 1:00 p.m. - 5:00 p.m. Rio Grande Ballroom Center
David E. Douglas, Elizabeth A. Keiffer, University of Arkansas

*Journal Editors Panel*
Friday, March 13, 2020, 3:30 p.m. - 5:00 p.m. Regency Ballroom 1

- 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

*Doctoral Consortium*
Friday, March 13, 2020, 12:30 p.m. – 5:00p.m.
By Invitation Only

MEETINGS

SWDSI 2020 Business Meeting
Thursday, March 12, 2020 3:30 p.m. - 5:00 p.m.

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

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All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
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RECIPIENT OF THE 2020 FEDERATION OF BUSINESS DISCIPLINES DISTINGUISHED PAPER AWARD

Alpha Iota Delta Best Paper Award

M. Kabir Hassan, University of New Orleans
Selma Izadi, Loyola University
Yichi Zhang, University of New Orleans

RECIPIENT OF THE 2020 FEDERATION OF BUSINESS DISCIPLINES OUTSTANDING EDUCATOR AWARD

Mark McMurtrey, University of Central Arkansas

RECIPIENT OF THE SWDSI DISTINGUISHED SERVICE AWARD

Victor R. Prybutok, University of North Texas

RECIPIENTS OF THE 2020 BEST STUDENT PAPER AWARDS

Comparative Analysis of Bankruptcy Prediction Models with Synthetic Sampling
John Garcia, Creighton University

The Use of Latent Semantic Analysis in Online Health Information Analysis
Heng Xie, University of North Texas

The Unique Factors Affecting Employee Performance in Non-profit Organizations
Charity Tinofirei, University of North Texas
Workshop A: Introduction to Python for Data Analysis

Presenters: Michael E. Ellis and Carla J. Barber, University of Central Arkansas

Heard about Python but not sure what to make of it? This workshop will give you an introduction to using Python for data analysis in one of its primary working environments, the Jupyter Notebook. We'll explore the basics of both the Notebook and Python as we perform example analyses. You will finish the workshop with a better understanding of what Python is and why it is now the most popular programming language in use. You will install free software on your Windows, Mac, or Linux laptop before your arrival at the workshop. This workshop requires no programming experience.

Workshop B: Credit Score Modeling: A Hands-on Workshop that Builds a Traditional Credit Score Card via Binning and Logistic Regression.

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

This workshop is designed to accommodate and be valuable to participants at all levels of analytics backgrounds—from beginners to experts. Traditional to machine learning. Note that credit score models are classification models and for example, what banks use to determine credit worthiness for loans. The resulting credit score card is what is typical being used in banking and finance. Machine learning (ML) models are producing better models in general and there is a lot of interest in the banking and financial sector. In this workshop, ML credit scoring models will be built to provide comparisons with the traditional score card. Decision Trees, Random Forest and Neural Networks will be the ML algorithms for building credit scoring models. SPSS Modeler will be the software for developing the models (and will be available to participants through the UA system). The workshop will conclude with what is involved in developing deep learning models.

SWDSI Coffee Break for SWDSI Workshop Participants

Make plans to join us in Galveston, Texas for our 2021 conference.

48th Annual Conference
March 17 - 20, 2021
Moody Gardens Galveston
Galveston, Texas
MEETING: Officers and Directors Meeting

Presiding: Khaled A. Alshare, University of Qatar

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

SESSION A: Internet of Things and Big Data-I

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

Examining IoT and Infrared Communications as an Attack Vector and an Attack Surface
Brett Landry, University of Dallas
M. Scott Koger, NOAA

To Be Safe or Not Be Safe? That Is the 5G Question That We Ask of Thee?
Carl Rebman, Jr., University of San Diego
Hayden Wimmer, Georgia Southern University
Booker Queen, Minnesota State University, Mankato
Hyun Kim Sang, Kyungpook National University

Real Time IoT Data Analytics, 5G, and Blockchain
Li Xu, Old Dominion University
Ling Li, Old Dominion University
Yong Chen, Texas A&M International University
Hong Chen, Indiana University East

Forensics and the Internet of Things (IoT) - An Exploratory Study
Robert Vinaja, Texas A&M University – San Antonio

Improving Predictive Performance of the C4.5 Decision Tree Algorithm for Categorical Medical Data
Shaikh Shiam Rahman, Georgia Southern University
Hayden Wimmer, Georgia Southern University
Carl Rebman, Jr., University of San Diego
SESSION B   Management Information Systems-I

Session Chair:  Will Senn, Emporia State University

Finding Businesses without a License Using Data from Multiple Sources
Emanuel Reed, University of Arkansas at Little Rock
Leslie Brasell, University of Arkansas at Little Rock
Gordon Hartley, University of Arkansas at Little Rock
Mashal Alanazi, University of Arkansas at Little Rock
Wenjun Wang, University of Arkansas at Little Rock
Vess Johnson, University of Arkansas at Little Rock

Towards An Electronic Medical Record System for A Rural Haitian Medical Clinic
Kelly Fish, Arkansas State University
Gauri S. Guha, Arkansas State University

Technology Acceptance of E-HRM Tools By Manufacturing Workers
Dianna Boonme, Texas Woman's University
Kittipong Boonme, Texas Woman's University
Will Senn, Emporia State University

Developing a Preprocessing Strategy in Text Analytics: An Information Technology Job Types and Job Skills Case
Richard Woolridge, University of Arkansas at Little Rock
Vess Johnson, University of Arkansas at Little Rock

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48th Annual Conference
March 17 - 20, 2021
Moody Gardens Galveston
Galveston, Texas
### SESSION C  E-Commerce & Social Networking-I

**Session Chair:** Robert Cutshall, Texas A&M University - Corpus Christi

*The Impacts of Social Ties and Sentiment on Topic Popularity in Microblogs*
Peiqin Zhang, Texas State University  
Hsun-Ming Lee, Texas State University  
Yihong Yuan, Texas State University

*Personality and Social Commerce Preference*
Chuleeporn Changchit, Texas A&M University - Corpus Christi  
Robert Cutshall, Texas A&M University - Corpus Christi  
Anh Pham, Texas A&M University - Corpus Christi

*Social Commerce Adoption in Vietnam*
Robert Cutshall, Texas A&M University - Corpus Christi  
Dung Pham, Texas A&M University - Corpus Christi  
Chuleeporn Changchit, Texas A&M University - Corpus Christi

*Exploring the Tourists' Cognitive Hierarchies of Relationship Marketing Toward Travel Apps*
Chin-Feng Lin, National Pingtung University  
Ying-Chen Chen, National Pingtung University

*Effects of Right to Control, Possession Attachment, and Willingness to Share on Digital Contents*
Simon Lee, Eastern Illinois University  
Abdou Illia, Eastern Illinois University

8:30 a.m. - 10:00 a.m.  
Regency Ballroom 1

### SESSION D  Operations & Project Management

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

*The Changing Landscape of Inventory Management*
Brent Gills, Deep Sea Investment Group  
Mark McMurtrey, University of Central Arkansas

*A Proposed Methodology for Evaluating the Delphi Method in Requirements Elicitation for Software Development Projects*
William Pugh, The University of Texas at San Antonio  
Marco Villarreal, The University of Texas at San Antonio

*Comparing Profit-Linked Performance Measurement Models Using Real-World Data*
Mohan Rao, Texas A&M University - Corpus Christi

*Data Analytics Curriculum With a Focus on the Introductory Course Content*
Mohan Rao, Texas A&M University - Corpus Christi

8:30 a.m. - 10:00 a.m.  
Regency Ballroom 4
SESSION E  Management, Healthcare & Organizational Behavior-I

Session Chair: Gayle Prybutok, University of North Texas

Baby Boomers Versus the Silent Generation: An Analysis of Decision-Support Factors and Experiences of Aging Resilience During the Transition to Independent Living Within a Senior Living Community
Charity Tinofirei, University of North Texas

Entrepreneurial Mindset and the Success of Minority Entrepreneurs in Arkansas
Michael Blanchett, University of Central Arkansas
Alexander Chen, University of Central Arkansas

A Gender Study to Understand Health Information Exchange in A COPD Online Health Community
Leann Boyce, University of North Texas
Alana Park, University of North Texas
Gayle Prybutok, University of North Texas

Six Sigma and Reducing Hospital Length of Stay
John Hopkins, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

Six Domains of Quality in the Healthcare Industry for Patients Experiencing a Cerebrovascular Accident
Corinne Morphew, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

10:00 a.m. - 10:30 a.m.  Exhibit Hall – Regency Center

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!
Attend poster sessions.

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/
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All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
SESSION A  Management Information Systems-II

Session Chair:  Yulia Sullivan, Baylor University

R.A.G.E.: Moving Beyond Anger to Analyze Systems
Delmer Nagy, Tarleton State University
Blessing Inyang, Tarleton State University

A New Theory: The Aesthetic IT Artifact
Daniel Peak, University of North Texas

Cyberbullying, Depression, and Suicidal Behaviors
Yulia Sullivan, Baylor University

Crosswalking Electronic Thesis Dissertations Metadata towards an Integrated Library Database
Kyle Herman, Georgia Southern University
Hayden Wimmer, Georgia Southern University
Carl Rebman, Jr., University of San Diego

SESSION B  E-Commerce & Social Networking-II

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

E-Payment Acceptance Among German Millennials: Subjective Norms and Demographic Background
Joseph Thomas, University of Central Arkansas
Alexander Chen, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

Factors Driving Adoption of Enterprise Social Software
Gina Harden, Stephen F. Austin State University

Generational Values Marketing to Genxers in Twitter and Millennials in Instagram
Valarie Bell, University of North Texas

E-Government Portals – A Global Analysis
Robert Vinaja, Texas A&M University - San Antonio

An Insight Into Social Media’s Continuance Use Phenomenon: Using Multi-Motive Factors
Debalina Bera, University of North Texas
Chang E. Koh, University of North Texas
Yulia Sullivan, Baylor University
SESSION C  Quantitative Methods, Quality, & Business Analytics-I

Session Chair:  Robert Pavur, University of North Texas

A Cultural Sensitive Smart Healthcare and Wellbeing: The Role of Data Analytics
Khaled A. Alshare, Qatar University

Application of Predictive Analytics and Machine Learning for Intelligent Heart Health Decisions
Joseph Mollick, Texas A&M University - Corpus Christi
Judy Toscano, Texas A&M University - Corpus Christi
George Toscano, Texas A&M University – Kingsville

Effects of Method and Distribution on Forecasting with Obsolescence
Matthew Lindsey, Stephen F. Austin State University
Robert Pavur, University of North Texas

Needed Changes in Organizational Environment and Decision Making Process to Exploit the Business Analytics Values
Khaled A. Alshare, Qatar University

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SESSION D  Management, Healthcare & Organizational Behavior-II

Session Chair:  Gayle Prybutok, University of North Texas

Does Income Affect Care Quality? A Case Study
Jasmin Lindo, University of Houston Clear Lake
Pallavi Marepalli, University of Houston Clear Lake
Ryan Seapy, University of Houston Clear Lake
Waqar Ahmad, University of Houston Clear Lake
Xiaojun Shan, University of Houston Clear Lake
Zarrar Altamush, University of Houston Clear Lake

Good Life and Conflict Style: A Multi-Country Study
Yang Zhang, University of Texas at El Paso
Veena Prabhu, California State University, Los Angeles
Robert Tang, De La Salle-College of Saint Benilde
Kern Kwong, California State University, Los Angeles
Stephen Mcguire, California State University, Los Angeles
Minghao Shen, Guangdong University of Foreign Studies
Tatiana Goroshnikova, Financial University under the Government of the Russian Federation

Using Technology to Reduce Hospital Visits for Older Americans
Heath Harllee, University of North Texas
Gayle Prybutok, University of North Texas

Do Bored Employees Go Above and Beyond? A Preliminary Proposal
Shih Yung Chou, Midwestern State University

Prevention Health Care Information Influences and Behavioral Changes
Alexander N. Chen, University of Central Arkansas
Scott Nadler, University of Central Arkansas
Hang Yang, University of Central Arkansas
Douglas E. Cherry, University of Central Arkansas
SESSION A  
Student Track-III

Session Chair: Lynne Cagle Cox, University of North Texas

Integrating Means-End Chains, Kano Model and MANOVA to Explore the Product and Segmentation Strategy of Video Website
I-Ching Chen, National Pingtung University
Chin-Feng Lin, National Pingtung University

The Unique Factors Affecting Employee Performance in Non-Profit Organizations
Charity Tinofirei, University of North Texas

The Use of Latent Semantic Analysis in Online Health Information Analysis
Heng Xie, University of North Texas

What’s in A Report? That Which We Call A Metric in Nonprofits...
Lynne Cagle Cox, University of North Texas
Victor R. Prybutok, University of North Texas

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

SESSION B  
Management Information Systems-III

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

Information Literacy of African American Entrepreneurs: What Factors Influence Perceived Usefulness of Mobile Technologies
Ronald Washington, University of the Incarnate Word

Reconciling Cybersecurity Protocols
Delmer Nagy, Tarleton State University
Harshit Taneja, Tarleton State University

Strategic Knowledge Management, IS Strategies, Dynamic Capabilities and Firm Performance: An Empirical Study in Brazilian
Adilson Yoshikuni, Fundação Getulio Vargas - EASESP
Alberto Albertin, Fundação Getulio Vargas - EASESP

Faculty Opinions on Student Preparation, Performance, and Evaluations 2019
Carl Rebman, Jr., University of San Diego
Hayden Wimmer, Georgia Southern University
Booker Queen, Minnesota State University, Mankato
Gwen White, Xavier University
Mark McMurtrey, University of Central Arkansas
Fred L. Kitchens, Ball State University
SESSION C  E-Commerce & Social Networking-III

Session Chair: Karen St John, Abilene Christian University

Which Type of Consumers Are Interested in Reusable Packaging in E-Commerce: A Survey Study
Raj Kamalapur, Angelo State University (Texas Tech University System)

Crowdfunding Backer Motivations
Jeremy St John, Angelo State University
Karen St John, Abilene Christian University

The Effects of Information Privacy Concerns on Facebook User's Continuance Intention
Anitha Chennamaneni, Texas A&M University - Central Texas
Aakash Taneja, Stockton University
Shehryar Iqbal, Texas A&M University - Central Texas
Oluwafemi Akanfe, The University of Texas at San Antonio

Corporate Strategies of Social Media Advocates: An Exploratory Study
Taewon Hwang, Valdosta State University

Towards a Comprehensive Metric for Measuring Project Success Or Failure
Balaji Janamanchi, Texas A & M International University

SESSION D  Quantitative Methods, Quality, & Business Analytics-II

Session Chair: Sarbottam Bhagat, University of North Texas

Online Survey Design for A Biotechnology Trust Study
Xinyu Wei, University of North Texas
Victor Prybutok, University of North Texas

Predicting Online News Popularity Using Business Analytics
Sarbottam Bhagat, University of North Texas

The Role of ‘Junk’ in Informed Decision Making
Anjana Arunkumar, Arizona State University
Arun Madapusi, Northeastern State University

Factors Impacting Interactive Visual Aid Adoption
Thomas Dotter, University of the Incarnate Word
Vess Johnson, University of Arkansas at Little Rock
Arsalan Safari, Qatar University
SESSION E Management, Healthcare & Organizational Behavior-III

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

Examining the Role of Engagement and Action Compassion on Adults’ Depression Experiences
Leslie Ramos Salazar, West Texas A&M University

The Key Factors That Contribute to A Successful Transition to Widowhood Among Older Women 55-85
Amanda Noah, University of North Texas

Preliminary Results of Study to Determine if Age of IT Executives Impacts Adoption Rates of Cloud Computing Services
Marcus Smith, Texas A&M-Commerce

Performance-Based Contracts and Customer Experience in Healthcare
Catalin Dinulescu, Tarleton State University
Victor Prybutok, University of North Texas

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

FBD Coffee Break

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SWDSI 2020 Business Meeting – All SWDSI participants are encouraged to attend.

FBD Presidential Welcome Reception – Badge required for entry

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. To enter the Exhibit Hall, all persons older than six years of age are required to wear their conference or guest badge. All badges can be obtained from the Registration area during their open hours.
SESSION A   Enterprise Systems (ERP), Information Security & Privacy

Session Chair:  Kevin Watson, Louisiana Tech University

Big Data Analytics and Individual Privacy: Examining the Online User Privacy Concerns
Rajiv Dahiya, Louisiana Tech University
Kevin Watson, Louisiana Tech University

The Influence of ES-CSF Profile Configurations and Human Capital on Organizational Performance
Daniel A. Cernas Orti, Universidad Autónoma del Estado del México
Arun Madapusi, Northeastern State University

Investigating the Influence of ES Data Quality on Information Quality
Arun Madapusi, Northeastern State University
Daniel A. Cernas Orti, Universidad Autónoma del Estado del México

SAP Enterprise (ERP) Data Privacy Security and Governance on Cloud
Syed Ali, University of Houston Downtown
Tahereh Jafari Jafari, University of Houston Downtown

SESSION B   Accounting-I

Session Chair: Efosa Idemudia, Arkansas Tech University

Tiny Town - A Case Study
Sheena Gammon, Arkansas State University
Judy Reed, Arkansas State University

An Empirical Analysis of Survey Data about Comprehension of Collaboration
Efosa Idemudia, Arkansas Tech University
Ralph Ferguson, Texas Tech University

Determinants of Codes (Rules) of Professional Conduct for the Accounting Profession Among Licensing Jurisdictions
Rusty (Russell) Calk, Texas A&M University - Central Texas
Angela Patrick, Texas A&M University - Central Texas
Robert Tennant, Texas A&M University - Central Texas

Religiosity Level and Moral Development of Future Business Leaders: Studies Using Values Hierarchy
Marek Pawlak, The John Paul II Catholic University of Lublin
Christy McLendon, University of New Orleans
Dinah Payne, University of New Orleans

Evaluating Municipality Financial Data Conformity to Benford's Law
Mary Fischer, University of Texas at Tyler
Cheryl Prachyl, University of Texas at Arlington
SESSION C  DSS & Expert Systems - II

Session Chair: Mary White, LSU Shreveport

Optimal Equipment Replacement Decision: Profit Maximization Vs Cost Minimization
Yuri Yatsenko, Houston Baptist University
Natali Hritonenko, Prairie View A&M University

An Adaptive Approach for An Intelligent Order Shipment Scheduling With Dynamic Warehouse Selection
Abhijit Nag, Texas A&M University-Central Texas

Measuring Gentrification: An Empirical Analysis of Data Availability and Decision Rules
Mary White, LSU Shreveport
Douglas White, LSU Shreveport

The Success Or Failure of Data Warehousing: An Integrated Framework
Liang Chen, West Texas A&M University

Resources, Time and Cost Estimation of IT Projects That Employ A Scrum-Based Methodology: An Application of Stochastic Simulation
James Burns, Texas Tech University
Pinyarat Sirisomboonsuk, The University of Texas Permian Basin
Balaji Janamanchi, Texas A & M International University

SESSION D  Student Track-I

Session Chair: Franziska Renz, The University of Texas at El Paso

Alzheimer’s Disease and Cognitive Reserve Among Elderly Women
Keya Sen, University of North Texas

Benefits, Problems, and Strategies of Electronic Health Records
Leann Boyce, University of North Texas

Candidate Experience and Its Cycle in the Hiring Process: An Analysis of Student Employees
Marysol Villeda, Tarleton State University

Comparative Analysis of Bankruptcy Prediction Models with Synthetic Sampling
John Garcia, Creighton University

Electric Car Rental Motivation in Five States
Adeela Gulzari, University of North Texas
Edwin Wang, University of North Texas
SESSION E  Innovative Education-I

Session Chair:  Mary Helen Fagan, University of Texas at Tyler

Facilitating Online Education Through the Use of Open Educational Resources  
Colleen Carraher Wolverton, University of Louisiana at Lafayette

Exploring the Roles of Personalization and Codification on Online and Face-To-Face Students’ Performance  
Kamphol Wipawayangkool, Sam Houston State University  
Juliana Lilly, Sam Houston State University

Individual Level Market Orientation of the Faculty Members  
Ceyhan Kilic, Tarleton State University  
Türkan Dursun-Kilic, West Texas A&M University

Compiling Toward An Understanding of Sampling Distributions  
Ryan Phelps, Stephen F. Austin State University  
Emiliano Giudici, Stephen F. Austin State University  
William Long, Stephen F. Austin State University

Critical, Analytical, and Creative Thinking: A Framework for Skill Development and Assessment  
Mary Helen Fagan, University of Texas at Tyler

FBD Coffee Break

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| SESSION A | Economics, Law & Finance-I |
|------------------------------------------------|
| **Session Chair:** Alexander Chen, University of Central Arkansas |
| **Personality Attributes That Make a Successful Minority Entrepreneur**
  Alexander Chen, University of Central Arkansas  
  Michael Blanchett, University of Central Arkansas  
  Michael Rubach, University of Central Arkansas  
  Thomas Synder, University of Central Arkansas  
  Jalen Graham, University of Central Arkansas |
| **Interest Rate Pass-Through in Some Selective Latin American Economies Over the Post U.S. Subprime Mortgage Crisis**
  Chu Nguyen, University of Houston-Downtown |
| **Using Financial Statement Information to Find Value Stocks among Banks**
  Ata Yesilyaprak, Misericordia University |
| **A Deeper Look into the Linkage Between Corporate Social and Financial Performance**
  Kevin Lee, University of Tampa  
  Ru-Shiun Liou, The University of Tampa  
  Nai Lamb, The University of Tennessee at Chattanooga |
| **E-Payment Adoption in Saudi Arabia**
  Alexander Chen, University of Central Arkansas  
  Scott Nadler, University of Central Arkansas  
  Adje Sohui Anide, University of Central Arkansas  
  Joseph Thomas, University of Central Arkansas |

