OFFICIAL PROGRAM

FORTY-THIRD ANNUAL MEETING

March 9 – March 12, 2016

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

National and International Constituency

Compiled and Edited by Barbara J. Davis
Centenary College of Louisiana

With special thanks to the 2016 FBD Association Program Chairs
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Awards Reception and Banquet

Federation of Business Disciplines
Outstanding Educator Awards
And
Presidential welcome reception

If your organization or school is interested in sponsoring a function at FBD in Little Rock, Arkansas in 2017, please contact the FBD Executive Director, Michelle McEacharn.
43rd Annual Conference

March 9 – 12, 2016
Renaissance Oklahoma City Convention Center Hotel & Spa
Oklahoma City, Oklahoma

44th Annual Conference

March 8 - 11, 2017
Marriott Little Rock & Statehouse Convention Center
Little Rock, Arkansas

45th Annual Conference

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

46th Annual Conference

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

For more information visit

**FEDERATION OF BUSINESS DISCIPLINES**

Website:

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

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- Wiley

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

Please let exhibitors know how much we appreciate their presence and continued support!
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**Make plans to join us in Little Rock, Arkansas for our 2017 conference.**

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**44th Annual Conference**  
March 8 - 11, 2017  
Marriott Little Rock & Statehouse Convention Center  
Little Rock, Arkansas

**45th Annual Conference**  
March 7 - 10, 2018  
Hyatt Regency and Albuquerque Convention Center  
Albuquerque, New Mexico
Dear FBD 2016 Attendees:

Welcome to Oklahoma City. I hope you will enjoy this year’s 43rd Annual Meeting of the Federation of Business Disciplines. I, along with FBD’s nine member associations and the remaining members of the FBD Executive Board, wish you a rewarding and successful meeting.

Thank you to the FBD Executive Council members Cheryl Prachyl, Kimberly Merritt, Barbara Davis, Marshall Horton, and Tom Tolleson, for volunteering many hours to help ensure a strong future for the Federation of Business Disciplines. Special thanks to FBD Executive Director, Michelle McEacharn, and FBD Program Chair, Barbara Davis, for their dedication and work to make this conference a success.

As you will see from this program book, there are a many sessions and events planned to provide opportunities for you to enjoy collegiality and to exchange ideas within your discipline as well as with other disciplines represented. I look forward to the opportunity to personally welcome you to the conference during the FBD annual Presidential Welcome Reception which is scheduled for Thursday evening from 5:30 p.m.–7:00 p.m. in the Ballroom C. Enjoy food, drink, and relaxing music as you reconnect with colleagues and meet new friends.

Please remember to visit our exhibitors to review their latest instructional materials and to express your appreciation for their support of this conference. Also, be sure to place the raffle ticket found in your registration packet in the “drum” near the registration desk in Ballroom C in order to be eligible to win prizes. During selected FBD coffee breaks, we will draw for different prizes, but you must be present to win!

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. We appreciate McGraw-Hill Education for their continued support of the Distinguished Paper Awards which recognizes and rewards excellence. 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.

I am honored to have served as your president this year. Serving for several years in progressive officer positions in two FBD associations as well as serving on the FBD Executive Council for the past three years has been both personally and professionally rewarding. I hope you will consider how you can serve your association and FBD as a volunteer. With your help, these organizations can continue to offer the same degree of excellence to new faculty colleagues who are just beginning their academic careers.

Make plans to attend the FBD 44th Annual Meeting next year in Little Rock, Arkansas! As a native Arkansan, I’m proud to welcome you to my home state. Information about the venue and the wonderful program that Kimberly Merritt, FBD Program Chair Elect, will organize will be coming soon. The planning process for the conference in Little Rock will begin on Saturday morning when Kimberly meets with the organizations’ 2017 program chairs so begin now to think about and plan your presentation(s) for next year.

Enjoy Oklahoma City. Have a wonderful time making new friends and renewing old friendships!

Ann Wilson
President
Dear FBD 2016 Attendees:

Welcome back to Oklahoma City! You may remember in 2006 FBD came to Oklahoma City for the first time due to Hurricane Katrina. New Orleans was our original destination for that year but after the storm, the Sheraton was unavailable. We had such a great conference at the Renaissance Oklahoma City Convention Center Hotel that we came back in 2009!

I hope you will enjoy the 43rd Federation of Business Disciplines conference. This conference is well known as the interdisciplinary forum for scholarly research, professional development and teaching techniques. Please accept my heartfelt welcome on behalf of the FBD Board of Directors, our nine association program chairs and many volunteers who make this meeting possible.

Putting together a program with so many Associations and presentations is always challenging and rewarding. Your program chairs have worked very hard to establish this year’s program. Please join me in thanking Derek K. Oler, Susan Jennings, James (Skip) Ward, Renée Gravois, Mohan Rao, Robert Epstein, Timothy Wise, Susan J. Crain and Ata Yesilyaprak. They made my job so much easier!

The Renaissance Oklahoma City Convention Center Hotel has once again risen to the occasion and provided great assistance. The staff, under the direction of Callie Simmons, has helped us in planning our best conference yet and their responsiveness and dedication to excellence will help our sessions and various functions go smoothly.

A very special thank you goes to 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.

Without the wisdom and hard work of Michelle McEacharn and Ann Wilson this program would not have happened. They have given large amounts of time and energy to our organization. I wish Kimberly Merritt the best as she prepares next year’s program. The organization is in excellent hands!

Next year, we will be in Little Rock, Arkansas! Please join me in participating in the wonderful program that we know Kimberly will chair.

Enjoy your time Oklahoma City. I hope to see you as we again make new friends and renew old friendships!

Sincerely,

Barbara J. Davis, Centenary College of Louisiana
Vice President and General Program Chair
The Federation of Business Disciplines is pleased to recognize the recipients of the

2016 McGraw-Hill Education Distinguished Paper Awards

American Accounting Association, Southwest Region

CEO Career Concerns and Corporate Tax Avoidance
Gerald J. Lobo, University of Houston
Amy (Xue) Sun, University of Houston
Dan Zhang, University of Houston

Association for Business Communication, Southwestern U.S.

The Little Creamery that Could: Weathering a Crisis and Maintaining Brand Loyalty
Geraldine E. Hynes, Sam Houston State University
Melissa Barrett, Sam Houston State University

Association of Business Information Systems

Developing Data Analytics Skill in a Business Computer Applications Course
Robert B. Mitchell, University of Arkansas at Little Rock
Ravi Thambusamy, University of Arkansas at Little Rock

Association of Collegiate Marketing Educators

Integrative Versus Distributive International Business Negotiations: The Role of the International Manager
Zafar U. Ahmed, Kuwait University
Priyan Khakhar, Haigazian University
Laurence Leigh, Monarch Business School

Decision Sciences Institute, Southwest Region

Managing Expatriate Adjustment through Meta-Analysis: An Integration of Expatriate-related, Family-related, and Social Capital Perspective
Li-Yueh Lee, Kun Shan University
Alfiyatul Qomariyah, Chinese Culture University
**Southwest Academy of Management**

*Learning Opportunities: The Role of Mistake Tolerance in an Organizational Learning Context*

Laurence Weinzimmer, Bradley University  
Candace Esken, Louisiana State University

**Southwest Case Research Association**

_Surefooting Foundations, Inc_

Martin Bressler, Southeastern Oklahoma State University  
David Loudon, Samford University  
Lawrence Silver, Southeastern Oklahoma State University  
Robert Stevens, Southeastern Oklahoma State University

**Southwestern Finance Association**

*The Role of Margin and Spread in Secured Lending: Evidence from the Bilateral Repo Market*

Jun Kyung Auh, Georgetown University  
Mattia Landoni, Southern Methodist University

**Southwestern Society of Economists**

_Inflation and Physical Capital Accumulation: Does the Level of Inflation Matter?_

Muhammad Khan, University of Orleans

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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.
The Federation of Business Disciplines is pleased to recognize the recipients of the

2016 Federation of Business Disciplines
Outstanding Educator Awards

**American Accounting Association, Southwest Region**
Veronda Willis, University of Texas at Tyler

**Association for Business Communication, Southwestern U.S.**
Timothy Clipson, Stephen F. Austin State University

**Association of Business Information Systems**
Jim Larsgaard, Eastern Kentucky University

**Association of Collegiate Marketing Educators**
Sanjay S. Mehta, Sam Houston State University

**Decision Sciences Institute, Southwest Region**
June Wei, University of West Florida

**Southwest Academy of Management**
Larry Garner, Texas A&M University – Central Texas

**Southwest Case Research Association**
Simon Medcalfe, Georgia Regents University

**Southwestern Finance Association**
Natalya (Natasha) V. Delcoure, Texas A&M University-Kingsville

**Southwestern Society of Economists**
Geungu Yu, Jackson State University
BREAKFASTS, LUNCHEONS, DINNERS, MEETINGS & RECEPTIONS

Wednesday, March 9, 2016

2:00 p.m. – 5:00 p.m.  
Ballroom E  
**Federation of Business Disciplines**  
2015-16 Board Meeting

6:30 p.m. – 9:30 p.m.  
Ballroom B  
**McGraw-Hill Education Awards Reception and Dinner**  
Reception at 6:30/Dinner at 7:30 (by invitation/additional fee only)

Thursday, March 10, 2016

7:00 a.m. – 8:15 a.m.  
Huckins  
**Southwest Academy of Management**  
Officers Meeting and Breakfast (SWAM officers only)

7:00 a.m. – 7:30 a.m.  
Ballroom D  
**Southwest Case Research Association**  
Past Presidents Meeting (SWCRA past presidents only)

7:30 a.m. – 9:00 a.m.  
Ballroom D  
**Southwest Case Research Association**  
Breakfast and Business Meeting (SWCRA members only)

7:00 a.m. – 8:30 a.m.  
Meeting Room 16  
**Decision Sciences Institute, Southwest Region**  
Officers and Directors Meeting (SWDSI officers and directors only)

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

7:30 a.m. – 8:30 a.m.  
Ballroom B  
**Association of Business Information Systems**  
Breakfast and Business Meeting (ABIS members only)

10:00 a.m. – 10:30 a.m.  
Ballroom C  
**FBD Coffee Break**

12:00 p.m. - 1:30 p.m.  
Huckins  
**Association for Business Communications - SWUS**  
Executive Board Lunch - by invitation

12:00 p.m. – 1:30 p.m.  
Ballroom B  
**Southwest Academy of Management**  
Speaker Series Luncheon (tickets needed)

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

3:00 p.m. – 3:30 p.m.  
Ballroom C  
**FBD Coffee Break**

5:00 p.m. – 6:00 p.m.  
Meeting Room 17  
**Southwest Academy of Management**  
2017 Planning Meeting

5:00 p.m. – 6:00 p.m.  
Egbert  
**Southwestern Society of Economists**  
Executive Committee Meeting (SSE executive committee members only)

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

8:00 p.m. - 10:00 p.m.  
Bricktown  
**Southwest Academy of Management**  
Annual Reception (SWAM Members Only)
**BREAKFASTS, LUNCHEONS, DINNERS, MEETINGS & RECEPTIONS**

Friday, March 11, 2016

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

8:00 a.m. – 9:00 a.m.  
**Ballroom B**  
**Association for Business Communication – Southwestern U.S. and Association of Business Information Systems**  
Joint Breakfast (ABC-SWUS and ABIS members only)

7:30 a.m. – 8:00 a.m.  
**Meeting Room 15**  
**Decision Sciences Institute, Southwest Region**  
Continental Breakfast (DSI members only)

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

10:00 a.m. – 10:30 a.m.  
**Ballroom C**  
**FBD Coffee Break**

12:00 p.m. – 1:15 p.m.  
**Ballroom D**  
**Association of Collegiate Marketing Educators**  
ACME Business Luncheon and Awards Meeting  
(ACME members and invited guests)

12:00 p.m. – 1:30 p.m.  
**Huckins**  
**Southwest Academy of Management**  
Officers’ Meeting and Luncheon (invitation only)

12:00 p.m. – 1:30 p.m.  
**Ballroom A**  
**American Accounting Association, Southwest Region**  
Luncheon and Business Meeting (AAA-SW Members Only)

12:00 p.m. – 1:45 p.m.  
**Ballroom B**  
**Southwestern Finance Association**  
Luncheon and Business Meeting (SWFA Members Only)

3:00 p.m. – 3:30 p.m.  
**Ballroom C**  
**FBD Coffee Break**

Saturday, March 12, 2016

8:00 a.m. - 9:00 a.m.  
**Ballroom B**  
**Federation of Business Disciplines**  
FBD 2017 Program Chairs Meeting

9:00 a.m. - 11:00 a.m.  
**Ballroom B**  
**Federation of Business Disciplines**  
2016-2017 Board Meeting
ANNUAL BUSINESS MEETINGS

FBD 2015-2016 Board of Directors
Ballroom E
Wednesday, March 9, 2016
2:00 p.m. - 5:00 p.m.

FBD 2016-2017 New Program Chairs
Ballroom B
Saturday, March 12, 2016
8:00 a.m. - 9:00 a.m.

FBD 2016-2017 Board of Directors
Ballroom B
Saturday, March 12, 2016
9:00 a.m. - 11:00 a.m.

American Accounting Association, Southwest Region
Ballroom A
Friday, March 11, 2016
12:00 p.m. - 1:30 p.m.

Association for Business Communication, Southwestern U.S.
Meeting Room 14
Thursday, March 10, 2016
3:30 p.m. - 5:00 p.m.

Association of Business Information Systems
Meeting Room 15
Thursday, March 10, 2016
8:30 a.m. - 10:00 a.m.

Association of Collegiate Marketing Educators
Ballroom D
Friday, March 11, 2016
12:00 p.m. - 1:15 p.m.

Decision Sciences Institute, Southwest Region
Ballroom B
Thursday, March 10, 2016
3:30 p.m. - 5:00 p.m.

Southwest Academy of Management
Meeting Room 17
Friday, March 11, 2016
3:30 p.m. - 4:30 p.m.

Southwest Case Research Association
Ballroom D
Thursday, March 10, 2016
7:30 a.m. - 9:00 a.m.

Southwestern Finance Association
Ballroom B
Friday, March 11, 2016
12:00 p.m. - 1:45 p.m.

Southwestern Society of Economists
Egbert
Friday, March 11, 2016
8:00 a.m. - 10:00 a.m.

Make plans to join us in Little Rock, Arkansas for our 2017 conference.

♦♦♦

44th Annual Conference
March 8 - 11, 2017
Marriott Little Rock & Statehouse Convention Center
Little Rock, Arkansas

45th Annual Conference
March 7 - 10, 2018
Hyatt Regency and Albuquerque Convention Center
Albuquerque, New Mexico
Brand new to the conference this year is conference-wide Poster Sessions. Take time to visit the Exhibit Hall to view the research selected for inclusion in these sessions. Authors will be available to discuss their research with you. This is a great chance for you to engage in this interactive presentation of research.

**Thursday, March 10 – Technology and Systems in Business**  
**9:30 a.m. – 11:00 a.m.**

**Board 1 – Co-sponsored by SWAAA**  
*Financial and Managerial Projects in Intro Classes with Jumbo Enrollment: Save Grading Time with Technology*  
**Ludmila Krylova**, Texas State University

**Board 2 – Co-sponsored by SWAM**  
*Comparing Small Business Management Audits with Post Management Audit Analysis in Addressing Process Gaps within the United States*  
**Jiun-Shiu Chen**, McNeese State University  
**Jeffery Stevens**, McNeese State University

**Board 3 – Co-sponsored by ABIS**  
*A Discussion on Improved Techniques for Engagement in an Online Environment*  
**Carol Wright**, Stephen F. Austin State University  
**Marsha L. Bayless**, Stephen F. Austin State University

**Board 4 – Co-sponsored by SWAM**  
*Leading Intercultural Virtual Teams*  
**Trevor Cox**, Trinity International University  
**Ebenezer Perinbaraj**, Trinity International University

**Board 5 – Co-sponsored by SWAM**  
*Managing Organizational Divestiture: Best Practices for IT Leaders*  
**Elizabeth Goolsbay**, University of Oklahoma, Tulsa  
**Jennifer Kisamore**, University of Oklahoma, Tulsa

**Board 6 – Co-sponsored by ABIS**  
*Impact of Social Media on College Student Travel*  
**Felix M. Albl**, Fort Hays State University

**Board 7 – Co-sponsored by SWAM**  
*A Schema-Based Model of Employee Turnover*  
**Qing Ma**, University of Memphis
Thursday, March 10 – Pedagogy and Education in Business
2:30 p.m. – 4:00 p.m.

**Board 1 – Co-sponsored by SWAAA**
*How to Make Internal Auditing Come to Life*
Nikki Shoemaker, Stephen F. Austin State University
Marie Kelly, Stephen F. Austin State University

**Board 2 - Co-sponsored by SWAAA**
*Inventory and Production: A Visual Depiction of Flow of Costs, including Internal Controls*
Dorothy A. Davis, University of Louisiana at Monroe
Katherine T. Boswell, University of Louisiana at Monroe
Patricia Rosto, University of Louisiana at Monroe
Janis Weber, University of Louisiana at Monroe

**Board 3 - Co-sponsored by SWAM**
*Women Students in an Entrepreneurship Program at a State Research Institution: Motivations, Experiences, and Entrepreneurial Self-Efficacy*
Sara Cochran, University of Missouri

**Board 4 – Co-sponsored by SWAM**
*Bringing Advanced Business Education to the Heart of Africa: Challenges and Triumphs of an MBA Program for Rwanda*
Donald Drew, Oklahoma Christian University
John Osborne, Oklahoma Christian University
Mikael Nsengiyumva, Oklahoma Christian University
Ken Johnson, Oklahoma Christian University

**Board 5 – Co-sponsored by ABC-SWUS**
*Cultivating Student and Instructor Brands*
Gail Emily Fey, The University of Arizona
Sue Smith, The University of Arizona

**Board 6 – Co-sponsored by SWAAA**
*The Future of Managerial and Cost Accounting Education*
Edward R. Walker, University of Central Oklahoma
Katherene P. Terrell, University of Central Oklahoma

**Board 7 – Co-sponsored by ABC-SWUS**
*Enhancing the Business Communication Course with Storytelling*
Marsha L. Bayless, Stephen F. Austin State University
Clive Muir, Stephen F. Austin State University
FBD POSTER PRESENTATIONS

Friday, March 11 – People and Business
9:30 a.m. – 11:00 a.m.

Board 1 - Co-sponsored by SWAAA
Income Tax Planning for Health Insurance Subsidiaries
Edward R. Walker, University of Central Oklahoma
Bambi A. Hora, University of Central Oklahoma

Board 2 - Co-sponsored by SWAM
The Relationships and Impacts of LMX, Diversity and Pay on the Millennial Generation
Richard Herrera, Texas A&M University, Texarkana
Phyllis Duncan, Our Lady of the Lake University

Board 3 - Co-sponsored by SWAM
The Emergency Management Cycle: Modern Lessons from the 1900 Galveston Hurricane
David H. McElreath, University of Mississippi
D. Adrian Doss, The University of West Alabama
Carl Jensen, The Citadel
Hilliard Lackey, Jackson State University (Mississippi)
Don W. Jones, Belhaven University
Michael Wigginton, Troy State University (Alabama)

Board 4 - Co-sponsored by SWAAA
The Six Ws of Accounting Internships
Stephanie Watson, University of Central Arkansas
Constance A. McKnight, University of Central Arkansas

Board 5 - Co-sponsored by SWAM
Keeping Key Contributors: Organizational Factors Related to Employee Continuance
Valerie Vaughan, University of Oklahoma-Tulsa
Jennifer Kisamore, University of Oklahoma-Tulsa

Board 6 - Co-sponsored by SWAM
Working in a Hostile Environment: Animosity, International Conflict, and Employees Relationship within Multinational Corporation
Jiun-Shiu Chen, McNeese State University
Jeffery Stevens, McNeese State University

Board 7 - Co-sponsored by SWAM
Effective Project Management Leadership: A Critical Success Factor
Joe Carson, University of Dallas
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.

**Wednesday, March 9th – 3:30 p.m. – 5:00 p.m. – Ballroom D**

*Southwest Case Research Association*

**Panel Session: Using Cases in Online Courses**

**Panelists:**
- Lawrence Silver, Southeastern Oklahoma State University (Moderator)
- Daniel F. Jennings, Texas A&M University – College Station
- Robert Stevens, Southeastern Oklahoma State University

This session will deal with using cases in an online course delivery environment - assignments, grading, and presentations.

**Thursday, March 10th - 8:30 a.m. – 10:00 a.m. – Meeting Room 16**

*American Accounting Association, Southwest Region*

**Plenary Session: Ethical Challenges Facing Professional Accountants in the Real World**

**Speaker:** Weston Smith, former CFO of HealthSouth

Underneath the persona of success, Weston Smith was a participant in a financial statement fraud at HealthSouth that ran for over 15 years, with an earnings overstatement of over three billion dollars. Weston eventually voluntarily exposed the fraud, and accepted the consequences of his former actions.

**Thursday, March 10th - 10:30 a.m. – 12:00 p.m. – Meeting Room 14**

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

**Paper Session: Organizational Communication**

**Session Chair:** Judith Biss, Stephen F. Austin State University

*Workplace Communication Preferences of Millennial Employees*
- Ashley Hall, Stephen F. Austin State University

*An Investigation of the Work-Life Conflict Predictors of Employees’ Job Satisfaction*
- Leslie Ramos Salazar, West Texas A & M University

*How Does an Employee Adapt to the Corporate Culture?*
- Carol Wright, Stephen F. Austin State University
- Judith Biss, Stephen F. Austin State University
Thursday, March 10th - 1:30 p.m. – 3:00 p.m. – Meeting Room 19

Decision Sciences Institute, Southwest Region

Panel Session: Journal Editors’ Panel

Panelists:  
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  
June Wei, International Journal of Mobile Communications

Thursday, March 10th - 3:30 p.m. – 5:00 p.m. – Egbert

Southwestern Society of Economists

Paper Session: Economics of Social Issues

Session Chair:  
Donald I. Price, Lamar University

Discussants:  
Amanda Kerr, Clemson University  
Kabir C. Sen, Lamar University  
Albert Okunade, University of Memphis

Financial Considerations in College Football Conference Realignment  
Donald I. Price, Lamar University  
Kabir C. Sen, Lamar University

Some Major Drivers of U.S. Health Expenditure: Evidence from Autoregressive Distributed Lag (ARDL) Cointegration Tests  
Vasudeva Murthy, Creighton University  
Albert Okunade, University of Memphis

The Impact of Durable Goods on Child Education in China  
Amanda Kerr, Clemson University
FBD CHOICE PICK SESSIONS

Friday, March 11th - 8:30 a.m. – 10:00 a.m. – Meeting Room 16

Southwest Academy of Management

Panel Session: Back to the Future: A Panel Discussion with Past Presidents of SWAM

Facilitator: Stephen V. Horner, Pittsburg State University

Participants: Donald Baack, Pittsburg State University
             Janice Black, Coastal Carolina University
             M. Suzanne Clinton, University of Central Oklahoma
             Larry Garner, Texas A&M University-Central Texas

This PDW is an opportunity for current SWAM members and leaders to hear from those who have served SWAM as past leaders. Former SWAM presidents will share their experiences, perspectives, and insights regarding the strengths of SWAM as a regional AOM affiliate, its uniqueness being situated in the U.S. Southwest, and its challenges meeting the needs of the 21st century professor and student of management. A panel of past presidents will talk about their tenure with the organization, discuss key challenges, and provide some guidance and insight for current officers and members.

Friday, March 11th – 10:30 a.m. – 12:00 p.m. – Ballroom E

Association of Collegiate Marketing Educators

Plenary Session: Making a Positive Mark: The Story of the Chickasaw Nation

Andrea Horner, Executive Officer, Marketing, Chickasaw Nation
Lona Barrick, Executive Officer, Cultural Tourism, Chickasaw Nation
Kerri McDonald, Director of Public Affairs, Chickasaw Nation

The Chickasaw Nation strives to make a positive impact on Chickasaw citizens, Native Americans, Chickasaw communities, and the state of Oklahoma. The tribe operates more than 100 diversified businesses to fund nearly 300 programs and services which directly benefit Chickasaw families and their communities. This panel discussion will focus on how the Chickasaw Nation uses marketing to expand reach and to educate others about tribal heritage, tourism, and commercial enterprises.
Panel Session: Panel on Energy Markets

Panelists:
Scott C. Linn, University of Oklahoma, Research Director for Price Energy Institute
Betty Simkins, Oklahoma State University, Co-editor of the Journal of Commodity Markets
Craig Pirrong, University of Houston, Energy Markets Director for Global Energy Management Institute

Energy plays a pivotal role in the economies of both developed and developing nations whether in the form of oil, natural gas, coal or electricity. Of particular concern is the volatility of energy prices and how to manage that volatility, if at all. The panelists will address these and other issues and discuss strategies for building a successful energy related research agenda.

Friday, March 11th - 3:30 p.m. – 5:00 p.m. – Meeting Room 15

Paper Session: Innovation

Session Chair: Degan Kettles

An Assessment of a Technology-Enriched Bridge Program for Prompting the Diversity of the Digital Forensics Workforce
Joselina Cheng, University of Central Oklahoma
Becks Feng, Becks Intelligence Group

Customer Relationship Management: A Model for Small Business Development Centers
Degan Kettles, University of Central Oklahoma
Christine Alexander, University of Central Oklahoma

Radio Frequency Identification in Health Care: Uses and Limitations
Shaun R. Fant, Cameron University

The Role of Intensity of Alumni Sports Site Usage on Social Capital, Team Identification and Purchase Intentions
Akhilesh Bajaj, The University of Tulsa
Adrien Bouchet, The University of Tulsa
Teaching cases is a good start. But there comes a point when you want to start using your own material for a multitude of reasons like credibility, confidence, visibility, credits for publications or others. But where should you start? And how do you actually start the case writing process? How can you use your existing teaching materials and create new compelling cases to use with your students? This session will explore these issues.

McGraw-Hill Education
Thursday, March 10th, 1:30 p.m. – 3:00 p.m. – Native American Room

Q&A with McGraw-Hill Education

Join McGraw-Hill Education representatives for an open forum on the challenges facing academia and how McGraw-Hill Education provides products and resources that help face some of these challenges.

IDEA Academic Partnership
Thursday, March 10th, 3:30 p.m. – 5:00 p.m. – Native American Room

IDEA Academic Partnership
Cory Windham

Meet the IDEA Academic Partnership Coordinator as we demonstrate an overview of IDEA, our technology resources for professors and students, the importance of data analytics in today’s education and more. Join us for a unique opportunity to help students take advantage of important trends that have impacted the public accounting environment. We will cover big data, our approach, and methods to integrate IDEA into your classroom today.

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-third annual meeting of the Federation of Business Disciplines (formerly Southwestern Federation of Administrative Disciplines) takes place on March 9 – March 12, 2016, in Oklahoma City, Oklahoma. The Renaissance Oklahoma City Convention Center Hotel & Spa 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
- Facilitate faculty placement

2016 FBD Conference Hotel
The Renaissance Oklahoma City Convention Center Hotel & Spa is serving as the Conference Hotel.

Special Accommodations
Any individual who requires special accommodations for a specific disability should contact the conference hotel (Renaissance Oklahoma City Convention Center Hotel & Spa) at least two weeks prior to the conference.

McGraw-Hill Education Distinguished Paper Awards
Distinguished Paper Awards are being sponsored by McGraw-Hill Education to recognize the outstanding papers submitted for presentation at the FBD meeting. Authors of these papers will receive plaques at a special McGraw-Hill Education 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 Little Rock, Arkansas for our 2017 conference.

♦♦♦

44th Annual Conference
March 8 - 11, 2017
Marriott Little Rock & Statehouse Convention Center
Little Rock, Arkansas

45th Annual Conference
March 7 - 10, 2018
Hyatt Regency and Albuquerque Convention Center
Albuquerque, New Mexico
Purpose of FBD
Founded in 1973 as the Southwestern Federation of Administrative Disciplines, FBD has become one of the largest annual meetings for those disciplines common to business administration. Recognizing that the 21st century poses new challenges and opportunities in business education, research and practice, the federation fosters global outreach among scholars in the disciplines common to business administration. FBD’s mission is: To bring a new measure of excellence by emphasizing quality and cutting-edge research, identifying new approaches and ideas, and examining issues that confront the ever-changing teaching and learning environments in various disciplines of business.

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

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

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

<table>
<thead>
<tr>
<th>Day</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, March 9</td>
<td>11:00 a.m. - 5:30 p.m.</td>
</tr>
<tr>
<td>Thursday, March 10</td>
<td>7:00 a.m. - 5:00 p.m.</td>
</tr>
<tr>
<td>Friday, March 11</td>
<td>8:00 a.m. - 4:00 p.m.</td>
</tr>
</tbody>
</table>

All conference attendees/presenters/participants must register for the conference. The registration fee is comprised of two fees. A $100 FBD registration fee is paid only once by all participants, regardless of the number of association registrations. Each participant must also pay a registration fee to at least one association which entitles the registrant to receive all association conference materials and attend events of that association. Conference participants may register for multiple associations. Some of the FBD associations offer students reduced membership dues.

2016 Association Registration Fees (In addition to the $100 Required FBD Fee)*

<table>
<thead>
<tr>
<th>Association</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Accounting Association, Southwest Region</td>
<td>$110.00</td>
</tr>
<tr>
<td>Association for Business Communication, Southwestern U.S.</td>
<td>$40.00</td>
</tr>
<tr>
<td>Association of Business Information Systems</td>
<td>$55.00</td>
</tr>
<tr>
<td>Association of Collegiate Marketing Educators</td>
<td>$90.00</td>
</tr>
<tr>
<td>Decision Sciences Institute, Southwest Region</td>
<td>$45.00</td>
</tr>
<tr>
<td>Southwest Academy of Management</td>
<td>$100.00</td>
</tr>
<tr>
<td>Southwest Case Research Association</td>
<td>$65.00</td>
</tr>
<tr>
<td>Southwestern Finance Association</td>
<td>$100.00</td>
</tr>
<tr>
<td>Southwestern Society of Economists</td>
<td>$49.00</td>
</tr>
</tbody>
</table>

*Note: Some associations include a charge for, or have an optional subscription to a journal or papers and proceedings. Some associations offer student discounts. **Onsite registration** for FBD and some associations may be higher.
Value for Your FBD Fee
As all business academicians recognize, various costs are involved in any professional association endeavor. FBD is no exception. Your registration fee is used to cover a variety of operating costs incurred by the organization. This list details how the FBD fee is used in serving the FBD associations. These costs are often subsidized by an FBD officer’s college, university or professional association. The FBD $100 registration fee remains one of the lowest for any professional association. Contact the FBD Secretary-Treasurer for more details.

