FORTIETH ANNUAL MEETING

March 12 – March 16, 2013

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

National and International Constituency

Compiled and Edited by Thomas D. Tolleson
Texas Wesleyan University

With special thanks to the 2013 FBD Association Program Chairs

and to

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Texas A&M University – Central Texas

FBD Thursday Afternoon Coffee Break

Sponsor of FBD Quick Reference Guide
School of Business Administration and Professional Programs
Texas Wesleyan University

If your organization or school is interested in sponsoring a function at FBD in Dallas in 2014, please contact the FBD Executive Director, Michelle McEacharn.
41st Annual Conference

March 11 - 15, 2014
Sheraton Dallas
Dallas, Texas

♦♦♦

42nd Annual Conference

March 10 - 14, 2015
Hyatt Regency Hotel
Houston, Texas

♦♦♦

For more information visit

FEDERATION OF BUSINESS DISCIPLINES

Website:

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

- AccessCapon
- Cengage
- Interpretive Simulations
- LINKS Simulations
- McGraw-Hill/Irwin
- Routledge
- S & P Capital IQ
- Stock-Trak

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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FBD 2013 Participants:

Welcome to the Fortieth Anniversary Conference of the Federation of Business Disciplines. Yes, we are growing older. The organization was formed as the Southwest Federation of Administrative Disciplines (SWFAD) in 1973 to host the combined annual conferences of several regional academies and academic associations in various business disciplines. The conference, now known as FBD, has developed into one of the largest, most prestigious annual meetings for those disciplines common to business administration. FBD has both national and international constituencies of more than 1,000 college professors from schools of businesses attending its annual meetings.

This is our first meeting in Albuquerque. As it is our fortieth, we will have many special events and recognitions to honor our history and those individuals that have been so instrumental in building the organization and its ten associations. For example, there will be a special anniversary cake at our Thursday evening Meet and Greet Social.

Albuquerque is a unique city with excellent museums and its Old Town, where you can go back in time to another century. Nearby are mountain activities at Sandia Peak and other resorts in the mountains of northern New Mexico. Snow Skiing should still be great. A short drive or train ride to the north takes you to Santa Fe, the oldest capital city in the USA, with many art shops, museums and wonderful restaurants. While in New Mexico you must enjoy some of the famous Hatch green chilies in the fine cuisine of the region, which is quite different from Tex-Mex.

I want to extend a special thanks to Tom Tolleson, FBD Conference Program Chair, for an outstanding job of putting together the overall program. Job well done! Also, I give special thanks to Michelle McEacharn, our Executive Director, who is largely responsible for the contractual arrangements with the hotels and convention center. It is a huge job and Michelle has been wonderful, as usual. The ten member associations have staffs of officers who have worked tirelessly to solicit and review papers and program proposals and then to pull all of that into a strong program, and I extend to them special thanks as well.

May each of you have a wonderfully successful conference, and may each of you enjoy making new friends and seeing old ones.

Larry Garner
President, Federation of Business Disciplines
Dear FBD 2013 Attendees:

Welcome to beautiful Albuquerque, the “Duke” city of the Southwest! This is a special year for FBD as we celebrate 40 years of providing an interdisciplinary forum for scholarly research, professional development and pedagogical insights. On behalf of the FBD Board of Directors, this year’s ten association program chairs and a multitude of other volunteers, I extend to each of you a warm smile and handshake.

Working with the various associations that comprise FBD has been rewarding, challenging and, at times, comical—no, I will not call names—ha! Through your program chair’s efforts, cooperation and determination, we have compiled a general program that best fits FBD’s interdisciplinary character. I express my gratitude to Beena, Tom, Randy, Kimberly, Nacef, June, Janie, Simon, Julia and Susanne.

The Albuquerque Convention Center (ACC) staff, especially Melissa Perez, assisted with the planning and logistics of our meeting. Her insights and suggestions, as well as those of other ACC staff members, 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.

I am appreciative of the guidance and helpful suggestions that Michelle McEacharn, Betty Kleen and other members of FBD’s Executive Council have given me, not only this year but through the last several years. More than their suggestions and guidance, I value their friendships. Michelle approached me about eight years ago and asked me to serve as FBD Coordinator of Registration. Wow! What a trip it has been!

On a personal note, I thank my Dean, Hector Quintanilla, for supporting me in my various roles with FBD over the last several years. I also express appreciation to my student assistant, Shana Hellinger, who shared many moments of frustration and comical relief as we “put together” the general program. To my wife, Vicki, and our son, Chaden and daughter-in-law, Jhenyfer, you have also been impacted by my service commitments to FBD. Thank you for your love, patience and support. Finally, I offer thanks to the Lord Jesus, who heard my prayers through the low moments and stressful times of the program book process.

As you look to the future, please note that our meeting next year is in “Big D”—Dallas! The Sheraton Dallas will be the headquarters hotel for our 2014 meeting. Come join us for an exciting meeting and enjoy the eclectic sights and nightlife of Dallas. In 2015, we will travel back to Houston, where our conference venue will be the Hyatt Regency, Downtown.

Enjoy the conference, explore beautiful Albuquerque and the surrounding area, taste the difference between red and green chiles, make new friends and renew old friendships!

Thomas D. Tolleson, Texas Wesleyan University
Vice President and General Program Chair
The Federation of Business Disciplines is pleased to recognize the recipients of the

2013 McGraw-Hill/Irwin Distinguished Paper Awards

Academy of International Business, U.S. Southwest Chapter

Examing Performance of Socially Responsible Investing: Case of Faith Based Compliance
Akash Dania, Alcorn State University
D.K. Malhotra, Philadelphia University

American Accounting Association, Southwest Region

Why Firms just below Thresholds? Earnings Management Constraints and Market Sensitivity to Earnings
James C. Hansen, University of New Mexico

Association of Business Information Systems

Multiple Software Upgrades/Changes: Faculty Perceptions Related to Change Management and Technology Acceptance
Betty A. Kleen, Nicholls State University
Ronnie Fanguy, Nicholls State University
Sherry Rodrigue, Nicholls State University
Lori Soule, Nicholls State University

Association of Collegiate Marketing Educators

The Influence of Marketing Communication on Capabilities: An Empirical Study of the Antecedents of Performance
Sylvia L. Martin, Lynchburg College

Decision Sciences Institute, Southwest Region

Consumers’ Perceived Privacy, Security and Trust in E-Commerce: How They Impact the Consumers’ Willingness to Transact Online
Ahmad AbuJaber, Qatar University
Rami Zeitun, Qatar University
DISTINGUISHED PAPER AWARDS (Continued)

Southwest Academy of Management

Relationships between Justice, Organizational Citizenship Behavior, and Coping over Time
Juliana Lilly, Sam Houston State University
Kamphol Wipawayangkool, Sam Houston State University
Meghna Virick, San Jose State University

Southwest Case Research Association

A Consolidation Decision for Macuch Steel Products, Inc.
Jeffrey Miller, Augusta State University
Steven Mooney, Macuch Steel Products, Inc.

Southwestern Finance Association

Simple Intuition Gone Awry: Combining Real and Financial Options in Tax Elections
David Brown, University of Colorado at Boulder
J. Chris Leach, University of Colorado at Boulder

Southwestern Society of Economists

Monetary Shocks under 2008 Quantitative Easing Regime in United States
Ali Ashraf, University of New Orleans
M. Kabir Hassan, University of New Orleans
The Federation of Business Disciplines is pleased to recognize the recipients of the

2013 Federation of Business Disciplines
Outstanding Educator Awards

Academy for International Business, U.S. Southwest Chapter

Anisul M. Islam, University of Houston – Downtown

American Accounting Association, Southwest Region

Treba A. Marsh, Stephen F. Austin State University

Association for Business Communication, Southwestern U.S.

S. Ann Wilson, Stephen F. Austin State University

Association of Business Information Systems

S. Ann Wilson, Stephen F. Austin State University

Association of Collegiate Marketing Educators

Kimball P. Marshall, Alcorn State University

Southwest Case Research Association

Rodney Vandeveer, Purdue University

Southwestern Finance Association

James W. Kolari, Texas A&M University

Southwestern Society of Economists

Elizabeth L. Rankin, Centenary College of Louisiana
**BREAKFASTS, LUNCHEONS, DINNERS, MEETINGS & RECEPTIONS**

**Wednesday, March 13, 2013**

- **6:30 p.m. - 7:30 p.m.**
  Ballroom B (West Upper)
  **McGraw-Hill/Irwin**
  Awards and Recognition Reception (By Invitation/Additional Fee Only)

- **7:30 p.m. - 9:30 p.m.**
  Ballroom B (West Upper)
  **McGraw-Hill/Irwin**
  Awards and Recognition Dinner (By Invitation/Additional Fee Only)

- **9:30 p.m. – 10:30 p.m.**
  Tijeras (West Upper)
  **Federation of Business Disciplines**
  President’s Reception (By Invitation Only)

**Thursday, March 14 2012**

- **7:00 a.m. - 8:15 a.m.**
  Kiva Press Room (West Upper)
  **Southwest Academy of Management**
  Officers Meeting and Breakfast (SWAM Officers Only)

- **7:00 a.m. – 7:45 a.m.**
  Taos (West Lower)
  **Southwest Case Research Association**
  Past Presidents Meeting (SWCRA Past Presidents Only)

- **7:45 a.m. – 9:00 a.m.**
  Taos (West Lower)
  **Southwest Case Research Association**
  Breakfast and Business Meeting (SWCRA Members Only)

- **7:30 a.m. – 8:30 a.m.**
  Dona Anna (East)
  **Decision Sciences Institute, Southwest Region**
  Officers and Directors Meeting (SWDSI Officers and Directors Only)

- **8:00 a.m. – 8:30 a.m.**
  Tesuque (West Lower)
  **Association of Business Communications – Southwestern U.S.**
  Breakfast (ABC-SWUS Members Only)

- **8:00 a.m. – 10:00 a.m.**
  Zuni (West Lower)
  **Association of Business Information Systems**
  Breakfast and Business Meeting

- **10:00 a.m.-10:30 a.m.**
  Ballroom C (West Upper)
  **FBD Coffee Break**

- **10:00 a.m. – 12:00 p.m.**
  Ballroom C (West Upper)
  **Talk with Editor of FBD Journal**

- **12:00 p.m. – 1:15 p.m.**
  Taos (West Lower)
  **Southwest Case Research Association**
  Luncheon and Best Paper Presentation

- **12:00 p.m. – 1:15 p.m.**
  Ballroom B (West Upper)
  **Southwestern Finance Association**
  Doctoral Student Luncheon (registered SWFA doctoral students only)
Thursday, March 14, 2013 (Continued)

12:00 p.m. – 1:30 p.m.  
Ballroom A (West Upper)  
Association of Business Information Systems and  
Southwest Academy of Management  
(Joint Lunch please see respective Association Program Pages to  
determine if additional fees apply)

1:30 p.m. – 3:00 p.m.  
Estancia (West Lower)  
Decision Sciences Institute, Southwest Region  
Microsoft Enterprise Consortium Board Meeting

3:30 p.m. – 5:00 p.m.  
Tesoque (West Lower)  
Association of Business Communications – Southwestern U.S.  
Business Meeting

3:30 p.m. – 5:00 p.m.  
Brazos (East)  
Decision Sciences Institute, Southwest Region  
Business Meeting

3:30 p.m. – 5:00 p.m.  
Taos (West Lower)  
Southwest Case Research Association  
2014 Program Planning Meeting (all interested persons welcome)

3:00 p.m. – 3:30 p.m.  
Ballroom C (West Upper)  
FBD Coffee Break – Sponsored by Texas A&M University –  
Central Texas

5:00 p.m. – 6:00 p.m.  
Cochiti (West Lower)  
Southwest Academy of Management  
2014 Planning Meeting

5:00 p.m. – 7:00 p.m.  
Ballroom A (West Upper)  
Southwestern Finance Association  
Reception (SWFA Members Only)

5:30 p.m. – 6:30 p.m.  
Enchantment I (West Lower)  
Southwestern Society of Economists  
Executive Committee Meeting (SSE Executive Committee Members  
Only)

5:30 p.m. - 7:00 p.m.  
Ballroom C (West Upper)  
Federation of Business Disciplines  
Meet and Greet Social (for all conference participants)
Friday, March 15, 2013

**Southwestern Finance Association**
Board Meeting (SWFA Board Members only)

**Association of Business Communications – Southwestern U.S. and Association of Business Information Systems**
Joint Breakfast (ABC-SWUS and ABIS Members Only)

**Association for Collegiate Marketing Educators**
ACME Breakfast and Special Time (ACME Members Only)

**Southwestern Society of Economists**
Annual Business Breakfast Meeting (SSE Members Only)

**FBD Coffee Break**

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Saturday, March 16, 2013

**Federation of Business Disciplines**
Breakfast and Meetings (FBD 2014 Program Chairs, Board and Officers)
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<th>Date</th>
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<th>Location</th>
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<td><strong>ANNUAL BUSINESS MEETINGS</strong></td>
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<td>FBD 2012-2013 Board of Directors</td>
<td>Wednesday, March 13, 2013</td>
<td>2:00 p.m. – 5:00 p.m.</td>
<td>Centro del Sol (West Lower)</td>
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<tr>
<td>FBD 2014 New Program Chairs</td>
<td>Saturday, March 16, 2013</td>
<td>8:00 a.m. – 9:00 a.m.</td>
<td>Centro del Sol (West Lower)</td>
</tr>
<tr>
<td>FBD 2012-2013 Board of Directors</td>
<td>Saturday, March 16, 2013</td>
<td>9:00 a.m. – 11:00 a.m.</td>
<td>Centro del Sol (West Lower)</td>
</tr>
<tr>
<td>Academy of International Business, Southwest Chapter</td>
<td>Friday, March 15, 2013</td>
<td>1:30 p.m. – 3:00 p.m.</td>
<td>Nambe (West Lower)</td>
</tr>
<tr>
<td>American Accounting Association, Southwest Region</td>
<td>Friday, March 15, 2013</td>
<td>12:00 p.m. – 1:30 p.m.</td>
<td>Ballroom A (West Upper)</td>
</tr>
<tr>
<td>Association for Business Communication, Southwestern U.S.</td>
<td>Thursday, March 14, 2013</td>
<td>3:30 p.m. – 5:00 p.m.</td>
<td>Tesuque (West Lower)</td>
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<tr>
<td>Association of Business Information Systems</td>
<td>Thursday, March 14, 2013</td>
<td>8:00 a.m. – 10:00 a.m.</td>
<td>Zuni (West Lower)</td>
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<tr>
<td>Association of Collegiate Marketing Educators</td>
<td>Friday, March 15, 2013</td>
<td>12:00 p.m. – 1:10 p.m.</td>
<td>Taos (West Lower)</td>
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<tr>
<td>Decision Sciences Institute, Southwest Region</td>
<td>Thursday, March 14, 2013</td>
<td>3:30 p.m. – 5:00 p.m.</td>
<td>Brazos (East)</td>
</tr>
<tr>
<td>Southwest Academy of Management</td>
<td>Friday, March 15, 2013</td>
<td>5:15 p.m. – 6:15 p.m.</td>
<td>Cochiti (West Lower)</td>
</tr>
<tr>
<td>Southwest Case Research Association</td>
<td>Thursday, March 14, 2013</td>
<td>7:45 a.m. – 9:00 a.m.</td>
<td>Taos (West Lower)</td>
</tr>
<tr>
<td>Southwestern Finance Association</td>
<td>Friday, March 15, 2013</td>
<td>12:00 p.m. – 1:45 p.m.</td>
<td>Ballroom B (West Upper)</td>
</tr>
<tr>
<td>Southwestern Society of Economists</td>
<td>Friday, March 15, 2013</td>
<td>8:00 a.m. – 10:00 a.m.</td>
<td>Ballroom A (West Upper)</td>
</tr>
</tbody>
</table>
LINKS Simulations

Thursday, March 14, 2013
10:30 a.m. – 12:00 p.m.
Sandia (West Lower)

Presenter: Randall G. Chapman, PhD, Founder and President, Links Simulations

How can an instructor teach effectively and efficiently with a large-scale, team-based, competitive business management simulation? By exploiting the simulation’s web-based teaching and learning resources! This software demo and conversation explores web-based resources for supporting instructors and their students throughout events with LINKS simulations.

Interpretive Simulations

Thursday, March 14, 2013
3:30 p.m. – 5:00 p.m.
Estancia (West Lower)

Presenter: Tim Sams, Manager of Content Development, Interpretive Simulations

Title: Three Examples of Effective Integration of Simulations in the Classroom

In this session, we’ll look at three different examples of how simulations were used effectively in the classroom. The main reason professors use simulations is that students learn better by doing. But how the simulation integrates with course material can be difficult. We’ll walk through three examples of effective integration using our simulations. Specifically, what principles were addressed by the simulation and how did this help the students see how these principles are used in business? How do you integrate the simulation with your existing class materials and pedagogy? What are some best practices for a first-time user of a simulation?

This will be an interactive session where questions are welcomed throughout. This session should be useful to both first-time users of simulations as well as veteran users.

Additional whitepapers on these examples will be available after the session from our website.
The FBD Meeting
The fortieth annual meeting of the Federation of Business Disciplines (formerly Southwestern Federation of Administrative Disciplines) takes place on March 12 – March 16, 2013, in Albuquerque, New Mexico. The Albuquerque Convention Center serves as the conference venue, and the Hyatt Regency and DoubleTree serve as the conference hotels.

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

2013 FBD Conference Hotels
The Hyatt Regency Albuquerque and DoubleTree Albuquerque are serving as the Conference Hotels.

Special Accommodations
Any individual who requires special accommodations for a specific disability should contact the Albuquerque Convention Center and the conference hotels (Hyatt Regency and DoubleTree, downtown Albuquerque) at least two weeks prior to the conference.

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

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

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

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

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

- Wednesday, March 13: 11:00 a.m. - 5:30 p.m.
- Thursday, March 14: 8:00 a.m. - 5:00 p.m.
- Friday, March 15: 8:00 a.m. - 4:00 p.m.
- Saturday, March 16*: 7:30 a.m. – 9:00 a.m.

*(Saturday registration is located outside the FBD Board meeting room, Centro del Sol)

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.

2013 Association Registration Fees (In addition to the $100 Required FBD Fee)*

- Academy of International Business, Southwest Region: $75.00
- American Accounting Association, Southwest Region: $110.00
- Association for Business Communication, Southwest Region: $40.00
- Association of Business Information Systems: $50.00
- Association of Collegiate Marketing Educators: $90.00
- Decision Sciences Institute, Southwest Region: $45.00
- Southwest Academy of Management: $75.00
- Southwest Case Research Association: $65.00
- Southwestern Finance Association: $60.00
- Southwestern Society of Economists: $49.00

*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.

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

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

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

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

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

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

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: La Cienega, Mesilla, Pecos, Ruidoso, San Miguel, and Tijeras are located in the East Upper; Aztec, Brazos, Cimarron, Dona Ana, and Galisteo are located in the East; Ballroom A, Ballroom B, Ballroom C, and Kiva Press Room are located in the West Upper; Acoma, Apache, Centro del Sol, Cochiti, Enchantment I, Enchantment II, Estancia, Isleta, Jemez, Laguna, Nambe, Navajo, Picuris, Sandia, San Juan, Santa Ana, Santo Domingo, Taos, Tesuque, and Zuni are located in the West Lower.

Smoking is not permitted in the meeting rooms.
### General Timetable for 2014 FBD Meeting

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 2013</td>
<td>FBD 2014 General Program Chair prepares a 2014 FBD “Call For Papers” for distribution at the FBD Annual Meeting.</td>
</tr>
<tr>
<td>March 2013</td>
<td>The 2014 Association Program Chairs and the 2014 FBD General Program Chair start planning for the 2014 conference at the New Program Chairs meeting held on Saturday morning during the 2013 FBD conference.</td>
</tr>
<tr>
<td>April/May 2013</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 2013</td>
<td>FBD Officers and Association Program Chairs participate in FBD Boot Camp at hotel of the 2014 conference.</td>
</tr>
<tr>
<td>June 2013</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 2013</td>
<td>Association Track Chairs continue soliciting manuscripts, special session proposals, tutorials and workshops for the 2014 FBD Conference.</td>
</tr>
<tr>
<td>Summer 2013</td>
<td>FBD Executive Director distributes postcard “Call for Papers” and prepares detailed online “Call for Papers.”</td>
</tr>
<tr>
<td>September 2013</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 2013</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 2013</td>
<td>Each Association Program Chair compiles, organizes and sends all program information to the 2014 FBD General Program Chair.</td>
</tr>
<tr>
<td>Early January 2014</td>
<td>FBD General Program Chair completes compilation of 2014 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 2014</td>
<td>2014 FBD Program is posted on FBD Web site.</td>
</tr>
<tr>
<td>February 2014</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.”

**Larry Garner**, President  
Texas A&M University – Central Texas

**Thomas D. Tolleson**, Vice President &  
General Program Chair  
Texas Wesleyan University

**Marshall J. Horton**, Vice President and  
General Program Chair - Elect  
Ouachita Baptist University

**Barbara J. Davis**, Secretary-Treasurer  
Centenary College of Louisiana

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

**Marsha L. Bayless**, Past President  
Stephen F. Austin State University

**Betty A. Kleen**, Past President  
Nicholls State 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**.

In 2012, **David Douglas** was awarded the Sam J. Bruno Lifetime Achievement Award by the Federation of Business Disciplines. FBD honored David for his lifetime of exemplary leadership and unwavering dedication to the organization and his lasting, tangible and positive contributions to the betterment and success of FBD.
FBD 2013 ASSOCIATION PROGRAM CHAIRS

FBD Vice President and Program Chair
**Thomas D. Tolleson**, Texas Wesleyan University

FBD Vice President and Program Chair-Elect
**Marshall J. Horton**, Ouachita Baptist University

Academy of International Business, U.S. Southwest Chapter
**Beena George**, University of St. Thomas

American Accounting Association, Southwest Region
**Thomas Carment**, Rogers State University

Association for Business Communication, Southwest U.S.
**Randall L. Waller**, Baylor University

Association of Business Information Systems
**Kimberly L. Merritt**, Oklahoma Christian University

Association of Collegiate Marketing Educators
**Nacef Mouri**, George Mason University

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

Southwest Academy of Management
**Janie R. Gregg**, The University of West Alabama

Southwest Case Research Association
**Simon Medcalfe**, Augusta State College

Southwestern Finance Association
**Julia S. Kwok**, Northeastern State University

Southwestern Society of Economists
**Susanne L. Toney**, Savannah State University

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ACADEMY OF INTERNATIONAL BUSINESS
U.S. SOUTHWEST CHAPTER

2012 – 2013 OFFICERS

Executive Committee:

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President: Chu V. Nguyen, University of Houston – Downtown, US
Vice President, Programs: Beena George, University of St. Thomas, Texas, US
Vice Presidents, Membership: Syed Harun, Texas A&M University – San Antonio, US
Secretary and Treasurer: Ohannes G. Paskelian, University of Houston – Downtown, US

Program Chair: Beena George, University of St. Thomas, Texas, US

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

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

Track Chairs: Akash Dania, Alcorn State University, US
Ata Yesilyaprak, Alabama A&M University, US
Veena P. Prabhu, California State University, Los Angeles, US
Vijay Vishwakarma, St. Francis Xavier University, Canada
Shuoyang Zhang, University of St. Thomas, Texas, US

Recipients of the 2013 McGraw-Hill Distinguished Paper Award

Examining Performance of Socially Responsible Investing: Case of Faith Based Compliance

Akash Dania, Alcorn State University, US
D.K. Malhotra, Philadelphia University, US

Runner-Up Paper

Prudential Regulatory Regimes, Accounting Standards and Loan Loss Provision in Banking Industry

Ali Ashraf, University of New Orleans, US
M. Kabir Hassan, University of New Orleans, US
Syed Abul Basher, Qatar Central Bank, Qatar

Federation of Business Disciplines Outstanding Educator Award

Anisul M. Islam, University of Houston – Downtown, Texas, US
SESSION A  Financial Efficiency and Growth

Session Chairs:  Mohammed Ershad Hussain, Dillard University, US  
Kevin Jones, University of Houston – Downtown, US

The Impact of Economic Reform on the Growth Rate: A Panel Data Analysis  
Mohammed Ershad Hussain, Dillard University, US  
Michael Taku, Dillard University, US

Trading Efficiency on the Midwest Independent Transmission System Operator Electricity Exchange  
Kevin Jones, University of Houston – Downtown, US  
Peter Ren, University of Houston – Downtown, US

Impact of Financial Development on Countries’ Global Portfolio Weights  
Ravigsida D. Compaore, University of New Orleans, US  
Neal C. Maroney, University of New Orleans, US

Bilateral Trade and the Role of Free Trade Agreements in North America  
Pablo Calafiore, Texas A&M University – San Antonio, US  
Ekaterina Damianova, University of Texas – Pan American, US

SESSION B  South Asian Association for Regional Co-operation (SAARC) Economics and Finance

Session Chairs:  Anisul Islam, University of Houston – Downtown, US  
Syed Ahmed, Cameron University, US

Benefitting From Global Opportunities: Challenges For Bangladesh  
Abdullah Shibli, Framingham State University, US  
Anisul Islam, University of Houston – Downtown, US  
Syed Ahmed, Cameron University, US

Prospects and Challenges of Women Wage Workers in Informal Sector of Bangladesh: A View From Within  
Abdullah Abusayed Khan, Khulna University, Bangladesh  
Mahbuba Nasrin, SESDP, Secondary Education Sectoe Development Programme, Joypurhat, Kalai, Bangladesh

Foreign Direct Investment in Globalization and Its Implications for Bangladesh  
Syed Ahmed, Cameron University, US  
Munir Hassan, Kuwait Maastricht Business School, Kuwait  
Anisul Islam, University of Houston – Downtown, US
March 14, 2013  
(Thursday)

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session C</th>
<th>Regulations</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>Nambe (West Lower)</td>
<td>Session Chairs:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ata Yesilyaprak, Alabama A&amp;M University, US</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ali Ashraf, University of New Orleans, US</td>
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</tbody>
</table>

**Prudential Regulatory Regimes, Accounting Standards and Loan Loss Provision in Banking Industry**  
**Ali Ashraf**, University of New Orleans, US  
**M. Kabir Hassan**, University of New Orleans, US  
**Syed Abul Basher**, Qatar Central Bank, Qatar

**Subchapter S Banks, Are They Different?**  
**Ata Yesilyaprak**, Alabama A&M University, US

**Buoyancy of Indian Tax Structure: An Analysis**  
**Monica Singhania**, Faculty of Management Studies (FMS), University of Delhi, India

<table>
<thead>
<tr>
<th>Time</th>
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<th>Session C</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 a.m. - 10:30 a.m.</td>
<td>Ballroom C (West Upper)</td>
<td></td>
</tr>
</tbody>
</table>

**FBD COFFEE BREAK**

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

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<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session C</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 a.m. – Noon</td>
<td>Join us for coffee at the FBD booth and meet Mary Fischer, Editor of the new Federation of Business Disciplines Journal. Find out how your participation in this conference opens the door to another publication outlet for your research.</td>
<td></td>
</tr>
</tbody>
</table>

**LINKS Simulations**

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Thursday, March 14, 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30 a.m. – 12:00 p.m.</td>
<td>Sandia (West Lower)</td>
<td>10:30 a.m. – 12:00 p.m.</td>
</tr>
</tbody>
</table>

**Interpretive Simulations**

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Thursday, March 14, 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:30 p.m. – 5:00 p.m.</td>
<td>Estancia (West Lower)</td>
<td>3:30 p.m. – 5:00 p.m.</td>
</tr>
</tbody>
</table>
March 14, 2013  
(Thursday)  

10:30 a.m. - 12:00 p.m.  
Isleta (West Lower)  

SESSON A  
Corporate Finance  

Session Chairs:  
Richard Green, Texas A&M University – San Antonio, US  
M. Kabir Hassan, University of New Orleans, US  

The Performance of Merger and Acquisition of US Public BHCs: Pre and Post Financial Crisis  
Abu Khan, Cleveland State University, US  
M. Kabir Hassan, University of New Orleans, US  

Say on Pay Impact on Executive Compensation  
Gerald Sink, Student at Cleveland State University, US  
Luke Adkins, Student at Cleveland State University, US  
Abu Khan, Cleveland State University, US  

Do Fortune 500 Companies That Implement Six Sigma Perform Better Than Their Rivals?  
Bora Ozkan, University of New Orleans, US  
M. Kabir Hassan, University of New Orleans, US  

Stop the Ride, I Want to Get Off  
Richard Green, Texas A&M University – San Antonio, US  

10:30 a.m. - 12:00 p.m.  
Jemez (West Lower)  

SESSION B  
Issues in International Commodities, Trade, and Technology  

Session Chairs:  
Akash Dania, Alcorn State University, US  
Taichiro Sahara, Senshu University, Japan  

Examining Linkages among Stock Market Returns of Commodities Producing Economies and Commodities Consumption Economies: Implications for Carbs Nations  
Akash Dania, Alcorn State University, US  

Channel Strategy Of Japanese Manufacturing Company for International Business - A Case of Shiseido’s Toiletry Business in China -  
Taichiro Sahara, Senshu University, Japan  
Tatsuro Watanabe, Senshu University, Japan  

Challenges to Implementing ERP Systems  
Syed Harun, Texas A&M University – San Antonio, US  
Barbara Hewitt, Texas A&M University – San Antonio, US  

The Country of Destination Effect  
Daniel Glaser, Texas A&M University – San Antonio, US  
Irina Iulia Salanta, Texas A&M University – San Antonio, US  
Syed Harun, Texas A&M University – San Antonio, US  

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SESSSION C  Special Topics in Research & Teaching Methods

Session Chairs:  
Marty Ludlum, University of Central Oklahoma, US  
Michelle Reina, University of Mary Hardin – Baylor, US

Where’s the BRI in BRIC? A Content Analysis of Country Research Published In JIBS over the Past Five Years
Michelle Reina, University of Mary Hardin – Baylor, US

Entrepreneurial Education: Comparative Analysis of Intrinsic and Extrinsic Factors Affecting Pedagogy
Veena P. Prabhu, California State University, Los Angeles, US  
Stephen McGuire, California State University, Los Angeles, US  
Kern Kwong, California State University, Los Angeles, US

Multilevel Analysis in International Business: An Introduction to Using R
Veena P. Prabhu, California State University, Los Angeles, US  
Xerxes Arsiwalla, University of Pompeu Fabra, Spain

Finnish Business Students and Their Views on Ethics
Marty Ludlum, University of Central Oklahoma, US  
Linn Hongell, Arcada University, Finland  
Christina Tigerstedt, Arcada University, Finland

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

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

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SESSION D  
**Basel Accords and Bank Performance**

Session Chairs:  
Stephen Bell, Park University, US  
Mohammad Safa, University of New Orleans, US

*Financial Regulatory Reform – Dodd-Frank Act and Basel III Impact on the U.S. Banking System*
Ohannes G. Paskelian, University of Houston – Downtown, US  
Stephen Bell, Park University, US

*Macroeconomic Impact of Basel II Capital Regulations*
Mohammed Ershad Hussain, Dillard University, US  
M. Kabir Hassan, University Of New Orleans, US

*An Overview and Analysis of Basel III Regulatory Framework on Middle Eastern and Islamic Banks*
Ohannes G. Paskelian, University of Houston – Downtown, US  
Khursheed Omer, University of Houston – Downtown, US  
Stephen Bell, Park University, US

*Impact of Financial Liberalization and Foreign Bank Entry on Islamic Banking Performance*
M. Kabir Hassan, University of New Orleans, US  
Benito Sánchez, Kean University, US  
Mohammad Safa, University of New Orleans, US
March 14, 2013  
(Thursday)

1:30 p.m. - 3:00 p.m.  
Isleta (West Lower)

SESSION A  
Cross-Cultural Studies in Human Resource Management

Session Chairs:  
Leonard Love, Texas A&M University – San Antonio, US  
Isaac Wanasika, University of Northern Colorado, US

Managerial Research in Africa: Review and Prospects  
Isaac Wanasika, University of Northern Colorado, US  
Abe Harraf, University of Northern Colorado, US

Inspired By “Long Distance Relationship”: Exploring How and When Distance Influences Employees’ Turnover Intention  
Xin Qin, Guanghua School of Management, Peking University, China & Harvard Business School, US  
Minya Xu, Guanghua School of Management, Peking University, China  
Dong Ju, Guanghua School of Management, Peking University, China

Institutional Framework, Industry Structure, Firm Innovative Effort and Product Development  
Mariano Nieto, Universidad de Leon, Spain  
Nuria Gonzalez-Alvarez, Universidad de Leon, Spain

Identification of Types of Behaviors of Managers, Employee Evaluation, and Criticism Techniques - An Asian Perspective  
Ashish Chandra, University of Houston – Clear Lake, US  
Leonard Love, Texas A&M University – San Antonio, US