<table>
<thead>
<tr>
<th>10:30 a.m. - 12:00 p.m.</th>
<th>Sequin, LCC</th>
</tr>
</thead>
<tbody>
<tr>
<td>SESSION B</td>
<td>Marketing &amp; International Business-I</td>
</tr>
<tr>
<td><strong>Session Chair:</strong> Alsius David, University of North Texas</td>
<td></td>
</tr>
</tbody>
</table>
| **Brand Image and Choice of Business Major: Theoretical Considerations**
  Türkan Dursun-Kilic, West Texas A&M University  
  Ceyhan Kilic, University of Houston-Downtown |
| **Factors Influencing Consumers’ Artificial Intelligence (AI) Use**
  Mohammed Hussein, Prairie View A&M University |
| **Understanding User Motivations to Engage in Virtual Experiences**
  Alsius David, University of North Texas |
| **Exploring the Implications of Perceptual Segmentation Toward the Rewarded Ads in Play and Leisure Constraints**
  Chin-Feng Lin, National Pingtung University  
  Shu-Ting Hsu, National Pingtung University |

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SESSION C  Student Track-II

Session Chair: Fouad Mirzaei, University of North Texas

Exploring the Perceptual Implications of Customer-To-Customer Interactions: An Example of Group Package Tour
Chin-Feng Lin, National Pingtung University
Yu-Hui Su, National Pingtung University

Gaming Live Streaming Commercials Analysis
Fouad Mirzaei, University of North Texas
Yasemin Tarakci, University of North Texas
Hakan Tarakci, University of North Texas
Edwin Wang, University of North Texas

Identify Essential Risk Factors for Diabetic Retinopathy
Ru Wang, Oklahoma State University

Impact of the Length of Stay on Readmission Percentage and Determination of Cohort of Patients and Influence of Length of Stay on Readmission Rates to Decide Resource Allocation and Reduce Financial Impact for a Texas Not-For-Profit Healthcare System
Rodrigo De Almeida Rocha, The University of Texas at Tyler
Mary Fischer, The University of Texas at Tyler
Venugopal Gopalakrishna-Remani, The University of Texas at Tyler

Impact of the Length of Stay, Cohort of Patients and Age on Wheel Chair As Dispatch Mode for A Texas Not for Profit Healthcare System
Mary Fischer, The University of Texas at Tyler
Venugopal Gopalakrishna-Remani, The University of Texas at Tyler
David Shamburger, The University of Texas at Tyler
### SESSION D  
**Innovative Education-II**

**Session Chair:** Jack Crumbly, Tuskegee University

**Student Discoveries of the Effectiveness of Students Using Their Personal Technology in Business Class Meetings**  
Pamela Baker, Texas Woman's University  
Pat Driscoll, Texas Woman's University

**Walk the Talk Over Being Agile in Higher Education: Motivations, Processes and Practices**  
Elizabeth Prejean, Northwestern State University  
Weiwen Liao, Northwestern State University  
Melissa Aldredge, Northwestern State University  
Curtis Penrod, Northwestern State University  
Carmella Parker, Northwestern State University

**Implementing No/Low Code Development in Systems Analysis and Design**  
Jack Crumbly, Tuskegee University

**Using Google Colab for Data Visualization**  
Guoying Zhang, Dillard College of Business Administration, Midwestern State University

**An Analysis of the Profile of Data Analytics Faculty**  
Robert Vinaja, Texas A&M University - San Antonio

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### 50th Anniversary Celebration Luncheon  
Rio Grande Ballroom East

All SWDSI members who registered before late or on-site registration who indicated they would attend the luncheon are invited to attend the luncheon. The doctoral consortium will begin after the luncheon.

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### SESSION A

**Doctoral Consortium**  
by Invitation Only – Must register with SWDSI to attend.

**BRIEF AGENDA**

- Entering the Job Market  
  Gayle Prybutok, University of North Texas  
- Organizing your Job Search  
  John Heng Xie, University of North Texas  
- First Year as a Faculty Member  
  Ahasan Harun, University of North Texas  
- Earning Tenure  
  Gina Harden, Stephen F. Austin State University  
- Being a Productive Faculty Member  
  Will Senn, Emporia State University  
- Being a Good Colleague  
  Michael R. Lane, University of Louisiana Monroe  
- Publishing your Work  
  Mary Fischer, University of Texas-Tyler
SESSION B  Supply Chain, Logistics, & UAVs-I

Session Chair:  Yasemin Tarakci, University of North Texas

A Semi Passive RFID System for Yard Management
Farhad Moeeni, Arkansas State University
Jaouad Boukachour, University of Le Havre

A Study of Innovation Rate as a Reliability Problem
Yasemin Tarakci, University of North Texas
Hakan Taraki, University of North Texas

An Analysis of the Oil and Gas Production Bottleneck Effect in the Permian Basin Using the Theory of Constraints
James Burns, Texas Tech University
Abdel Rahman Elbanna, University of Texas Permian Basin
Pinyarat Sirisomboonsuk, University of Texas Permian Basin

Applying Cross Efficiency Evaluation Methods for Multi-Objective Humanitarian Supply Chain Network Model
Jae-Dong Hong, South Carolina State University

The Evolution of Supply Chain Management in the Clothing Retail Industry
Syed Qadri, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

Zepartzat Gozinto Reprise: Computing the Social Impact of Products and Organizations
Don Pope, Abilene Christian University
Olin Stovall, Abilene Christian University
Andy Little, Abilene Christian University

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

◆

All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
SESSION C  Marketing & International Business-II

Session Chair: Yang Zhang, University of Texas El Paso

Good Life and Leadership: Evidence from China, Philippines and the United States
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, Guangdong University of Foreign Studies

Impacts of AI Use on Consumers’ Perception of Luxury Brands
Pia Bertrand, IESEG School of Management
Jennifer Ziegelmayer, IESEG School of Management
Laurie Barfitt, Western New Mexico University

Is the Single-Retail Channel (I.E., Online Or Off-Line) Best Shopping Option Or the Multiple-Retail Channels to the ‘Generation-Y’?
Md Al-Emran, McNeese State University
Cynthia Cano, McNeese State University
Jeff Totten, McNeese State University

Social Entrepreneurship: A Comparative Study of the United States and Philippines
Yang Zhang, University of Texas El Paso
Veena Prabhu, California State University, Los Angeles
Michael Salcido, California State University, Los Angeles

Social Influence and Trial Willingness of Pecan in China
Hang Yang, University of Central Arkansas
Alexander N. Chen, University of Central Arkansas
Scott Nadler, University of Central Arkansas
Kan Jin, Zhejiang Open University
SESSION D  DSS & Expert Systems – I

Session Chair: Arun Madapusi, Northeastern State University

Decision Making Under Uncertainty
Anjana Arunkumar, Arizona State University
Madapusi Arunkumar, Northeastern State University

Synthetic Knowing: A Self Driving Car Use- Case
Heena Rathore, Texas A&M University, Texarkana
Vikram Bhadauria, Texas A&M University, Texarkana
Abhay Samant, Texas A&M University, Texarkana

Cyberbullying on Social Media: A Critical Review
Binshan Lin, Louisiana State University Shreveport

A Survey of the Latest Advances in AI Deep Learning
Thuan Nguyen, University of North Texas

SESSION E  Innovative Education-III

Session Chair: Julian Vogel, The University of Texas at El Paso

Introduction to Blockchain Education in Diverse Populations
Jack Crumby, Tuskegee University

50 Years of Decision Sciences in the Southwest: A Mixed-Methods Content Analysis
Robert Vinaja, Texas A&M University - San Antonio

Transformative Learning in Business Education: A Preliminary Content Analysis
Dennis Jones, Tarleton State University
Denae Dorris, Tarleton State University

How Shadow Prices Help Solve Linear Programs
George Boger, Texas A&M University-Texarkana
SESSION F  Accounting-II

Session Chair:  B. Brian Lee, Prairie View A&M University

Reducing Differences Between Stochastic Frontier Analysis and Data Envelopment Analysis Estimates of Banks’ Profit Efficiency: Evidence from Emerging Countries

Taisier Zoubi, The John Paul II Catholic University of Lublin

Dennis Olson, The John Paul II Catholic University of Lublin

Loss Avoidance and Expected Future Earnings: An International Comparison

B. Brian Lee, Prairie View A&M University

Taxability of Social Security Benefits: Triple Whammy When Congress Sits on Their Collective Hands for 36/26 Years?

Nathan Oestreich, San Diego State University

The Hegemonic Role of Accounting in Indigenous Cultures: A Study of the Democratic Republic of the Congo

Robert Tennant, Texas A&M University - Central Texas

Feature Transformation for Corporate Tax Default Prediction: Application of Machine Learning Approaches

M. Kabir Hassan, University of New Orleans

Zoynul Abedin, Collaborative Innovation Center for Transport Studies

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! Attend poster sessions.

SESSION A  Doctoral Consortium by Invitation Only

BRIEF AGENDA

Entering the Job Market  Gayle Prybutok, University of North Texas
Organizing your Job Search  John Heng Xie, University of North Texas
First Year as a Faculty Member  Ahasan Harun, University of North Texas
Earning Tenure  Gina Harden, Stephen F. Austin State University
Being a Productive Faculty Member  Will Senn, Emporia State University
Being a Good Colleague  Michael R. Lane, University of Louisiana Monroe
Publishing your Work  Mary Fischer, University of Texas-Tyler
SESSION B  Supply Chain, Logistics, & UAVs-II

Session Chair: Mark McMurtrey, University of Central Arkansas

Evaluating the Competitiveness of Dubai International Airport
Sarah Almofeez, University of North Texas
Seock Hong, University of North Texas

Study of Impact of Economic Relations on Supply Chain and Logistics Performance
Himali Patil, University of North Texas
Seock Hong, University of North Texas

Supply Chain Network Design and Risk Management
Krishan Rana, Alabama A&M University
Emeka Dunu, Alabama A&M University

The Cost of Convenience and the Future of Supply Chain Management
Meagan Davis, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

The Effects of AI on Supply Chain Management
Jacob Kent, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

A Five-Variable Vendor Managed Inventory Model Under Four System Constraints
Weiwen Liao, Northwestern State University
Hui Zhi Yi, Manhattan Associates Inc.
SESSION C  Marketing & International Business-III

Session Chair: Mohammed Hussein, Prairie View A&M University

Social Media Use for Disaster Management: Exploring the Challenges for the Underserved Communities
Louis Ngamassi, Prairie View A&M University
Mia Whitaker, Prairie View A&M University
Fanesse Muyah, Prairie View A&M University
Jada Burks, Prairie View A&M University

Studying the Evolution of Artificial Intelligence (AI) Assistants Through the Lens of the Technology Acceptance Model (TAM)
Mohammed Hussein, Prairie View A&M University

The Influence of High Priced Offerings on Sequential Shopping Decisions
Najam Saqib, Laurentian University

Theory of Planned Behavior and Pecan Trial Willingness in China
Hang Yang, University of Central Arkansas
Alexander N. Chen, University of Central Arkansas
Scott Nadler, University of Central Arkansas
Kan Jin, Zhejiang Open University

SESSION D: Journal Editors Panel

Session Chair: Binshan Lin, Expert Systems with Applications

Panelists: 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

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

All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
SESSION E  Management, Healthcare & Organizational Behavior-IV

Session Chair:  Vess Johnson, University of Arkansas at Little Rock

*Improving Game Day Decisions with Analytics*
Lucas Rayburn, University of Arkansas at Little Rock
Amanda Dreyer, University of Arkansas at Little Rock
Vess Johnson, University of Arkansas at Little Rock

*What Are Some Comorbidities of Hypertension? Some Insights Discovered from the National Health Interview Survey*
Joseph Mollick, Texas A&M University - Corpus Christi
Judy Toscano, Texas A&M University - Corpus Christi

*The Mediating Effects of Social Sustainability on Employee Engagement Practices and Economic Performance*
Venugopal Gopalakrishna-Remani, University of Texas at Tyler
Nisha Kulangara, University of Texas at Tyler
Robert Sroufe, University of Texas at Tyler

*Impact of EMS On Firm Environmental, Operational, and Firm Performance and the Mediating Effect of Environmental Innovation*
Venugopal Gopalakrishna-Remani, University of Texas at Tyler
Nisha Kulangara, University of Texas at Tyler
Robert Sroufe, University of Texas at Tyler

“Corporate Philanthropy” --- Is it Really ‘CSR’ or ‘Sheer Lie’ to Cash Hidden Marketing Objectives?
Md Al-Emran, McNeese State University
SESSION F  Innovative Education-IV

Session Chair: Franziska Renz, The University of Texas at El Paso

Investigating the Relationship Between Bicycle Drawing Test (BDT) and Learning Styles in Macroeconomics Courses
Leslie Ramos Salazar, West Texas A&M University
Stephen Hayward, West Texas A&M University

Assessing Experiential Learning in Business Policy Courses
Pamela Rogers, Stephen F. Austin State University
Matthew Lindsey, Stephen F. Austin State University

The Impact on Teaching Evaluations for Instructors Using Writing and a Social Justice Framework for Teaching Operations Management Concepts
Queen Booker, Minnesota State University, Mankato
Fred L. Kitchens, Ball State University
Carl Rebman, Jr. University of San Diego

Simulation Games in Decision Sciences: The State of the Art and Customization
Franziska Renz, The University of Texas at El Paso
Julian Vogel, The University of Texas at El Paso

Assessing the Performance of Innovation Research in Business Education: A Bibliometric Study
Michael Porter, Alabama A&M University
### SESSION A  Economics, Law & Finance-II

**Session Chair:** William Johnson, Texas A&M - Corpus Christi

<table>
<thead>
<tr>
<th>Title</th>
<th>Speaker(s)</th>
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<tr>
<td>Strict Trade Measures, Flexible Financing</td>
<td>Veysel Avsar, Texas A&amp;M University - Corpus Christi</td>
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<td>How An Automated Algorithmic Trader Wins the Game?</td>
<td>Bo Han, Texas A&amp;M University-Commerce</td>
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<td>An ICT-Led Framework for Rural Economic Development in South Africa</td>
<td>Patrick Ndayizigamiye, University of Johannesburg</td>
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<td>Stella Bvuma, University of Johannesburg</td>
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<td>Efosa Idemudia, Arkansas Tech University</td>
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<td>Which Came First, Finance Or Math Literacy?</td>
<td>William Johnson, Texas A&amp;M - Corpus Christi</td>
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### SESSION B  Economics, Law & Finance-III

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

<table>
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<tr>
<th>Title</th>
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<tr>
<td>Failed Medical Innovation and Firm Value</td>
<td>M. Kabir Hassan, University of New Orleans</td>
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<td>Omer Unsal, Merrimack College</td>
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<td>Selma Izadi, Loyola University</td>
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<td>Yichi Zhang, University of New Orleans</td>
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<td>Self-Insurance: When and When Not to Choose</td>
<td>Mingdelun Chen, Guangzhou City Investments</td>
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<td>John Seydel, Arkansas Tech University</td>
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Make plans to join us in Galveston for our 2021 conference!

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48th Annual Conference  
March 17-20, 2021  
Galveston, Texas  
Moody Gardens Galveston
CONGRATULATIONS!

Recipient of the Distinguished Paper Award - Federation of Business Disciplines

More Than Just Agents: The Effect of Top Managers’ Psychological Ownership
Franziska Renz, The University of Texas at El Paso

2020 SWAM Outstanding Educator

Abbie Lambert, University of Central Oklahoma

Recipient of the 2020 Southwest Academy of Management Best Reviewer Award

Robert Lloyd, Fort Hays State University
2020 TRACK CHAIRS

**Managing Human Capital:** Human Resources / Careers / Diversity
Julio C. Canedo, University of Houston – Downtown

**People at Work:** Organizational Behavior / Leadership
Cody Cox, St. Mary’s University

**Organizational Mission:** Organizational Theory / Strategic Management / International Management
David Epstein, University of Houston – Downtown
Marcia Hardy, Northwestern State University of Louisiana

**Change in Organizations:** Organizational Development
Peter Sorensen, Benedictine University
Therese Yaeger, Benedictine University

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

**The Purposeful Organization:** Social Responsibility, Consciousness, Relationships, Collaboration, Community & Sustainability
Brian W. Kulik, Northeastern Oklahoma State University

**Management Education:** Pedagogical Innovations / Pedagogical Research / Professional Development
M. Suzanne Clinton, University of Central Oklahoma
Kenneth Sweet, Texas A&M – San Antonio
Lee Tyner, University of Central Oklahoma

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**◆**

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

**SWAM Executive Council ONLY** (President, President Elect, and Immediate Past President)

<table>
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<th>Time</th>
<th>Location</th>
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<tr>
<td>12:00 p.m. – 1:30 p.m.</td>
<td>Blanco, Hill Country Level</td>
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*Welcome to the Southwest Academy of Management Annual Meeting*

*Veena P. Prabhu, 2019-2020 SWAM President*

**PLENARY SESSION: Reflections of the Deans**

**Facilitators:**
- Kenneth Sweet, Texas A&M University – San Antonio
- Ethan P. Wall, University of Houston – Downtown

**Panelists:**
- Dr. Forrest Aven, Dean of the H-E-B School of Business, University of the Incarnate Word
- Dr. Gerry Sanders, Dean of the College of Business, University of Texas at San Antonio
- Dr. Robert F. Scherer, Dean of the School of Business, Trinity University
- Dr. Tanuja Singh, Dean of the Greehey School of Business, St. Mary’s University

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<th>Time</th>
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<td>1:30 p.m. – 3:00 p.m.</td>
<td>Blanco, Hill Country Level</td>
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### TRACK TITLE: Management Education: Professional Development

**SESSION A: PDW → Working to Get an Edge**

*Resume Mining: Teaching Students How to Play the Game*

**Facilitator:**
- Emily Hammer, West Texas A&M University

This technology-focused HRM PDW will cover how topics such as Qualifications versus Objectives are perceived in the practitioner realm and the impact that Artificial Intelligence has upon the usage of these common practices that are almost misnomers.

Make plans to join us in Galveston, Texas for our 2021 conference.

★★★

**48th Annual Conference**

March 17 - 20, 2021
Moody Gardens
Galveston, Texas
TRACK TITLE:  Management Education: Professional Development

SESSION B: POWER PDW – 2IN1 ➔ Organizational Change and Growth

PDW 1: Reflecting on How Can Organizations Embrace New Technologies in the Workforce and What are the Benefits and Risks?

Facilitators: Heather Staples and Stephanie Black, Texas A&M University-San Antonio

This PDW will bring more discussion and reflection on artificial intelligence, 3-D scanning, biometric authentication, blockchain and 3-D, and printing to name a few (Kerr, Örennius, Slijk, 2019). An in-depth discussion on some of the benefits and risks of technological advancements for the workforce is needed to gain a better understanding of the implications of technology innovations.

PDW 2: Unleash Your Team Member Value

Facilitator: Luci Parmer, Southeastern Oklahoma State University

This PDW is a hands-on, interactive professional development workshop where attendees will take part in several team-building exercises to strengthen and refresh their team-building skills. Additionally, this will be an open forum where attendees can learn more (or obtain as a refresher) about teams, team-building, stages of team development and various team member roles to include team leader and team member.

TRACK TITLE: Management Education: Pedagogical Innovations / Pedagogical Research

SESSION C: Multilevel Issues in Teaching and Learning

Session Chair: Kenneth Sweet, Texas A&M – San Antonio
Discussant: Vance Lewis, The University of Central Arkansas

Accredititis: Reflections on Business Faculty Recruitment Among AACSB Accredited Institutions
Carlos Baldo, Colorado Mesa University
Justin Wareham, Oklahoma City University
Richard Vail, Colorado Mesa University
Ana Holguin, Colorado Mesa University

Developing an Integrated, Conceptual Teaching Framework for Effective Online Education
Sheron Lawson, Wayland Baptist University

An Examination of the Impact of International Student Status on Global Virtual Teams
Kerri Crowne, Widener University

Developing a Business Analytics Curriculum for all Undergraduate Business Students
Gerald Burch, Texas A&M University – Commerce
Joe Brodnax, Texas A&M University – Commerce
Jana Burch, Tarleton State
Peter Drewes, Lockheed Martin
March 11, 2020
(Wednesday)

1:30 p.m. – 3:00 p.m.  Nueces, Hill Country Level

TRACK TITLE:  Organizational Mission: Organizational Theory / Strategic Management / International Management

SESSION D: Theoretical Lenses of Strategy

Session Chair: Marcia Hardy, Northwestern State University
Discussant: Andrew Johnson, Texas A&M University – Corpus Christi

Hurricane Harvey and Sensemaking: The Power of the Narrative
Walter Scott Sherman, Texas A&M University – Corpus Christi
Randall Harris, Texas A&M University – Corpus Christi

Forty Years and Still Evolving: The Theory of Constraints
Jim McCleskey, Western Governors University

Evolution of Coopetition: Does the Sequence Matter?
Leyla Orudzheva, Texas A&M University – Central Texas
Elisabeth Struckell, University of North Texas

3:00 p.m. – 3:30 p.m.  Outside Nueces, Hill Country Level

SWAM COFFEE BREAK

3:30 p.m. – 5:00 p.m.  Nueces, Hill Country Level

TRACK TITLE:  Managing Human Capital: Human Resources / Careers / Diversity

SESSION A: Investing in Your Workforce

Session Chair: Stephen Jaros, Southern University and A&M College
Discussant: Gayle Baugh, University of West Florida

Exploring The Mechanism of Diversity Training through Job Embeddedness In a Diversified Workplace
Yang Zhang, University of Texas El Paso
Veena Prabhu, California State University, Los Angeles

Industry Competition and Training Investment: Evidence From The U.S. And China
Yingchun Wang, University of Houston – Downtown
SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

March 11, 2020
(Wednesday)

3:30 p.m. – 5:00 p.m.  Frio, Hill Country Level

TRACK TITLE: People at Work: Organizational Behavior / Leadership

SESSION B: Forget Eating the Frog and Moving the Cheese: New Directions on Understanding Individual Motivation

Session Chair: Stephanie Black, Texas A&M University – San Antonio
Discussant: Jason Eliot, University of Central Oklahoma

*Is Grit Hurting You? The Dark Side of Psychological Resource in Goal Pursuit*
Rahman Khan, Universite de Pau et des Pays de l'Adour
Jean Pierre Neveu, Universite de Pau et des Pays de l'Adour

*Don’t Be Scared! Understanding the Role of Psychological Resources in Goal Pursuit*
Rahman Khan, Universite de Pau et des Pays de l'Adour
Jean Pierre Neveu, Universite de Pau et des Pays de l'Adour

*Why do Individuals Volunteer? An Empirical Test of Social Identity Theory and Volunteerism*
Abby Dodge, Wayland Baptist University
Samantha Murray, Wayland Baptist University
Mark Bell, Wayland Baptist University

3:30 p.m. – 5:00 p.m.  Blanco, Hill Country Level

TRACK TITLE: Management Education: Professional Development

SESSION C: POWER PDW – 2in1: Developing the Modern Faculty

**PDW 1:** On Writing and the Ph.D. Student: Some Things You Need to Know but Nobody Will Tell You
Facilitator: Dan Lichter, Benedictine University

Participants will leave this workshop with new or refined strategies to maximize the utility of their writing, new tools and resources to make the process of writing easier (or at least very slightly less painful), and perhaps a greater awareness of one’s self as a writer.