- **Pre-registration and On-site Registration Activities.** FBD absorbs the costs of pre-registration, including preparing and printing all registration materials (e.g., name badges, etc.). On-site registration costs include materials (e.g., badge holders), processing needs (e.g., internet connectivity and booth setup), staff personnel, security, and transportation costs.
- **Placement Services.** FBD covers the costs of placement services, including materials transportation, copying and printing, staffing, and other miscellaneous related expenditures.
- **Exhibitors and Advertisers.** Exhibitor lists purchases, solicitation material printing/mailing, and exhibit area promotions costs are incurred to provide a conference exhibit area.
- **Design, Development and Printing of FBD Program.** FBD absorbs the costs of development and printing costs each year so that the organization can provide each conference participant with a comprehensive program book detailing all conference activities and recognizing all conference participants.
- **Audiovisual Equipment.** FBD covers the costs of a standard computer projection equipment package in each meeting room during the conference. The package is dependent upon the negotiated pricing and specifications available at each conference site through the audiovisual provider.
- **Booths and Drapage.** FBD incurs costs for the rental of exhibit booths and for draping the exhibit area, as well as draping needs throughout other conference activities.
- **Service Recognitions and Support.** FBD provides recognition for the service of association representatives at the FBD Awards Reception and Banquet and provides support to an association representative through complimentary hotel night provisions.
- **Board of Directors Meetings.** Miscellaneous expenses are incurred in conducting two Board of Directors’ meetings.
- **Conference Planning Activities.** FBD provides some support for each association’s program chair to attend the FBD Boot Camp, an intensive program planning meeting. FBD also provides support to the Executive Director and FBD General Program Chair related to on-site inspections of hotel facilities in planning the use and allocation of meeting space.
- **Site Selection Recommendations.** FBD covers the travel costs of the Executive Director and partial support for Site Selection Committee travel so that potential convention sites can be effectively evaluated for recommendation to the Board of Directors.
- **Printing and Mailings.** FBD absorbs the costs of maintaining and updating mailing lists, printing the FBD Call for Papers, and printing and/or mailing other conference materials.
- **Website Design and Maintenance.** FBD covers the Fees to maintain a website address and the costs to provide for continuous maintenance of a website.
- **Credit Card Processing and Banking.** FBD incurs the full costs of credit card processing (e.g., credit card fees, banking and security requirements to process credit cards, etc.) for its member associations. FBD also incurs normal banking service charge costs and fees to handle the volume of financial transactions that occur as a result of its conference activities.
- **Social Networking Events.** FBD provides a number of social networking events for its conference participants. These events include the Awards Reception and Banquet for award winners and their guests, exhibit area coffee breaks, and the Presidential Welcome Reception.
- **Miscellaneous Expenses.** Such costs vary from year to year but may include officer transition costs, non-routine charges, accounting or auditing costs, etc.
FBD GENERAL INFORMATION

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

- Wednesday, March 9 11:00 a.m. - 5:30 p.m.
- Thursday, March 10 8:00 a.m. - 5:00 p.m.
- Friday, March 11 8:00 a.m. - 4:00 p.m.

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

Carla J. Barber
University of Central Arkansas
Conway, AR 72035

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

- Wednesday, March 9 2:00 p.m. – 5:30 p.m.
- Thursday, March 10 8:00 a.m. – 5:00 p.m.
- Friday, March 11 8:00 a.m. – 4:00 p.m.

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

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

Meeting Rooms
The locations of the various rooms can be found by referring to the floor plans in the back of this program. A basic overview of the conference room locations is as follows:

Meeting rooms in the hotel on the second floor include: Grand Avenue, Huckins, Kingkade, Lee, Threadgill, Biltmore and Egbert. The Convention Center is accessible through a breeze way connected to the hotel. All other meeting rooms are located at the Convention Center. Meeting rooms may be found on the street level and the second level.

The Renaissance Oklahoma City Convention Center Hotel is a 100% non-smoking facility
### GENERAL TIMETABLE FOR 2017 FBD MEETING

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 2016</td>
<td>FBD 2017 General Program Chair prepares a 2017 FBD “Call For Papers” for distribution at the FBD Annual Meeting.</td>
</tr>
<tr>
<td>March 2016</td>
<td>The 2017 Association Program Chairs and the 2017 FBD General Program Chair start planning for the 2017 conference at the New Program Chairs meeting held on Saturday morning during the 2016 FBD conference.</td>
</tr>
<tr>
<td>April/May 2016</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>May/June 2016</td>
<td>FBD Officers and Association Program Chairs participate in FBD Boot Camp at hotel of the 2017 conference.</td>
</tr>
<tr>
<td>June 2016</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 2016</td>
<td>Association Track Chairs continue soliciting manuscripts, special session proposals, tutorials and workshops for the 2017 FBD Conference.</td>
</tr>
<tr>
<td>Summer 2016</td>
<td>FBD Executive Director distributes postcard “Call for Papers” and prepares detailed online “Call for Papers.”</td>
</tr>
<tr>
<td>September 2016</td>
<td>Deadlines for receipt of papers, abstracts and proposals. Track Chairs for each Association initiate the review process and report the submission data to their Association Program Chairs.</td>
</tr>
<tr>
<td>October 2016</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 2016</td>
<td>Each Association Program Chair compiles, organizes and sends all program information to the 2017 FBD General Program Chair.</td>
</tr>
<tr>
<td>Early January 2017</td>
<td>FBD General Program Chair completes compilation of 2017 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 2017</td>
<td>2017 FBD Program is posted on FBD Web site.</td>
</tr>
<tr>
<td>February 2017</td>
<td>Deadline for receipt of hotel reservations and pre-conference registration.</td>
</tr>
</tbody>
</table>
The FBD By-Laws, Article Five, provide that “The Executive Council shall consist of the President, FBD General Program Chair, Vice-President and Program Chair – Elect, Secretary-Treasurer, two (2) most recent Past-Presidents of FBD who are willing to serve, and Executive Director. The President shall serve as Chair of the Executive Council and works closely with the Executive Director to establish the agenda. The Executive Director shall serve as a voting member of the committee and shall be responsible for meeting arrangements. The Executive Council shall consider issues of long-range significance to the Federation and make recommendations to the Board concerning both location and dates of the annual meetings of the Federation.”

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

Barbara J. Davis, Vice President and General Program Chair
Centenary College of Louisiana

Kimberly Merritt, Vice President and General Program Chair – Elect
Oklahoma Christian University

Cheryl Prachyl, Secretary-Treasurer
University of Dallas

Michelle McEacharn, Executive Director
The University of Louisiana at Monroe

Marshall J. Horton, Immediate Past President
Ouachita Baptist University

Thomas D. Tolleson, Past President
Texas Wesleyan University

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

The Sam J. Bruno Lifetime Achievement Award was awarded to David 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.
FBD 2016 ASSOCIATION PROGRAM CHAIRS

FBD Vice President and Program Chair
Barbara J. Davis, Centenary College of Louisiana

FBD Vice President and Program Chair-Elect
Kimberly Merritt, Oklahoma Christian University

American Accounting Association, Southwest Region
Derek Oler, Texas Tech University

Association for Business Communication, Southwestern U.S.
Susan Jennings, Stephen F. Austin University

Association of Business Information Systems
James “Skip” Ward, Fort Hays State University

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

Decision Sciences Institute, Southwest Region
Mohan Rao, Texas A&M University- Corpus Christi

Southwest Academy of Management
Robert H. Epstein, University of Central Oklahoma

Southwestern Case Research Association
Timothy Wise, Southern Arkansas University

Southwestern Finance Association
Susan J. Crain, Missouri State University

Southwestern Society of Economists
Ata Yesilyaprak, Arcadia University
AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST

2015 - 2016 OFFICERS

President: Katherine Boswell, University of Louisiana at Monroe
Program Chair & President Elect: Derek K. Oler, Texas Tech University
Program Chair Elect: Robert Cornell, Oklahoma State University
Secretary/Treasurer: Shani Robinson, Sam Houston State University
Historian: Elaine Sanders, University of Texas – San Antonio
Webmaster: Edward R. Walker, University of Central Oklahoma
Past President 2014-2015: Amelia A. Baldwin, University of Ark. – Fort Smith
Council Representative: Bambi Hora, University of Central Oklahoma
Coordinating Committee
Member At Large (2014): Roxanne Gooch, Cameron University
Coordinating Committee
Member At Large (2015): Robert Tepper, University of New Mexico
AAA Council Representative: Mary Fischer, University of Texas at Tyler

2015-2016 SECTION REGIONAL COORDINATORS

Accounting, Behavior & Organizations: Jesse Robertson, University of North Texas
American Taxation Association: D. Larry Crumbley, Louisiana State University
Auditing: Lili Sun, University of North Texas
Diversity: Margaret M. Tanner, University of Arkansas – Fort Smith
Financial Accounting and Reporting: Taylor Joo, New Mexico State
Forensic & Investigative Accounting: N/A
Gender Issues & Work/Life Balance: D. Larry Crumbley, Louisiana State University
Government and Nonprofit: Rabih Zeidan, Texas A&M – Corpus Christi
Information Systems: N/A
International Accounting: Kean Wu, Rochester Institute of Technology
Management Accounting: Marty Steubs, Baylor University
Public Interest: Marty Steubs, Baylor University
Strategic and Emerging Technologies: Hui Du, University of Houston-Clear Lake
Teaching, Learning and Curriculum: Veronda F. Willis, University of Texas at Tyler
Teaching, Learning and Curriculum: Cathy Scott, Navarro College
AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST

PAST PRESIDENTS

2014-2015  Amelia A. Baldwin, University of Ark. – Fort Smith
2013-2014  Thomas Carment, Rogers State University
2012-2013  Carolyn Conn, St. Edward’s University
2011-2012  Robert Walsh, University of Dallas
2010-2011  Dennis Togo, University of New Mexico
2009-2010  Treba A. Marsh, Stephen F. Austin State University
2008-2009  Bambi Hora, University of Central Oklahoma
2007-2008  Roselyn Morris, Texas State University – San Marcos
2006-2007  Robert Webster, Ouachita Baptist University

Congratulations!!!!

2016 AWARDS

McGraw-Hill Education Distinguished Paper Award

CEO Career Concerns and Corporate Tax Avoidance
Gerald J. Lobo, University of Houston
Amy (Xue) Sun, University of Houston
Dan Zhang, University of Houston
(Presented in Session A, Friday, 1:30 to 3:00 pm, Native American Room)

Federation of Business Disciplines Outstanding Educator Award

Veronda Willis, University of Texas at Tyler

Teaching, Learning and Curriculum Section Best Manuscript Award

State Board Attitudes Toward High School AP and Exam Results of CPA Candidates That Did and Did Not Take AP
Joseph C. Ugrin, Kansas State University
John J. Morris, Kansas State University
Dan S. Deines, Kansas State University
(Presented in Session C, Friday, 8:30 to 10 am, Ballroom D)

Outstanding Doctoral Student Paper Award

Debt Financing Constraint, Managerial Debt Holdings and Tax Outcome Variability
Sydney Qing Shu, University Oklahoma
Herita Akamah, University Oklahoma
(Presented in Session B, Thursday, 10:30 to 12 pm, Meeting Room 16)

Dominance Analysis: A Necessity of Paying Attention to Relative Importance of Predictors in Decision Making Problems
Seyede Yasaman Amirkiaee, University of North Texas

An Exploratory Study of the Relationships Among Proactive Personality, Environmental Social Responsibility Attitudes and Beliefs, and Intention to Work at “Green” Companies
Lu Xu, University of North Texas
SWAA Poster Sessions

Thursday, March 10 – Technology and Systems in Business  
9:30 a.m. – 11:00 a.m. – Exhibit Hall (Ballroom C)

Board 1  
Financial and Managerial Projects in Intro Classes with Jumbo Enrollment: Save Grading Time with Technology  
Ludmila Krylova, Texas State University

Thursday, March 10 – Pedagogy and Education in Business  
2:30 p.m. – 4:00 p.m. – Exhibit Hall (Ballroom C)

Board 1  
How to Make Internal Auditing Come to Life  
Nikki Shoemaker, Stephen F. Austin State University  
Marie Kelly, Stephen F. Austin State University

Board 2  
Inventory and Production: A Visual Depiction of Flow of Costs, including Internal Controls  
Dorothy A. Davis, University of Louisiana at Monroe  
Katherine T. Boswell, University of Louisiana at Monroe  
Patricia Rosto, University of Louisiana at Monroe  
Janis Weber, University of Louisiana at Monroe

Board 6  
The Future of Managerial and Cost Accounting Education  
Edward R. Walker, University of Central Oklahoma  
Katherene P. Terrell, University of Central Oklahoma

Friday, March 11 – People and Business  
9:30 a.m. – 11:00 a.m. – Exhibit Hall (Ballroom C)

Board 1  
Income Tax Planning for Health Insurance Subsidiaries  
Edward R. Walker, University of Central Oklahoma  
Bambi A. Hora, University of Central Oklahoma

Board 4  
The Six Ws of Accounting Internships  
Stephanie Watson, University of Central Arkansas  
Constance A. McKnight, University of Central Arkansas
AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST

March 10, 2016
(Thursday)

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

FBD/SWAAA Choice Pick Session
PLENARY SESSION
Ethical Challenges Facing Professional Accountants in the Real World

Speaker: Weston Smith, former CFO of HealthSouth

Session Sponsor: School of Accounting, Rawls College of Business, Texas Tech University

Weston Smith began his career as a CPA with Ernst & Young, specializing in audit and healthcare consulting. He was hired by Healthsouth during its infancy, and ultimately became CFO of the company with over 2,000 locations in all 50 states and five countries. However, underneath the persona of success, Mr. Smith was a participant in a financial statement fraud that ran for over 15 years, with an earnings overstatement of over three billion dollars. Weston eventually voluntarily exposed the fraud, and accepted the consequences of his former actions.

Today, in addition to working as an accountant for small businesses, Mr. Smith is a guest lecturer with an emphasis on fraud prevention and ethical conduct. He has been published in Issues in Accounting Education, and has spoken at over 50 universities and numerous professional groups across the country and internationally. He has also appeared on CNBC, Fox Business Network, and other media outlets.

10:00 a.m. – 10:30 a.m. Ballroom C

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

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

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

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

Make plans to join us in Little Rock for our 2017 conference.

44th Annual Conference
March 8 - 11, 2017
Marriott Little Rock & Statehouse Convention Center
Little Rock, Arkansas

Visit us at FBDonline.org
AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST

March 10, 2016
(Thursday)

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

SESSION A  How Can We Best Prepare Our Students to Make Ethical Decisions?

Moderator:  Gary M. Fleischmann, Texas Tech University

Panelists:  Gary M. Fleischmann, Texas Tech University
Weston Smith, former CFO, HealthSouth
Sean Valentine, University of North Dakota

10:30 a.m. – 12:00 p.m.  (Accounting) 1.5 CH  Meeting Room 16

SESSION B  Taxation

Moderator:  Herita Akamah, University of Oklahoma

Debt financing Constraint, Managerial Debt Holdings and Volatility of Tax Outcomes
Sydney Qing Shu, University of Oklahoma
Herita Akamah, University of Oklahoma

Laws for Nothing and Ores for Free? A Case Study of Tax Planning in the Finnish Mining Sector
Matti Ylönen, University of Helsinki and Aalto University Business School
Lauri Finér, University of Helsinki

Tax Policy and Hedge Fund Flows
Weifang Yang, University of Texas-Pan American
Jan Smolarski, Alfaisal University
David Jackson, University of Texas Rio Grande Valley

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!
LUNCH and KEYNOTE SPEAKER

Audrey Gramling, AAA Council Chair
American Accounting Association

Audrey Gramling is the Council Chair (2015-16) at the American Accounting Association. In July 2014, she began serving as the Accounting Department Chair and Professor at Colorado State University. Previously, she held the Treece Endowed Chair and was Accounting Department Professor and Chair at Bellarmine University and has been on the accounting faculty at Kennesaw State University, Georgia State University, Wake Forest University, and University of Illinois at Urbana-Champaign. Dr. Gramling’s research investigates both internal and external auditing issues, with a focus on decision behavior of auditors, external auditor independence, internal control reporting, and other factors affecting the market for audit and assurance services. Prior to earning her Ph.D. at the University of Arizona, Dr. Gramling worked as an external auditor at a predecessor firm of Deloitte and as an internal auditor at Georgia Institute of Technology. She has also served a one year appointment as an Academic Accounting Fellow in the Office of the Chief Accountant at the U.S. Securities and Exchange Commission. She is the past-President of the Auditing Section of the American Accounting Association and has served in an advisory role to the Committee of Sponsoring Organizations (COSO).

SESSION A Research Potpourri

Moderator: Joseph C. Urgin, Kansas State University

Social Construction of a Fraudulent Identity: A Historical Analysis of Cassie Chadwick
Caroline Claro Hayek, Texas A&M University – Commerce
Sandra K. Gates, Texas A&M University – Commerce
Robert Rankin, Texas A&M University – Commerce

Multivariate Analysis of Voluntary Health and Welfare Organizations
Rebecca Goza, University of Central Oklahoma

Investor Demand for Financial Statements and XRBL Adoption
Jie Zhou, National University of Singapore
Gary Chen, University of Illinois – Chicago
SESSION B  Market Reaction

Moderator:  Yan Zhang, New Mexico State University

*Corporate Social Responsibility and the Market Reaction to Financial Restatements*
Jerome McWilliams, University of Texas San Antonio
Jennifer Yin, University of Texas San Antonio

*Market Impact of Proved Reserves by U.S. Publicly Held Oil and Gas Exploration and Development Companies*
Charles A. Gray, University of Central Oklahoma
Zane L. Swanson, University of Central Oklahoma

*Market Reaction to Different Magnitudes of Accuracy in Analyst Forecast Revisions*
Lin Chen, University of Texas Arlington

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

◆

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

Make plans to join us in Little Rock for our 2017 conference.

★★★

44th Annual Conference
March 8 - 11, 2017
Marriott Little Rock & Statehouse Convention Center
Little Rock, Arkansas
FBD Coffee Break

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

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

SESSION A  Teaching and Technology

Moderator:  Ludmila Krylova, Texas State University

*A Comparison of Observations by Students and Professors in Online versus Face-to-Face Accounting Classes*

Pamela Baker, Texas Woman’s University

*Enhancements to the Managerial/Cost Accounting Course*

Dennis Togo, University of New Mexico

*Lessons Learned from Integrating iPads into the Accounting Classroom*

Amelia A. Baldwin, University of Arkansas - Fort Smith

George Schmidt, University of Arkansas - Fort Smith

Margaret M. Tanner, University of Arkansas - Fort Smith

Julia L. Wright, University of Arkansas - Fort Smith

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

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Cyber-security is frequently in the news with stories that include theft of intellectual property, intrusions into personnel data files, and denial of service. Big-name data breaches include: Target, Home Depot, eBay, and JP Morgan. Smaller entities are equally vulnerable and breaches have occurred at Ohio State University, Stanford, Texas Lottery, New York Electric & Gas, Memorial Healthcare, and Tampa Bay Ankle & Foot Center.

Concerns over cyber-security can no longer be restricted to the information technology curriculum. CFOs, auditors, and other accounting professionals must be involved in assessing the risk of cyber intrusions, implementing preventive measures, and planning for responding to such data breaches. The cost of malicious cyber intrusion, includes: lost sensitive business data, lost intellectual property, lost confidential client data, opportunity cost of employee downtime, lost trust from customers, cost of securing networks, and recovery costs after the attack.

Cyber intrusions will happen and the financial consequences can be enormous. Preparing accounting professionals for dealing with cyber-security issues requires incorporating such topics in the accounting curriculum. It is not enough to include only minimal coverage of cyber-security in an accounting information technology courses. An entire course could be required to provide adequate coverage of topics such as: types of potential cyber intrusions, risk assessment of malicious cyber activity, cost-benefit analyses of managing cyber-security, evaluating and identifying the cost of cybersecurity breaches, and roles of accounting personnel in cybersecurity control and response. Join us to discuss how accounting faculty can better prepare our graduates to deal with cybersecurity issues.

*Dr. Weiser is Regents Service Professor and Professor of Management Science and Information Systems. He has also served as President of AIS's Special Interest Group for Security. He was also one of the principal designers of the National Repository for Digital Forensics Intelligence. OSU is among the top-ranked cybersecurity programs in the U.S.

AAA Officer Meeting

FBD Presidential Welcome Reception

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

March 11, 2016
(Friday)

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

SESSION A  Firm Performance, Incentives, Monitoring and Compensation

Moderator:  Nikki Shoemaker, Stephen F. Austin State University

Director Member Properties and a Dual-Class Structure
Di Wu, CSU-Bakersfield
Ji Li, CSU-Bakersfield

Examining the Effects of Performance-Based Pay and Performance Monitoring on Task Performance
Brian K. Laird, Arkansas State University
Charles D. Bailey, University of Memphis
Nicholas J. Fessler, University of Texas at Tyler

CEO Pay Dispersion and Firm Performance: Evidence from Banking Industry
Xiaoyan Cheng, University of Nebraska-Omaha
David B. Smith, University of Nebraska-Lincoln
Paul N. Tanyi, University of Nebraska-Lincoln

8:30 a.m. – 10:00 a.m.  (Accounting) 1.5 CH  Meeting Room 16

SESSION B  International Accounting

Moderator:  Lin Chen, University of Texas Arlington

Does the U.S. Market Punish Domestic Firms and Foreign Firms Equally? Evidence from Restatements
Li-Chin Jennifer Ho, University of Texas Arlington
Xiaoxiao Song, University of Texas Arlington
Jennifer Yardley, University of Texas Arlington

Large Shareholder Diversification and Corporate Voluntary Disclosures
Sydney Qing Shu, University of Oklahoma
Herita Akamah, University of Oklahoma

Market Liberalization and Informed Trading: Evidence from China’s Equity Markets
Yaseen S. Alhaj Yaseen, The University of Findlay
8:30 a.m. – 10:00 a.m. (Accounting) 1.5 CH

**SESSION C**

**Education, Exams, and Student Success**

**Moderator:** Margaret Tanner, University of Arkansas - Fort Smith

*State Board Attitudes Toward High School AP and Exam Results of CPA Candidates That Did and Did Not Take AP*

Joseph C. Ugrin, Kansas State University  
John J. Morris, Kansas State University  
Dan S. Deines, Kansas State University

*Impact of Job Offers, Pay, and Other Variables on Students’ Internship Sentiments*

Robert Dan Fesler, Tennessee Technological University

*How College Instruction Can Change the Course for Over-parented Millennials (or How to Rear a Healthy, Productive Adult)*

Carolyn Conn, St. Edward’s University

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10:00 a.m. – 10:30 a.m.

**FBD Coffee Break**

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

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

March 11, 2016  
(Friday)

10:30 a.m. – 12:00 p.m.  
(Accounting) 1.5 CH  
Meeting Room 16

SESSION A  
Manipulation

Moderator:  
Xiaoxiao Song, University of Texas Arlington

Can Firms Avoid the Market Penalty for Missing Analysts’ Earnings Forecasts by Using Non-GAAP Expense Exclusions?  
Thomas James Lopez, University of Alabama-Tuscaloosa  
Christopher McCoy, University of Alabama  
Gary K. Taylor, University of Alabama-Tuscaloosa  
Michael Young, University of Alabama

Manager-Debtholder Alignment and Opportunistic Income Smoothing  
Sydney Qing Shu, University of Oklahoma

The Interactions Between Real Earnings Management and Short Selling Activities: A Simultaneous Equations Analysis  
Jap Efendi, University of Texas Arlington  
Li-Chin Jennifer Ho, University of Texas Arlington  
Yu Zhang, Nicholls State University

SESSION B  
Auditor Behavior

Moderator:  
Brad P. Lawson, Oklahoma State University

Accounting Conservatism and Auditor’s Mandatory Timely Interim Review  
Yalan Feng, California State University, Los Angeles  
Mohinder Parkash, Oakland University  
Sha Zhao, Oakland University

Reactions to SEC Enforcement Proceedings Against an Audit Client: Evidence of City-Level Office Behavior  
Michael C. Turner, University of Texas San Antonio

The Effects of Interlocking Directors on Auditor Effort and Efficiency  
Jaehan Ahn, University of Oklahoma  
Kevan Jensen, University of Oklahoma
March 11, 2016
(Friday)

12:00 p.m. – 1:30 pm  
(Accounting) 1.0 CH  
Ballroom A

LUNCH and BUSINESS MEETING

Katherine Boswell, President

Katherine Boswell holds the McEacharn Endowed Professorship at the University of Louisiana at Monroe. She earned her PhD in Management Information Systems at the University of Mississippi, a Masters of Business Administration and a Bachelors of Business Administration from Mississippi State University. She researches primarily in the areas of invasive technologies, information systems, IT auditing, and compliance auditing. She has been heavily involved for years in the local chapter of the Institute of Internal Auditors.

1:30 p.m. – 3:00 p.m.  
(Accounting) 1.5 CH  
Native American Room

SESSION A  
CEOs and Disclosure

Moderator:  
Bryan Brockbank, University of Oklahoma

CEO Career Concerns and Corporate Tax Avoidance  
Gerald J. Lobo, University of Houston  
Amy (Xue) Sun, University of Houston  
Dan Zhang, University of Houston

CEO Characteristics, Disclosure Quality, and Innovation  
Hila Fogel-Yarri, Tulane University

Accounting Statement Footnotes Contextual Association with Firm Financial Characteristics  
Zane L. Swanson, University of Central Oklahoma  
Azam Habibi, University of Central Oklahoma

Make plans to join us in Little Rock for our 2017 conference.  
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44th Annual Conference  
March 8 - 11, 2017  
Marriott Little Rock & Statehouse Convention Center  
Little Rock, Arkansas
SESSION B  The Future of Cost Accounting Education

Moderator:  Edward R. Walker, University of Central Oklahoma

Panelists:  Edward R. Walker, University of Central Oklahoma  
Louise Miller, University of Central Oklahoma

Cost Accounting as a discipline is at a critical junction. Many universities have reduced coverage of cost accounting to one undergraduate course. At the same time employers are demanding that accounting graduates have enhanced skills in managerial decision-making, advanced spreadsheet skills and the capability to extract and analyze large amounts of data. This discussion presents curriculum suggestions from faculty members and executives who are familiar with the skills required by accounting graduates.

FBD Coffee Break
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Great Door Prize Drawings take place at 3:15 p.m. in the Exhibit Area. Must be present to win.
### SESSION A  
**Blockholders and Investors**

**Moderator:** Sydney Qing Shu, University of Oklahoma

**Blockholder Characteristics and Earnings Quality**  
Aslihan Gizem Korkmaz, Dominican University of California  
Qingzhong Ma, California State University, Chico  
Haingang Zhou, Cleveland State University

**Strategic Timing of 8-K Filings by Public Equity and Private Equity Firms**  
Bryan Brockbank, University of Oklahoma  
Karen M. Hennes, University of Oklahoma

### SESSION B  
**Internal Controls, Internal Auditors, and Audit Delays**

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

**A Survey on Firm’s Implementation of COSO’s 2013 Internal Control – Integrated Framework**  
Bradley Lawson, Oklahoma State University  
Leah Elena Muriel, Oklahoma State University  
Paula Renee Sanders, Oklahoma State University

**Turnover Intentions of Internal Auditors**  
Grace Mubako, University of Texas at El Paso

**Do Covenant Violations Affect Audit Report Timeliness?**  
Yinghong Zhang, University of Central Oklahoma  
Zane L. Swanson, University of Central Oklahoma

Make plans to join us in Little Rock for our 2017 conference.

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**44th Annual Conference**  
March 8 - 11, 2017  
Marriott Little Rock & Statehouse Convention Center  
Little Rock, Arkansas
2015-2016 OFFICERS

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Chynette Nealy, University of Houston
Kathryn S. O’Neill, Sam Houston State University
Gerald Plumlee, Southern Arkansas University
S. Mantravadi, University of Texas Health Science
Matthew Sutherlin, Henderson State University
Carol Wright, Stephen F. Austin State University

CONGRATULATIONS!

Recipient of the 2016 McGraw-Hill Education Distinguished Paper Award

The Little Creamery that Could: Weathering a Crisis and Maintaining Brand Loyalty
Geraldine E. Hynes, Sam Houston State University
Melissa Barrett, Sam Houston State University

Recipient of the 2016 Federation of Business Disciplines Outstanding Educator Award

Timothy Clipson, Stephen F. Austin State University
ABC-SWUS Poster Sessions

Thursday, March 10 – Pedagogy and Education in Business
2:30 p.m. – 4:00 p.m. – Exhibit Hall (Ballroom C)

Board 5
Cultivating Student and Instructor Brands

Gail Emily Fey, The University of Arizona
Sue Smith, The University of Arizona

Relying on the theoretical foundations of both collaborative learning and symbolic interactionism, this poster session aims to share several in-the-classroom approaches to enabling business students' view of themselves and their instructors.

Board 7
Enhancing the Business Communication Course with Storytelling

Marsha L. Bayless, Stephen F. Austin State University
Clive Muir, Stephen F. Austin State University

This poster presentation is to propose ways to use storytelling to enhance the traditional business communication course. Stories are key components in organizational culture and an awareness of the value in storytelling to the workplace would be an important business communication skill. In the poster discussion, the authors will engage viewers on the topic in a synergistic way to develop additional ideas for using storytelling.