1:30 p.m. – 3:00 p.m.  
Jemez (West Lower)

SESSION B  
Miscellaneous Issues in Finance

Session Chairs:  
Vijay Vishwakarma, St. Francis Xavier University, Canada  
Adolfo Benavides, Tarleton State University, US

Time Varying Tests of the Capital Asset Pricing Model (CAPM) In the Taiwanese Economy  
Vijay Vishwakarma, St. Francis Xavier University, Canada  
Wei-Xuan Li, The Richard Stockton College of New Jersey, US

The Effect of India’s Special Economic Zones (SEZs) On the U.S. – India Intra-Industry Trade in Manufacturing  
Adolfo Benavides, Tarleton State University, US

The Economic Impact of the Passage of PPACA on the Health Care Industry  
Syed Harun, Texas A&M University – San Antonio, US  
Alan Preston, Texas A&M University – San Antonio, US

Young Worker Unemployment And Productivity in OECD Countries: Paradox Resolved?  
Alex Sharland, University of South Alabama, US  
Imran Khan, University of South Alabama, US
March 14, 2013  
(Thursday)

1:30 p.m. - 3:00 p.m.  
Nambe (West Lower)

SESSION C  
Macro Economic Factors and Financial Markets

Session Chairs:  
Geoffrey Ngene, Mercer University, US  
William Hippler, University of New Orleans, US

Exploring the Long-Run Relationships between Macroeconomic Variables and the Malaysian Stock Market: ARDL Approach  
Mohamed Ibrahim Mugableh, University Tenaga Nasional, Malaysia

Determinants of Mortgage Default Rates: Pre-Crisis and Crisis-Period Dynamics and Stability  
Geoffrey Ngene, Mercer University, US  
M. Kabir Hassan, University of New Orleans, US

The Pronounced Impact of Macroeconomic Stress on the Financial Sector: Implications for Real Sector Growth  
William Hippler, University of New Orleans, US  
M. Kabir Hassan, University of New Orleans, US

1:30 p.m. - 3:00 p.m.  
Navajo (West Lower)

SESSION D  
Marketing

Session Chairs:  
Aditya Billore, IIM Indore, India  
Veena P. Prabhu, California State University, Los Angeles, US

Trust vs. Creativity in Advertising  
Aditya Billore, IIM Indore, India  
Jayasimha K.R., IIM Indore, India  
Ashish Sadh, IIM Indore, India

Consumer Perceptions of the Persuasive Impact of Social Media  
Kenneth Henrie, Texas A&M University – San Antonio, US  
Christian Gilde, University of Montana Western, US

International HRM in the Middle East: Understanding the Factors Affecting Israeli Employees  
Veena P. Prabhu, California State University, Los Angeles, US

Decision-Making and Risk Taking: Cross Cultural and Individual Influences with Evidence from a Multi Country Study  
Veena P. Prabhu, California State University, Los Angeles, US  
Stephen McGuire, California State University, Los Angeles, US  
Kern Kwong, California State University, Los Angeles, US  
Robert Tang, De La Salle College of Saint Benilde, Philippines  
Minghao Shen, Guangdong University of Foreign Studies, China
### March 14, 2013
(Thursday)

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event Description</th>
</tr>
</thead>
</table>
| 3:00 p.m. – 3:30 p.m. | Ballroom C (West Upper) | **FBD Coffee Break** **Sponsored by Texas A&M University – Central Texas**  
Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support!  
Great Door Prize Drawings take place at **3:15 p.m.** in the Exhibit Area. *Must be present to win.* |
| 3:30 p.m. - 5:00 p.m. | Isleta (West Lower) | **SESSION A Decision Making and Ethics**  
**Session Chairs:**  
**Robert Ankli**, American University of Kuwait, Kuwait  
**Michael Taku**, Dillard University, US  
*Foreign Subsidiary Divestment Decision Process: A Descriptive Model Based On the Multiple Case Studies of Puerto Rico Pharmaceutical Industry*  
**Luis Manuel Baquero-Rosas**, Pontifical Catholic University of Puerto Rico, US  
*Network Embeddedness and Internationalization of New-to-Export Enterprises*  
**Michael Taku**, Dillard University, US  
*Whatever Happened to Business Ethics*  
**Robert Ankli**, American University of Kuwait, Kuwait  
**Gary Gold**, American University of Sharjah, United Arab Emirates |

**LINKS Simulations**  
**Thursday, March 14, 2013**  
10:30 a.m. – 12:00 p.m.  
Sandia (West Lower)  
**Interpretive Simulations**  
**Thursday, March 14, 2013**  
3:30 p.m. – 5:00 p.m.  
Estancia (West Lower)
SESSION B  
Issues in Business Education

Session Chairs:  
Gail Emily Fey, University of Arizona / Eller College of Management, US
William Wardrope, University of Central Oklahoma, US

Critical Success Factors for Public Universities
Dennis Elam, Texas A&M University – San Antonio, US
Leonard Love, Texas A&M University – San Antonio, US

Suddenly "Expert": Business Communications at the U of AZ
Cheri Boyer, University of Arizona / Eller College of Management, US
Gail Emily Fey, University of Arizona / Eller College of Management, US

Do International Business Courses Expand Students’ Perceptions of Global Awareness?
Prasad Vemala, McNeese State University, US
Jiun-Shiu Chen, McNeese State University, US
Susie Cox, McNeese State University, US
Lonnie Phelps, McNeese State University, US

An Analysis of Undergraduate Business Programs in Latin America
William Wardrope, University of Central Oklahoma, US

SESSION C  
Emerging Markets

Session Chairs:  
Chu V. Nguyen, University of Houston – Downtown, US
Ohannes G. Paskelian, University of Houston – Downtown, US

Examining Performance of Socially Responsible Investing: Case of Faith Based Compliance
Akash Dania, Alcorn State University, US
D.K. Malhotra, Philadelphia University, US

Momentum, Nonlinearity in Cointegration and Price Discovery: Evidence from Sovereign CDs and Equity Markets of Emerging Countries
Geoffrey Ngene, Mercer University, US
M. Kabir Hassan, University of New Orleans, US

Do Equity Indices in the Three Selected South Asian Countries, the UK and the US Follow a Random Walk?
Chu V. Nguyen, University of Houston – Downtown, US
Kevin Jones, University of Houston – Downtown, US
Ohannes G. Paskelian, University of Houston – Downtown, US

Panama’s Low-Income Consumers Brand Loyalty
Rossano Gerald, Wayland Baptist University, US
March 14, 2013
(Thursday)

3:30 p.m. - 5:00 p.m.  Navajo (West Lower)

SESSION D  Management of MNCs and SMEs

Session Chairs:  
- **Yezdi Godiwalla**, Management Department, University of Wisconsin – Whitewater, US
- **Syed Harun**, Texas A&M University – San Antonio, US

*MNC CEO: Roles and Responsibilities*
**Yezdi Godiwalla**, University of Wisconsin – Whitewater, US

*The Multicultural Team in International Business*
**Antonio Papuzza**, University of Colorado at Boulder, US

*An Investigation of the Romanian SMEs Involvement in CSR Practices*
- **Syed Harun**, Texas A&M University – San Antonio, US
- **Daniel Glaser**, Texas A&M University – San Antonio, US
- **Mirela Popa**, Babes – Bolyai University, Romania
- **Irina Iulia Salanta**, Texas A&M University – San Antonio, US

*Global Marketplace: Is Cultural Awareness an Imperative?*
- **Josephine Sosa-Fey**, Texas A&M University – San Antonio, US

5:30 p.m. – 7:00 p.m.  Ballroom C (West Upper)

FBD Meet and Greet Social

Everyone is invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and live music. A Cash Bar is available and a limited number of drink tickets will also be distributed. Stop by to relax and wind down from the day’s conference activities before heading out to other association and cultural events, dinner, or historic Old Town.
March 15, 2013
(Friday)

10:00 a.m. – 10:30 a.m.  Ballroom C (West Upper)

**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.  Isleta (West Lower)

**SESSION A**  AIB – SW Special Session on Digital Learning (Sponsored by Cengage)

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

**Panelist:**  Fritz Schanz, Director, Institutional Solutions, Academic & Professional Group, Cengage Learning  
Josephine Sosa-Fey, Texas A&M University at San Antonio  
Beena George, University of St. Thomas (Houston, Texas)

12:00 p.m. – 1:30 p.m.  Centro Del Sol (West Lower)

**AIB-SOUTHWEST LUNCHEON**  
Chu V. Nguyen, AIB – SW President Presiding

*AIB-SW Members are invited but RSVP required by email to Dr. Ohannes G. Paskelian at paskeliano@uhd.edu (Please note: lunch will not be ordered without RSVP)*

1:30 p.m. - 3:00 p.m.  Nambe (West Lower)

**AIB – SOUTHWEST ANNUAL BUSINESS MEETING**

**Presiding:**  Chu V. Nguyen, University of Houston – Downtown, US  
President of AIB – SW

All members are invited
March 15, 2013
(Friday)

3:00 p.m. – 3:30 p.m.  Ballroom C (West Upper)

**FBD COFFEE BREAK**
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Make plans to join us in Dallas and Houston for our 2014 and 2015 conferences, respectively.

**41st Annual Conference**

March 11 - 15, 2014
Sheraton Dallas
Dallas, Texas

***

**42nd Annual Conference**

March 10 - 14, 2015
Hyatt Regency Hotel
Houston, Texas
2012 - 2013 OFFICERS

President: Carolyn Conn, St. Edward’s University
Program Chair & President Elect: Thomas Carment, Rogers State University
Program Chair Elect: Amelia Baldwin, University of Arkansas – Ft. Smith
Secretary/Treasurer: Dana Newman, Audimation Services, Inc.
Historian: George L. Hunt, Stephen F. Austin State University
Webmaster: Edward R. Walker, University of Central Oklahoma
Past President 2011-2012: Robert Walsh, University of Dallas
Council Representative Bambi Hora, University of Central Oklahoma
Coordinating Committee Member At Large (2013): Thomas D. Tolleson, Texas Wesleyan University
Coordinating Committee Member At Large (2014): David Dearman, University of Arkansas – Little Rock

2012-2013 SECTION REGIONAL COORDINATORS

Accounting, Behavior & Organizations: Jesse Robertson, University of North Texas
Accounting Programs Leadership: Treba A. Marsh, Stephen F. Austin State University
American Taxation Association: Terry Crain, University of Oklahoma
Auditing: Lili Sun, University of North Texas
Diversity: Robert Webster, Ouachita Baptist University
Financial Accounting and Reporting: Derek K. Oler, Texas Tech University
Forensic & Investigative Accounting: Mary Fischer, University of Texas at Tyler
Gender Issues & Work/Life Balance: Michelle McEacharn, Univ. of Louisiana – Monroe
Government and Nonprofit: Rabih Zeidan, Texas A&M – Corpus Christi
Information Systems: L. Murphy Smith, Murray State University
International Accounting: Dennis M. Lopez, University of Texas at San Antonio
Management Accounting: Marty Steubs, Baylor University
Public Interest: Brett R. Wilkinson, Baylor University
Strategic and Emerging Technologies: Margaret Tanner, University of Arkansas – Ft. Smith
Teaching, Learning and Curriculum: Cathy Scott, Navarro College
Two-Year Colleges: Mary Fischer, University of Texas at Tyler

PAST PRESIDENTS

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
2013 AWARDS

McGraw-Hill Irwin
Distinguished Paper Award

*Why Firms just below Thresholds? Earnings Management Constraints and Market Sensitivity to Earnings*

*James C. Hansen*, University of New Mexico

Federation of Business Disciplines
Outstanding Educator Award

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

Teaching, Learning and Curriculum Section
Best Manuscript Award

*Accounting Decision Making: Does the Ethics Course Delivery Make a Difference?*

*Mary Fischer*, University of Texas at Tyler
*Treba A. Marsh*, Stephen F. Austin State University
*George L. Hunt*, Stephen F. Austin State University

Outstanding Doctoral Student Paper Award

*Auditor Judgment and Ego-Depletion*

*Joleen Kremin*, Texas Tech University
March 14, 2013 (Thursday)

9:00 a.m. – 10:00 a.m. Picuris (West Lower)

KEYNOTE SPEAKER – Plenary Session
Mary Barth, President Elect
American Accounting Association

Mary E. Barth is the Joan E. Horngren Professor of Accounting at Stanford University, Graduate School of Business (GSB). Professor Barth served on the International Accounting Standards Board and was its Academic Advisor. She was also Associate Professor at Harvard Business School and an Arthur Andersen & Co audit partner. Professor Barth’s research won the Competitive Manuscript Award and, twice each, the Wildman Medal Award and Best Paper Award of the Financial Accounting and Reporting Section. She is AAA President-Elect and received the Outstanding International Accounting Educator Award of the International Section. She is an Editor of Management Science, was Associate Editor of The Accounting Review, and serves on several editorial boards. Professor Barth received the GSB’s MBA Distinguished Teaching and PhD Faculty Distinguished Service Awards, and was Senior Associate Dean for Academic Affairs. Professor Barth holds a BA (Cornell University), an MBA (Boston University), a PhD (Stanford University), and a DSc(HC) (Lancaster University).

10:00 a.m. – 10:30 a.m. Ballroom C (West Upper)

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.

10:00 a.m. – Noon  Join us for coffee at the FBD booth and meet Mary Fischer, Editor of the new Federation of Business Disciplines Journal. Find out how your participation in this conference opens the door to another publication outlet for your research.

10:30 a.m. – Noon (Accounting)  1.5 CH Picuris (West Lower)

PANEL:
International Financial Reporting Standards – An Update

Moderator & Panelist: Derek K. Oler, Texas Tech University
Panelists: Mary Barth, Stanford University
Gia Chevis, Baylor University

International Financial Reporting Standards have been implemented in the EEC, Mexico, Canada and Australia. The SEC has directed FAF and FASB to harmonize US GAAP and IFRS. What are the greatest obstacles remaining to the adoption of IFRS by the US? What can we as educators do to properly cover IFRS right now, while the adoption date remains uncertain, and to properly cover IFRS as we approach and pass the adoption date.

Noon – 1:30 pm LUNCH – On your own – Enjoy!
SESSION A  
Earnings Management/Disclosure  
Moderator: Gia Chevis, Baylor University

**2013 McGraw-Hill Irwin Distinguished Paper Award**

*Why Firms just below Thresholds? Earnings Management Constraints and Market Sensitivity to Earnings*  
James C. Hansen, University of New Mexico

*Voluntary Disclosure in Corporate Control Contests*  
Jinqiu Yan, University of Houston

*Product Market Competition and Earnings Management around Open-market Repurchase Announcements*  
Wen-Chun Lin, National Taipei College of Business  
Tsai-Ling Liao, National Formosa University

SESSION B PANEL: Tips for New (And Not So New) Department Chairs: Advice From Those in the Trenches

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

Panelists: Charles Davis, Baylor University  
Treba A. Marsh, Stephen F. Austin State University  
Michelle McEacharn, University of Louisiana – Monroe  
Margaret Tanner, University of Arkansas – Fort Smith

This is a panel discussion composed of four chairs. It is meant to be a time of sharing (and commiserating) with other chairs. The APLG has requested this panel session be at each of the AAA Regional Meetings. We will be following a set of questions regarding motivating faculty, managing faculty workload, evaluating faculty, student recruiting, faculty qualifications, fundraising and faculty staff relations.
SESSION C  
**Accounting Behavior and Organizations**

**Moderator:** Jesse Robertson, University of North Texas

*The Academic Accounting Profession and the Pathways Commission: Lessons from the Replacement Referee Debacle*
  
  **Jason E. MacGregor,** Baylor University  
  **Brett R. Wilkinson,** Baylor University  
  **Marty Steubs,** Baylor University

*Accounting Department Leaders of Public and Private Colleges and Universities View Business School Performance through a Market Orientation Lens*
  
  **Robert Webster,** Ouachita Baptist University  
  **Kevin L. Hammond,** University of Tennessee at Martin

*How to Review a Paper*
  
  **Derek K. Oler,** Texas Tech University  
  **William R. Pasewark,** Texas Tech University

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SESSION D  
**Doctoral Student Papers**

**Moderator:** Cindy Seipel, New Mexico State University

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**Outstanding Doctoral Student Paper Award**

*Auditor Judgments and Ego-Depletion*
  
  **Joleen Kremin,** Texas Tech University

*Enterprise Risk Management Systems Quality, Audit Fees and Audit Delay: An Empirical Examination of Insurance Companies*
  
  **Denton Collins,** Texas Tech University  
  **Cristina Bailey,** Texas Tech University
March 14, 2013 (Thursday)

3:00 p.m. – 3:30 p.m. Ballroom C (West Upper)

FBD Coffee Break – Sponsored by Texas A&M University – Central Texas
Visit the exhibits for information on the latest books & newest educational technologies. Tell our exhibitors how much we appreciate their presence and their continuing support of our meetings!

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

3:30 p.m. – 5:00 p.m. (Behavioral Ethics) 1.5 CH Picuris (West Lower)

SESSION A Teaching Learning & Curriculum

Moderator: Kathleen Dunne, Rider University

Teaching, Learning and Curriculum Section
Best Manuscript Award

Accounting Decision Making: Does the Ethics Course Delivery Make a Difference?
Mary Fischer, University of Texas at Tyler
Treba A. Marsh, Stephen F. Austin St University
George L. Hunt, Stephen F. Austin State University

Using Experiential Learning To Go Beyond Compliance in Teaching Accounting and Technology Ethics
Liz Mulig, University of Dallas
Sue Conger, University of Dallas
Susan Rhame, University of Dallas
Sandra Blanke, University of Dallas

Reflection Papers in Accounting Classes: Really?
Aundrea Kay Guess, Samford University

3:30 p.m. – 5:00 p.m. (Computer Science) 1.5 CH Sandia (West Lower)

SESSION B Panel: Teaching and Technology

Moderator: Tracie Lynn Nobles, Texas State University – San Marcos

Panelist: Cathy Scott, Navarro College

This session will explore the reasons why instructors should use technology in their courses and common pitfalls of doing so. In addition, NEW technology tools that instructors can use to enhance learning in face-to-face, online, and hybrid environments will be discussed. Participants will also learn about instructor and student web resources that can be used throughout the accounting curriculum.
AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2013 ANNUAL MEETING

March 14, 2013 (Thursday)

3:30 p.m. – 5:00 p.m. (Behavioral Ethics) 1.5 CH Santa Ana (West Lower)

SESSION C PANEL: Setting Your Students’ Expectations about Academic Integrity

Moderator: Billy Earnest, St. Edward's University

Panelist: Carolyn Conn, St. Edward's University

Abstract: This panel will help in developing strategies for setting students’ expectations of academic integrity so they align more closely with that of their professors. Additionally, we will consider questions such as whether or not ours is a “cheating culture” and what that might mean for our students’ relationship to academic integrity. The causes of cheating will also be explored along with ideas for designing courses and curricula in such a way that the motivational structure of the class makes cheating and other forms of deception either irrelevant or unattractive.

3:30 p.m. – 5:00 p.m. (Accounting) 1.5 CH Laguna (West Lower)

SESSION D International Accounting

Moderator: Dennis M. Lopez, University of Texas at San Antonio

Financial Reform and Real Earnings Management in Korea
Brian Lee, Prairie View A&M University
Dong W. Kim, Jeju National University
Vijay Vemuri, Prairie View A&M University

Reverse Mergers and Earnings Quality
Chu Chen, The University of Texas at El Paso
Giorgio Gotti, The University of Texas at El Paso
Kathryn Schumann, James Madison University

The Audit Committee of an Emerging Economy
M. Hegazy, Prairie View A&M University
Gin Chong, Prairie View A&M University

5:30 p.m. – 7:00 p.m. Ballroom C (West Upper)

FBD Meet and Greet Social

Everyone is invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers. 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, dinner, or historic Old Town.

ENJOY YOUR EVENING IN ALBUQUERQUE!
<table>
<thead>
<tr>
<th>Board: # 1</th>
<th>A Comparison of the Ease of Ratio Analysis for Financial Statements Between the Present Format and the Proposed New Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenter: Edward R. Walker, Katherene Terrell, Robert Terrell, University of Central Oklahoma</td>
<td></td>
</tr>
<tr>
<td>Description: The proposed new financial statement format separates financial statement elements that were formerly grouped in close proximity on the financial statements. This may result in some elements being inadvertently omitted when the ratios are computed.</td>
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<thead>
<tr>
<th>Board: #2</th>
<th>A Systems Approach to Accounting: What Accounting Knowledge Will Smooth the Way?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenter: Katherine Boswell, Dorothy A. Davis, University of Louisiana – Monroe</td>
<td></td>
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<tr>
<td>Description: This poster emphasizes the core concepts that require in-depth understanding for successful performance when studying accounting from a systems perspective.</td>
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<thead>
<tr>
<th>Board: #3</th>
<th>Accounting Meets Lean</th>
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</thead>
<tbody>
<tr>
<td>Presenter: Dorothy A. Davis, Patricia Roshto, Janis Weber, University of Louisiana – Monroe</td>
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<tr>
<td>Description: This poster will not only offer the principles of the lean enterprise but will also connect those principles with the subject matter in the managerial accounting classroom.</td>
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<thead>
<tr>
<th>Board: #4</th>
<th>Flipping the Accounting Classroom</th>
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<tbody>
<tr>
<td>Presenter: Tracie Lynn Nobles, Texas State University – San Marcos</td>
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<tr>
<td>Description: The poster will include a brief discussion of this educational concept, strategies to get started in your course, and examples of my flipped classroom.</td>
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<tr>
<th>Board: #5</th>
<th>Getting Students To Read the Assigned Work</th>
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<tbody>
<tr>
<td>Presenter: Gin Chong, Prairie View A&amp;M University</td>
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<tr>
<td>Description: This paper offers practical suggestions to stimulate students to read and ready for classes. The discussions will benefit both new and seasoned instructors.</td>
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<tr>
<th>Board: #6</th>
<th>Managerial Accounting – Tool Kit or Hardware Department?</th>
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<tr>
<td>Presenter: Sheila D. Foster, The Citadel</td>
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<tr>
<td>Description: Can the number of tools and rules needed by managerial students be reduced from a hardware store to a toolkit? With critical thinking and a little creativity, can less actually be more in decision-making?</td>
<td></td>
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<tr>
<th>Board: #7</th>
<th>Static versus Algorithmic Homework Problems: Which One Is More Effective?</th>
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<tr>
<td>Presenter: Bambi Hora, Edward R. Walker, Katherene Terrell, University of Central Oklahoma</td>
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<tr>
<td>Description: Studies such as this one will help identify courses in which these supplements are most effective or if the benefits exceed the cost of developing these alternatives.</td>
<td></td>
</tr>
</tbody>
</table>
SESSION B  

**Accounting History**

**Moderator:** George L. Hunt, Stephen F. Austin State University

*An Oral History of the First African American CPA in Arkansas*

David Dearman, University of Arkansas – Little Rock

*Has Concentration in the Top Six Accounting Journals Changed over Time?*

Derek K. Oler, Texas Tech University

Mitchell J. Oler, Virginia Tech University

Christopher J. Skousen, Utah State University

Jayson Talakai, Texas Tech University

*Perspectives on the Pathways Commission Report*

Carolyn Conn, St Edward's University

Chris Aquino, Niagara University

Paul Vermette, Niagara University

Cindy Kline, Niagara Catholic Junior Senior High School

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

SESSION C  

**Management Accounting**

**Moderator:** Marty Steubs, Baylor University

*Balanced Scorecards, Levers of Control, and Subjectivity: An Experimental Investigation of Management Control System Design*

Louis Fayard, University of North Texas

Robert Alan Leitch, University of South Carolina

Budgeting with Linear Programming

Dennis Togo, University of New Mexico

*American Customer Satisfaction Index (ACSI): A Performance Indicator for both Accounting and Marketing Educators*

Rebecca Goza, University of Central Oklahoma

Make plans to attend the following FBD Exhibitor simulations.

**LINKS Simulations**  

Thursday, March 14, 2013  
10:30 a.m. – 12:00 p.m.  
Sandia (West Lower)

**Interpretive Simulations**  

Thursday, March 14, 2013  
3:30 p.m. – 5:00 p.m.  
Estancia (West Lower)
March 15, 2013 (Friday)

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<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
<th>Speakers</th>
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</table>
| 8:30 a.m. – 10:00 a.m. | **SESSION D** Accounting & Markets | Laguna (West Lower) | **Product Market Competition and Earnings Management around Open-market Repurchase Announcements**  
Wen-Chun Lin, National Taipei College of Business  
Tsai-Ling Liao, National Formosa University  

**The Impact of Firm Performance on MD&A Readability**  
Suzanne Marie Perry, University of North Texas  

**GASB’s New Pension Standards – A Closer Look**  
Patricia Healy, Pace University – Westchester  
Robert J. Cable, Pace University |

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<tr>
<td>10:00 a.m. – 10:30 a.m.</td>
<td><strong>FBD Coffee Break</strong></td>
<td>Ballroom C (West Upper)</td>
<td>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!</td>
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Great Door Prize Drawings take place at **10:15 a.m.** in the Exhibit Area. **Must be present to win.** |

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<th>Session</th>
<th>Location</th>
<th>Speakers</th>
</tr>
</thead>
</table>
| 10:30 a.m. – 12:00 p.m. | **SESSION A** Oil & Gas Accounting | Picuris (West Lower) | **Forecasting Changes in Profitability in the Oil and Gas Industry**  
Haeyoung Shin, University of Houston – Clear Lake  
Ki Young Jeong, University of Houston – Clear Lake  
Michael J. Lacina, University of Houston – Clear Lake  
Youngwon Her, University of Missouri – St Louis  

**When is a Windfall Tax a Tax (or Not a Tax)?**  
Darlene A. Pulliam, West Texas A&M University  
Sharon Burnett, Texas A&M – Commerce  

**Earnings Management Opportunity for U.S. Oil and Gas Firms at 2011 Arab Spring Event**  
Fujen Hsiao, University of Minnesota, Duluth  
Yan Hu, University of Minnesota, Duluth |
**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST**  
**2013 ANNUAL MEETING**

March 15, 2013 (Friday)

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<td>12:00 p.m.</td>
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### SESSION B  
**Teaching Learning & Curriculum**

**Moderator:** Russell Calk, New Mexico State University

* *A Survival Analysis of Tax Professionals’ Performance and Internship Experience*  
Dennis S. Ortiz, University of Texas – Pan American  
Philip H. Siegel, McCurry & Company CPAs  
Carl R. Borgia, Florida Atlantic University

*Danforth Dye Corporation: Teaching the Master Budget with an Interactive Spreadsheet*  
Bambi Hora, University of Central Oklahoma  
Edward R. Walker, University of Central Oklahoma

*Factors Affecting Student Adoption of Optional Podcast Resources: A Test of Competing Models*  
Jennifer Ziegelmayer, Qatar University  
Laurie Barfitt, Western New Mexico University  
Lisa B. Sandifer, Delta State University

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<tr>
<td>12:00 p.m.</td>
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### SESSION C  
**PANEL: Pathways Commission Report: Implementation Challenges for Educators**

**Panelists:** Chris Aquino, Niagara University  
Carolyn Conn, St. Edward’s University  
Paul Vernette, Niagara University  
Cindy Kline, Niagara Catholic Junior Senior High School  
Victor Kraft, University of New Mexico

The session is structured around a series of short presentations by the panelists, general group discussions, and participant activities aimed at providing tangible feedback to the panel. The goal of this panel session is to facilitate meaningful discussion amongst the panel and the session participants related specifically to the issue of implementation of the Pathways Commission recommendations.

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Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.  
◆ Please let exhibitors know how much we appreciate their presence and continued support!
March 15, 2013 (Friday)

10:30 a.m. – 12:00 p.m. (Specialized Knowledge) 1.00 CH Laguna (West Lower)

SESSION D  Teaching, Learning, & Curriculum

Moderator:  Tracie Lynn Nobles, Texas State University – San Marcos

Using the PACE to Access Accounting Knowledge
Donna Elaine Sanders, University of Texas at San Antonio
Veronda Willis, University of Texas at Tyler

Theory in Accounting Curriculum
Laura Barthel, Eastern Kentucky University

CPA Examination Performance of Candidates from the Southwest Region of the AAA
Gordon Heslop, Texas A&M University – Commerce
Virginia Carol Fullwood, Texas A&M University – Commerce
Alvin Gomez, Texas A&M University – Commerce

Noon – 1:30 pm Ballroom A (West Upper)

LUNCH and BUSINESS MEETING

Carolyn Conn, President

1:30 p.m. – 3:00 p.m. (Taxes) 1.5 CH Picuris (West Lower)

SESSION A  Taxes

Moderator:  Terry Crain, University of Oklahoma

The Application of Federal Tax Incentives Supporting the Americans with Disabilities Act
Craig G. White, University of New Mexico

Overstatement of Basis and Gross Income: Application of the Six Year Statute of Limitations; from Colony to Home Concrete
Robert Oliva, University of Arkansas – Little Rock
Roger Dorsey, University of Arkansas – Little Rock

Investigating Shareholder Payouts of Repatriating Firms with Differential Extraterritorial Income Exclusion and Domestic Manufacturing Deduction Benefits
Harrison Liu, University of Texas at San Antonio
March 15, 2013 (Friday)

1:30 p.m. – 3:00 p.m.  (Economics) 1.5 CH  Sandia (West Lower)

**SESSION B**

**Public Interest**

**Moderator:** Brett R. Wilkinson, Baylor University

*Financial Reporting Down on the Farm: US compared to International Guidance*

Mary Fischer, University of Texas at Tyler  
Treba A. Marsh, Stephen F. Austin State University

*The Reality of Social Security: If Reform Doesn’t Happen, What Must Each of Us Do?*

Michael J. R. Hoffman, Nova Southeastern University  
Karen McKenzie, Nova Southeastern University

*Roth Accounts May Offer an Advantage Even When Pre-retirement Tax Rates Are Greater Than Post-retirement Tax Rates*

Neal VanZante, Neal R. VanZante, CPA, CFE  
Ralph B. Fritzsch, Midwestern State University

1:30 p.m. – 3:00 p.m.  (Auditing) 1.5 CH  Santa Ana (West Lower)

**SESSION C**

**Auditing**

**Moderator:** Lili Sun, University of North Texas

*Audit Partner Accountability and Audit Transparency: Partner Signature or Disclosure Requirements*

Cathy Cole, University of Texas at San Antonio

*Have Recent Reforms Improved Auditor Objectivity When Providing Non-audit Services?*

Richard G. Brody, University of New Mexico  
Christine Haynes, University of West Georgia  
Craig G. White, University of New Mexico

*Financial Reporting Transparency and Audit Fees*

Bo Ouyang, Pennsylvania State University Great Valley  
Li-Chin Jennifer Ho, University of Texas at Arlington  
Andrew J. Felo, Nova Southeastern 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!
### SESSION D
**Financial Accounting and Reporting**

**Moderator:** James C. Hansen, University of New Mexico

<table>
<thead>
<tr>
<th>Presentation</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Bold Move or Biting Off More than They Can Chew: Examining the Performance of Small Acquirers</td>
<td>Nancy Lee Harp, Clemson University, Kevin Kim, Texas Tech University, Derek K. Oler, Texas Tech University</td>
</tr>
<tr>
<td>Cash Position Forecasts and Stock Market Portfolio Returns</td>
<td>Richard Alltizer, University of Central Oklahoma, Zane L. Swanson, University of Central Oklahoma</td>
</tr>
<tr>
<td>Dynegy Corporation: Inflating Operating Cash Flow</td>
<td>Fred E. Sellers, Southwestern University</td>
</tr>
</tbody>
</table>

**3:00 p.m. – 3:30 p.m.**

**Ballroom C (West Upper)**

**FBD Coffee Break**

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

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

### SESSION A
**Teaching, Learning and Curriculum**

**Moderator:** Edward R. Walker, University of Central Oklahoma

<table>
<thead>
<tr>
<th>Presentation</th>
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</tr>
</thead>
<tbody>
<tr>
<td>BBB Oil and Gas Enterprises - An Auditing Case</td>
<td>Russell Calk, New Mexico State University, Cindy Seipel, New Mexico State University</td>
</tr>
<tr>
<td>Wilton Memorial Hospital - An Auditing Case</td>
<td>Russell Calk, New Mexico State University, Cindy Seipel, New Mexico State University</td>
</tr>
</tbody>
</table>

Presenters will serve as discussants for each other’s presentation and the application to case teaching.
AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2013 ANNUAL MEETING

March 15, 2013 (Friday)

3:30 p.m. – 5:00 p.m. (Accounting) 1.5 CH Sandia (West Lower)

SESSION B  Forensics & Accounting

Moderator: Mary Fischer, University of Texas at Tyler

An Evaluation of the Hennes Indicator: Does It Detect Fraud?
Theresa Presley, Kansas State University

Hiring the “Right” People: Honesty and Integrity Tests
Richard G. Brody, University of New Mexico
Frank Perri, County of Winnebago: Legal Department

The Development of Reporting for Gift Card Breakage
Karen M. Hennes, University of Oklahoma
Kristy Schenck, Pennsylvania State University

3:30 p.m. – 5:00 p.m. (Accounting) 1.5 CH Santa Ana (West Lower)

SESSION C  Teaching, Learning, & Curriculum

Moderator: Neal R. VanZante, CPA, CFE

Developing an Interactive Textbook Using iBooks Author
Amelia Baldwin, University of Arkansas – Fort Smith

Development of a Service Learning Experience Focused Accounting Course
Donna Elaine Sanders, University of Texas at San Antonio
James E. Groff, University of Texas at San Antonio
Gary L. Bridges, University of Texas at San Antonio

Does Sustainability Reporting have Sustenance? A Marketing Ploy or Management Tool Teaching Tool
Elizabeth C. Rabe, Northeastern State University
Julia S. Kwok, Northeastern 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!