Attendees are asked to register in advance and prepare in advance and bring 3 hard copies of a short (3-5 pages) sample of their writing in APA format, and to bring along with them an open mind for constructive feedback; a willingness to network and share with fellow writers who aspire to continually improve in their own writing endeavors.

**PDW 2:** The Gratitude Visit: An Application of Written and Oral Communication for Business Students
Facilitators: John Davis and Doug McIntyre, Hardin – Simmons University

This session will focus on telling and showing faculty how to implement the writing and speaking requirement of giving gratitude into their business courses. In addition, there will be discussion of the adequate use of language to render expressions of gratitude effective as incorporated in HSU’s Job Search and Industry Analysis course.
March 11, 2020
(Wednesday)

3:30 p.m. – 5:00 p.m.  Llano, Hill Country Level

TRACK TITLE:  Organizational Mission: Organizational Theory / Strategic Management / International Management

SESSION D:

Session Chair: David Epstein, University of Houston – Downtown
Discussant: Saheli Nath, University of Central Oklahoma

*The Moderating Impact of Globalization on Entrepreneurship*
Ector Diaz, Fort Hays State University
Bryanna Kohler, Fort Hays State University
Robert Lloyd, Fort Hays State University

*Which Firms are in the Competition? The Demand Side of the Story*
Soo Jung Kim, Texas A&M University – Central Texas
Brad Almond, Texas A&M University – Central Texas

*Business Analytics Capabilities, Strategic Decision Making and Firm’s Competitive Advantage: A Conceptual Framework*
Rajiv Dahiya, Louisiana Tech University
Bruce Walters, Louisiana Tech University

3:30 p.m. – 5:00 p.m.  Pecos, Hill Country Level

TRACK TITLE:  Doctoral Consortium

SESSION E: Session 1: Meet, Greet, and Discuss

Session Chair: Robert H. Epstein, University of Central Oklahoma

5:00 p.m. – 6:00 p.m.  Frio, Hill Country Level

SPECIAL SESSION
Planning Meeting for the SWAM 2021 Conference
Galveston, Texas, March 17-20, 2021

Presiding: Natasa Christodoulidou, California State University Dominguez Hills
Program Chair-Elect, Southwest Academy of Management, 2020-2021

Help shape SWAM’s next meeting to be held in Galveston, Texas, at the Moody Gardens Galveston, March 17-20, 2021. Join in a thoughtful exchange of ideas and creative suggestions as we seek to continually improve the SWAM conference experience.
SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)

March 12, 2020
(Thursday)

8:30 a.m. –10:00 a.m. Navarro, LCC

TRACK TITLE: Organizational Mission: Organizational Theory / Strategic Management / International Management

SESSION A: The Top of the Food Chain – Musings on CEOs and TMTs

Session Chair: Saheli Nath, University of Central Oklahoma
Discussant: Leyla Orudzheva, Texas A&M University – Central Texas

Twitter and YouTube and Facebook, Oh My! How CEOs Streaming on New Media can Impact Perceptions
Nicolina Weaver, University of Texas Arlington

Do Clawbacks Affect Executive Turnover?
David Epstein, University of Houston – Downtown
Zishang (Cathy) Liu, University of Houston – Downtown
Candace TenBrink, University of Houston – Downtown

8:30 a.m. –10:00 a.m. Sequin, LCC

TRACK TITLE: Managing Human Capital: Human Resources / Careers / Diversity

SESSION B: Contemporary Issues in HRM

Session Chair: Yingchun Wang, University of Houston - Downtown
Discussant: Alix Valenti, University of Houston – Clear Lake

Applicants’ Evaluations of Career Opportunities Using Signals from Social Networking Sites
Andrew Johnson, Texas A&M University – Corpus Christi
Sue Joiner, Tarleton State University

Role of Workplace Spirituality in Organizations: Mitigating Frustration and Turnover Intentions
Johnson Varghese, University of North Texas

Cave Walls to Boardrooms: The Role of Occupational Groups in Tattoo Regret
Jennifer Flanagan, Texas Women's University
Vance Lewis, The University of Central Arkansas
Kendra Ingram, Southeastern Oklahoma State University
Lisa Stickney, University of Baltimore

Make plans to join us in Galveston, Texas for our 2021 conference.

48th Annual Conference
March 17 - 20, 2021
Moody Gardens
Galveston, Texas

125
TRACK TITLE: Management Education: Professional Development

SESSION C: POWER PDW – 2IN1 ➔ Increasing Student Involvement and Engagement

PDW 1: The Influence of Peer Mentoring on First-Year Business Students’ Choice of Major and Academic Success

Facilitators:
Nathan Tayero, University of Central Oklahoma
Suzanne Clinton, University of Central Oklahoma

This Pedagogical Research presentation and discussion will present some of the benefits that come about as a result of mentoring.

PDW 2: Reflections on Student Centered Learning: Students Help Create the Syllabus!

Facilitators:
Janie Gregg, University of West Alabama

Attendees (new and experienced faculty) experience the process that gets students involved in a student-centered learning environment that targets certain SLO’s from the student’s point of view. After a discussion of the process, a mini-syllabus handout will be given and some time will be used to put attendees in groups to create a revised one.

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

◆

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March 12, 2020
(Thursday)

8:30 a.m. – 10:00 a.m.  Maverick B, LCC

TRACK TITLE: Managing Human Capital & People at Work

SESSION D: IGNITE!

Facilitator: Julio Canedo, University of Houston – Downtown

Human Capital Resilience - A Strategic Advantage
Jason Eliot, University of Central Oklahoma

Our Diverse Generations Over Time
Heather Staples, Texas A&M – San Antonio

Equal Pay & Equal Opportunity: Academic & Field Research
Janell Whaley, Benedictine University

An Exploratory Study on Career Readiness
Elizabeth Muniz, University of North Texas at Dallas
Eronia King, University of North Texas at Dallas

Human Resource Development and Generation Z: A Research Agenda for Scholars and Scholar-Practitioners
Greggory Keiffer, Houston Baptist University
Bryn Hammack-Brown, Tarleton State University

Emotional Intelligence in Effective Leaders: Is it the Missing Factor?
Bradley Winton, University of Dallas

8:30 a.m. – 10:00 a.m.  Garden Terrace, 1st Floor

SPECIAL SESSION (By Invitation Only)
SWAM Officers’ Meeting

Presiding: Veena P. Prabhu, California State University, Los Angeles
President, Southwest Academy of Management, 2019-2020

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

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! Attend poster sessions.

Great Door Prize Drawings take place at 10:15 a.m. in the Exhibit Area. Must be present to win.
March 12, 2020
(Thursday)

TRACK TITLE: Management Education: Faculty-led Learning Opportunities

SESSION A: Faculty Skills → Using the Power of R and Shiny to Perform Moderation Analyses

Facilitator: Justin Keeler, Ouachita Baptist University

This two-part workshop will provide faculty and doctoral students a venue to enhance analytic skills specific to moderation and interaction effects using a recently developed R software package called, “processR.”

***This session is open to all FBD members!***

TRACK TITLE: People at Work: Organizational Behavior / Leadership

SESSION B: Getting Past the Leadership Literature: New Perspectives on 21st Century Leadership

Session Chair: Stephanie Black, Texas A&M University – San Antonio
Discussant: Stephanie Black, Texas A&M University – San Antonio

Authentic Leadership and its Role in Building Meaningfulness and Engagement
Bradley Winton, University of Dallas

Ethics and the Philosophical Relationship to Leadership Theories
Timothy Ewest, Houston Baptist University

Labor Market Dynamics: A Reflection of Leadership Challenges
Sonia Aguilar, Texas A&M-Central Texas

All It Takes is Faith and Trust: Building Effective Leaders with Emotional Intelligence
Bradley Winton, University of Dallas

TRACK TITLE: Doctoral Consortium

SESSION C: Session 2: Panel Speakers

Session Chair: Robert H. Epstein, University of Central Oklahoma
TRACK TITLE: SWAM Luncheon with Mayerland Harris, H-E-B HR Houston Division
(Registration Required)

Presiding: Brian W. Kulik Northeastern State University
President Elect, Southwest Academy of Management, 2020-2021

SWAM LUNCHEON GUEST AND SPEAKER: Mayerland Harris, H-E-B HR Houston Division
Office, Group Vice President of HR

*Note. SWAM Luncheon serves as Doctoral Consortium Session 3


SESSION A: Rethinking Enterprises

Session Chair: Jennifer Flanagan, Texas Women's University
Discussant: Sonia Aguilar, Texas A&M University – Central Texas

Presence in Foreign Markets, Ethnic Minority Ownership and Financial Performance of SMEs
Lorenzo Ardito, Politecnico di Bari
Viviana D'Angelo, Politecnico di Bari
Antonio Messeni Petruzzelli, Politecnico di Bari
Enzo Peruffo, Politecnico di Bari

Celebrity Status and New Venture Performance: Exploring the Antecedents of Celebrity Status
Dan Chen, University of Texas at Arlington

God and Golden Arches: Christian Thought About Enterprise in the 21st Century
Chris Langford, University of Mary Hardin-Baylor

Staying or Working Together: How Do Knowledge Workers Shape the Configuration and Trajectory of Coworking-Spaces
Ricarda Bouncken, University of Bayreuth
Yixin Qiu, University of Bayreuth
March 12, 2020
(Thursday)

1:30 p.m. – 3:00 p.m.    Maverick B, LCC

TRACK TITLE:  Change in Organizations: Organizational Development

SESSION B: Panel Discussion → Reflections on the Role of the Application of Agile and Organization Development

Session Chair: Therese Yaeger, Benedictine University

Panelists:
Rob Reinhard, Drahnier Enterprises
Gerald Baraza, Benedictine University
Peter F. Sorensen, Benedictine University
Sonia Watson, College of DuPage
Therese Yaeger, Benedictine University

1:30 p.m. – 3:00 p.m.    Sequin, LCC

TRACK TITLE:  People at Work: Organizational Behavior / Leadership

SESSION C: The People Make the Place: Current Research on Fit, Climate, and Interpersonal Relationships

Session Chair: Adrian Guardia, Texas A&M – San Antonio
Discussant: Stephen Jaros, Southern University and A&M College

Dysfunctional Interpersonal Workplace Behavior Outcomes
Karen Leonard, University of Arkansas Little Rock
Karen McDaniel, Arkansas State University

Job Embeddedness to Citizenship Behavior: Role of Outcome Orientation and Relationships with Peers
Satvir Singh, Angelo State University
Yilu Wang, University of Texas at El Paso
Prajya Vidyarthi, University of Texas at El Paso

Expanding Person-Organization Fit: Considering Personal Values through a Regulatory Focus Perspective
Lauren Rich, The University of West Florida
John Batchelor, The University of West Florida
Gayle Baugh, The University of West Florida

Gender Differences on how a “Fixated” Work Climate Plays a Role on the Worker Getting “Fixated” in their Decisions of Priorities
Justin Keeler, Ouachita Baptist University
Robert Webster, Ouachita Baptist University
TRACK TITLE: The Purposeful Organization: Social Responsibility, Consciousness, Relationships, Collaboration, Community & Sustainability

SESSION D: Social Responsibility, Community, & Relationships

Session Chair: Brian Kulik, Northeastern State University
Discussant: Justin Wareham, Oklahoma City University

Finding Strength in Differences: An Investigation of Regional Variations in Responsible Investing Practices
Saheli Nath, University of Central Oklahoma

Trust, Corruption, and the Mediating Role of Corporate Social Responsibility (CSR)
Namporn Thanetsunthorn, Pennsylvania State University-Shenango

A Brief History of Public Relations Ethics and Implications for Managers
Braden Scott, Fort Hays State University
Ector Diaz, Fort Hays State University

Reflecting on Teaching Business Ethics: Normative Instruction Should Include Behavioral Instruction
Lamar Reinsch, Lubbock Christian University
Vanda Pauwels, Lubbock Christian University

TRACK TITLE: Doctoral Consortium

SESSION E: Session 4: Speed Dating

Session Chair: Robert H. Epstein, University of Central Oklahoma

FBD Coffee Break

Attend poster sessions. 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.
TRACK TITLE: Recognition of SWAM 2020 Award Winners

***ALL SOUTHWEST ACADEMY OF MANAGEMENT SESSION***

Presiding: Manjula Salimath, University of North Texas
SWAM Outstanding Educator, Southwest Academy of Management 2019

SESSION A: Recognition of SWAM 2020 Award Winners

SWAM 2020 Best Paper
More Than Just Agents: The Effect of Top Managers’ Psychological Ownership
Franziska Renz, The University of Texas at El Paso

SWAM 2020 Outstanding Educator
Abbie Lambert, University of Central Oklahoma

SWAM 2020 Outstanding Reviewer
Robert Lloyd, Fort Hays State University

5:30 p.m. – 7:00 p.m.  Exhibit Hall – Regency Center

TRACK TITLE: Doctoral Consortium

Session 5: FBD Presidential Welcome Reception – Social Introductions

Session Chair: Robert H. Epstein University of Central Oklahoma

Doctoral students will have the opportunity to meet and mingle within and between SWAM and FBD members. Light appetizers and a cash bar are available. (Be sure to wear your badge)

5:30 p.m. – 7:00 p.m.  Exhibit Hall – Regency Center

FBD Presidential Welcome Reception – Badge required for entry

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. To enter the Exhibit Hall, all persons older than six years of age are required to wear their conference or guest badge. All badges can be obtained from the Registration area during their open hours.
TRACK TITLE: Management Education: Pedagogical Innovations

SESSION A: Developing the Learning Environment

Session Chair: Lee Tyner, University of Central Oklahoma
Discussant: Carlos Baldo, Colorado Mesa University

The Impact of Organizational and Professor Support on Students’ Intentions to Stay
Alix Valenti, University of Houston – Clear Lake
Clifton Mayfield, University of Houston – Clear Lake

Been There, Done That?: How Faculty Work Experience Impacts Student Evaluations of Teaching
Vance Lewis, The University of Central Arkansas
Kaye Mckinzie, The University of Central Arkansas

Learning Communities: Factors Influencing Faculty Involvement
Patricia LaPoint, McMurry University

Multisource Feedback as an Experiential Learning Enabler in Large-Format Management Classes
Stephanie Black, Texas A&M University – San Antonio
Sandra Degrassi, Texas A&M University – San Antonio
Kenneth Sweet, Texas A&M University – 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.
SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)

March 13, 2020  
(Friday)

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>Rio Grande Ballroom West</td>
<td>TRACK TITLE: Management Education: Professional Development</td>
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<td>SESSION B: POWER PDW – 21N1 ➔ Challenges in Online Education</td>
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<tr>
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<td>PDW 1: Applying Face-To-Face Teaching Techniques in the Online Environment to Increase Effectiveness of Discussion Board</td>
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<td>Facilitators: Samantha Murray, Wayland Baptist University</td>
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<td>Suzanne Clinton, University of Central Oklahoma</td>
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<td>Kimberly Merritt, Oklahoma Christian University</td>
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<td>Abbie Lambert, University of Central Oklahoma</td>
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<td>Abidemi Olaoye, University of Central Oklahoma</td>
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<td>Facilitators will discuss concepts that might lead to effective learning in an online environment, as identified in the literature. These concepts include: time management, learner emotional intelligence, learner locus of control (Radovan, 2018); active and reflective learners (Cela, Sicilia, &amp; Sanchez-Alonso, 2016; Felder &amp; Silverman, 1988); discussion board structure and guidance (Cheung &amp; Hew, 2005; Lee, 2013; Wyss, Freedman, &amp; Siebert, 2014; Panadero &amp; Honsson, 2013; Ertmer, Sadaf, &amp; Ertmer, 2011). And more!</td>
</tr>
<tr>
<td>10:00 a.m. – 10:30 a.m.</td>
<td>Exhibit Hall – Regency Center</td>
<td>FBD Coffee Break</td>
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<td>Attend poster sessions. 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!</td>
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<td>Great Door Prize Drawings take place at 10:15 a.m. in the Exhibit Area. Must be present to win.</td>
</tr>
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</table>
### TRACK TITLE: Managing Human Capital: Human Resources / Careers / Diversity

#### SESSION A: Start from the Beginning – Considerations in Selection

Session Chair: **Julio Canedo**, University of Houston – Downtown  
Discussant: **Emily Hammer**, West Texas A&M University

**Person-Organization Fit: Using Personality Assessments as a Tool to Select and Hire Successful Special Agents**  
Amy Link, Wayland Baptist University  
Samantha Murray, Wayland Baptist University

**Individual Factors, Norms, and Organizational use of Social Networking Sites in Hiring Practices**  
Heather Staples, Texas A&M University – San Antonio  
Stephanie Black, Texas A&M University – San Antonio

**Reference Check: Review of a Central Selection Method**  
Andrew Johnson, Texas A&M University – Corpus Christi  
Ryan Terry, Texas A&M University – Corpus Christi

<table>
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<tr>
<th>Time</th>
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<th>Session</th>
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</table>
| 10:30 a.m.    | Regency Ballroom 1| TRACK TITLE: Managing Human Capital: Human Resources / Careers / Diversity

### TRACK TITLE: Change in Organizations: Organizational Development

#### SESSION B: Innovation, Learning, and Transformation in Organizations

Session Chair: **Therese Yaeger**, Benedictine University  
Discussant: **Erica Sokol**, Benedictine University

**Coworking Spaces as Innovation Hubs for Value Co-Creation: A Qualitative-Empirical Analysis**  
Ricarda Bouncken, University of Bayreuth  
Lars Görmar, University of Bayreuth  
Sven Laudien, media Akademie Hochschule Stuttgart  
Roman Barwinski, University of Bayreuth

**Transforming Employee Resistance into Organizational Learning**  
Grace Khoury, Birzeit University  
Devi Akella, Albany State University

Make plans to join us in Galveston, Texas for our 2021 conference.

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session</th>
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| 10:30 a.m.    | Rio Grande Ballroom Center | TRACK TITLE: Change in Organizations: Organizational Development

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**48th Annual Conference**  
March 17 - 20, 2021  
Moody Gardens  
Galveston, Texas
TRACK TITLE: Management Education: Professional Development

SESSION C: POWER PDW – 2in1⇒ The Adaptive Classroom

PDW 1: Utilizing a SRS in the Classroom – Teaching Management through Technology

Facilitator: Marvin Bontrager, Georgia Gwinnett College

This presentation will provide insights that may be useful for other management instructors considering the incorporation of SRS in their classroom. In academia, change is difficult and there may be hesitation to adopt these types of technology because of lack of information. The author will present specific areas of personal concern that existed during the time period of implementing a SRS. Among other topics, specific areas will be covered that will assist instructors with helpful information.

PDW 2: Adapative Learning Platforms

Facilitators: Lee Tyner, Abbie Lambert, Suzanne Clinton and Alina Thomas, University of Central Oklahoma

This workshop will lead an interactive discussion on learning platforms including McGraw Hill Connect’s Learn Smart and Interpretive Solutions’ HR Simulation. This style of learning moves away from a traditional lecture environment and instead responds to the performance of the student or student group. This can be particularly beneficial in an online environment whereby the software and instructor can both enhance performance in real time.

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.
SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

March 13, 2020
(Friday)

10:30 a.m. – 12:00 p.m. Bowie B, LCC

TRACK TITLE: People at Work: Organizational Behavior / Leadership

SESSION D: Who Leads and How: Current Research on Individual Differences and Leadership Performance

Session Chair: Sandra Degrassi, Texas A&M University – San Antonio
Discussant: Alix Valenti, University of Houston – Clear Lake

“It’s Not You, It’s Me”: The Effect of The Big Five Personality Traits on CEO Reason for Turnover
Kristen Faile, University of Texas, San Antonio
Steven Hyde, University of Texas, San Antonio

Extraversion: The Sub-Optimal Performance of a Multi-Dimensional Construct in Leadership Research
Devin Hargrove, Rollins College
Kip Keifer, Rollins College

Gender and Followership in a Pakistani Context: How do Men and Women Differ on their Perception of Authentic Leadership
Haroon Bakari, University of Sindh, Thatta Campus
Stephen Jaros, Southern University and A&M College
Ahmed Imran Hunjra, UIMS-PMAS-University of Arid Agriculture Rawalpindi

The Elusive Relationship Between Leader-Member Exchange Quality and Gender
S. Gayle Baugh, The University of West Florida

12:00 p.m. – 1:00 p.m. Rio Grande Ballroom West

SPECIAL SESSION: SWAM Annual Business Meeting

Presiding: Veena P. Prabhu, California State University, Los Angeles
President, Southwest Academy of Management, 2019-2020

Brian W. Kulik, Northeastern State University
President-Elect, Southwest Academy of Management, 2020-2021

All members are encouraged to attend our annual business meeting. We look forward to seeing you there.
Refreshments served

1:00 p.m. – 2:00 p.m. Rio Grande Ballroom West

SPECIAL SESSION: SWAM Officers’ Meeting

Presiding: Brian W. Kulik, Northeastern State University
President-Elect, Southwest Academy of Management, 2020-2021

Southwest Academy of Management Meeting with the 2020-2021 Board
2019-2020 OFFICERS

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Courtney Kernek, Southeastern Oklahoma State University

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(Proceedings Editor)

Historian and Archivist
Daniel F. Jennings, Texas A&M University - College Station

Immediate Past President
Martin S. Bressler, Southeastern Oklahoma State University

CONGRATULATIONS!