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!
ABC – SWUS and ABIS Joint Breakfast

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

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

8:30 a.m. – 10:00 a.m.  
Meeting Room 14

**Improving Education in Business**

Session Chair: **Margaret Kilcoyne**, Northwestern State University of Louisiana

*Modernizing the Business Communication Course: The Experience of One College*

_Gwendolyn Savitz_, Rogers State University

_Do Interns Know What They Think They Know? Assessing Business Communication Skills in Interns and Recent Graduates_

**Stephanie Schartel Dunn**, Missouri Western State University  
**Peggy L. Lane**, Missouri Western State University

_Knowing How Students Learn Can Improve Professors’ Teaching Techniques_

**Kathy L. Hill**, Sam Houston State University

*Assessing Students’ Learning: Has Learning Occurred—A Comparison of Written Communication Skills*

**Margaret Kilcoyne**, Northwestern State University of Louisiana  
**Begona Perez-Mira**, Northwestern State University of Louisiana  
**Julie McDonald**, Northwestern State University of Louisiana  
**Sue Champion**, Northwestern State University of Louisiana

10:00 a.m. – 10:30 a.m.  
Ballroom C

**FBD Coffee Break**

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Great Door Prize Drawings take place at **10:15 a.m.** in the Exhibit Area. _Must be present to win._
FBD/ABC-SWUS Choice Pick Session

Organizational Communication

Session Chair: Judith Biss, Stephen F. Austin State University

Workplace Communication Preferences of Millennial Employees
Ashley Hall, Stephen F. Austin State University

An Investigation of the Work-Life Conflict Predictors of Employees’ Job Satisfaction
Leslie Ramos Salazar, West Texas A & M University

How Does an Employee Adapt to the Corporate Culture?
Carol Wright, Stephen F. Austin State University
Judith Biss, Stephen F. Austin State University

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

ABC – SWUS Executive Board Meeting and Luncheon
By Invitation Only (Huckins)

1:30 p.m. – 3:00 p.m.   Meeting Room 14

Innovative Instructional Methods

Session Chair: Gerald Plumlee, Jr., Southern Arkansas University

Going from Theory to Practice: A Pedagogical Method for Preparing Business Majors
Chynette Nealy, University of Houston Downtown

Different Problems, Similar Goals: ESL Students and the BCOM Writing Course
Marla Mahar, Oklahoma State University
Lydia Powell, Oklahoma State University
Frances Griffin, Oklahoma State University
Evan Davis, Oklahoma State University

Communicating Professionalism: The Evolution of Women’s Workwear, 1895 to 2015
Traci Austin, Sam Houston State University
Janice Kimmons, Lamar University

"The Bucket List" and other Learning Activities to Improve Students' Oral Communication Skills
Gerald Plumlee, Jr., Southern Arkansas University
March 10, 2016
(Thursday)

3:00 p.m. – 3:30 p.m. Ballroom C

FBD Coffee Break

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

3:30 p.m. – 5:00 p.m. Meeting Room 14

ABC SWUS Business Meeting

Presiding: Kathryn O’Neill, ABC-SWUS President
Sam Houston State University

5:30 p.m. – 7:00 p.m. Ballroom C

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

ENJOY YOUR EVENING IN OKLAHOMA CITY!

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44th Annual Conference
March 8 - 11, 2017
Marriott Little Rock & Statehouse Convention Center
Little Rock, Arkansas

Visit us at FBDonline.org
March 11, 2016
(Friday)

8:00 a.m. – 9:00 a.m. Ballroom B

ABC–SWUS and ABIS Joint Breakfast

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

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

9:00 a.m. – 10:00 a.m. – Joint Meeting with ABIS Ballroom B

ABC-SWUS and ABIS Joint Session - Best Paper Presentations

Co-Session Chairs/Association Presidents: Kathryn O’Neill and Jim Larsgaard

ABC-SWUS Best Paper:
The Little Creamery that Could: Weathering a Crisis and Maintaining Brand Loyalty
Geraldine E. Hynes, Sam Houston State University
Melissa Barrett, Sam Houston State University

ABIS Best Paper:
Developing Data Analytics Skill in a Business Computer Applications Course
Robert B. Mitchell, University of Arkansas at Little Rock
Ravi Thambusamy, University of Arkansas at Little Rock

10:00 a.m. – 10:30 a.m. Ballroom C

FBD Coffee Break

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ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES

March 11, 2016
(Friday)

10:30 a.m. – 12:00 p.m.     Meeting Room 14

Paradigm Shifts in Communication

Session Chair: Geraldine Hynes, Sam Houston State University

Triple the Power of Your Persuasive Communication
Charles G. Roberts

Thinking Outside the Discipline: Connecting Business Communication with the CCO Perspective
Roger Conaway, Monterrey Institute of Technology, San Luis Potosi, Mexico

Earn a Living: The Business Communication Practices of Indie Rock Arts Entrepreneurs
Stephen Carradini, North Carolina State University

Message Design Logics Theory: Testing the Effectiveness of Rhetorical Messages
Kathryn S. O’Neill, Sam Houston State University
Geraldine Hynes, Sam Houston State University

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

1:30 p.m. – 3:00 p.m.      Meeting Room 14

Business Education Issues

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

How Students and Employers Look at Job Application Materials
Carol Wright, Stephen F. Austin State University
S. Ann Wilson, Stephen F. Austin State University
Timothy Clipson, Stephen F. Austin State University

The College Textbook Revolution
Debbie DuFrene, Stephen F. Austin State University

Eliminating “Pentagon-ese”: A Comparison of Academic, Business, and Military Communication Conventions
Ashly Bender Smith, Sam Houston State University

Business Communication and Job Retention: Developing a Specific List of Communication Skills
Marsha L. Bayless, Stephen F. Austin State University
Christopher J. McKenna, Stephen F. Austin State University
FBD Coffee Break

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Interpersonal/Managerial Communication

Session Chair: **Susan Evans Jennings**, Stephen F. Austin State University

*An Exploration of the Effects of Individual Personality Conflict in Professional Settings*
**Rochelle McWhorter**, The University of Texas at Tyler
**Gail D. Johnson**, The University of Texas at Tyler
**Kelly Gerwig**, ANewBrandYou.com

*The Importance of “Proreading”*
**Marcel Marie Robles**, Eastern Kentucky University

*The Role of Compassion on Impression Management in Conflicts in Cross-Cultural Coworker Friendships*
**Leslie Ramos Salazar**, West Texas A&M University

Please make plans now to join us in Little Rock in 2017!
ASSOCIATION OF BUSINESS INFORMATION SYSTEMS (ABIS)

2015 - 2016 OFFICERS

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- Chynette Nealy, University of Houston, Downtown
- Christine Alexander, University of Central Oklahoma

CONGRATULATIONS!

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Robert B. Mitchell, University of Arkansas at Little Rock
Ravi Thambusamy, University of Arkansas at Little Rock

Recipient of the 2016 FBD Outstanding Educator Award

Jim Larsgaard, Eastern Kentucky University
ABIS Poster Sessions

Thursday, March 10 – Technology and Systems in Business
9:30 a.m. – 11:00 a.m. – Exhibit Hall (Ballroom C)

Board 3

A Discussion on Improved Techniques for Engagement in an Online Environment

Carol Wright, Stephen F. Austin State University
Marsha L. Bayless, Stephen F. Austin State University

Board 6

Impact of Social Media on College Student Travel

Felix M. Albl, Fort Hays 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!
March 10, 2016  
(Thursday)

7:30 a.m. – 8:30 a.m.  
Ballroom B

**ABIS and ABC – SWUS Joint breakfast**

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

*Association Name Badge Required for Attendance at Breakfast*

8:30 a.m. – 10:00 a.m.  
Meeting Room 15

**Responding to Students**

Session Chair: **Jim Larsgaard, Eastern Kentucky University**

*Faculty Have Lives Too! -- Differing Opinions on Appropriate Response Times in Online Classes*

**Ashley Hall**, Stephen F. Austin State University  
**Susan Evans Jennings**, Stephen F. Austin State University

**ABIS Business Meeting**

10:00 a.m. – 10:30 a.m.  
Ballroom C

**FBD Coffee Break**

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ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 10, 2016
(Thursday)

10:30 a.m. – 12:00 p.m.  Meeting Room 15

The Challenges of Online Learning & Technology

Session Chair: Wanju Huang

The Cyclical Relationship Between Online Learning and Face-to-Face Learning
Wanju Huang, Eastern Kentucky University

Traditional, Blended or Online: Creative implementation of video conferencing to enhance adult learning environments
Karen Hardin, Cameron University

What Does Wikipedia Think of Business Communication?
Clive Muir, Stephen F. Austin State University

SME-Peer Learning: A Continuous Improvement Process
Marcia Hardy, Northwestern State University of Louisiana
Margaret Kilcoyne, Northwestern State University of Louisiana
Begona Perez-Mira, Northwestern State University of Louisiana

Enhancing Online Lower Division Course Student Learning Outcomes-It’s Not All About the Content and the Delivery!
Jim Larsgaard, Eastern Kentucky University

Noon – 1:30 p.m.  Lunch on your own

1:30 p.m. – 3:00 p.m.  Meeting Room 15

Session A of Focus on the Students

Session Chair: Sherry Rodrigue

Trends: An Examination of an Online Business Course
Marsha Bayless, Stephen F. Austin State University
Carol Wright, Stephen F. Austin State University

Information Available for Prospective Online Students on University Websites
Sherry Rodrigue, Nicholls State University
Ronnie Fanguy, Nicholls State University
Lori Soule, Nicholls State University
Betty Kleen, Nicholls State University
Session A of Focus on the Students (Cont.)

Session Chair: Sherry Rodrigue

Examining the Relationships of University Student Characteristics and Motivation in a Blended Digital Literacy Course Using the Keller Arcs Motivational Model
Shane Schartz, Fort Hays State University

Freshman Interest Groups and Beyond
Brenda Hanson, Northwestern State University of Louisiana
Thomas Hanson, Northwestern State University of Louisiana

FBD Coffee Break

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(Thursday)

Session B of Focus on the Students

Session Chair: Ravi Thambusamy

The Relationships Between Cultural Values and Cyber-loafing Using the Hofstede Model: Insights from Singapore and the United States
Joseph C. Ugrin, Kansas State University
Shane Nickle, Kansas State University
John Pearson, Southern Illinois University Carbondale

“Facebook Friendly” Competition, Investigating the Impact of Interpersonal Competition on Data Integrity in Online Social Networks
Ravi Thambusamy, University of Arkansas at Little Rock
Mitchell Church, Coastal Carolina University

Determining the Effects of Tutoring Modality on MIS Student Performance, Course Evaluation, and Attrition Rate
Win Sein, University of Central Oklahoma
Joselina Cheng, University of Central Oklahoma

The Impact of Internet Screening on Job Seekers
Marcel Robles, Eastern Kentucky University
Casie Prible, Eastern Kentucky University

Using Social Tags and User Rating Patterns for Collaborative Filtering
Iljoo Kim, Saint Joseph’s University
Vipul Gupta, Saint Joseph’s University

FBD Presidential Welcome Reception

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Enjoy your evening in Oklahoma City!
8:00 a.m. – 9:00 a.m.  

ABIS and ABC-SWUS Joint Breakfast

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9:00 a.m. – 10:00 a.m. Joint Session with ABC

ABC-SWUS and ABIS Joint Session - Best Paper Presentations

Co-Session Chairs/Association Presidents: Kathryn O’Neill and Jim Larsgaard

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

FBD Coffee Break

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Session A of Innovation

Session Chair: Begona Perez-Mira

Community College Students’ Textbook Preferences: Examining Open Source and E-Book Innovation in Higher Learning
Melissa Hunsicker-Walburn, Fort Hays State University
Wally Guyot, Fort Hays State University
Robert Meier, Fort Hays State University
Loretta Beavers, Southwest Virginia Community College

Identifying Job Focus and Course Priorities in IS Curriculum Development Using Online Job Advertisements
Richard Woolridge, University of Arkansas at Little Rock

Social Media Communication Usage Preferences in Higher Education: Differences Based on Mode of Learning Delivery
Sarah Wright, Northwestern State University of Louisiana
Curtis Penrod, Northwestern State University of Louisiana
Begona Perez-Mira, Northwestern State University of Louisiana
Eddie Horton, Northwestern State University of Louisiana
Thomas Hanson, Northwestern State University of Louisiana

Cyber Business Law and Project Based Learning
Carmella Parker, Northwestern State University of Louisiana
Jason W. Powell, Northwestern State University of Louisiana

Search Engines: The “Lynchpins” of the Digital World
Degan Kettles, The University of Central Oklahoma

Noon – 1:30 p.m. Lunch on your own
The Millennial Generation & Peer Learning

Session Chair: Sarah Wright

Baby Boomers and Millennials: Planning the ABIS 2016 Conference
James (Skip) Ward, Fort Hays State University
Maggie Schneider, Fort Hays State University

Course Design for the Millennials—Mobility of Learning
Sarah Wright, Northwestern State University of Louisiana
Begona Perez-Mira, Northwestern State University of Louisiana

Theory to Practice: Texting in the Workplace
Chynette Nealy, University of Houston Downtown

Does Learner Temperament Predict Career Pathway Choice and Interest in Online Learning?
Scott Jones, Fort Hays State University
Felix Albl, Fort Hays State University

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.
ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 11, 2016
(Friday)

3:30 p.m. - 5:00 p.m.  Meeting Room 15

FBD/ABIS Choice Pick Session

Session B of Innovation

Session Chair: Degan Kettles

An Assessment of a Technology-Enriched Bridge Program for Prompting the Diversity of the Digital Forensics Workforce
Joselina Cheng, University of Central Oklahoma
Becks Feng, Becks Intelligence Group

Customer Relationship Management: A Model for Small Business Development Centers
Degan Kettles, University of Central Oklahoma
Christine Alexander, University of Central Oklahoma

Radio Frequency Identification in Health Care: Uses and Limitations
Shaun R. Fant, Cameron University

The Role of Intensity of Alumni Sports Site Usage on Social Capital, Team Identification and Purchase Intentions
Akhilesh Bajaj, The University of Tulsa
Adrien Bouchet, The University of Tulsa

Make plans to join us in Little Rock, Arkansas for our 2017 conference.

44th Annual Conference
March 8 - 11, 2017
Marriott Little Rock & Statehouse Convention Center
Little Rock, Arkansas
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

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CONGRATULATIONS!

BEST OF TRACK PAPER AWARD WINNERS

**Branding and Brand Management**

*Democratic Theories and Branding in the Political Marketplace*
- Grant C. Aguirre, University of Central Oklahoma
- Darrell Goudge, University of Central Oklahoma
- Stefan Genchev, University of Central Oklahoma

**Global and Cross Cultural Marketing**

*Consumer Expectations of Convenience Stores in a Developing Asian Country: A Case Study from Sri Lanka*
- Prasanth Jayamanna, DJP Holdings
- Juthathip Jongwanich, Asian Institute of Technology
- Kishwar Joonas, Prairie View A&M University
- Zafar U. Ahmed, Kuwait University

**Marketing Strategy and Innovation**

*The Role of Strategic Factors in a Firm’s Propensity to Reshore*
- Ravi K. Jillapalli, Texas State University

**Supply Chain Management and Business to Business Marketing**

*Integrative Versus Distributive International Business Negotiations: The Role of the International Manager*
- Zafar U. Ahmed, Kuwait University
- Priyan Khakhar, Haigazian University
- Laurence Leigh, Monarch Business School
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

CONGRATULATIONS!

2016 McGraw-Hill Education Distinguished Paper Award

Integrative Versus Distributive International Business Negotiations: The Role of the International Manager
Zafar U. Ahmed, Kuwait University
Priyan Khakhar, Haigazian University
Laurence Leigh, Monarch Business School

2016 Federation of Business Disciplines Outstanding Educator Award
Sanjay S. Mehta, Sam Houston State University

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

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

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

Global and Cross-Cultural Marketing
David K. Amponsah, Troy University

Marketing Education and Experiential and Service Learning
Patrick D. “Pat” Fountain, East Central University
Stacey Bolin, East Central University

Marketing Research
Sanjay S. Mehta, Sam Houston State University

Marketing Strategy and Innovation
Silvia L. Martin, California State University, Los Angeles

New Media, Advertising, and Marketing Communications
Marilyn Eastman, Morningside College

Retailing and Services Marketing
Bo Dai, Georgia Southern University

Student Research
Pamela L. Mickelson, Morningside College

Supply Chain Management and Business to Business Marketing
Mel F. Zuberi, Saint John Fisher College
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 10, 2016
(Thursday)

8:30 a.m. – 10:00 a.m. Biltmore

SESSION A  Strategies in the Marketing Channel

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

*Integrative Versus Distributive International Business Negotiations: The Role of the International Manager*
Zafar U. Ahmed, Kuwait University
Priyan Khakhar, Haigazian University
Laurence Leigh, Monarch Business School

*Strategic Logistics Alliances: Demand Complexities for a Natural Gas Producing Company*
Yolanda Obaze, University of North Texas
Victor R. Prybutok, University of North Texas
Daniel Peak, University of North Texas

*Dynamics of Brand Equity Across the Kuwaiti Fashion Clothing Market*
Abdullah A. Aldousari, Kuwait University
Zafar U. Ahmed, Kuwait University
Priyan Khakhar, Haigazian University

8:30 a.m. – 10:00 a.m. Grand Avenue

SESSION B  New Media, Advertising, and Marketing Communications

Session Chair: Marilyn Eastman, Morningside College

*Relationship Development through Social Networking: How Fortune 500 Companies are Using Facebook*
Melissa Wooten Graham, University of Central Oklahoma
Sindou Sidibe, University of Central Oklahoma

*Airline Marketing in the Regional Marketplace*
George J. Gannage, Jr., Kennesaw State University

*Mexico Goes Viral: Leveraging the Power of Internet Memes for Your Marketing Campaign*
Valery Chistov, Tecnológico de Monterrey
Roger N. Conaway, Tecnológico de Monterrey
Mario Cortés Garay, Tecnológico de Monterrey

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Marriott Little Rock & Statehouse Convention Center

Visit us at FBDonline.org
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 10, 2016
(Thursday)

8:30 a.m. – 10:00 a.m. Kingkade

SESSION C  Consumer Behavior and Customer Relationship Management

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

Blue Bells of Alarm: Can a Strong Brand Relationship Mitigate a Product Harm Crisis?
Irfan Ahmed, Sam Houston State University
Vivek S. Natarajan, Lamar University

Reflections on Hybrid Undergraduate Service-Learning Experiences in an HBCU: An Exploratory Study of the Pygmalion Effect
Kishwar Joonas, Prairie View A&M University

Strategies for Student Engagement in the Consumer Behavior Course
Kishwar Joonas, Prairie View A&M University
Renée Gravois, Sam Houston State University

10:00 a.m. – 10:30 a.m. Ballroom C

FBD COFFEE BREAK

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

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

10:30 a.m. – 12:00 p.m. Biltmore

SESSION A  Marketing Strategy and Innovation

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

The Ultimate Definition of Marketing
L. R. Godwin, University of St. Thomas

Career Obstacles Women in the United States Face Due to Gender and Age
Kristen Maceli, Pittsburg State University

Does Social Capital Matter? Evidence from Social Entrepreneurial Projects in Mexico
Jorge Humberto Mejía Morelos, Instituto Tecnológico Autónomo de México
Narcedalia Ramirez, Universidad Anahuac

The Effect of Top Management Team Diversity on Innovation Strategy
Jorge Humberto Mejía Morelos, Instituto Tecnológico Autónomo de México
Silvia L. Martin, California State University, Los Angeles
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 10, 2016
(Thursday)

10:30 a.m. – 12:00 p.m. Grand Avenue

SESSION B  Marketing Education and Experiential and Service Learning

Session Chair:  Patrick D. “Pat” Fountain, East Central University

Sustainability as Team-Based Service Learning
J. Ian Norris, Berea College

Strategies to Motivate Student Revision
Renée Gravois, Sam Houston State University
Kathryn O’Neill, Sam Houston State University

The Impact of Instructor Background and Delivery Modality on Student Ratings of Digital Marketing Instruction
Marilyn Eastman, Morningside College
William Jones, University of South Dakota

A Comparison of Marketing Credentials Offered by the Six Regional University System of Oklahoma Universities
Patrick D. “Pat” Fountain, East Central University

10:30 a.m. – 12:00 p.m. Kingkade

SESSION C  Branding and Brand Management

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

Exploration of the Congruity Between Country Brand Personality/Image and Product Brand Personality/Image
Ceyhan Kilic, IMC
Türkan Dursun-Kilic, West Texas A&M University

Democratic Theories and Branding in the Political Marketplace
Grant C. Aguirre, University of Central Oklahoma
Darrell Goudge, University of Central Oklahoma
Stefan Genchev, University of Central Oklahoma

Employer Branding and Its Consequences
Türkan Dursun, West Texas A&M University

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Marriott Little Rock & Statehouse Convention Center
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 10, 2016
(Thursday)

Noon – 1:30 p.m.

Lunch on Your Own

Get together with some ACME colleagues and enjoy lunch!

1:30 p.m. – 3:00 p.m.  Biltmore

SESSION A  Marketing Communications Strategy

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

Advertising Mistakes Entrepreneurs Should Avoid: Offensive or Poor Taste Advertising
Tom Smith, Texas Wesleyan University

Marketing and Crime. How Social Conditions and Insecurity Reshape Marketing and Advertising Strategies in Mexico
Mario Cortés Garay, Tecnológico de Monterrey
Valery Chistov, Tecnológico de Monterrey
Roger N. Conaway, Tecnológico de Monterrey

Super Bowl Advertising: What to Do to Succeed?
Qiang Fei, Prairie View A&M University
Sudhir Tandon, Prairie View A&M University

1:30 pm - 3:00 pm  Grand Avenue

SESSION B  Strategies for Student Learning and Engagement

Session Chair:  Stacey Bolin, East Central University

“Real-World” Assignments in the Marketing Research Course
Sanjay S. Mehta, Sam Houston State University

Balancing Teaching Strategies and Students’ Learning Styles: The Contingent Effect of Intercultural Competence
Haithem Zourrig, University of Regina

Creating a Multidisciplinary Learning Environment for Advanced Advertising Courses: A Pilot Semester
Teri Root, Southeastern Louisiana University
Rick Settoon, Southeastern Louisiana University

Looking East: A Qualitative Study of Business Majors’ Study Abroad Experiences in China
Jacob Martin, Lamar University
Vivek S. Natarajan, Lamar University
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 10, 2016
(Thursday)

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

SESSION C  Student Research

Session Chair: Pamela L. Mickelson, Morningside College

Making Products Scarce the Right Way: The Moderating Effect of the Source of Scarcity and Brand Identity on Consumers’ Valuation
Kenneth Walker, University of Central Oklahoma
Thanh Tran, University of Central Oklahoma

Improving Comprehension of Nutrition Labels: An Experimental Comparison of US and EU Labeling Models
Caitlyn A. Miller, Pacific Lutheran University
Chung-Shing Lee, Pacific Lutheran University

Impact of Consumers’ Level of Cognition on Responses to Pushed Online Advertisements
Frederick Fisher, Pacific Lutheran University
Nancy D. Albers-Miller, Pacific Lutheran University

Reinforcing Existing Brand Loyalty with Appropriate Message Strategies: The Case of Coffee
Zach Martinson, Pacific Lutheran University
Nancy D. Albers-Miller, Pacific Lutheran University

3:00 p.m. – 3:30 p.m. Ballroom C

FBD COFFEE BREAK

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3:30 p.m. – 5:00 p.m. Biltmore

SESSION A  Marketing Strategy and Innovation

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

The Role of Strategic Factors in a Firm’s Propensity to Reshore
Ravi K. Jillapalli, Texas State University

The Impact of Competency Models on Technology Entrepreneur Marketing Strategy Success: An Empirical Research in the Mexican American Business
Hector Gome Macfarland, Tecnológico de Monterrey
Mauricio Antunez, Tecnológico de Monterrey

A Note on Modeling Service Capacity Allocation under Uncertain Aggregate Demand
Hongkai Zhang, East Central University
Jiehui Ma, University of Wisconsin-Whitewater
James Rauch, East Central University

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ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 10, 2016
(Thursday)

3:30 p.m. – 5:00 p.m. Grand Avenue

SESSION B  AxcessCapon Teaching Innovation Competition — Finalist Presentations

Session Chair:  Irfan Ahmed, Sam Houston State University

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

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

3:30 p.m. – 5:00 p.m. Kingkade

SESSION C  Value Chain Management

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

Exclusivity: A Non-Pricing Marketing Differentiation Strategy
Danny Upshaw, Northwestern State University
Marcia Hardy, Northwestern State University
Doug Amyx, Louisiana Tech University

Promotional Aspects of Doing Business in the B2B Channel
Ronald C. Sicker, Saint John Fisher College

Investigating the Impact of Facebook as an Effective Business To Business Promotional Tool for Small Businesses in the Optics and Printing Market
Ronald C. Sicker, Saint John Fisher College
Mel F. Zuberi, Saint John Fisher College

5:30 p.m. – 7:00 p.m. Ballroom C

FBD Presidential Welcome Reception

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

March 11, 2016
(Friday)

8:30 a.m. – 10:00 a.m. Biltmore

SESSION A  Global and Cross-Cultural Marketing

Session Chair: David K. Amponsah, Troy University

Consumer Expectations of Convenience Stores in a Developing Asian Country: A Case Study from Sri Lanka
Prasanthan Jayamanna, DJP Holdings
Juthathip Jongwanich, Asian Institute of Technology
Kishwar Joonas, Prairie View A&M University
Zafar U. Ahmed, Kuwait University

Cultural Differences in Attitude Toward Insurance Fraud Among Japanese Consumers: The Moderating Effect of Allocentrism-Idiocentrism
Haithem Zourrig, University of Regina
Jeongsoo Park, Komazawa University

Catalyst Capabilities and Internationalization of Small Enterprises
Michael A. Taku, Dillard University

Revisiting the Animosity-Ethnocentrism Model
Xing Zhou, Xiamen University
David K. Amponsah, Troy University
Gordon G. Mosley, Troy University
Maxwell K. Hsu, University of Wisconsin-Whitewater

8:30 a.m. – 10:00 a.m. Grand Avenue

SESSION B  Workshop Double Feature

Experiential Learning Approaches: Enhanced Student Learning and Strengthened Stakeholder Relationships

Oklahoma Business Week: Engaging Business Professionals with Students in a Summer Camp Setting
Stacey Bolin, East Central University

Oklahoma Business Week (OBW) has attracted participants from Oklahoma, Texas, Kansas, Missouri, and beyond. OBW allows East Central University (ECU) to engage alumni and other business professionals in activities that enhance student learning and strengthen relationships between ECU and supporters. New relationships formed through OBW have led to support of other programs throughout the year and new college recruits.

Client Project in an Online MBA Marketing Analytics Course
Gopala “GG” Ganesh, University of North Texas

This session will describe, in detail, an easily implemented, unique approach for a client-based consulting project in the MBA-level Advanced Marketing Research and Analytics course. The class has been taught online by the author-professor every Fall semester since 2006.
ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 11, 2016
(Friday)

8:30 a.m. – 10:00 a.m. Kingkade

SESSION C  Student Research

Session Chair:  Pamela L. Mickelson, Morningside College

*Brand Project: Innovative Student Research in Principles of Marketing*

**Jenni Beaver,** Morningside College  
**Caleb Ott,** Morningside College  
**Marilyn Eastman,** Morningside College

*Gender Stereotypes in Advertising*

**Garrett Thomas,** Morningside College  
**Pamela L. Mickelson,** Morningside College

*Western Culture and Contemporary Consumer Behavior*

**Robert Hall,** Prairie View A&M University  
**Kishwar Joonas,** Prairie View A&M University

*Readings in Marketing Communications in the Free World*

**Justin Miles,** Prairie View A&M University  
**Kishwar Joonas,** Prairie View A&M University

10:00 a.m. – 10:30 a.m. Ballroom C

**FBD COFFEE BREAK**

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

10:30 a.m. – 12:00 p.m. Ballroom E

**PLENARY SESSION:**

*Making a Positive Mark: The Story of The Chickasaw Nation*

**Andrea Horner,** Executive Officer, Marketing, Chickasaw Nation  
**Lona Barrick,** Executive Officer, Cultural Tourism, Chickasaw Nation  
**Kerri McDonald,** Director of Public Affairs, Chickasaw Nation

Don’t miss our ACME Plenary Session featuring representatives from The Chickasaw Nation! ACME members and members of all of our FBD sister organizations are invited to attend.

*Plenary Session Overview:*

The Chickasaw Nation strives to make a positive impact on Chickasaw citizens, Native Americans, Chickasaw communities, and the state of Oklahoma. The tribe operates more than 100 diversified businesses to fund nearly 300 programs and services which directly benefit Chickasaw families and their communities. This panel discussion will focus on how the Chickasaw Nation uses marketing to expand reach and to educate others about tribal heritage, tourism, and commercial enterprises.
ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 11, 2016
(Friday)

12:00 p.m. – 1:15 p.m.  Ballroom D

**ACME Business Luncheon and Awards Meeting**

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

The event is open ONLY to ACME Member and invited guests. Others will be charged $50. Checks should be payable to Association of Collegiate Marketing Educators.