Visit us at FBDonline.org
SESSION D  
Teaching, Learning and Curriculum

Moderator:  
Cathy Scott, Navarro College

Accounting Faculty Teaching Writing – Really?
Carolyn Conn, St Edward's University
Billy Earnest, St. Edward's University

Instability, Innovation, and Accounting Education
Kamala Raghavan, Texas Southern University

Empirically Assessing the Importance of Computer Skills
William M. Baker, Appalachian State University

Make plans to join us in Dallas and Houston for our 2014 and 2015 conferences, respectively.

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

42nd Annual Conference
March 10 - 14, 2015
Hyatt Regency Hotel
Houston, Texas
ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES

2012-2013 OFFICERS

President Lucia S. Sigmar, Sam Houston State University

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Historian Kathryn S. O’Neill, Sam Houston State University

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Susan E. Jennings, Stephen F. Austin State University
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Kathryn S. O’Neill, Sam Houston State University
Lucia S. Sigmar, Sam Houston State University
Randall L. Waller, Baylor University
S. Ann Wilson, Stephen F. Austin State University

CONGRATULATIONS!
Recipient of the 2013 Federation of Business Disciplines Outstanding Educator Award
S. Ann Wilson, Stephen F. Austin State University
ASSOCIATION FOR BUSINESS COMMUNICATION  
SOUTHWESTERN UNITED STATES

March 14, 2013  
(Thursday)

8:00 a.m. – 8:30 a.m.  
Tesuque (West Lower)

ABC – SWUS Breakfast

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

8:30 a.m. – 10:00 a.m.  
Tesuque (West Lower)

SESSION A  
Welcome by ABC – SWUS President Lucia S. Sigmar

Communicating in the Workplace

Session Chair:  
Randall L. Waller, Baylor University

In Context: An Inductive Approach to Teaching Punctuation to Adult Business Writers  
Cynthia E. Ash, Oklahoma State University – Tulsa

Business Communication and Customer Service: Applications in an International Manufacturing Plant  
Roger Conaway, Tecnologico de Monterrey – Campus San Luis Potosi  
Mario G. Cortes, Tecnologico de Monterrey – Campus San Luis Potosi

Message Design Logics and Effectiveness of Corrective Feedback  
Kathryn S. O’Neill, Sam Houston State University  
Geraldine E. Hynes, Sam Houston State University  
Heather Wilson, Sam Houston State University

A Business Communication Exercise in Participation and Analytical Thinking  
Elizabeth W. Bidwell, Oklahoma State University  
Marla Mahar, Oklahoma State University

10:00 a.m. – 10:30 a.m.  
Ballroom C (West Upper)

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.

10:00 a.m. – Noon  
Join us for coffee at the FBD booth and meet Mary Fischer, Editor of the new Federation of Business Disciplines Journal. Find out how your participation in this conference opens the door to another publication outlet for your research.
ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES

March 14, 2013
(Thursday)

10:30 a.m. – 12:00 p.m.  Tesuque (West Lower)

SESSION A  Communication Skills Assessment and Development

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

Soft Skills: Student Perceptions of Their Abilities
Phyllis C. Bunn, Delta State University
Do They Think They Can Communicate? Graduate Students’ Perceptions of Their Communication Competencies
Kathy L. Hill, Sam Houston State University
Gurinder Mehta, Sam Houston State University
Geraldine E. Hynes, Sam Houston State University

Business Communication Instruction: Are Students Really Learning?
Margaret S. Kilcoyne, Northwestern State University
Brenda Hanson, Northwestern State University
Begona Perez-Mira, Northwestern State University
Thomas Hanson, Northwestern State University
Julie McDonald, Northwestern State University
Sue Champion, Northwestern State University

1:30 p.m. – 3:00 p.m.  Tesuque (West Lower)

SESSION A  Business Communication Skills Across the Curricula

Session Chair:  Harold A. Hurry, Sam Houston State University

Teaching Communication Skills through Critical Thinking across the Business Curriculum
Laura Barthel, Eastern Kentucky University
It Takes a Village: Discipline-specific Writing within Business Communication Courses
Carolyn Conn, St. Edward’s University
Billy Earnest, St. Edward’s University

Business Writing in the Core Curriculum
Teresa Hutchins, Ramapo College of New Jersey

How To Integrate Short Writing Assignments into Non-communication Courses
Gretchen N. Vik, San Diego State University
March 14, 2013  
(Thursday)

3:00 p.m. – 3:30 p.m.  
Ballroom C (West Upper)

FBD Coffee Break Sponsored by Texas A&M University – Central Texas

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

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

3:30 p.m. – 5:00 p.m.  
Tesuque (West Lower)

SESSION A  
ABC – SWUS Business Meeting

Presiding:  
**Lucia S. Sigmar,** ABC – SWUS President  
Sam Houston State University

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

5:30 p.m. – 7:00 p.m.  
Ballroom C (West Upper)

FBD Meet and Greet Social

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

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

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March 15, 2013  
(Friday)

7:30 a.m. – 8:30 a.m.  
Centro Del Sol (West Lower)

ABC – SWUS and ABIS Joint Breakfast

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

8:30 a.m. – 10:00 a.m. – Joint Meeting with ABIS  
Centro Del Sol (West Lower)

SESSION A  
New Age Technology in the Classroom

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

Building Relatedness in Online Courses: Developing Your E-Persona  
Traci Austin, Sam Houston State University  
Lucia S. Sigmar, Sam Houston State University

BYOT/BYOD—What?  
Harold A. Hurry, Sam Houston State University

The Use of Disruptive Net Based Tools in Teaching Business Communication  
James G. Ward, Fort Hays State University

Examining Gender Differences in Email Communication: A Study of Student Email to Faculty  
M. Suzanne Clinton, University of Central Oklahoma  
Kimberly L. Merritt, Oklahoma Christian University  
Katelynn B. Burns, Student, East Central University

10:00 a.m. – 10:30 a.m.  
Ballroom C (West Upper)

FBD Coffee Break

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Great Door Prize Drawings take place at 10:15 a.m. in the Exhibit Area.  
Must be present to win.
**ASSOCIATION FOR BUSINESS COMMUNICATION**
**SOUTHWESTERN UNITED STATES**

March 15, 2013
(Friday)

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<thead>
<tr>
<th>Time</th>
<th>Session A</th>
<th>Location</th>
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<tr>
<td>10:30 a.m. – 12:00 p.m.</td>
<td>General Issues in Communication</td>
<td>Tesuque (West Lower)</td>
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<tr>
<td>Session Chair:</td>
<td>Margaret S. Kilcoyne, Northwestern State University</td>
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<tr>
<td></td>
<td>Revisiting the Business Meal: Status of Student Awareness from Interview to Immersion</td>
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<td></td>
<td>Marsha L. Bayless, Stephen F. Austin State University</td>
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<td>Clive Muir, Stephen F. Austin State University</td>
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<td>Timothy W. Clipson, Stephen F. Austin State University</td>
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<td>Non-verbal Communication: Ladies, What Does Your Hairstyle Say about You?</td>
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<td>Susan E. Jennings, Stephen F. Austin State University</td>
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<td>Gail Weatherly, Stephen F. Austin State University</td>
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<td>Preparing Students in a Business Writing Course for Job Fairs and Interviews</td>
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<td>Thomas F. McNally, Kutztown State University</td>
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<td>Use Mini-lessons To Teach Writing</td>
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<td>Marcel M. Robles, Eastern Kentucky University</td>
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<th>1:30 p.m. – 3:00 p.m.</th>
<th>Ethics, Cultures, and Communication</th>
<th>Tesuque (West Lower)</th>
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<tr>
<td>Session Chair:</td>
<td>Traci Austin, Sam Houston State University</td>
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<td>Ethical Persuasion:</td>
<td>Taking the High Road in Compelling Communication</td>
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<td>Anne B. Grinols, Baylor University</td>
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<td>Dialogic + Monolithic = Synthesis: A Hybrid Approach to Teaching Global Business Communication Competency</td>
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<td>Lorelei A. Ortiz, St. Edward’s University</td>
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<td>A Study of How Fortune 100 Companies Communicate Ethics, Governance, Corporate Responsibility, Sustainability, and Human Rights</td>
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<td>Robert W. Rasberry, Southern Methodist University</td>
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<td>Teaching the Course on International Business Communication</td>
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<td>William Wardrope, University of Central Oklahoma</td>
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ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES

March 15, 2013
(Friday)

3:00 p.m. – 3:30 p.m. Ballroom C (West Upper)

FBD Coffee Break

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

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

3:30 p.m. – 5:00 p.m. Tesuque (West Lower)

SESSION A Communication Connections: Social Media and Team Building

Session Chair: Geraldine E. Hynes, Sam Houston State University

**Self-presentation, Race, and Gender: How African-American Business Students Employ Social Media To Communicate to Corporate America**

*Lori Boyer,* Clark Atlanta University

**Crafting Effective BYOD Policies: Providing Direction in a Portable Technology Work Environment**

*Debbie D. DuFrene,* Stephen F. Austin State University
*S. Ann Wilson,* Stephen F. Austin State University
*Timothy W. Clipson,* Stephen F. Austin State University

**Rethinking Team Based Skills**

*Chynette Nealy,* University of Houston Downtown

Make plans to join us in Dallas and Houston for our 2014 and 2015 conferences, respectively.

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**2012 - 2013 OFFICERS**

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

**Vice President/Program Chair**  
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**Secretary**  
Joselina Cheng, University of Central Oklahoma

**Treasurer**  
Carla J. Barber, University of Central Arkansas

**Proceedings Editor**  
Beverly Oswalt, University of Central Arkansas

**Past President**  
Daniel D. Friesen, University of North Texas at Dallas

**Historian/Parliamentarian**  
Betty A. Kleen, Nicholls State University

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

**Reviewers**  
Carla J. Barber, University of Central Arkansas  
Joselina Cheng, University of Central Oklahoma  
Mike Estep, Cameron University  
Daniel D. Friesen, University of North Texas at Dallas  
Karen Hardin, Cameron University  
Betty A. Kleen, Nicholls State University  
Jim Larsgaard, Eastern Kentucky University  
K. David Smith, Cameron University  
Robert B. Mitchell, University of Arkansas at Little Rock  
Marcel M. Robles, Eastern Kentucky University  
Lori Soule, Nicholls State University  
Ann Wilson, Stephen F. Austin State University

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

◆

Please let exhibitors know how much we appreciate their presence and continued support!
March 14, 2013  
(Thursday)

CONGRATULATIONS!

Recipient of the 2013 McGraw-Hill Distinguished Paper Award

*Multiple Software Upgrades/Changes: Faculty Perceptions Related to Change Management and Technology Acceptance*

Betty A. Kleen, Nicholls State University  
Ronnie Fanguy, Nicholls State University  
Sherry Rodrigue, Nicholls State University  
Lori Soule, Nicholls State University

Recipient of the 2013 Federation of Business Disciplines Outstanding Educator Award

Ann Wilson, Stephen F. Austin State University

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8:00 a.m. – 10:00 a.m.  
Zuni (West Lower)

**SESSION A**  
**Buffet Breakfast, Business Meeting and Distinguished Paper Presentation**

All ABIS members are invited to come enjoy a great breakfast buffet and participate in the Annual Business Meeting.

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

**Yearly Business Meeting: Old and New Business of ABIS**

**2013 McGraw-Hill Distinguished Paper Presentation**

*Multiple Software Upgrades/Changes: Faculty Perceptions Related to Change Management and Technology Acceptance*

Betty A. Kleen, Nicholls State University  
Ronnie Fanguy, Nicholls State University  
Sherry Rodrigue, Nicholls State University  
Lori Soule, Nicholls State University
ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 14, 2013
(Thursday)

10:00 a.m. - 10:30 a.m. Ballroom C (West Upper)

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.*

**10:00 a.m. – Noon**  Join us for coffee at the FBD booth and meet Mary Fischer, Editor of the new *Federation of Business Disciplines Journal*. Find out how your participation in this conference opens the door to another publication outlet for your research.

Make plans to attend the following FBD Exhibitor simulations.

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<tr>
<th>LINKS Simulations</th>
<th>Thursday, March 14, 2013</th>
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<td>10:30 a.m. – 12:00 p.m.</td>
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<th>Interpretive Simulations</th>
<th>Thursday, March 14, 2013</th>
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<td>3:30 p.m. – 5:00 p.m.</td>
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| 10:30 a.m. – 12:00 p.m. | Zuni (West Lower) |

**SESSION A**  
**Online Teaching & Learning**

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

*When the Course Management System Isn’t Enough*

**Gail Weatherly**, Stephen F. Austin State University  
**Susan E. Jennings**, Stephen F. Austin State University

*Effective Use of Technology to Improve Diverse Student Interaction in Online Courses for Workplace Success*

**Ehi Aimiuwu**, Morgan State University

*Assessment of Online Instructors: An Essential Component of Quality Instruction?*

**Robert B. Mitchell**, University of Arkansas at Little Rock
Joint Luncheon with Southwest Academy of Management

Title: Entrepreneurial Speaker Series/Steak Buffet

Presiding: Kimberly Merritt, Oklahoma Christian University, Program Chair, ABIS
            Janie R. Gregg, The University of West Alabama, Program Chair, SWAM

Facilitator: Jake Williams, PMI Research Coordinator

Entrepreneurial Speaker: TBA

ABIS will have a limited number of free tickets. Contact the Program Chair, Kimberly Merritt, for more information. Sponsored in part by Project Management Institute Research Program

Make plans to join us in Dallas and Houston for our 2014 and 2015 conferences, respectively.

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***

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ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 14, 2013
(Thursday)

1:30 p.m. – 3:00 p.m. Zuni (West Lower)

SESSION A Preparing Students for Success
Session Chair: Beverly Oswalt, University of Central Arkansas

Modeling eJob Shadowing for Teaching MIS Students with Simulation Technology
Joselina Cheng, University of Central Oklahoma

Millennials, Technologies, and Expectations
Julie McDonald, Northwestern State University
Sarah Wright, Northwestern State University
Margaret S. Kilcoyne, Northwestern State University
Sue Champion, Northwestern State University
Eric Fountain, Northwestern State University

The Consumerization of IT: BYOD
Ann Wilson, Stephen F. Austin State University
Debbie D. DuFrene, Stephen F. Austin State University
Timothy W. Clipson, Stephen F. Austin State University

3:00 p.m. – 3:30 p.m. Ballroom C (West Upper)

FBD Coffee Break Sponsored by Texas A&M University – Central Texas

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SESSION A  Current Issues in Information Systems

Session Chair:  Carla J. Barber, University of Central Arkansas

Ownership of Digital Media: The Status of Digital Inheritance Laws
Marsha L. Bayless, Stephen F. Austin State University
J. Keaton Grubbs, Stephen F. Austin State University

Making Sense of Microsoft Office 2013, Office 365, and the Sky Drive
Jim Larsgaard, Eastern Kentucky University

Social Media: Don’t Over Socialize!
Marcel M. Robles, Eastern Kentucky University

5:30 p.m. – 7:00 p.m.  Ballroom C (West Upper)

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ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 15, 2013
(Friday)

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ABIS and ABC – SWUS Joint Breakfast

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8:30 a.m. - 10:00 a.m. Joint Meeting with ABC – SWUS Centro del Sol (West Lower)

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

Building Relatedness in Online Courses: Developing Your E-Persona
Traci Austin, Sam Houston State University
Lucia S. Sigmar, Sam Houston State University

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ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 15, 2013
(Friday)

10:30 a.m. – 12:00 p.m. Zuni (West Lower)

SESSION A  Curriculum Development

Session Chair: Joselina Cheng, University of Central Oklahoma

Universal Design for Learning 2.0: A New Challenge for Online Higher Education
Begona Perez-Mira, Northwestern State University
Margaret S. Kilcoyne, Northwestern State University
Brenda Hanson, Northwestern State University
Thomas Hanson, Northwestern State University
Sue Champion, Northwestern State University

Using Excel Solver to Teach Nonlinear Modeling: A Proposal
Daniel D. Friesen, University of North Texas at Dallas

Spreadsheet Proficiency in Business School Students: A Preliminary Study of Student Job Preparedness
Gregory Treadwell, Cameron University
Mike Estep, Cameron University
K. David Smith, Cameron University
Kimberly L. Merritt, Oklahoma Christian University

1:30 p.m. – 3:00 p.m. Zuni (West Lower)

SESSION A  Pedagogy and Student Learning

Session Chair Daniel D. Friesen, University of North Texas at Dallas

Students’ Attitudes Toward Eight-Week Courses in Computer Literacy
Lori Soule, Nicholls State University
Kent White, Nicholls State University

Head in a Cloud? What Business Students Know about Cloud Computing
Carla J. Barber, University of Central Arkansas
Beverly Oswalt, University of Central Arkansas
Lea Anne Smith, University of Central Arkansas

A Dozen Apps in the Life of a Professor
Lori Soule, Nicholls State University
Association of Collegiate Marketing Educators Officers

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Program Chair      Nacef Mouri, George Mason University
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Webmaster          Vaidotas Lukosius, Tennessee State University
Past President     Sharon Thach, Tennessee State University
Proceedings Editor Malini Natarajarathinam, Texas A&M University

Panel, Workshop and Special Session Coordinators

P.J. Forrest, Alcorn State University
Patrick D. “Pat” Fountain, East Central University
Renée Gravois Lee, Sam Houston State University
Kishwar Joonas, Prairie View A&M University
Vaidotas Lukosius, Tennessee State University
Kimball P. Marshall, Alcorn State University
Sue Y. McGorry, DeSales University
Nacef Mouri, George Mason University
Vivek Natarajan, Lamar University

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Silvia L. Martin
Lynchburg College

Recipient of the 2013 Federation of Business Disciplines Outstanding Educator Award

Kimball P. Marshall
Alcorn State University

AxcessCapon 2013 Innovative Marketing Teacher of the Year Award

Gopala “GG” Ganesh
University of North Texas

Runner-up
Patrick D. "Pat" Fountain
East Central University

Visit us at FBDonline.org
Track Chairs

**Assurance of Learning**  Vaidotas Lukosius, Tennessee State University

**Pharmaceutical & Healthcare Marketing**  David P. Paul, III, Monmouth University

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

**New Media, Advertising & Marketing Communications**  Maxwell Hsu, University of Wisconsin – Whitewater, and Silvia L. Martin, Lynchburg College

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

**B-to-B, Technology Commercialization & New Product Development**  Prashant Srivastava, University of Akron

**Ethics, Legal and Public Policy**  Sharon Thach, Tennessee State University

**Student Papers**  Nancy Albers-Miller, Berry College

**Logistics & Supply Chain Management**  Xiaoming Li, Tennessee State University, and Nacef Mouri, George Mason University

**Marketing Strategy & Entrepreneurship**  John Newbold, Sam Houston State University

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

**Marketing Education**  Renée Gravois Lee, Sam Houston State University

**Experiential & Service Learning**  Patrick D. “Pat” Fountain, East Central University, and Lynn Murray, Pittsburg State University

**Personal Selling & Sales Management**  Michael W. Pass, Sam Houston State University

**Retailing & Services Marketing**  Ramaprasad Unni, Tennessee State University

**Entertainment, Fine Arts, and Music Marketing**  Kimball P. Marshall, Alcorn State University
CONGRATULATIONS!

BEST OF TRACK PAPER AWARD WINNERS

**Ethics, Legal and Public Policy**
*Green Advertising to Investors*
Bruce Huhmann, New Mexico State University
Suzanne Connor, American University in Dubai

**Global and Cross Cultural Marketing**
*Brazil’s Accession to TRIPS and Its Engagement with the Pharmaceutical Industry*
Sharon Thach, Tennessee State University
Susan J. Marsnik, University of St. Thomas

**Experiential and Service Learning**
*Volunteer Tourism and Transformative Learning: A Platform to Engage Constituents from Both Universities and their Local Communities*
Sarathe A. Nonis, Arkansas State University

**Marketing Strategy and Entrepreneurship**
*Top Management Risk-Taking, Strategic Orientations and New Product Performance*
Prashant Srivastava, The University of Akron
Gary L. Fenwick, The University of Texas at El Paso
Jarwon Yoo, Soongsil University

**Marketing Research**
*The Use of Netnography and Storytelling in Online Research: An Exploratory Study on Consumers’ Motivations and Roles to Support or not Betrayed Customers*
Haithem Zourrig, University of Regina

**B-to-B, Technology Commercialization & New Product Development**
*Moderation Effects of Partner Dependence on Ambidextrous Adaptation and New Product Success*
Zhening (Jimmy) Xu, University of Texas at El Paso
Binh H. Nguyen, New York Institute of Technology – Vancouver campus
Gary L. Frankwick, University of Texas at El Paso

**Entertainment, Fine Arts, and Music Marketing**
*Does Music Affect Ad Recall? An Exploratory Study*
Ronald K. Taylor, Shippensburg University

**Consumer Behavior and Customer Relationship Management**
*A Study of Customer Perceived Value during Product-harm Crisis*
Baolong Ma, Beijing Institute of Technology
Lin Zhan, Truman State University
Ying Sun, Beijing Institute of Technology
Gao Wang, China Europe International Business School
Fei Li, Tsinghua University

**New Media, Advertising and Marketing Communications**
*The Influence of Marketing Communication on Capabilities: An Empirical Study of the Antecedents of Performance in International New Ventures*
Silvia L. Martin, Lynchburg College
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 14, 2013
(Thursday)

8:30 a.m. – 10:00 a.m. Santo Domingo (West Lower)

SESSION A  Ethics, Legal and Public Policy

Session Chair:  Vaidotas Lukosius, Tennessee State University

*Psychographic Factors that Influence Consumer Expectations and Perceptions of Social Responsibility*
Enrique Bigné, University of Valencia, Spain
Rafael Currás, University of Valencia, Spain
Alejandro Alvarado, University of Quintana Roo, Mexico

*Green Advertising to Investors*
Bruce Huhmann, New Mexico State University
Suzanne Connor, American University in Dubai

*Ethical Considerations in Government De-marketing Programs*
Kimball P. Marshall, Alcorn State University

*Altruism of College Students - An Exploratory Study of Volunteering Intentions*
Ramprasad Unni, Tennessee State University
Julie Roberts, Tennessee State University

8:30 a.m. – 10:00 a.m. San Juan (West Lower)

SESSION B  Marketing Education

Session Chair:  Renée Gravois Lee, Sam Houston State University

*Re-investigating the Relationships Ability, Personal, and Behavioral Variables Have with Academic Performance: Role of Perception of Clustered Deadlines*
Sarath A. Nonis, Arkansas State University
Melodie J. Philhours, Arkansas State University
Gail I. Hudson, Arkansas State University

*The Influence of Psychological Needs and Moderators on Student Effort*
Michael W. Pass, Sam Houston State University

*Academy Dishonesty among Business Students: Exploring Students’ Definitions of Cheating*
Renée Gravois Lee, Sam Houston State University
Sanjay S. Mehta, Sam Houston State University

*The Use of Netnography and Storytelling in Online Research: An Exploratory Study on Consumers’ Motivations and Roles to Support or not Betrayed Customers*
Haithem Zourrig, University of Regina
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.

10:00 a.m. – Noon  Join us for coffee at the FBD booth and meet Mary Fischer, Editor of the new Federation of Business Disciplines Journal. Find out how your participation in this conference opens the door to another publication outlet for your research.

Make plans to attend the following FBD Exhibitor simulations.

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<th>LINKS Simulations</th>
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Make plans to join us in Dallas and Houston for our 2014 and 2015 conferences, respectively.

**41st Annual Conference**

March 11 - 15, 2014  
Sheraton Dallas  
Dallas,Texas

***

**42nd Annual Conference**

March 10 - 14, 2015  
Hyatt Regency Hotel  
Houston,Texas
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 14, 2013
(Thursday)

10:30 a.m. – 12:00 p.m.  Santo Domingo (West Lower)

SESSION A  Entertainment, Fine Arts, and Music Marketing
(The Meaning, Generation, and Use of Celebrity Status)

Session Chair:  Sharon Thach, Tennessee State University
Sue Y. McGorry, DeSales University

The Meaning of Celebrity in Secular Society
Kimball P. Marshall, Alcorn State University
Yasha Reddy, Alcorn State University

Consumer Behavior in History: The Fine and Applied Arts
Sharon Thach, Tennessee State University

A Case Study in the Ethics of Crowd Funding: Amanda Palmer and the Grand Theft Orchestra
Barry Padgett, Belmont University
Clyde Philip Rolston, Belmont University

How Social Media Create Celebrity Status
William S. Piper, Alcorn State University
P.J. Forrest, Alcorn State University

10:30 a.m. – 12:00 p.m.  San Juan (West Lower)

SESSION B  Experiential and Service Learning

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

An Example of Experiential Learning through Industry Partnerships
Denise T. Ogden, Penn State Lehigh Valley
James R. "Doc" Ogden, Kutztown University of Pennsylvania

Volunteer Tourism and Transformative Learning: A Platform to Engage Constituents from Both Universities and their Local Communities
Sarath A. Nonis, Arkansas State University

A University Experiential Learning Opportunity: The Twice as Nice Merchandising Project
Anna A. Magie, Texas Woman's University
Deborah D. Young, Texas Woman's University

Job Shadowing and Informational Interview Assignments: A Qualitative Review of Students' Thoughts
Patrick D. "Pat" Fountain, East Central University
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 14, 2013
(Thursday)

10:30 a.m. – 12:00 p.m. Santa Ana (West Lower)

SESSION C  Marketing Strategy and Entrepreneurship

Session Chair: William F. Spear, Colby-Sawyer College

The Relationship between Technology Orientation and Service Innovativeness in Technology Services Firms
Nacef Mouri, George Mason University
Maheshkumar P Joshi, George Mason University
Sidhartha R Das, George Mason University

Exploring the Marketing Orientation-New Product Performance Linkage in the Manufacturing Sector: The Role of Organizational Capabilities
Turkan Dursan-Kilic, West Texas A&M University

Top Management Risk-Taking, Strategic Orientations and New Product Performance
Prashant Srivastava, The University of Akron
Gary L. Fenwick, The University of Texas at El Paso
Jarwon Yoo, Soongsil University

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Visit us at FBDonline.org
### SESSION A  New Media, Advertising and Marketing Communications

**Session Chair:** Maxwell Hsu, University of Wisconsin – Whitewater

**Cyberspace Meets Personal Space: Use of Social Media to Support Direct Selling Activities**
*Dennis Kopf*, University of Wisconsin – Whitewater

**Business Operations Performance: The Impact of Communications on IT/Business Alignment**
*Mauricio Corona*, La Salle University

**The Risk Adjusted Differential Metric: Definition, Properties and Correlation with The Advertising Budget and Intangible Value Creation**
*Hector Macfarland*, Instituto Tecnologico de Estudios Superiores de Monterrey

### SESSION B  Special Session: Great Assignments and Teaching Ideas

**Session Chair:** Renée Gravois Lee, Sam Houston State University

**Transformative Consumer Research in the Classroom**
*Roland Gau*, University of Texas at El Paso
*Fatima Hussain*, University of Texas at El Paso

**Reflecting in an Academic Community Engagement Strategic Marketing Management Course**
*Sanjay S. Mehta*, Sam Houston State University

**“Taking It to the Pros” Marketing Showcase**
*Julie Haworth*, University of Texas at Dallas

**Marketing Research: A Discussion of Alternative Teaching and Learning Methods**
*Russ Henley*, University of West Alabama

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**FBD Coffee Break Sponsored by Texas A&M University – Central Texas**

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

March 14, 2013
(Thursday)

3:30 p.m. – 5:00 p.m. Santo Domingo (West Lower)

SESSION A  New Media, Advertising and Marketing Communications
Session Chair: Silvia L. Martin, Lynchburg College

Entrepreneurial Networks of Mexican Entrepreneurs
Jorge H. Mejia-Morelos, Instituto Tecnologico de Estudios Superiores de Monterrey

Trade Character Changes: A Historical Perspective
Thomas Smith, Texas Wesleyan University

The Influence of Marketing Communication on Capabilities: An Empirical Study of the Antecedents of Performance in International New Ventures
Silvia L. Martin, Lynchburg College

3:30 p.m. – 5:00 p.m. San Juan (West Lower)

SESSION B  Consumer Behavior and Customer Relationship Management
Session Chair: Vivek Natarajan, Lamar University

A Study of Customer Perceived Value during Product-harm Crisis
Baolong Ma, Beijing Institute of Technology
Lin Zhan, Truman State University
Ying Sun, Beijing Institute of Technology
Gao Wang, China Europe International Business School
Fei Li, Tsinghua University

Factors Influencing Green Purchasing Behavior
Grace Dagher, Lebanese American University
Omar S. Itani, Lebanese American University
Abdul-Nasser Kassar, Lebanese American University

The SERVQUAL Model of Customer Service: An Application to an International Manufacturing Plant
Mario G. Cortes, Tec de Monterrey
Roger Conaway, Tec de Monterrey

A Conceptualization of The Impact of Focus on Outcomes in an Educational Setting
Kishwar Joonas, Prairie View A&M University
Stephanie Dellande, Menlo College

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ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 14, 2013
(Thursday)

3:30 p.m. – 5:00 p.m. Centro del Sol (West Lower)

SESSION C     Special Session: Pedagogical Issues in Marketing
Session Chair: Kishwar Joonas, Prairie View A&M University

Marketing Math
Gopala Ganesh, University of North Texas

Achieving Stakeholder Goals through Student Research and Service-learning
Kishwar Joonas, Prairie View A&M University
Vivek Natarajan, Lamar University

Overcoming the Distance in Distance Education
Vivek Natarajan, Lamar University
Kishwar Joonas, Prairie View A&M University

5:30 p.m. – 7:00 p.m. Ballroom C (West Upper)

FBD Meet and Greet Social

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

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

Please let exhibitors know how much we appreciate their presence and continued support!
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 15, 2013
(Friday)

7:30 a.m. – 8:30 a.m. Taos (West Lower)

ACME Coffee and Pastries

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

8:30 a.m. – 10:00 a.m. Santo Domingo (West Lower)

SESSION A  B–to–B, Technology Commercialization & New Product Development

Session Chair: Prashant Srivastava, University of Akron

The Global Oil Industry: A Review of Environmental Uncertainty and Relationship Marketing in the Commercial Channel
Russ Henley, University of West Alabama
D. Adrian Doss, University of West Alabama

Hospital at Home: Impact of Technology
David P. Paul, III, Monmouth University

Moderation Effects of Partner Dependence on Ambidextrous Adaptation and New Product Success
Zhening (Jimmy) Xu, University of Texas at El Paso
Binh H. Nguyen, New York Institute of Technology – Vancouver Campus
Gary L. Frankwick, University of Texas at El Paso

Miriam Mugwati, Midlands State University

8:30 a.m. – 10:00 a.m. San Juan (West Lower)

SESSION B  Marketing Metrics Workshop

Presenters: Kimball P. Marshall, Alcorn State University
Sue Y. McGorry, DeSales University
P.J. Forrest, Alcorn State University

Workshop Description:

The objectives of this workshop are to familiarize marketing educators with the field of marketing metrics; to offer practical and tested guidance for the design of a marketing metrics course including content and student assignments; to offer guidance for collecting and accessing data online to support metrics assignments; and to provide guidance in the development of marketing dashboards for monitoring marketing metrics in real world situations.
SEASON C  Marketing Education

Session Chair:  Renée Gravois Lee, Sam Houston State University

Developing a New Marketing Curriculum: A Case Study and Proposal
Gordon Mosley, Troy University

Implications and Potential Concerns with the US Department of Education’s Federal Credit Hour
Definition
Lance Gentry, Colorado State University-Pueblo
Morris Kalliny, Saint Louis University

FBD COFFEE BREAK

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ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 15, 2013
(Friday)

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| 10:30 a.m. – 12:00 p.m. | Santo Domingo (West Lower) | Panel Discussion  
Moving Students to Take Responsibility for Their Learning  
Session Chair: Renée Gravois Lee, Sam Houston State University  
Discussants: Renée Gravois Lee, Sam Houston State University  
Nacef Mouri, George Mason University  
Vaidotas Lukosius, Tennessee State University  
Description: While some students take an active role in their own learning, others resist that responsibility. This session will explore this challenge. Panelists will address 1) some of the specific challenges that occur when students take a passive role and/or when faculty take a teacher-centered role and 2) some concrete strategies for moving students to take greater responsibility for their learning and helping faculty take a learner-centered role. |

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| 10:30 a.m. – 12:00 p.m. | San Juan (West Lower) | Entertainment, Fine Arts, and Music Marketing  
(Application of Marketing Concepts to Music and Entertainment)  
Session Chairs: Kimball P. Marshall, Alcorn State University  
Sharon Thach, Tennessee State University  
ENCORE ENCORE! Or Not? Factors Contributing to Repeat Attendance and Loyalty for Musical Venues  
Susan Y. McGorry, DeSales University  
Does Music Affect Ad Recall? An Exploratory Study  
Ronald K. Taylor, Shippensburg University  
An Active Learning Exercise to Simulate a Typical Day for a Retail Music Store Manager  
Michael M. Pearson, Loyola University New Orleans  
John W. Barnes, SUNY Institute of Technology  
Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.  
◆ Please let exhibitors know how much we appreciate their presence and continued support! |
SESSION C  Global and Cross Cultural Marketing

Session Chair:  David K. Amponsah, Troy University

A Comparative Analysis of Korean & Japanese Corporate Brand Icons
Darryl W. Miller, University of Wisconsin – River Falls
Ozcan Kilic, University of Wisconsin – River Falls
Stacy M. Vollmers, University of Wisconsin – River Falls

Brazil's Accession to TRIPS and Its Engagement with the Pharmaceutical Industry
Sharon Thach, Tennessee State University
Susan J. Marsnik, University of St. Thomas

The Differential Effects of Consumer Ethnocentrism on Product Evaluations and Willingness to Buy Based on Product Category: An Example from Ghana
Gordon Mosley, Troy University
David K. Amponsah, Troy University

Developing Tourist Satisfaction with Destinations: An International Perspective
Lujun Su, Business School of Central South University
Maxwell Hsu, University of Wisconsin – Whitewater
Kimball P. Marshall, Alcorn State University

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ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 15, 2013
(Friday)

12:00 p.m. – 1:15 p.m. Taos (West Lower)

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.