Recipient of the 2020 Federation of Business Disciplines Distinguished Paper Award

Waterhaven Park
Robert Stevens, Southeastern Oklahoma State University
David Loudon, Stamford University
Rhonda Richards, Southeastern Oklahoma State University
Lawrence Silver, Southeastern Oklahoma State University

Recipient of the 2020 FBD Outstanding Educator Award
Martin S. Bressler, Southeastern Oklahoma State University
2019-2020 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 12

8:30 a.m. – 9:00 a.m. Breakfast Honoring Past Presidents

9:00 a.m. – 12:00 p.m. Case Sessions

12:00 p.m. – 2:00 p.m. Networking Lunch & Special Guest Speaker- TBA

2:00 p.m. – 3:00 p.m. Case Writing Workshop 101: The Beginners Guide to Writing and Publishing Cases

3:00 p.m. – 3:30 p.m. FBD Coffee Break; Attend poster sessions

3:30 p.m. – 5:00 p.m. 2020-2021 Business Meeting & Program Planning
BREAKFAST HONORING PAST PRESIDENTS
All SWCRA Members invited.

9:00 a.m. – 12:00 p.m.  Live Oak, Hill Country Level

SESSION A  Accounting and Finance Track/International Business Track

Session Chairs:  Julia S. Kwok, Northeastern State University  
Brian Walkup, University of Tulsa  
Syed Tariq Anwar, West Texas A&M University

Countries’ Stock Market Factors Driving Valuation of the US based Multi-National Corporations and International MNC cross-listed in the USA  
Elena Skouratova, Concordia University Texas

Personal Finance – Credit Card Management  
Julia S. Kwok, Northeastern State University

Ecotourism in Pakistan: Sustainability, Marketing and Global Strategies  
Syed Tariq Anwar, West Texas A&M University

SESSION B  Marketing Track / Non-Profit Management/Ethics Track

Session Chair:  Courtney Kernek, Southeastern Oklahoma State University  
Robert Howard, Southeastern Oklahoma State University  
Kendra Ingram, Southeastern Oklahoma State University

Honey Suckle Acres Bed & Breakfast: Multi-Channel Distribution Strategy for Success  
Courtney Kernek, Southeastern Oklahoma State University  
Rhonda Richards, Southeastern Oklahoma State University  
Robert Stevens, Southeastern Oklahoma State University  
Lawrence Silver, Southeastern Oklahoma State University

BR Communications, Inc.  
Robert Stevens, Southeastern Oklahoma State University  
David Loudon, Samford University  
Kendra Ingram, Southeastern Oklahoma State University

Innovation Integration in the Nonprofit Sector  
Jamie M. McIlwaine, Point Loma Nazarene University  
Randal P. Schober, Point Loma Nazarene University

Power, Greed, and Dominance in a Local Health Care Market: UPMC vs. Highmark  
F. Robert Buchanan, Indiana University of Pennsylvania
 SESSION C  Strategic Management Track/ Business Policy Track

Session Chair: Robert E. Stevens, Southeastern Oklahoma State University

Waterhaven Park

Robert Stevens, Southeastern Oklahoma State University
David Loudon, Stamford University
Rhonda Richards, Southeastern Oklahoma State University
Lawrence Silver, Southeastern Oklahoma State University

Thyssenkrupp vs. Otis: Corporate Restructuring and Global Expansion in the Vertical Transportation Systems Industry
Syed Tariq Anwar, West Texas A&M University

Dollar Tree, Inc. in 2019
John K. Masters, Cameron University

Chicago Continental Can Company
R. Henry Migliore, Professor Emeritus, Northeastern Oklahoma State University
Martin S. Bressler, Southeastern Oklahoma State University

Caked Up! On the Go
Kendra Ingram, Southeastern Oklahoma State University
Courtney Kernek, Southeastern Oklahoma State University
Rhonda Richards, Southeastern Oklahoma State University

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SESSION D  Organizational Behavior and Human Resource Management Track / Small Business/Entrepreneurship Track

Session Chair:  Martin S. Bressler, Southeastern Oklahoma State University
Timothy D. Wise, Southern Arkansas University

Rita’s Tex-Mex Café
Robert Stevens, Southeastern Oklahoma State University
Lawrence Silver, Southeastern Oklahoma State University
Martin S. Bressler, Southeastern Oklahoma State University

Oak Brook Rabbit Processing
Martin S. Bressler, Southeastern Oklahoma State University

Reviving Rebekah’s Operational Plan
Luci Parmer, Southeastern Oklahoma State University

Tacos 4 Life: Faith, Love, and Tacos
Timothy D. Wise, Southern Arkansas University

The Dysfunctional Manufacturing Environment
Paul Howell, Lamar University
Kabir C. Sen, Lamar University
Vivek Natarajan, Lamar University

SESSION E  NETWORKING LUNCHEON
All SWCRA Members invited
SESSION F

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.

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! Attend poster sessions.

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SESSION G

Business Meeting & 2021 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 2021 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 Galveston for our 2021 conference!

48th Annual Conference
March 17-20, 2021
Galveston, Texas
Moody Gardens Galveston
2019 – 2020 OFFICERS

President: Thomas Thompson, University of Texas - Arlington
Vice President and Program Chair: Maria E. de Boyrie, New Mexico State University
Vice President – Events: John C. Adams, University of Texas - Arlington
Secretary/Treasurer: Karyn Neuhauser, Lamar University
Webmaster: Marilyn Wiley, University of North Texas
Directors: Shuming Bai, Eastern Washington University
Mary Kelly, Texas A&M University - Central Texas
Jennifer Brodmann, Cal State – Dominguez Hill
Tarun Mukherjee, University of New Orleans
Marilyn Wiley, University of North Texas
Susana Yu, Montclair State University
Endowment Committee: Ramesh P. Rao, Oklahoma State University
Stephen R. Sears, Texas A&M International
Program Committee

John C. Adams, University of Texas – Arlington*
Shuming Bai, Eastern Washington University *
Dhruba Banjade, University of Texas - Arlington
Rafiquil Bhuyan, Le Moyne College
Scott Brown, University of Puerto Rico
Mo Chaudhury, McGill University
Md Shahedur Rahman Chowdhury, University of Texas - Rio Grande Valley
Susan Crain, Missouri State University*
Barbara Davis, Centenary College of Louisiana
Syed M. Harun, Texas A&M University - San Antonio
Mohammad Hashemi, Florida International University
M. Kabir Hassan, University of New Orleans
Seth Anthony Hoelscher, Missouri State University
Yu Hu, Florida International University
Jianning Huang, University of Memphis
Wanling Huang, University of Tulsa
Catalina Hurwitz, State University of New York, The College at Oneonta
Daniel James, New Mexico State University
Susan Ji, Governors State University
Xiaoquan Jiang, Florida International University
Arati Kale, University of Texas - Arlington
Termkiat Kanchanapoom, Thammasat University
Dwight Kealy, New Mexico State University
Lynn Kendall, Louisiana State University
Young Ha Ki, Widener University
Anzhela Knyazeva
Aslihan G. Korkmaz, Dominican University of California
Julia S. Kwok, Northeastern State University
Chad Kwon, University of Texas - Rio Grande Valley
Shari Lawrence, Nicholls State University
Qian Li, Midwestern State University
Yili Lian, California State University – Stanislaus
Zhilu Lin, Clarkson University
Rui Liu, Duquesne University
Ran Lu-Andrews, California Lutheran University
Haowen Luo, IPFW
Andrew Lynch, University of Mississippi*
Qingzhong Ma, California State University - Chico
Cedric Mbanga, Missouri State University
Amit Mittal, Indian Institute of Management
Karyn Neuhauser, Lamar University
Geoffrey Ngene, Mercer University
Huong Nguyen, Louisiana State University at Eunice
James Nguyen, Texas A&M - Texarkana
Yuka Nishikawa, Florida International University
Collins Okafor, North Carolina A&T State University
Chaiyuth Padungsaksawadsi, Thammasat University
Humnath Panta, Humboldt State University
Ivelina Pavlova, University of Houston - Clear Lake*
James D. Philpot, Missouri State University*
Gabriel J. Power, Université Laval
Xiao Qiao, Paraconic Technologies

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Program Committee, Continued

Huan Qiu, Millsaps College
J. Tim Query, New Mexico State University
Monika Rabarison, University of Texas - Rio Grande Valley
David L. Rakowski, University of Texas - Arlington
Ramesh P. Rao, Oklahoma State University*
Mohammad Refakar, University of Sherbrooke
Robinson Reyes Peña, Florida International University
Kemal Saatcioglu, Rode Island College
Salil K. Sarkar, University of Texas - Arlington
James R. Scott, Missouri State University
Stephen R. Sears, Texas A&M International*
Shahil Sharma, Texas A&M University - San Antonio
Vivek Singh, University of Michigan-Dearborn
David L. Stowe, Ohio University
John Stowe, Ohio University*
Tih Koon Tan, University of the District of Columbia
Trang T. Thai, State University of New York - The College at Brockport
Thomas Thompson, University of Texas – Arlington*
Nacsius Ujah, South Dakota State University
Buvaneshwaran Venugopal, University of Central Florida
Priti Verma, Texas A&M - Kingsville
Julian Vogel, University of Texas - El Paso
Richard C. Walton, Pepperdine University
Jinghua Wang, Pacific Lutheran University
Jeff Whitworth, University of Houston - Clear Lake
Hui (Frank) Xu, Lancaster University*
Susana Yu, Montclair State University*
Christina Zhang, California State University - Monterey Bay*
Wei Zhang, California State University - Chico

*Members of Best Paper Award Committee

Congratulations to Our Award Winners!
2020 Federation of Business Disciplines Outstanding Educator Award
Susan Crain, Missouri State University

2020 Federation of Business Disciplines Distinguished Paper Award
Monitoring Effectiveness of Independent Chair Led Boards
Krishnan Dandapani, Florida International University
Shahid Hamid, Florida International University
Suchismita Mishra, Florida International University
Arun Upadhyay, Florida International University
Sponsored by Review of Financial Economics

SWFA Best Paper in Corporate Finance Track
Do Military Independent Directors Improve Firm Governance?
Zhe Li, Bemidji State University
Megan Rainville, University of Nebraska-Lincoln
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Mohammed Hossain, Taylor's University
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*The Effect of Sentiment on Institutional Investors: A Gender Analysis*

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Linda Klingler, University of Hohenheim
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*The Term Structure of Municipal Bond Yields, Local Economic Conditions, and Local Stock Returns*

Fotis Grigoris, University of North Carolina – Chapel Hill
*Sponsored by Journal of Financial Research*

SWFA Best Doctoral Student Paper in Corporate Finance Track
*Robots, Labor Market Frictions, and Corporate Financial Policies*

Yanguang Liu, University of Arizona
*Sponsored by University of North Texas*

SWFA Best Doctoral Student Paper in Financial Institutions Track
*The Impact of Risk Retention on the Pricing of Securitizations*

Martin Hibbeln, University of Duisburg-Essen
Werner Osterkamp, University of Duisburg-Essen
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SWFA Best Doctoral Paper in Financial Markets Track
*Mutual Fund Trading and Stock Price Efficiency: Index Funds vs. Actively Managed Funds*

Nan Xu, University of California, Irvine
*Sponsored by Southwestern Finance Association*

SWFA Best Doctoral Paper in Behavioral Finance Track
*Languages and Cross-Border Dividend Payment Policies*

Yuka Nishikawa, Florida International University
Mohammad Hashemi Joo, Florida International University
Ali Parhizgari, Florida International University
*Sponsored by University of North Texas*
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Make plans to join us in Galveston, Texas for our 2021 conference.

♠♠♠

**48th Annual Conference**
March 17 - 20, 2021
Moody Gardens
Galveston, Texas
SWFA Special Events

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<tr>
<td>Thursday</td>
<td>1:30 p.m. – 3:00 p.m.</td>
<td>Panel Presentation for SWFA registered doctoral students</td>
<td>Pecan, Hill Country Level</td>
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<td>Thursday</td>
<td>6:00 p.m. – 8:00 p.m.</td>
<td>SWFA Reception</td>
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<td>Friday</td>
<td>7:00 a.m. – 8:30 a.m.</td>
<td>Southwestern Finance Association Board Meeting and Breakfast</td>
<td>Garden Terrace, 1st Floor</td>
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<td>Friday</td>
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<td>Southwestern Finance Association Luncheon and Business Meeting*</td>
<td>Regency Ballroom 4</td>
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Thursday Panel Presentation for SWFA Registered Doctoral Students: Panel Presentation and Open Discussion of Issues Facing New Faculty in Finance.

Our panelists include James Philpot (Missouri State University), Andrew Lynch (University of Mississippi), Sri Nippani (Texas A&M University – Commerce), and David Stowe (Ohio University).

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 Dr. Sheridan Titman, Professor and Walter W. McAllister Centennial Chair in Financial Services, McCombs School of Business, University of Texas at Austin.

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◆

All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
**BREAKFAST SESSION A  Capital Structure I**

**Session Chair:** Mehdi Khorram, Louisiana State University

*Societal Trust: An Important Missing Determinant of Capital Structure*
Sharif Mazumder, Oklahoma State University  
Discussant: Omrane Guedhami, University of South Carolina

*Creditor Rights and the Costs of High Leverage: Evidence from Capital Structure and Product Market Interactions*
Sadok El Ghoul, University of Alberta  
Omrane Guedhami, University of South Carolina  
Chuck Kwok, University of South Carolina  
Ying Zheng, Bryant University  
Discussant: Long Ma, University of Memphis

*ETF Ownership and Capital Structure*
Long Ma, University of Memphis  
Discussant: Sharif Mazumder, Oklahoma State University

**BREAKFAST SESSION B  Entrepreneurial and Start-Up Financing**

**Session Chair:** Tyler Hull, University of Massachusetts at Boston

*Secret Scouting*
Xuelin Li, University of Minnesota  
Fangyuan Yu, University of Minnesota  
Discussant: Louis Yang, University of Southern California

*The Great Divorce between Investment and Profitability*
Mete Kilic, University of Southern California  
Louis Yang, University of Southern California  
Miao Zhang, University of Southern California  
Discussant: Tyler Hull, University of Massachusetts at Boston

*The Effect of Venture Capitalists Straying from their Industry Comfort Zones*
Tyler Hull, University of Massachusetts at Boston  
Discussant: Carlos Slawson, Louisiana State University

*Did Not Flood*
James Kelly, Southwestern Oklahoma State University  
Carlos Slawson, Louisiana State University  
Discussant: Fangyuan Yu, University of Minnesota
March 12, 2020  
(Thursday)

**BREAKFAST SESSION C  Corporate Finance 1**

**Session Chair:**  
Huong Nguyen, Louisiana State University at Eunice

*Managerial Opportunism and Corporate Investment Efficiency*  
**Brian Silverstein**, Florida Atlantic University  
Discussant: Daewoung Choi, Louisiana State University Shreveport

*Managerial Risk-Taking Incentives and Debt Diversity: Evidence from FAS123R*  
**Daewoung Choi**, Louisiana State University Shreveport  
**Jinsook Lee**, Canisius College  
**Ha-Chin Yi**, Texas State University  
Discussant: Matteo Binfare, University of North Carolina at Chapel Hill

*Corporate Reputation, Debt Contracting and Bank Loans: Evidence from Data Breaches*  
**Matteo Binfare**, University of North Carolina at Chapel Hill  
Discussant: **Ca Nguyen**, University of Arkansas – Fort Smith

*Loan Duration versus Loan Maturity: Does Amortizing Payment Schedule Matter?*  
**Ca Nguyen**, University of Arkansas – Fort Smith  
Discussant: **Brian Silverstein**, Florida Atlantic University

**BREAKFAST SESSION D  Macro Finance**

**Session Chair:**  
Hamilton Galindo, Arizona State University

*Risk, Return, and Inflation Expectations*  
**Asad Dossani**, Colorado State University  
Discussant: **Hamilton Galindo**, Arizona State University

*Is the Working Capital Channel of the Monetary Policy Quantitatively Relevant? A Structural Estimation Approach*  
**Hamilton Galindo**, Arizona State University  
Discussant: **Michele Modugno**, Federal Reserve Board of Governors

*Monetary Policy Uncertainty and Monetary Policy Surprises*  
**Michele Modugno**, Federal Reserve Board of Governors  
Discussant: **Asad Dossani**, Colorado State University
BREAKFAST SESSION E  Corporate Governance 1

Session Chair: Md Ruhul Amin, University of Texas-Rio Grande Valley

Busy Board and Corporate Debt Maturity
Md Ruhul Amin, University of Texas-Rio Grande Valley
   Discussant: Eric Valenzuela, Texas Tech University

The Impact of Director Blockholders on Abnormal Accruals and Inventory
Eric Valenzuela, Texas Tech University
   Discussant: Michael Zheng, Texas Tech University

The Impact of Internal Governance on Earnings Management
Eric Valenzuela, Texas Tech University
Michael Zheng, Texas Tech University
   Discussant: Md Ruhul Amin, University of Texas-Rio Grande Valley

BREAKFAST SESSION F  Financial Accounting

Session Chair: Huan Qiu, Louisiana Tech University

CEO Network Centrality, Non-GAAP Earnings Disclosure, and Earnings Quality
Huan Qiu, Louisiana Tech University
William McCumber, Louisiana Tech University
Mike Luehfing, Louisiana Tech University
   Discussant: Shrikant Jategaonkar, Southern Illinois University Edwardsville

Earnings Management by Cross-Listed Growth and Value Firms
Shrikant Jategaonkar, Southern Illinois University Edwardsville
Xiaoxiao Song, Southern Illinois University Edwardsville
   Discussant: Jianning Huang, University of Memphis

Earnings Management and the Norms of Governance: Implications of Curbing Corruption, the Rule of Law and Democracy
Jianning Huang, University of Memphis
Stuart Hyde, University of Manchester
Waymond Rodgers, University of Texas, El Paso/University of Hull
Fuzhao Zhou, University of Texas at El Paso
   Discussant: Huan Qiu, Louisiana Tech University
### BREAKFAST SESSION G  Valuation

**Session Chair:** Xiaoquan Jiang, Florida International University

**A More Intuitive Formula for PEG Ratio**  
Leo Chan, Utah Valley University  
Discussant: Xiaoquan Jiang, Florida International University

**Intrinsic Value and Transaction Price Movement and Cointegration**  
Xiaoquan Jiang, Florida International University  
Discussant: Yongli Luo, Houston Baptist University

**Strategic Default, Agency Cost, and Firm Value**  
Yongli Luo, Houston Baptist University  
Discussant: Leo Chan, Utah Valley University

### BREAKFAST SESSION H  International Finance 1

**Session Chair:** Md Shahedur Rahaman Chowdhury, The University of Texas Rio Grande Valley

**Culture, Innovation, and Market Performance**  
Paul Chiou, Northeastern University  
Alejandro Serrano, Penn State Abington  
Feng Zhang, Penn State Abington  
Discussant: Kentaro Iwatsubo, Kobe University

**Ex Ante Skewness and Expected International Stock Index Returns**  
Steven Shu-Hsiu Chen, Texas A&M International University  
Discussant: Alejandro Serrano, Penn State Abington

**The Effect of Corruption on Stock Market Development in Global Economies**  
Md Shahedur Rahaman Chowdhury, The University of Texas Rio Grande Valley  
Discussant: Steven Shu-Hsiu Chen, Texas A&M International University

**Who Is Successful in Foreign Exchange Margin Trading? New Survey Evidence from Japan**  
Kentaro Iwatsubo, Kobe University  
Bernd Hayo, Philipps-University Marburg  
Discussant: Md Shahedur Rahaman Chowdhury, University of Texas Rio Grande Valley
SESSION A  Capital Structure 2

Session Chair:  Yili Lian, California State University, Stanislaus

Systematic Business Risk, Investor Protection and Leverage – A Cross-Country Analysis  
Marcel Heinze, Ruhr- University Bochum  
Tobias Hertel, Ruhr-University Bochum  
Marc Lange, Ruhr-University Bochum  
  Discussant:  Omar Alkharashi, University of Texas at San Antonio

Impact of Access to Source of Capital on Capital Structure: Evidence from Business Groups  
Omar Alkharashi, University of Texas at San Antonio  
Lalatendu Misra, University of Texas at San Antonio  
  Discussant:  Heng Wang, Oklahoma State University

Which Dominates the Effect of Compliance with SOX 404 on Corporate Debt Choices: Information Asymmetry Reduction or High Compliance Costs?  
Haochuan Hu, Oklahoma State University  
Heng Wang, Oklahoma State University  
Ramesh Rao, Oklahoma State University  
  Discussant:  William Pratt, Oklahoma City University

Leverage and Firm Value  
William Pratt, Oklahoma City University  
  Discussant:  Marcel Heinze, Ruhr- University Bochum