1:30 p.m. – 3:00 p.m.  Biltmore

**SESSION A**  Supply Chain Management and Business to Business Marketing

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

*Narrowing the Supply Chain by Turning the Supplier into the Manufacturer*  
Jason Cowen, Texas A&M University  
Malini Natarajarathinam, Texas A&M University

*A Study on Best Practices of Sales Force Compensation within Small, to Medium SIZED Enterprises: The Metrics Associated with Performance Appraisal*  
Mike Duncan, Texas A&M University  
Malini Natarajarathinam, Texas A&M University

*Small Sales - Large Impact - Low Risk: Make or Buy with Confidence*  
Aaron Henry, Texas A&M University  
Malini Natarajarathinam, Texas A&M University

1:30 p.m. – 3:00 p.m.  Grand Avenue

**SESSION B**  Issues in Faculty Development  
Marketing Education and Experiential and Service Learning Track

Session Chairs:  **Sanjay S. Mehta**, Sam Houston State University  
**Irfan Ahmed**, Sam Houston State University

*What They Don’t Teach You in the Doctoral Program*  
Sanjay S. Mehta, Sam Houston State University  
Irfan Ahmed, Sam Houston State University

*Tools to Help Marketing Faculty be Writing Coaches*  
**Pamela L. Mickelson**, Morningside College

*What’s in a Professor? The Emphasis of PQ Faculty to Complement Business School Operations*  
Laura Lott Valenti, Nicholls State University
March 11, 2016
(Friday)

1:30 p.m. – 3:00 p.m.  
Kingkade

SESSION C  Ethics, Legal, and Public Policy

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

*The Impact of Religion on Networking in Business*
Walter Agnitsch, University of Central Oklahoma
Grant C. Aguirre, University of Central Oklahoma

*Citizens United vs. FEC: An Analysis of the Post-modern Political Marketplace*
Grant C. Aguirre, University of Central Oklahoma

*Transformative Learning in Marketing Ethics Education*
Grant C. Aguirre, University of Central Oklahoma
Darrell Goudge, University of Central Oklahoma

3:00 p.m. – 3:30 p.m.  
Ballroom C

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Internet of Things & Big Data John Seydel, Arkansas State University
Management & Org Behavior Olga Chapa, University of Houston-Victoria
Management Info Systems Lai Liu, University of Texas – Rio Grande Valley
Marketing Thiagarajan Ramakrishnan, Prairie View A&M University
Operations Management Purnendu Mandal, Lamar University
Quality and Lean Six Sigma Matthew Lindsey, Stephen F. Austin State University
Quantitative Methods Robert Pavur, University of North Texas
Social Media & Networking Monica Hernandez, Texas A&M University-Corpus Christi
Supply Chain, Logistics UAVs Krishan Rana, Alabama A&M University
Sustainability & TBL Mark McMurtrey, University of Central Arkansas
Student Track Victor Prybutok, University of North Texas
Proceedings Editor Mohan Rao, Texas A&M University - Corpus Christi
Proceedings Prod. Coord. Carl M. Rehman, Jr., University of San Diego
SPECIAL EVENTS, WORKSHOPS & PANELS

Business Analytics Workshop
using SAP Predictive Analytics

Wednesday, March 9, 2016, 1:00 p.m. - 5:00 p.m.
Meeting Room 16
Nitin Kale, University of Southern California

Journal Editors Panel

Thursday, March 10, 2016, 1:30 p.m. - 3:00 p.m.
Meeting Room 19

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
June Wei, International Journal of Mobile Communications

Explosion of Analytics in University Curricula
The popular integration of analytics into the undergraduate and graduate curriculum

Friday, March 11, 2016, 10:30 a.m. – 12:00 p.m.
Biltmore

Paul Cronan, University of Arkansas
Nitin Kale, University of Southern California
Robert Pavur, University of North Texas
Mike Hanna, University of Houston Clear Lake

Doctoral Consortium
By Invitation Only
Friday, March 11, 2016, 12:30 p.m. – 5:00 p.m.
Egbert

PAPERS & MEETINGS

SWDSI 2016 Business Meeting
Thursday, Mar 12, 2016 3:30 p.m. - 5:00 p.m.
Ballroom B
CONGRATULATIONS!!!

RECIPIENT OF THE 2016 MCGRAW-HILL EDUCATION DISTINGUISHED PAPER AWARD

*Managing Expatriate Adjustment through Meta-Analysis: An Integration of Expatriate-related, Family-related, and Social Capital Perspective*

Li-Yueh Lee, Kun Shan University
Alfiyatul Qomariyah, Chinese Culture University

RECIPIENT OF THE 2016 FEDERATION OF BUSINESS DISCIPLINES OUTSTANDING EDUCATOR AWARD

Dr. June Wei, University of West Florida

RECIPIENT OF THE SWDSI 2016 DISTINGUISHED SERVICE AWARD

Dr. Vivek Shah, Texas State

RECIPIENTS OF THE 2016 BEST STUDENT PAPER AWARDS

*Linear Regression Applied to Race Car Performance Predictions*

Dwight Southerland, University of Central Arkansas

*Dominance Analysis: A Necessity of Paying Attention to Relative Importance of Predictors in Decision Making Problems*

Seyede Yasaman Amirkiaeae, University of North Texas

*An Exploratory Study of the Relationships Among Proactive Personality, Environmental Social Responsibility Attitudes and Beliefs, and Intention to Work at “Green” Companies*

Lu Xu, University of North Texas
**Business Analytics Workshop using SAP Predictive Analytics**

Presenter: Nitin Kale, University of Southern California

Bring a laptop to this hands-on workshop led by Nitin Kale. He frequently conducts this workshop at SAP-organized conferences and workshops. As the demand for Analytics is exploding, learn the state-of-the-art technology from SAP. This workshop could be very useful if you are contemplating integrating new Analytics software into your curriculum.

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.

Make plans to join us in Little Rock for our 2017 conference.

◆◆◆

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March 8 - 11, 2017  
Marriott Little Rock & Statehouse Convention Center  
Little Rock, Arkansas
7:00 a.m. – 8:30 a.m. Meeting Room 16

MEETING  Officers and Directors Meeting

Presiding:  Peggy Lane, Missouri Western State University

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

8:30 a.m. - 10:00 a.m. Meeting Room 9

SESSION A  Operations Management-I

Session Chair:  Purnendu Mandal, Lamar University

The Role of Team Reflexivity as a Mediator between Regulatory Focus, Project Orientation and Product Performance.
Tien-Shang Lee, Department of International Trade, Kun Shan University

Team Reflexivity on New Product Development: The Role of Regulatory Focus and Project Orientation
Les Tien-Shang Lee, Kun Shan University
Adriana Amaya, Escuela Superior Politécnica del Litoral

Understanding the Dynamics of High-Performing Project Teams as Driven by Governance, Organizational Structure and Organizational Culture
Pinyarat Sirisomboonsuk, Charlton College of Business, University of Massachusetts Dartmouth
James Burns, Rawls College of Business, Texas Tech University
Vicky Ching Gu, School of Business, University of Houston - Clear Lake
Ray Qing Cao, College of Business, University of Houston - Downtown

Production Strategic Considerations in ASEAN Countries
Purnendu Mandal, Lamar University
Angappa Gunasekaran, University of Massachusetts Dartmouth

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!
DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 10, 2016
(Thursday)

8:30 a.m. - 10:00 a.m. Meeting Room 10

SESSION B  Big Data

Session Chair: Joseph Mollick, Texas A&M University - Corpus Christi

Internet of Things: an Intelligent Supply Chain Application
Farhad Moeeni, Arkansas State University

Big Data Professions
Marwah Halwani, University of North Texas
Daniel Peak, University of North Texas
Victor Prybutok, University of North Texas

Copula Models for Big Data using Data Shuffling
Krish Muralidhar, Price College of Business, University of Oklahoma
Rathindra Sarathy, Oklahoma State University

Measures of Quality and Deficiency and Use of Penalties to Regulate Nursing Homes
Joseph Mollick, Texas A&M University - Corpus Christi
Judy Toscano, Texas A&M University - Corpus Christi

8:30 a.m. - 10:00 a.m. Meeting Room 11

SESSION C  Innovative Education-I

Session Chair: Mark McMurtrey, University of Central Arkansas

A Proposal to Enhance Relevance in the Business Curriculum
Gus Gordon, University of Texas at Tyler

Accounting Forensics: A Study of Student Learning Outcomes
Grace Koong, UTRGV
Lai Liu, UTRGV
Kai Koong, Xidian University
Yuntao Zhang, Xidian University

Assessing Cognitive and Affective Learning Outcomes of an Introductory Global Business Course
Ru-Shiun Liou, Texas A&M University-Central Texas
Han-Huei Crystal Tsay, University of Greenwich

Students and Employers: Are They Together On What Skills Are Important?
Ken Griffin, University of Central Arkansas
Joe Cangelosi, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas
Laci Lyons, University of Central Arkansas
SESSION D  Accounting  

Session Chair: Zane Swanson, University of Central Oklahoma

Predicting the Impact of Adopting Principles-Based Accounting Standards in the US: The Case of Leases  
Konrad Gunderson, Missouri Western State University  
Zane Swanson, University of Central Oklahoma

Y0Neg: Are Our Systems Ready for the Year of Zero and Negative Interest Rates?  
Eugenie Ardoin, The University of Louisiana at Monroe  
Michelle McEacharn, The University of Louisiana at Monroe

Whistleblower Protection: Adequate or Inadequate?  
Shana Hellinger, Texas Wesleyan University  
Thomas Tolleson, Texas Wesleyan University

Web-Based Social Reporting In The Arab Middle East Countries: Insights from Public Listed Banks in Egypt and UAE  
Mohamed Osman, Qatar University

FBD Coffee Break

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

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

Session Chair: Binshan Lin, LSU Shreveport

Adaptive Production Modeling and Setting Achievable Targets Using DEA-Neural Network
He-Boong Kwon, Colorado State University-Pueblo

Development of a Regional Mobile Commerce Assessment Model for Mobile Engagement
Tan Nguyen, University of West Florida
June Wei, University of West Florida
Yuan Liu, Zhejiang University

Determinants of Users’ Trust on Intention to Use Mobile Medical Records
June Wei, University of West Florida
Yuan Liu, Zhejiang University
June Lu, University of Houston-Victoria

Text Classification Using Zipf’s Law: A Critical Review
Binshan Lin, LSU Shreveport

SESSION B          Info Security and Privacy-I

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

Medical Data: Is Traditional Infrastructure Really More Secure Than the Cloud?
Victoria Clark, University of Arkansas at Little Rock
Donna Chachere, University of Arkansas at Little Rock
Janet Bailey, University of Arkansas at Little Rock
Kun-Hee Kim, University of Arkansas at Little Rock

Impact of privacy-consciousness on prices, profits, market share and consumer welfare
Ferdi Eruysal, Texas A&M University Central Texas
Aris Ouksel, University of Illinois at Chicago

Agent-based Simulation of Health Information Security Threats: A Cybersecurity Perspective
A. J. Burns, The University of Texas at Tyler
Tom Roberts, The University of Texas at Tyler
Leonard Brown, The University of Texas at Tyler
James Courtney, The University of Texas at Tyler

Data Mining for Predicting the Severity of Violation of Personal Privacy and Confidentiality of Records in U. S. Nursing Homes
Joseph Mollick, Texas A&M University - Corpus Christi
Judy Toscano, Texas A&M University - Corpus Christi
SESSION C  Innovative Education-II

Session Chair: Kakoli Bandyopadhyay, Lamar University

Factors Affecting the College-Student Graduation Rate
Latasha Reese, Alabama A&M University
Krishan Rana, Alabama A&M University

The Importance of Instructor Traits: Instructors Perspective
Khaled Alshare, Qatar University

An Investigation of Student Perceptions of Learning Effectiveness and Satisfaction of Online Versus Face-to-Face Courses
Cynthia Barnes, Lamar University

The Success of Proctoring in an Online Class
Sandip Sarkar, Lamar University
Kakoli Bandyopadhyay, Lamar University

SESSION D  Finance

Session Chair: Banamber Mishra, McNeese State University

Do “100 Best Companies to Work for in America” make good investments?
Banamber Mishra, McNeese State University

The effect of listed companies’ equity structure on information asymmetry:
Xi Yang, University of Texas Rio Grande Valley
Pengfei Gu, University of Texas Rio Grande Valley
Haicheng Gu, University of Texas Rio Grande Valley

Value Relevance of Segmental Reporting: The Case of Qatari and Jordanian Listed Companies
Ghassan Mardini, Qatar University
Yasean Tahat, Gulf University for Science and Technology
David Power, University of Dundee

Forecasting Opening Stock Prices by Integrating Signal Processing and Artificial Neural Network
Queen Booker, Minnesota State University, Mankato
Carl Rebman, University of San Diego
Fred Kitchens, Ball State University
DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 10, 2016
(Thursday)

1:30 p.m. - 3:00 p.m.  Meeting Room 19

FBD/SWDSI Choice Pick Session

Journal Editors’ Panel

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
June Wei, International Journal of Mobile Communications

1:30 p.m. - 3:00 p.m.  Meeting Room 9

SESSION A  Marketing-I

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

The Effects of Website Personality and Human Personality on Expectations and Predictions of Service Quality
Elizabeth Dunn, Tarleton State University
Chris Shao, Tarleton State University

The Role of Privacy Expectations on Cloud Computing
Thiagarajan Ramakrishnan, Prairie View A&M University
Gin Chong, Prairie View A&M University

A Study of Cross Cultures on Online Service Recovery Expectations
Yi-Chia Wu, Tarleton State University

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March 8 - 11, 2017
Marriott Little Rock & Statehouse Convention Center
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SESSION B  Info Security and Privacy-II

Session Chair: Sandra J. Blanke, University of Dallas

Using a Cyber Insurance Framework to Assist the Business Owner in Understanding the Policy Coverage, Caps, and Exclusions
Sandra J. Blanke, University of Dallas
Christian Nielsen, University of Dallas
Bruce Evans, University of Dallas

Examining Password Security through the Lens of Rainbow Tables
Brett Landry, University of Dallas

Sense of Community, Privacy Management and Self-Disclosure on Facebook
Anitha Chennamaneni, Texas A&M University - Central Texas
Aakash Taneja, Stockton University

An Evaluation of Past Stage Models of Information Systems Security
Joseph H. Schuessler, Tarleton State University
Delmer Nagy, Tarleton State University
H. Kevin Fulk, Tarleton State University
Carolyn Holton, Southeastern University

SESSION C  Management and Org Behavior-I

Session Chair: Veena Prabhu, California State University Los Angeles

Turnover Intention of Self-Initiated Expatriates: The Effects of Self-Determination and Person-Environment Fit
Shih Yung Chou, The University of Texas of the Permian Basin
Tree Chang, Tatung Institute of Technology

Organizational Climate and Employee Engagement: the Moderating Impact of Powerlessness
Leila Messarra, Lebanese American University
Grace Dagher, Lebanese American University
Bilal Sidani, Lebanese American University

Behavioral gap and overlap analyses amongst junior and senior management in under-developed, fast developing and developed economies
Khurram Sharif, Qatar University

Creativity And Motivation: Does Leadership Style Matter?
Veena Prabhu, California State University Los Angeles
SESSION D            International Business-I

Session Chair: Ken Hung, Texas A & M International University

Long-term studies of board composition in Polish joint-stock companies
Marek Pawlak, The John Paul II Catholic University of Lublin

Decisions in Interplay between Product Diversification Strategy and Internationalization Strategy Based on Performance of Chinese Companies
Da Huo, Central University of Finance and Economics
Ken Hung, Texas A & M International University

Managing Expatriate Adjustment through Meta-Analysis: An Integration of Expatriate-related, Family-related, and Social Capital Perspective
Li-Yueh Lee, Kun Shan University
Alfiyatul Qomariyah, Chinese Culture University

The Impact of Government Policies on MNCs’ Locational Decision: The Vietnam case
Thi Lan Anh Nguyen, University of Economics and Law, Vietnam National University
Ali Salman Saleh, Qatar University
Denis Vinen, Swinburne University of Technology

3:00 p.m. - 3:30 p.m.    Ballroom C

FBD Coffee Break

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

SWDSI 2016 Business Meeting

5:30 p.m. – 7:00 p.m.    Ballroom C

FBD Presidential Welcome Reception - Everyone is invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and live music. A Cash Bar is available and a limited number of drink tickets will also be distributed. Stop by to relax and wind down from the day’s conference activities before heading out to other association and cultural events, dinner, or historic sites.
DECISION SCIENCES INSTITUTE
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March 11, 2016
(Friday)

7:30 a.m. – 8:00 a.m.       Meeting Room 15 15

Light Continental Breakfast

8:30 a.m. - 10:00 a.m.      Meeting Room 9

SESSION A       Social Media & Social Networking

Session Chair: Aurore Kamssu, Tennessee State University

Reveal of Technology Intensity and Student Sentiments on Course Delivery
Aurore Kamssu, Tennessee State University

Investigating the Antecedents and Consequences of Cyberloafing in the Classroom
Jeffrey Siekpe, Tennessee State University

Experience as an Antecedent to Trust in Social Network Sites
Bo Han, Texas A&M University Commerce
Alma Mintu-Wimsatt, Texas A&M University – Commerce

YouTube: An Effective Health Education Venue for Safe Sex in a Target Population
Gayle Prybutok, University of North Texas
Victor Prybutok, University of North Texas

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 B  Management Information Systems-I

Session Chair: Rhonda Syler, Louisiana Tech University

Data Collection in Remote Field-Based Environments with Alternative Mobile Devices Using Mobile Geographic Information Systems and Services for Quality Flexible Platforms
Scott Wood, University of Central Arkansas
Brooks Pearson, University of Central Arkansas

Mitigation of Hazardous Materials Risk Based on DOT PHMSA Data Analytics
Parvateesh Gutti, TAMU
Kumaraguru Neyvelimah, TAMU
Naveen Kumar, TAMU
Navneel Kuppilli, TAMU

Project Rescue: Building a Framework for Successful Implementation in the Face of Disaster through the Lens of the Healthcare.gov Recovery
Bruce Herniter, Louisiana Tech University
Rhonda Syler, Louisiana Tech University

The United States Information Technology Trade: A Global View
Anmin Wang, Xidian University
Kai Koong, Xidian University
Haoyu Wen, Xidian University
Lai Liu, UTRGV
Hong Qin, UTRGV
DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 11, 2016
(Friday)

8:30 a.m. - 10:00 a.m.  Meeting Room 11

SESSION C  Healthcare

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

Health Literacy Care
Donns Stringer, University of Houston- Victoria
Olga Chapa, University of Houston- Victoria

Improving the Operational Efficiencies of Small Health Clinics
Mohan Rao, Texas A&M University- Corpus Christi

A Study to Understand Communication Preferences of Medicare and Medicaid Patients with CH Conditions
Kaushik Ghosh, Lamar University
Eileen Curl, Lamar University
Patti Moss, Lamar University
Mary Goodwin, Lamar University

Venugopal Gopalakrishna-Remani, The University of Texas at Tyler
Barbara Wooldridge, The University of Texas at Tyler
Robert Paul Jones, The University of Texas at Tyler

8:30 a.m. - 10:00 a.m.  Meeting Room 12

SESSION D  Enterprise Systems (ERP)

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

International ERP software projects: A survey to differentiate critical implementation barriers and related risk management techniques
Kirill Yurov, Missouri Western State University
Peggy Lane, Missouri Western State University

Re-examining role of Critical Success Factors in ERP Success - a training and education perspective
Vikram Bhaduria, Southern Arkansas University
Sheila Pearson, Southern Arkansas University
Ronnie Watson, Southern Arkansas University

Business Readiness: Ensuring Information System Project Success
Ryan Bailey, University of Tulsa
Janet Bailey, University of Arkansas at Little Rock

Team Collaboration in ERP Simulations
Robert Burdwell, Texas A&M San Antonio
Robert Vinaja, Texas A&M University - San Antonio
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.*

Explosion of Analytics in University Curricula Panel

**Paul Cronan**, University of Arkansas  
**Nitin Kale**, University of Southern California  
**Robert Pavur**, University of North Texas  
**Mike Hanna**, University of Houston Clear Lake

Session A  
**Student Track-I**

*Session Chair: Seyede Yasaman Amirkiae, University of North Texas*

*An Exploratory Study of the Relationships Among Proactive Personality, Environmental Social Responsibility Attitudes and Beliefs, and Intention to Work at “Green” Companies*  
**Lu Xu**, University of North Texas

*Dominance Analysis: A Necessity of Paying Attention to Relative Importance of Predictors in Decision Making Problems*  
**Seyede Yasaman Amirkiae, University of North Texas**

*Linear Regression Applied to Race Car Performance Predictions*  
**Dwight Southerland**, University of Central Arkansas
SESSION B   Student Track-II

Session Chair: Kim Tran, University of Arkansas at Little Rock

Impacts of Big Data: The Long-Term Outlook
Natalie Gerhart, University of North Texas

Influences of Risk Attitude and Emotional Stability in Newsvendor Decisions
Md Ahasan Uddin Harun, University of North Texas

Laptop Utilization and Student Motivation: Effect on Cumulative GPA
Thomas Dotter, University of The Incarnate Word

Optimizing Data Governance for the Enterprise: Opportunities and Challenge
Kim Tran, University of Arkansas at Little Rock

SESSION C   Innovative Education-III

Session Chair: Michael Lane, Missouri Western State University

Integrated Pedagogy in a Traditional Statistics Classroom
Kaye McKinzie, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

Using Python for Introductory Business Programming Classes
Michael Ellis, University of Central Arkansas

Teaching the Gaming Generation Three Different Approaches Accounting, Marketing, Strategy
Hillary Mellema, Missouri Western State University
Susan Montee, Missouri Western State University
Michael Lane, Missouri Western State University

Teaching Strategic Leadership: A Large Teams Approach
Michael Meeks, Louisiana State University Shreveport
Sanjay Menon, Louisiana State University Shreveport
SESSION D  E-Commerce & Mobile

Session Chair: June Lu, University of Houston-Victoria

Mobile Shopper Perception Comparisons between China and USA
June Lu, University of Houston-Victoria

Social Presence and Online Initial Trust: A Vietnamese Perspective
Robert Cutshall, Texas A&M University - Corpus Christi
Huong Pham, Texas A&M University - Corpus Christi

E-Commerce, Challenges, and Developing Countries
Stellamaris Uwemi, University of Liverpool
Habib Ullah Khan, Qatar University

A Study of the Impact of Online Discount Coupon Promotions on the Merchant Reputation
In Lee, Western Illinois University

12:30 p.m. - 5:00 p.m.  Egbert

Doctoral Consortium  by Invitation Only
Light lunch provided and open to doctoral students only.

Make plans to join us in Little Rock for our 2017 conference.

44th Annual Conference
March 8 - 11, 2017
Marriott Little Rock & Statehouse Convention Center
Little Rock, Arkansas
SESSION A  Marketing-II

Session Chair: Aurore Kamssu, Tennessee State University

Adaptive Selling and Personality Traits
Eugenie Ardoin, ULM
Henry Cole, ULM

The Mediation Roles of Quality and Value Perception on Brand Loyalty
Wann-Yih Wu, Nanhua University
Nadia Anridho, Chinese Culture University
Adriana Amaya Rivas, Chinese Culture University

Social Media Implementation in Disaster Management: An Attribution Theory Perspective
Louis Ngamassi, Prairie View A&M University
Thiagarajan Ramakrishnan, Prairie View A&M University
Shahedur Rahman, Prairie View A&M University

Fitness Trackers: A Theoretical Adoption Model
Tiffany Carroll, University of the Incarnate Word
Alberto Rubio-Sanchez, University of the Incarnate Word

SESSION B  Unmanned Aerial Vehicles (UAVs)

Session Chair: Krishan Rana, Alabama A&M University

Transportation Systems in Central Asia: Issues and Challenges
Krishan Rana, Alabama A&M University

Unmanned Aerial Vehicles (UAVs): An Emerging Technology for Logistics
Krishan Rana, Alabama A&M University
Sarat Praharaj, DMS Technologies, Inc.
Tushar Nanda, DMS Technologies, Inc.

Power and Other Requirements for Unmanned Aerial Vehicles (UAVs)
Krishan Rana, Alabama A&M University
Tushar Nanda, DMS Technologies, Inc.
Sarat Praharaj, DMS Technologies, Inc.
### SESSION C  Management and Org Behavior-II

**Session Chair:** Michael Meeks, Louisiana State University Shreveport

**Investor Rights and Corruption**  
- Thomas Tolleson, Texas Wesleyan University  
- Shengxiong Wu, Texas Wesleyan University

**Building Effective Teams: A Pedagogical Approach**  
- Michael Meeks, Louisiana State University Shreveport

**Strategic Negotiations: An Empathy Focused Experiential Pedagogy**  
- Michael Meeks, Louisiana State University Shreveport

### SESSION D  Supply Chain Management

**Session Chair:** Daniel Peak, University of North Texas

**Contracts in buyer-supplier-customer triads**  
- Catalin Dinulescu, University of North Texas  
- Victor Prybutok, University of North Texas

**Community Based Participatory Research: Community Based Supply Chain Food Providers**  
- Yolanda Obaze, University of North Texas  
- Victor Prybutok, University of North Texas  
- Daniel Peak, University of North Texas

**Product Characteristics and Supply Chain Strategic Fit**  
- Seock-Jin Hong, University of North Texas and Kedge Business School in Bordeaux  
- Chi Zhang, KEDGE Business School

**Corporate Survival, Quality Initiative**  
- Amber Alderson, University of Central Arkansas  
- Mark McMurtrey, University of Central Arkansas
FBD Coffee Break

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SESSION A   Operations Management-II

Session Chair: Cenk Caliskan, Utah Valley University

New Algorithms for the Minimum Flow Problem
Cenk Caliskan, Utah Valley University

Case Study of Retail Store Branch Location Selection
Zhi Tao, Arkansas Tech University

Two-stage Operational Performance of Bank with Added Second Stage Inputs Using Neural Networks
He-Boong Kwon, Colorado State University-Pueblo
Minji Kwon, Colorado State University-Pueblo

Understanding and Mitigating Supply Risks: A Literature Review and Directions for Future Research
Willis Mwangola, University of Central Oklahoma
SESSION B  Management Information Systems-II

Session Chair: Brandon Phillips, Texas A & M University Central Texas

The Impact of Learning Style on Task Performance in a Decision Making Model
Brandon Phillips, Texas A & M University Central Texas
Daniel Peak, University of North Texas
Victor Prybutok, University of North Texas

Redesigning the Introductory Information Systems Course for the College of Business
Gina Harden, Stephen F. Austin State University
Kelly Noe, Stephen F. Austin State University
Robert M. Crocker, Stephen F. Austin State University

Extending the TAM2 Model: Card Swiping and Academic Librarians
Susan Smith, University of North Texas
Sian Brannon, University of North Texas

User Resistance to IT: What Managers may Need to Know
Madison Ngafeeson, Northern Michigan University
Blaise Tintong, Oral Roberts University

SESSION C  Quantitative Methods

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

Formative Measurements in Operations Management Research: Using Partial Least Squares
Xianghui Peng, University of North Texas
Victor Prybutok, University of North Texas

A Unique Approach to Predicting Slowing in the Purchasing Managers’ Index
Matthew Lindsey, Stephen F. Austin State University
Robert Pavur, University of North Texas

“Insensitivity to Prior Probability” Bias in Operations Management Context
Mohammed Alkhrs, University of North Texas
Robert Pavur, University of North Texas
Nicholas Evangelopoulos, University of North Texas

Entropy-Based Estimation Applications for Business
Huguette Tran, University of North Texas
Robert Pavur, University of North Texas
SESSION D  International Business-II

Session Chair: Kendra Harris, Alabama A&M University

Situational Influence: Impact of Acculturation on Entrepreneurial Opportunity
Michelle Ruiz, University of Houston Victoria
Santiago Ibarreche, The University of Texas at El Paso
Lori Peterson, Louisiana State University
Laura Guerrero, The University of Texas at El Paso

Entrepreneurial Education in China, Philippines and USA: Exploring Potential Mediators and Testing a Conceptual Model
Veena Prabhu, California State University Los Angeles
Stephen McGuire, California State University, Los Angeles
Kern Kwong, California State University, Los Angeles

To Complain or NOT to Complain: Global Consumers’ Perspectives
Kendra Harris, Alabama A&M University
Jacqueline Williams, North Carolina A&T State University

A Study on the Key Forces in Contemporary Globalization to Promote Cultural Artifacts to be Popular across Different Markets
Dongjun Rew, University of Texas at Rio Grande Valley

SESSION E  Sustainability and Triple Bottom Line

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

Sustainability Initiatives by Countries around the World
Balaji Janamanchi, Texas A&M International University

Does Microfinance Affect Poverty and Income Inequality?
Kevin Lee, Texas A&M University - Central Texas
Adrian Tippit, Texas A&M University - Central Texas

Corporate Social Responsibility on Stock Performance and Volatility
Trisha Anderson, Texas Wesleyan University
Shengxiong Wu, Texas Wesleyan University

Examining the Impact of an Environmental Management System and the Moderating Effect of Statistical Process Control on Firm Performance
Sherry Jackson, University of Texas at Tyler
Venugopal Gopalakrishna-Remani, University of Texas at Tyler
Randall Napier, University of Texas at Arlington
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Recipient of the 2016 McGraw-Hill Education Distinguished Paper Award

Learning Opportunities: The Role of Mistake Tolerance in an Organizational Learning Context

Laurence Weinzimmer, Bradley University
Candace Esken, Louisiana State University

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Larry Garner, Texas A&M University – Central Texas

Recipient of the 2016 Southwest Academy of Management Best Reviewer Award

Sherry Sullivan, Bowling Green State University
2016 TRACK CHAIRS

Entrepreneurship / Small Business / Innovation
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Ethan Waples, University of Central Oklahoma
Uday Shinde, Governors State University

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Deborah Colwill, Trinity Evangelical Divinity School
Kanu Priya, Western Illinois University, Quad Cities

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

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

Project Management
D. Adrian Doss, The University of West Alabama
Veena P. Prabhu, California State University, Los Angeles

Innovative Teaching Workshops
Nancy Kucinski, Hardin-Simmons University

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

Research Pipeline
Guclu Atinc, Texas A&M University, Commerce
SWAM Poster Sessions

Thursday, March 10 – Technology and Systems in Business
9:30 a.m. – 11:00 a.m. – Exhibit Hall (Ballroom C)

Board 2 – Entrepreneurship / Small Business / Innovation
Comparing Small Business Management Audits with Post Management Audit Analysis in Addressing Process Gaps within the United States
Jiun-Shiu Chen, McNeese State University
Jeffery Stevens, McNeese State University

Board 4 – Organizational Behavior / Leadership
Leading Intercultural Virtual Teams
Trevor Cox, Trinity International University
Ebenezer Perinbaraj, Trinity International University

Board 5 – Project Management
Managing Organizational Diversification: Best Practices for IT Leaders
Elizabeth Goolsbay, University of Oklahoma, Tulsa
Jennifer Kisamore, University of Oklahoma, Tulsa

Board 7 – Human Resources / Careers / Gender Diversity
A Schema-Based Model of Employee Turnover
Qing Ma, University of Memphis

Thursday, March 10 – Pedagogy and Education in Business
2:30 p.m. – 4:00 p.m. – Exhibit Hall (Ballroom C)

Board 3 - Entrepreneurship / Small Business / Innovation
Women Students in an Entrepreneurship Program at a State Research Institution: Motivations, Experiences, and Entrepreneurial Self-Efficacy
Sara Cochran, University of Missouri

Board 4 – General Management/Management Education
Bringing Advanced Business Education to the Heart of Africa: Challenges and Triumphs of an MBA Program for Rwanda
Donald Drew, Oklahoma Christian University
John Osborne, Oklahoma Christian University
Mikael Nsengiyumva, Oklahoma Christian University
Ken Johnson, Oklahoma Christian University
SWAM Poster Sessions

Friday, March 11 – People and Business
9:30 a.m. – 11:00 a.m. – Exhibit Hall (Ballroom C)

Board 2 - Organizational Behavior / Leadership
*The Relationships and Impacts of LMX, Diversity and Pay on the Millennial Generation*
Richard Herrera, Texas A&M University, Texarkana
Phyllis Duncan, Our Lady of the Lake University