This event is open ONLY to ACME Members 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. Santo Domingo (West Lower)

SESSION A  Crowdsourcing Consumer Surveys: Workshop
Session Chair:  Nacef Mouri, George Mason University
Presenter:  Vaidotas Lukosius, Tennessee State University

Workshop Description:

In this workshop, attendees will learn how to set up a Qualtrics survey and combine it with Amazon’s mTurk (Mechanical Turk) community. Qualtrics surveys are a de-facto standard used in academic circles and mTurk is a mechanism that outsources simple tasks, e.g. surveys, to a network of workers worldwide. Both tools in combination can result in fast, reliable and inexpensive data collection from a selected geographic region (country-level). Surveys can be targeted to screen the respondents for demographic and consumer-specific attributes. For best results, please bring your laptop!

1:30 p.m. – 3:00 p.m. San Juan (West Lower)

SESSION B  Being an ACME Track Chair
Session Chair:  Prashant Srivastava, University of Akron

Description:

Interested in chairing a track? Have a question about what a track chair does? This session is for you. ACME members interested in chairing a track (or tracks) are encouraged to attend this session to learn about the role of the track chair and possibly select a track to chair for next year’s conference. Current track chairs will be available to provide input and answer your questions.
### SESSION C

**Panel Discussion**

**Lessons Learned: Professors’ Views on Experiential Projects**

**Moderator:** Patrick D. “Pat” Fountain, East Central University

**Description:**

The panel discussion will center around the development, implementation and grading of experiential projects; student motivation, risks and rewards of having outside partners involved; and do’s and don'ts. Panel participants will also answer questions from the audience.

Make plans to join us in Dallas and Houston for our 2014 and 2015 conferences, respectively.

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#### 42nd Annual Conference

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2012-2013 TRACK CHAIRS

Accounting: Erick Valentine, Grambling State University

Business Environment, Law, Ethics and Cross-Cultural Studies: Jiaqin Yang, Georgia College and State University

Digital Media Management: Nick Flor, University of New Mexico

Decision Making/DSS/ES/KM: Binshan Lin, Louisiana State University in Shreveport

Economics, Health Care and Quality: David Douglas, University of Arkansas

E-Commerce: June Lu, University of Houston – Victoria

Entrepreneurship: Rajankumar Mahto, University of New Mexico

E-Government/Non-Profit: Wing Fok, Loyola University

E-Finance/Finance: Manlu Liu, Rochester Institute of Technology, Francis Kofi Andoh-Baidoo, University of Texas – Pan American

International Business/General Business: Mark McMurtrey, University of Central Arkansas

Information Security and Privacy: Clay Posey, University of Alabama

Innovative Education: Kai Koong, University of Texas – Pan American

Management Information Systems: Lai Liu, University of Texas – Pan American

Management and Organization Behavior: John Seydel, Arkansas State University

Marketing: Bala Maniam, Sam Houston State University

Mobile and E-Business: Khaled A. Alshare, Qatar University

Online Learning: Shoreh Hashemi, University of Houston – Downtown

Operations & Supply Chain Management: Mike Hanna, University of Houston – Clear Lake

Quantitative Methods, Quality, and Analytics: Victor Prybutok, University of North Texas, Hong Qin, University of Texas – Pan American

Research Pedagogy: Mohan Rao, Texas A&M University – Corpus Christi, Jun Sun, University of Texas – Pan American

Special Panels: Brian Reithel, University of Mississippi

Student Track: Nalini Govindarajulu, Creighton University
2013 Track Chairs, Continued

Proceedings Editor  Robert Luo, University of New Mexico
Proceedings Production Coordinator  Carl Rebman, Jr., University of San Diego

SPECIAL EVENTS, WORKSHOPS & PANELS

Microsoft Windows 8 Workshop  Wednesday Mar 13, 2013, 1:00 p.m. - 5:00 p.m.
Bradley K. Jensen, Principal Academic Relationship Manager, Microsoft Corporation
Janet Bailey, University of Arkansas – Little Rock

Industry Panel  Thursday Mar 14, 2013, 10:30 a.m. - 12:00 p.m.
William (Bill) Bellando, Senior VP, Network Services, Windstream
Bradley K. Jensen, Principal Academic Relationship Manager, Microsoft Corporation
Steven Lamey, IT Global Director, Distribution, Ashley Furniture Company
Aaron Rothberg, Systems Engineer, Accelera Solutions Incorporated

Journal Editors Panel  Thursday Mar 14, 2013, 1:30 p.m. - 3:00 p.m.
Jason Chen, International Journal of Business and Systems Research
Mark Chun, The Graziadio Business Review
Mary Fischer, Federation of Business Disciplines Journal
Amir Kia, Journal of Business Inquiry
Kai Koong, International Journal of Services and Standards
Binshan Lin, Industrial Management and Data Systems
June Wei, International Journal of Mobile Communications

Instructional Success Panel  Friday Mar 15, 2013, 10:30 a.m. - 12:00 p.m.
Nalini Govindarajulu, Creighton University
Randall R. Reid, University of West Florida
Rick Simmon, Texas A&M University – Central Texas

Agile Systems Development and Oracle Application Express Workshop  Saturday Mar 16, 2013, 8:30 a.m. - 12:00 p.m.
Jennifer Kreie, New Mexico State University

PAPERS & MEETINGS

SWDSI 2013 Business Meeting  Thursday, Mar 14, 2013 3:30 p.m. - 5:00 p.m.

Over one hundred and sixty paper presentations sessions scheduled:
Thursday, March 14, 2013 from 8:30 a.m. to 3:00 p.m.,
Friday, March 15, 2013 from 8:30 a.m. to 5:00 p.m., and
Saturday, March 16, 2013, from 8:30 a.m. to 12:00 p.m.
CONGRATULATIONS!!!

RECIPIENT OF THE 2013 MCGRAW-HILL DISTINGUISHED PAPER AWARD

Consumers’ Perceived Privacy, Security and Trust in E-Commerce: How They Impact the Consumers’ Willingness To Transact Online

Ahmad AbuJaber
Qatar University

Rami Zeitun
Qatar University

RECIPIENT OF THE 2013 BEST STUDENT PAPER AWARDS

BEST GRADUATE PAPER

Estimating Stock Outs in Inventory Modeling with Assumption of Discrete Uniform: The Short Cycle Case

Junhyuk Kwon
University of North Texas

HONORABLE MENTION GRADUATE PAPER

Making Sense of User Resistance in Health Care Organizational Change Management

Madison N. Ngafeeson
University of Texas – Pan American
Microsoft Windows 8 Workshop

Presenters: 
Bradley K. Jensen,
Principal Academic Relationship Manager, Microsoft Corporation
Janet Bailey,
University of Arkansas – Little Rock

Combining the broad reach of Windows, best-in-class developer tools, a re-imagined user experience, support for new chipsets, and a built-in store with industry-leading business terms, Windows 8 is the largest developer opportunity – ever. Led by a Microsoft Executive who is a former faculty member, our Windows 8 Workshop will introduce you to the new platform, cover design issues, and help you identify ways to incorporate Windows 8 into your curriculum.

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

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March 14, 2013
(Thursday)

7:00 a.m. – 8:30 a.m. Dona Ana (East)

MEETING: Officers and Directors Meeting

Presiding: Carl Rebman Jr., University of San Diego

Agenda: Officers Reports

Old Business – Various Committee Reports

New Business – To be Determined

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Visit us at FBDonline.org
SESSION A  MOBILE AND E-BUSINESS - I

Session Chair:  Habib Ullah Khan

Consumers’ Perceived Privacy, Security and Trust in E-Commerce: How They Impact the Consumers’ Willingness To Transact Online
Ahmad AbuJaber, Qatar University
Rami Zeitun, Qatar University

Factors Affecting the Decision To Forward Online Advertising Messages
Jennifer Ziegelmayer, Qatar University
Xiaobo Xu, American University of Sharjah
Laurie Barfitt, Western New Mexico University

The Possible Challenges of Information Technology Adoption in the Framework of Supply Chain Management: A Case Study of Leading Private and Public Based Service Organizations of UAE
Habib Ullah Khan, Qatar University
Shafiq Ahmed, RMIT University Melbourne

SESSION B  ECONOMICS, HEALTH CARE AND QUALITY – I

Session Chair:  Charles Carter

Consumer Behaviour towards Fast Food in Qatar
Sara Al-Saai, Qatar University
Rami Zeitun, Qatar University

The Emotions and Cognitions of Change: Top Management Reflections in the Healthcare Industry
Eleanor Lawrence, Nova Southeastern University
Cynthia P. Ruppel, Nova Southeastern University
Leslie Tworoger, Nova Southeastern University

The Last of the Property Rights Compensation Statutes: Arizona’s (2006) and Oregon’s (2007)
Charles Carter, Texas Wesleyan University
Kevin McGarry, Texas Wesleyan University
SESSION C  MANAGEMENT AND ORGANIZATION BEHAVIOR - I

Session Chair:  Kathleen Utecht

Gender and Age Differences in Servant Leadership  
Alicia Rodriguez de Rubio, University of the Incarnate Word

Performance Management: Improving Consistency in 360 Degree Performance Appraisals Using Six Sigma Methodology  
Kathleen Utecht, Sam Houston State University  
Claudia Davis, Sam Houston State University

The Language of Transformational Leaders: Addressing the Needs of Followers  
Charles Salter, Schreiner University  
Mark T. Green, Our Lady of the Lake University  
Maria N. Hodgson, University of Texas at Brownsville

SESSION D  MANAGEMENT AND ORGANIZATION BEHAVIOR – II

Session Chair:  Nick Guo

Can Borrowing Costs Explain the Consumption Hump?  
Nick Guo, Utah State University

Gender, Assertiveness and Entrepreneurial Orientation: A Four Country Study  
A. Banu Goktan, University of North Texas at Dallas  
Vishal K. Gupta, SUNY Binghamton  
Gonca Gunay, Istanbul Aydin University

Job Satisfaction, Job Characteristic and Organizational Commitment of Expatriate Employees in Qatar  
Refaan Althaiban, Qatar University  
Rami Zeitun, Qatar University

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Session Chair: Rhonda Syler

Geopolitical Factors Impacting Choice and Success in Offshoring Information Systems Functions: Toward Building a Predictive Framework
Rhonda Syler, Louisiana Tech University

Implementing Wake-On-LAN in Institutional Networks
Patrick Luberus, Abilene Christian University
Alfandika Nyandoro, Abilene Christian University

Students’ Perception and Adoption of Course Instant Messaging
Qinyu Liao, University of Texas at Brownsville
Mark Kroll, University of Texas at Brownsville

Development of a Mobile Graduate Assistant
Chris Boning, University of West Florida
Chris Jefferies, University of West Florida
Dustin Lennon, University of West Florida

Session Chair: Miroslaba Torres

Comparative Analysis of Segmentation Tools: SAS Enterprise Miner & Alice D’isofit
Miroslaba Torres, University of Texas – Pan American
Claudia Rios, University of Texas – Pan American
Alejandrina Rivas, University of Texas – Pan American
Laura Rodriguez, University of Texas – Pan American

Learning Outcome Assessment of Andragogy: An Active Learning Perspective
Ying Wang, University of Texas – Pan American

The Art of Team Teaching in Quantitative Courses: The Case of MBA
David Hartmann, University of Central Oklahoma
Susanne Rassouli-Currier, University of Central Oklahoma

Imagine Cup: Developing Innovative Thinkers
Janet Bailey, University of Arkansas – Little Rock
Bradley K. Jensen, Microsoft Corporation
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.**

10:00 a.m. – Noon  Join us for coffee at the FBD booth and meet Mary Fischer, Editor of the new *Federation of Business Disciplines Journal*. Find out how your participation in this conference opens the door to another publication outlet for your research.

Make plans to attend these FBD Exhibitor simulations

<table>
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<tr>
<th>LINKS Simulations</th>
<th>Thursday, March 14, 2013</th>
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<th>Interpretive Simulations</th>
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SESSION A  INNOVATIVE EDUCATION – I  

Session Chair: **Jennifer Kreie**

*Backing into a Meaningful Organization Theory Discussion about Research and Intrinsic Motivation of MBA Students*

**Donald Carpenter**, Colorado Mesa University

*Does MOS Certification Really Count?*

**A. Richard Tarver**, Northwestern State University
**Mary Tarver**, Northwestern State University
**Sarah Wright**, Northwestern State University

*Implementing Collaboration Networks: Applications to Graduation Management Education*

**Owen Hall Jr.**, Pepperdine University
**Mark Chun**, Pepperdine University

*The Efficacy of Teaching Integrated Business Processes & Enterprise Systems Using Reflective Learning Techniques*

**Jennifer Kreie**, New Mexico State University
**James Shannon**, New Mexico State University
**Carlo Mora**, New Mexico State University
SESSION B  INNOVATIVE EDUCATION - II

Session Chair:  Jeffrey Hsu

Developing a Guided Independent Learning Method for Adult Learners
Jeffrey Hsu, Fairleigh Dickinson University
Karin Hamilton, Fairleigh Dickinson University

Evaluating and Supporting Adult Learner Persistence: Innovative Approaches and Teaching Methods
Jeffrey Hsu, Fairleigh Dickinson University
Karin Hamilton, Fairleigh Dickinson University

Problem-based Learning for a Lean Six Sigma Course
Sue Conger, University of Dallas
Rich Miller, University of Dallas

SESSION C  OPERATIONS & SUPPLY CHAIN MANAGEMENT - I

Session Chair:  John Mensah

An Integrated Approach to Fare Pricing, Seat Inventory Control, and Fare Class Segmentation in Airline Industry with Demand Leakage
Syed Asif Raza, Qatar University
Muhammad Tahir Ali, Qatar University

Assessing the Impact of Efficient Logistics on Urban Transport Energy Demand – The Case of Accra Metropolis
John Mensah, Kwame Nkrumah University of Science and Technology
Jonathan Annan, Kwame Nkrumah University of Science and Technology
David Asamoah, Kwame Nkrumah University of Science and Technology
SESSION D  INDUSTRY PANEL

Topic:  Cloud Computing

Featured Speakers:  William (Bill) Bellando, Senior VP, Network Services, Windstream
Bradley K. Jensen, Principal Academic Relationship Manager, Microsoft
Steven Lamey, IT Global Director, Distribution, Ashley Furniture Company
Aaron Rothberg, Systems Engineer, Accelera Solutions Incorporated

Coordinator:  Janet Bailey, University of Arkansas – Little Rock

According to a study by analyst firm IDC, 14 million jobs will be created worldwide as a result of spending on public and private IT cloud services. The research, commissioned by Microsoft, also found that cloud computing innovations may generate $1.1 trillion a year in new business revenues. “It’s a transformative technology that will drive down costs, spur innovation, and open up new jobs and skillsets across the globe.” (Susan Hauser, Microsoft corporate vice-president of the Worldwide Enterprise and Partner Group, 2012)

Come participate in an interactive panel with industry experts as they provide insight into the world of cloud computing and how academia can help prepare students to capitalize on the upcoming opportunities.

William (Bill) Bellando, Senior VP of Network Services, Windstream William Bellando is senior vice president of network services for Windstream. Bellando is responsible for network planning and engineering, outside plant, records and capital management. He previously served as vice president of network planning and engineering for Windstream. Prior to joining Windstream in July 2006, Bellando held a variety of management positions with VALOR Telecom, including vice president of planning, engineering and data services. He started his telecommunications career as an advanced networks engineer for CenturyTel in 1998. Bellando holds a master's degree in industrial organizational psychology, a bachelor of science in electrical engineering and a bachelor of arts in secondary education, all from Louisiana Tech University.

Bradley Jensen, PhD. Principal Academic Relationship Manager at Microsoft, is the winner of the Microsoft 2011 Circle of Excellence Platinum Award. He is responsible for enabling the use of Microsoft technologies at universities in the Central Region of the United States by working with faculty to provide educational opportunities and support to students that would not be otherwise possible. In addition to his work with universities in the US, Microsoft selected Jensen who is a former professor, for his expertise to work with universities abroad developing a security curriculum for a number of Asian countries, including Singapore and Malaysia. Prior to joining Microsoft, Jensen was a Senior Executive for Xerox and later President of his own company, where he provided consulting services to Fortune 100 companies. He serves as co-chair of the Board of Directors for Texas Business and Education Consortium STEM, co-chair of the Microsoft Enterprise Consortium Board of Directors, and member of numerous MIS, CS, and industry Advisory Boards. He has expertise in security, cloud computing, business intelligence, mobile development, and, of course, Windows 8.
SESSION D  INDUSTRY PANEL, CONTINUED

Steven Lamey is the IT Global Director of Distribution of Ashley Furniture Company with responsibility for Warehouse and Transportation, where he divides his time between offices in Wisconsin and Shanghai. Prior to joining Ashley Furniture, Lamey served as Senior Manager of Supply Chain and Order Management Systems at Walmart. He has extensive experience managing IT Systems for Store Layout, Real Estate, Supply Chain and Order Management Systems. Lamey started his IT management career in Little Rock as MIS Director of a National Health Care software company. He is an active member of AITP and the Lions Club.

Aaron Rothberg is a Systems Engineer at Accelera Solutions Inc., based in Charleston, SC. He brings a wealth of knowledge on public sector virtualization and the challenges meeting government regulations in virtual environments. During his academic career, Rothberg was selected as one of 125 Microsoft Student Partners in the United States and, in this role, presented on Microsoft technologies to a wide range of audiences including CIO’s, Academic Conference attendees, and high school students in addition to developing training materials for Windows Phone that Microsoft used at universities across the United States. Rothberg also served as the Corporate Director of Technical Operations for Equity Media Holdings Corporation where he was responsible for running and maintaining over 120 television stations throughout the United States and was pivotal in the creation of the Retro Television Network (RTN), which is now called Retro Television (RTV) and is available in 130 of the 210 markets nationwide.

SESSION E  INFORMATION SECURITY & PRIVACY – I

Session Chair: Clay Bandy

A Vulnerability Assessment of Netbeans
Clay Bandy, Nova Southeastern University

Multidimensional Evaluation of IT Ethical Scenarios: Privacy & Security
Jacob Young, Louisiana Tech University
Selwyn Ellis, Louisiana Tech University
James Courtney, Louisiana Tech University
Tom Roberts, Louisiana Tech University

Visual Network Intrusion Detection System
Clay Bandy, Nova Southeastern University
SESSION F  DECISION MAKING/DSS/ES/KM - I

Session Chair:  Egon Zizmond

A Fuzzy Linguistic Approach to Managing Uncertainty in REA-E0 Models
Tod Sedbrook, University of Northern Colorado

Data Warehousing Tools: Data Extraction, Transformation and Load (ETL) Tools
Sylvia Williams, University of Texas – Pan American
Enedelia Aleman, University of Texas – Pan American
Lisa M. Watts, University of Texas – Pan American

Overall Equipment Effectiveness (OEE) Upgraded
Matjaz Novak, University of Primorska
Egon Zizmond, University of Primorska

Make plans to join us in Dallas and Houston for our 2014 and 2015 conferences, respectively.

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

42nd Annual Conference
March 10 - 14, 2015
Hyatt Regency Hotel
Houston, Texas
SESSION A  
**JOURNAL EDITORS PANEL**

**Session Chair:** June Wei, *International Journal of Mobile Communications*

**Topic:** Successful Publishing Strategies – Insights from Editors

**Panelists:**
- Jason Chen, *International Journal of Business and Systems Research*
- Mary Fischer, *Federation of Business Disciplines Journal*
- Amir Kia, *Journal of Business Inquiry*
- Kai Koong, *International Journal of Services and Standards*
- Binshan Lin, *Industrial Management and Data Systems*
- June Wei, *International Journal of Mobile Communications*

1:30 p.m. – 3:00 p.m. 
Aztec (East)

SESSION B  
**INFORMATION SECURITY AND PRIVACY - II**

**Session Chair:** Mark Huson

*Factors Impact the Success of Social Engineering*
- Setareh Raeisi, Qatar University
- Adam Fadlalla, Qatar University
- Khaled A. Alshare, Qatar University

*Health Care Risk: Loss of Ephi on Portable Devices*
- Sandra Blanke, University of Dallas
- Elizabeth McGrady, Appalachian State University
- Chad Barker, Student – Alumni

*Securing Electronic Health Records in Private Practices, Small Clinics, and Large Clinics*
- Joyce Wander, Texas A&M University – San Antonio
- Barbara Hewitt, Texas A&M University – San Antonio
- Mark Huson, Texas A&M University – San Antonio
SESSION C  QUANTITATIVE METHODS, QUALITY, AND ANALYTICS - I

Session Chair:  Suzy Landram

Risk Assessment and Its Managerial Applications
Jeh-Nan Pan, National Cheng Kung University
Sheau-Chiann Chen, National Chiayi University

Croston’s Method Adapted for Two Distinct Demand Levels
Matthew Lindsey, Stephen F. Austin State University
Robert Pavur, University of North Texas

Simplifying ANOVA Operations: A GLM Approach
Suzy Landram, University of Northern Colorado
Frank Landram, West Texas A&M University
Robert Pavur, University of North Texas

SESSION D  E-FINANCE/FINANCE - I

Session Chair:  Charles Danso

Effect of Sarbanes-Oxley Act on Dividend Payout
Charles Danso, University of Texas – Pan American

Efficiency of Conventional Banks and Islamic Banks in GCC Countries: Using DEA Analysis
Khalid Abdulqader, Qatar University
Rami Zeitun, Qatar University
Khaled A. Alshare, Qatar University

Islamic Venture Capital and Its Role in Development of Islamic Finance
Elsayed Elsiefy, Faculty of Islamic Studies – Hamad Bin Khalifa, Alexandria University
March 14, 2013
(Thursday)

1:30 p.m. – 3:00 p.m. Dona Ana (East)

SESSION E QUANTITATIVE METHODS, QUALITY, AND ANALYTICS - II

Session Chair: Ching-Chung Kuo

A Structural Equation Model That Examines the Quality of the Relationship among Individual Characteristics and Student Debt
Benjamin George, University of North Texas
Victor Prybutok, University of North Texas

Efficient Solutions of the Deterministic and Probabilistic Bottleneck Assignment Problems
Ching-Chung Kuo, University of North Texas

Factors Affecting Students Online Behavior on Social Networking Sites
Guruprasad Gadgil, Neoprism Solutions
Victor Prybutok, University of North Texas
Daniel Peak, University of North Texas

1:30 p.m. – 3:00 p.m. Estancia (West Lower)

MEETING: Microsoft Enterprise Consortium Board Meeting

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 14, 2013
(Thursday)

3:00 p.m. - 3:30 p.m.  Ballroom C (West Upper)

FBD Coffee Break Sponsored by Texas A&M University – Central Texas

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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.  Brazos (East)

BUSINESS MEETING: SOUTHWEST DECISION SCIENCES INSTITUTE

Presiding:  Carl Rebman Jr., University of San Diego

Decision Sciences Institute – Southwest Region
Business Meeting
Officers and Committee Reports
Announcements and Presentation of Awards

5:30 p.m. – 7:00 p.m.  Ballroom C (West Upper)

FBD Meet and Greet Social

Everyone is invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and live music. A Cash Bar is available and a limited number of drink tickets will also be distributed. Stop by to relax and wind down from the day’s conference activities before heading out to other association and cultural events, dinner, or historic Old Town.
March 15, 2013  
(Friday)

8:30 a.m. – 10:00 a.m.  
Aztec (East)

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

Session Chair:  
Peggy Lane

**A Comparative Study of Business Analytics and Guanxi Based Decision Making Philosophy**

Bo Han, University of the Incarnate Word  
Shih Yung Chou, University of the Incarnate Word

**Internet-Based Legal Software: Free Speech or Unauthorized Practice of Law?**

David Griffith, Austin College  
Bryan Mckinney, Ouachita Baptist University


Peggy Lane, Emporia State University  
Michael Lane, Emporia State University

8:30 a.m. – 10:00 a.m.  
Brazos (East)

SESSION B  
BUSINESS ENVIRONMENT, LAW, ETHICS AND CROSS-CULTURAL STUDIES - II

Session Chair:  
Joyceia Banner

**Yikes, Yelp! Small Business Response Strategies to Customer Complaints on Yelp**

Joyceia Banner, Huston – Tillotson University

**Enhancing Leadership Integrity Effectiveness Strategy through the Institutionalization of an Organizational Management Integrity Capacity Systems**

José G. Vargas-Hernández, University Center for Economic Managerial Sciences, University of Guadalajara

Maestas  
Issac Roybal, New Mexico Highlands University  
Ronald Maestas, New Mexico Highlands University

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SESSION C  E-GOVERNMENT/NON-PROFIT - I

Session Chair:  Fred Kitchens

A Nonprofit Organization Continuity Planning Readiness Scorecard to Assess Compliance with 12 Best Practices and Planning Needs
Elizabeth McGrady, Appalachian State University
Sandra Blanke, University of Dallas

Adoption Roman Style: Adult Adoption as an Estate Planning Technique
John Karayan, Woodbury University
Ashley Burrowes, Woodbury University

An Analysis of E-Services Emphasis of U. S. County Level ICT E-Government Implementations: Taxation or Representation
Queen Booker, Minnesota State University
Cooper Johnson, Minnesota State University
Fred Kitchens, Ball State University

SESSION D  DECISION MAKING/DSS/ES/KM - II

Session Chair:  Lynn Heinrichs

Awarding Scholarships: There’s an App for That!
John Seydel, Arkansas State University
Qian Qian Yu, Arkansas State University

Key Factors Affecting Consumer Perception of E-Payment
Binshan Lin, Louisiana State University in Shreveport

Graduate Degree Programs in Analytics: An Exploratory Study
Lynn Heinrichs, Elon University

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SESSION E  DECISION MAKING/DSS/ES/KM - III

Session Chair:  John Vassar

Deep Versus Broad Knowledge Aspirations: An Empirical Test of Generational Differences
Michael Meeks, Louisiana State University in Shreveport
Tami Knotts, Louisiana State University in Shreveport
Felice Williams, Louisiana State University in Shreveport

The Impact of Seating Assignment on Student Performance
Michael Meeks, Louisiana State University in Shreveport
John Vassar, Louisiana State University in Shreveport
Amy Oakes Wren, Louisiana State University in Shreveport

What Is the “Proper” Role of Professor in the Student Advisory Process?
John Vassar, Louisiana State University in Shreveport
Amy Oakes Wren, Louisiana State University in Shreveport
Michael Meeks, Louisiana State University in Shreveport

SESSION F  MANAGEMENT INFORMATION SYSTEMS - II

Session Chair:  Jason Chen

An Update on Internet Fraud Occurrences in the United States
Kai Koong, University of Texas – Pan American
Jason Chen, Gonzaga University

Going Green in University Computer Labs
Patrick Luberus, Abilene Christian University
Alfandika Nyandoro, Abilene Christian University

Who Knows What the Cloud Is? Examining the End-user Perceptions and Adoption of Cloud Computing
Carl Rehman Jr., University of San Diego
Cynthia Nitsch, University of San Diego
Deborah Kelly, University of San Diego
FBD Coffee Break

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

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**SESSION A  OPERATIONS & SUPPLY CHAIN MANAGEMENT - II**

*Session Chair:  Rajat Mishra*

*Optimization Models for Operations Strategy: Research in Progress*

- **Rajat Mishra**, University of Texas at Arlington
- **Randall Napier**, University of Texas at Arlington

*The Influence of Technical Competence Factors in ERP System Implementations*

- **Arun Madapusi**, Drexel University
- **Daniel A. Cernas Ortiz**, Universidad Autónoma del Estado de México

*Using Automatic Identification and Data Capture Technology for Improving Efficiency in Virtual Organizations Created by Tourism Supply Chains*

- **John Seydel**, Arkansas State University
- **Xiaobin Wang**, Shandong University of Finance & Economics
- **Yan Ge**, Shandong University of Finance & Economics
- **Farhad Moeni**, Arkansas State University
- **Qingyu Zhang**, Arkansas State University
- **Ahmad Syamil**, Arkansas State University

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SESSION B  INSTRUCTIONAL SUCCESS PANEL

Session Chair: Nalini Govindarajulu

Topic: Instructional Success Strategies and Online Teaching

Panelists: Nalini Govindarajulu, Creighton University
Randall R. Reid, University of West Florida
Rick Simmons, Texas A&M University – Central Texas

SESSION C  E-FINANCE/FINANCE - II

Session Chair: Khaled Abdou

An Investigation of Stock Repurchase Plans
Pia Gupta, California State University – Long Beach
Khaled Abdou, Penn State University Berks Campus

Predicting Bank Failure Using Artificial Neural Networks and other Statistical Methods
Ata Yesilyaprak, Alabama A&M University

The Anatomy of Reverse Mergers: Why Foreign Firms Target the U.S. Market?
Khaled Abdou, Penn State University
Ujjal Chatterjee, University of Wisconsin – Milwaukee
Sudip Ghosh, Penn State University

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Dallas, Texas

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March 10 - 14, 2015
Hyatt Regency Hotel
Houston, Texas

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SESSION D  MANAGEMENT INFORMATION SYSTEMS - III

Session Chair: Punit Ahluwalia

A Content Analysis of the Research in IT in Emerging Economies
Punit Ahluwalia, University of Texas – Pan American
Jacquelyn Foncerrada, University of Texas – Pan American
Maria Garza, University of Texas – Pan American
Alexander Rodas, University of Texas – Pan American

Introduction of System Quality Requirement and Evaluation Method Based on the Three Dimensional Integrated Models
Esaki Kazuhiro, HOSEI University

A Stakeholder-based Framework for IT Portfolio Decisions
Richard Woolridge, University of Arkansas – Little Rock
James Parrish, Nova Southeastern University

SESSION E  E-FINANCE/FINANCE - III

Session Chair: Sinan Yildirim

Does Industry Influence CEO Pay?
Prasad Vemala, McNeese State University
Banamber Mishra, McNeese State University

The Effect of Investor Sentiment on Chinese Closed-End Funds
Sinan Yildirim, Texas Wesleyan University
Shengxiong Wu, Texas Wesleyan University
Bing Yu, Meredith College

The Effects of Mergers and Acquisitions on Acquirer Performance: Evidence from Closed-end Funds
Sinan Yildirim, Texas Wesleyan University

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SESSION A  DECISION MAKING/DSS/ES/KM - IV

Session Chair: Sam Yuan Sung

An Integrated Approach to Optimal Product Selection, Inventory, and Pricing Strategy
Syed Asif Raza, Qatar University
Syed Hasan Adil, Qatar University

Mining Chinese Mobile Customer Data for Churn Analysis: An Interpretable Approach
Chuanren Liu, Rutgers University
Tianming Hu, Dongguan University of Technology
Sam Yuan Sung, South Texas College
Huaiein Li, South Texas College

The DSS Concept and Decisions Related to Global Warming
James Courtney, Louisiana Tech University
Jacob Young, Louisiana Tech University
Sandra Richardson, University of Memphis

SESSION B  DECISION MAKING/DSS/ES/KM - V

Session Chair: Juan Chavarria

Decision Tree Analysis of Piracy Intention: An Exploratory Analysis of Data from Central America
Juan Chavarria, University of Texas – Pan American
Francis Kofi Andoh-Baidoo, University of Texas – Pan American

The Impact of ERP Implementation on Business Process Outcome: An Exploratory Study in Sub-Saharan Africa
David Asamoah, KNUST School of Business
Francis Kofi Andoh-Baidoo, University of Texas – Pan American
Babajide Osatuyi, University of Texas – Pan American

Using Data Mining To Predict Internet Banking Adoption
Samer Takieddine, University of Texas – Pan American
Francis Kofi Andoh-Baidoo, University of Texas – Pan American

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SESSION C DECISION MAKING/DSS/ES/KM - VI

Session Chair: Lesjak Dusan

A Study of the Compensatory and Non-Compensatory Decision Support on the Top-100 US E-Commerce Websites
Naveen Gudigantala, University of Portland

Decision Trees with Smartdraw and Treeage Pro
Christopher Garza, University of Texas – Pan American
Irene Fransita, University of Texas – Pan American
Margit Houston, University of Texas – Pan American

Public and/or Private Higher Education in Slovenia
Lesjak Dusan, UP FM and ISSBS

SESSION D MANAGEMENT INFORMATION SYSTEMS - IV

Session Chair: Randall R. Reid

A Study of Internship Opportunities on usajobs.gov
Lai Liu, University of Texas – Pan American
Evelyn Ramirez, University of Texas – Pan American

Cloud-Based Development and Deployment to a Fuzzy Expert System for the Risk Assessment of Coronary Heart Disease
Ruey Kei Chiu, Fu Jen Catholic University
Sheng Jen Jian, Fu Jen Catholic University
Shin-An Wang, Fu Jen Catholic University

SMEs’ IT Planning Capability: Antecedent of IT Alignment and Infrastructure Flexibility
Jie Zhang, Midwestern State University
Han Li, Minnesota State University Moorhead

Use of a Secured Testing Facility to Reduce Academic Misconduct in an Introductory MIS Course
Esmail Mohebbi, University of West Florida
Randall R. Reid, University of West Florida
Jonathon D. Holladay, University of West Florida
SESSION E          MANAGEMENT AND ORGANIZATION BEHAVIOR - III

Session Chair:     Bonnie Daily

A Conceptual Model to Explain How Citizenship Behaviors Mediate the Role of Support on Perceived Environmental and Quality Performance
Bonnie Daily, New Mexico State University  
Nalini Govindarajulu, Creighton University  
James Bishop, New Mexico State University  
Sergio Palacios-Wulschner, New Mexico State University

Gender and Organization Attributes Preference
Olga Chapa, University of Houston – Victoria  
Tammi Redd, The Anisfield School of Business  
Grace Dagher, Lebanese American University

International Business Students in the American Workforce: Corporate Responses to English Language Challenges
Jean West, California State University – Bakersfield

3:00 p.m. - 3:30 p.m.    Ballroom C (West Upper)

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!