SESSION B  Behavioral Finance 1

Session Chair:  Vassil Mihov, Texas Christian University

IPO Performance and Stochastic Dominance  
Vassil Mihov, Texas Christian University  
  Discussant:  Virginia Gianinazzi, Università della Svizzera italiana e SFI

Reference Points in Refinancing Decisions  
Virginia Gianinazzi, Università della Svizzera italiana e SFI  
  Discussant:  Abhishek Ganguly, Indiana University

CEO Overconfidence and Hedge Fund Activism  
Abhishek Ganguly, Indiana University  
Charles Trzcinka, Indiana University  
  Discussant:  Vassil Mihov, Texas Christian University
SESSION C  Corporate Finance 2

Session Chair:  Hsuan-Chi Chen, University of New Mexico

Do Institutional Investors Have Homogeneous Influence on Corporate Social Responsibility? Evidence from Investor Investment Horizon
Yun Meng, Ball State University
Xiaoqiong Wang, Indiana University Kokomo
Discussant:  Obed Izaguirre, University of New Orleans

2020 Federation of Business Disciplines Distinguished Paper Award
Monitoring Effectiveness of Independent Chair Led Boards
Krishnan Dandapani, Florida International University
Shahid Hamid, Florida International University
Suchismita Mishra, Florida International University
Arun Upadhyay, Florida International University
Discussant:  Yun Meng, Ball State University

Corporate Social Responsibility and the Access to Capital: Evidence from Product Recall Strategies
Obed Izaguirre, University of New Orleans
Fatima Jebari, University of New Orleans
Sudha Krishnaswami, University of New Orleans
Discussant:  Krishnan Dandapani, Florida International University

SESSION D  Market Efficiency

Session Chair:  Polux Diaz Ruiz, Instituto Tecnológico Autónomo de México

Information Flow and Noise in Predicting a Target CPI: Evidence from Maturing TIPS Markets
Quentin Chu, University of Memphis
Pawan Jain, University of Wyoming
Discussant:  Nan Xu, University of California, Irvine

Mutual Fund Trading and Stock Price Efficiency: Index Funds vs. Actively Managed Funds
Nan Xu, University of California, Irvine
Discussant:  Polux Diaz Ruiz, Instituto Tecnológico Autónomo de México

Mexican ADRs, Market Efficiency and Insider Trading
Polux Diaz Ruiz, Instituto Tecnológico Autónomo de México
Discussant:  Quentin Chu, University of Memphis
SOUTHWESTERN FINANCE ASSOCIATION

March 12, 2020
(Thursday)

8:30 a.m. – 10:00 a.m. Pecos, Hill Country Level

SESSION E  Corporate Governance 2
Session Chair: Wolfgang Bessler, University of Giessen

SWFA Best Paper in Corporate Finance Track
Do Military Independent Directors Improve Firm Governance?
Zhe Li, Bemidji State University
Megan Rainville, University of Nebraska-Lincoln
Discussant: Wolfgang Bessler, University of Giessen

Corporate Governance and the Relevance of Shares with Unequal Voting Rights in Europe
Wolfgang Bessler, University of Giessen
Discussant: Jennifer Brodmann, California State University Dominguez Hills

The Impact of Employee Relations on the Reputation of the Board of Directors and CEO
Jennifer Brodmann, California State University Dominguez Hills
Discussant: Silu Cheng, Kent State University

Are Superstar Directors Effective in Corporate Governance?
Silu Cheng, Kent State University
Discussant: Zhe Li, Bemidji State University

8:30 a.m. – 10:00 a.m. Directors, Hill Country Level

SESSION F  Portfolio Management 1
Session Chair: Kyle Putnam, Linfield College

The Continuation Effect in Stock Prices
An-Sing Chen, National Chung Cheng University
Shih-Che Wang, Grindr Taiwan Technology CO. LTD
Wayne Yang, National Chung Cheng University
Discussant: Kyle Putnam, Linfield College

Robust Optimization-Based Commodity Portfolio Performance
Ramesh Adhikari, Humboldt State University
Kyle Putnam, Linfield College
Humnath Panta, Humboldt State University
Discussant: Yi Liu, University of North Texas

Impact of Market State on Momentum Portfolio Risk and Performance: A Risk-based Explanation
Yi Liu, University of North Texas
He Ren, University of North Texas
Discussant: Wayne Ferson, University of Southern California

Asymptotic Variances for Tests of Portfolio Efficiency and Factor Model Comparisons with Conditioning Information
Wayne Ferson, University of Southern California
Andrew Siegel, Foster School of Business, University of Washington
Junbo Wang, Louisiana State University
Discussant: An-Sing Chen, National Chung Cheng University

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SESSION G  Insurance and Risk Management
Session Chair: Carlos Slawson, Louisiana State University

Fraud Management, Culture, and Religion: Evidence from Takaful Versus Conventional Healthcare Insurance
Jordan AlZubi, The University of Queensland
Discussant: Mark Swanstrom, Northwestern State University of Louisiana

Foreign Investments of Japanese Life Insurance Companies
Steven Shu-Hsiu Chen, Texas A&M International University
Discussant: Jordan AlZubi, The University of Queensland

Surviving Disasters: A Multi-Company Case Study on Disaster Recovery Plans
Vianka Miranda, Northwestern State University of Louisiana
Mark Swanstrom, Northwestern State University of Louisiana
Discussant: Steven Shu-Hsiu Chen, Texas A&M International University

SESSION H  International Finance 2
Session Chair: Ghada Ismail, University of Texas Rio Grande Valley

Understanding Sovereign Credit Ratings: Text-Based Evidence from the Credit Rating Reports
Igor Lončarski, University of Ljubljana
Ursula Slapnik, University of Ljubljana
Discussant: Kelley Anderson, University of Memphis

Impact of Foreign Ownership on Price Efficiency
Kelley Anderson, University of Memphis
Pankaj K. Jain, The University of Memphis
Discussant: Anh Nguyen, University of Texas at Arlington

Commonality in Mutual Fund Flows: Worldwide Evidence
David Rakowski, University of Texas at Arlington
Anh Nguyen, University of Texas at Arlington
Discussant: Ghada Ismail, University of Texas Rio Grande Valley

Corporate Social Responsibility of Islamic Labeled Firms
Rwan El-Khatib, Zayed University
Ahmed Elnahas, University of Texas Rio Grande Valley
M. Kabir Hassan, University of New Orleans
Ghada Ismail, University of Texas Rio Grande Valley
Discussant: Ursula Slapnik, University of Ljubljana
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! Attend poster sessions.

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

SESSION A  Regulations

Session Chair: Yini Liu, University of Texas at San Antonio

Options Trading and Short-Sale Constraints: The 2008 Short-Sale Ban Revisited
Brian Du, Cal State East Bay
Alejandro Serrano, Penn State Abington
   Discussant: Ian Van Deventer, Spalding University

NYSE versus NASDAQ: A Study on the Effect of Changes in Board Composition
Dishant Pandya, Spalding University
Ian Van Deventer, Spalding University
   Discussant: Ying Ian Xue, Rowan University

Optimal Law for Retail Finance
Ying Ian Xue, Rowan University
   Discussant: Yu Hu, Florida International University

Short Selling Bans and Limits to Arbitrage in a Multi-Market Setting
Yu Hu, Florida International University
Pankaj K. Jain, The University of Memphis
Suchismita Mishra, Florida International University
Robinson Reyes Pena, Florida International University
   Discussant: Alejandro Serrano, Penn State – Abington

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All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
### SESSION B  Behavioral Finance 2

**Session Chair:**  John Adams, University of Texas at Arlington

*A Rose by any Other Name is Just as Sweet*: Evidence from Fund Manager Names and Mutual Fund Flows  
**John Adams**, University of Texas at Arlington  
**Arati Kale**, University of Texas at Arlington  
Discussant:  Susan Crain, Missouri State University

Institutional versus Retail Investors: Evidence on Dynamic Loss Aversion, Disposition Effect, and Other Investor Behaviors  
**Rakesh Bharati**, Southern Illinois University Edwardsville  
**Susan Crain**, Missouri State University  
**Shrikant Jategaonkar**, Southern Illinois University Edwardsville  
**Cedric Mbanga**, Missouri State University  
Discussant:  Mustabsar Awais, The University of Sheffield

Does Social Media Attention Affects Investors’ Trading Behaviours?  
**Junhong Yang**, The University of Sheffield  
**Mustabsar Awais**, The University of Sheffield  
Discussant:  Arati Kale, University of Texas Arlington

### SESSION C  Corporate Finance 3

**Session Chair:**  Yinfei Chen, California State University Chico

Do Economic Performance Indicators Support Firms’ Claiming a Goodwill Impairment Loss During a Prosperous Year?  
**Joseph Faello**, Mississippi State University  
**SeungJae Shin**, Mississippi State University  
**Ajeet Jain**, Central Connecticut State University  
Discussant:  Yinfei Chen, California State University Chico

The Effect of Credit Rating Downgrade Along the Supply Chain  
**Dallin Alldredge**, Florida International University  
**Yinfei Chen**, California State University Chico  
**Steve Liu**, Missouri University of Science and Technology  
Discussant:  Hinh Khieu, Prairie View A&M University

Trade Credit and Economic Policy Uncertainty  
**Surendranath Jory**, University of Sussex  
**Hinh Khieu**, Prairie View A&M University  
**Thanh Ngo**, East Carolina University  
Discussant:  Ajeet Jain, Central Connecticut State University
### SESSION D  
**Fixed Income**

**Session Chair:**  
**Yulin Li**, the University of Texas at San Antonio

**AAA-Treasury Bond Spread Drift Theory**  
**Armand Picou**, Texas A&M University – Corpus Christi  
Discussant:  
**Zijin Xu**, University of Melbourne

**Intra-Industry Spill-Over: Evidence from Chinese Bond Default**  
**Xiaolu Hu**, RMIT University  
**Haoyi Luo**, University of Melbourne  
**Zijin Xu**, University of Melbourne  
Discussant:  
**Yulin Li**, the University of Texas at San Antonio

**Investor Sentiment and Sovereign Bonds**  
**Yulin Li**, the University of Texas at San Antonio  
Discussant:  
**Mehdi Khorram**, Louisiana State University

**Decreasing Returns to Scale Effect Among Corporate Bond Mutual Funds**  
**Mehdi Khorram**, Louisiana State University  
Discussant:  
**Armand Picou**, Texas A&M University – Corpus Christi

### SESSION E  
**Corporate Governance 3**

**Session Chair:**  
**Lin Ge**, University of Mississippi

**Does Having Multiple Insiders on Boards Enhance the Effectiveness of Independent Directors?**  
**Ramesh Rao**, Oklahoma State University  
**Sharif Mazumder**, Oklahoma State University  
Discussant:  
**Julian Vogel**, The University of Texas at El Paso

**The Impact of Tightly-Contested Governance Proposals on Firms’ Narrative Disclosures: Evidence from a Regression-Discontinuity Design**  
**Abhishek Ganguly**, Indiana University  
**Arup Ganguly**, University of Mississippi  
**Lin Ge**, University of Mississippi  
**Chad Zutter**, University of Pittsburgh  
Discussant:  
**Sharif Mazumder**, Oklahoma State University

**Using Geographic Density of Firms to Identify the Effect of Board Size on Firm Value and Corporate Policies**  
**Shenghui Tong**, Siena College  
Discussant:  
**Lin Ge**, University of Mississippi

**Do You Speak in the Vox Populi? – Representativeness of Boardroom Diversity**  
**Julian Vogel**, The University of Texas at El Paso  
**Feixue Xie**, University of Texas at El Paso  
Discussant:  
**Shenghui Tong**, Siena College
March 12, 2020
(Thursday)

10:30 a.m. – 12:00 p.m.  Directors, Hill Country Level

SESSION F  Portfolio Management 2

Session Chair:  An-Sing Chen, National Chung Cheng University

The Quality of Your Network Matters: Social Connections and Mutual Fund Performance
Jimmy Chien, Louisiana Tech University
Jun Duanmu, Louisiana Tech University
William McCumber, Louisiana Tech University
Discussant: Andrew Lynch, University of Mississippi

Portfolio Choice: Familiarity, Hedging, and Industry Bias
Andrew Lynch, University of Mississippi
Discussant: Ravi Shukla, Syracuse University

An Analysis of Mutual Fund Shares and Exchange Traded Fund Shares on the Same Portfolio
Ravi Shukla, Syracuse University
Discussant: Jimmy Chien, Louisiana Tech University

10:30 a.m. – 12:00 p.m.  Pecan, Hill Country Level

SESSION G  Executive Compensation

Session Chair:  Emmanuel Alanis, Texas State University

Legal Risk and CEO Compensation
Carolyn Reichert, The University of Texas at Dallas
Discussant: Abdullah Al Masum, University of Texas Rio Grande Valley

Local Religiosity and Executive Compensation
Md Noman Hossain, University of Texas Rio Grande Valley
Md Ruhul Amin, University of Texas-Rio Grande Valley
Abdullah Al Masum, University of Texas Rio Grande Valley
Discussant: Hongyan Li, Fairleigh Dickinson University

Efficient Contract Design and CEO Compensation Equity-Mix
Hongyan Li, Fairleigh Dickinson University
Discussant: Emmanuel Alanis, Texas State University

Debt Overhang and Pay for Performance Sensitivity
Emmanuel Alanis, Texas State University
Margot Quijano, Texas State University - San Marcos
Discussant: Carolyn Reichert, The University of Texas at Dallas
SESSION H  Cryptocurrency

Session Chair: Jinghua Wang, Pacific Lutheran University

Blockchain ETFs: Dynamic Correlations and Hedging Capabilities
Ivelina Pavlova, University of Houston Clear Lake
Discussant: Jonathan Miller, University of Memphis

Time-varying Dynamics in Cryptocurrency Markets
Jinghua Wang, Pacific Lutheran University
Geoffrey Ngene, Mercer University
Discussant: Ivelina Pavlova, University of Houston Clear Lake

Fake Bitcoin Volume
Thomas McInish, University of Memphis
Jonathan Miller, University of Memphis
Discussant: Jinghua Wang, Pacific Lutheran University

SESSION A  Law and Finance 1

Session Chair: Reza Houston, Ball State University

Notary Tradition and Wealth Destruction in Puerto Rico
Scott Brown, University of Puerto Rico
Antonio Colorado, University of Puerto Rico
Daniel Hall, University of Texas
Yvonne Huertas, University of Puerto Rico
Eric Powers, University of South Carolina Darla Moore School of Business
Carlos Villa, University of Puerto Rico
Discussant: Andrey Zagorchev, Rhodes College

Classified Boards, Debt Contracting, and Firm Value
Lei Gao, Iowa State University
Nga Nguyen, Marquette University
Andrey Zagorchev, Rhodes College
Discussant: Reza Houston, Ball State University

Too Good to Be True: Political Connections and Contractor Default
Stephen Ferris, University of Missouri
Jan Hanousek, Center for Economic Research and Graduate Education – Economics Institute
Reza Houston, Ball State University
Discussant: Scott Brown, University of Puerto Rico
SESSION B  Behavioral Finance 3

Session Chair:  Kimberly Merritt, Oklahoma Christian University

*The Relationship between Personality Traits and Portfolio Decisions as Mediated by Financial Risk Preference*

Yi Liu, Texas Tech University
Michael Guillemette, Texas Tech University
Sarah Asebedo, Texas Tech University

Discussant: Kimberly Merritt, Oklahoma Christian University

*Women in Finance: An Investigation of Factors Impacting Career Choice*

Jody Jones, Abilene Christian University
Kimberly Merritt, Oklahoma Christian University

Discussant: F. Trevor Rogers, University of Hawaii, Manoa

*National Culture and Venture Capital Monitoring*

F. Trevor Rogers, University of Hawaii, Manoa

Discussant: Yi Liu, Texas Tech University

1:30 p.m. – 3:00 p.m.  Blanco, Hill Country Level

SESSION C  Corporate Finance 4

Session Chair:  Yun Meng, Ball State University

*Innovation, CSR Intensity, and Market-Based Risk: Evidence from Japan*

Megumi Suto, Waseda University
Hitoshi Takehara, Waseda University

Discussant: Siamak Javadi, University of Texas Rio Grande Valley

*The Dark Side of Competition and How do Private Firms Survive?*

Siamak Javadi, University of Texas Rio Grande Valley
Yu Liu, University of Texas Rio Grande Valley

Discussant: Hitoshi Takehara, Waseda University

*Economic Policy Uncertainty and Corporate Cash Holdings: International Evidence*

Mohsen Mollagholamali, Western Kentucky University
Siamak Javadi, University of Texas Rio Grande Valley
Saud Althaqeb, Kuwait University

Discussant: Hitoshi Takehara, Waseda University

1:30 p.m. – 3:00 p.m.  Blanco, Hill Country Level
SESSION D       Corporate Governance 4

Session Chair:     Matthew Imes, Stetson University

Incentive Conflict in the C-Suite
Matthew Imes, Stetson University
Ronald Anderson, Temple University
Discussant: Nicolas Eugster, IÉSEG School of Management

Large Blockholders and Stock Price Crash Risk
Nicolas Eugster, IÉSEG School of Management
Discussant: Ramesh Rao, Oklahoma State University

To Pledge or Not to Pledge? The Case of Share Pledging
Ramesh Rao, Oklahoma State University
Discussant: Daewoung Choi, Louisiana State University Shreveport

Should Shareholders Fear Citizens United? External Financial Monitoring and Corporate Political Contributions
Daewoung Choi, Louisiana State University Shreveport
Jinwook Hong, The University of Texas at El Paso
Marc Via, Kent State University
Discussant: Matthew Imes, Stetson University

SESSION E       Capital Markets 1

Session Chair:     Armand Picou, Texas A&M University – Corpus Christi

Tech Stock Returns and Empirical Analysis of CAPM
Tibebe Assefa, Bowie State University
Basirat Haroon, Bowie State University
Staie Raphael, Bowie State University
Discussant: Puneet Prakash, Missouri State University

Standards, Reputational Costs and Market Share: Empirical Evidence from the Credit Rating Industry
Puneet Prakash, Missouri State University
Nanda Rangan, Virginia Commonwealth University
Discussant: Sarkar Kabir, Coventry University

Common Risk Factors in Returns on Sukuk Investment
Md Hamid Uddin, Taylor's University
Sarkar Kabir, Coventry University
M. Kabir Hassan, University of New Orleans
Mohammed Hossain, Taylor's University
Jia Liu, Salford University
Discussant: Tibebe Assefa, Bowie State University
March 12, 2020  
(Thursday) 

1:30 p.m. – 3:00 p.m.  
Directors, Hill Country Level 

SESSION F  
Financial Education 

Session Chair:  
John Stowe, Ohio University 

A Classroom Example of a Collateralized Mortgage Obligation  
William Hudson, St. Cloud State University  
Discussant:  
Chunda Chen, Lamar University 

Using Portfolio Theory to Design Better Exams  
Ehsan Ardjmand, Ohio University  
David Stowe, Ohio University  
John Stowe, Ohio University  
Discussant:  
William Hudson, St. Cloud State University 

Athletic Expenditures and Success in Division III NCAA Sports  
Charles Brown, Penn State Behrend  
Timothy Krause, Penn State Behrend  
Discussants:  
John Stowe, Ohio University 

Financial Literacy and Mobile Payment in the United States  
Chih-Feng Liao, Shih Chien University  
Chunda Chen, Lamar University  
Wanwei Tang, Lamar University  
Discussant:  
Timothy Krause, Penn State Behrend 

1:30 p.m. – 3:00 p.m.  
Pecan, Hill Country Level 

SESSION G  
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:  
James Philpot, Missouri State University 

Our panelists are: 

Andrew Lynch, University of Mississippi  
Sri Nippani, Texas A&M University – Commerce  
David Stowe, Ohio University
SESSION H  Emerging Markets 1

Session Chair:  Carolyn Reichert, The University of Texas at Dallas

Can Microfinance Institutions Enhance International Diversification?
Ki C. Han, Suffolk University
Sukhun Lee, Loyola University Chicago
David Y. Suk, Rider University
Hyun Mo Sung, Handong Global University
   Discussant:  Scott Miller, The University of Tampa

Gold and Portfolio Diversification: A Stochastic Dominance Analysis of The Dow Jones Islamic Indices
Osamah Al-Khazali, American University of Sharjah
Taisier Zoubi, American University of Sharjah
   Discussant:  Sukhun Lee, Loyola University Chicago

The Effect of Currency Undervaluation and Income Inequality
Sarah Crane, The University of Southern Mississippi
Scott Miller, The University of Tampa
   Discussant:  Devendra Prasad, University of Massachussets - Lowell

Nepalese Investors’ Reactions: News Coverage, And Stock Returns
Devendra Prasad, University of Massachussets - Lowell
   Discussant:  Osamah Al-Khazali, American University of Sharjah

3:00 p.m. – 3:30 p.m.  Exhibit Hall - Regency Center

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! Attend poster sessions.