Board 3 - Project Management
*The Emergency Management Cycle: Modern Lessons from the 1900 Galveston Hurricane*
David H. McElreath, University of Mississippi
D. Adrian Doss, The University of West Alabama
Carl Jensen, The Citadel
Hilliard Lackey, Jackson State University (Mississippi)
Don W. Jones, Belhaven University
Michael Wigginton, Troy State University (Alabama)

Board 5 - Organizational Behavior / Leadership
*Keeping Key Contributors: Organizational Factors Related to Employee Continuance*
Valerie Vaughan, University of Oklahoma-Tulsa
Jennifer Kisamore, University of Oklahoma-Tulsa

Board 6 - Organizational Behavior / Leadership
*Working in a Hostile Environment: Animosity, International Conflict, and Employees Relationship within Multinational Corporation*
Jiun-Shiu Chen, McNeese State University
Jeffery Stevens, McNeese State University

Board 7 – Project Management
*Effective Project Management Leadership: A Critical Success Factor*
Joe Carson, University of Dallas
SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

March 9, 2016 (Wednesday)

10:00 a.m. – 1:00 p.m. Huckins

SPECIAL SESSION

SWAM Pre-Conference Session and Lunch

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

1:30 p.m. – 3:00 p.m. Meeting Room 20

WELCOME TO THE SOUTHWEST ACADEMY OF MANAGEMENT ANNUAL MEETING
Manjula Salimath, 2016 SWAM President

TRACK TITLE Organizational Theory / Strategy / Sustainability

SESSION A Global Impacts on Management

Session Chair: David Epstein, University of Houston, Downtown

Converging and Diverging Forces on Brand Preferences: Comparative Empirical Analysis of Hollywood Movies in US and China
Fiona Sussan, University of Phoenix
Ravi Chinta, University of Phoenix

The Effect of Syndication Withdrawal on Venture Capital Reputation
Ehsan Fakharizadi, University of Houston, Victoria
Azi Gera, University of Maryland
Kaveh Moghaddam, University of Houston, Victoria

Board of Director Composition, and Ownership and Their Relationship to Patents
David Epstein, University of Houston, Downtown
Cory Angert, University of Houston, Downtown
Charles Strain, University of Houston, Downtown

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SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)

March 9, 2016
(Wednesday)

1:30 p.m. – 3:00 p.m.  Meeting Room 17

TRACK TITLE  Professional Development Workshops

SESSION B  In the Classroom

Providing a Realistic Job Preview During the College Experience: The Value of Combining Internships, Work Shadows, and Enacting Small Business Projects/Competition
Janie R. Gregg, The University of West Alabama
Deward W. Bedford, The University of West Alabama
Ashley Osier, The University of West Alabama

Expanding HR Compliance Cases
Lee Tyner, University of Central Oklahoma

High-Impact Transformative Learning Techniques: Learning by Working
Meagan Brock Baskin, University of Central Oklahoma
Victoria P. McKee, University of Central Oklahoma

1:30 p.m. – 3:00 p.m.  Meeting Room 18

TRACK TITLE  Organizational Development / Conflict Management

SESSION C  Student Papers:
Exploring Organization Development Consulting: Profession & Requirements

Session Chair:  Scott Kerth, Lewis University

Organization Consulting and Professionalism
Beverly Connelly, Benedictine University

The Organization Development Professional: A Demographic Profile
Jennifer Smith, Benedictine University
Lisa Machtemes, Benedictine University

Should a Sales Background be a Requirement for an OD Practitioner?
Bryan McCusker, Benedictine University

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Please let exhibitors know how much we appreciate their presence and continued support!
### Track Title: Organizational Behavior / Leadership

#### Session D

**Panel on Intergenerational Leadership: A Pilot Exercise**

**Co-Chairs:** Deborah Colwill, Trinity International University  
Trevor Cox, Trinity International University

**Panelists:**  
David Daniel, Trinity International University  
Yulee Lee, Trinity International University  
Taina Luhtala, Trinity International University  
Ebenezer Perinbaraj, Trinity International University

### Track Title: Human Resources / Careers / Gender Diversity

#### Session E

**Diversity, Employee Retention, and Motivation**

**Session Chair:** Kenneth Sweet, Angelo State University

**Discussants:** Kathleen Voges, Texas A&M University, San Antonio

- *A Conceptual Perspective on Alliance Exploration: Extracting the Benefits of Diversity, Self-Monitoring, and Interdependence in Top Management Teams*  
  Cristina Vlas, University of Texas at Dallas

- *Job Hopping Millennials: What They Seek in Employment and How Organizations Can Retain Them*  
  Ashley Hall, Stephen F. Austin State University

- *Person-Organization Fit, Religious Compatibility, and Intentions to Leave in a Retail Environment*  
  Kathryn Ostermeier, The University of North Texas

- *Non-Monetary Incentives and Rewards: A Review and Research Agenda*  
  Mark Brightenburg, University of Dallas  
  Greg Bell, University of Dallas  
  Christopher Harris, Texas Women’s University

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### Swam Coffee Break

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

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March 9, 2016
(Wednesday)

3:30 p.m. – 5:00 p.m.  Meeting Room 17

**TRACK TITLE**  Professional Development Workshops

**SESSION**  A  Issues in Higher Education

*Climbing the Ivory Tower in Stilettos: How to Promote Higher Education for Women*

*Victoria P. McKee,* University of Central Oklahoma  
*M. Suzanne Clinton,* University of Central Oklahoma  
*Meagan Brock Baskin,* University of Central Oklahoma  
*Kimberly Merritt,* Oklahoma Christian University  
*Janie R. Gregg,* The University of West Alabama

*The Role of Faculty in the Creation of Knowledge in B-Schools*

*Phil Lewis,* Oklahoma Christian University  
*John Camey,* Cameron University  
*M. Suzanne Clinton,* University of Central Oklahoma  
*Kimberly Merritt,* Oklahoma Christian University

3:30 p.m. – 5:00 p.m.  Meeting Room 18

**TRACK TITLE**  Organizational Development / Conflict Management

**SESSION**  B  Student Papers: Things are Different: Big Data, Agility and Engagement

**Session Chair:**  *Bryan McCusker,* Benedictine University

*Organizational Agility and High Performing Organizations: Two Approaches for OD in Today’s Dynamic Business Environment*

*Rachael Narel,* Benedictine University

*Organizational Development and Big Data: Make the Case for OD using Big Data as a Change Agent*

*Talha Ashraf,* Benedictine University

*Identifying the Future of Employee Engagement*

*Elizabeth Belgio,* Benedictine University

3:30 p.m. – 5:00 p.m.  Meeting Room 19

**TRACK TITLE**  Organizational Behavior / Leadership

**SESSION**  C  Panel on Effective Team Communication

**Co-Chairs:**  *Deborah Colwill,* Trinity International University  
*Ebenezer Perinbaraj,* Trinity International University

**Panelists:**  *Yulee Lee,* Trinity International University  
*Trevor Cox,* Trinity International University  
*David Daniel,* Trinity International University  
*Taina Luhtala,* Trinity International University
March 9, 2016
(Wednesday)

3:30 p.m. – 5:00 p.m.  
Meeting Room 20

**TRACK TITLE**  Organizational Theory / Strategy / Sustainability

**SESSION D**  Strategic Management and Governance

Session Chair:  Marcia Hardy, Northwestern State University of Louisiana

Strategic Reorientation in Failing Firms: The CEO Perspective **Best in Track**
Sonia Taneja, Texas A&M University, Commerce
Mildred Pryor, Texas A&M University, Commerce
Guclu Atinc, Texas A&M University, Commerce

A Transformational Leader’s Challenge: Adopting Renewable Energies with Emerging Market Business Ties
Niki Kissinger, University of Dallas

The Firm-Employee Relationship and Innovation Search: A Stakeholder Perspective
Eni Gambeta, Rice University

The Role of Firm Resource and Growth in Determining the Effectiveness of Governance Mechanisms
Sammy Muriithi, Louisiana Tech University
Son Le, Louisiana Tech University

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March 9, 2016
(Thursday)

3:30 p.m. – 5:00 p.m.

Meeting Room 21

TRACK TITLE: Human Resources / Careers / Gender Diversity

SESSION E: Job Satisfaction, Commitment and Attraction: New Perspectives

Session Chair: Amanda S. Hinojosa, University of Houston, Clear Lake

Discussants: Kathleen Voges, Texas A&M University, San Antonio

Assessing the Relationship between Partner Perceptions and Employee Commitment to Company

Jordan Bruno Colletta III, Georgia State University
John Hoffman, Georgia State University
Katie Stone, Georgia State University
Nathan Bennett, Georgia State University

Stress and Absenteeism in Civilian Employees Supervised by Army Sergeants: Empirical Evidence from Fort Belvoir, Virginia
Carey Williams, Retired
Ravi Chinta, Auburn University at Montgomery

Training Motivation and Satisfaction: The Role of Goal Orientation and Offshoring Perception

**Best in Track**

Michele N. Medina, The University of North Texas

Negative Publicity via Social Media: Information Source and Response Strategy on Candidates’ Organizational Attraction
Daniel Detwiler, University of Memphis

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SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

March 10, 2016
(Thursday)

7:00 a.m. – 8:15 a.m.  Huckins

SPECIAL SESSION

SWAM Officers’ Meeting & Breakfast

Presiding: Manjula Salimath, The University of North Texas
President, Southwest Academy of Management

8:30 a.m. – 10:00 a.m.  Meeting Room 17

TRACK TITLE  Professional Development / Teaching Workshops

SESSION A  Models of Teaching

#S0CR@T3Z
Nancy Kucinski, Hardin-Simmons University
Wade Ashby, Hardin-Simmons University

Student Professional Development: A Working Model
Holly Lutze, Texas Lutheran University

8:30 a.m. – 10:00 a.m.  Meeting Room 18

TRACK TITLE  Organizational Development / Conflict Management

SESSION B  Organization Development: Crisis, Tolerance or Participation?

Session Chair: Michael Cherry, Lewis University

Business Crisis: Perception of Disaster or Opportunity?
Dmitri Sheets, University of Arkansas, Little Rock
Karen Leonard, University of Arkansas, Little Rock

Dialogue: A Participatory or Manipulative Discourse
Devi Akella, Albany State University

Meeting the Challenges of a Multi-Generational Workforce: A Millennial’s Perspective
Brittney Vaughn, Texas Wesleyan University
Amber Tucker, Texas Wesleyan University
Meghan C. Wright, Texas Wesleyan University

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# SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

**March 10, 2016**

*(Thursday)*

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<th>Time</th>
<th>Track Title</th>
<th>Session</th>
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<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td><strong>Organizational Behavior / Leadership</strong></td>
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<td>Meeting Room 19</td>
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<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td><strong>Entrepreneurship / Small Business / Innovation</strong></td>
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<td>Meeting Room 20</td>
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## TRACK TITLE  Organizational Behavior / Leadership

### SESSION C Workshop on Building Teams Ain’t What It Used To Be!

**Facilitators:**
- Gina Hinrichs, Benedictine University
- Jay Feist, Loud Roar Media

## TRACK TITLE  Entrepreneurship / Small Business / Innovation

### SESSION D Expanding Entrepreneurial Opportunities

**Session Chair:**
- Gregory P. Tapis, Augustana College

**Effects of Exploration and Exploitation on Firm Performance: A Large Scale Study of Technology-Based Firms in S. Korea**
- Fiona Sussan, University of Phoenix
- Kim Chan, Catholic University
- Ravi Chinta, University of Phoenix
- John Enriquez, Catholic University

**Can Social Networks Help Entrepreneurs?**
- Jinpei Wu, State University of New York at Oswego
- Shuyi Zhang, Shanghai Finance University

**The Impact of Immigrant Acculturation and Job Search Information on Entrepreneurship Opportunity**
- Michelle Ruiz, University of Houston, Victoria
- Santiago Ibarreche, The University of Texas at El Paso
- Lori Peterson, Louisiana State University
- Laura Guerrero, The University of Texas at El Paso

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SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

March 10, 2016 (Thursday)

8:30 a.m. – 10:00 a.m.  Meeting Room 21

TRACK TITLE  Doctoral Consortium

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

Facilitator:  Janie R. Gregg, The University of West Alabama
              Past President, Southwest Academy of Management

Panelists:    Donald Baack, Pittsburg State University
              JoAnn Duffy, Sam Houston State
              Veena P. Prabhu, California State University, Los Angeles
              Manjula Salimath, The University of North Texas
              Peter Sorensen, Benedictine University
              Therese Yaeger, Benedictine University
              Brent Kinghorn, Montana State University, Billings

10:00 a.m. – 10:30 a.m.  Ballroom C

FBD Coffee Break

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

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

10:30 a.m. – 12:00 p.m.  Meeting Room 17

TRACK TITLE  Professional Development Workshops

SESSION A   Research in Business Schools

Finding Your Research Writing Style: Part I
Manjula Salimath, The University of North Texas

Reinvent, Renew, Revamp: Opportunities for the Post-Tenure Crowd
Yvonne Smith, University of La Verne
Janice Black, Coastal Carolina University
Kay Keels, Coastal Carolina University

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SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

March 10, 2016
(Thursday)

10:30 a.m. – 12:00 p.m. Meeting Room 18

TRACK TITLE: Organizational Development / Conflict Management

SESSION B: Organization Development: Millennials, Innovation and Intelligence

Session Chair: Rachael Narel, Benedictine University

- *Health Care Leadership Ain’t What It Used to Be: Emotional Intelligence Competencies of Hospitalized Leaders*
  - Michael Cherry, Lewis University

- *Creativity and Innovation: An Essential Link of Theory and Practice*
  - Scott Kerth, Lewis University
  - Tiffany Yates, Dale Carnegie Training of Georgia

10:30 a.m. – 12:00 p.m. Meeting Room 19

TRACK TITLE: Organizational Behavior / Leadership

SESSION C: Employee Mindset

Session Chair: Taina Luhtala, Trinity International University

- *Vain or Able? A Strong Inference Approach to the Efficacy Debate* **Best in Track**
  - Erik Taylor, Louisiana State University
  - Shelby Solomon, Louisiana State University
  - Jacob Smith, Louisiana State University

- *Generational Differences at Work: Have We Missed Something?*
  - Kelly Weeks, Rhodes College
  - Caitlin McLysaght, Augustana College
  - Caitlin Schaffer, Centenary College of Louisiana

- *Does Mindset Matter? The Influence of Employees’ Mindset on Relationship Quality and Job Performance*
  - Matthew Zingoni, University of New Orleans
  - Christy Corey, University of New Orleans

- *Exploring the Effects of Mindfulness on Emotional Exhaustion and Counterproductive Work Behavior of Employees*
  - Pratigya Sigdyal, The University of North Texas
March 10, 2016
(Thursday)

10:30 a.m. – 12:00 p.m.  Meeting Room 20

TRACK TITLE  Human Resources / Careers / Gender Diversity

SESSION D  Symposium on Careers and Mentoring: Things “Ain’t” What They Used to Be

Moderators:  S. Gayle Baugh, University of West Florida
             M. Suzanne Clinton, University of Central Oklahoma

Pursuing a Graduate Degree & Higher Education as a Career: An Exploratory Study of Variables Impacting Student Interest
Kimberly Merritt, Oklahoma Christian University
M. Suzanne Clinton, University of Central Oklahoma
Robert H. Epstein, University of Central Oklahoma
Jennifer Barger-Johnson, University of Central Oklahoma

Electronic Mentoring: A Fad or a Valuable Option?
S. Gayle Baugh, University of West Florida

10:30 a.m. – 12:00 p.m.  Meeting Room 21

TRACK TITLE  Doctoral Consortium

SESSION E  Writing Excellence & Publishing Tips from Editors and Award Winning Writers
(This Session is Open to Everyone.)

Facilitator:  Janie R. Gregg, The University of West Alabama
             Past President, Southwest Academy of Management

Panelists:  Gregory Dess, University of Texas, Dallas JWB (ISM)
           Donald Baack, Pittsburg State University
           J. Kay Keels, Coastal Carolina University, ETP
           Larry Garner, Texas A & M University, Central Texas

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## SWAM Luncheon and Reception

### Entrepreneur Speaker Series (tickets needed)

**Presiding:** Robert H. Epstein, University of Central Oklahoma  
Program Chair, Southwest Academy of Management

**Discussants:** Jake Williams, Project Management Institute  
Carla Messikomer, Project Management Institute

**Keynote Speaker:** Bruce Barringer, Professor and N. Malone Mitchell, Jr. Chair  
Head, School of Entrepreneurship, Oklahoma State University

Must have a ticket to participate; complimentary for pre-registered SWAM members. Tickets must be reserved by early FBD/SWAM registration deadline.

Sponsored in part by Project Management Institute Research Program

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## Professional Development / Teaching Workshops / Project Management

### Project Management

**Integrating Content on Managing Projects into the Undergraduate Business Curriculum**

Carla Messikomer, Project Management Institute

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TRACK TITLE  Entrepreneurship / Small Business / Innovation

SESSION B  Entrepreneurship: Innovation and Growth
Session Chair:  Kanu Priya, Western Illinois University, Quad Cities

Sumeet Jhamb, Southern Illinois University Carbondale

Soft Power and Entrepreneurial Growth **Best in Track**
Cristina Vlas, University of Texas Dallas

Neo-Classical Entrepreneurial Organizations: Economic, Social and Governmental Innovation
Mark Clark, New Mexico State

1:30 p.m. – 3:00 p.m.
Meeting Room 20

TRACK TITLE  General Management / Management Education

SESSION C  Innovative Approaches in Management Education
Session Chair:  Brian W. Kulik, Hawaii Pacific University

Build a Leadership Greenhouse and Root Young Leaders in Learning Experiences
Sandra K. Pate, Angelo State University
Rex T. Moody, Angelo State University

Which is More Popular: PowerPoints vs. Recorded Lectures **Best in Track**
Devi Akella, Albany State University

The Coaching Metaphor: Applications to Concepts of Management and Leadership
Donald Baack, Pittsburg State University

Can Project-Based Learning Be Implemented Program-Wide? A Multi-Discipline Study
Brian W. Kulik, Hawaii Pacific University
Larry Rowland, Hawaii Pacific University

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March 10, 2016  
(Thursday)

1:30 p.m. – 3:00 p.m.  
Meeting Room 21

TRACK TITLE  
Doctoral Consortium

SESSION D  
Networking, Job Hunting, and the First Job  
(Admittance by Application or Invitation only.)

Facilitator:  
Janie R. Gregg, The University of West Alabama  
Past President, Southwest Academy of Management

Panelists:  
Brent Kinghorn, Montana State University, Billings  
Frank Markham, University of Mississippi  
Therese Yaeger, Benedictine University  
Peter Sorensen, Benedictine University  
Sandy Edwards, Northeast Oklahoma University  
John N. Davis, Hardin-Simmons University  
Veena P. Prabhu, California State University, Los Angeles  
Larry Garner, Texas A & M University, Central Texas

3:00 p.m. – 3:30 p.m.  
Ballroom C

FBD Coffee Break

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

3:30 p.m. – 5:00 p.m.  
Meeting Room 17

TRACK TITLE  
Professional Development Workshops

SESSION A  
QUALTRICS

Tips for Data Collection and Data Management Using Qualtrics Survey Software

Amanda S. Hinojosa, University of Houston, Clear Lake  
Kelly D. McCauley, West Texas A & M University

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March 10, 2016
(Thursday)

3:30 p.m. – 5:00 p.m.
Meeting Room 18

TRACK TITLE  Project Management

SESSION B  Trends in Project Management

Session Chair:  Jake Williams, Project Management Institute

Discussants:  D. Adrian Doss, The University of West Alabama
Gary Richardson, University of Houston
David H. McElreath, University of Mississippi
Valentin Novikov, Regent University

Shared Leadership in a Department of Defense Acquisition Project Management Team

**Best in Track**
Valentin Novikov, Regent University


David H. McElreath, University of Mississippi
D. Adrian Doss, The University of West Alabama
Carl Jensen, The Citadel
Hilliard Lackey, Jackson State University (Mississippi)
Michael Wigginton, Troy State University (Alabama)
Don W. Jones, Belhaven University

EVM2—A New Look at the Earned Value Management Model

Gary Richardson, University of Houston
Rafael Ribeiro, University of Vicosa

Modern Emergency Incident Management: Lessons from the Great 1927 Mississippi River Flood

D. Adrian Doss, The University of West Alabama
David H. McElreath, University of Mississippi
Carl Jensen, The Citadel
Hilliard Lackey, Jackson State University (Mississippi)
Don W. Jones, Belhaven University
Balakrishna Gokaraju, The University of West Alabama

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<td>SESSION C</td>
<td>Attempts to Explain Ethics &amp; CSR: Systems, People, and the Almighty Dollar…OH MY!</td>
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<td>Session Chair:</td>
<td>Thomas Zeni, East Central University</td>
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<tr>
<td>Discussant:</td>
<td>Christy Corey, University of New Orleans</td>
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_Ethical Phases of American Corporate Social Responsibility: Another Step Forward_
_David Dyson_, Oral Roberts University

_The Role of Employees' Perceptions of Fairness in Corporate Social Responsibility_
_Ana Camara_, Oklahoma State University

_Business Ethics and the Bottom Line: Financial Impacts of Ethical Decision Making_
_Thomas Zeni_, East Central University
_Thomas Scott_, East Central University

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<td>SESSION D</td>
<td>Management Education Programming and General Management Issues</td>
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<td>Session Chair:</td>
<td>Meghan C. Wright, Texas Wesleyan University</td>
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_Building Tacit Knowledge Programs for B-Schools **Best in Track**_
_Phillip Lewis_, Oklahoma Christian University

_Developing the Leaders of Tomorrow: An Evaluation of Tulsa’s Youth Philanthropy Initiative_
_Olivia Snellgrove Bush_, University of Oklahoma, Tulsa and Tulsa Youth Philanthropy Initiative
_Jennifer Kisamore_, University of Oklahoma, Tulsa

_To the Ends of the Earth: Study Abroad_
_Nancy Kucinski_, Hardin-Simmons University

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March 10, 2016
(Thursday)

3:30 p.m. – 5:00 p.m.  Meeting Room 21

TRACK TITLE  Doctoral Consortium

SESSION E  Research, Teaching, & Service, Wow! How do I balance this???
(Admittance by Application or Invitation only.)

Facilitator:  Janie R. Gregg, The University of West Alabama
Past President, Southwest Academy of Management

Panelists:  Lee Tyner, University of Central Oklahoma
Donald Baack, Pittsburg State University
John N. Davis, Hardin Simmons University
M. Suzanne Clinton, University of Central Oklahoma
Manjula Salimath, The University of North Texas

5:00 p.m. – 6:00 p.m.  Meeting Room 17

SPECIAL SESSION
Planning Meeting for the 2017 Conference

Presiding:  Veena P. Prabhu, California State University, Los Angeles
Program Chair-Elect, Southwest Academy of Management

Help shape SWAM’s next meeting to be held in Little Rock, AR - March 8-11, 2017. Join in a thoughtful exchange of ideas and creative suggestions as we seek to continually improve the SWAM conference experience.

5:30 p.m. – 7:00 p.m.  Ballroom C

FBD Presidential Welcome Reception

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

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SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

March 10, 2016 (Thursday)

8:00 p.m. – 10:00 p.m.  BRICKTOWN

TRACK TITLE   Doctoral Consortium

SESSION E   Relieving Stress – Let’s Dance!!
Meet and greet party after FBD reception – Bricktown. TBA

Facilitator   Janie R. Gregg, University of West Alabama

8:00 p.m. – 10:00 p.m.  BRICKTOWN

AFTERPARTY Following FBD Reception
Bricktown Brewery

All FBD Attendees Invited – Requires Nametag.

SPONSORS

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March 11, 2016  
(Friday)

8:30 a.m. – 10:00 a.m.  
Meeting Room 17

**TRACK TITLE**  Professional Development / Teaching Workshops

**SESSION A**  Collaboration Inside and Outside of the Classroom

*Teaching International Management Students in U.S. Classrooms?*

**Kanu Priya**, Western Illinois University, Quad Cities  
**Gregory P. Tapis**, Augustana College

8:30 a.m. – 10:00 a.m.  
Meeting Room 18

**TRACK TITLE**  Organizational Development / Conflict Management

**SESSION B**  Panel on Organization Development and Group Processes: Contemporary Issues and Applications

**Session Chair:**  Therese Yaeger, Benedictine University

**Discussants:**  Peter Sorensen, Benedictine University

**Panelists:**  Dana Bruce, Benedictine University  
Bryan McCusker, Benedictine University  
Uzonna Olumba, Benedictine University  
William Towns, Benedictine University  
Anthony Adamgbo, Benedictine University

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March 11, 2016
(Friday)

8:30 a.m. – 10:00 a.m.  Meeting Room 19

TRACK TITLE  Organizational Behavior / Leadership

SESSION C  Leadership, Emotions, and the Workplace

Session Chair:  Yulee Lee, Trinity International University

New Directions in Leadership: Emotional Intelligence, Leadership Emergence and Perceived Organizational Justice
Jim McCleskey, Western Governors University
Dritjon Druda, EMLYON Business School
Filiz Tume, North American University

Improvisation as an Adaptive Response to Crises: The Explanatory Role of Emotions
Ana Camara, Oklahoma State University
Oleg Petrenko, Texas Tech University

A Desire for the Dark Side: An Examination of Individual Personality Characteristics and their Desire for Adverse Characteristics in Leaders
Victoria P. McKee, University of Central Oklahoma
Ethan Waples, University of Central Oklahoma
K. J. Tullis, University of Central Oklahoma

An Exploration of Cross-Cultural and Gender Differences in East Asia, South Asia and Southeast Asia
Ranjan George, Simpson University
Edward Murphy, Embry Riddle University
Julia Teahen, Baker College
Regina Greenwood, Nova Southeastern University
Sergio Madero, Tec de Monterry
Silvia Monserrat, Universidad Nacional del Centro
Jaime Ruiz-Gutierrez, Universidad de los Andes
Miguel Olivas-Lujan, Clarion University
Neusa Santos, Pontificia Universidade Catolica de Sao Paulo
Arnel Uy, De La Salle University
Shaista Khilha, George Washington University

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

Please let exhibitors know how much we appreciate their presence and continued support!
March 11, 2016
(Friday)

8:30 a.m. – 10:00 a.m.  Meeting Room 20

**TRACK TITLE**  General Management / Management Education

**SESSION D**  General Management Issues

**Session Chair:**  Rex T. Moody, Angelo State University

_Theoretical Explanations for Facebook Use and Popularity_
Rahul Chauhan, West Texas A&M University
Emily Hammer, West Texas A&M University

_Distributor Pricing Compensation for Partial Pallet Customer Orders_
Holly Lutze, Texas Lutheran University

8:30 a.m. – 10:00 a.m.  Meeting Room 21

**FBD/SWAM Choice Pick Session**

**TRACK TITLE**  Doctoral Consortium / Professional Development / Teaching Workshops
All SWAM members are invited.

**SESSION E**  Back to the Future: A Panel Discussion with Past Presidents of SWAM

**Facilitator:**  Stephen V. Horner, Pittsburg State University

**Participants:**  Donald Baack, Pittsburg State University
Janice Black, Coastal Carolina University
M. Suzanne Clinton, University of Central Oklahoma
Larry Garner, Texas A&M University-Central Texas

This PDW is an opportunity for current SWAM members and leaders to hear from those who have served SWAM as past leaders. Former SWAM presidents will share their experiences, perspectives, and insights regarding the strengths of SWAM as a regional AOM affiliate, its uniqueness being situated in the U.S. Southwest, and its challenges meeting the needs of the 21st century professor and student of management. A panel of past presidents will talk about their tenure with the organization, discuss key challenges, and provide some guidance and insight for current officers and members.