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

Please let exhibitors know how much we appreciate their presence and continued support!
SESSION A  ONLINE LEARNING - I

Session Chair:  Rick Simmon

Does E-Readiness Affect Student Performance in a BI Course? A Case Study  
Anil Aggarwal, University of Baltimore  

Effect of Technology, Student, and Instructor Characteristics on Learning Outcomes and Student Satisfaction  
Dhanila Parboteeah, Eastern New Mexico University  
Rolando Marquez, Eastern New Mexico University  

Foundations of Business Statistics: Online VS Face-to-Face VS Blended Learning  
Rick Simmon, Texas A&M University – Central Texas  

Online Coaching and Career Advising: A Review of the Evidence of Effectiveness  
James Wilbanks, University of Arkansas – Little Rock

SESSION B  ECONOMICS, HEALTH CARE AND QUALITY - II

Session Chair:  Ryan Jessup

Choosing Irrationally: Robust and Transparent Violations of Stochastic Dominance  
Ryan Jessup, Abilene Christian University  
Lily Assaad, Abilene Christian University  

Meeting Information Needs of Rural Farmers: A Case of Rural Telecenter Development in Vietnam  
Purnendu Mandal, James Cook University Australia  
John Vong, James Cook University Australia  

Optimizing Patient Flow and Resource Utilization in Out-Patient Clinic: A Comparative Study of Nkawie Government Hospital and Aniwa Health Center  
Akua Amponsaa Tawiah, University of Science & Technology  
David Asamoah, University of Science & Technology  
Jonathan Annan, University of Science & Technology  
John Mensah, University of Science & Technology  

Tax Revenue Volatility: Louisiana in Review  
Robert Eisenstadt, University of Louisiana at Monroe  
Melissa Melancon, University of Louisiana at Monroe  
John Francis, University of Louisiana at Monroe
### Session C: International Business/General Business - I

**Session Chair:** Olga Chapa

1. *Impact of Globalization on Foreign Direct Investment*
   - Banamber Mishra, McNeese State University

2. *National and Gender Differences in Consumer Complaint Behavior*
   - Olga Chapa, University of Houston – Victoria
   - Donna Stringer, University of Houston – Victoria

3. *Strategic Positioning of Big Pharma in BOP Markets*
   - Isaac Wanasika, University of Northern Colorado

4. *The Impact of Academic Inflation on The Labor Market: If Everyone Has a Ph.D., Who Will Be the Custodian?*
   - Gon Yi, Acxiom Corporation
   - Mark McMurtrey, University of Central Arkansas

### Session D: Economics, Health Care and Quality - III

**Session Chair:** Florin IoniTĂ

1. *Strategic Planning in Romanian Healthcare Services*
   - Florin IoniTĂ, Bucharest Academy of Economic Studies

2. *The Carbon Footprint and Sustainable Policy in Sea Transport for Natural Environments*
   - Chang Ching-Chih, National Cheng Kung University
   - Wang Chih-Min, National Cheng Kung University

   - Warren Matthews, LeTourneau University
   - Robert Driver, LeTourneau University

4. *The Impact of Transparency of Financial Reporting and Corporate Governance on FDI Inflows*
   - Vijay Vemuri, Prairie View A&M University
   - Brian Lee, Prairie View A&M University
SESSION E  QUANTITATIVE METHODS, QUALITY, AND ANALYTICS - III

Session Chair:  John Windsor

A Simple P-value Adjustment Procedure for Group Sequential Test
Yonggang Lu, University of Alaska Anchorage
Qiujie Zheng, University of Alaska Anchorage

A Stepwise PLS Procedure for Theory Comparison: A Case Study of the User’s Social Network Sites Continuance Intention Research
Bo Han, University of the Incarnate Word
John Windsor, University of North Texas
Victor Prybutok, University of North Texas

Factors Influencing the Perception of College Website Quality
Thiagarajan Ramakrishnan, Prairie View A&M University
Victor Prybutok, University of North Texas

Why Would Someone Recommend a Smartphone App? An Examination of Mobile Application Preferences
Chenyan Xu, University of North Texas
Daniel Peak, University of North Texas
Victor Prybutok, University of North Texas

SESSION F  MOBILE AND E-BUSINESS - II

Session Chair:  Junwei Ma

Cloud Computing Empowered Mobile Algorithmic Trading Services - Coping with the Challenges from Automatic Security Trading
Junwei Ma, Southwest University of Finance and Economy
Chaoran Zhou, Southwest University of Finance and Economy
Xubin Cao, Southwest University of Finance and Economy

Factors Influencing Knowledge Sharing Behaviour in Virtual Network Communities in Organizational Context
Aisha Yousif Al Muzaffar, Qatar University
Khaled A. Alshare, Qatar University

Qatari Consumer Online Shopping Intention Model: An Empirical Examination
Shahid Bhuian, Qatar University
Aisha Yousif Al Muzaffar, Qatar University
Hayfa Ahmed, Qatar University
Rania Abou Ghaida, Qatar University
Rehab Dorgham, Qatar University

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March 16, 2013
(Saturday)

8:30 a.m. – 10:00 a.m. Acoma (West Lower)

SESSION A  DIGITAL MEDIA MANAGEMENT - I

Session Chair: Robert Tepper

Accounting for Opportunity: Using ALEKS
Robert Tepper, University of New Mexico

Designing Instruction Outside of Your Expertise: A Study of Distributed Cognition Applied to 3-D Figure Modeling
Nick Flor, University of New Mexico

The Design of a Financial Literacy Social Media Site for College Students: Towards a Science of Social Media Education
Monica Merker, Haile Shannon, Nick Flor, University of New Mexico

8:30 a.m. – 10:00 a.m. Apache (West Lower)

SESSION B  ENTREPRENEURSHIP - I

Session Chair: Taeuk Kang

Formal Axiology as a Lens through Which To Investigate Entrepreneurial Cognition and Metacognition
Clifford Hurst, Westminster College

How Camera Makers Knit Their Social Networks to Become More Innovative
Lei Xu, Louisiana State University

The Investigation of Supplier Behavior under Long-Term Relationship
Taeuk Kang, University of Texas at Arlington

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

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

Visit us at FBDonline.org
March 16, 2013
(Saturday)

8:30 a.m. – 10:00 a.m. Cochiti (West Lower)

SESSION C  DIGITAL MEDIA MANAGEMENT - II

Session Chair:  James He

Digital Marketing: The Self-Organization of an Interdisciplinary Team
Laurie Schatzberg, University of New Mexico
Nick Flor, University of New Mexico

Efficacy of Functional User Impact on Information System Development
James He, Fairfield University
Myron Sheu, Fairfield University

Overview of Current Research in Global Supercomputing
Richard Segall, Arkansas State University
Qingyu Zhang, Arkansas State University
Jeffrey Cook, Independent Researcher

8:30 a.m. – 10:00 a.m. Isleta (West Lower)

SESSION D  ACCOUNTING - I

Session Chair:  Fred Raafat

Are Financial Fundamentals Used to Value Investments, or do Investors Simply Follow the Market?
Pre And Post Accounting
Robert Jinkens, Woodbury University

Converting Unused Vacation Days to Retiree Medical Benefits: Funding the Medicare Gap
Donald Saxon, Westminster College

The Value of Marginal Income: The Case for Including this Critical Parameter When Making Social Security Benefits Timing Decisions
Fred Raafat, San Diego State University
Kamal Haddad, San Diego State University
James Williamson, San Diego State University

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March 16, 2013
(Saturday)

8:30 a.m. – 10:00 a.m.  Jemez (West Lower)

SESSION E  ACCOUNTING - II

Session Chair:  Mary Doucet

A Survey of CPAs Opinions of Recommendations One and Two of the Pathways Commission on Accounting Higher Education: Charting a National Strategy for the Next Generation of Accountants

Mary Doucet, California State University – Bakersfield
Thomas Doucet, California State University – Bakersfield

Professional Tax Judgment and Conflicts of Interest

J. David Mason, University of Alaska Anchorage

Segmental Disclosures by Qatar Listed Companies

Ghassan Mardini, Qatar University

8:30 a.m. – 10:00 a.m.  Nambe (West Lower)

SESSION F  STUDENT TRACK - I

Session Chair:  Junhyuk Kwon

Estimating Stock Outs in Inventory Modeling with Assumption of Discrete Uniform: The Short Cycle Case

Junhyuk Kwon, University of North Texas

Evaluation Data Mining Tools Focusing on Segmentation

Daniel Espinoza, University of Texas – Pan American
Eddie Urbano, University of Texas – Pan American
Abraham Castro, University of Texas – Pan American

Making Sense of User Resistance in Health Care Organizational Change Management

Madison Ngafeeson, University of Texas – Pan American

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(Saturday)

8:30 a.m. – 10:00 a.m.  Navajo (West Lower)

SESSION G  E-COMMERCE - I

Session Chair:  Hailah Albalaa

A Business-to-Business Model for the Fast Food Restaurant Industry
Sumaiya Zabeen, University of West Florida
June Wei, University of West Florida

Factors Influencing Online Word-of-Mouth in Virtual Communities in Saudi Arabia
Hailah Albalaa, King Saud University
Abdulrahman Mirza, King Saud University

Is Social Media a Viable Business Tool? Story from China Using a System Success Perspective
June Lu, University of Houston – Victoria

8:30 a.m. – 10:00 a.m.  Laguna (West Lower)

SESSION H  E-COMMERCE - II

Session Chair:  Rose Sebastianelli

The Influence of Product and E-Tailer Characteristics on the Likelihood of Online Purchase: An Experimental Study
Rose Sebastianelli, University of Scranton
Nabil Tamimi, University of Scranton

Customer Relationship Management in the E-Lodging
Michael Davidson, University of West Florida
June Wei, University of West Florida

Electronic Customer Relationship Model in the Waste Collection Services Industry
Anna Covington, University of West Florida
June Wei, University of West Florida

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SESSION I  AGILE SYSTEMS DEVELOPMENT USING ORACLE APPLICATION EXPRESS WORKSHOP

Presenters:  Jennifer Kreie, New Mexico State University

Application Express (APEX) is a free Web development tool from Oracle Corporation that can be used for agile systems development. APEX can be used in conjunction with Oracle XE, the free version of the Oracle, to quickly build components of a database-driven web application. Handouts, SQL scripts and online videos developed for classroom use by the presenter will be available to attendees. During the workshop attendees will generate a simple data entry form, a master-detail form, a LOV (list of values/combobox) to use in data entry forms and an interactive report that allows users to customize the data displayed in a report (aggregating, sorting, filtering, etc.). If time permits, the workshop will also show how APEX’s Team Development can be used to track progress on deliverables for a project. The initial part of the workshop when the database is built is also applicable to database classes.

The sequence of activities in the workshop will be: Attendees will use the SQL scripts provided and APEX’s SQL Workshop tool to build tables in a database and to populate the tables with data. With the database objects in place, the Application Development tool in APEX will be used to create a working, online application that provides forms for data maintenance and a report for viewing data retrieved from the database. Finally, the Team Development tool will be used to record the completion of deliverables.

Equipment requirement:
Attendees must bring their own computers. Internet access is required. APEX and Oracle accounts will be provided via a web browser (Chrome, Firefox, Internet Explorer). If there are technical issues, the attendees will still have handouts and videos to reference.
SESSION A  INFORMATION SECURITY AND PRIVACY - III

Session Chair:  John McBrayer

Exploiting the Digital Frontier: Hacker Typology and Motivation
John McBrayer, University of Alabama
Kathryn Seigfried-Spellar, University of Alabama

Pre-Employment Screening for Security Risk: An Exploratory Study
Joseph Schuessler, Tarleton State University
Dwight Hite, Cameron University

Technology Deviance: When the Dark Side Turns Technical
A. J. Burns, Louisiana Tech University
Clay Posey, University of Alabama
Rebecca Bennett, Louisiana Tech University
Tom Roberts, Louisiana Tech University

SESSION B  MANAGEMENT AND ORGANIZATION BEHAVIOR - IV

Session Chair:  Shih Yung Chou

A Conception Analysis of the Effect of Perceived Dissimilarity on Altruistic Behavior
Shih Yung Chou, University of the Incarnate Word
Bo Han, University of the Incarnate Word

The Effect of Using Social Networking Sites at Work on Job Burnout: The Mediating Role of Coworker Support
Peerayuth Charoensukmongkol, Texas A&M International University
Murad Moqbel, Our Lady of the Lake University
Pichet Wongvibulsin, Thammasat University

The Influence of Corporate Diversification on the Choice to Build Relational Capital through Joint Ventures
Daniel A. Cernas Ortiz, Universidad Autónoma del Estado de México
Arun Madapusi, Drexel University
Patricia Mercado Salgado, Universidad Autónoma del Estado de México
SESSION C INNOVATIVE EDUCATION - III

Session Chair: Laura Phillips

**Internet Dependency and Academic Performance**
Randy McCamey, Tarleton State University  
Brooke Wilson, Tarleton State University

**Predicting Student Success in a Flipped Classroom Model**
Laura Phillips, Abilene Christian University  
Mark Phillips, Abilene Christian University

**A Call for Immigrant Perceptions, Behaviors, Personality, and Performance in American Professional Businesses: Rethinking Heterogeneity within Diversity in Organizations**
Marcus Valenzuela, New Mexico State University

SESSION D MARKETING - I

Session Chair: Randall Brown

**Consumer Behaviour Towards Fast Food in Qatar**
Sara Al-Saai, Qatar University  
Rami Zeitun, Qatar University

**The Influence of Trust in the UTAUT Model**
Eduardo Esteva-Armida, ITESM, Campus Guadalajara  
Alberto Rubio-Sanchez, University of the Incarnate Word

**Twists, Turns, and Transformations: A Teaching Activity on Corporate Strategy, Marketing Strategy, and Tactics**
Randall Brown, California State University Stanislaus
SESSION E  BUSINESS ENVIRONMENT, LAW, ETHICS AND CROSS-CULTURAL STUDIES - III

Session Chair: Amy Oakes Wren

A Mobile Learning of College Students-A Cross-Nation Comparative Study
Jiaqin Yang, Georgia College & State University
Lihong Zhang, Beijing Institute of Technology

Is the United States Engaged in a Race to the Bottom with Respect to the Taxation of Multinational Corporations?
Dale Spradling, Stephen F. Austin State University
W. Rhea Clark, Stephen F. Austin State University

The National Labor Relations Board and Social Media: New Rules Reveal What Employees Can and Cannot Do on Facebook and Other Social Media Sites
Amy Oakes Wren, Louisiana State University in Shreveport
John Vassar, Louisiana State University in Shreveport
Michael Meeks, Louisiana State University in Shreveport

SESSION F  STUDENT TRACK - II

Session Chair: Sergio Palacios-Wulschner

E-Commerce Safety Concerns and its Effect in the Stock Prices of Leader Online Retail Companies
Sergio Palacios-Wulschner, New Mexico State University

Online Security Perception and its Influence on Online Shopping
Hesitation Among Young Hispanic Adults
Sergio Palacios-Wulschner, New Mexico State University
Gabriella Lewis, New Mexico State University

Marcus Valenzuela, New Mexico State University
Sergio Palacios-Wulschner, New Mexico State University
SESSION G  E-FINANCE/FINANCE - IV

Session Chair: Amir Kia

Emerging Need and New Business among Education and Training to Cultivate Financial Literacy for Securing Retirement in Japan
Taichiro Sahara, Senshu University
Nobuhide Fukui, Project Design Co, Ltd.
Hiroshi Nakada, AOIA Academy

Ownership Structure and Corporate Performance: Evidence from QATAR
Noora Almudehki, Qatar University
Rami Zeitun, Qatar University

Revenue Forecasting: An Update from Small and Medium Sized Enterprises (SMES)
Melissa Melancon, University of Louisiana at Monroe
Eugenie Goodwin, University of Louisiana at Monroe
Laurie Babin, University of Louisiana at Monroe

The Impact of Monetary Policy Transparency on Risk and Volatility of Interest Rates: Evidence from the United States
Amir Kia, Utah Valley University

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CONGRATULATIONS!

Recipient of the 2013 McGraw-Hill Distinguished Paper Award

Relationships between Justice, Organizational Citizenship Behavior, and Coping over Time

Juliana Lilly, Sam Houston State University
Kamphol Wipawayangkool, Sam Houston State University
Meghna Virick, San Jose State University

Recipient of the 2013 Southwest Academy of Management Best Reviewer Award

Robert V. Randolph, Mississippi State University
2013 TRACK CHAIRS

**Strategy /Entrepreneurship/Small Business**
- **Manjula S. Salimath**, University of North Texas
- **Faiza Khoja**, University of Houston – Downtown

**Public/Nonprofit /Health Care Management/ Social Issues**
- **Tina T. Fields**, Texas State University – San Marcos
- **Jan Miller**, University of West Alabama

**Organizational Behavior/ Leadership/Ethics/ Corporate Social Responsibility**
- **Ethan Waples**, University of Central Oklahoma
- **Stephanie Pane-Haden**, Texas A&M University – Commerce

**Human Resources/Careers/Gender & Diversity**
- **Veena P. Prabhu**, California State University, Los Angeles
- **Alix Valenti**, University of Houston – Clear Lake

**Production Operations Management/Innovation**
- **Pamela J. Zelbst**, Sam Houston State University
- **Jeramy Meacham**, Southern Arkansas University

**International /Organizational Theory/ Hospitality Management**
- **Peter F. Sorensen, Jr. and Therese Yaeger**, Benedictine University
- **D. Christopher Taylor**, Eastern New Mexico University

**Organizational Development/Conflict Management/Communication**
- **Phyllis Duncan**, Our Lady of the Lake University
- **Ted Legatski**, Texas Christian University

**General Management /Technology/ Management Education**
- **D. Adrian Doss**, University of West Alabama
- **Ronald J. Salazar**, University of Houston – Victoria

**Innovative Teaching Workshops**
- **Frank Markham**, University of Mississippi – Desoto
- **Gregory Tapis**, Augustana College

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

**Developmental Papers**
- **Randi L. Sims**, Nova Southeastern
- **Brian Martinson**, Tarleton State University
SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

March 13, 2013
(Wednesday)

1:30 p.m. – 3:00 p.m.  Cochiti (West Lower)

WELCOME TO SOUTHWEST ACADEMY OF MANAGEMENT MEETING

Christine Miller, 2013 SWAM President

TRACK TITLE  International/Organizational Theory/Hospitality Management

PANEL TITLE  Organizational Challenges: Theory and Practice

PANEL CHAIR:  Therese Yaeger, Benedictine University

Panelists:  Dane D’Alessandro, Benedictine University
           Linda Lennox, Benedictine University
           Shawn H. Hicks, Benedictine University

1:30 p.m. – 3:00 p.m.  Acoma (West Lower)

WELCOME TO SOUTHWEST ACADEMY OF MANAGEMENT MEETING

Janie R. Gregg, 2013 SWAM Program Chair

TRACK TITLE  Professional Development Workshop

WORKSHOP TITLE  Using Windows 8 and Microsoft 2013 in the Classroom

WORKSHOP CHAIR  Janie R. Gregg

Participants  Lewis Farenzello, Benedictine University
             Henry E. Williams, Benedictine University
             Tiffany E. Slater, Benedictine University

3:00-3:30  Cochiti (West Lower)

SWAM Coffee Break

Sponsored by Project Management Institute Research Program

Facilitator:  Jake Williams, PMI Research Coordinator
March 13, 2013  
(Wednesday)

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<tr>
<th>3:30-5:00</th>
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<tr>
<td>TRACK TITLE</td>
<td>Organizational Development/Conflict Management/Communication</td>
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<tr>
<td>OPEN FORUM</td>
<td>Leadership in the Eye of the Beholder</td>
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<tr>
<td>Facilitator</td>
<td>Phyllis Duncan, Our Lady of the Lake University</td>
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</tbody>
</table>

*Leader Communication Preferences – Differences Between Baby Boomers, Generation X and Generation Y*

- Florelisa Y. Gonzalez, Our Lady of the Lake University
- Mark T. Green, Our Lady of the Lake University
- Debra M. Lopez, Our Lady of the Lake University
- Maria N. Hodgson, University of Texas – Brownsville

*Perception Is Reality: Is there a Relationship between the Followers’ Perceptions of the Leader’s Personality and the Followers’ Perception of the Leader’s Leadership Style?*

- Melinda Garcia, Our Lady of the Lake University
- Phyllis Duncan, Our Lady of the Lake University
- Meghan Carmody-Bubb, Our Lady of the Lake University
- Malcolm Ree, Our Lady of the Lake University

*The Relationship Between Diversity and the Multidimensional Measure of Leader-Member Exchange (LMX-MDM)*

- Richard Herrera, Texas A&M University – Texarkana
- Phyllis Duncan, Our Lady of the Lake University
- Malcolm Ree, Our Lady of the Lake University

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<td>TRACK TITLE</td>
<td>International/Organizational Theory/Hospitality Management</td>
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<tr>
<td>PANEL TITLE</td>
<td>Theories for Strategic Change</td>
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<tr>
<td>Panel Chair</td>
<td>Peter F. Sorensen, Jr., Benedictine University</td>
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| Panelists: | Tanjia Coleman, Benedictine University  
Franchee Harmon, Benedictine University  
Gina Hinrichs, Hinrichs Consulting, LLC  
Carol Swett, Benedictine University |

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(Thursday)

7:00 a.m. – 8:15 a.m.  
Kiva Press Room (West Upper)

SWAM OFFICERS’ MEETING

Presiding:  
Christine Miller, Tennessee Tech University  
President, Southwest Academy of Management

8:30 a.m. – 10:00 a.m.  
Cochiti (West Lower)

TRACK TITLE  
Public/Nonprofit/Health Care Management/ Social Issues

FORUM TITLE  
Public/Nonprofit/Health Care Management/Social Issues

Facilitators  
Tina T. Fields, Texas State University – San Marcos  
Jan Miller, University of West Alabama

Managing Healthcare Alliance Portfolios: A Theory-Based Typology  
Mario Hayek, Texas A&M University – Commerce  
Jack Smothers, University of Southern Indiana  
Wallace Williams, Texas A&M University – Commerce  
Leigh Ann Bynum, Belmont University

Factors Associated with LPHA Participation in Core Public Health Functions Related to Obesity Prevention, 2008  
Jeff Hatala, Texas State University – San Marcos  
Janie Probst, University of South Carolina  
Michael Byrd, University of South Carolina  
Nathan Hale, University of South Carolina  
James Hardin, University of South Carolina

The Collaboration of Not-for-Profit Hospitals and Public Health Departments to Perform Community Needs Assessments that Meet PPACA Requirements  
Tina T. Fields, Texas State University – San Marcos  
Peggy Johnson, Bluefield State College  
Jeff Hatala, Texas State University – San Marcos

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(Thursday)

8:30 a.m. – 10:00 a.m. Acoma (West Lower)

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<tr>
<th>TRACK TITLE</th>
<th>Organizational/Behavior/Leadership/Ethics/Corporate Social Responsibility</th>
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<tr>
<td>SESSION TITLE</td>
<td>Strategy, Leadership, &amp; Social Contract Theory</td>
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<tr>
<td>Session Chair:</td>
<td>Alex Williams, Texas A&amp;M University – Commerce</td>
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*What’s in a Name? Leadership, Management, and other Fuzzy Terms*
Donald Baack, Pittsburg State University
**Discussant:** John Humphreys, Texas A&M University – Commerce

*Strategic Crisis Management: A Basis for Renewal and Crisis Prevention*
Sonia Taneja, Texas A&M University – Commerce
Mildred Golden Pryor, Texas A&M University – Commerce
Scott Sewell, Texas A&M University – Commerce
Aura Recuero, Texas A&M University – Commerce
**Discussant:** Tony Vrba, Regis University

*Social Contract Theory and Organization Development: A Philosophical Review*
Therese Yaege, Benedictine University
John Grant, General Motors
**Discussant:** Ronald J. Salazar, University of Houston – Victoria

Make your plans to attend these FBD Exhibitor simulations.

<table>
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<tr>
<th>LINKS Simulations</th>
<th>Thursday, March 14, 2013</th>
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<tr>
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<th>Interpretive Simulations</th>
<th>Thursday, March 14, 2013</th>
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<td>3:30 p.m. – 5:00 p.m.</td>
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<th>Time</th>
<th>Location</th>
<th>Event</th>
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</table>
| 8:30 a.m. – 10:00 a.m. | Apache (West Lower) | **TRACK TITLE** General Management/Technology/Management Education  
**SESSION TITLE** Millennial Issues in Business  
**Session Chair** D. Adrian Doss, University of West Alabama  
*Putting Those ‘Friends’ to Use: Social Capital Mobilization Using Online Social Networking Platforms*  
**Vallari Chandna**, University of North Texas  
**Arash Negahban**, University of North Texas  
**Discussant:** **Donna Stringer**, University of Houston – Victoria  
*Sex, Gender Identity, and Entrepreneurial Orientation*  
**A. Banu Goktan**, University of North Texas at Dallas  
**Vishal K. Gupta**, SUNY Binghamton  
**Gonca Gunay**, Aydin University  
**Discussant:** **Randy McCamey**, Tarleton State University  
*Understanding Millennials and Personal Accountability*  
**Janice A. Black**, Coastal Carolina University  
**Yvonne Smith**, University of La Verne  
**J. Kay Keels**, Coastal Carolina University  
**H. Lee Shinaberger**, Coastal Carolina University  
**Discussant:** **Robert V. Randolph**, Mississippi State University |
| 10:00 a.m. – 10:30 a.m. | Ballroom C (West Upper) | **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.*  
10:00 a.m. – Noon Join us for coffee at the FBD booth and meet Mary Fischer, Editor of the new *Federation of Business Disciplines Journal*. Find out how your participation in this conference opens the door to another publication outlet for your research. |
SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

March 14, 2013
(Thursday)

10:30 a.m. – Noon Cochiti (West Lower)

TRACK TITLE  Strategy/Entrepreneurship/Small Business Track

SESSION TITLE  Perspectives on Governance and Incompetencies

Session Chair  Manjula S. Salimath, University of North Texas

Board Composition: It May Not Be What You Measure but How You Measure It
Stephen V. Horner, Pittsburgh State University
Discussant: David Epstein, University of Houston – Downtown

Core Incompetency and Tacit Stupidity: The Shadow Side of Strategy
Walter Scott Sherman, Texas A&M University – Corpus Christi
Discussant: Mario Hayek, Texas A&M University – Commerce

Signaling Good Governance: An Analysis of the Most Critical Recommendation of the German Corporate Governance Code
Till Talaulicar, University of Erfurt, Germany
Discussant: Brian Martinson, Tarleton State University

You Do What?! Perceived Ostracism and Social Stigma of Dirty Jobs in Family Firms
Robert V. Randolph, Mississippi State University
D’Lisa McKee, Mississippi State University
Amy Lewis, Drury University
James Vardaman, Mississippi State University
Discussant: Larry Garner, FBD President, Texas A&M – Central Texas

Make your plans to attend these FBD Exhibitor simulations.

LINKS Simulations  Thursday, March 14, 2013
10:30 a.m. – 12:00 p.m.
Sandia (West Lower)

Interpretive Simulations  Thursday, March 14, 2013
3:30 p.m. – 5:00 p.m.
Estancia (West Lower)

Visit us at FBDonline.org
March 14, 2013  
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<tr>
<th>TRACK TITLE</th>
<th>Organizational Behavior/Leadership/Ethics/Corporate Social Responsibility</th>
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<tbody>
<tr>
<td>SESSION TITLE</td>
<td>Corporate Social Responsibility, Green Management, and Ethics</td>
</tr>
<tr>
<td>Session Chair</td>
<td>Alex Williams, Texas A&amp;M University – Commerce</td>
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</tbody>
</table>

**Does CSR Really Affect Firm Performance? The Mediating Role of Brand Equity**  
Xueming Luo, University of Texas at Arlington  
Shahriar Gias, University of Texas at Arlington  
Discussant: John Humphreys, Texas A&M University – Commerce

**Elements of Effective Social Movements: Lessons for Green Management from the Hispanic Civil Rights Movement**  
Stephanie Pane-Haden, Texas A&M University – Commerce  
John Humphreys, Texas A&M University – Commerce  
Mario Hayek, Texas A&M University – Commerce  
Brandon Randolph-Seng, Texas A&M University – Commerce  
Alex Williams, Texas A&M University – Commerce  
Discussant: John D. Davis, Hardin Simmons University

**The Ethics of Record Destruction**  
Rebecca Goza, University of Central Oklahoma  
Discussant: Yezdi Godiwalla, University of Wisconsin – Whitewater

**Emotional Labor and Its Outcomes: A Study of a Phillipines Call Center**  
Cynthia P. Ruppel, Nova Southeastern University  
Randi L. Sims, Nova Southeastern University  
Peter Zeidler, Nova Southeastern University  
Discussant: Christine Miller, Tennessee Tech University

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(Thursday)

10:30 a.m. – Noon

Apache (West Lower)

TRACK TITLE  International/Organizational Theory/Hospitality Management

SESSION TITLE  Uniting Business and International Management: China, Ghana, and Mexico

Session Chair  Sandra D. Edwards, Northeastern State University

An American Expatriate in China: Evidence of Organizational Culture Crossvergence
Eric Sanders, Benedictine University
Discussant:  Dane D’Alessandro, Benedictine University

GCNet Technology Change at CEPS and Public Sector Efficiency in Ghana: A Social Constructivist Interpretation
Ben Mensah, GIMPA, Ghana
Discussant:  D. Adrian Doss, University of West Alabama

Planned Change in a Chinese Company: A Participatory Action Research Approach
Debra Elam, Colorado Technical University
Kristine Brands, Colorado Technical University
Discussant:  Ethan Waples, University of Central Oklahoma

Female and Male Value Orientation Types in the Americas: A New Look
Sergio Madero, Tec de Monterrey
Jaime Ruiz-Gutierrez, University of Los Andes, Columbia
Regina A. Greenwood, Nova Southeastern University
Edward E. F. Murphy, Jr., Embry Riddle Aeronautical University
Julia Teahen, Baker College
Silvia Monserrat, Universidad Nacional del Centro
Miguel Olivas-Lujan, Clarion University of Pennsylvania / Tec de Monterrey
Neusa Maria Bastos F. Santos, Pontificia Universida de Católica de São Paulo, Brazil
Discussant:  Sandra D. Edwards, Northeastern State University

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(Thursday)  

10:30 a.m. – Noon  
Centro del Sol (West Lower)  

TRACK TITLE  
Professional Development Workshop  

WORKSHOP TITLE  
Transforming the MBA Education Experience  

Facilitator  
Robert Epstein, University of Central Oklahoma  

Using Innovative Methods to Transform the Graduate Business Experience: This Isn’t Your Father’s MBA  
Robert Epstein, University of Central Oklahoma  
M. Suzanne Clinton, University of Central Oklahoma  
Anthony Acquah, University of Central Oklahoma  
Kathleen Kunkle, University of Central Oklahoma  
Kelsey Spears, University of Central Oklahoma  
Whitney Spears, University of Central Oklahoma  

The MBA Classroom: Is there an App for That?  
M. Suzanne Clinton, University of Central Oklahoma  
Robert Epstein, University of Central Oklahoma  

Make plans to join us in Dallas and Houston for our 2014 and 2015 conferences, respectively.  