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/

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All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
## SESSION A  
**Law and Finance 2**

**Session Chair:** Scott Brown, University of Puerto Rico  

**Unintended Benefits of Employment Protection Laws: Households Increased Risk-taking Behaviors**  
Chani Jo, University of Toronto  
Discussant: Yini Liu, University of Texas at San Antonio

**Litigation Risk and Private Investments in Public Equity**  
Onur Bayar, University of Texas at San Antonio  
Yini Liu, University of Texas at San Antonio  
Discussant: Jason Damm, Florida Atlantic University

**Changes in Personal Bankruptcy Protection Laws: The Impact on Home Mortgage Lending**  
Jason Damm, Florida Atlantic University  
Masim Suleymanov, Florida Atlantic University  
Discussant: Abhishek Ganguly, Indiana University

**Shareholder Litigation and Readability in Financial Disclosures: Evidence from a Natural Experiment**  
Abhishek Ganguly, Indiana University  
Arup Ganguly, University of Mississippi  
Lin Ge, University of Mississippi  
Chad Zutter, University of Pittsburgh  
Discussant: Chani Jo, University of Toronto

## SESSION B  
**Behavioral Finance 4**

**Session Chair:** Stephanie Hoskins, Louisiana State University  

**He Said, She Said: A Textual Analysis of Gender Differences in Earnings Call Transcripts**  
Stephanie Hoskins, Louisiana State University  
James Nordlund, Louisiana State University  
Don Chance, Louisiana State University  
Discussant: Quan Nguyen, Massey University

**Asymmetric Trading Responses to Credit Rating Announcements from Issuer- versus Investor-Paid Rating Agencies**  
Quan Nguyen, Massey University  
Discussant: Linda Klingler, University of Hohenheim

**SWFA Best Paper in Behavioral Finance Track**  
The Effect of Sentiment on Institutional Investors: A Gender Analysis  
Monika Gehde-Trapp, University of Hohenheim  
Linda Klingler, University of Hohenheim  
Discussant: Hari Adhikari, Embry-Riddle Aeronautical University

**Executive Age and Working Capital Management Policies**  
Hari Adhikari, Embry-Riddle Aeronautical University  
Marcin Krolikowski, Providence College  
James Malm, College of Charleston  
Nilesh Sah, University of Tennessee Chattanooga  
Discussant: Stephanie Hoskins, Louisiana State University
SESSION C  Corporate Finance 5  
Session Chair:  Yongli Luo, Houston Baptist University  

Policy Uncertainty and Cash Dynamics  
Daniel Tut, York University  
Discussant:  Yanguang Liu, University of Arizona  

SWFA Best Doctoral Student Paper in Corporate Finance Track  
Robots, Labor Market Frictions, and Corporate Financial Policies  
Yanguang Liu, University of Arizona  
Discussant:  Wenyao Hu, Rensselaer Polytechnic Institute  

Local Attention and Payout Policy  
Wenyao Hu, Rensselaer Polytechnic Institute  
Discussant:  Harikumar Sankaran, New Mexico State University  

Annual Report Readability and Corporate Payout Policy  
Hasibul Chowdhury, University of Queensland  
Shofiqur Rahman, New Mexico State University  
Harikumar Sankaran, New Mexico State University  
Discussant:  Daniel Tut, York University  

SESSION D  Dividend Policy and Distribution  
Session Chair:  Yuka Nishikawa, Florida International University  

The Declining Information Content of Dividends and the Abnormal Return on Day +1  
Ebenezer Asem, University of Lethbridge  
Aditya Kaul, University of Alberta  
Discussant:  Puneet Prakash, Missouri State University  

Dividend Distribution Tax and Payout Policy: An Empirical Study  
Vikas Sangwan, Indian Institute of Technology Kanpur  
Puneet Prakash, Missouri State University  
Anoop Singh, Indian Institute of Technology Kanpur  
Discussant:  Kerron Joseph, The University of Texas at San Antonio  

Dividend Mispricing: Evidence from the Merger Arbitrage Market  
Kerron Joseph, The University of Texas at San Antonio  
Palani-Rajan Kadapakkam, University of Texas - San Antonio  
Discussant:  Mohammad Hashemi Joo, Florida International University  

SWFA Best Doctoral Paper in Behavioral Finance Track  
Languages and Cross-Border Dividend Payment Policies  
Yuka Nishikawa, Florida International University  
Mohammad Hashemi Joo, Florida International University  
Ali Parhizgari, Florida International University  
Discussant:  Ebenezer Asem, University of Lethbridge
SESSION E  Corporate Governance 5
Session Chair:  Collins Okafor, North Carolina A&T State University

Shareholder Litigation Rights and Stock Price Crash Risk: Evidence from Universal Demand Laws
Md Noman Hossain, University of Texas Rio Grande Valley
Discussant:  Collins Okafor, North Carolina A&T State University

Gender of Executives and Firm Bankruptcy Risk: Evidence from China
Eunho Cho, North Carolina A&T State University
Linmei Zhang, Wenzhou Kean University
Collins Okafor, North Carolina A&T State University
Nacasius Ujah, South Dakota State University
Discussant:  Jamshed Iqbal, University of Vaasa, Finland

Does CEO-Employee Pay Ratio Affect Stability of Firms: Evidence from European Firms?
Dhruba Banjade, University of Texas at Arlington
Jamshed Iqbal, University of Vaasa, Finland
Humnath Panta, Humboldt State University
Discussant:  Md Noman Hossain, University of Texas Rio Grande Valley

SESSION F  Capital Markets 2
Session Chair:  Zeming Li, University of Southampton

Intraday Time Series Momentum: International Evidence
Zeming Li, University of Southampton
Athanasios Sakkas, University of Nottingham
Andrew Urquhart, ICMA Centre, Henley Business School, University of Reading
Discussant:  Devendra Kale, University of Texas - Dallas

Does Trust Level Matter in Sukuk Issuance?
Dawood Ashraf, Islamic Research & Training Institute (A member of IsDB Group)
Saqib Aziz, Rennes School of Business
Rwan El-Khatib, Zayed University
Discussant:  Zeming Li, University of Southampton

Informativeness of Firm Tweets
Devendra Kale, University of Texas - Dallas
Vikram Nanda, University of Texas - Dallas
Anin Rupp, Chiang Mai University
Discussant:  Rwan El-Khatib, Zayed University
### SESSION G  
**Pension Plan**

**Session Chair:** Robinson Reyes Pena, Florida International University

**Corporate Pensions and Returns to Innovation**
- **Mohammad Karim**, University of New Orleans
- **M. Kabir Hassan**, University of New Orleans
  - Discussant: **Brian Silverstein**, Florida Atlantic University

**Defined Benefit Pension De-Risking and Corporate Investment Policy**
- **Brian Silverstein**, Florida Atlantic University
  - Discussant: **Robert Tennant**, Texas A&M-Central Texas

**State Pension Reform: What Have They Accomplished?**
- **Charles Hanby**, Texas A&M University Central Texas
- **Robert Tennant**, Texas A&M-Central Texas
  - Discussant: **Robinson Reyes Pena**, Florida International University

**Retirement and Politics: Identifying the Best Practices**
- **Robinson Reyes Pena**, Florida International University
- **Edward Lawrence**, Florida International University
  - Discussant: **Mohammad Karim**, University of New Orleans

### SESSION H  
**Emerging Markets 2**

**Session Chair:** Anh Nguyen, University of Texas at Arlington

**Firm Growth Opportunities and Relationship between Director Compensation and Earnings Management in India**
- **Yogesh Chauhan**, Indian Institute of Management Raipur
- **Surya Kumar**, Indian Institute of Management Indore
  - Discussant: **Busra Agcayazi**, West Virginia University

**Does IMF Financing Encourage Investor Moral Hazard? Evidence from an Emerging Economy**
- **Busra Agcayazi**, West Virginia University
  - Discussant: **Esther Castro**, University of Houston-Downtown

**Remittance Effect on Central American Investment**
- **Esther Castro**, University of Houston-Downtown
  - Discussant: **Mustafa Okur**, Marmara University

**A Study on Perception of Financial Market Professionals towards Gold in Turkey (SWFA)**
- **Mustafa Okur**, Marmara University
- **Alper Yakupoglu**, Birleşik fon Bankası
  - Discussant: **Surya Kumar**, Indian Institute of Management Indore
SESSION I  Anomalies

Session Chair:  James Nguyen, Texas A&M Texarkana

A More Complete Study of Market Efficiency in Emerging Markets Using Improved Statistical Technique
James Nguyen, Texas A&M Texarkana
Discussant: Ying Wang, The State University of New York at Albany

Does Information Efficiency of Stock Prices Depend on Price Anchors? Evidence from India
Aditya Banerjee, Indian Institute of Management Ranchi
Sayantan Kundu, Indian Institute of Management Ranchi
Discussant: James Nguyen, Texas A&M Texarkana

SWFA Best Paper in Financial Institutions Track
Do Institutional Investors Exploit Market Anomalies? New Evidence from Alternative Mutual Funds
Xin Gao, Sacred Heart University
Ying Wang, The State University of New York at Albany
Discussant: Aditya Banerjee, Indian Institute of Management Ranchi

FBD Presidential Welcome Reception – Badge required for entry

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. To enter the Exhibit Hall, all persons older than six years of age are required to wear their conference or guest badge. All badges can be obtained from the Registration area during their open hours.

SWFA Reception

All registered SWFA attendees are welcome to attend the reception on the third floor of the Rio Rio Mexican Cantina on 421 E. Commerce St. (A four-minute walk from the hotel)
March 13, 2020  
(Friday)

7:00 a.m. – 8:30 a.m.  
Garden Terrace, 1st Floor

**SWFA Board Meeting and Breakfast**  
(Board Members and Invited Guests Only)

7:00 a.m. – 8:20 a.m.  
Nueces, Hill Country Level

**BREAKFAST SESSION A**  
**Personal Finance**

**Session Chair:**  
Yi Liu, Texas Tech University

**The Effect of Mortality Salience on Asset Decumulation Decisions**  
Yi Liu, Texas Tech University  
Discussant: Qian Li, Midwestern State University

**Student Debt and Stock Ownership Decisions of U.S. Households**  
Thomas Korankye, Texas Tech University & Kumasi Technical University-Ghana  
Discussant: James Slaydon, Lamar University

**Hurricane Harvey’s Impact on Households Disposable Income and Real Estate Values in the Southeast Texas Region**  
James Slaydon, Lamar University  
Discussant: Thomas Korankye, Texas Tech University & Kumasi Technical University-Ghana

**Student Loan Burden, Financial Literacy, and Financial Behavior - Evidence from the 2018 FINRA Survey**  
Qian Li, Midwestern State University  
Discussant: Yi Liu, Texas Tech University

7:00 a.m. – 8:20 a.m.  
Frio, Hill Country Level

**BREAKFAST SESSION B**  
**Investments 1**

**Session Chair:**  
Kiran Paudel, University of New Orleans

**Unexpected Returns: A Model-free Approach**  
Mengchuan Wang, The University of Melbourne  
Discussant: Kiran Paudel, University of New Orleans

**Consumer Sentiment, Demographics, and the Downside Risk - Evidences from the Passive Investment in ETFs?**  
Kiran Paudel, University of New Orleans  
M. Kabir Hassan, University of New Orleans  
Atsuyuki Naka, University of New Orleans  
Discussant: Chris Hughen, University of Denver

**Sector Allocations over the Business Cycle: Dynamic Model Averaging versus the Yield Curve**  
Chris Hughen, University of Denver  
Discussant: Mengchuan Wang, The University of Melbourne
SOUTHWESTERN FINANCE ASSOCIATION

March 13, 2020 (Friday)

7:00 a.m. – 8:20 a.m.  Blanco, Hill Country Level

BREAKFAST SESSION C  Corporate Finance 6

Session Chair:  Clifford Jones, University of Texas at El Paso

Employment Protection and Tax Aggressiveness
Yanguang Liu, University of Arizona
Xiaoran Ni, Xiamen University
Discussant:  Lan Xu, University of Delaware

Product Market Threats and Tax Avoidance
Tae-Nyun Kim, The College of New Jersey
Pil-Seng Lee, University of Texas - Dallas
Discussant:  Felix Acquah, Oklahoma State University

Top Management Team Diversity and Acquisition Quality
Felix Acquah, Oklahoma State University
Discussant:  Pil-Seng Lee, University of Texas - Dallas

Taxation and Earnings Management: Natural Experiment Evidence from Staggered Changes in State Corporate Tax Rates
Nathan Dong, Boston College
Lan Xu, University of Delaware
Discussant:  Yanguang Liu, University of Arizona

7:00 a.m. – 8:20 a.m.  Llano, Hill Country Level

BREAKFAST SESSION D  Asset Pricing 1

Session Chair:  Reilly White, University of New Mexico

Rational Expectations Fools' Bubbles
Antonio Doblas-Madrid, Michigan State University
Discussant:  Yibing Du, University of Texas - Arlington

Measuring Sentiment in Accounting/Finance
Diego Garcia, Colorado University at Boulder
Xiaowen Hu, Colorado University at Boulder
Maximilian Rohrer, Norwegian School of Economics
Discussant:  Antonio Doblas-Madrid, Michigan State University

When Analysts Repeat, Do Investors Listen?
Yiwei Zhao, University of Hawaii at Manoa
Discussant:  Xiaowen Hu, Colorado University at Boulder
BREAKFAST SESSION E  Market Microstructure 1

Session Chair:  Liangyi Mu, The University of Manchester

Higher-Order Uncertainty in Financial Markets: Evidence from a Consensus Pricing Service
Murat Ergun, London School of Economics
Andreas Uthemann, London School of Economics
   Discussant:  Liangyi Mu, The University of Manchester

Don’t DRIP
William Pratt, Oklahoma City University
   Discussant:  Murat Ergun, London School of Economics

Has the Introduction of Extended Trading Hours Enhanced Market Quality?
Liangyi Mu, The University of Manchester
   Discussant:  William Pratt, Oklahoma City University

BREAKFAST SESSION F  Credit Default Swap

Session Chair:  Siamak Javadi, University of Texas Rio Grande Valley

Pricing Recovery - Evidence from Markets, CDS Auctions and Ultimate Recovery
Sunil Teluja, University of Arizona
   Discussant:  Chi Wing Fok, University of Wisconsin-Parkside

Does CDS Incentivize Firms to Reduce Uncertainty in Performance?
Wei-Shao Wu, University of Electronic Science and Technology of China
Chi Wing Fok, University of Wisconsin-Parkside
Yuanchen Chang, National Chengchi University
Chao-Jung Chen, National Pingtung University
   Discussant:  Yifan Liu, Oklahoma State University

CDS Coverage Firms and The Effect on Their Repurchase Policies
Isarin Durongkadej, Georgia College and State University
Yifan Liu, Oklahoma State University
   Discussant:  Sunil Teluja, University of Arizona
BREAKFAST SESSION G  Socially Responsible Investing 1

Session Chair:  Leyuan You, Texas State University

Are Socially Conscious Investors Affected by Gender Stereotyping? Evidence from Mutual Funds Flows
Renee Oyotode-Adebile, Northwest Missouri State University
Discussant:  Leyuan You, Texas State University

The Roles of Institutional Investors, Individual Investors, and Agents in Green Finance
Leyuan You, Texas State University
Discussant:  Bing Yu, Meredith College

Social (Ir)responsibility and Corporate Social Responsibility
Leyuan You, Texas State University
Discussant:  Renee Oyotode-Adebile, Northwest Missouri State University

Do Ethical Companies have High Stock Prices or High Returns?
Mary Jane Lenard, Meredith College
Shengxiong Wu, Texas Wesleyan University
Bing Yu, Meredith College
Discussant:  Leyuan You, Texas State University

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48th Annual Conference
March 17 - 20, 2021
Moody Gardens
Galveston, Texas
The Department of Labor projects that demand for financial advisors outstrips the supply for the next ten years. Since the advent of regulation of securities industry, prospective employees need to obtain Series 7: General Securities License. This is a required license for a professional to work as a broker/dealer, back office operations, compliance and many other roles in the financial services industry. Given the shortfall of needed financial advisors, FINRA starting in fall 2018 split the Series 7 into the Securities Industry Essentials (SIE) exam that requires no sponsorship from firms. Students can complete SIE while in college and on successful completion of SIE are eligible for any of Series exams (6, 7, 66, etc.). Since 2015, our panel of experts have successfully integrated both SIE and Series 7 into the finance curriculum and helped different business schools nationwide to offer this course. Offering SIE/series 7 courses as a part of the business curriculum prepares students to successfully take the exam.

This panel discussion will discuss how to successfully integrate SIE/series 7 course into the business curriculum in different delivery formats (in-class, online and hybrid) and varying semester lengths (full length, 7 weeks, 3 weeks). The panelists will provide details of how schools can partner with PinPoint Global (course material provider), receive sponsorship from financial services firms and student employment opportunities.

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### SESSION B  
**Investments 2**

**Session Chair:** James McCown, University of Oklahoma

**Stock Market Volatility (VIX) and Individual Stock Return Volatility Analytics**

Muhammad Mustafa, South Carolina State University  
Discussant: James McCown, University of Oklahoma

**Inflation and US Stock Returns: Using Expected Inflation from Financial Market Instruments**

James McCown, University of Oklahoma  
Discussant: Muhammad Mustafa, South Carolina State University

**The Optimal Reservation Price**

Ying Xue, Rowan University Rohrer College of Business  
Zheng Wen, Stanford University  
Xu Jiang, Duke University Fuqua Business School  
Discussant: Md Shahedur Rahaman Chowdhury, University of Texas Rio Grande Valley

**The Roles of Price Exuberance and Macro Fundamentals on Financial Contagion: Evidence from U.S. Housing and Stock Markets**

Md Shahedur Rahaman Chowdhury, The University of Texas Rio Grande Valley  
Diego Escobari, University of Texas Rio Grande Valley  
Discussant: Ying Xue, Rowan University Rohrer College of Business
SESSION C  Corporate Finance 7

Session Chair:  Yanguang Liu, University of Arizona

*Ownership and Access to Finance: Evidence from Developing Countries*
Yu Liu, University of Texas Rio Grande Valley
Jian Xu, University of Texas Rio Grande Valley
Discussant:  Paul Decaire, University of Pennsylvania

*Do Firms Led by Founders Take Higher Risk?*
Yuka Nishikawa, Florida International University
Edward Lawrence, Florida International University
Arun Upadhyay, Florida International University
Discussant:  Jian Xu, University of Texas Rio Grande Valley

*Capital Budgeting and Idiosyncratic Risk*
Paul Decaire, University of Pennsylvania
Discussant:  Yuka Nishikawa, Florida International University

SESSION D  Asset Pricing 2

Session Chair:  Chris Hughen, University of Denver

*Slowly Unfolding Disasters*
Mohammad Ghaderi, University of Houston
Mete Kilic, University of Southern California
Sang Byung Seo, University of Houston
Discussant:  John Adams, University of Texas at Arlington

*Rediscovering the CCAPM Lost in Data Revisions*
Yu-Jou Pai, University of Cincinnati
Discussant:  Mohammad Ghaderi, University of Houston

*Demystifying Scale and Skill in the Mutual Fund Industry*
John Adams, University of Texas at Arlington
Darren Hayunga, University of Georgia
Sattar Mansi, Virginia Tech
Discussant:  Yu-Jou Pai, University of Cincinnati
SESSION E  Market Microstructure 2

Session Chair:  Oskar Kowalewski, IESEG School of Management

*Short Duration, Dynamic Price Limits: The Special Quote and Limit Up-Limit Down Rules*

**Pankaj K. Jain**, The University of Memphis  
**Shawn McFarland**, The University of Memphis  
**Thomas McInish**, The University of Memphis  
Discussant: **Le Zhao**, Florida International University

*Impact of Proposed Changes in Maker Taker Fees and Rebates on Exchanges’ Market Share of Trading Volume*

**Pankaj K. Jain**, The University of Memphis  
**Suchismita Mishra**, Florida International University, Miami  
**Le Zhao**, Florida International University  
Discussant: **Rasheek Irtisam**, University of Memphis

*Management Tone and Information Asymmetry*

**Rasheek Irtisam**, University of Memphis  
**Jeffrey Black**, University of Memphis  
**Pankaj K. Jain**, The University of Memphis  
Discussant: **Shawn McFarland**, The University of Memphis

SESSION F  Liquidity 1

Session Chair:  Tim Park, University of Texas at Austin

*Effects of Offering Speed and Liquidity on Pricing*

**Tarik Umar**, Rice University  
**Emmanuel Yimfor**, Jones Graduate School of Business, Rice University  
**Rustam Zufarov**, Rice University  
Discussant: **Tim Park**, University of Texas at Austin

*Trade Credit and Stock Liquidity*

**Chenguang Shang**, Texas State University  
Discussant: **Rustam Zufarov**, Rice University

*Tick Size and Options*

**Todd Griffith**, Utah State University  
**Brian Roseman**, Oklahoma State University  
**Danjue Shang**, Utah State University  
Discussant: **Chenguang Shang**, Texas State University

*Fragile Liquidity*

**Tim Park**, University of Texas at Austin  
Discussant: **Danjue Shang**, Utah State University
SESSION G  Socially Responsible Investing 2

Session Chair:  Kemal Saatcioglu, Rhode Island College

Finance, Corporate Social Responsibility, and Capital Expenditures
Hong Nguyen, University of Scranton
    Discussant:  Kemal Saatcioglu, Rhode Island College

Factor Exposures of Environmental, Social, and Governance (ESG) Indexes
Asli Ascioglu, Bryant University
Kemal Saatcioglu, Rhode Island College
    Discussant:  Nicolas Webersinke, Friedrich-Alexander-University Erlangen-Nuremberg

Performance of S&P 500 ESG Indices: The Impact of Weighting Methodologies and ESG Ratings
Benjamin Huebel, Friedrich-Alexander-Universität Erlangen-Nürnberg
Hendrik Scholz, University of Erlangen-Nürnberg
Nicolas Webersinke, Friedrich-Alexander-University Erlangen-Nuremberg
    Discussant:  Hong Nguyen, University of Scranton

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! Attend poster sessions.

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  
Special Presentation: A Tutorial on Islamic Finance

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

This session seeks to evaluate how well Islamic economic institutions have reached their stated goals. Four recent trends demonstrate the relevance of this tutorial. First, according to the 2009 Pew Forum on Religion and Public Life report, 1.57 billion people, or nearly 1 in 4 in the world, are Muslim. Second, the growth of universities in Muslim countries and the expanding interest in Islamic thought in Western universities have created a receptive audience for Islamic economics. Third, the Islamic financial industry nearly tripled from 2007 to 2018, a period when most conventional banks were struggling. The fact that no Islamic banks needed to be bailed out by taxpayer money has increased interest in the soundness of the Islamic financial model. Finally, it is crucial that the principles of Islamic economics be put to the test. Some important questions must be answered. In a global business environment largely unsympathetic to the Islamic model, how well have religious-based values translated into actual performance? Is following the Islamic model a hindrance to financial institutions, or is there evidence that it can be economically and spiritually rewarding?