10:00 a.m. – 10:30 p.m.  Ballroom C

**FBD Coffee Break**

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

Great Door Prize Drawings take place at **10:15 a.m.** in the Exhibit Area.  *Must be present to win.*
SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)

March 11, 2016
(Friday)

10:30 a.m. – 12:00 p.m.
Meeting Room 17

TRACK TITLE  Professional Development Workshops

SESSION A  HR Consulting

Both Sides of the Table: Perspectives and Challenges on Leveraging Faculty as Consultants in Higher Education
Meagan Brock Baskin, University of Central Oklahoma
Ethan Waples, University of Central Oklahoma
K. J. Tullis, University of Central Oklahoma
Don Chruscil, University of Central Oklahoma
Diane Feinberg, University of Central Oklahoma

10:30 a.m. – 12:00 p.m.
Meeting Room 18

TRACK TITLE  Organizational Development / Conflict Management

SESSION B  Panel on Organization Development: A Historical Approach

Session Chair:  Peter Sorensen, Benedictine University
Discussant:  Therese Yaeger, Benedictine University
Panelists:  Talha Ashraf, Benedictine University
Beverly Connelly, Benedictine University
Christian Edwards, Benedictine University
Rania Shkairat, Benedictine University
Jennifer Smith, Benedictine University

10:30 a.m. – 12:00 p.m.
Meeting Room 19

TRACK TITLE  Organizational Behavior / Leadership

SESSION C  Employee Engagement

Session Chair:  David Nok Daniel, Trinity International University
Identification-Voice-Turnover: A Framework to Understand the Utilization of Employee Ideas at the Group Level
Craig Soelberg, The University of North Texas

Affect Communication via Email
Thomas Zeni, East Central University
Jennifer Griffith, East Central University

Towards a Concept of Morals-Based Work Commitment
Stephen Jaros, Southern University
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<td>Panel on Going beyond the Whine and the Wheeze to Rolling Up the Sleeves: A Conversation on Facing Change in Higher Education</td>
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<td>Session Chair:</td>
<td>Janice Black, Coastal Carolina University</td>
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<td>Panelists:</td>
<td>Frances Fabian, University of Memphis</td>
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<td></td>
<td>Kay Keels, Coastal Carolina University</td>
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<td></td>
<td>Yvonne Smith, University of La Verne</td>
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10:30 a.m. – 12:00 p.m.  
Meeting Room 20

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<th>TRACK TITLE</th>
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<tr>
<td>SESSION E</td>
<td>Doing It Because Everyone Else Is? A Multilevel Discussion of (Un)ethical Behavior</td>
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<tr>
<td>Session Chair:</td>
<td>Uday Shinde, Governors State University</td>
</tr>
<tr>
<td>Discussant:</td>
<td>Victoria P. McKee, University of Central Oklahoma</td>
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</tbody>
</table>

The Interactive Effect of Institutionalization of Ethics and Moral Attentiveness of Work Engagement  
Logan Jones, Missouri Western State University  
Chris Thomas, St. Louis University  
Walter Davis, University of Mississippi

Throwing a Beanball in the Name of My Team: The Moderating Role of Perceived Mobility on the Contagious Effect of Unethical Pro-Organizational Behavior (UPB)  
Joongseo Kim, Oklahoma State University  
Yun Kim, Oklahoma State University  
Joseph Kim, Oklahoma State University

The Indirect Effects of Cultural Values on Ethical Decision Making via Utilitarian Ethical Orientation  
**Best in Track**  
Dinah Payne, University of New Orleans  
Christy Corey, University of New Orleans  
Lillian Fok, University of New Orleans

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!
SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

March 11, 2016 (Friday)

12:00 p.m. – 1:30 p.m.  Huckins

SPECIAL SESSION
SWAM Officers’ Meeting and Lunch

Presiding: Manjula Salimath, The University of North Texas
President, Southwest Academy of Management, 2015-2016

1:30 p.m. – 3:00 p.m.  Meeting Room 17

TRACK TITLE  Professional Development Workshops

SESSION A  Conference Management

Running a TEDx YourSchool Conference
Robert H. Epstein, University of Central Oklahoma

1:30 p.m. – 3:00 p.m.  Meeting Room 18

TRACK TITLE  Organizational Development / Conflict Management

SESSION B  Panel on Things Ain’t What They Used to Be
Contemporary Approaches to Teams and Teamwork

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

Panelists: Elizabeth Belgio, Benedictine University
Genice Daniels, Benedictine University
Lisa Machtemes, Benedictine University
Terri Marks-Grant, Benedictine University
Edina McGivern, Benedictine University
Rachael Narel, Benedictine University

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

◆

Please let exhibitors know how much we appreciate their presence and
continued support!
March 11, 2016
(Friday)

1:30 p.m. – 3:00 p.m.  Meeting Room 19

TRACK TITLE  Research Pipeline

SESSION C  Research Pipeline

Session Chair:  Sonia Taneja, Texas A&M University, Commerce

Discussant:  Guclu Atinc, Texas A&M University, Commerce

The Leadership Development Process: The Interactive Role of Pre-Role Training and Development and In-Role Developmental Challenges
Kenneth Sweet, Angelo State University
Lisa Penney, University of South Florida, Sarasota

What Do Millennials Want in the Perfect Workplace Environment?
Marcia Hardy, Northwestern State University

The Role of Gender in Entrepreneurship Education
Sara Cochran, University of Missouri

Management Courses and Cultural Intelligence Training: Toward a Framework for Culturally Diverse Students
Andrea Slobodnikova, Texas A&M University, Commerce
Brandon Randolph-Seng, Texas A&M University, Commerce

1:30 p.m. – 3:00 p.m.  Meeting Room 20

TRACK TITLE  Organizational Theory / Strategy / Sustainability

SESSION D  Management Issues & Resolution

Session Chair:  Stephen Horner, Pittsburg State University

Real Options and Bankruptcy
Tong Hyouk Kang, University of Memphis

Mode Focus versus Mode Ambidexterity: Solving a Dilemma
Cristina Vlas, University of Texas, Dallas

Coopetition Matrix: An Examination of Coopetition Antecedents
Michael Dobbs, Eastern Illinois University

Supply Chain Sustainability Development in Small Business: Myth or Reality
Faiza Khoja, University of Houston, Downtown
Jeffery Adams, University of Houston, Downtown
Ralph Kauffman, University of Houston, Downtown
SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

March 11, 2016 (Friday)

1:30 p.m. – 3:00 p.m. Meeting Room 21

TRACK TITLE       Best Paper Session

SESSION E          Recognition of the SWAM 2016 Award Winners

Presiding:        John N. Davis, Hardin-Simmons University
                  President Elect, Southwest Academy of Management

Recipient of the 2016 McGraw-Hill Education Distinguished Paper Award

Learning Opportunities: The Role of Mistake Tolerance in an Organizational Learning Context

Laurence Weinzimmer, Bradley University
Candace Esken, Louisiana State University

2016 SWAM Outstanding Educator

Larry Garner, Texas A&M University – Central Texas

Recipient of the 2016 Southwest Academy of Management Best Reviewer Award

Sherry Sullivan, Bowling Green State University

Remarks

M. Suzanne Clinton, University of Central Oklahoma
Recipient of the 2015 Outstanding Educator Award
SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)

March 11, 2016
(Friday)

3:00 p.m. – 3:30 p.m.  Ballroom C

FBD Coffee Break

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

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

3:30 p.m. – 4:30 p.m.  Meeting Room 17

SWAM Annual Business Meeting

Presiding: Manjula Salimath, The University of North Texas
President, Southwest Academy of Management

All members are encouraged to attend our annual business meeting. We look forward to seeing you there. Light refreshments served.

4:30 p.m. – 6:00 p.m.  Meeting Room 17

SWAM New Officers Meeting

Presiding: John N. Davis, Hardin-Simmons University
2016-2017 President, Southwest Academy of Management
Meeting with the 2016-2017 Board.
2015-2016 OFFICERS

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Robert Stevens, Southeastern Oklahoma State University

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Daniel F. Jennings, Texas A&M University – College Station

Immediate Past President
Simon Medcalfe, Georgia Regents University

CONGRATULATIONS!

Recipient of the 2016 McGraw-Hill Education Distinguished Paper Award

Surefooting Foundations, Inc
Martin Bressler, Southeastern Oklahoma State University
David Loudon, Samford University
Lawrence Silver, Southeastern Oklahoma State University
Robert Stevens, Southeastern Oklahoma State University

Recipient of the 2016 SWCRA Outstanding Educator Award

Simon Medcalfe, Georgia Regents University

Recipient of the 2016 Outstanding Student Paper Award

The Kougl Ranch Adventure
Archibold Quaye, South Dakota State University
Sara Adams-Inkoom, South Dakota State University
Charlotte Owusu-Smart, South Dakota State University
Olivia Durowah, South Dakota State University
Carol Cumber, South Dakota State University (Faculty Mentor)
2016 TRACK CHAIRS

Strategic Management/ Business Policy  Daniel F. Jennings, Texas A&M University – College Station
Steve Vitucci, Texas A&M – Central Texas

Small Business/Entrepreneurship  Martin Bressler, Southeastern Oklahoma State University

Human Resource Management/ Organizational Behavior  Carol Cumber, South Dakota State University

International Business  Syed Tariq Anwar - West Texas A&M University

Case Development  Michael Menefee, Univ. of North Carolina at Pembroke

Accounting/Finance/Economics  Julia Kwok, Northeastern State University,
John F. Manley, Iona College

Non-Profit Management/Ethics  Robert Howard, Southeastern Oklahoma State University

Marketing  Robert Stevens, Southeastern Oklahoma State University,
David Loudon, Samford University

Student  Lawrence Silver, Southeastern Oklahoma State University

PROGRAM OVERVIEW

Wednesday, March 9
1:30 p.m. – 3:00 p.m. Using Cases in Your Courses
3:00 p.m. – 3:30 p.m. Break
3:30 p.m. – 5:00 p.m. Using Cases in Online Courses

Thursday, March 10
7:00 a.m. – 7:30 a.m. Past Presidents Breakfast
7:30 a.m. – 9:00 a.m. SWCRA Breakfast and Business Meeting
9:00 a.m. – 12:00 p.m. Case Sessions
1:30 p.m. – 3:00 p.m. 2016 Program Planning Meeting
3:00 p.m. – 3:30 p.m. FBD Coffee Break
SESSION A  Panel Discussion: Using Cases in Your Courses

Panel:  
Daniel F. Jennings, Texas A&M University – College Station  
Lawrence Silver, Southeastern Oklahoma State University  
Robert Stevens, Southeastern Oklahoma State University  
Timothy D. Wise, Southern Arkansas University

3:00 p.m. – 3:30 p.m.  Ballroom D

SWCRA Coffee Break

3:30 p.m. – 5:00 p.m.  Ballroom D

FBD/SWCRA Choice Pick Session

SESSION B  Panel Discussion: Using Cases in Online Courses

Panel:  
Lawrence Silver, Southeastern Oklahoma State University (Moderator)  
Daniel F. Jennings, Texas A&M University – College Station  
Robert Stevens, Southeastern Oklahoma State University

Short Abstract: This session will deal with using cases in an online course delivery environment-assignments, grading, and presentations.

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SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

March 10, 2016
(Thursday)

7:00 a.m. – 7:30 a.m.  Ballroom D

Past President’s Meeting

7:30 a.m. – 9:00 a.m.  Ballroom D

SOUTHWEST CASE RESEARCH ASSOCIATION BREAKFAST AND BUSINESS MEETING

All SWCRA Members invited. Business meeting starts at 7:30 a.m.

9:00 a.m. – 12:00 p.m.  Ballroom D

SESSION C  Accounting and Finance Track

Session Chairs:  Julia Kwok, Northeastern State University, John F. Manley, Iona College

Activision Blizzard Shareholders vs Executives: A Derivative Lawsuit
Brian R. Walkup, University of Tulsa

Deposit Insurance: Does it Promote Economic Stability or Cause Instability? A Critical Incident
Mary H. Kelly, Texas A&M University – Central Texas
Wilke D. English, Texas A&M University – Central Texas

Valuation of a Global Company: An Application
Halil D. Kaya, Northeastern State University
Julia S. Kwok, Northeastern State University

BBB Oil and Gas Enterprises: An Auditing Case
Russell (Rusty) Calk, Texas A&M University – Central Texas

SESSION D  HR/Organizational Behavior Track

Session Chair: Carol Cumber, South Dakota State University

Firing vs. Retaining a “Valuable” Employee (A Critical Incident Regarding a Painful Managerial Decision)
Wilke D. English, Texas A&M-Central Texas
Angela Johns, Texas A&M Central Texas

Scientific Management Systems (SMS)
Michael L. Menefee, University of North Carolina Pembroke
Rodney Vanderveer, Purdue University
SESSION E  Non-Profit Management/Ethics Track

Session Chair: Robert Howard, Southeastern Oklahoma State University

Augusta Radio Fellowship, Inc.
Jeffrey R. Miller, Sam Houston State University

An Ethical Accounting Dilemma (A Critical Incident Regarding a Painful Dilemma)
Wilke D. English, Texas A&M- Central Texas
Alla Lopez, Texas A&M - Central Texas

EXI Corporation (A)
Daniel F. Jennings, Texas A&M-College Station
Lane Batson, President
Aaron Schrims, Managing Director

EXI Corporation (B)
Daniel F. Jennings, Texas A&M-College Station
Lane Batson, President
Aaron Schrims, Managing Director

SESSION F  Marketing Track

Session Chairs: Robert Stevens, Southeastern Oklahoma State University
David Loudon, Samford University

Surefooting Foundations, Inc
Martin Bressler, Southeastern Oklahoma State University
David Loudon, Samford University
Lawrence Silver, Southeastern Oklahoma State University
Robert Stevens, Southeastern Oklahoma State University

The Case Method and the Marketing Research Class
Robert E. Stevens, Southeastern Oklahoma State University
Lawrence S Silver, Southeastern Oklahoma State University
Courtney Kernek, Southeastern Oklahoma State University
Martin S. Bressler, Southeastern Oklahoma State University
Kara O’Brien, Southeastern Oklahoma State University
SESSION G  Small Business and Entrepreneurship

Session Chair: Martin Bressler, Southeastern Oklahoma State University

Tooltopia.Com
Timothy D. Wise, Southern Arkansas University

The University of Southern Oklahoma Therapeutic Riding Program
Kitty Campbell, Southeastern Oklahoma State University
Martin Bressler, Southeastern Oklahoma State University
Rod Leird, Southeastern Oklahoma State University

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44th Annual Conference
March 8 - 11, 2017
Marriott Little Rock & Statehouse Convention Center
Little Rock, Arkansas

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All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
SESSION H  
Strategic Management /Business Policy/ International Business

Session Chairs:  
Steve Vitucci, Texas A&M – Central Texas  
Syed Tariq Anwar, West Texas A&M University

Corporate Inversions and MNCs’ Mergers: A Case of Pfizer  
Syed Tariq Anwar, West Texas A & M University

Continental Can  
R. Henry Migliore, Oklahoma State University

IBM  
R. Henry Migliore, Oklahoma State University

Luby’s  
Pamela Rogers, Cameron University  
John K. Masters, Cameron University

SESSION I  
Strategic Management/Business Policy

Session Chair:  
Daniel F. Jennings, Texas A&M University – College Station

Educational Development Corporation: David Among the Goliaths  
John K. Masters, Cameron University

The Killeen Airport Reconsiders a Generous Benefit to the Military  
(A Critical Incident Where Generosity Meets Reality)  
James Fullingim, Texas A&M University-Central Texas  
Wilke English, Texas A&M University-Central Texas

Maersk’s Big Box Boats and Global Strategy in the World Shipping Industry  
Syed Tariq Anwar, West Texas A & M University
SESSION J  
**Student Track**

Session Chair: **Lawrence Silver**, Southeastern Oklahoma State University

*Ethical Drug Dealers?*
**Erica Starnes**, Texas Wesleyan University
**Thomas D. Tolleson**, Texas Wesleyan University (Faculty Mentor)

*Deception, Divorce, & Bankruptcy: A Messy Triangle*
**Audrey Showalter** – Texas Wesleyan University
**Thomas D. Tolleson** – Texas Wesleyan University (Faculty Mentor)

*The Kougl Ranch Adventure*
**Archibold Quaye**, South Dakota State University
**Sara Adams-Inkoom**, South Dakota State University
**Charlotte Owusu-Smart**, South Dakota State University
**Olivia Durowah**, South Dakota State University
**Carol Cumber**, South Dakota State University (Faculty Mentor)

SESSION K  
**Case Development Track**

Session Chair: **Michael Menefee**, Univ. of North Carolina at Pembroke

*No Way, Jose*
**Kylie Casey**, Texas Wesleyan University
**Thomas D. Tolleson**, Texas Wesleyan University

*Progreso: Pay to Play*
**Maria Harris**, Texas Wesleyan University
**Thomas D. Tolleson**, Texas Wesleyan University

*Cisco Systems, Inc.*
**Leisa M. Stallworth**, Stallworth Research Company/Langston University

*International Business Machines Corporation (IBM)*
**Leisa M. Stallworth**, Stallworth Research Company/Langston University

*EMC International*
**Leisa M. Stallworth**, Stallworth Research Company/Langston University
FBD COFFEE BREAK

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

SESSION L  2017 Program Planning Meeting

Session Chair: Lawrence Silver, Southeastern Oklahoma State University

Everyone is invited to attend this meeting and help prepare for 2017. Anyone interested in being the 2017 programs 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 Little Rock for our 2017 conference.

♦♦♦

44th Annual Conference
March 8 - 11, 2017
Marriott Little Rock & Statehouse Convention Center
Little Rock, Arkansas

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ASSOCIATION

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John D. Stowe, Ohio University*
Thomas Thompson, University of Texas at Arlington
Priti Verma, Texas A&M University Kingsville
Jeffrey Whitworth, University of Houston-Clear Lake
Marilyn Wiley, University of North Texas
Susana Yu, Montclair State University
Ying (Jenny) Zhang, Missouri State University

*These Individuals also served on the Best Paper Awards Subcommittee
Congratulations to Award Winners!

2016 Federation of Business Disciplines Outstanding Educator Award
Natalya (Natasha) V. Delcoure, Texas A&M University-Kingsville

2016 McGraw-Hill Education Distinguished Paper Award
The Role of Margin and Spread in Secured Lending: Evidence from the Bilateral Repo Market
Jun Kyung Auh, Georgetown University
Mattia Landoni, Southern Methodist University

SWFA Best Paper in Corporate Finance Track
Firm Boundaries, Restructuring, and Productivity: Plant-level Evidence from Competitive Shocks
John Bai (Jianqiu), Northeastern University

Best Paper in Investments Track
A Market for Lemons in Mutual Fund Management
Michael Gibbs, University of Missouri
Andrew Lynch, University of Mississippi
Khaled Obaid, University of Missouri
Kuntara Pukthuanthong, University of Missouri
Sponsored by American Association of Individual Investors

Best Paper in Financial Markets and Institutions Track
The Impact of a Rate Increase on Credit Spreads in a Zero Lower Bound Environment
Violeta Díaz, New Mexico State University
Harikumar Sankaran, New Mexico State University
Subramanian R. Iyer, University of New Mexico
Sponsored by Arvest Bank

Best Paper in Insurance Track
Enterprise Risk Management and the Cost of Capital
Thomas R. Berry-Stölzle, University of Iowa
Jianren Xu, California State University
Sponsored by Finance and General Business Department of Missouri State University

SWFA Best Paper in International Finance Track
Sovereign Risk and the Equilibrium Exchange Rate in Latin-American Economies
Jair N. Ojeda-Joya, Banco de la Republica (Colombia)
Gloria Sarmiento, Banco de la Republica (Colombia)
Carlos Palacios, National University of Colombia

SWFA Best Doctoral Student Paper
The Term Structure of CAPM Alphas and Betas
Wayne Chang, USC Marshall School of Business
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for sponsoring the Keynote Address

**The Journal of Financial Research**
Texas Tech University
for general support
**SOUTHWESTERN FINANCE ASSOCIATION**

**SWFA Special Events**

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<td>Thursday</td>
<td>1:30 p.m. – 3:00 p.m.</td>
<td>Panel Presentation for SWFA registered doctoral students</td>
<td>Ballroom D</td>
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<tr>
<td>Thursday</td>
<td>3:30 p.m. – 5:00 p.m.</td>
<td>Panel on Islamic Finance</td>
<td>Ballroom D</td>
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<tr>
<td>Thursday</td>
<td>5:30 p.m. – 7:30 p.m.</td>
<td>SWFA Reception</td>
<td>TapWerks Grill</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>Ballroom A</td>
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<tr>
<td>Friday</td>
<td>12:00 p.m. – 1:45 p.m.</td>
<td>Southwestern Finance Association Luncheon and Business Meeting*</td>
<td>Ballroom B</td>
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<tr>
<td>Friday</td>
<td>1:45 p.m. – 3:15 p.m.</td>
<td>Panel on Energy Markets</td>
<td>Ballroom E</td>
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</table>

Thursday Panel Presentation for SWFA registered doctoral students: Panel presentation and open discussion of issues facing new faculty in finance. Our panelists include an Editor of the Journal of Financial Research, R. Steve Sears, Dean of the School of Business at Texas A&M International, and Jeffrey Jones, Assistant Professor at Missouri State University.

Thursday Panel on Islamic Finance: It is important to understand whether the Islamic economic system limits access to economic growth and prosperity, or whether it fosters a more stable, long-run model for economic growth and fairness. The panelists will discuss the growing need for valid, empirical tests of the efficacy of the Islamic finance and economic model in a global context.

SWFA Thursday reception: All registered SWFA attendees are welcome to attend the reception at TapWerks Grill, a short walk from the Renaissance Hotel. Everyone has a good time visiting with long-time friends and making new ones. Heavy hors d’oeuvres will be served. A limited number of drink tickets will be distributed. A cash bar is also available.

SWFA Friday Luncheon and Business Meeting: Our annual luncheon includes our business meeting, presentations of awards, and keynote address by Chitru S. Fernando, Rainbolt Chair in Finance at the University of Oklahoma, on Corporate Environmental Policy and Shareholder Value: Following the Smart Money.

Friday Panel on Energy Markets: There is an important role for both education and research in informing decision makers in the energy sector as well as policy makers about best choices in the use and management of energy and the efficacy of regulating these markets. The panelists will discuss current issues within the energy market and provide strategies for building a successful energy related research agenda.

*Please RVSP through the SWFA on-line registration.*
SESSION A  Lenders & Creditors

Session Chair:  Harri Ramcharran, University of Akron

The Effect of TARP Funding on Recipient Credit Unions
Keldon Bauer, Tarleton State University
Discussant:  Harri Ramcharran, University of Akron

Bankrupt Firms and the Stock Market Efficiency: Predicting the Recovery Rates for the Unsecured Creditors
Hiro Nishi, University of North Texas
Discussant:  Keldon Bauer, Tarleton State University

Bank Lending to Small Business in India: Analyzing Productivity and Efficiency
Harri Ramcharran, University of Akron
Discussant:  Hiro Nishi, University of North Texas

SESSION B  Cash Management

Session Chair:  Shanhong Wu, University of Arkansas at Fort Smith

Lines of Credit and Speed of Adjustment of Cash Holdings
Mohsen Mollagholamali, Oklahoma State University
Discussant:  Shanhong Wu, University of Arkansas at Fort Smith

National Culture and Cash Holdings Management
Svetlana V. Orlova, Ohio University
Discussant:  Mohsen Mollagholamali, Oklahoma State University

Cash Level Adjustment
Shanhong Wu, University of Arkansas at Fort Smith
Joseph P. Ogden, State University of New York at Buffalo
Discussant:  Svetlana V. Orlova, Ohio University

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44th Annual Conference
March 8 - 11, 2017
Marriott Little Rock & Statehouse Convention Center
Little Rock, Arkansas

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SOUTHWESTERN FINANCE ASSOCIATION

March 10, 2016
(Thursday)

8:30 a.m. – 10:00 a.m. Meeting Room 3

SESSHON C Mutual Funds

Session Chair: Andrew Lynch, University of Mississippi

Auditor Sharing in the Mutual Fund Industry: Empirical Evidence on Determinants and Audit Fees

John C. Adams, University of Texas at Arlington
Takeshi Nishikawa, University of Colorado Denver
Stephanie J. Rasmussen, University of Texas at Arlington

Discussant: Andrew Lynch, University of Mississippi

Home Bias of Equity Mutual Funds: European Evidence

Moritz Maier, Friedrich-Alexander-Universität (FAU) Erlangen-Nürnberg (Germany)
Hannah Lea Huehn, Friedrich-Alexander-Universität (FAU) Erlangen-Nürnberg (Germany)
Hendrik Scholz, Friedrich-Alexander-Universität (FAU) Erlangen-Nürnberg (Germany)

Discussant: John C. Adams, University of Texas at Arlington

A Market for Lemons in Mutual Fund Management

Michael Gibbs, University of Missouri
Andrew Lynch, University of Mississippi
Khaled Obaid, University of Missouri
Kuntara Pukthuanthong, University of Missouri

Discussant: Moritz Maier, Friedrich-Alexander-Universität (FAU) Erlangen-Nürnberg

8:30 a.m. – 10:00 a.m. Meeting Room 4

SESSHON D Issues in Lending

Session Chair: Michelle Zemel, Pomona College

The Role of Margin and Spread in Secured Lending: Evidence from the Bilateral Repo Market

Jun Kyung Auh, Georgetown University
Mattia Landoni, Southern Methodist University

Discussant: Michelle Zemel, Pomona College

Creditor rights and corporate bond market

Xian Gu, Central University of Finance and Economics (China)
Oskar Kowalewski, Vistula University

Discussant: Mattia Landoni, Southern Methodist University

Friendships Matter Less on a Rainy Day: Firm Outcomes and Relationship Bank Health

Manisha Goel, Pomona College
Michelle Zemel, Pomona College

Discussant: Xian Gu, Central University of Finance and Economics (China)
SESSION E  Exchange Rates

Session Chair:  Shuming Bai, The University of Texas of the Permian Basin

Financial crime “hot spots” – Empirical evidence from the foreign exchange market
Florian El Mouaaouy, Ludwig-Maximilians-Universität München
Discussant: Shuming Bai, The University of Texas of the Permian Basin

Exchange Rates, World Stock Returns, and Oil Prices
André Varella Mollick, University of Texas – Rio Grande Valley
Hamidreza Sakaki, University of Texas – Rio Grande Valley
Discussant: Florian El Mouaaouy, Ludwig-Maximilians-Universität München

A Comparative Study of Central Bank Interventions and the Effects on Foreign Exchange Rates
Eric Valenzuela, The University of Texas of the Permian Basin
Qing Zhang, The University of Texas of the Permian Basin
Shuming Bai, The University of Texas of the Permian Basin
Discussant: Hamidreza Sakaki, University of Texas – Rio Grande Valley

SESSION F  Issues in Corporate Finance

Session Chair:  James Philpot, Missouri State University

Michael J. Gibbs, University of Missouri
Discussant: Tatiana Salikhova, University of Arkansas

Multinational Corporation’s Domestic Cash Holdings and Capital Structure
David Yin, University of Arizona
Discussant: Michael J. Gibbs, University of Missouri

The Connection between Dividend and Compensation Smoothing and Agency Costs
Tatiana Salikhova, University of Arkansas
Alexander Ugarov, University of Arkansas
Discussant: David Yin, University of Arizona
SESSION G  Risk and Return

Session Chair:  David Harris, University of Great Falls

The Term Structure of CAPM Alphas and Betas
Wayne Chang, USC Marshall School of Business
   Discussant:  David Harris, University of Great Falls

The Cross-Section of Realized Volatility and Stock Returns
Guanglian Hu, University of Houston
   Discussant:  Wayne Chang, USC Marshall School of Business

A Population Test of Distribution Assumptions in Mean-Variance Models for the Years 1925-2013
David Harris, University of Great Falls
   Discussant:  Guanglian Hu, University of Houston

SESSION H  Earnings Management

Session Chair:  Keming Li, Texas A&M University–San Antonio

Earnings Management and Main Bank Monitoring: Evidence from Japan
Hideaki Sakawa, Nagoya City University
Naoki Watanabel, Ritsumeikan University
   Discussant:  Keming Li, Texas A&M University–San Antonio

Institutional Ownership Stability and Real Earnings Management
Hamidreza Sakaki, University of Texas – Rio Grande Valley
Dave Jackson, University of Texas – Rio Grande Valley
   Discussant:  Hideaki Sakawa, Nagoya City University

Credit Rating and Earnings Management
Keming Li, Texas A&M University–San Antonio
Mohammad Riaz Uddin, Bloomsburg University of Pennsylvania
   Discussant:  Hamidreza Sakaki, University of Texas – Rio Grande Valley
SOUTHWESTERN FINANCE ASSOCIATION

March 10, 2016
(Thursday)

10:00 a.m. – 10:30 a.m.  Ballroom C

FBD COFFEE BREAK

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

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

10:30 a.m. – 12:00 p.m.  Meeting Room 1

SESSION A  Credit Risk

Session Chair:  Xian Gu, Central University of Finance and Economics (China)

*Credit risk on watch – The credit watchlist impact on Credit Default Swap and equity markets*

**Florian Kiesel**, Technische Universität Darmstadt (Germany)

**Mark Mietzner**, Zeppelin University (Germany)

**Dirk Schiereck**, Technische Universität Darmstadt (Germany)

Discussant:  Xian Gu, Central University of Finance and Economics (China)

*How Do Rating Agencies Respond to Financial Market Innovation? Evidence from Credit Default Swap Introduction*

**Yao Shen**, Boston College

Discussant:  Xiaoling Pu, Kent State University

*How do creditor rights impact investment: the role of credit ratings*

**Xian Gu**, Central University of Finance and Economics (China)

**Carrie Xin Wu**, University of Pennsylvania

Discussant:  Yao Shen, Boston College

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

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SESSION B  International Market Relationships

Session Chair:  Chi Gong, Sichuan University (China)

Relationships Among International Equity Index and Currency Futures
Timothy A. Krause, Penn State Erie – The Behrend College
Yiuman Tse, The University of Missouri – St. Louis
Discussant:  Chi Gong, Sichuan University (China)

Mina Mahmoudi, University of Nevada, Reno
Federico Guerrero, University of Nevada, Reno
Discussant:  Timothy A. Krause, Penn State Erie – The Behrend College

Regional Business Cycle Synchronization in Emerging and Developing Countries: Regional or Global Integration? Trade or Financial Integration?
Chi Gong, Sichuan University (China)
Soyoung Kim, Seoul National University (Korea)
Discussant:  Mina Mahmoudi, University of Nevada, Reno

SESSION C  Insurance & Enterprise Risk Management

Session Chair:  Jinjing Wang, Ohio Northern University

An Internal Capital Markets View: Evidence from Bancassurance
Chia-Chun Chiang, University of South Carolina
Discussant:  Jinjing Wang, Ohio Northern University

Enterprise Risk Management and the Cost of Capital
Thomas R. Berry-Stölzle, University of Iowa
Jianren Xu, California State University
Discussant:  Chia-Chun Chiang, University of South Carolina

Capital, Risk, Insurance Prices and Regulation
Ajay Subramanian, Georgia State University
Jinjing Wang, Ohio Northern University
Discussant:  Jianren Xu, California State University
SESSION D  Banking Industry I

Session Chair: John Stowe, Ohio University

Smaller or Larger Banks?
Kui (Angela) Huang, University of Wisconsin-Madison
  Discussant: John Stowe, Ohio University

Conversion back to C Banks - The Gains and the Losses
Chun-Hao Chang, Florida International University
Edward R. Lawrence, Florida International University
Alejandro Pacheco, Florida International University
  Discussant: Kui (Angela) Huang, University of Wisconsin-Madison

Forming Appropriate Peer Groups for Bank Research: A Cluster Analysis of Bank Financial Statements
Ken Cyree, University of Mississippi
Travis Davidson, Ohio University
John Stowe, Ohio University
  Discussant: Alejandro Pacheco, Florida International University

SESSION E  Volatility and Asset Pricing

Session Chair: Jared DeLisle, Utah State University

Implied Volatility Factors
Timothy Krause, Penn State Erie
Donald Lien, University of Texas at San Antonio
  Discussant: Jared DeLisle, Utah State University

The Limits of Arbitrage and Stock Mispricing: Evidence from Decomposing the Market to Book Ratio
Naji Mohammad AlShammasi, University of North Texas
Niranjan Tripathy, University of North Texas
Margie Tieslau, University of North Texas
  Discussant: Timothy Krause, Penn State Erie

Idiosyncratic Volatility and Firm-Specific News: A Deeper Pricing Puzzle
Jared DeLisle, Utah State University
Nathan Mauck, University of Missouri-Kansas City
Adam Smedema, University of Northern Iowa
  Discussant: Naji Mohammad AlShammasi, University of North Texas
SESSION F   Real Estate

Session Chair:   Dan W. French, University of Missouri-Columbia

The Geography of REIT Audit Service Investments
Ran Lu-Andrews, University of Connecticut
Yin Yu-Thompson, Oakland University
   Discussant:   David L. Stowe, Ohio University