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

42nd Annual Conference  
March 10 - 14, 2015  
Hyatt Regency Hotel  
Houston, Texas
SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

March 14, 2013 (Thursday)

Noon – 1:30 Ballroom A (West Upper)

Joint Luncheon with Association of Business Information Systems

Title: Entrepreneurial Speaker Series/Steak Buffet

Presiding: Kimberly L. Merritt, Oklahoma Christian University, Program Chair, ABIS
            Janie R. Gregg, University of West Alabama, Program Chair, SWAM

Facilitator: Jake Williams, PMI Research Coordinator

Entrepreneurial Speaker: TBA

Must have a ticket to participate. SWAM attendees, you must purchase your tickets with your FBD package in advance by 5:00 pm, Friday, March 1, 2013.

Sponsored in part by Project Management Institute Research Program

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 14, 2013
(Thursday)

1:30 p.m. – 3:00 p.m. Cochiti (West Lower)

TRACK TITLE  Innovative Teaching Workshops

WORKSHOP TITLE  Technology is Changing But Why Aren’t the Teachers Following?

Facilitator  Gregory Tapis, Augustana College

Innovation in Management Education: From Simulations to Wikis
Alix Valenti, University of Houston – Clear Lake
Tracey Rockett, Texas Christian University
Dorothy Kirkman, University of Houston – Clear Lake
Laurie Ziegler, University of Texas at Dallas

Using Student-made Video Documentaries instead of Term Papers and other Emerging Media Use in Higher Education
Janice A. Black, Coastal Carolina University
Richard Oliver, New Mexico State University

1:30 p.m. – 3:00 p.m. Acoma (West Lower)

TRACK TITLE  International/Organizational Theory/Hospitality Management

PANEL TITLE  Current Trends in Organization Change Theory

Panel Chair  Janet Kirby, Benedictine University

Panelists  Henry E. Williams, Benedictine University
Tiffany E. Slater, Benedictine University
Roslyn Grant, Benedictine University

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March 14, 2013
(Thursday)

1:30 – 3:00 p.m. Apache (West Lower)

TRACK TITLE  Strategy / Entrepreneurship/ Small Business
SESSION TITLE  CEO Characteristics, Dynamism, and Constraints
Session Chair  David Epstein, University of Houston – Downtown

*Does Firm Size Matter in Family Firm Professionalization: A Stakeholder Salience Perspective and Moderated-Mediation Model*

**Robert V. Randolph**, Mississippi State University
**Hanqing Fang**, Mississippi State University
**Discussant:**  **John De Leon**, University of Texas at Arlington

*A New Model for Studying the Relationship between Corporate Life Cycle, Strategy, and CEO Characteristics*

**Brian Martinson**, Tarleton State University
**Discussant:**  **Till Tалауlicar**, University of Erfurt

*Double Agents: A Model of the Family and Classical Agency Relationships Navigated by Family Firms, Family Members*

**Robert V. Randolph**, Mississippi State University
**Christopher Penney**, Mississippi State University
**James Vardaman**, Mississippi State University
**Discussant:**  **Walter Scott Sherman**, Texas A&M University – Corpus Christi

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March 11 - 15, 2014
Sheraton Dallas
Dallas, Texas

♦♦♦

42nd Annual Conference

March 10 - 14, 2015
Hyatt Regency Hotel
Houston, Texas
March 14, 2013
(Thursday)

1:30 p.m. – 3:00 p.m.  Centro del Sol (West Lower)

TRACK TITLE  Organizational Behavior/Leadership/Ethics/Corporate Social Responsibility

SESSION TITLE:  Individual Differences & Attributes in Organizational Behavior

Session chair:  Gene Easley, University of Houston – Clear Lake

Employees' Reactions and Sanctioning Ratings to Incidents of Aggression and Bullying
Jack Howard, University of Alabama at Birmingham
Allen Johnston, University of Alabama at Birmingham
Barbara Wech, University of Alabama at Birmingham
James Stout, The Children's Hospital of Alabama
Discussant:  Brandon Randolph-Seng, Texas A&M University – Commerce

When Going Beyond is Falling Short: The Curvilinear Effect of Core Self-Evaluations on Work Group Acceptance
Xingshan Zheng, ShanghaiJiaoTong University
Stacey L. Owens, University of Illinois at Urbana – Champaign
Troy A. Smith, Texas A&M University
T. Brad Harris, University of Illinois at Urbana – Champaign
Discussant:  Lee Tyner, University of Central Oklahoma

A Framework for Understanding the Impact of Global Mindset on International Assignment Affective Outcomes
Han Tran, California State University – Fullerton
John Barbuto, California State University – Fullerton
Discussant:  Betty Birkenmeier, Texas A&M University – Central Texas

3:00 p.m. – 3:30 p.m.  Ballroom C (West Upper)

FBD COFFEE BREAK SPONSORED BY TEXAS A&M UNIVERSITY – CENTRAL TEXAS

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

Great Door Prize Drawings take place at 3:15 p.m. in the Exhibit Area. Must be present to win.
March 14, 2013
(Thursday)

3:30 p.m. – 5:00 p.m. Cochiti (West Lower)

TRACK TITLE Professional Development Workshop

WORKSHOP TITLE Deception in Business and Academics

Facilitator Mark Levine, University of Denver

Appraisal – Mortgage Fraud
Mark Levine, University of Denver

Academic Integrity: Critical Findings at a Small Southern Regional University
Timothy Edwards, University of West Alabama
Janie R. Gregg, University of West Alabama
Martha M. Hocutt, University of West Alabama
D. Wayne Bedford, University of West Alabama

3:30 p.m. – 5:00 p.m. Acoma (West Lower)

TRACK TITLE International/Organizational Theory/Hospitality Management

PANEL TITLE The Importance of Moving Beyond Boundaries: Creating Collaboration Among New Mexican Government Agencies

Panel Chair Richard Oliver, New Mexico State University

Panelist Peter F. Sorensen, Jr., Benedictine University
Roslyn Grant, Benedictine University
Gina Hinrichs, Hinrichs Consulting
Denis Porter, Cognitive Program Manager for the New Mexico Corrections Department
Christopher Erickson, New Mexico State University

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March 14, 2013  
(Thursday)  

3:30 p.m. – 5:00 p.m.  
Apache (West Lower)  

TRACK TITLE  
General Management / Technology / Management Education  

SESSION TITLE  
Improving Methods Of Instruction  

Track Chair  
D. Adrian Doss, University of West Alabama  

Simulation for Strategy Courses: Measuring Teamwork  
Larry Chasteen, University of Texas – Dallas  
Discussant: Betty Birkenmeier, Texas A&M – Central Texas  

Critical Thinking for Business Students: A Debate between Management and Decision Science Faculty  
Janice A. Black, Coastal Carolina University  
J. Kay Keels, Coastal Carolina University  
Brent Kinghorn, Missouri State University  
Nicholas Twigg, Coastal Carolina University  
Discussant: Veena P. Prabhu, California State University, Los Angeles  

Assessment of Negotiation Skills, Master of Business Administration Program  
Stephen McGuire, California State University, Los Angeles  
Veena P. Prabhu, California State University, Los Angeles  
Discussant: Larry Chasteen, University of Texas – Dallas  

Changing Management Education through The Power of Goal Setting  
Amber G. Walker, University of West Alabama  
Janie R. Gregg, University of West Alabama  
Discussant: Jeramy Meacham, Southern Arkansas University  

5:00 p.m. – 6:00 p.m.  
Cochiti (West Lower)  

PLANNING MEETING FOR THE 2014 CONFERENCE  

Presiding: Manjula S. Salimath, University of North Texas  
Program Chair-Elect, Southwest Academy of Management  

Help shape SWAM’s 2014 meeting to be held at the Sheraton Dallas Hotel in Dallas, Texas – March 12-15, 2014. Join in a thoughtful exchange of ideas and creative suggestions as we seek to continually improve the SWAM conference experience.
FBD Meet and Greet

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

Make plans to join us in Dallas and Houston for our 2014 and 2015 conferences, respectively.

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42nd Annual Conference

March 10 - 14, 2015
Hyatt Regency Hotel
Houston, Texas
SWAM invites all FBD registrants to attend this session

**TRACK TITLE**

**PROFESSIONAL DEVELOPMENT WORKSHOP**

**WORKSHOP TITLE**

Grant Writing and Grant Opportunities at PMI

**Facilitator**

Janie R. Gregg, University of West Alabama

Jan Miller, University of West Alabama

The PMI Research Program advances the discipline and profession of project management by creating knowledge and sharing it with the project management community through:

- sponsoring and publishing academic research
- organizing research and educational events
- providing an opportunity for researchers to reach a large pool of qualified survey participants

**Snapshot: PMI Research Program**

- PMI is the only project management organization with a dedicated research arm
- Academic Member Advisory Group composed of top scholars and practitioners
- Directly involved in the release of more than 300 academic publications
- Invested more than US$18 million in research
- Currently active research projects worldwide

Learn more about the PMI Research Program at PMI.org/Knowledge-Center.aspx or contact research.program@pmi.org with questions.
SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

March 15, 2013 (Friday)

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>TRACK TITLE</th>
<th>WORKSHOP TITLE</th>
<th>Facilitator</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>Jemez (West Lower)</td>
<td>Innovative Teaching Workshops</td>
<td>Emerging Pedagogical Approaches: Transforming Learning</td>
<td>Frank Markham, University of Mississippi – Desoto</td>
</tr>
</tbody>
</table>

Human Resources and Entrepreneurship: Bridging the Know-How Gap in Human Resources Education
Maritza Soto, University of Puerto Rico – Rio Piedras

Encounter with Andragogy: Teaching our Teachers
Laurie Yates, Eastern Oregon University

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>Apache (West Lower)</td>
<td>General Management/Technology/Management Education</td>
<td>Actions Over Time</td>
<td>Ronald J. Salazar, University of Houston – Victoria</td>
</tr>
</tbody>
</table>

The Evolution of Strategies
Ronald J. Salazar, University of Houston – Victoria
Jifu Wang, University of Houston – Victoria
Discussant: Olga Chapa, University of Houston – Victoria

Out-of-Control Executives – What Trumps Smart?
Mildred Golden Pryor, Texas A&M University – Commerce
Jennifer Oyler, Texas A&M University – Commerce
Randy Odom, Texas A&M University – Commerce
Discussant: Donna Stringer, University of Houston – Victoria

Satisfaction as a Mediator in the Relation between Goal Orientation and Career Withdrawal Intentions
Randi L. Sims, Nova Southeastern University
Discussant: Jifu Wang, University of Houston – Victoria
March 15, 2013
(Friday)

8:30 a.m. – 10:00 a.m.  Acoma (West Lower)

**TRACK TITLE**  Doctoral Consortium

**SESSION TITLE**  Welcome, Getting Through the Dissertation & Personal Relationships

(By Application or Invitation Only)

**Facilitator**  Janice A. Black, Coastal Carolina University
Past President, Southwest Academy of Management

**Panelist**  Dave Fass, Air Force Institute of Technology
Brent Kinghorn, Missouri State University
Lori Paris, California State University Bakersfield
Isaac Wannasika, University of North Colorado
Laura Cardinal, University of Houston
Chet Miller, University of Houston
Yvonne Smith, University of La Verne

10:00 a.m. – 10:30 a.m.  Ballroom C (West Upper)

**FBD Coffee Break**

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

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

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SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

March 15, 2013 (Friday)

| TRACK TITLE | Strategy/Entrepreneurship/Small Business Track |
| SESSION TITLE | Exploring Networks and Innovation |
| Session chair: | Stephen V. Horner, Pittsburgh State University |

**Is Bigger Better? The Impact of the Network Size on Radical Innovation**

*John De Leon*, University of Texas at Arlington

**Discussant:** Christine Miller, Tennessee Tech University

**How Camera Makers Knit their Social Networks to Become more Innovative**

*Lei Xu*, Louisiana State University

**Discussant:** Trip Knoche, University of Central Oklahoma

**Legitimate Innovation: An Examination of the Outcomes of Innovation Through an Institutional Lens**

*John De Leon*, University of Texas at Arlington

**Discussant:** Vallari Chandna, University of North Texas

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March 15, 2013  
(Friday)  

<table>
<thead>
<tr>
<th>TRACK TITLE</th>
<th>Developmental Track</th>
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</thead>
<tbody>
<tr>
<td>SESSION TITLE</td>
<td>Developing the Academic Research Paper</td>
</tr>
<tr>
<td>Facilitator:</td>
<td>Brian Martinson, Tarleton State University</td>
</tr>
</tbody>
</table>

This session is for personal development of the papers listed. The session is designed for the authors and mentors exclusively. Entry only by invitation of the authors or mentors.

**Workplace Bullying**  
Jane Byrd, University of Mobile  
Mentor: Sandra D. Edwards, Northeastern State University

**Economic Validation for Team Development Initiative**  
Karli Peterson, East Central University  
James Rauch, East Central University  
Scout Lee, Vision Us, Inc.  
Mentor: Tracey Rockett, Texas Christian University

**Emotional Intelligence (EQ) and Ethics – A Balancing Act for Effective Leadership**  
Melinda Garcia, Our Lady of the Lake University  
Blaise Bender, Our Lady of the Lake University  
Mentor: Lee Tyner, University of Central Oklahoma

**The after Action Review: Uniting Academic, Business, Not-for-Profit, and Governmental Perspectives**  
John D. Davis, Hardin-Simmons University  
Mentor: Frank Markham, University of Mississippi – Desoto

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<td>Human Resources/Careers/Gender &amp; Diversity</td>
<td>Human Resource Management: Individual Influences and Cross-Cultural Issues</td>
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<tr>
<td>Retaining Your Proactive Employees: An Empirical Model with Evidence from Israel</td>
<td>Veena P. Prabhu, California State University, Los Angeles</td>
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<tr>
<td>Discussant:</td>
<td>Amy Lewis, Drury University</td>
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<tr>
<td>Social Dominance Orientation, Affirmative Action, Performance Ratings, and Evaluations</td>
<td>Aneika L. Simmons, Sam Houston State University</td>
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<tr>
<td>María del Carmen Triana, The University of Wisconsin – Madison</td>
<td>James Vardaman, Mississippi State University</td>
</tr>
<tr>
<td>Discussant:</td>
<td>Betty Birkenmeier, Texas A&amp;M University – Central Texas</td>
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<tr>
<td>How Agricultural Value Chain Development Can Empower Women in Developing Countries: Evidence from Nigeria and Phillippines</td>
<td>Murtala S. Sagagi, Bayero University</td>
</tr>
<tr>
<td>John O. Palina, Saint Mary’s University, Bayombong, Phillippines</td>
<td>Betty Birkenmeier, Texas A&amp;M University – Central Texas</td>
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<tbody>
<tr>
<td>Doctoral Consortium</td>
<td>Writing Excellence &amp; Publishing Tips from Editors &amp; Award Winning Writers</td>
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<tr>
<td>(Session open to everyone!)</td>
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<tr>
<td>Facilitator</td>
<td>Janice A. Black, Coastal Carolina University</td>
</tr>
<tr>
<td>Past President, Southwest Academy of Management</td>
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</tr>
<tr>
<td>Panelists</td>
<td>Laura Cardinal, University of Houston, SMJ editorial board</td>
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<tr>
<td>Gregory Dess, University of Texas – Dallas, JWB (ISM)</td>
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<tr>
<td>Duane Ireland, Texas A&amp;M, ETP, AMJ</td>
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<tr>
<td>J. Kay Keels, Coastal Carolina University, ETP</td>
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<tr>
<td>Yvonne Smith, University of La Verne, JBIB</td>
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<tr>
<td>Steven Tallman, University of Richmond, GSJ</td>
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March 15, 2013
(Friday)

Noon - 1:30 p.m.  
Kiva Press Room (West Upper)

SWAM OFFICERS’ MEETING

Presiding:  Stephen V. Horner, Pittsburg State University  
President-Elect, Southwest Academy of Management

1:30 p.m. – 3:00 p.m.  Cochiti (West Lower)

TRACK TITLE  Strategy/Entrepreneurship/Small Business

SESSION TITLE  Implications of Size, Dynamism, and Agency

Session Chair  Gregory Dess, University of Texas – Dallas

Influence on CEO Tenure: A Test of Agency and Power Circulation Theory
David Epstein, University of Houston – Downtown
Discussant:  Lei Xu, Louisiana State University

Exploration and Exploitation in the Face of Institutional Constraints
John De Leon, University of Texas at Arlington
Discussant:  Robert Easley, University of Houston – Clearlake

Industry Dynamism: Elements of Industry Change
Trip Knoche, University of Central Oklahoma
Discussant:  Kathleen Voges, Texas A&M University – San Antonio

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March 15, 2013
(Friday)

1:30 p.m. – 3:00 p.m.  Jemez (West Lower)

TRACK TITLE  International/Organizational Theory/Hospitality Management
SESSION TITLE  Culture, Coaching and Global Mindset: Multiple Perspectives Of Organization Theory

Session Chair  Peter F. Sorensen, Jr., Benedictine University

Developing Cultural Adaptability: Four Cases of Executive Coaching Support for Leader/Managers
Gina Hinrichs, Hinrichs Consulting, LLC
Dawn Newman, Boeing
Discussant:  Henry E. Williams, Benedictine University

The Organization Theory to Implementing an Effects-based Approach to Culture
Ron Fisher, Argonne National Laboratories
John Grant, General Motors
Therese Yaeger, Benedictine University
Discussant:  Michael Nowicki, Texas State University – San Marcos

“Two Faces” of Normative Organizational Commitment? A Review of the Evidence
Stephen Jaros, Southern University
Discussant:  Sonia Taneja, Texas A&M University – Commerce

1:30 p.m. – 3:00 p.m.  Apache (West Lower)

TRACK TITLE  Professional Development Workshop
WORKSHOP TITLE  Engaging and Employing Students

Facilitator  Lee Tyner, University of Central Oklahoma

Engagement: The Key to Student Retention
Susanne Rassouli-Currier, University of Central Oklahoma
Robert Epstein, University of Central Oklahoma
M. Suzanne Clinton, University of Central Oklahoma
Trang Nguyen, University of Central Oklahoma

Providing the Goods: Student Resumes that Entice Recruiters
Lee Tyner, University of Central Oklahoma
March 15, 2013  
(Friday) 

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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</thead>
</table>
| 1:30 p.m. – 3:00 p.m. | Acoma (West Lower)  
**TRACK TITLE**  
Doctoral Consortium  
**WORKSHOP TITLE**  
Networking, Job Hunting, & the First Job  
(By Application or Invitation Only)  
**Facilitator**  
Janice A. Black, Coastal Carolina University  
Past President, Southwest Academy of Management  
**Panelists**  
Garry Adams, Auburn University  
Dave Fass, Air Force Institute of Technology  
Brent Kinghorn, Missouri State University  
Lori Paris, California State University Bakersfield  
Frances Fabian, University of Memphis  
Isaac Wannasika, University of North Colorado  |
| 3:00 p.m. – 3:30 p.m. | Ballroom C (West Upper)  
FBD Coffee Break  
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Visit us at FBDonline.org
March 15, 2013
(Friday)
3:30 p.m. – 5:00 p.m. Cochiti (West Lower)

**TRACK TITLE**
Developmental Papers

**SESSION TITLE**
Refining the Contribution
Entry only by invitation of the authors or mentors.

**Facilitator**
Randi L. Sims, Nova Southeastern University

_The Performance Implications of Slack Reduction during the Great Recession: The Case of U.S. Electronics Companies_
Nobuaki Namiki, Rikkyo University
Mentor: Carolyn Ashe, University of Houston – Downtown

_The Pre-career Employee: Make the Undecided Decide in Your Favor_
Vallari Chandna, The University of North Texas
Mentor: Robert Easley, University of Houston – Clearlake

_Family Firms: Poised for Diversification?_
Drake Mullens, Tarleton State University
Mentor: Tony Vrba, Regis University

3:30 p.m. – 5:00 p.m. Jemez (West Lower)

**TRACK TITLE**
Human Resources/Careers/Gender & Diversity

**SESSION TITLE**
Careers and the Role of Effective HRM

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

_The Dimensions of Social Entrepreneurship: A Definition Analysis_
Leilani Baumanis, Johnson & Wales University
Barbara Dastoor, Nova Southeastern University
Discussant: Aneika L. Simmons, Sam Houston State University

_Career Future and Intent to Remain: Insight into the Mechanism in the Change Context_
Veena P. Prabhu, California State University, Los Angeles
Discussant: Nicholas Twigg, Coastal Carolina University

_Investigating the Effects of Human Resource Flexibility on Firm’s Performance: The Determinant Role of Human Resource Practice Flexibility_
Bainan Zhang, University of North Texas
Discussant: Larry Garner, FBD President, Texas A&M – Central Texas
March 15, 2013  
(Friday)

3:30 p.m. – 5:00 p.m.  
Acoma (West Lower)

TRACK TITLE  
Doctoral Consortium

WORKSHOP TITLE  
Research & Teaching & Service, Oh, My!  
(By Application or Invitation Only)

Facilitator  
Janice A. Black, Coastal Carolina University,  
Past President of Southwest Academy of Management

Panelists  
Gregory Dess, University of Texas – Dallas  
Frances Fabian, University of Memphis  
Janie R. Gregg, University of West Alabama  
Duane Ireland, Texas A&M  
J. Kay Keels, Coastal Carolina University  
Steven Tallman, University of Richmond  
Lee Tyner, University of Central Oklahoma

3:30 p.m. – 5:00 p.m.  
Apache (West Lower)

TRACK TITLE  
SPECIAL SESSION

SESSION TITLE  
Recognition of the SWAM 2013 Award Winners

Presiding  
Stephen V. Horner, Pittsburg State University  
President Elect, Southwest Academy of Management

Presenters  
Winner 2013 McGraw-Hill SWAM Distinguished Paper Award  
Relationships between Justice, Organizational Citizenship Behavior, and Coping over Time  
Juliana Lilly, Sam Houston State University  
Kamphol Wipawayangkool, Sam Houston State University  
Meghna Virick, San Jose State University

Best Reviewer  
Robert V. Randolph, Mississippi State University
SOUTHWEST ACADEMY OF MANAGEMENT ANNUAL BUSINESS MEETING

Presiding Christine Miller, Tennessee Tech University
2013 President, Southwest Academy of Management

All members are encouraged to attend our annual business meeting. Each attendee receives one free-drink ticket, redeemable at the reception that follows. We look forward to seeing you there!

SOUTHWEST ACADEMY OF MANAGEMENT ANNUAL RECEPTION

Unwind with friends and colleagues, over drinks and hors d’oeuvres. Redeem your free drink ticket from the business meeting. Additional beverages may be purchased at the cash bar.

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Houston, Texas
CONGRATULATIONS!

Recipient of the 2013 McGraw-Hill Distinguished Paper Award
A Consolidation Decision for Macuch Steel Products, Inc.
Jeffrey Miller, Augusta State University
Steven Mooney, Macuch Steel Products, Inc

Recipient of the
2013 Southwest Academy of Management Outstanding Educator Award
Rodney Vandeveer, Purdue University
2013 TRACK CHAIRS

Strategic Management/ Business Policy
Steve Vitucci

Small Business/Entrepreneurship
Timothy Wise

Human Resource Management/Organizational Behavior
Carol Cumber

International Business
Syed Tariq Anwar

Case Development
Michael Menefee

Accounting/Finance/Economics
Gwendolyn Pennywell

Non-Profit Management/Ethics
Robert Stevens

Marketing
Jeri Rubin

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PROGRAM OVERVIEW

Wednesday, March 13

1:30 p.m. – 3:00 p.m. Why write (and use) cases?
3:00 p.m. – 3:30 p.m. SWCRA refreshment break
3:30 p.m. – 5:00 p.m. What and How Do Students Learn From Case Studies

Thursday, March 14

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
12:00 p.m. – 1:15 p.m. SWCRA Lunch and Best Paper Presentation
1:30 p.m. – 3:00 p.m. From Conference to Publication: Fast Track or Slow Train?
3:00 p.m. – 3:30 pm FBD Coffee Break
3:30 p.m. – 5:00 p.m. 2014 Program Planning Meeting

Recipient of the 2013 McGraw-Hill Distinguished Paper Award

A Consolidation Decision for Macuch Steel Products, Inc.
Jeffrey Miller, Augusta State University
Steven Mooney, Macuch Steel Products, Inc

Recipient of the 2013 Federation of Business Disciplines Outstanding Educator Award

Rodney Vandeveer, Purdue 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!
SOUTHWEST CASE RESEARCH ASSOCIATION  
A Division of NACRA

March 13, 2013  
(Wednesday)

1:30 p.m. – 3:00 p.m.  
Taos (West Lower)

SESSION A  
Why Write (and use) Cases?

Short Abstract:  
The presentation will address: What is and is not a case, why should cases be used in the classroom, why case research should be viewed in as positive a light as other types of research, and how case writers can gain respect for their scholarship. The objective of the presentation is to inspire and affirm aspiring and experienced case writers and teachers alike!

Session Chair:  
Deborah Ettington, Editor of the Case Research Journal, Penn State University

3:00 p.m. – 3:30 p.m.  
Taos (West Lower)

SWCRA Refreshment Break

3:30 p.m. – 5:00 p.m.  
Taos (West Lower)

SESSION A  
What and How Do Students Learn from Case Studies?

Short Abstract:  
The case method is often justified on the basis of its similitude to real-life managing (imperfect information, time pressures, high stakes, etc.). The case method has its roots in pragmatist philosophy, which stands opposed to the classical/liberal mindset that gave rise to modern universities. Is it possible for the two approaches to be integrated? How can cases contribute to cognitive functions beyond those normally addressed by the pragmatist approach? How can case studies foster multiple types of thinking: critical, analogical, deliberative, tropological, allegorical, anagogical, and metaphorical? Does this have implications for the type of case materials we use?

Session Chair:  
Brad Almond, Texas A&M University – Central Texas

Presenters:  
Larry Garner, Texas A&M University – Central Texas  
Wilke D. English, Texas A&M University – Central Texas  
Steve Vitucci, Texas A&M University – Central Texas

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 14, 2013
(Thursday)

7:00 a.m. – 7:30 a.m.  Taos (West Lower)

Past President’s Meeting

7:30 a.m. – 9:00 a.m.  Taos (West Lower)

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.  Taos (West Lower)

SESSION A  Small Business/Entrepreneurship

Session Chairs:  Timothy Wise, Southern Arkansas University

Drowning in Gowns
Carol Cumber, South Dakota State University
Justine Kougl, South Dakota State University

M&M Air Service: Reckless, Wild, and a Little Bit Crazy
Jeff Dyson, Lamar University
Vivek Natarajan, Lamar University
Kabir Sen, Lamar University

Geauxsicles of Louisiana
James Clark, Southern Arkansas University
Jonathan Seafurt, Southern Arkansas University
Timothy Wise, Southern Arkansas University
# SESSION B  
**Non-Profit Management/Ethics**

**Session Chairs:** Robert Stevens, Southeastern Oklahoma State University

*What’s a Good Score on the SAT Worth These Days?*
Shana Hellinger, Texas Wesleyan University  
Thomas D. Tolleson, Texas Wesleyan University

*Warning: Whistleblowing May Be a Hazardous Activity*
Jeanette Tesar, Texas Wesleyan University  
Thomas D. Tolleson, Texas Wesleyan University

*Tom, Dick, and Harry Contemplate what a Store Should Do with an Assistant Manager who gives Very Large Employee Discounts An Ethical ‘Critical Incident’*
Wilke D. English, Texas A&M University – Central Texas  
Michael Lehman, Texas A&M University – Central Texas  
Barbara Altman, Texas A&M University – Central Texas

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# SESSION C  
**Finance**

**Session Chair:** Gwendolyn Pennywell, University of South Alabama

*A Consolidation Decision for Macuch Steel Inc*
Jeffrey Miller, Augusta State University  
Steven Mooney, Macuch Steel Products, Inc

*Tom, Dick and Harry Contemplate What A Bank Should have Done to Protect against Embezzlement An Ethical Critical Incident*
Wilke D. English, Texas A&M University – Central Texas  
Jessica Robertson, Texas A&M University – Central Texas  
Mary Kelly, Texas A&M University – Central Texas

*Third Bridge*
Donald Mosley, Jr., University of South Alabama  
Alex Sharland, University of South Alabama  
Gwendolyn Pennywell, University of South Alabama
SESSION D  Accounting

Session Chair:  Gwendolyn Pennywell, University of South Alabama

The Olympus Accounting Scandal
Sue Cullers, Buena Vista University
Judy Lewis, Texas A&M University – San Antonio

Tom, Dick and Harry Contemplate a Law Firm That Has a Mandated Policy of ‘Padding’ Their Paralegals’ Billable Hours an Ethical ‘Critical Incident’
Wilke D. English, Texas A&M University – Central Texas
Lucas Loafman, Texas A&M University – Central Texas

Alemar Dental Practice
Vivian Barrientos, Augusta State University
Simon Medcalfe, Augusta State University
Pamela Jackson, Augusta State University
Jonathan Leightner, Augusta State University

SESSION E  Human Resource Management/Organizational Behavior

Session Chairs:  Carol Cumber, South Dakota State University

Metro Interior Distributors
Daniel F. Jennings, Texas A&M University – College Station

Target Corporation’s Decision to Expand to Canada
Alix Valent, University of Houston – Clear Lake
Robert McGlashan, University of Houston – Clear Lake

Who Is This Guy?
Dalton E. Brannen, Augusta State University
Simon Medcalfe, Augusta State University
Roland B. Cousins, LaGrange College

Engineering Development Group
Michael Menefee, University of North Carolina at Pembroke
Rodney Vandeveer, Purdue University
March 14, 2013
(Thursday)

9:00 a.m. – 12:00 p.m. 
Taos (West Lower)

SESSION F  International Business

Session Chairs:  Syed Tariq Anwar, West Texas A&M University

International Entrepreneurship Challenge in a Small Firm – Case Study
Justin Paul, University of Washington & University of Puerto Rico
Parul Gupta, Army Institute of Management
Shruti Gupta, Army Institute of Management

Malaysia’s Genting in the Western World
Justin Paul, University of Washington & University of Puerto Rico
Zalina Rosli, Prime Minister’s Office, Malaysia

Kraft’s Acquisition of Cadbury (circa 2009): An Amicable Transatlantic Merger or a Hostile Takeover
Syed Tariq Anwar, West Texas A&M University

9:00 a.m. – 12:00 p.m. 
Taos (West Lower)

SESSION G  Marketing and Strategic Management/Business Policy

Session Chair:  Jeri Rubin, University of Alaska, Anchorage
Steve Vitucci, Texas A&M – Central Texas

Silver Jewelry Stores
Robert Stevens, Southeastern Oklahoma State University
Lawrence S. Silver, Southeastern Oklahoma State University
Robert Howard, Southeastern Oklahoma State University

Skylark Killeen Airport
Wilke D. English, Texas A&M University – Central Texas
James Fullingim, Texas A&M University – Central Texas

Sears Holding Company
Sue Cullers, Buena Vista University
Steve Vitucci, Texas A&M University – Central Texas

9:00 a.m. – 12:00 p.m. 
Taos (West Lower)

SESSION H  Case Development

Session Chair:  Michael Menefee, University of North Carolina – Pembroke

Live Boldly: Should I?
Jamie O’Brien, South Dakota State University
March 14, 2013  
(Thursday)  

10:00 a.m. – 10:30 a.m.  
Ballroom C (West Upper)  

**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.*  

10:00 a.m. – Noon  
Join us for coffee at the FBD booth and meet Mary Fischer, Editor of the new *Federation of Business Disciplines Journal*. Find out how your participation in this conference opens the door to another publication outlet for your research.  