The tutorial will introduce the financial systems, products and services offered by IFIs in the Islamic finance industry. It will discuss the types of financial institutions operating within the system. It explains the various financial products and services provided by both banking and Takaful institutions in terms of product features and mechanisms. Finally, it highlights pertinent risk management issues relevant to the financial institutions involved in Islamic financial activities.

SESSION B  
Investments 3

Session Chair:  
Asli Eksi, University of Massachusetts, Amherst

Why Do Security Analysts Issue Early Forecasts?  
Vadim Balashov, Rutgers University-Camden  
Discussant:  
Hongyan Li, Fairleigh Dickinson University

Strategically Right Investments or Inefficient Internal Capital Markets?  
Hongyan Li, Fairleigh Dickinson University  
Discussant:  
Asli Eksi, University of Massachusetts, Amherst

Reference-Dependent Preferences and Mutual Fund Flows  
Asli Eksi, University of Massachusetts, Amherst  
Discussant:  
Vadim Balashov, Rutgers University-Camden
<table>
<thead>
<tr>
<th>SESSION C</th>
<th>Corporate Finance 8</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Session Chair:</strong></td>
<td>Dhruba Banjade, University of Texas at Arlington</td>
</tr>
</tbody>
</table>

*Excess Cash Holdings, and Firm Performance in New and Old Economy Firms*

**Dhruba Banjade, University of Texas at Arlington**

Discussant: **Han Jin, Auburn University**

*Policy Uncertainty and Cash Dynamics*

**Daniel Tut, York University**

Discussant: **Hsuan-Chi Chen, University of New Mexico**

*Do Firms Time the Market when Saving Cash?*

**Hsuan-Chi Chen, University of New Mexico**

**Robin Chou, National Chengchi University**

**Chien-Lin Lu, National Ilan University**

Discussant: **Daniel Tut, York University**

*Shedding Light on Foreign Currency Cash Flow Hedges: Transparency and The Hedging Decision*

**Han Jin, Auburn University**

**Beverly Marshall, Auburn University**

Discussant: **Dhruba Banjade, University of Texas at Arlington**

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<th>Asset Pricing 3</th>
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<td><strong>Session Chair:</strong></td>
<td>Garrett Smith, University of Wisconsin - Whitewater</td>
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*Expected Inflation Risk Premium in US Stock Market*

**Pascal Letourneau, University of Wisconsin - Whitewater**

**Garrett Smith, University of Wisconsin - Whitewater**

Discussant: **Maximilian Glück, Friedrich-Alexander-Universität Erlangen-Nürnberg**

*Stock Return Predictability: Evidence across U.S. industries*

**Quynh Pham, German Wissenschaftliche Hochschule für Unternehmensführung (WHU)**

Discussant: **Fotis Grigoris, University of North Carolina – Chapel Hill**

**SWFA Best Doctoral Student Paper in Asset Pricing Track**

*The Term Structure of Municipal Bond Yields, Local Economic Conditions, and Local Stock Returns*

**Fotis Grigoris, University of North Carolina – Chapel Hill**

Discussant: **Quynh Pham, WHU**

*Currency Conversion of Fama/French Factors: How and Why?*

**Maximilian Glück, Friedrich-Alexander-Universität Erlangen-Nürnberg**

**Benjamin Huebel, Friedrich-Alexander-Universität Erlangen-Nürnberg**

**Hendrik Scholz, University of Erlangen-Nürnberg**

Discussant: **Garrett Smith, University of Wisconsin – Whitewater**
### SESSION E  Banking 1

**Session Chair:** Li Xu, Nanjing Audit University

- **A Machine Learning Approach to The Digitalization of Bank Customers: Evidence from Random and Causal Forests**
  - Santiago Carbo-Valverde, University College of Financial Studies, Spain
  - Pedro Cuadros-Solas, University College of Financial Studies, Spain
  - Francisco Rodriguez-Fernandez, University of Granada, Spain
  - Discussant: Krishnan Dandapani, Florida International University

- **Impact of Climate Change on Cost of Bank Loan**
  - Abdullah Al Masum, University of Texas Rio Grande Valley
  - Siamak Javadi, University of Texas Rio Grande Valley
  - Discussant: Jianning Huang, University of Memphis

- **The Governance Role of Lender Monitoring: Evidence from Borrowers’ Tax Planning**
  - Jianning Huang, University of Memphis
  - Pei Shao, University of Lethbridge
  - Feixue Xie, University of Texas at El Paso
  - Fuzhao Zhou, University of Texas at El Paso
  - Discussant: Abdullah Al Masum, University of Texas Rio Grande Valley

- **Effect of Fintech on Banking Institutions**
  - Krishnan Dandapani, Florida International University
  - Mohammad Hashemi Joo, Florida International University
  - Yuka Nishikawa, Florida International University
  - Discussant: Pedro Cuadros-Solas, University College of Financial Studies, Spain

### SESSION F  Liquidity 2

**Session Chair:** Aslihan Korkmaz, Dominican University of California

- **Impact of Relative Liquidity of Stocks and Bonds on the Financing Decisions of a Firm**
  - Sohale Altamini, Al-Imam Muhammad Ibn Saud Islamic University
  - M. Kabir Hassan, University of New Orleans
  - Tarun Mukherjee, University of New Orleans
  - Discussant: Thomas Thompson, University of Texas at Arlington

- **An Examination of the Liquidity of Equity Carve-outs**
  - Thomas Thompson, University of Texas at Arlington
  - Discussant: Aslihan Korkmaz, Dominican University of California

- **Liquidity Constraints and Family Labor Participation**
  - Pengpeng Yue, Beijing Technology and Business University
  - Aslihan Korkmaz, Dominican University of California
  - Zhichao Yin, Capital University of Economics and Business
  - Haigang Zhou, Cleveland State University
  - Discussant: Tarun Mukherjee, University of New Orleans
SESSION G  International Finance 3

Session Chair:  Shuming Bai, Eastern Washington University

A "Bad Beta, Good Beta" Anatomy of Currency Risk Premiums and Trading Strategies  
I-Hsuan Ethan Chiang, University of North Carolina at Charlotte  
Xi Mo, University of North Carolina at Charlotte  
Discussant: Jian Yang, University of Colorado Denver

The Economic Consequences of Commodity Price Shocks and Trade Restrictions  
Shuming Bai, Eastern Washington University  
Kai S. Koong, Tuskegee University  
Discussant: Xi Mo, University of North Carolina at Charlotte

China’s Financial Network with International Spillovers: A First Look  
Jian Yang, University of Colorado Denver  
Ziliang Yu, Nankai University  
Jun Ma, Tsinghua University  
Discussant: Puneet Prakash, Missouri State University, USA

Fama-French Five-Factor Asset Pricing Model in Emerging Markets: Evidence from India  
Kewal Singh, Indian Institute of Technology Kanpur  
Anoop Singh, Indian Institute of Technology Kanpur  
Puneet Prakash, Missouri State University, USA  
Discussant: Shuming Bai, Eastern Washington University

Annual Business Meeting and Luncheon

Keynote Speaker: Dr. Sheridan Titman, Professor and Walter W. McAllister Centennial Chair in Financial Services, McCombs School of Business, University of Texas at Austin

Topic: Geography and Finance

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

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The recent wave of liberalization in several emerging countries has reopened the debate on the role of the financial development and its relationship with the economic growth of a country. While the literature on the topic is quite large in dealing with both developed and developing markets (Levine, 1997, Rajan & Zingales, 2003, Demetriades and Andrianova, 2004, Jedidia, et al., 2014), the question remains whether and how Islamic finance contributes to real economy, albeit its professed focus on the real economy and shying away from financialization (Grassa & Gazdar, 2014, Hassan, et al., 2013, Imam & Kpodar, 2016, Kassim, 2016). Given the impressive growth of the Islamic finance during the recent years, the aim of the panel is to understand if Islamic finance and its institutions can contribute to develop the real economy, since Islamic finance claims to be real-economy oriented, given the link to the real assets of all the transactions.
March 13, 2020
(Friday)

1:45 p.m. – 3:15 p.m.  
Blanco, Hill Country Level

SESSION C  
Corporate Finance 9

Session Chair:  
Thomas Thompson, University of Texas at Arlington

CEO Overconfidence and Speed of Adjustment of Firm’s Financial Policies  
Xiang Long, Old Dominion University  
Discussant:  
Andrew Schwartz, University of Georgia

Rose- and Blue-Colored Glasses: Childhood Exposure to Political Ideology and CEO Overconfidence  
Andrew Schwartz, University of Georgia  
Discussant:  
Midhun Madhu Snehalatha, Oklahoma State University

Stability of Institutional Ownership and Corporate Investment  
Midhun Madhu Snehalatha, Oklahoma State University  
Ramesh P. Rao, Oklahoma State University  
Discussant:  
Mikael Paaso, Erasmus University

Extrapolation and Real Investment  
Mikael Paaso, Erasmus University  
Discussant:  
Xiang Long, Old Dominion University

1:45 p.m. – 3:15 p.m.  
Llano, Hill Country Level

SESSION D  
Asset Pricing 4

Session Chair:  
Kevin Lansing, Federal Reserve Bank of San Francisco

Examining the Sources of Excess Return Predictability: Stochastic Volatility or Market Inefficiency?  
Kevin Lansing, Federal Reserve Bank of San Francisco  
Stephen LeRoy, University of California - Santa Barbara  
Jun Ma, Northeastern University  
Discussant:  
Georgios Koimisis, Manhattan College

Unraveling Momentum’s Moments  
Sunil Teluja, University of Arizona  
Discussant:  
Kevin Lansing, Federal Reserve Bank of San Francisco

An EZ Way to Evaluate Assets  
Georgios Koimisis, Manhattan College  
Discussant:  
Sunil Teluja, University of Arizona
**SESSION E**  
**Banking 2**  
**Session Chair:** Jiayi Xu, Auburn University  

*The Impact of Skin in the Game on Bank Behavior in the Securitization Market*  
Martín Hibbeln, University of Duisburg-Essen  
Werner Osterkamp, University of Duisburg-Essen  
Discussant: Jiayi Xu, Auburn University  

*Minority Depository Institutions: Why So Few - After 150 Years? New News - Poor and Risky Performance Is not the Answer!*  
James Barth, Auburn University, Finance Department  
Jiayi Xu, Auburn University  
Discussant: Oskar Kowalewski, Université Catholique de Lille  

*Local Banks as Difficult to Replace SME Lenders: Evidence from Bank Corrective Programs*  
Iftekhar Hasan, Fordham University  
Krzysztof Jackowicz, Kozminski University  
Oskar Kowalewski, Université Catholique de Lille  
Łukasz Kozłowski, Kozminski University  
Discussant: Werner Osterkamp, University of Duisburg-Essen  

---

**SESSION F**  
**Real Estate 1**  
**Session Chair:** Jamie Kurash, Louisiana State University  

*The Informational Content of Real Estate Agent Remarks*  
Sean Brunson, University of North Carolina - Charlotte  
Richard Buttimer, University of North Carolina - Charlotte  
Steve Swidler, Lafayette College  
Discussant: Jamie Kurash, Louisiana State University  

*The Valuation of Real Estate Equity Securities*  
Dan French, Lamar University  
Discussant: Steve Swidler, Lafayette College  

*House Price, Household Consumption Behavior, and Consumption Inequality*  
Pengpeng Yue, Beijing Technology and Business University  
Aslihan Korkmaz, Dominican University of California  
Zhichao Yin, Capital University of Economics and Business  
Haigang Zhou, Cleveland State University  
Discussant: Dan French, Lamar University  

*Economic Determinism or Not? Examining Childhood Circumstances and Adult Real Estate Outcomes*  
Jamie Kurash, Louisiana State University  
R. Kelley Pace, Louisiana State University  
Discussant: Aslihan Korkmaz, Dominican University of California
SESSION G Volatility 1

Session Chair: Henry Kirn, Oklahoma State University

Investor Relations (IR) and Crash Risk
Henry Kirn, Oklahoma State University
Julia K. Ravenscraft, Oklahoma State University
Rick Desgroseilliers, Oklahoma State University
Ramesh Rao, Oklahoma State University
Discussant: Yuri Hupka, Oklahoma State University

Optimal Volatility Position Construction and Risk Management: A Linear Discrete Ill-Posed Problem with Box Constraints
Brian Silverstein, Florida Atlantic University
Discussant: Henry Kirn, Oklahoma State University

Covariance Matrix Jumps in High-frequency Financial Markets
Yuri Hupka, Oklahoma State University
Discussant: Brian Silverstein, Florida Atlantic University

3:00 p.m. - 3:30 p.m. Exhibit Hall - Regency Center

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.

Make plans to join us in Galveston, Texas for our 2021 conference.

48th Annual Conference
March 17 - 20, 2021
Moody Gardens
Galveston, Texas
SOUTHWESTERN FINANCE ASSOCIATION

March 13, 2020
(Friday)

3:30 p.m. – 5:00 p.m.  Nueces, Hill Country Level

SESSION A  Special Presentation: Negative Interest Rates

Session Chair:  Krishnan Dandapani, Florida International University
Panelists:  Marcos Velazquez, Florida International University
           Xiaomeng Lu, Florida International University
           Le Zhao, Florida International University

The quantum and growth of Negative Interest yielding securities in the world economy (due to extensive Quantitative Easing and asset purchases by major global central banks) are enormous and have resulted in more than 17 trillion dollars of negative yielding bonds as of September 2019. As reported in Financial Times, more than 25% of the world bonds have negative yield. This has extensive implications for the financial system.

This presentation will cover: (1) Negative Interest Rates - Implications for Pension Funds & Insurance Companies, (2) Negative Interest Rates, Corporate Debt and Capital Structure, and (3) Negative Interest

3:30 p.m. – 5:00 p.m.  Frio, Hill Country Level

SESSION B  Energy Investing

Session Chair:  Hiro Nishi, Fort Hays State University

Price and Volatility Linkages between International REIT and Oil Markets
Al Gormus, Texas A&M Commerce
Discussant:  Hiro Nishi, Fort Hays State University

Firm Characteristics and Stock Sensitivity to Oil Price Returns: Evidence from the Extractive Industry
Hiro Nishi, Fort Hays State University
Discussant:  Syed Aun Raza Rizvi, Lahore University of Management Sciences

A Time-Varying Analysis on the Weak-Form Efficiency of Crude Oil Prices
Syed Aun Raza Rizvi, Lahore University of Management Sciences
Discussant:  Al Gormus, Texas A&M Commerce
SESSION C  Corporate Finance 10

Session Chair:  Monika Rabarison, The University of Texas Rio Grande Valley

Environmental Policy and Audit Pricing
Monika Rabarison, The University of Texas Rio Grande Valley
Ibrahim Siraj, Long Island University Post
Bin Wang, Marquette University
   Discussant:  Fawzi Hyder, Lebanese American University

Better Safe than Sorry: The Effect of Whistleblowing Allegations on Industry Peers’ Risk-Taking
Emmanuel Sequeira, University of Texas at El Paso
Zuobao Wei, University of Texas at El Paso
   Discussant:  David Buchuk, Pontificia Universidad Católica de Chile

The Value of the Internal Capital Markets of Business Groups: Evidence from a Structural Estimation
David Buchuk, Pontificia Universidad Católica de Chile
   Discussant:  Emmanuel Sequeira, University of Texas at El Paso

The Diversification Discount: Are Control Mechanisms Less Effective in Diversified Firms
Jeffrey DiBartolomeo, University of Southern Maine
Fawzi Hyder, Lebanese American University
Mahsa Khoshnoud, Florida State University
   Discussant:  Monika Rabarison, The University of Texas Rio Grande Valley

SESSION D  Economic Theory and Modeling

Session Chair:  Zhiyong (John) Liu, Indiana State University

Dynamic Adverse Selection and Asset Sales
Fangyuan Yu, University of Minnesota
   Discussant:  Khai Zhi Sim, Eastern Connecticut State University

Product Market Competition and Corporate Demand for Insurance
Hae Won (Henny) Jung, University of Melbourne
Zhiyong (John) Liu, Indiana State University
Nan Zhu, Pennsylvania State University
   Discussant:  Fangyuan Yu, University of Minnesota

SWFA Best Paper in Financial Institutions Track
Bank Bailouts: Cost of Inability to Commit
Khai Zhi Sim, Eastern Connecticut State University
   Discussant:  Zhiyong (John) Liu, Indiana State University
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<th>SESSION</th>
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<th>Speakers</th>
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| E       | **Banking 3**                                                        | **Violeta Diaz**, St. Mary’s University | Guangzi Li, Chinese Academy of Social Sciences  
Yili Lian, California State University, Stanislaus  
Yi Zhang, Southwestern University of Finance and Economics  
Discussant: **Violeta Diaz**, St. Mary’s University |
|         | **Bank Board Structure and Loan Syndication**                       |                              | Lindsay Baran, Kent State University  
Steven Dennis, Kent State University  
Maneesh Shukla, Kent State University  
Discussant: **Yili Lian**, California State University, Stanislaus |
|         | **Institutional Investor Horizons and Bank Performance**            |                              | Violeta Diaz, St. Mary’s University  
Mohammad Jafarinejad, University of Wisconsin-Whitewater  
Thanh Ngo, East Carolina University  
Discussant: **Maneesh Shukla**, Kent State University |
|         | **Can Overconfidence Conquer Information Asymmetry in Lending to Small Firms? The Case of Entrusted Loans in China** |                              | Chung-Hua Shen, Nanjing Audit University  
Li Xu, Nanjing Audit University  
Meng-Wen Wu, National Taipei University  
Kekun Zhang, Hunan University  
Discussant: **Stephen R. Sears**, Texas A&M International |
| F       | **Real Estate 2**                                                   | **John Topuz**, North American University | Anika Poli, University of New Mexico  
Reilly White, University of New Mexico  
Discussant: **John Topuz**, North American University |
|         | **Driving Value in the Sharing Economy: An Analysis of Peer-to-Peer Property Rentals** |                              | Steven Shu-Hsiu Chen, Texas A&M International University  
Discussant: **Reilly White**, University of New Mexico |
|         | **Interdependence of Property Prices and Building Vacancy Rates in Residential and Commercial Real Estate Markets: Hong Kong and Singapore** |                              | Steven Shu-Hsiu Chen, Texas A&M International University  
Discussant: **Reilly White**, University of New Mexico |
|         | **Real Effects of Real Estate: Evidence from MSA-Level Unemployment Rates** |                              | Can Dogan, Radford University  
John Topuz, North American University  
Discussant: **Steven Shu-Hsiu Chen**, Texas A&M International University |
**SESSION G**  
Volatility 2

**Session Chair:**  
Clifford Jones, University of Texas at El Paso


**Huong Nguyen,** Louisiana State University at Eunice  
Discussant: **Naresh Bansal**, Saint Louis University

*The Nonlinear High-Volatility Phenomenon in Beta and Size Equity Premia*

**Naresh Bansal,** Saint Louis University  
**Robert Connolly,** University of North Carolina at Chapel Hill  
**Christopher Stivers,** University of Louisville  
Discussant: **Clifford Jones**, University of Texas at El Paso

*No News Is Risky News*

**Clifford Jones,** University of Texas at El Paso  
Discussant: **Huong Nguyen**, Louisiana State University at Eunice

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SOUTHWESTERN FINANCE ASSOCIATION

March 14, 2020
(Saturday)

7:00 a.m. – 8:20 a.m. Nueces, Hill Country Level

BREAKEFAST SESSION A  Corporate Finance 11

Session Chair: Harikumar Sankaran, New Mexico State University

CEO Overconfidence and Intangible Corporate Investments
Makeen Huda, Nicholls State University
Mohammad Karim, University of New Orleans
M. Kabir Hassan, University of New Orleans
Discussant: Masaki Nakabayashi, The University of Tokyo

The Equity Risk Premium in Japan and Germany in the Pre-WWI Period
Gerhard Kling, University of Aberdeen
Masaki Nakabayashi, The University of Tokyo
Takenobu Yuki, Tohoku University
Discussant: Juntai Lu, University of Arkansas

CTO Network Centrality and Corporate Innovation
Tomas Jandik, University of Arkansas
Juntai Lu, University of Arkansas
Discussant: Makeen Huda, Nicholls State University

7:00 a.m. – 8:20 a.m. Blanco, Hill Country Level

BREAKEFAST SESSION B  Derivatives

Session Chair: Heng Wang, Oklahoma State University

Derivative Use, Ownership Structure and Lending Activities of US Banks
Theophilus Osah, University of Texas Rio Grande Valley
Discussant: Sai Ke, University of Houston

Option Trading and Stock Price Informativeness
Jie Cao, Chinese University of Hong Kong
Amit Goyal, University of Lausanne
Sai Ke, University of Houston
Xintong Zhan, Chinese University of Hong Kong
Discussant: Heng Wang, Oklahoma State University

Informed Trading Surrounding Data Breaches in Options Markets
Heng Wang, Oklahoma State University
Louis Piccotti, Oklahoma State University
Discussant: Theophilus Osah, University of Texas Rio Grande Valley
SESSION A  Banking 4

Session Chair:  Ali Ashraf, Frostburg State University

Month-End Regularities in the Overnight Bank Funding Markets
Ahmed Baig, Texas Tech University and and Lahore University of Management Science
Drew Winters, Texas Tech University
   Discussant:  Ali Ashraf, Frostburg State University