The capitalization of school quality into house prices when quality is uncertain: theory and empirical evidence
Geoffrey K. Turnbull, University of Central Florida
Velma Zahirovic-Herbert, University of Georgia
Minrong Zheng, University of Central Florida
   Discussant:   Ran Lu-Andrews, University of Connecticut

Adjusting REIT Financial Statements for Depreciation on Real Estate Assets
Dan W. French, University of Missouri-Columbia
David L. Stowe, Ohio University
   Discussant:   Minrong Zheng, University of Central Florida

SESSION G   International Market Transmissions

Session Chair:   Zijun Wang, University of Texas at San Antonio

Exposure to International Crises: Trade vs. Financial Contagion
Everett Grant, University of Virginia
   Discussant:   Zijun Wang, University of Texas at San Antonio

Do International Markets Overreact? (Event Study: International Market Reaction to US Local News Events)
Saud Althaqeb, Oklahoma State University
   Discussant:   Everett Grant, University of Virginia

Information Flow between Forward and Spot Markets: Evidence from the Chinese Renminbi
Jiadong Tong, Nankai University (China)
Zijun Wang, University of Texas at San Antonio
Jian Yang, University of Colorado Denver
   Discussant:   Saud Althaqeb, Oklahoma State University
### SESSION H  
**Capital Structure I**

**Session Chair:** Halil Kaya, Northeastern State University

**Do friendly boards have an influence on corporate financing policy? Evidence from French listed firms**

*Cédric Van Appelghem,* Université Paris 2 Panthéon-Assas  
*Aurélie Sannajust,* Université Jean Monnet Saint-Etienne  
*Samir Trabelsi,* Brock University

*Discussant: Halil Kaya, Northeastern State University*

**Does Customer Industry affect the Financial Policy of a firm?**

*Varun Verma,* Norwegian School of Economics

*Discussant: Cédric Van Appelghem, Université Paris 2 Panthéon-Assas*

**The Borrower Characteristics in Hot Equity Markets**

*Halil Kaya,* Northeastern State University

*Discussant: Varun Verma, Norwegian School of Economics*

### SESSION A  
**Measuring & Managing Risk**

**Session Chair:** Siamak Javadi, Ohio University

**Mitigating Counterparty Risk**

*Yalin Gündüz,* Deutsche Bundesbank

*Discussant: Siamak Javadi, Ohio University*

**Credit Spreads and Correlated Default Risk**

*Siamak Javadi,* Ohio University  
*Seoyoung Kim,* Santa Clara University  
*Tim Krehbiel,* Oklahoma State University  
*Ali Nejadmalayeri,* Oklahoma State University

*Discussant: Yalin Gündüz, Deutsche Bundesbank*

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**44th Annual Conference**

March 8 - 11, 2017  
Marriott Little Rock & Statehouse Convention Center  
Little Rock, Arkansas
SESSION B  Monetary Policy

Session Chair:  Tibeb Assefa, Kentucky State University

The Impact of Unconventional Monetary Policy on Firm Financing Constraints: Evidence from the Maturity Extension Program
Nathan Foley-Fisher, Federal Reserve Board
Rodney Ramcharan, University of Southern California
Edison Yu, Federal Reserve Bank of Philadelphia
   Discussant:  Tibeb Assefa, Kentucky State University

The Impact of a Rate Increase on Credit Spreads in a Zero Lower Bound Environment
Violeta Díaz, New Mexico State University
Harikumar Sankaran, New Mexico State University
Subramanian R. Iyer, University of New Mexico
   Discussant:  Edison Yu, Federal Reserve Bank of Philadelphia

Stock Returns and Monetary Policy around the World: A Panel Data Approach
Tibeb Assefa, Kentucky State University
Omar Esqueda, Tarleton State University
Andre Mollick, University of Texas Pan American
   Discussant:  Subramanian R. Iyer, University of New Mexico

SESSION C  Social Responsibility & Social Performance

Session Chair:  Daniel Perez, University of St. Thomas Houston

Effects of Corporate Social Performance on Default Risk: Structural Model Based Analysis
Megumi Suto, Waseda University
Hitoshi Takehara, Waseda University
   Discussant:  Daniel Perez, University of St. Thomas Houston

Corporate Goodness and Financial Performance
Hui-Ju Tsai, Washington College
   Discussant:  Hitoshi Takehara, Waseda University

Internet Gambling Stock Returns: Empirical Evidence from the UK
Daniel Perez, University of St. Thomas Houston
   Discussant:  Hui-Ju Tsai, Washington College
SESSION D  Mergers & Acquisitions

Session Chair:  

(Grace) Qing Hao, University of Texas at Arlington

Stock Acquisitions, Investor Recognition, and Announcement Returns
Adam Y.C. Lei, Midwestern State University
Huihua Li, St. Cloud State University
  Discussant:  (Grace) Qing Hao, University of Texas at Arlington

The Lack of “Diversification” from Diversifying Mergers
Sakya Sarkar, Tulane University
  Discussant:  Huihua Li, St. Cloud State University

Foreign Institutional Investors and Success Rate of Cross-Border Mergers and Acquisitions -- Evidence from the 2000-2013 Period
(Grace) Qing Hao, University of Texas at Arlington
Jinsuk Yang, University of Texas at Arlington
  Discussant:  Sakya Sarkar, Tulane University

SESSION E  Decisions in International Finance

Session Chair:  

Wendy Rotenberg, University of Toronto

Financing Patterns and Firm Export in Latin American Countries
Maria Barulina, University of Texas at El Paso
Barkat Ullah, Rhode Island College
Zuobao Wei, University of Texas at El Paso
  Discussant:  Wendy Rotenberg, University of Toronto

Beggar thy neighbor or beggar thy domestic firms? Evidence from 2000-2011 Chinese Customs Data
Rasmus Fatum, University of Alberta
  Discussant:  Maria Barulina, University of Texas at El Paso

Foreign Exchange Derivatives, Foreign Currency Debt and Cross Listing: Evidence from Canada
Robert Kieschnick, University of Texas at Dallas
Wendy Rotenberg, University of Toronto
  Discussant:  Rasmus Fatum, University of Alberta
SESSION F  Investment Performance

Session Chair:  S. P. Rao, University of Louisiana at Lafayette

Investment performance of shorted leveraged ETF pairs
Xinxin Jiang, Suffolk University
Stanley Peterburgsky, Brooklyn College
  Discussant:  S. P. Rao, University of Louisiana at Lafayette

Institutional Underperformance: Should Managers Listen to the Sell-Side Before Trading?
Jeff Hobbs, Appalachian State University
Vivek Singh, University of Michigan, Dearborn
  Discussant:  Stanley Peterburgsky, Brooklyn College

Performance Evaluation of Religious funds: Luck or Skill?
S. P. Rao, University of Louisiana at Lafayette
  Discussant:  Jeff Hobbs, Appalachian State University

SESSION G  Regulation

Session Chair:  Stefan Jacewitz, Federal Deposit Insurance Corporation

Overlapping Environmental and Financial Regulations: The Role of Corporate Governance
Ben Gilbert, University of Wyoming
Sridhar Gogineni, University of Wyoming
Klaas van't Veld, University of Wyoming
Chenyang Xu, University of Wyoming
  Discussant:  Stefan Jacewitz, Federal Deposit Insurance Corporation

The Consequences of Prohibiting Selective Disclosure to Analysts: Evidence from Europe
Arnold R. Cowan, Iowa State University
Valentina Salotti, Iowa State University
  Discussant:  Ashley N. Newton, University of Oklahoma

Proving Approval: Dividend Regulation and Capital Payout Incentives
Levent Guntay, Federal Deposit Insurance Corporation
Stefan Jacewitz, Federal Deposit Insurance Corporation
Jonathan Pogach, Federal Deposit Insurance Corporation
  Discussant:  Arnold R. Cowan, Iowa State University
SESSION H  Anomalies & Abnormal Returns

Session Chair:  Thomas Thompson, University of Texas at Arlington

The Certification Hypothesis Revisited: Evidence from Additions to the S&P Indices
Marek Marciniak, West Chester University
  Discussant:  Thomas Thompson, University of Texas at Arlington

Varying Month of the Year Effect and Poor June Performance in the New Century
Anthony Gu, State University of New York
  Discussant:  Marek Marciniak, West Chester University

Exploring an Old Wives' Tale: Re-Evaluating the Super Bowl Indicator
Kabir Sen, Lamar University
Thomas Thompson, University of Texas at Arlington
  Discussant:  Anthony Gu, State University of New York

SESSION I  Doctoral Students Symposium
(Sponsored by Department of Finance-Oklahoma State University and The University of Oklahoma Price College Center for Financial Studies)

All Ph.D. students registered for SWFA are invited to participate.

Our panelists include an Editor of the Journal of Financial Research, R. Steve Sears, Dean of the School of Business at Texas A&M International, and Jeffrey Jones, Assistant Professor at Missouri State University. They will each provide their perspectives on the finance profession and the roles we can play in academia and beyond. Basically, what they would like to do if they were in your shoes.

The floor will be open for a lively discussion.

Our panelists are:

Jeffrey Jones, Assistant Professor, Missouri State University, Missouri

R. Steve Sears, Dean & Killam Distinguished Professor, A.R. Sanchez, Jr. School of Business, Texas A&M International University, Texas

Editor, The Journal of Financial Research, Texas Tech University, Texas
March 10, 2016
(Thursday)

3:00 p.m. – 3:30 p.m.  Ballroom C

**FBD Coffee Break**

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

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3:30 p.m. – 5:00 p.m.  Meeting Room 1

**SESSION A**  Taxes, Debt Policy, and Risk

**Session Chair:**  Kyle Wells, Dixie State College of Utah

*The Effects of Tax Shelters on Debt Policy*

Jennifer Brodmann, University of New Orleans
Zeynullah Gider, University of New Orleans

Discussant:  Kyle Wells, Dixie State College of Utah

*Tax Aggressiveness and Idiosyncratic Risk*

Neeru Chaudhry, Monash University
Hue Hwa Au Yong, Monash University

Discussant:  Jennifer Brodmann, University of New Orleans

*A New Measure for Non-debt Tax Shields and the Impact on Debt Policy*

Madhuparna Kolay, University of Portland
James Schallheim, University of Utah
Kyle Wells, Dixie State College of Utah

Discussant:  Hue Hwa Au Yong, Monash University

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March 10, 2016
(Thursday)

3:30 p.m. – 5:00 p.m. Meeting Room 2

SESSION B  Ownership Structure

Session Chair: Lalatendu Misra, University of Texas-San Antonio

Midstream Master Limited Partnerships: Do uncorporates provide a superior return?
Lynn Kendall, University of Dallas
Nina Rogers, Tarleton State University
  Discussant: Lalatendu Misra, University of Texas-San Antonio

Family ownership and industry competition in the innovation investment race
Trang T. Thai, University of Texas at Arlington
  Discussant: Nina Rogers, Tarleton State University

The impact of legal and political environment on the choice of ownership and value creation in international joint ventures
Iness Aguir, American University at Sharjah UAE
Lalatendu Misra, University of Texas-San Antonio
  Discussant: Trang T. Thai, University of Texas at Arlington

3:30 p.m. – 5:00 p.m. Meeting Room 3

SESSION C  Financial Market Issues

Session Chair: Chun-Da Chen, Lamar University

The Effect of Managerial Ownership in Hedge Fund: Subjective Valuation, Idiosyncratic Risk Premium and Incentive Alignment
Bing-hua Huang, Shang-hai Jiao Tong University (China)
Yu Huang, Shanghai Jiao Tong University (China)
  Discussant: Chun-Da Chen, Lamar University

The impact of short selling on stock markets from the Islamic Law point of view
Elsayed Elsiefy, Hamad Bin Khalifa University
Mohammed Foudah, Hamad Bin Khalifa University
  Discussant: Bing-hua Huang, Shang-hai Jiao Tong University (China)

Return of the Specialist: An Analysis of Market Maker Inventory, Pricing, and Trading Behavior
Jared Linna, University of Memphis
  Discussant: Elsayed Elsiefy, Hamad Bin Khalifa University

Influence of Rumors in Taiwan’s Stock Market
Chun-Da Chen, Lamar University
  Discussant: Jared Linna, University of Memphis
SOUTHWESTERN FINANCE ASSOCIATION

March 10, 2016
(Thursday)

3:30 p.m. – 5:00 p.m.  Meeting Room 4

SESSION D  Ambiguity, Uncertainty, and Heterogenous Beliefs

Session Chair:  Timothy Krause, Penn State Erie, The Behrend College

New Evidence on the Effect of Belief Heterogeneity on Stock Returns
Jeff Hobbs, Appalachian State University
Hei-Wai Lee, University of Michigan-Dearborn
Vivek Singh, University of Michigan-Dearborn
Discussant:  Timothy Krause, Penn State Erie, The Behrend College

Ambiguity, Ambiguity Aversion, and Market Liquidity
Wenbin Cao, University of Oklahoma
Discussant:  Jeff Hobbs, Appalachian State University

Risk and Uncertainty in Style Rotation
Timothy Krause, Penn State Erie, The Behrend College
Discussant:  Wenbin Cao, University of Oklahoma

3:30 p.m. – 5:00 p.m.  Meeting Room 5

SESSION E  Manager & Director Demographics

Session Chair:  Edward R. Lawrence, Florida International University

Effects of CEO and CFO Personal Wealth on Accounting Quality
Tim C. Carpenter, Roanoke College
Sarfraz A. Khan, University of Louisiana at Lafayette
Discussant:  Edward R. Lawrence, Florida International University

The Bond Market Responses to Female CEOs appointment
Renée Oyotode, Texas A&M International University
Zubair Ali Raja, Texas A&M International University
Jorge Brusa, Texas A&M International University
Discussant:  Tim C. Carpenter, Roanoke College

Market Reaction to Appointments of Female Board Directors: Evidence from India
Edward R. Lawrence, Florida International University
Mehul Raithatha, Indian Institute of Management
Discussant:  Renée Oyotode, Texas A&M International University
SESSION F  Chinese Financial Reforms

Session Chair:  Wei He, Mississippi State University

*Changing Chinese Share-Issue Privatization Listing Strategies*

**Xuechen Gao**, University of Oklahoma
**William L. Megginson**, University of Oklahoma
Discussant: Wei He, Mississippi State University

*The Real Effects of Financial Reforms: Evidence from China*

**Xian Gu**, Central University of Finance and Economics (China)
Discussant: Xuechen Gao, University of Oklahoma

*The Effect of the Split Share Structure Reform on Working Capital Management of Chinese Companies*

**Wei He**, Mississippi State University
**Tarun Mukherjee**, University of New Orleans
**Kent Baker**, American University
Discussant: Xian Gu, Central University of Finance and Economics (China)

SESSION G  Futures & Options

Session Chair:  Susan J. Crain, Missouri State University

*Order Flows and Informed Trading in Equity Index Options Surrounding the Recent Financial Crisis*

**Wei-Xuan Li**, Stockton University
Discussant: Susan J. Crain, Missouri State University

*The Relative Informativeness of Regular and E-Mini Euro/Dollar Futures Contracts and the Role of Trader Types*

**Jatin Malhotra**, American University in Dubai
Discussant: Wei-Xuan Li, Stockton University

*Options on Futures: Expiration Day Effect Across Underlying Markets*

**Susan J. Crain**, Missouri State University
Discussant: Jatin Malhotra, American University in Dubai
SOUTHWESTERN FINANCE
ASSOCIATION

March 10, 2016
(Thursday)

3:30 p.m. – 5:00 p.m.
Meeting Room 8

SESSION H  Innovation, Efficiency, and Valuation

Session Chair:  Tom Johansen, Oklahoma State University

Equity Valuation: A Survey of Professional Practice
Jerald Pinto, CFA Institute
Thomas Robinson, AACSB International
John Stowe, Ohio University

Discussant:  Tom Johansen, Oklahoma State University

The Relationship between Cohort Default Rates and Technical Efficiency in For Profit Institutions of Higher Education
John Tarwater, University of Texas Rio Grande Valley

Discussant:  John Stowe, Ohio University

Innovation Externalities and the Customer/Supplier Link
Keming Li, Texas A&M University-San Antonio

Discussant:  John Tarwater, University of Texas Rio Grande Valley

3:30 p.m. – 5:00 p.m.
Ballroom D

SESSION I  Panel on Islamic Finance

Moderator:  M. Kabir Hassan, University of New Orleans

There is a growing need for valid, empirical tests of the efficacy of the Islamic finance and economic model in a global context. The Islamic economic and finance model outlines how economic transactions are to be conducted, not only from an economic perspective, but also from ethical and religious perspectives. Islamic economic transactions are intended to promote growth in a similar fashion to those of more conventional, or Western, models. However, each transaction is supposed to also satisfy religious and ethical standards as well. Economic transactions under Islam are also intended to benefit society as a whole. It is important to understand whether the Islamic economic system limits access to economic growth and prosperity, or whether it fosters a more stable, long-run model for economic growth and fairness. Empirical tests of real global economic outcomes can add context and relevance to this important debate.

Panelists:

Mohammed Obaidullah, Islamic Development Bank, Jeddah, Saudi Arabia
Zakaria Boulanouar, Ummul Qura University, Makkah, Saudi Arabia
Monzer Kahf, Qatar Institute of Islamic Studies, Doha, Qatar
Ghada Ismail, The University of Memphis, Tennessee, USA
SOUTHWESTERN FINANCE ASSOCIATION

March 10, 2016
(Thursday)

5:30 p.m. – 7:00 p.m. Ballroom C

FBD Presidential Welcome Reception

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

5:30 p.m. – 7:30 p.m. Tap Werks Grill

SWFA reception

All registered SWFA attendees are welcome to attend the reception at TapWerks Grill, a short walk from the Renaissance Hotel. Everyone has a good time visiting with long-time friends and making new ones. Heavy hors d’oeuvres will be served. A limited number of drink tickets will be distributed. A cash bar is also available.

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44th Annual Conference
March 8 - 11, 2017
Marriott Little Rock & Statehouse Convention Center
Little Rock, Arkansas
SOUTHWESTERN FINANCE ASSOCIATION

March 11, 2016
(Friday)

7:00 a.m. – 8:30 a.m. Ballroom A

SWFA Board Meeting and Breakfast

8:30 a.m. – 10:00 a.m. Meeting Room 1

SESSION A Analyst Forecasts

Session Chair: Fazlul Miah, King Fahd University of Petroleum and Minerals

Anchoring bias in analysts’ earnings forecasts and credit risk
Samar Ashour, University of Texas at Arlington
(Grace) Qing Hao, University of Texas at Arlington
   Discussant: Fazlul Miah, King Fahd University of Petroleum and Minerals

Merger Means of Payment and Analyst’s Forecast Bias before Merger Announcement Date
Yiling Zhang, University of Texas at Arlington
   Discussant: (Grace) Qing Hao, University of Texas at Arlington

Experts’ Forecast Accuracy: A Panel Study of Forty Three Developed and Emerging Economies GDP Growth Forecast
Fazlul Miah, King Fahd University of Petroleum and Minerals
Abdoul Wane, Fayetteville State University
   Discussant: Yiling Zhang, University of Texas at Arlington

SESSION B Case Studies & Assignments in Finance

Session Chair: Walt Nelson, Missouri State University

Assessing Students’ Global Awareness in Undergraduate Introductory Business Finance Course with Reading Assignments of Wall Street Journal Articles
Zhuoming Peng, University of Arkansas at Fort Smith
   Discussant: Walt Nelson, Missouri State University

The Impact of Disciplined Portfolio Optimization Concept on Informed Stock Market Simulation: A Case Study Research
Geungu Yu, Jackson State University
   Discussant: Zhuoming Peng, University of Arkansas at Fort Smith

Deriving Unlevered Value – The REIT Approach
Walt Nelson, Missouri State University
Kent P. Ragan, Missouri State University
   Discussant: Geungu Yu, Jackson State University
SESSION C  Cost of Debt

Session Chair: Sougata Das, Montana State University Billings

Does Bank Competition Reduce Cost of Credit? Cross-Country Evidence from Europe
Zuzana Fungáčová, Bank of Finland
Anastasiya Shamshur, University of East Anglia
Laurent Weill, University of Strasbourg
Discussant: Sougata Das, Montana State University Billings

Earnings Quality and Transaction-Based Lending
Stephen S. Gray, University of Wisconsin-Whitewater
Discussant: Anastasiya Shamshur, University of East Anglia

Corporate Transparency and Cost of Debt
Sougata Das, Montana State University Billings
Palani-Rajan Kadapakkam, University of Texas – San Antonio
Discussant: Stephen S. Gray, University of Wisconsin-Whitewater

SESSION D  Sovereign Debt/Risks

Session Chair: Gonçalo Pina, Santa Clara University

Unveiling Sovereign Effects in European Banks CDS Spreads Variations
Marc Peters, Université Libre de Bruxelles
Hugues E. Pirotte, Université Libre de Bruxelles and FinMetrics SA
Discussant: Gonçalo Pina, Santa Clara University

Sovereign Risk and the Equilibrium Exchange Rate in Latin-American Economies
Jair N. Ojeda-Joya, Banco de la Republica (Colombia)
Gloria Sarmiento, Banco de la Republica (Colombia)
Carlos Palacios, National University of Colombia
Discussant: Marc Peters, Université Libre de Bruxelles

Indexed Sovereign Debt with Risk Averse Lenders
Gonçalo Pina, Santa Clara University
Discussant: Jair N. Ojeda-Joya, Banco de la Republica (Colombia)
SESSION E  Asset Liquidity Considerations

Session Chair:  Felix Zhiyu Feng, University of Notre Dame

Liquidity Holding of Highly-Distressed Firms: Recent Financial Crisis and Changes in Default-Risk Factors
Hiro Nishi, University of North Texas
  Discussant:  Felix Zhiyu Feng, University of Notre Dame

Do business conditions affect high-leverage and low-leverage trade firms equally?
Halil D. Kaya, Northeastern State University
  Discussant:  Hiro Nishi, University of North Texas

Productivity and Liquidity Management: Theory and Evidence from an Emerging Market
Felix Zhiyu Feng, University of Notre Dame
Jianyu Lu, University of Notre Dame
Jing Wang, University of Notre Dame
  Discussant:  Halil D. Kaya, Northeastern State University

SESSION F  Options

Session Chair:  Guanglian Hu, University of Houston

Jump-Diffusion Option Valuation and Option-Implied Investor Preferences: A Stochastic Dominance Approach
Hamed Ghanbari, Concordia University
Michael Oancea, University of Connecticut
Stylianos Perrakis, Concordia University
  Discussant:  Guanglian Hu, University of Houston

Myers meets Gollier-Weitzman: valuing real options embedded in long term projects using a declining discount rate
Djerry Charli Tandja Mbianda, Université Laval
Gabriel Power, Université Laval
Josée Bastie, Université Laval
  Discussant:  Hamed Ghanbari, Concordia University

Volatility and Expected Option Returns
Guanglian Hu, University of Houston
  Discussant:  Djerry Charli Tandja Mbianda, Université Laval
SESSION G  Unusual Events

Session Chair:  George Bittlingmayer, University of Kansas

Product Recalls and Security Prices
Omer Unsal, University of New Orleans
M. Kabir Hassan, University of New Orleans
Duygu Zirek, University of New Orleans
  Discussant: George Bittlingmayer, University of Kansas

Earthquakes and Price Discovery in the Housing Market: Evidence from New Zealand
Michael LaCour-Little, California State University – Fullerton
Arsenio Staer, California State University – Fullerton
  Discussant: Omer Unsal, University of New Orleans

Boom and Bust in Oil Stocks: Who Saw It Coming?
George Bittlingmayer, University of Kansas
Lijing Du, Towson University
  Discussant: Arsenio Staer, California State University – Fullerton

SESSION H  Earnings Announcements

Session Chair:  Susana Yu, Montclair State University

"Busy" Weeks and Post-Earnings Announcement Drift: Does Only Investors’ Attention Matter?
Suyan Zheng, University of Cincinnati
  Discussant: Susana Yu, Montclair State University

Positive effects of Institutions on Post-earnings Announcement Drifts: Evidence from Long-term institutional Ownership
Wenguang Lin, Louisiana State University
Hui Wang, State Street
  Discussant: Suyan Zheng, University of Cincinnati

Stock Price Responses to Earnings Announcements: Effects of Significant Changes in Corporate Performance
Susana Yu, Montclair State University
Gwendolyn Webb, Baruch College
  Discussant: Wenguang Lin, Louisiana State University
FBD Coffee Break

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

SESSION A  
Cash Holdings

Session Chair: Omrane Guedhami, University of South Carolina

*Social Capital and Cash Holdings*

**Humnath Panta**, Brenau University  
**Suzanne Erickson**, Brenau University  
**Salil Sarkar**, University of Texas at Arlington  
   Discussant: Omrane Guedhami, University of South Carolina

*What drives corporate cash holding premium? - The role of growth opportunities*

**Suyan Zheng**, University of Cincinnati  
   Discussant: Salil Sarkar, University of Texas at Arlington

*State Ownership and Corporate Cash Holdings: Evidence from Privatization*

**Ruiyuan Chen**, University of South Carolina  
**Sadok El Ghoul**, University of Alberta  
**Omrane Guedhami**, University of South Carolina  
**Robert Nash**, Wake Forest University  
   Discussant: Suyan Zheng, University of Cincinnati

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SESSION B  Spin-offs and Restructures

Session Chair: James R. Scott, Missouri State University

Anti-takeover Provisions, Corporate Governance, and Firm Performance: A Study of Corporate Spin-offs
Wei Du, Louisiana State University
Shan He, Louisiana State University
Discussant: James R. Scott, Missouri State University

Firm Boundaries, Restructuring, and Productivity: Plant-level Evidence from Competitive Shocks
John Bai (Jianqiu), Northeastern University
Discussant: Wei Du, Louisiana State University

Study of the Impact of Corporate Spin-Offs
James R. Scott, Missouri State University
Discussant: John Bai (Jianqiu), Northeastern University

SESSION C  Individual Investors & Financial Decision Making

Session Chair: Philip Tew, Arkansas State University

Do ticker symbols matter?
Stanley Peterburgsky, Brooklyn College
Discussant: Philip Tew, Arkansas State University

Demographic Factors Affecting U.S. Households' Investment in Stocks
Binod Guragai, University of North Texas
Drew Peabody, University of North Texas
Discussant: Stanley Peterburgsky, Brooklyn College

Politics, Religion, and Money - Maybe we should talk about them
Rod Carmack, Arkansas State University
Philip Tew, Arkansas State University
Discussant: Drew Peabody, University of North Texas
SESSION D  Corporate Governance

Session Chair: Subramanian. R. Iyer, University of New Mexico

*The Real Effects of Short Selling on Firm Risk-taking: Evidence from a Quasi-Natural Experiment in China*
Michael Xiaoran NI, Tsinghua University
Discussant: Subramanian. R. Iyer, University of New Mexico

*The More the Merrier: The Effect of Shareholders' Vote Turnout on Firm Performance*
Christian Wilk, Frankfurt School of Finance & Management
Discussant: Michael Xiaoran NI, Tsinghua University

*Influence of Director Centrality on Research and Development and Firm Performance in High Tech Firms*
Subramanian. R. Iyer, University of New Mexico
Harikumar Sankaran, New Mexico State University
Discussant: Christian Wilk, Frankfurt School of Finance & Management

SESSION E  Capital Structure II

Session Chair: Liang-wei Kuo, National Chung Cheng University

*Is 100% Debt Healthy? A Study of Aggressive Capital Structure and the Mystery of Negative Book Equity Firms*
Haowen Luo, University of North Texas
Discussant: Liang-wei Kuo, National Chung Cheng University

*CEO Turnovers and Capital Structure Persistence*
Viktoriya Staneva, Baruch College, City University of New York
Discussant: Haowen Luo, University of North Texas

*Equity misvaluation, growth opportunities, and leverage adjustment: Evidence from Taiwan*
Liang-wei Kuo, National Chung Cheng University
Sann Chamroen, National Chung Cheng University
Yuan-Jang Wang, National Chung Cheng University
Discussant: Viktoriya Staneva, Baruch College, City University of New York
SESSION F  CEO & Non-CEO Compensation

Session Chair:  Ramesh P. Rao, Oklahoma State University

Executive Compensation and Political Sensitivity: Evidence from Government Contractors
Brandy Hadley, California State University, San Bernardino
Discussant:  Harry Feng, Oklahoma State University

The Interaction Effects of CEO Power, Social Connections and Incentive Compensation on Firm Value
Gary L. Caton, Montana State University
Jeremy Goh, Singapore Management University
Ke Jinghao, Singapore Management University
Scott C. Linn, University of Oklahoma
Discussant:  Brandy Hadley, California State University, San Bernardino

Non-CEO Equity Incentive Compensation and Firm Performance
Harry Feng, Oklahoma State University
Ramesh P. Rao, Oklahoma State University
Discussant:  Gary L. Caton, Montana State University

SESSION G  Investment Strategy Considerations

Session Chair:  Jeffrey Jones, Missouri State University

Application of CAN SLIM Investing Dow Jones Benchmark
Matthew Lutey, University of New Orleans
Mohammad Hassan, University of New Orleans
David Rayome, Northern Michigan University
Discussant:  Jeffrey Jones, Missouri State University

Classification of Firms into Industries Using Market Data
Dan French, University of Missouri
Michael Gibbs, University of Missouri at Columbia
Discussant:  Matthew Lutey, University of New Orleans

The Impact of Employer-Delayed Deposits on Plan Participant Wealth
Jeffrey Jones, Missouri State University
Discussant:  Dan French, University of Missouri
SESSION H  Corporate Governance II

Session Chair: Mohammad Uddin, University of Texas at Arlington

Discretionary Hedging Disclosures and Corporate Governance
Seth A. Hoelscher, University of Oklahoma
    Discussant: Mohammad Uddin, University of Texas at Arlington

Investor Horizons and Corporate Insider Trading
Keming Li, Texas A&M University San Antonio
Mohammad Uddin, University of Texas at Arlington
    Discussant: Seth A. Hoelscher, University of Oklahoma

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44th Annual Conference
March 8 - 11, 2017
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Little Rock, Arkansas
Annual Business Meeting and Luncheon

Keynote Speaker: Chitru S. Fernando, University of Oklahoma

Topic: Corporate Environmental Policy and Shareholder Value: Following the Smart Money

Do green companies create value for their shareholders? I will present the findings of a study that examines the value consequences of corporate social responsibility through the lens of institutional shareholders. The study documents a sharp asymmetry between corporate policies that mitigate the firm’s exposure to environmental risk and those that enhance its perceived environmental friendliness (“greenness”). Institutional investors shun stocks with high environmental risk exposure, which have higher systematic risk and lower valuations as predicted by risk management theory. These findings suggest that corporate environmental policies that mitigate environmental risk exposure create shareholder value. In contrast, firms that increase greenness without mitigating risk exposure do not create shareholder value and are also shunned by institutional investors.