Make your plans to attend these FBD Exhibitor simulations.  

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<td>3:30 p.m. – 5:00 p.m.</td>
<td>Estancia (West Lower)</td>
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12:00 p.m. – 1:15 p.m.  
Taos (West Lower)  

**Southwest Case Research Association Lunch and Best Paper Presentation**  

1:30 p.m. – 3:00 p.m.  
Taos (West Lower)  

**From Conference to Publication: Fast Track or Slow Train?**  

This panel consists of journal editors and reviewers who will discuss the publication cycle of a conference case. The objective is to inform case writers on the ‘tricks of the trade’ to get their cases on the ‘fast track’ to publication. It will focus on the errors and omissions made by authors that slow the review process, create additional work for reviewers and editors, and thereby slow the publication cycle. Topics to be discussed will include, but not be limited to: the publication cycle itself; integrating conference feedback into the case revision; style sheet mechanics, approvals, and authorizations; common author errors; how to respond to reviewers; resolving disagreements between reviewers; and other hurdles on the road to publication.  

Panel Moderator: **Joseph Kavanaugh**, Sam Houston State University, Editor *Journal of Applied Case Research*  

Panel Presenters: **Deborah Ettington**, Penn State University, Editor *Case Research Journal*  
**Irfan Ahmed**, Sam Houston State University, Reviewer *Journal of Applied Case Research*  

Visit us at FBDonline.org
3:00 p.m. – 3:30 p.m.  
Ballroom C (West Upper)

**FBD COFFEE BREAK SPONSORED BY TEXAS A&M UNIVERSITY – CENTRAL TEXAS**

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

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

3:30 p.m. – 5:00 p.m.  
Taos (West Lower)

**2014 Program Planning Meeting**

Session Chair: **Irfan Ahmed**, Sam Houston State University

Everyone is invited to attend this meeting and help prepare for 2014. All persons interested in being the 2014 programs track chair, reviewer, discussant, etc. are encouraged to attend and share ideas to grow and further the art of case writing.

5:30 p.m. – 7:00 p.m.  
Ballroom C (West Upper)

**FBD Meet and Greet Social**

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

**Make plans to join us in Dallas and Houston for our 2014 and 2015 conferences, respectively.**

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**41st Annual Conference**

March 11 - 15, 2014
Sheraton Dallas
Dallas, Texas

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**42nd Annual Conference**

March 10 - 14, 2015
Hyatt Regency Hotel
Houston, Texas

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Karyn Neuhauser, Lamar University
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Michael F. Toyne, Northeastern State University
Nacasius U. Ujah, Texas A&M International University
Wenjuan Xie, University of New Hampshire
Susana Yu, Montclair State University
Zhong Zhuang, University of Wisconsin – Madison

*These Individuals also served on the Best Paper Awards Subcommittee
Congratulations to Award Winners!

2013 Federation of Business Disciplines Outstanding Educator Award
James W. Kolari, Texas A&M University

2013 McGraw-Hill/Irwin Distinguished Paper Award
*Simple Intuition Gone Awry: Combining Real and Financial Options in Tax Elections*
David Brown, University of Colorado at Boulder
J. Chris Leach, University of Colorado at Boulder

AAII (American Association of Individual Investors) Best Paper in Investments
*The Impact of Leveraged and Inverse ETFs on Underlying Stock Returns*
Qing Bai, University of Cincinnati
Shaun Bond, University of Cincinnati
Brian Hatch, University of Cincinnati

MTA (Market Technicians Association) Best Paper Award in Technical Analysis/Investments
*A Comparative Review of Options Markets Platforms Before and After New Entrants*
Asli Ascioglu, Bryant University
Richard Holowczak, Baruch College, City University
David Louton, Bryant University
Hakan Saraoglu, Bryant University

Wohl Publishing Best Paper in Corporate Finance
*Stock Liquidity, Corporate Governance and Firm Performance: Evidence from Real Estate Investment Trust*
William Cheung, University of Macau
Richard Chung, Griffith University
Scott Fung, California State University, East Bay

UNM (University of New Mexico) Best Paper in Corporate Finance
*Earnout Agreements in Corporate Acquisitions and Bidders’ Gains*
Leonidas Barbopoulos, University of St. Andrews
Krishna Paudyal, University of Strathclyde
Sudi Sudarsanam, Cranfield School of Management

SWFA Best Paper in Corporate Finance
*Mixed-Payment Deals and Target Shareholder Preferences for Method of Payment*
Audra L. Boone, University of Kansas
Erik Lie, University of Iowa
Yixin Liu, University of New Hampshire

SWFA Best Paper in Investments
*Institutional Trading Behavior in the ETF Market*
Hsuan-Chi Chen, University of New Mexico
Jen-Kai Ho, Yuan Ze University
Christine W. Lai, National Taiwan Normal University
Emmanuel Morales-Camargo, University of New Mexico
Congratulations to Award Winners! (Continued)

SWFA Best Paper in Investments  
*Seasonality and Idiosyncratic Risk in Mutual Fund Performance*  
**Javier Vidal-Garcia**, Harvard University  
**Marta Vidal**, Complutense University of Madrid

SWFA Best Paper in Financial Institutions  
*Sovereign Risk and Bank-Specific CDS Pricing*  
**Christian Meine**, Ruhr – University Bochum  
**Tobias Michalak**, Ruhr – University Bochum  
**Andre Uhde**, Ruhr – University Bochum

Best Doctoral Student Paper in Corporate Finance  
*Reverse Mergers and Earnings Quality*  
**Chu Chen**, University of Texas at El Paso  
**Giorgio Gotti**, University of Texas at El Paso  
**Kathryn Schumann**, James Madison University

Best Doctoral Student Paper in Investments  
*Investment Preference and Underperformance of Actively Managed Mutual Funds*  
**Yihua Zhao**, University of Texas at Dallas

Best Doctoral Student Paper in Financial Markets  
*Which News Resolves Asymmetric Information?*  
**Michal Dzielinski**, University of Zurich

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◆  
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**Doctoral Student Luncheon:** James W. Kolari, 2013 Educator of the Year, will present “Growing in the Academic Community.” Professor Kolari has published over 90 refereed articles, 10 co-authored books, and numerous monographs. Previously a Visiting Scholar at the Federal Reserve Bank of Chicago, a Fulbright Scholar at the University of Helsinki and Bank of Finland, a consultant of many banks and organizations, an ex-SWFA president, Professor Kolari will share his insights on issues pertinent to doctoral students.

**Business Luncheon:** Richard Roll will present “Factors” that drive asset returns. Dr. Roll is the Joel Fried Chair in Applied Finance at University of California Los Angeles-Anderson. He is best known for his work on portfolio theory and asset pricing. He has published widely, and has served as an associate editor of eleven different journals in finance and economics. Dr. Roll is the past president of the American Finance Association and is a fellow of the Econometric Society.

*** UNM Reception: Meet at 5:15 p.m., Friday in the Hyatt Regency hotel lobby. Our bus departs at both 5:30 p.m. and 6:00 p.m. to Jackson Center, University of New Mexico. Return Bus departs Jackson Center at 7:15 p.m. Passengers will be dropped off at either the convention center or Old Town. The address of Jackson Center is 1924 Las Lomas NE Albuquerque, University of New Mexico, NM 87131.

John A. Garcia, Director of Economic Development Department for the City of Albuquerque, will give a talk on "Economic Development in Albuquerque and the Southwest.” The brief seminar is followed immediately by a reception. Due to university policy, no alcoholic beverages will be served at the reception. Heavy hors d’oeuvres will be served.

**** Santa Fe Trip: Meet at 10:30 a.m., Saturday in the Hyatt Regency hotel lobby. We will depart from hotel lobby at 10:45 p.m. We will depart from Santa Fe at 3:30 p.m. at the drop off area.

Santa Fe, the capital of New Mexico, is only an hour from Albuquerque. It is serviced by public transit from Albuquerque. Santa Fe is known for its art markets, and its traditional and contemporary art museums, including works by New Mexico’s own Georgia O’Keeffe. The average visitor goes to Santa Fe three times in their lifetime.

Please RVSP through the SWFA on-line registration.
SESSION A  Mergers and Acquisitions

Session Chair: Garrett Smith, Florida Atlantic University

Discussants: Giorgio Gotti, University of Texas at El Paso
Inga Chira, Florida Atlantic University
Leonidas Barbopoulos, University of St. Andrews
Garrett Smith, Florida Atlantic University

Is it ever Prudent to Form a Global Conglomerate? An Industry Specific Investigation?
Garrett Smith, Florida Atlantic University

Reverse Mergers and Earnings Quality
(Best Doctoral Student Paper in Corporate Finance)
Chu Chen, University of Texas at El Paso
Giorgio Gotti, University of Texas at El Paso
Kathryn Schumann, James Madison University

Impact of the Galleon Case on Informed Trading Before Merger Announcements
Inga Chira, Florida Atlantic University
Jeff Madura, Florida Atlantic University

Earnout Agreements in Corporate Acquisitions and Bidders’ Gains
UNM (University of New Mexico) Best Paper in Corporate Finance
Leonidas Barbopoulos, University of St. Andrews
Krishna Paudyal, University of Strathclyde
Sudi Sudarsanam, Cranfield School of Management

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LINKS Simulations
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Sandia (West Lower)

Interpretive Simulations
Thursday, March 14, 2013
3:30 p.m. – 5:00 p.m.
Estancia (West Lower)
SESSION B  Management Compensation

Session Chair:  Salil Sarkar, University of Texas at Arlington

Discussants:  Satish Thosar, University of Redlands
Salil Sarkar, University of Texas at Arlington
Mohammad Safa, University of New Orleans
Yongli Luo, Wayland Baptist University

Split-share Structure Reform, Cross-listing and Executive Compensation
Yongli Luo, Wayland Baptist University

Do CEO Compensation Structures in the Financial Services Sector Induce Excessive Risk Taking?
Sanjiv Jaggia, Calpoly, San Luis Obispo, California
Satish Thosar, University of Redlands

Executive Compensation Effectiveness: The Role of Stock Option Expensing and Stock Repurchases under FAS 123R
Salil Sarkar, University of Texas at Arlington
Bonnie Quillin, University of Texas at Arlington

Governance Structure and Executive Compensation in Banking and Non-Banking Industries
Mohammad Safa, University of New Orleans
M. Kabir Hassan, University of New Orleans
Abdullah Mamun, University of Saskatchewan

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LINKS Simulations  Thursday, March 14, 2013
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Interpretive Simulations  Thursday, March 14, 2013
3:30 p.m. – 5:00 p.m.
Estancia (West Lower)
SESSION C  Investment and Portfolio Allocation and Strategies

Session Chair:  Revansiddha Khanapure, University of Delaware

Discussants:  Shuming Bai, University of Texas at Permian Basin  
Paul Haensly, University of Texas at Permian Basin  
Hui-Ju Tsai, Washington College  
Revansiddha Khanapure, University of Delaware

What Drives Risky Investments Lower at Retirement?  
Revansiddha Khanapure, University of Delaware

Hedging Strategies and Effect on MNCs’ Valuation  
Jonathan Hooper, University of Texas at Tyler  
Will Hurlbut, University of Texas at Permian Basin  
Shuming Bai, University of Texas at Permian Basin

Is a Pure Inflation-indexed Strategy Truly Risk Free?  
Paul Haensly, University of Texas at Permian Basin

Optimal Dynamic Portfolio Strategy in Defined Contribution Pension Plans with Company Stock  
Hui-Ju Tsai, Washington College  
Yangru Wu, Rutgers University

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LINKS Simulations  
Thursday, March 14, 2013  
10:30 a.m. – 12:00 p.m.  
Estancia (West Lower)

Interpretive Simulations  
Thursday, March 14, 2013  
3:30 p.m. – 5:00 p.m.  
Estancia (West Lower)
SESSION D  Bank Loans, Collateral and Risk – Taking

Session Chair:  Michelle Zemel, Pomona College

Discussants:  Artashes Karapetyan, Central Bank of Norway  
Benjamin Tabak, Banco Central do Brasil/Universidade Católica de Brasília  
Michelle Zemel, Pomona College  
Silvia Magri, Bank of Italy

Italian Consumer Loan Market: Are Lenders Using Risk-Based Pricing?  
Silvia Magri, Bank of Italy

The Information Content of Loan Growth in Banks  
Michelle Zemel, Pomona College

Does Collateral Substitute Collateral as a Screening Device  
Artashes Karapetyan, Central Bank of Norway  
Bogdan Stacescu, BI Norwegian School of Management

The Impact of Market Power at Bank Level in Risk-taking: The case of Brazil  
Benjamin Tabak, Banco Central do Brasil/Universidade Católica de Brasília  
Mauricio Medeiros, Universidade de Brasília  
Guilherme Maia, Universidade de Brasília

Make your plans to attend these FBD Exhibitor simulations.

**LINKS Simulations**  
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Sandia (West Lower)

**Interpretive Simulations**  
Thursday, March 14, 2013  
3:30 p.m. – 5:00 p.m.  
Estancia (West Lower)
SESSION E  Asset Pricing and Market Efficiency

Session Chair:  Yihua Zhao, University of Texas at Dallas

Discussants:  
- Susana Yu, Montclair State University
- Jill Kirby, Butler University
- Tolga Cenesizoglu, HEC Montreal
- Yihua Zhao, University of Texas at Dallas

**CAPM, Components of Beta and the Cross Section of Expected Returns**

**Tolga Cenesizoglu**, HEC Montreal

**Jonathan Reeves**, University of New South Wales

**Beta is Still Alive!**

**Yihua Zhao**, University of Texas at Dallas

**Yexiao Xu**, University of Texas at Dallas

**Testing the Effects of Additions to the Nasdaq-100 Index with the Regression Discontinuity Design Methodology**

**Susana Yu**, Montclair State University

**Gwendolyn Webb**, Baruch College, City University of New York

**Kishore Tandon**, Baruch College, City University of New York

**Father Knows Best: A Reexamination of the Value Premium**

**Jill Kirby**, Butler University

**Bradford Jordan**, University of Kentucky

**Steve Dolvin**, Butler University

Make your plans to attend these FBD Exhibitor simulations.

**LINKS Simulations**

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**Interpretive Simulations**

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SESSION F  Sustainability

Session Chair:  Seong Byun, University of Texas at Dallas

Discussants:  Seong Byun, University of Texas at Dallas
Hitoshi Takehara, Waseda University
Maretno Harjoto, Pepperdine University

Stock Ownership Structure and Corporate Social Performance: Evidence from Japan
Megumi Suto, Waseda University
Hitoshi Takehara, Waseda University

Legal vs. Normative CSR: How Does It Work?
Maretno Harjoto, Pepperdine University
Hoje Jo, Santa Clara University

Doing Well by Looking Good: The Causal Impact of Media Coverage of Corporate Social Responsibility on Firm Value
Seong Byun, University of Texas at Dallas
Jongmin Oh, University of Texas at Dallas

10:00 a.m. – 10:30 a.m.  Ballroom C (West Upper)

FBD COFFEE BREAK

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10:00 a.m. – Noon  Join us for coffee at the FBD booth and meet Mary Fischer, Editor of the new Federation of Business Disciplines Journal. Find out how your participation in this conference opens the door to another publication outlet for your research.
SESSION A  Corporate Takeovers

Session Chair:  Yixin Liu, University of New Hampshire

Discussants:  Dongyoung Kim, University of South Florida
Yixin Liu, University of New Hampshire
Hari Adhikari, University of South Florida

*Mixed-Payment Deals and Target Shareholder Preferences for Method of Payment*
(SWFA Best Paper in Corporate Finance)
Yixin Liu, University of New Hampshire

*Family versus Non-family Firms: Who Are Better Acquirers?*
Hari Adhikari, University of South Florida

*Political Culture and Acquirers' Announcement Returns*
Dongyoung Kim, University of South Florida

Make plans to join us in Dallas and Houston for our 2014 and 2015 conferences, respectively.

41st Annual Conference

March 11 - 15, 2014
Sheraton Dallas
Dallas, Texas

42nd Annual Conference

March 10 - 14, 2015
Hyatt Regency Hotel
Houston, Texas
10:30 a.m. – 12:00 p.m. Mesilla (East Upper)

SESSION B  Impact of Institutional Ownership and Shareholders’ Power

Session Chair: Alexander Barinov, University of Georgia

Discussants: Chun-Da Chen, Tennessee State University
Emmanuel Alanis, Texas A&M University
Alexander Barinov, University of Georgia

Institutional Ownership and Aggregate Volatility Risk
Alexander Barinov, University of Georgia

Impacts of the Stock Market Liberalization in China: Evidence from the Foreign Institutional Investor Scheme
Chun-Da Chen, Tennessee State University
Chih-Chun Chen, Fo Guang University
Chiao-Ming Cheng, Yuan Ze University

Shareholder Bargaining Power and Debt Overhang
Emmanuel Alanis, Texas A&M University
Sudheer Chava, Georgia Institute of Technology

10:30 a.m. – 12:00 p.m. Pecos (East Upper)

SESSION C  Volatility Impacts

Session Chair: Yihua Zhao, University of Texas at Dallas

Discussants: Vivek Bhargava, Alcorn State University
Akash Dania, Alcorn State University
Yihua Zhao, University of Texas at Dallas
Pradosh Simlai, University of North Dakota

Value premium, Ex-ante Volatility, and the Cross-section of Stock Returns
Pradosh Simlai, University of North Dakota

Volatility Spillovers across the SWAP Markets: Evidence from US, Australian, and Japanese SWAP Markets
Vivek Bhargava, Alcorn State University
D.K. Malhotra, Philadelphia University

Does Implied Volatility from Mature Stock Markets Impact Equity Markets of Emerging Countries: Case of BRIC Nations.
Akash Dania, Alcorn State University

Investments Preference and Underperformance of Actively Managed Mutual funds
(Best Doctoral Student Paper in Investments)
Yihua Zhao, University of Texas at Dallas

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March 14, 2013
(Thursday)

10:30 a.m. – 12:00 p.m. Ruidoso (East Upper)

SESSION D  Housing Bubbles, Mortgage Defaults and Fed Fund Target Rates

Session Chair:  George Woodward, University of Colorado – Colorado Springs

Discussants:  Kienpin Tee, University of North Texas
Dennis Proffitt, Arizona Christian University
George Woodward, University of Colorado – Colorado Springs
Damian Damianov, University of Texas at Pan American

Does Income Inequality Move Tiered Home Prices?
Thanh Ngo, University of Texas at Pan American
Damian Damianov, University of Texas at Pan American
Andres Bello, University of Texas at Pan American

Did the ECB Abandon Its Inflation Mandate to Fuel the Housing Bubble? Evidence Using a Non-linear Taylor Rule?
Suvad Kopic, University of Dusseldorf – Essen
George Woodward, University of Colorado – Colorado Springs
Thomas Zwirlein, University of Colorado – Colorado Springs

Loan Characteristics, Borrower Characteristics, or Housing Price Declines: What Drives Mortgage Defaults?
Chris Neuenschwander, Mt. Vernon Nazarene University
Dennis Proffitt, Arizona Christian University

Fed Funds Target Rate Surprise & Equity Duration
Kienpin Tee, University of North Texas
Niranjan Tripathy, University of North Texas

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SESSION E  Cross Border Ownership

Session Chair:  Sanzid Haq, Prairie View A&M University

Discussants:  Jiun-Kai Huang, National Chengchi University
              Omar Esqueda, Tarleton State University
              Sanzid Haq, Prairie View A&M University

The Hazards of Insider-Owned Cross-Listings: The Experience of U.S. Investors
Omar Esqueda, Tarleton State University

Does Investor Sentiment Risk Impact the Returns and Volatility of Islamic Equities?
Daniel Perez Liston, Prairie View A&M University
Sanzid Haq, Prairie View A&M University
Daniel Huerta, University of Texas at Pan American

Foreign ownership and Firm Efficiency: The Case of Emerging Markets
Tung-Hao Lee, National Chengchi University
Jiun-Kai Huang, National Chengchi University

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SESSION F  Informational Software Needs and How to Teach and Conduct Research in an Age of Volatility and Uncertainty

Moderator:  Kenneth Norton, Claflin University

Panelists:  Alice Heerse and Scott Hossfeld, S&P Capital IQ Directors

Tom Reti, Director of Corporate Development and Sales, StockTrak

Michael Chiao, Missouri Western State University

Deniz Ozenbas, Montclair State University

David A. Sauer, Quinnipiac University

Founding Director, Davis Center for Portfolio Management

Robert Schwart, Baruch College, Marvin M. Speiser Professor of Finance

University Distinguished Professor of Finance

“The Father of College Trading Room” and TraderEx software.

Marilyn K. Wiley, Senior Associate Dean, University of North Texas

The purpose of this panel is to examine the process of establishing a trading room with limited resources.

The special session will discuss informational software need and how to teach and conduct research in an age of volatility and uncertainty. Database software and display devises from StockTrak, S&P Capital IQ and others will be presented.

The session should be attended by all business curriculums. The panel will discuss various effective means of teaching Investments, trading, and financial markets/institutions.

Dr. Kenneth Norton concludes that the use of the financial leadership software and financial research databases is the most effective teaching and research method to train our students and professors deal with a financial world of volatility and uncertainty.
SWFA Doctoral Student Luncheon

All Ph.D. students registered for SWFA are invited to the lunch.


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March 14, 2013
(Thursday)

1:30 p.m. – 3:00 p.m.  La Cienega (East Upper)

Session A  Capital Structure

Session Chair: Lalatendu Misra, University of Texas at San Antonio

Discussants: Shofiqur Rahman, University of Texas at El Paso
Bahar Ulupinar, West Chester University
Lalatendu Misra, University of Texas at San Antonio
Andrea Moro, University of Leicester

Industry Survival Rate, Entrepreneur Historical Performance and Personal Wealth: A Probabilistic Model for Optimizing SMEs’ Capital Structure
Andrea Moro, University of Leicester
Sandra Nolte, University of Leicester

Debt Covenants and the Speed of Capital Structure Adjustment
Erik Devos, University of Texas at El Paso
Shofiqur Rahman, University of Texas at El Paso
Desmond Tsang, McGill University

Election Uncertainty and Capital Structure
Bahar Ulupinar, West Chester University

Substitution between Debt and Trade Credit in the Capital Structure Decision of Indian Firms
Lalatendu Misra, University of Texas at San Antonio
Sina Ehsani, University of Texas at San Antonio

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Dallas, Texas

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March 10 - 14, 2015
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Houston Texas
SESSION B  
Earnings Management

Session Chair: **Jorge Brusa**, Texas A&M International University

Discussants:  
**Nacasius U. Ujah**, Texas A&M International University  
**Jorge Brusa**, Texas A&M International University  
**Andrew Lynch**, Binghamton University  
**Arjan Premti**, Florida Atlantic University

**Determinants of Pre-IPO Earnings Management and Its Effect on Firm Performance: International Evidence**  
**Arjan Premti**, Florida Atlantic University

**Firm Location, Costs of Capital, and Managed Earnings**  
**Nacasius U. Ujah**, Texas A&M International University

**The Effect of Financial Leverage and Cash flow Volatility on Earnings Management**  
**Nacasius U. Ujah**, Texas A&M International University  
**Jorge Brusa**, Texas A&M International University

**Asset Write-downs and Information Asymmetry: Do Big Baths Muddy the Waters or Clear the Air?**  
**Andrew Lynch**, Binghamton University  
**John Howe**, University of Missouri  
**K. Stephen Haggard**, Missouri State University

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SESSION C  Asset Pricing: Bonds and Real Options

Session Chair: Joseph Ogden, State University of New York at Buffalo

Discussants: Joseph Ogden, State University of New York at Buffalo
Chengru Hu, State University of New York at Canton
Steve Johnson, Sam Houston State University
Yihua Zhao, University of Texas at Dallas

Simulation-based Analysis of Multi-factor Asset Pricing Models
Yihua Zhao, University of Texas at Dallas
Yexiao Xu, University of Texas at Dallas
Valery Polkovnichenko, Federal Reserve Board of Governors

The Pricing and Performance of New Corporate Bonds: Sorting Out Underpricing and Liquidity Effects
Joseph Ogden, State University of New York at Buffalo
Igor Kozhanov, State University of New York at Buffalo

Valuating New Product Development Project with Stochastic Volatility Model
Chengru Hu, State University of New York at Canton

Stock Returns, Oil Price Movements, and Real Options
Steve Johnson, Sam Houston State University
Robert Stretcher, Sam Houston State University

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SESSION D  Credit Rating and Bank Solvency

Session Chair:  Jin Xiang, Arizona State University

Discussants:  Emmanuel Alanis, Texas A&M University
Josef Korte, Goethe University Frankfurt
Arsenio Staer, University of California – Irvine
Jin Xiang, Arizona State University

Credit-rating Categories
Jin Xiang, Arizona State University

Bank Failure and Credit Ratings
Omar Esqueda, Tarleton State University
Daphne Wang, University of Texas at Pan American

The Credit Rating Transition Effect and Bank Loan Contracting
Margot Quijano, Texas State University
Ha-Chin Yi, Texas State University
Emmanuel Alanis, Texas A&M University (a presenter, not an author)

Catharsis – Tracing the Real Effects of Bank Insolvency and Resolution
Josef Korte, Goethe University Frankfurt

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SESSION E  
Finance Market Integration

Session Chair:  
Mikael Bergbrant, St. Johns University

Discussants:  
Muhammed Altuntas, University of Cologne  
Ignatius Roni Setyawan, Tarumanagara University  
Mikael Bergbrant, St. Johns University  
Akash Dania, Alcorn State University

Volatility Transmission from Mature to Emerging or Less Mature Stock Markets: Case of Middle East and North African (MENA) Stock Markets  
Akash Dania, Alcorn State University  
John E. Spillan, University of North Carolina – Pembroke

Are the US Equity Markets Domestically Integrated?  
Mikael Bergbrant, St. Johns University  
Delroy Hunter, University of South Florida

The Effect of Internationalization on Home Market Performance: Evidence from German Insurance Groups  
Muhammed Altuntas, University of Cologne  
Gerrit Gößmann, University of Cologne

The Effect of Level of Intra Industry Competition and the Intensity of Role of Global Investors toward Degree of Capital Market Integration in ASEAN  
Ignatius Roni Setyawan, Tarumanagara University  
Buddi Wibowo, Tarumanagara University

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SESSION F  Information Symmetry, Asymmetry and Production

Session Chair:  Alejandro Serrano, Rutgers University

Discussants:  Alejandro Serrano, Rutgers University
Zhongkui Wang, Syracuse University
Hui Wang, Louisiana State University
Michal Dzielinski, University of Zurich

Which News Resolves Asymmetric Information?
(Best Doctoral Student Paper in Financial Markets)
Michal Dzielinski, University of Zurich

Overvaluation, Financial Opacity and Crash Risk
Hui Wang, Louisiana State University

Transparency and the Impact of the National Market System
Alejandro Serrano, Rutgers University

The Economic Theory on Knowledge Production
Zhongkui Wang, Syracuse University

3:00 p.m. – 3:30 p.m.  Ballroom C (West Upper)

FBD COFFEE BREAK SPONSORED BY TEXAS A&M UNIVERSITY – CENTRAL TEXAS

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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  
Effects of CEOs

Session Chair: Sabatino Silveri, State University of New York at Binghamton

Discussants:  
Huong Nguyen, University of New Orleans  
Atul Gupta, Bentley University  
Kienpin Tee, University of North Texas  
Sabatino Silveri, State University of New York at Binghamton

The Determinants and Consequences of Female CEO Appointments
Atul Gupta, Bentley University  
Kartik Raman, Bentley University

CEO Power and Decision-making under Pressure
Vikram Nanda, Georgia Institute of Technology  
Sabatino Silveri, State University of New York at Binghamton  
Seonghee Han, State University of New York at Binghamton

The Quality of Corporate Governance and the Length it Takes to Remove a Poor-Performing CEO
Tarun Mukherjee, University of New Orleans  
Huong Nguyen, University of New Orleans

Characteristics of True Backdator
Kienpin Tee, University of North Texas

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SESSION B  Dividends Policy

Session Chair: Konari Uchida, Kyushu University

Discussants: Abdullah Al-Ghazali, University of Bath
Konari Uchida, Kyushu University
Ebenezer Asem, University of Lethbridge

The Information Content of Dividend Reductions: A Cash Flow Analysis
Ebenezer Asem, University of Lethbridge

Do Dividends Provide Information about Earnings? Evidence from Oman
Abdullah Al-Ghazali, University of Bath
Richard Fairchild, University of Bath
Yilmaz Guney, University of Hull

Ownership Structure, Tax Regime, and Dividend Smoothing: International Evidence
Shinya Shinozaki, Kyushu University
Konari Uchida, Kyushu University

SESSION C  Liquidity Risk

Session Chair: Sina Ehsani, University of Texas at San Antonio

Discussants: Xiaoli Wang, Marist College
Sina Ehsani, University of Texas at San Antonio
Javier Vidal-Garcia, Harvard University

Do Liquidity and Idiosyncratic Risk Matter? Evidence from the European Mutual Fund Market
Javier Vidal-Garcia, Harvard University
Marta Vidal, Complutense University of Madrid

Pricing of Corporate Liquidity & Credit Risk – Understanding Fair Value during Liquidity and Credit Crises
Xiaoli Wang, Marist College
Wei Simi, Queens College – City University of New York

Exchange Traded Funds, Liquidity, and Market Volatility
Timothy Krause, University of Texas at San Antonio
Sina Ehsani, University of Texas at San Antonio
Donald Lien, University of Texas at San Antonio
SESSION D  Financial Crises and Bank Issues

Session Chair:  Gordon Roberts, York University

Discussants:  Gordon Roberts, York University
Claudio Wewel, University of Cologne
Gunnar Lang, ZEW Centre for European Economic Research

Lessons of the Financial Crisis for the Attractiveness of European financial Centers
Gunnar Lang, ZEW Centre for European Economic Research

Funding Advantage and Market Discipline in the Canadian Banking Sector
Gordon Roberts, York University
Mehdi Beyhaghi, York University
Christopher D'Souza, Bank of Canada

Transatlantic Systemic Risk
Claudio Wewel, University of Cologne
Monika Trapp, University of Cologne

SESSION E  Exchange Rate

Session Chair:  Nell Gullett, University of Tennessee at Martin

Discussants:  Rasmus Fatum, University of Alberta School of Business
Nell Gullett, University of Tennessee at Martin
GuanJun Wang, Savannah State University
Mikael Bergbrant, St. Johns University

Currency Risk, Cash Flow Statement Information, and Stock Returns
Arnold Redman, University of Tennessee at Martin
Nell Gullett, University of Tennessee at Martin
Ryan Stover, Ameriprise Financial, Inc.

Is Forward Exchange Rate a Good Predictor of Future Spot Rate?
GuanJun Wang, Savannah State University

Credit Constraints and Firms’ Exchange Rate Exposure
Mikael Bergbrant, St. Johns University
Delroy Hunter, University of South Florida

Does Foreign Exchange Intervention Volume Matter? New Evidence from a Non-Temporal Threshold Analysis
Rasmus Fatum, University of Alberta School of Business
Yohei Yamamoto, Hititsubashi University
SOUTHWESTERN FINANCE ASSOCIATION

March 14, 2013
(Thursday)

3:30 p.m. – 5:00 p.m. Tijeras (East Upper)

SESSION F  Hedging and Trading Strategies

Session Chair: Jagadish Dandu, University of Texas at El Paso

Discussants: Alexander Barinov, University of Georgia
Alexander Eisl, Vienna University
Nicolas Fulli-Lemaire, University of Paris II & Amundi AM
Jagadish Dandu, University of Texas at El Paso

Jagadish Dandu, University of Texas at El Paso

Swapping Headline for Core Inflation: An Asset Liability Management Approach
Nicolas Fulli-Lemaire, University of Paris II & Amundi AM
Ernesto Palidda, ENPC & CASA

Stocks with Extreme Past Returns: Lotteries or Insurance?
Alexander Barinov, University of Georgia

Balancing Systems and Trading Strategies – Evidence from Germany
Alexander Eisl, Vienna University
Margarethe Rammerstorfer, Vienna University

5:00 p.m. – 7:00 p.m. Ballroom A (West Upper)

SWFA reception

The reception will be held at the Convention Center. This is a very popular SWFA event. 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. All registered SWFA attendees are cordially invited to attend.