The Black-Box? Perceived Asset Quality and Loan Sales Discount
Ali Ashraf, Frostburg State University
M. Kabir Hassan, University of New Orleans
   Discussant:  Manvendra Tiwari, University of Florida

Stress Tests and Bank Opacity – A MIMIC Model
Manvendra Tiwari, University of Florida
   Discussant:  Hassan Anjum Butt, Methodist University

SESSION B  Mergers and Acquisitions

Session Chair:  Andrew Lynch, University of Mississippi

CEO International Exposure and Cross-Border M&As
Busra Agcayazi, West Virginia University
   Discussant:  Mohammad Refakar, University of Sherbrooke

The Impact of Time Travel on Acquisitions
Patty Bick, University of Tulsa
Matthew Crook, University of Mississippi
Andrew Lynch, University of Mississippi
Brian Walkup, Rollins College
   Discussant:  Busra Agcayazi, West Virginia University

Target Social Media Presence and its Effect on Acquirers’ Decision
Nivo Ravaonorohanta, University of Sherbrooke
Mohammad Refakar, University of Sherbrooke
   Discussant:  Andrew Lynch, University of Mississippi
SESSION A  Banking 5

Session Chair:  Maximillian Littlejohn, University of California, Irvine

Bank Sustainability Performance and Financial Performance Nexus in Developed and Developing Countries: The Role of Competition
Mohsin Ali, Taylor's University
   Discussant:  Maximillian Littlejohn, University of California, Irvine

Measuring the Effect of Digitalization Efforts on Bank Performance
Jörn Debener, University of Muenster
Johannes Kriebel, University of Muenster
   Discussant:  Mohsin Ali, Taylor's University

Bank Credit Supply and Monetary Policy
Maximillian Littlejohn, University of California, Irvine
   Discussant:  Johannes Kriebel, University of Muenster

SESSION B  Contagion

Session Chair:  Shahil Sharma, Texas A&M University San Antonio

Financial Contagion During Stock Market Bubble: Evidence from Developed Economies
Diego Escobari, University of Texas Rio Grande Valley
Shahil Sharma, Texas A&M University San Antonio
   Discussant:  Emmanuel Sequeira, University of Texas at El Paso

Financial Contagion: Bank Characteristics Matter
Sharif Mazumder, Oklahoma State University
Louis Piccotti, Oklahoma State University
   Discussant:  Shahil Sharma, Texas A&M University San Antonio

The Path of Least Resistance: Real Activities Management Following a Whistleblowing Allegation on a Peer
Emmanuel Sequeira, University of Texas at El Paso
Zuobao Wei, University of Texas at El Paso
   Discussant:  Sharif Mazumder, Oklahoma State University
SESSION C  Banking 6

Session Chair:  Lakshita Jain, University of North Carolina, Chapel Hill

The Search for a New Reference Rate
Ahmed Baig, Texas Tech University and Lahore University of Management Science
Drew Winters, Texas Tech University
Discussant:  Lakshita Jain, University of North Carolina at Chapel Hill

The Impact of Risk Retention on the Pricing of Securitizations
Martin Hibbeln, University of Duisburg-Essen
Werner Osterkamp, University of Duisburg-Essen
Discussant:  Ahmed Baig, Texas Tech University and Lahore Univ. of Management Science

The Unintended Consequences of Regulatory Forbearance
Anusha Chari, University of North Carolina at Chapel Hill
Lakshita Jain, University of North Carolina at Chapel Hill
Nirupama Kulkarni, Reserve Bank of India, CAFRAL
Discussant:  Werner Osterkamp, University of Duisburg-Essen

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Galveston, Texas
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An Ex Post Analysis of the US Airways/American Airlines Merger
Huubinh B. Le, University of South Alabama

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Outstanding Educator Award

Shari Lawrence, Nicholls State University
March 12, 2020
(Thursday)

8:30 a.m. – 10:00 a.m.  Garden Terrace 135, 1st Floor

SESSION A  Health Economics Issues
Session Chair:  Gultekin Gollu. Our Lady of the Lake University

Discussants:  June M. Freund, Pittsburg State University
Teresa C. Moore, Jackson State University
Shishu Zhang, University of the Incarnate Word
Albert Xin Jiang, Trinity University
Wei Feng Lynn, University, Boca Raton

The Effect of Medicaid on Recidivism: Evidence from Medicaid Suspension and Termination Policies
Gultekin Gollu. Our Lady of the Lake University

Health Care in Kansas and Missouri: Rural Communities in a Health Crisis?
June M. Freund, Pittsburg State University

Effects of Relationship Attitudes, Behavior on Weight and Health Outcomes
Shishu Zhang, University of the Incarnate Word
Albert Xin Jiang, Trinity University
Oscar Flores, Minnesota State University
Greg Soukup, Incarnate Word
Yingying Pang, University of the Incarnate Word
Liang, Wang, University of the Incarnate Word,

The Mediation Analysis between Financial Literacy and Well-being
Wei Feng Lynn, University, Boca Raton

8:30 a.m. – 10:00 a.m.  Garden Terrace 137, 1st Floor

SESSION B  Economic Growth Issues
Session Chair:  Johnathan Paul Lynn, Augusta University

Discussants:  Warren Matthews, Belhaven University
Robert Driver, LeTourneau University
Vasudeva N. R. Murthy, Creighton University
Gilbert Cardenas, University of Texas Rio Grande Valley

Urbanization and Economic Growth at the State Level
Johnathan Paul Lynn, Augusta University

Brexit, The Future of the UK, and the Future of the EU
Warren Matthews, Belhaven University
Robert Driver, LeTourneau University

Government Expenditure and Revenue Nexus in the Indian Economy: Econometric Evidence from Nonlinear Autoregressive Distributed Modelling
Vasudeva N. R. Murthy, Creighton University

The Economy of Latin America: Trends and Prospects in the Global Economy
Gilbert Cardenas, UT Rio Grande Valley
FBD Coffee Break

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

SESSION A  
Financial Economics and Banking

Session Chair: Ali Ashraf, Frostburg State University

Discussants: M. Kabir Hassan, University of New Orleans  
Ata Yesilyaprak, Misericordia University  
Chu V. Nguyen, University of Houston-Downtown  
Mace Abdullah, Lorong Universiti A

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

Determinants of Bank Dividend Policy: A Comparison of the Small vs Large Banks  
Ata Yesilyaprak, Misericordia University

Interest Rate Setting Behaviors of Commercial Banks in the U.S. and Some Asian Economies over the Post-2008-Era  
Chu V. Nguyen, University of Houston-Downtown

Consumer Financial Protection in Islamic Banking: A Study of Conduct Risk in Shari’ah Governance  
Mace Abdullah, Lorong Universiti A,  
Saiful Azhar Rosly, Lrong Universiti A.

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SESSION B Corporate Finance

Session Chair: Ohaness G. Paskelian, University of Houston Downtown

Discussants: Stephen Bell, Park University
Huubinh B. Le, University of South Alabama
Yu Zhang, Nicholls State University
Nichole Castater, Barry University

Determinants of Dividend Policy Decisions in Chinese Firms – An Empirical Investigation
Ohaness G. Paskelian, University of Houston Downtown
Stephen Bell, Park University
Gregory Moore, Park University
Julia Creek, Park University

An Ex Post Analysis of the US Airways/American Airlines Merger
Huubinh B. Le, University of South Alabama

The Effect of Tax Reform on Capital Structure
Yu Zhang, Nicholls State University
Shari Lawrence, Nicholls State University
Xun Li, Nicholls State University
Andrea Chiasson, Nicholls State University

A Financial Profile of Firms Identified as Most Timely in a Period of Economic Growth
Nichole Castater, Barry University
Gayle Workman, Barry University
Bruce Payne, Barry University

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

Lunch on your own. There are great restaurants in walking distance.

Make plans to join us in Galveston, Texas for our 2021 conference.

48th Annual Conference
March 17 - 20, 2021
Moody Gardens
Galveston, Texas
SESSION A

Session Chair: Nicholas Hill, Claflin University

Discussants: Nicholas Hill, Claflin University
Manuel Garcia, Claflin University
Maury Granger, Jackson State University
Dorian Williams, Alcorn State University

A Comparative Analysis: Examining University and College’s Faculty Characteristics that Influence Educational Outcomes
Nicholas Hill, Claflin University

Conceptualization of the Impact of Cultural Intelligence on Minority Matriculation Processes and Graduation Rates: A Comparison of Predominately White Institutions and Historically Black Colleges and Universities
Manuel Garcia, Claflin University

An Empirical Analysis of Infrastructure Characteristics as an Input for Educational Outcomes at Postsecondary Institution of Higher Education
Maury Granger, Jackson State University

The Effects of Administration and Executive Gender and Salary on Graduation Rates at Historically Black Colleges and Universities
Dorian Williams, Alcorn State University

SESSION B

Session Chair: Donald I. Price, Lamar University

Discussants: Kabir C. Sen, Lamar University
Bruce McClung, Texas State University
C. William Roe, Arkansas State University
Anthony Adkins, Arkansas State University

Educational Performance and Athletic Success: An Economist Views Scholarship Distribution in College
Donald I. Price, Lamar University
Kabir C. Sen, Lamar University

Measuring the Efficiency of World War On Captains
Bruce McClung, Texas State University

Student Loan Timebomb
C. William Roe, Arkansas State University
Alfred Toma, University of Louisiana at Lafayette
Ram Yallapragada, University of Louisiana at Lafayette (Retired)

Simulation of the Economic Costs of Climate Change in Arkansas
Anthony Adkins, Arkansas State University
SOUTHWESTERN SOCIETY OF ECONOMISTS

March 12, 2020  
(Thursday)

3:00 p.m. - 3:30 p.m.  
Exhibit Hall - Regency Center

**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! Attend poster sessions.

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.  
Garden Terrace 135, 1st Floor

### SESSION A: Finance and Accounting

**Session Chair:** John Farrish, Southern Illinois University Carbondale

**Discussants:**
- Anna Dodonova, University of Ottawa
- Yuri Khoroshilov, University of Ottawa
- Ohaness G. Paskelian, University of Houston Downtown

*Private Value Takeover Auctions with Toeholds: An Experimental Study*

Anna Dodonova, University of Ottawa

Yuri Khoroshilov, University of Ottawa

*Determinants of Dividend Policy Decisions in Chinese Firms – An Empirical Investigation*

Ohaness G. Paskelian, University of Houston Downtown

Stephen Bell, Park University

Gregory Moore, Park University

Julia Creek, Park University

*Developing Rural Tourism: The Potential Economic Impact of Investments in the Southern Illinois Microbrewery Trail*

John Farrish, Southern Illinois University Carbondale

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

◆

All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
SESSION B: Firm Behavior and Market Performance

Session Chair: Geungu Yu, Jackson State University

Discussants: Chu-Sheng Tai, Texas Southern University
Spuma Rao, University of Louisiana at Lafayette
Denis O. Boudreaux, University of Louisiana at Lafayette
Syed Jafri, Tarleton State University

*Forward Optimal Portfolios of DOW Stocks Using Projected Stock Prices*
Geungu Yu, Jackson State University

*Market Integration and Contagion*
Chu-Sheng Tai, Texas Southern University

*Luck versus Skill in Vice Mutual Funds*
Spuma Rao, University of Louisiana at Lafayette
Denis O. Boudreaux, University of Louisiana at Lafayette
Deergha Raj Adhikari, University of Louisiana at Lafayette

*Islamic Banking and Finance: History, Growth and Barriers*
Syed Jafri, Tarleton State University

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SSE Executive Committee Meeting

Presiding: Matiur Rahman, McNeese State University

All current and past officers are invited to attend.

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FBD Presidential Welcome Reception – Badge required for entry

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. To enter the Exhibit Hall, all persons older than six years of age are required to wear their conference or guest badge. All badges can be obtained from the Registration area during their open hours.
SOUTHWESTERN SOCIETY OF ECONOMISTS

March 13, 2020
(Friday)

8:00 a.m. – 10:00 a.m.  Rio Grande Ballroom East

SSE Annual Business Breakfast Meeting

Presiding:  Matiur Rahman, McNeese State University

All SSE members should attend. New officers will be elected

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

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! Attend poster sessions.

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.  Guadalupe, Ballroom Level

SESSION A:  International Issues

Session Chair:  Jared Jakacky, University of Houston

Discussants:  Shirley Ye Sheng, Barry University
Wajhat Azmi, Price Cooper, Dubai, UAE

The Global Demand for Refined Copper
Jared Jakacky, University of Houston

ESG Activity and Bank Performance: Evidence from Emerging Economies
M. Kabir Hassan, University of New Orleans
Wajhat Azmi, Price Cooper, Dubai, UAE
Reza Houston, Ball State University

A Revisit to Hybrid Model for Export Market Opportunity Analysis
Shirley Ye Sheng, Barry University
<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>10:30 a.m.</td>
<td>SESSION B: Special Topics</td>
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<td>Discussants:</td>
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<td>Jesus Castro Gorfti, Trinity University</td>
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<td>Cary Heath, University of Louisiana at Lafayette</td>
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<td>Marshall J. Horton, Ouachita Baptist University</td>
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<td>N.A. Zanca, University of the Incarnate Word</td>
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<td><strong>Clergy Attitudes Toward Credit/Debt</strong></td>
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<td>Kristina Terkun Castro, Our Lady of the Lake University</td>
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<td>Jesus Castro Gorfti, Trinity University</td>
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<td><strong>Behavioral Economics in Three Worlds: An Interpretation</strong></td>
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<td>Cary Heath, University of Louisiana at Lafayette</td>
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<td>Alice A Heath, Horizon Investments</td>
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<td><strong>Big Data and the Death of Casual Empiricism</strong></td>
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<td>Marshall J. Horton, Ouachita Baptist University</td>
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<td><strong>Economic Cost of Terrorism &amp; GTI: Trends for the U.S. Economy</strong></td>
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<td>N.A. Zanca, University of the Incarnate Word</td>
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<td>12:00 p.m.</td>
<td>Lunch on your own.  There are great restaurants in walking distance.</td>
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<td>1:30 p.m.</td>
<td>SESSION A: Economic Growth and Development</td>
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<td>Discussants:</td>
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<td>Brent L. Baker, Florida Gulf Coast University</td>
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<td>Matiur Rahman, McNeese State University</td>
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<td>Haile M. Selassie, South Carolina State University</td>
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<td><strong>Entrepreneurial Personality and the Provocation of Gratitude: Implications for Sales, Franchising, &amp; Economic Development</strong></td>
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<td>Chase J. Edwards, University of Louisiana at Lafayette</td>
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<td>Brent L. Baker, Florida Gulf Coast University</td>
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<td>Sarah J. Skinner, University of Louisiana at Lafayette</td>
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<td><strong>International Trade-Tourism-Migration Nexus: Economic Growth and Employment Implications for USA</strong></td>
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<td>Matiur Rahman, McNeese State University</td>
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<td>Muhammad Mustafa, South Carolina State University</td>
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<td><strong>Import-Export- Employment Nexus:  Evidence from ARD DOLS, GMM and VEC</strong></td>
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<td>Muhammad Mustafa, South Carolina State University</td>
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<td>Haile M. Selassie, South Carolina State University</td>
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SESSION B

Theory

Session Chair: Mercy Palamuleni, McNeese State University

Discussants: Yu Hsing, Southeastern Louisiana University
José G. Vargas-Hernández, Centro Universitario de Ciencias Económico Administrativas
Vania Y. López-Mayorga, Centro Universitario de Ciencias Económico Administrativas
Mohammed Ershad Hussain, Dillard University
Anisul M. Islam, University of Houston-Downtown

Is the Relationship Between FDI and Income Inequality Nonlinear?  
Mercy Palamuleni, McNeese State University

Does the Mundell-Fleming Model Apply to Mexico?  
Yu Hsing, Southeastern Louisiana University

The Productivity of SMEs In Mexico and Their Effect on Innovation, Using the Survey on Information Technologies and Communications, 2013(ENTIC)  
José G. Vargas-Hernández, Centro Universitario de Ciencias Económico Administrativas
Vania Y. López-Mayorga, Centro Universitario de Ciencias Económico Administrativas

Mohammed Ershad Hussain, Dillard University
Mahfuzul Haque, Indiana State University

Testing Environmental Kuznets Curve Hypothesis: Some Preliminary Analysis  
Anisul M. Islam, University of Houston-Downtown

3:00 p.m. - 3:30 p.m.  
Exhibit Hall - Regency Center

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.
<table>
<thead>
<tr>
<th>SESSION A: International Topics of Interest</th>
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<tbody>
<tr>
<td><strong>Session Chair:</strong></td>
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<td>Muhammad Mustafa, South Carolina State University</td>
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<td>Oumarou Ibrahim Chaibou, Banque Centrale des Etats de l’Afrique de l’Ouest (BCEAO)</td>
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<td><strong>Treasury-Yield Curve Inversion: Is Germany Poised for a Recession?</strong></td>
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<td>Muhammad Mustafa, South Carolina State University</td>
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<td><strong>Aging Population and Inflation: Evidence for Japan</strong></td>
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<td>Matiur Rahman, Mcneese State University</td>
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<td><strong>Determinants of Dividend Policy Decisions in Chinese Firms – An Empirical Investigation</strong></td>
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<td>Stephen Bell, Park University</td>
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<td>Gregory Moore, Park University</td>
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<td>Julia Creek, Park University</td>
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<td><strong>Determinants of Financial Inclusion in WAEMU Countries</strong></td>
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<td>Oumarou Ibrahim Chaibou, Banque Centrale des Etats de l’Afrique de l’Ouest (BCEAO)</td>
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<td>M. Kabir Hassan, University of New Orleans</td>
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<td>Makeen Huda, Nicholls State University</td>
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<th>SESSION B: Economic Issues</th>
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<td><strong>Session Chair:</strong></td>
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<td>Yun Wang, Barry University</td>
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<td><strong>Discussants:</strong></td>
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<td>Osman Nal, Our Lady of the Lake University</td>
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<td>Rattaphon Wuthisatian, Southern Oregon University</td>
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<td>Gauri S. Guha, Arkansas State University</td>
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<td>Yun Wang, Barry University</td>
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<td><strong>Institutional Quality Matters: Migration Flows into OECD Countries 1984-2015</strong></td>
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<td>Yun Wang, Barry University</td>
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<td><strong>Performance at the Four Largest US Banks Since Financial Crisis</strong></td>
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<td>Osman Nal, Our Lady of the Lake University</td>
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<td><strong>Social Preferences in Economic Decision-Making: Evidence from the Investment Game Experiment</strong></td>
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<td>Rattaphon Wuthisatian, Southern Oregon University</td>
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<td><strong>Contingent Valuation of Mosquito Control in Jonesboro, AR</strong></td>
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<td>Gauri S. Guha, Arkansas State University</td>
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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. In 2019, the Association for Small Business and Entrepreneurship was admitted to membership.

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 following table shows the number of registrations for these member (and guest) associations at 2010 - 2019 FBD meetings:

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<td>Decision Sciences Institute, SW Region</td>
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The officers for each of the annual meetings in FBD’s history are as follows:

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<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Officers</th>
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<tbody>
<tr>
<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>Dallas, Texas</td>
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<td>1975</td>
<td>Hyatt Regency</td>
<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></td>
<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></td>
<td>San Antonio, Texas</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>New Orleans, Louisiana</td>
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<td>1978</td>
<td>Fairmont Hotel</td>
<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>1979</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>Houston, Texas</td>
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<td>1980</td>
<td>Hilton Palacio Del Rio</td>
<td>Sam J. Bruno, President&lt;br&gt;Gaylord A. Jentz, 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>San Antonio, Texas</td>
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<td>1981</td>
<td>Fairmont Hotel</td>
<td>Gaylord A. Jentz, President&lt;br&gt;John D. Pettit, Jr., 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>New Orleans, Louisiana</td>
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<tr>
<td>1982</td>
<td>Hyatt Regency</td>
<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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Betty Kleen, Executive Director |
| 2011 | Hyatt Regency Houston, Texas | Michelle McEacharn, President  
Marsha L. Bayless, Vice President  
Thomas D. Tolleson, Secretary-Treasurer  
Betty Kleen, Executive Director |
| 2012 | Sheraton New Orleans New Orleans, Louisiana | Marsha L. Bayless, President  
Larry Garner, Vice President  
Barbara J. Davis, Secretary-Treasurer  
Betty Kleen, Executive Director |
| 2013 | Albuquerque Convention Center, Albuquerque, New Mexico | Larry Garner, President  
Thomas D. Tolleson, Vice President  
Barbara J. Davis, Secretary-Treasurer  
Michelle McEacharn, Executive Director |
| 2014 | Sheraton Downtown Dallas, Texas | Thomas D. Tolleson, President  
Marshall J. Horton, Vice President  
Barbara J. Davis, Secretary-Treasurer  
Michelle McEacharn, Executive Director |
| 2015 | Hyatt Regency Houston, Texas | Marshall J. Horton, President  
S. Ann Wilson, Vice President  
Russell (Rusty) Calk, Secretary-Treasurer  
Michelle McEacharn, Executive Director |
| 2016 | Renaissance Hotel Oklahoma City, Oklahoma | S. Ann Wilson, President  
Barbara J. Davis, Vice President  
Cheryl Prachyl, Secretary-Treasurer  
Michelle McEacharn, Executive Director |
| 2017 | Marriott Hotel and Statehouse Convention Center Little Rock, Arkansas | Barbara J. Davis, President  
Kimberly L. Merritt, Vice President  
Cheryl Prachyl, Secretary-Treasurer  
Michelle McEacharn, Executive Director |
| 2018 | Hyatt Albuquerque and Albuquerque Convention Center Albuquerque, New Mexico | Kimberly L. Merritt, President  
M. Suzanne Clinton, Vice President  
Cheryl Prachyl, Secretary-Treasurer  
Michelle McEacharn, Executive Director |
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## FBD HISTORY

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