Chitru Fernando is the Rainbolt Chair in Finance and Director of the Center for Financial Studies at the Michael F. Price College of Business, University of Oklahoma. He is the Founding Director of the Price College Energy Institute and also served as the Energy Institute’s Research Director. He has been a Research Fellow at the Wharton School’s Financial Institutions Center since 1996. Professor Fernando’s areas of expertise are in corporate finance, corporate risk management, energy finance, and liquidity risk in financial markets. He has 45 research publications to his credit, including in Journal of Finance, Journal of Financial Economics, Review of Financial Studies, Strategic Management Journal, Journal of Financial Intermediation, Journal of Corporate Finance, Journal of Financial Markets, Journal of Banking and Finance, Financial Management, European Journal of Operational Research, Journal of Regulatory Economics, and Energy Journal. He is the recipient of 14 external research grants/contracts, including five from the U.S. Department of Energy, three from the World Bank, and one each from the U.S. National Science Foundation, the Sloan Foundation and the Research Grants Council of Hong Kong. He has served as a consultant and litigation expert on a variety of energy and commodity finance issues pertaining to risk management, contracts, pricing, valuation, and regulation. Dr. Fernando received the Ph.D. in Finance from the Wharton School of the University of Pennsylvania; M.A. in Applied Economics from the University of Pennsylvania; M.S. in Management from the Sloan School of Management, Massachusetts Institute of Technology; M.S. in Technology and Policy (specializing in Energy Technology and Policy) from the Department of Mechanical Engineering, Massachusetts Institute of Technology; and the B.Sc. in Mechanical Engineering with First Class Honors from the University of Sri Lanka.
SESSION A  Asymmetric Information

Session Chair:  Felipe Cortes, Northeastern University

The Effect of Investor Attention on the Corporate Litigation Process
Anna Abdulmanova, University of Missouri
Pratik Kothari, University of Missouri
Stephen P. Ferris, University of Missouri
Narayanan Jayaraman, Georgia Institute of Technology
Discussant:  Felipe Cortes, Northeastern University

Decomposing Information Asymmetry around Insider Trading Dates
Zhenyang Tang, Clark University
Xiaowei Xu, University of Alberta
Discussant:  Pratik Kothari, University of Missouri

Stock price informativeness and the mix of long-term and short-term pay: Causal evidence
Shashwat Alok, Indian School of Business
Felipe Cortes, Northeastern University
Radhakrishnan Gopalan, Washington University in St. Louis
Discussant:  Zhenyang Tang, Clark University

SESSION B  Momentum

Session Chair:  Vivek Singh, University of Michigan-Dearborn

Momentum in the Corporate Bond Market: European Evidence
Florian Barth, University Erlangen-Nürnberg (Germany)
Hannah Huehn, Friedrich-Alexander-Universität Erlangen-Nürnberg (Germany)
Hendrik Scholz, Friedrich-Alexander-Universität Erlangen- Nürnberg (Germany)
Discussant:  Vivek Singh, University of Michigan-Dearborn

Expected Returns and Volatility of Momentum and Reversal Portfolios
Yuming Li, California State University
Discussant:  Florian Barth, University Erlangen-Nürnberg

How do Disposition Effect, Anchoring Bias, and Idiosyncratic Volatility Interact to Impact Momentum in Stock Returns?
Jungshik Hur, Louisiana Tech University
Vivek Singh, University of Michigan-Dearborn
Discussant:  Yuming Li, California State University
SESSION C  Banking Industry II

Session Chair:  Greg M. Richey, California State University, San Bernardino

What are the Factors of Banks’ M&A Effects: Evidence from Asia-pacific Banks?
Yoko Shirasu, Aoyama Gakuin University
  Discussant:  Greg M. Richey, California State University, San Bernardino

To what extent do past relationship and experience help a bank in winning a lead mandate in the syndicated loan bid?
Bolortuya Enkhtaivan, Texas A&M International University
Zagdbazar Davaadorj, Texas A&M International University
  Discussant:  Yoko Shirasu, Aoyama Gakuin University

Do Financial Crises Discipline Future Credit Growth?
Greg M. Richey, California State University, San Bernardino
  Discussant:  Zagdbazar Davaadorj, Texas A&M International University

SESSION D  Political Activity and its Effects

Session Chair:  Karen Ann Craig, Eastern Michigan University

Corporate Lobbying, CEO Political Ideology and Firm Performance
Omer Unsal, University of New Orleans
Duygu Zirek, University of New Orleans
M. Kabir Hassan, University of New Orleans
  Discussant:  Karen Ann Craig, Eastern Michigan University

The Effects of Political Campaign Contributions on Rivals
Jeffrey Oxman, University of St. Thomas
Michael Walrath, University of St. Thomas
  Discussant:  Omer Unsal, University of New Orleans

Political Sensitivity in the U.S. Corporate Bond Market: Evidence from Government Contractors
Karen Ann Craig, Eastern Michigan University
Brandy Hadley, California State University, San Bernardino
  Discussant:  Jeffrey Oxman, University of St. Thomas
SESSION E  Investor Characteristics and Behaviors

Session Chair:  Gary McCormick, University of Missouri

The Self-Selection Effects of Retail Financial Products. The Case of Contractual Saving for Housing in Germany
Christoph Börner, Heinrich-Heine University Duesseldorf
Patrick Harnischmacher, Heinrich-Heine University Duesseldorf
René Katernberg, Heinrich-Heine University Duesseldorf
Discussant:  Gary McCormick, University of Missouri

Andre Vianna, University of Texas Rio Grande Valley
Discussant:  Patrick Harnischmacher, Heinrich-Heine University Duesseldorf

Closed End Fund Investors’ Behavior
Zhujin Guo, University of Missouri
Gary McCormick, University of Missouri
Discussant Andre Vianna, University of Texas Rio Grande Valley

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Energy plays a pivotal role in the economies of both developed and developing nations whether in the form of oil, natural gas, coal or electricity. Of particular concern is the volatility of energy prices and how to manage that volatility, if at all. Thus, the structure and characteristics of the global energy market are of importance to governments and corporations alike. There is an important role for both education and research in informing decision makers in the energy sector as well as policy makers about best choices in the use and management of energy and the efficacy of regulating these markets. Risk management of price volatility has become an increasing focus of many companies and so knowledge of the financial contracts involving energy commodities (both over-the-counter contracts as well as exchange traded contracts) is of crucial importance as well as knowledge of the physical markets. Understanding how contract prices (futures prices) are determined and the interplay between futures markets for instance and physical markets has important implications for understanding optimal risk management and the trustworthiness of those prices as guides for decision making. This of course can speak directly to the functioning of these markets and can potentially inform policy makers who may be involved in regulating these markets. A question on the minds of many is whether the ban on oil exports should be lifted and if lifted what the potential implications are.

The panelists will address these and other issues and discuss strategies for building a successful energy related research agenda.

Panelists:

Scott C. Linn, Professor, John and Donnie Brock Chair, University of Oklahoma, Research Director for Price Energy Institute

Betty Simkins, Professor, Williams Companies Chair in Business, Oklahoma State University, Co-editor of the Journal of Commodity Markets

Craig Pirrong, Professor, University of Houston, Energy Markets Director for Global Energy Management Institute

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FBD Coffee Break

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

SESSION A  Financial Education & Pedagogy

Session Chair:  **Louie Ren**, University of Houston-Victoria

*The Applications of Excel Spreadsheets in Teaching Finance: Evidence of AACSB-accredited Business Programs in the U.S.*

**Zhuoming Peng**, University of Arkansas at Fort Smith
Discussant:  **Louie Ren**, University of Houston-Victoria

*Ranking of Finance Research Institutions: A Hybrid Approach*

**Mosab Hammoudeh**, University of Texas at Arlington

**Salil Sarkar**, University of Texas at Arlington
Discussant:  **Zhuoming Peng**, University of Arkansas at Fort Smith

*A Note about Finance Journal Rankings and Citation Counts*

**Louie Ren**, University of Houston-Victoria

**Peter Ren**, University of Houston-Downtown
Discussant:  **Mosab Hammoudeh**, University of Texas at Arlington

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SOUTHWESTERN FINANCE ASSOCIATION

March 11, 2016
(Friday)

3:30 p.m. – 5:00 p.m.
Meeting Room 2

SESSION B  Bank Management

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

Leverage and the Management of Liquidity Risk in Banking
Quynh - Anh Vo, University of Zürich
Discussant:  M. Kabir Hassan, University of New Orleans

Bank profitability and the yield curve: The story based on the 2007-2009 financial crisis
André Varella Mollick, University of Texas Rio Grande Valley
Peter V. Egly, University of Texas Rio Grande Valley
David W. Johnk, Rogers State University
Discussant:  Quynh - Anh Vo, University of Zürich

US Community Banking Failure
Kyle J. Putnam, University of Houston-Downtown
M. Kabir Hassan, University of New Orleans
Discussant:  David W. Johnk, Rogers State University

3:30 p.m. – 5:00 p.m.
Meeting Room 3

SESSION C  Dividends, Stock Splits, and Share Repurchases

Session Chair:  Karyn Neuhauser, Lamar University

Do stock splits signal future cash flows?
Julie Fitzpatrick, SUNY Fredonia
Tai David Yi, SUNY Fredonia
Discussant:  Karyn Neuhauser, Lamar University

External Shocks and Share Repurchases
Hsuan-Chi Chen, University of New Mexico
Joel T. Harper, Oklahoma State University
Subramanian R. Iyer, University of New Mexico
Discussant:  Julie Fitzpatrick, SUNY Fredonia

Is there a premium for firms that consistently increase dividends?
David Michayluk, University of Technology (Australia)
Karyn Neuhauser, Lamar University
Scott Walker, University of Technology (Australia)
Discussant:  Subramanian R. Iyer, University of New Mexico
SESSION D  Venture Capital

Session Chair:  Stephen Martin, Winthrop University

Investigate The Behavior of the Venture Capital Industry in Egypt
Elsayed Elsiefy, Hamad Bin Khalifa University
Abozaid Abdulazeem, Hamad Bin Khalifa University
Wafa’a Bader Al-Yahri, Hamad Bin Khalifa University

Discussant:  Stephen Martin, Winthrop University

Venture Capitalists at Work: What Are the Effects on the Firms They Finance?
Raffaello Bronzini, Bank of Italy
Gianpaolo Caramellino, London School of Economics
Silvia Magri, Bank of Italy

Discussant:  Elsayed Elsiefy, Hamad Bin Khalifa University

Fueling the Buyout Machine - Fundraising in Private Equity
Robert Loos, HHL Leipzig Graduate School of Management
Bernhard Schwetzler, HHL Leipzig Graduate School of Management

Discussant:  Silvia Magri, Bank of Italy

Seed Accelerators: A New Approach to Firm Value Creation
Stephen Martin, Winthrop University

Discussant:  Robert Loos, HHL Leipzig Graduate School of Management

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SESSION E  Portfolio Allocation

Session Chair:  Geoffrey Ngene, Mercer University

A Portfolio Investigation in South African Bond Market
Jinghua Wang, Stockton University
John Bilson, Illinois Institute of Technology
Discussant:  Geoffrey Ngene, Mercer University

Portfolio Allocations Using Fundamental Ratios: Is Profitability Effective in Selecting Firms and Sectors?
Chris Hughen, University of Denver
Discussant:  Jinghua Wang, Stockton University

Volatility and Shock Interactions, Portfolio Allocations and Hedging Strategies: Evidence from Oil and Stock Markets of Frontier Countries
Geoffrey Ngene, Mercer University
Maren Skott-Myhre, Mercer University
Discussant:  Chris Hughen, University of Denver

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SESSION F  Investor Behavior

Session Chair:  Ansley Chua, Kansas State University

Equilibrium Relationship between Expected Return
Nalinaksha Bhattacharyya, University of Alaska Anchorage
Leyuan You, Texas State University
   Discussant:  Ansley Chua, Kansas State University

Herding During the Stock Market Bubble: An Intraday Analysis
Douglas M. Patterson, Virginia Tech
Vivek Singh, University of Michigan-Dearborn
   Discussant:  Leyuan You, Texas State University

Investors and Choice Overload: Evidence from IPOs
Ansley Chua, Kansas State University
Jared DeLisle, Utah State University
Tareque Nasser, Kansas State University
   Discussant:  Vivek Singh, University of Michigan-Dearborn

SESSION G  Statistical Methods & Econometric Modeling

Session Chair:  Andreas Kakolyris, Graduate Center CUNY

Why Practitioners Should Use Bayesian Statistics
David Harris, University of Great Falls
   Discussant:  Andreas Kakolyris, Graduate Center CUNY

DCC-GARCH Market Impact Modeling in High Frequency Trading
William Cheung, University of Macau
Stephan Unger, University of Vienna
   Discussant:  David Harris, University of Great Falls

Modelling the Blind Principal Bid Mechanism: a large deviation approach
Christos Giannikos, Baruch College
Andreas Kakolyris, Graduate Center CUNY
   Discussant:  Stephan Unger, University of Vienna

SESSION H  Stipend Payments to Doctoral Students
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**Recipients of the 2016 McGraw-Hill Education Distinguished Paper Award**

*Inflation and physical capital accumulation: Does the level of inflation matter?*

Muhammad Khan, Quaid-i-Azam University
Arslan Tariq Rana, FAST National University of Computer and Emerging Sciences

**Recipients of SSE Runner-up Award for the 2015 Distinguished Paper**


Fazlul Miah, King Fahd University of Petroleum and Minerals
Arif Sultan, Defiance College
Abul Bashar, University of Selangor

**Recipient of the 2016 Federation of Business Disciplines Outstanding Educator Award**

Geungu Yu, Jackson State University
SESSION A  Banking & Financial Institutions

Session Chair:  Kabir Hassan, University of New Orleans

Discussants:  Mahawiya Sulemana, University of Cape Town, South Africa
             Ali Ashraf, Frostburg State University
             Falk Mazelis, Humbolt University Berlin, Germany

*Gain or Loss: An Analysis of Bank Efficiency of the FDIC Failed Bank Acquisitions*
Ali Ashraf, Frostburg State University
Kabir Hassan, University of New Orleans

*The Role of Shadow Banking in the Monetary Transmission Mechanism and the Business Cycle*
Falk Mazelis, Humbolt University Berlin, Germany

*Financial sector development, banking stability and foreign banking inflows in ECOWAS and SADC: A panel approach.*
Mahawiya Sulemana, University of Cape Town, South Africa

SESSION B  Economics Education

Session Chair:  Geungu Yu, Jackson State University

Discussants:  Steven Schwartz, Binghamton University
             Geungu Yu, Jackson State University
             Chu Nguyen, University of Houston Downtown

*The Impact of Stock Market Games Using the Telemet-Orion Platform for Portfolio Optimization on Economic and Financial Literacy*
Geungu Yu, Jackson State University
Jean-Claude Assa, Jackson State University
Phillip Fuller, Jackson State University

*Factors Influencing Academic Performance in Economics Courses and Beyond Among Students at an Urban Four-Year University*
Chu Nguyen, University of Houston Downtown
Stephen Miller, University of Houston Downtown
Thai Nguyen, University of Houston Downtown

*A Teaching Note on the Controllability “Principle” and Responsibility Accounting*
Steven Schwartz, Jackson State University
Eric Spires, Ohio State University
Richard Young, Ohio State University
FBD COFFEE BREAK
Visit the exhibits for information on the latest books and newest educational technologies. Tell our exhibitors how much we appreciate their presence and their continuing support!

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

SESSION A  International Financial Economics
Session Chair:  Arif Sultan, Defiance College
Discussants:  Abul Bashar Bhuiyan, University of Selangor, Malaysia
             Fazlul Miah, King Fahd University of Petroleum and Minerals
             Chu Nguyen, University of Houston Downtown

Equity Market, Random Walk, and Conditional Heteroskedasticity: The Case of Shanghai Stock Exchange
Chu Nguyen, University of Houston Downtown

Chinese, Indian Exchange Rates and Their Positions in the Bilateral Export Market with the United States
Chu Nguyen, University of Houston Downtown,

Are the Analysts’ Forecast Unbiased? A Comprehensive Study of Forty Three Developed and Emerging Economies’ Current Account Share in GDP Forecasts.
Fazlul Miah, King Fahd University of Petroleum and Minerals
Arif Sultan, Defiance College
Abul Bashar, University of Selangor, Malaysia

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 B  
**Equity and Bond Markets**

Session Chair:  
**Bruce Payne**, Barry University

Discussants:  
**Evelina Lazareva**, Nottingham Business School  
**Roman Wong**, Barry University  
**Larry Day**, Jackson State University  
**Shari Lawrence**, Nicholls State University


**Bruce Payne**, Barry University  
**Roman Wong**, Barry University  
**John Payne**, Valencia State College

*Do rating agencies confirm or surprise the market? Market efficiency hypothesis vs conspiracy theory.*

**Francesco Marchionne**, Indiana University  
**Evelina Lazareva**, Nottingham Business School

*Consumer Sentiment, Return and Flow of Funds to Sector Exchange Traded Funds*

**Abdullah Noman**, Nicholls State University  
**Shari Lawrence**, Nicholls State University

*The Impact of the Dodd Franks Act on Municipal Bond Market*

**Larry Day**, Jackson State University  
**Nicholas Hill**, Jackson State University

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◆

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SESSION A  Equity Markets

Session Chair:  Ohaness Paskelian, University of Houston Downtown

Discussants:  Michelle Connell, University of Texas, Dallas
              Vijay Kumar Vishwakarma, St. Francis Xavier University
              Stephen Bell, Park University

*Are there Jumps in Index Equity Returns of the Latin American Countries?*
Vijay Kumar Vishwakarma, St. Francis Xavier University

*An Empirical Investigation of the Superiority of Factor Based Investing Relative to Asset-Based Investing.*
Ohaness Paskelian, University of Houston Downtown
Stephen Bell, Park University
Robert Kao, Park University

*In Pursuit of Alpha: Passive versus Active Exchange Traded Funds*  
Shari Lawrence, Nicholls State University  
John Lajaunie, Nicholls State University  
Michelle Connell, University of Texas, Dallas

---

SESSION B  Economics and Society

Session Chair:  Fidel Ezeala-Harrison, Jackson State University

Discussants:  Fidel Ezeala-Harrison, Jackson State University  
Arif Sultan, Defiance College  
Peter Wui, University of Arkansas Pine Bluff

*Quality Difference between Domestic and Foreign Cars: Evidence from the US Data*  
Arif Sultan, Defiance College  
Fazlul Miah, King Fahd University of Petroleum and Minerals

*An Empirical Analysis of Master Settlement Agreement Impacts on Cigarette Consumption in the USA.*  
Peter Wui, University of Arkansas Pine Bluff

*Market Concentration in the Grocery Retail Industry: Application of the Basic Prisoners’ Dilemma Model*  
Fidel Ezeala-Harrison, Jackson State University
FBD COFFEE BREAK

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

SESSION A  Economics of Bankruptcy

Session Chair:  Ata Yesilyaprak, Arcadia University

Discussants:

John Theis, Seneis Economic Research  
Ata Yesilyaprak, Arcadia University  
Roman Bohdan, University Of New Orleans

*Does Corporate Innovation and Foreign Institutional Ownership Enhances Technological Competiveness and Firm Survival? Evidence from the International Markets*

Roman Bohdan, University Of New Orleans  
Kabir Hassan, University Of New Orleans  
Martha Pankiv, University of Brussels, Belgium

*Cox Proportional Hazard Model: An Application in Oil, Gas Companies*

John Theis, Seneis Economic Research  
Ata Yesilyaprak, Arcadia University

*Merton’s Distance to Default Technique*

Ata Yesilyaprak, Arcadia University  
John Theis, Seneis Economic Research

Make plans to join us in Little Rock for our 2017 conference.

♦♦♦

44th Annual Conference  
March 8 - 11, 2017  
Marriott Little Rock & Statehouse Convention Center  
Little Rock, Arkansas
SOUTHWESTERN SOCIETY OF ECONOMISTS

March 10, 2016
(Thursday)

3:30 p.m. – 5:00 p.m.

FBD/SSE Choice Pick Session

SESSION B Economics of Social Issues

Session Chair: Donald I. Price, Lamar University

Discussants: Amanda Kerr, Clemson University
Kabir C. Sen, Lamar University
Albert Okunade, University of Memphis

Financial Considerations in College Football Conference Realignment
Donald I. Price, Lamar University
Kabir C. Sen, Lamar University

Some Major Drivers of U.S. Health Expenditure: Evidence from Autoregressive Distributed Lag (ARDL) Cointegration Tests
Vasudeva Murthy, Creighton University
Albert Okunade, University of Memphis

The Impact of Durable Goods on Child Education in China
Amanda Kerr, Clemson University

5:00 p.m. – 6:00 p.m.

SSE Executive Committee Meeting

Presiding: Chu Nguyen, University of Houston – Downtown

All current and past officers are invited to attend.

5:30 p.m. – 7:00 p.m.

FBD Presidential Welcome Reception

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

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.
March 11, 2016
(Friday)

8:00 a.m. – 10:00 a.m.   Egbert

SSE Annual Business Breakfast Meeting

Presiding: Chu Nguyen

All SSE members should attend.

10:00 a.m. – 10:30 a.m.   Ballroom C

FBD Coffee Break

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

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

10:30 a.m. – 12:00 p.m.   Grand Avenue

SESSION A  Macroeconomics Issues

Session Chair: Kishore Kulkarni, Metropolitan State University of Denver

Discussants: Kishore Kulkarni, Metropolitan State University of Denver
Francois De Paul Silatchom, SUNY-ESC
Muhammad Khan, University of Orleans, France
Matiur Rahman, McNeese State University

Inflation and physical capital accumulation: Does the level of inflation matter?
Muhammad Khan, University of Orleans, France

Validity of the Traditional Phillips Curve for USA: 1930s-1960s and 1970s-2010 Comparison
Matiur Rahman, McNeese State University
Muhammad Mustafa, South Carolina State University

Permanent-Transitory Variance Decomposition, and the Consumption-Wealth Ratio
Francois De Paul Silatchom, SUNY-ESC

Fallacies in IS-MP Curve Model to Explain Monetary Policy Effects with Special Reference to Federal Reserve
Kishore Kulkarni, Metropolitan State University of Denver
SESSION B  Economic Growth and History

Session Chair:  Mohammed Ershad Hussain, Dillard University

Discussants:  Bruce Mcclung, Texas State University
             Samuel Admassu, Deakin University, Australia
             Mahfuzul Haque, Indiana State University Terra Haute

Impact of Economic Freedom on the Growth Rate: A Panel Data Analysis
Mohammed Ershad Hussain, Dillard University
Mahfuzul Haque, Indiana State University Terra Haute

Does Trade in Services cause Economic Growth? Evidence from Cross Country Regressions
Samuel Admassu, Deakin University, Australia

Underwater and Understudied: Unterseebooten in the First World War
Bruce McClung, Texas State University

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

SESSION A  Islamic Finance and Economics

Session Chair:  Rihab Grassa, University of Manouba

Discussants:  Abul Bashar Bhuiyan, University of Selangor, Malaysia
             Kaouthar Gazdar, University of Souse, Tunisia
             Kabir Hassan, University of New Orleans

Openness, Culture, Legal Environment and Islamic Finance
Kaouthar Gazdar, University of Souse, Tunisia
Rihab Grassa, University of Manouba
Kabir Hassan, University of New Orleans

How Differ of Islamic and Conventional Credit on Poverty Alleviation? Evidence from Grameen and Islamic Bank Credit Schemes in Bangladesh
Abul Bashar Bhuiyan, University of Selangor, Malaysia
Chamhuri Siwar, University Kebangsaan, Malaysia
Abdul Ghafar Ismail, Islamic Research and Training Institute
Basri Abdul Talib, University Kebangsaan, Malaysia
SESSION B  Economics and Social Issues II

Session Chair:  Mihai Nica, University of Central Oklahoma

Discussants:  D. Adrian Doss, University of West Alabama
Mihai Nica, University of Central Oklahoma
Hussein Zeaiter, Lebanese American University

Entrepreneurship and income, an evasive relationship
Mihai Nica, University of Central Oklahoma

Public Debt and Growth: A Sensitivity Analysis
Hussein Zeaiter, Lebanese American University
Rouba Abou Hamdan, Lebanese American University

Estimating the impact of state government spending and the economy on crime rates
Uchenna Akpom, University of West Alabama
D. Adrian Doss, University of West Alabama

SESSION C  Economics and Urban Issues

Session Chair:  Atef Alshehry, Najran University, Saudi Arabia

Discussants:  Warren Matthews, LaTourneau University
Robert Driver, LaTourneau University
Mounir Belloumi, Najran University, Saudi Arabia

Study of the environmental Kuznets curve for transport carbon dioxide emissions in Saudi Arabia
Atef Alshehry, Najran University, Saudi Arabia
Mounir Belloumi, Najran University, Saudi Arabia

Exploring the impact of urbanization on energy intensity and use in Saudi Arabia
Mounir Belloumi, Najran University, Saudi Arabia
Atef Alshehry, Najran University, Saudi Arabia

The Rise and Fall of the Home Mortgage
Warren Matthews, LaTourneau University
Robert Driver, LaTourneau University

3:00 p.m. – 3:30 p.m.  Ballroom C

FBD COFFEE BREAK
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## SESSION A  Economic and Social Issues II

**Session Chair:** Susanne Toney, Savanna State University

**Discussants:**
- Nicholas Hill, Jackson State University
- Uchenna Akpm, University of West Alabama
- Susanne Toney, Savanna State University

*The Impact of Company Size on Corporate Social Responsibility: Empirical Evidence from a Developing Economy*

Uchenna Akpm, University of West Alabama

*Janie Gregg,* University of West Alabama

*Who’s Really Happy?*

Susanne Toney, Savanna State University

*Selecting of Superintendents and Quality of Life Measures. A Study in Mississippi*

Maury Granger, Jackson State University

Nicholas Hill, Jackson State University

Rodney Washington, Jackson State University

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## SESSION B  Monetary and Fiscal Policy

**Session Chair:** Howell Lynch, Loyola at New Orleans

**Discussants:**
- Muhammad Mustafa, South Carolina State University
- Baeyong Lee, Fayetteville State University
- Vivek Natarajan, Lamar University

*The Impact of Exchange Rate Volatility on the Channels of Monetary Policy*

Larry Allen, Lamar University

Howell Lynch, Loyola at New Orleans

Vivek Natarajan, Lamar University

*Does Expansionary Fiscal Policy have more effects on Credit Markets than contractionary Fiscal Policy? Evidence in Europe*

Abdoul Wane, Fayetteville State University

Fazlul Miah, King Fahd University of Petroleum and Minerals

Baeyong Lee, Fayetteville State University

*Dynamic Linkage among Capital Investment Outlays and Business Climate and Economic Growth of South Carolina: Panel Cointegration Investigation*

Muhammad Mustafa, South Carolina State University

Louis Whitesides, South Carolina State University
The Federation of Business Disciplines (FBD) – a 21st century designation for its organizational primogenitor, the Southwestern Federation of Administrative Disciplines (SWFAD) – has developed into one of the largest annual meetings for those disciplines common to business administration.

SWFAD was an outgrowth of the business disciplines in the Southwestern Social Science Association (SSA). The founders of SWFAD met in Dallas, Texas, April of 1973 and defined the purposes of SWFAD: (1) to foster professional development in each of the academic disciplines common to business administration, (2) to provide an annual meeting in the Southwest for each of the academic disciplines and (3) to provide a common general program in which all the disciplines participate together.

Eight disciplinary groups founded SWFAD. They were the Academy of Management, Southwest Division (now Southwest Academy of Management), American Accounting Association (Southwest Region), American Business Communication Association, Southwest Region (now Association for Business Communication, Southwest Region), American Institute for Decision Sciences, Southwest Region (now Decision Sciences Institute, Southwest Region), Southern Regional Business Law Association, Southwestern Business Administration Association (later Southwestern Business Dean’s Association), Southwestern Finance Association, and the Southwestern Marketing Association (now Association of Collegiate Marketing Educators).

At the first annual meeting held in Dallas in March of 1974, the Southern Case Research Association (now Southwest Case Research Association) was admitted to membership. Successive disciplines were affiliated: Southwestern Society of Economics (1975), Southwestern Small Business Institute Association (1976) (later Association for Small Business and Entrepreneurship), and the Southwest Administrative Services Association (1979) (now Association of Business Information Systems). In 1989 the Board of Directors voted to permit the Academy of International Business, Southwest, to meet with the 1990 session. This discipline was admitted to membership in 1991. In 2004 the Industrial Distribution Educator’s Association asked to meet with FBD as a guest association, and in 2005 the Organizational Systems Research Association also asked to meet with FBD as a guest association. From 2008 to 2015, FBD met with 10 associations. In 2015, the Academy of International Business, Southwest withdrew from the Federation of Business Disciplines.

Executive Director

Sam Bruno served as the Executive Director of the Association from 1982-2009. Betty Kleen was selected as Executive Director in 2009 and held the position until May of 2012. Michelle McEacharn assumed the role of Executive Director on June 1, 2012.
FBD meetings consist of the professional programs of various business disciplines. The number of registrations for these member (and guest) associations at our 2008 - 2015 meetings was as follows:

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</table>
The officers for each of the annual meetings in FBD’s history are as follows:

<table>
<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</td>
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<td>Dallas, Texas</td>
<td>Ridley J. Gros, Vice President</td>
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<td>1975</td>
<td>Hyatt Regency</td>
<td>Ridley J. Gros, President</td>
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<td></td>
<td>Houston, Texas</td>
<td>Donald R. Williams, Vice President</td>
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<td>George F. Pinches, Secretary/Treasurer</td>
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<td>1976</td>
<td>Hilton Palacio Del Rio</td>
<td>Donald R. Williams, President</td>
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<td>R. Conrad Doenges, Vice President</td>
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<td>1977</td>
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<td>R. Conrad Doenges, President</td>
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<td>John J. Willingham, Vice President</td>
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<td>Van C. McGraw, Vice President</td>
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<td>Jack M. Starling, Secretary/Treasurer*</td>
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