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FBD Meet and Greet Social

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

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SWFA Board Meeting and Breakfast

SESSION A  
**Effects of CEOs in Banks**

Session Chair:  **Zhongdong Chen**, University of Tennessee

Discussants:  **Stephan Späthe**, Center for Financial Studies  
**Jennifer Osullivan**, Southern University at New Orleans  
**Jane Jia**, Southern Illinois University – Edwardsville  
**Zhongdong Chen**, University of Tennessee

**Does Industry-Specific Expertise Improve Board Functioning? Evidence from Forced Bank CEO Turnovers**  
**Zhongdong Chen**, University of Tennessee

**How to Evaluate the Share Price Performance During CEO Tenure: The Case of Josef Ackermann’s Stewardship at Deutsche Bank**  
**Stephan Späthe**, Center for Financial Studies

**The Relationship between Boards of Directors and Risk-Taking: Evidence from Bank Holding Companies**  
**Jennifer Osullivan**, Southern University at New Orleans  
**Abdullah Mamun**, University of Saskatchewan  
**M. Kabir Hassan**, University of New Orleans

**Do Bank CEOs Really Increase Risk in Vega? Evidence from a Dynamic Panel GMM Specification**  
**Jane Jia**, Southern Illinois University – Edwardsville  
**Rakesh Bharati**, Southern Illinois University – Edwardsville

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SESSION B  Taxes

Session Chair:  David C. Brown, University of Colorado at Boulder

Discussants:  William Dare, Oklahoma State University
Adam Lei, Midwestern State University
Kyle Wells, Dixie State College of Utah
David Brown, University of Colorado at Boulder

Simple Intuition Gone Awry: Combining Real and Financial Options in Tax Elections
(2013 McGraw-Hill/Irwin Distinguished Paper Award)
David C. Brown, University of Colorado at Boulder
J. Chris Leach, University of Colorado at Boulder

Improved IV Estimation of Vertical Property Tax Inequity
Michael D. S. Morris, Oklahoma State University
William Dare, Oklahoma State University

Does It Pay to Realize Tax Losses at the Year-End?
Adam Lei, Midwestern State University
Huihua Li, St. Cloud State University

A New Measure for Non-debt Tax Shields and the Impact on Debt Policy
Kyle Wells, Dixie State College of Utah
Madhuparna Kolay, University of Utah
James Schallheim, University of Utah

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SESSION C  Institutional Trading

Session Chair:  Joel N. Morse, University of Baltimore

Discussants:  Joel N. Morse, University of Baltimore
Gennaro Bernile, University of Miami
Emmanuel Morales-Camargo, University of New Mexico

Institutional Trading Behavior in the ETF Market
(SWFA Best Paper in Investments)
Hsuan-Chi Chen, University of New Mexico
Jen-Kai Ho, Yuan Ze University
Christine W. Lai, National Taiwan Normal University
Emmanuel Morales-Camargo, University of New Mexico

Day-of-the-Week Trading Patterns of Individual and Institutional Investors
Hoang H. Nguyen, University of Baltimore
Joel N. Morse, University of Baltimore

Institutional Trading during a Wave of Corporate Scandals: "Perfect Payday"?
Gennaro Bernile, University of Miami
Johan Sulaeman, Southern Methodist University
Qin Wang, University of Michigan – Dearborn

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Please let exhibitors know how much we appreciate their presence and continued support!
SESSION D  Impact of Regulations, Macroeconomics and Volatility on Banks

Session Chair: William Hippler, University of New Orleans

Discussants: William Hippler, University of New Orleans
Ali Ashraf, University of New Orleans
Barbara J. Davis, Centenary College of Louisiana
Srinivas Nippani, Texas A&M University – Commerce

Prudential Regulatory Regimes, Accounting Standards and Loan Loss Provision in Banking Industry
Ali Ashraf, University of New Orleans
M. Kabir Hassan, University of New Orleans

Size and Day-of-the-Week Effect in the Banking Industry: A Comparative Analysis based on Economic Conditions
Srinivas Nippani, Texas A&M University – Commerce
Kenneth Washer, Creighton University
N. R. Vasudeva Murthy, Creighton University

The Pronounced Impact of Macroeconomic Stress on the Financial Sector: Implications for Real Sector Growth
William Hippler, University of New Orleans
M. Kabir Hassan, University of New Orleans

The Recent Affects of Banking Regulations on FDIC Insured Banks
Barbara J. Davis, Centenary College of Louisiana
Greg Jackson, Centenary College of Louisiana

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SESSION E  Foreign Exchange

Session Chair:  R. Stephen Sears, Texas A&M International University

Discussants:  R. Stephen Sears, Texas A&M International University
Chu-Sheng Tai, Texas Southern University
Lei Zhu, West Chester University

Impact of Exchange Rate Fluctuations on US Stock Market Returns
Vivek Bhargava, Alcorn State University
Daniel Konku, Northern Michigan University

The Exchange Rate Change and Stock Returns: Empirical Analysis from G7 Markets
Dazhi Zheng, West Chester University
Lei Zhu, West Chester University

Intra-Industry Competition: A MGARCH Approach
Chu-Sheng Tai, Texas Southern University

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SESSION F  Capital Structure and Financing of Bank Capital

Session Chair:  Zhongkui Wang, Syracuse University

Discussants:  Zhong Zhuang, University of Wisconsin – Madison
Helen Sikes, Centenary College of Louisiana
Kirak Kim, Arizona State University
Zhongkui Wang, Syracuse University

*Inventory Accumulation, Cash Flow and Corporate Investment*
*Kirak Kim, Arizona State University*

*The Corporate Finance Theory on the Firms Betting on Partial Knowledge*
*Zhongkui Wang, Syracuse University*

*Knowledge Asset Pledgeability and Financing Innovation*
*Zhong Zhuang, University of Wisconsin – Madison*

*How National Culture and Country Governance Affect Firms’ Leverage Decisions and Cash Holdings: Evidence from Asian ADRs*
*Daphne Wang, University of Texas at Pan American
Omar Esqueda, Tarleton State University*

10:00 a.m. - 10:30 a.m.  Ballroom C (West Upper)

**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  
Agency Conflicts and Governance

Session Chair:  Wonseok Choi, University of North Texas

Discussants:  
Wonseok Choi, University of North Texas  
Zuobao Wei, University of Texas at El Paso  
Sophia Chen, University of Michigan  
Elisabeta Pana, Illinois Wesleyan University

Agency Problems and Lobbying Activity by Insurer Groups
Elisabeta Pana, Illinois Wesleyan University
Jin Park, Indiana State University
Tim Query, New Mexico State University
Chia-Ling Ho, Tamkang University, Taiwan

Multiple Directorship and Firm Innovation
Wonseok Choi, University of North Texas
Incheol Kim, University of South Florida

Do Female Directors Influence Firm Performance and Governance in China?
Yu Liu, University of Texas at El Paso
Zuobao Wei, University of Texas at El Paso
Feixue Xie, University of Texas at El Paso

Do Intangible Assets Aggravate Financial Market Imperfections?
Sophia Chen, University of Michigan

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SESSION B  IPOs and SEOs

Session Chair:  Huajing Hu, Baruch College, City University of New York

Discussants:  Yaoyi Xi, University of Tulsa
Huajing Hu, Baruch College, City University of New York
Hilmi Songur, University of Texas at El Paso
Arjan Premti, Florida Atlantic University

Motives and Consequences of IPOs in Cold Periods
Arjan Premti, Florida Atlantic University
Jeff Madura, Florida Atlantic University

An Empirical Investigation of Short-term and Long-term Performance of U.S. Bound Chinese IPOs
Yaoyi Xi, University of Tulsa
K. Stephen Haggard, Missouri State University
Brian Walkup, University of Tulsa

The Impact of Reference Point Prices on Seasoned Equity Offerings
Huajing Hu, Baruch College, City University of New York

Secondary SEOs Revisited: Do Demand Curves Slope Downward?
Hilmi Songur, University of Texas at El Paso
William Elliott, University of Texas at El Paso

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SESSION C  Futures and Options

Session Chair: Bingxin Li, University of Houston

Discussants: Vivek Rajvanshi, Indian Institute of Management Lucknow
Asli Ascioğlu, Bryant University
Bingxin Li, University of Houston

Dynamic Jump Intensities and Risk Premia in Crude Oil Futures and Options Markets
Peter Christoffersen, University of Toronto, CBS and Creates
Kris Jacobs, University of Houston and Tilburg University
Bingxin Li, University of Houston

Comparative Study of Range Based Volatility Estimators: Evidence from Indian Commodity Futures Market
Vivek Rajvanshi, Indian Institute of Management Lucknow
Rakesh Jangli, Indian Institute of Management Lucknow

A Comparative Review of Options Markets Platforms Before and After New Entrants
MTA (Market Technicians Association) Best Paper Award in Investment
Asli Ascioğlu, Bryant University
Richard Holowczak, Baruch College, City University of New York
David Louton, Bryant University
Hakan Saraoglu, Bryant University

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SESSION D  
Financial Distress, Failure and Loss Costs

Session Chair:  
Tom Miller, Kennesaw State University

Discussants:  
Eugen Töws, University of Cologne  
Tom Miller, Kennesaw State University  
Inga Chira, Florida Atlantic University  
Shawn Saeyeul Park, University of Georgia

Research Proposal: Corporate Risk-taking and Stock Returns to Distressed Firms  
Shawn Saeyeul Park, University of Georgia

Loss Given Default for Leasing: Parametric and Non-parametric Estimation  
Thomas Hartmann-Wendels, University of Cologne  
Patrick Miller, University of Cologne  
Eugen Töws, University of Cologne

An Option Valuation Analysis of the Expected Costs of Financial Failure  
Tom Miller, Kennesaw State University

Bank Exposure to Market Fear  
Inga Chira, Florida Atlantic University  
Jeff Madura, Florida Atlantic University  
Ariel Viale, Florida Atlantic University

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SESSION E  Behavioral Finance

Session Chair:  Emmanuel Morales-Camargo, University of New Mexico

Discussants:  Harikumar Sankaran, New Mexico State University
Emmanuel Morales-Camargo, University of New Mexico
Jennifer Coats, Colorado State University
John Goodell, University of Akron
Marie-Hélène Gagnon, Laval University

Microfinance Is Resistant to the Tragedy of the Commons? An Experimental Investigation
Jennifer Coats, Colorado State University

Microfinance as Financial Intermediation for the Poor: Impact of Gender, Culture, and Social Trust
Raj Aggarwal, University of Akron
John Goodell, University of Akron
Lauren Selleck, University of Akron

Rare Events and Investor Risk Aversion: Evidence from Crude Oil Options
Marie-Hélène Gagnon, Laval University
Gabriel J. Power, Laval University

On the Persistence of Overconfidence: Evidence from Multi-Unit Auctions
Orly Sade, Hebrew University of Jerusalem
Charles Schnitzlein, University of Central Florida
Jaime Zender, University of Colorado at Boulder
Emmanuel Morales-Camargo, University of New Mexico

DJIA Milestones: Irrational Traders and Rational Market Makers
Harikumar Sankaran, New Mexico State University
Jayashree Harikumar, New Mexico State University
Violeta Diaz, New Mexico State University

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SESSION F  Market Timing and SEOs

Session Chair: Wayne Ferson, University of Southern California

Discussants: Jagadish Dandu, University of Texas at El Paso  
Wayne Ferson, University of Southern California  
Anh Duc Ngo, University of Texas at El Paso  
Huajing Hu, Baruch College, City University of New York

Lines of Credit, Market Timing, and the Underpricing of Seasoned Equity Offerings
Anh Duc Ngo, University of Texas at El Paso

Institutional Shareholders and SEO Market Timing
Armen Hovakimian, Baruch College, City University of New York
Huajing Hu, Baruch College, City University of New York

Performance Measurement with Market and Volatility Timing and Selectivity
Wayne Ferson, University of Southern California
Haitao Mo, University of Southern California

Market Timing and Share Issuance
Jagadish Dandu, University of Texas at El Paso

SESSION G  Avoiding Behavioral Biases With Student Managed Investments Funds

While student managed Investments funds (SMIFs) create a unique experiential learning environment for students, most students have limited or no practical investment experience prior to joining a SMIF. In this session, we describe the behavioral biases which are most prevalent among students and provide a framework for how to structure bylaws which minimize the introduction of these biases in SMIFs. At the conclusion of the session, participants will have a set of investment policies which will help their students avoid behavioral traps.

Presenter: Judson Russell, Ph.D., CFA, University of North Carolina – Charlotte

Dr. Russell has nearly two decades of experience in the financial services industry, ranging from a financial advisor to senior research analyst at a Wall Street investment firm. For the past 15 years, he has taught investments theory and advised the Student Managed Investments Fund (SMIF) at UNC – Charlotte. Dr. Russell conducts workshops and training programs globally for approximately 12,000 finance professionals each year.
Annual Business Meeting and Lunch

Keynote Speaker
Richard Roll*, University of Los Angeles

Topic: *Factors*

It is now generally agreed that multiple factors drive asset returns. Their identities, however, remain subject to wide debate. We survey the existing literature on risk factors and suggest a protocol for their identification. Certain principles apply. Factor movements should not be easily predictable. A characteristic such as firm size, or anything else known in advance, cannot be a factor. However, characteristics can be related to mean returns either because they happen to align with factor loadings or because they represent arbitrage opportunities. Truly pervasive factors, those that accompany risk premiums, must be related to the covariance among returns on real assets only, not to the covariance of any assets in zero net supply, such as bonds and derivatives. Time variation in covariance is a challenge, but soluble.

*Dr. Richard Roll is the Joel Fried Chair in Applied Finance at University of California Los Angeles-Anderson. He is best known for his work on portfolio theory and asset pricing. He has published widely, and has been an associate editor of eleven different journals in finance and economics. Dr. Roll is the past president of the American Finance Association and is a fellow of the Econometric Society.

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March 11 - 15, 2014
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Dallas, Texas

42nd Annual Conference
March 10 - 14, 2015
Hyatt Regency Hotel
Houston, Texas
SESSION A  Governance and Incentives of Mutual Funds

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

Discussants:  Hsuan-Chi Chen, University of New Mexico
              Pegaret Pichler, Northeastern University
              Thomas Doellman, Saint Louis University
              Takeshi Nishikawa, University of Colorado, Denver

Mutual Fund Performance, Management Teams, and Boards
John Adams, University of Texas at Arlington
Takeshi Nishikawa, University of Colorado, Denver
Ramesh Rao, Oklahoma State University

Mutual Fund Performance and Risk Taking as a Response to Managerial Incentives
Hsuan-Chi Chen, University of New Mexico
Chin-Wen Hsin, Yuan Ze University
Shih-Chen Hsu, Yuan Ze University
Christine W. Lai, National Taiwan Normal University

Optimal Contracts and Organizational Form for Teams of Money Manager
Pegaret Pichler, Northeastern University

The Impact of Defined Contribution Investments on the Performance-Flow of Mutual Funds
Thomas Doellman, Saint Louis University
Michael Ryngaert, University of Florida
Sabuhi Sardarli, University of Florida

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SESSION B  Capital Budgeting and Repurchases

Session Chair:  Abol Jalilvand, Loyola University – Chicago

Discussants:  Abol Jalilvand, Loyola University – Chicago
Thanh Nguyen, University of South Florida
Subramanian Iyer, Oklahoma State University and University of New Mexico
Zhimin Wang, East Central University

Do Firms Optimize Their Investments Decisions?
Zhimin Wang, East Central University

Managing Slack Resources and Investments Strategies in Turbulent Times
Abol Jalilvand, Loyola University – Chicago
Sung Min Kim, Loyola University – Chicago

CEO Optimism and the Credibility of Open-Market Stock Repurchase Announcements
Thanh Nguyen, University of South Florida
Liem Nguyen, Westfield State University

Share Repurchases and the Flexibility Hypothesis
Subramanian Iyer, Oklahoma State University and University of New Mexico
Ramesh Rao, Oklahoma State University

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Houston, Texas
SESSION C  R&D and Industry Competition

Session Chair:  Huong Le, Louisiana State University

Discussants:  Zhong Zhuang, University of Wisconsin – Madison
             Jeffrey Oxman, University of St. Thomas
             Hilmi Songur, University of Texas at El Paso
             Huong Le, Louisiana State University

Abnormal Research and Development Investments and Stock Returns
Hilmi Songur, University of Texas at El Paso
Jason Heavilin, University of Texas at El Paso

Industry R&D Competition and Average Stock Returns
Huong Le, Louisiana State University

Zhong Zhuang, University of Wisconsin – Madison

The Effects of Political Campaign Contributions on Rivals
Jeffrey Oxman, University of St. Thomas
Michael Walrath, University of St. Thomas

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SESSION E  Trading Volume

Session Chair:  Alexander Barinov, University of Georgia

Discussants:  Nina Rogers, University of North Texas
Arsenio Staer, University of California – Irvine
Alexander Barinov, University of Georgia
Gowri Shankar, University of Washington Bothell

*Why Does Higher Variability of Trading Activity Predict Lower Expected Returns?*
*Alexander Barinov, University of Georgia*

*Concentration of Trading in US Stock Markets*
*Gowri Shankar, University of Washington Bothell*
*James M. Miller, University of Washington Bothell*
*P.V. Sundar Balakrishnan, University of Washington Bothell*

*Equivalent Volume and Comovement*
*Arsenio Staer, University of California – Irvine*

*The Impact of Trading Volume on REIT Volatility Using the GARCH Model*
*Nina Rogers, University of North Texas*
*Kimberly Winson-Geideman, University of North Texas*
*Imre Karafiath, University of North Texas*

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SESSION F  International: Market Efficiency

Session Chair: Jose Rubio, University of New Orleans

Discussants: Jose Rubio, University of New Orleans
Barbara J. Davis, Centenary College of Louisiana
Minh Vo, Metropolitan State University
Kemal Saatcioglu, Ozyegin University

Are Foreign Investors Better Informed? Evidence from an Emerging Market
Asli Ascioglu, Bryant University
Kemal Saatcioglu, Ozyegin University

Asymmetric Risk and Return: Evidence from the Australian Stock Exchange
Minh Vo, Metropolitan State University
Terry Boulter, Deakin University
Michael Cohen, Deakin University

Non-Parametric Performance Measurement of International and Islamic Mutual Funds
Jose Rubio, University of New Orleans
M. Kabir Hassan, University of New Orleans
Hesham Merdad, College of Industrial Management

Does Technical Analysis Pay-Off in Latin America?
Barbara J. Davis, Centenary College of Louisiana
Elizabeth L. Rankin, Centenary College of Louisiana
Joshua Scott, Centenary College of Louisiana

3:00 p.m. - 3:30 p.m.  Ballroom C (West Upper)

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  Corporate Governance and Incentives

Session Chair: William Cheung, University of Macau

Discussants: Kienpin Tee, University of North Texas
Crystal Xiaobei Chen, Northeastern Illinois University
William Cheung, University of Macau

Stock Liquidity, Corporate Governance and Firm Performance: Evidence from Real Estate Investments Trusts
(Well Publishing Best Paper in Corporate Finance)
William Cheung, University of Macau
Richard Chung, Griffith University
Scott Fung, California State University, East Bay

Backdating of Executive Stock Options: A Comparison of Agency Problem between Financial and Nonfinancial industries
Kienpin Tee, University of North Texas

Tunneling or Alignment? The Interaction between Shareholding Ratios, Control Shareholders Behavior and Firm Performance in a Transitional Economy – Evidence from China
Shanmin Li, Sun Yat–sen University
Chloe Wenting Chen, Sun Yat–sen University
Crystal Xiaobei Chen, Northeastern Illinois University

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SESSION B  Effects of Announcement and Reverse Splits

Session Chair:  Karyn Neuhauser, Lamar University

Discussants:  Sebastian Schroff, University of Hohenheim
Chengru Hu, State University of New York at Canton
Thomas Thompson, Lamar University
James Upson, University of Texas at El Paso

Liquidity Provision in a Multi-Market Setting: Before and After Earnings Announcements
James Upson, University of Texas at El Paso
Thomas McInish, University of Memphis
Pankaj Jain, University of Memphis
Sugato Chakravarty, Purdue University

Individual Investor Trading in Leverage Products – Risk Appetite and Positioning around Earnings Announcements
Sebastian Schroff, University of Hohenheim
Stephan Meyer, Karlsruhe Institute of Technology

Irreversibility, Uncertainty and wealth Impact of New Product Announcement
Chengru Hu, State University of New York at Canton

An Examination of the Survivability of Reverse Stock Splits: If They Lose Value, Then Why Do Companies Continue to Perform Reverse Splits?
Thomas Thompson, Lamar University
Karyn Neuhauser, Lamar University

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SESSION C  Investor Sentiment

Session Chair: Daniel Perez Liston, Prairie View A&M University

Discussants: Daniel Perez Liston, Prairie View A&M University
Marie-Helene Gagnon, Laval University
Shangkari V. Anusakumar, Universiti Sains Malaysia

Momentum and Investor Sentiment: Evidence from Asian Stock Markets
Shangkari V. Anusakumar, Universiti Sains Malaysia
Ruhani Ali, Universiti Sains Malaysia
Hooy Chee Wooi, Universiti Sains Malaysia

The Impact of Political Variables on Stock Returns and Investor Sentiment
Daniel Perez Liston, Prairie View A&M University
Gin Chong, Prairie View A&M University

Rare Events and Investor Risk Aversion: Evidence from Crude Oil Options
Marie-Helene Gagnon, Laval University
Gabriel J. Power, Laval University

SESSION D  CD Pricing, Price Discovery and Volatility

Session Chair: Qing Bai, University of Cincinnati

Discussants: Qing Bai, University of Cincinnati
Bonnie Buchanan, Seattle University
Christian Meine, Ruhr – University Bochum

Valuing "Raise Your Rate" Certificates of Deposit
Bonnie Buchanan, Seattle University
Peter Brous, Seattle University
Anthony Orcutt, Russell Investments

Sovereign Risk and Bank-Specific CDS Pricing
(SWFA Best Paper in Financial Institutions)
Christian Meine, Ruhr – University Bochum
Tobias Michelak, Ruhr – University Bochum
Andre Uhde, Ruhr – University Bochum

The Impact of Leverage and Inverse ETFs on Underlying Stock Returns
AAII (American Association of Individual Investors) Best Paper in Investments
Qing Bai, University of Cincinnati
Shaun Bond, University of Cincinnati
Brian Hatch, University of Cincinnati
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<th>Global Finance and Economic Issues</th>
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<td>Tibebe Assefa, Kentucky State University</td>
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*Industry Costs of Equity: Incorporating Prior Information*
Ping Tan, University of Arizona

*The Impact of Financial and Trade Openness on Economic Growth: The Case of Africa*
Tibebe Assefa, Kentucky State University

*Financial Integration among the Countries of the Americas in the Pre and Post Recession Periods*
Asli Ogunc, Texas A&M University – Commerce
Srinivas Nippani, Texas A&M University – Commerce

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<td>Javier Vidal-Garcia, Harvard University</td>
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<td>David Ramos, University of Puerto Rico</td>
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*Seasonality and Idiosyncratic Risk in Mutual Fund Performance*  
(SWFA Best Paper in Investments)  
Javier Vidal-Garcia, Harvard University  
Marta Vidal, Complutense University of Madrid

*Do Sin Stocks Outperform the Market During Recessionary and Expansionary Periods?*  
David Ramos, University of Puerto Rico

*Do Multiple Foreign Listings Create Value for Firms?*  
Leyuan You, Texas State University  
Stephen Lin, Florida International University

*Estimating the Impact of Workers Remittances on Household Consumption in Latin America*  
Harri Ramcharran, University of Akron
SESSION A  Private Equity and Venture Capital

Session Chair:  Abol Jalilvand, Loyola University of Chicago

Discussants:  Rohan Chinchwadkar, Indian Institute of Management Calcutta
             Abol Jalilvand, Loyola University of Chicago
             Saurabh Ahluwalia, Anderson School of Management
             Elsayed Elsiefy, Islamic Studies – Hamad Bin Khalifa and Alexandria University
             Maretno Harjoto, Pepperdine University

The Role of Private Equity and Venture Capital
Maretno Harjoto, Pepperdine University
John Paglia, Pepperdine University

Information Leakage, Foreign Certification and Business Groups: Evidence from PIPE Deals
Rohan Chinchwadkar, Indian Institute of Management Calcutta
Rama Seth, Indian Institute of Management Calcutta

Private Equity Exits: Effect of Syndicate Size, Foreign Certification and Buyout Entry on Type of Exit
Rohan Chinchwadkar, Indian Institute of Management Calcutta
Rama Seth, Indian Institute of Management Calcutta

Private Equity Ownership and the Performance of Reverse Leveraged Buyouts
Saurabh Ahluwalia, Anderson School of Management

Venture Capital: Survey of the Economic Impact and the Determinants – Empirical Evidence from Egypt
Elsayed Elsiefy, Islamic Studies – Hamad Bin Khalifa and Alexandria University
SESSION B  
Market Microstructure

Session Chair:  
Pawan Jain, University of Memphis

Discussants:  
Pawan Jain, University of Memphis  
Naoto Isaka, Sophia University  
Ehab Yamani, University of Texas at Arlington

*The Subprime Crisis and the Efficiency of the Junk Bond Market: Evidence from the Microstructure Theory*
Ehab Yamani, University of Texas at Arlington
Darren Hayunga, University of Texas at Arlington

*REITs and Market Microstructure: A Comprehensive Analysis of Market Quality*
Pawan Jain, University of Memphis  
Mark Sunderman, University of Memphis  
Karen Westby-Gibson, University of Memphis

*Long-run Effects of Minimum Trading Unit Reductions on Stock Prices*
Naoto Isaka, Sophia University

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SESSION C Financial Crises: Signs and Impacts

Session Chair: John D. Stowe, Ohio University

Discussants: Nik Volkov, Florida Atlantic University
Ehab Yamani, University of Texas at Arlington
John D. Stowe, Ohio University
Kevin Lee, California State University at Fresno
Joseph J. French, University of Northern Colorado

Toward an Early Warning System of Financial Crises: What Can Index Derivatives Tell us?
Wei-Xuan Li, Richard Stockton College of New Jersey
Chia-Sheng Chen, Richard Stockton College of New Jersey
Joseph J. French, University of Northern Colorado

Financial Market Predictions of Dividend Cuts and Omissions in the Recent Financial Crisis
James S. Doran, Florida State University
Andy Fodor, Ohio University
David L. Stowe, University of Missouri – Columbia
John D. Stowe, Ohio University

Market Discipline and Bank Subordinated Debt Yields during the lead up to the Financial Crisis
Kevin Lee, California State University at Fresno
Scott Miller, Pepperdine University
Timothy Yeager, University of Arkansas

Does Corporate Diversification Enhance Firm Value during Times of Crisis?
Nik Volkov, Florida Atlantic University

Financial Crisis and Global Value Premium: Revisiting Fama-French
Ehab Yamani, University of Texas at Arlington
Peggy Swanson, University of Texas at Arlington
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CONGRATULATIONS!

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*Monetary Shocks under 2008 Quantitative Easing Regime in United States*

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

Recipients of
First Runner-up for the 2013 McGraw-Hill Distinguished Paper Award

*Rethink Forward and Spot Exchange Rates*

GuanJun Wang, Savannah State University

CONGRATULATIONS!

Recipient of the
2013 Federation of Business Disciplines Outstanding Educator Award

Elizabeth L. Rankin, Centenary College of Louisiana
SESSION A  Monetary Policy I

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

Discussants:  Ali Ashraf, University of New Orleans
M. Kabir Hassan, University of New Orleans
Devika Hazra, Texas A&M University
Saurav Roychoudhury, Capital University

Impact of Monetary Policy in the Presence of Thrift
Devika Hazra, Texas A&M University

(2013 McGraw-Hill Distinguished Paper Award)
Monetary Shocks Under 2008 Quantitative Easing (QE) Regime
Ali Ashraf, University of New Orleans
M. Kabir Hassan, University of New Orleans

Monetary Policy Freedom Reduces Stock Market Contagion: Evidence from European Monetary Union
Saurav Roychoudhury, Capital University
Leo Chan, Utah Valley University
Nilay Chandra, JP Morgan Chase

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SESSION B Microeconomics

Session Chair: Andreas Hefti, University of Zurich, Harvard University

Discussants: Andreas Hefti, University of Zurich, Harvard University
Sebastian v. Englehardt, Friedrich-Schiller-University Jena
Robert Fonner, University of New Mexico

Attention, Competition and Obfuscation
Andreas Hefti, University of Zurich, Harvard University

Industry Self-Governance and National Security: On the Private Control of Dual Use Technologies
Sebastian v. Englehardt, Friedrich-Schiller-University Jena
Stephen M. Maurer, University of California - Berkeley

A Hedonic Model of Lift Tickets at American Alpine Ski Areas: Examining the Influence of Crowding
Robert Fonner, University of New Mexico
Robert Berrens, University of New Mexico

FBD COFFEE BREAK

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10:00 a.m. – Noon Join us for coffee at the FBD booth and meet Mary Fischer, Editor of the new Federation of Business Disciplines Journal. Find out how your participation in this conference opens the door to another publication outlet for your research.

LINKS Simulations
Thursday, March 14, 2013
10:30 a.m. – 12:00 p.m.
Sandia (West Lower)

Interpretive Simulations
Thursday, March 14, 2013
3:30 p.m. – 5:00 p.m.
Estancia (West Lower)
March 14, 2013
(Thursday)

10:30 a.m. – 12:00 p.m.  Enchantment I  (West Lower)

SESSION A  Labor Economics

Session Chair:  Francisca Reyes, New Mexico State University

Discussants:  Francisca Reyes, New Mexico State University
Jean Faustin Kaffo, University of Yaounde
Doreen Triebe, DIW Berlin
Mrittika Shamsuddin, Georgetown University
Yoo Bin Kim, State University of New York at Stony Brook

Female Labor Force Participation and Dependency Rates in Border States
Francisca Reyes, New Mexico State University
Miguel Vicens, New Mexico State University

Determinants of the Child Labour in Cameroun: Taking into Account Nonlinearity of the Income and the Space Dependence
Jean Faustin Kaffo, University of Yaounde
Christohe Kana Kenfak, National Institute of Statistics (Cameroon)

Wo(men) at Work? The Impact of Cohabiting and Married Partner Earnings on Women’s Work Hours
Doreen Triebe, DIW Berlin

Labor Market Effects of Employment Guarantee Program in India
Mrittika Shamsuddin, Georgetown University

Estimating the Impact of Taxation and Transfer on Search Dynamics
Yoo Bin Kim, State University of New York at Stony Brook

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SESSION B  Financial Economics

Session Chair:  Shari Lawrence, Nicholls State University

Discussants:  Shari Lawrence, Nicholls State University
Chu V. Nguyen, University of Houston – Downtown
Alexander Shen, Dartmouth College

Consumer Credit & the Housing Market: An Examination of Trends in Home Equity Lines of Credit
Shari Lawrence, Nicholls State University
Norbert Michel, Nicholls State University
John Lajaunie, Nicholls State University
Ronnie Fanguy, Nicholls State University

Behavior of Mexican Bank Lending Rates in the NAFTA and WTO Era
Chu V. Nguyen, University of Houston – Downtown

The Risk of Loan Consumption by SMEs Based on the Supply Chain
Alexander Shen, Dartmouth College
Anyu Lee, University of International Business and Economics
Qui Wen Sun, University of International Business and Economics

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March 14, 2013  
(Thursday)  

1:30 p.m. – 3:00 p.m.  
Enchantment I (West Lower)  

SESSION A  
Macroeconomics II  

Session Chair:  
Jared Reber, University of Arkansas  

Discussants:  
Jared Reber, University of Arkansas  
Salem Abo Zaid, Texas Tech University  
Shishu Zhang, University of the Incarnate Word  
Oliver deGroot, Federal Reserve Board  

Measuring Jobless Recoveries  
Jared Reber, University of Arkansas  
Fabio Mendez, University of Arkansas  

On Credit Frictions as Labor  
Salem Abo Zaid, Texas Tech University  

The Impact of Inflation on Expenditure and Happiness in China  
Shishu Zhang, University of the Incarnate Word  
Shuenn-Hae Ou, University of the Incarnate Word  

The Risky Steady State and Multiple Equilibria in a Small Open Economy Model  
Oliver deGroot, Federal Reserve Board  

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SESSION B International Trade

Session Chair: GuanJun Wang, Savannah State University

Discussants: GuanJun Wang, Savannah State University
Cristin Hulyk, Perryman Group
Jose G. Vargas-Hernandez, Centro Universitario de Ciencias Economico Administrativas

Language Distance and Service Trade
Cristin Hulyk, Perryman Group
Van Pham, Baylor University

Income Distribution in Multinational Firms through Transfer Pricing
Jose G. Vargas-Hernandez, Centro Universitario de Ciencias Economico Administrativas

The Effects of Exchange Rate Volatility on Trade Flows: The Case of the United States Trade with Spain
E.M. Ekanyake, Bethune–Cookman University
Carlos Moslares, IQS School of Management, Universitat Ramon Llull, Spain

(First Runner-Up, 2013 McGraw-Hill Distinguished Paper Award)
Rethink Forward and Spot Exchange Rates
GuanJun Wang, Savannah State University

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<td><strong>Medical Malpractice Insurance Rates: Beyond Legal Regimes</strong></td>
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<td><strong>The Role of Spouse’s Health Conditions on the Decision of Nursing Home Entry of the Elderly Couples in the United States</strong></td>
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<td>Jinyoung Eom, State University of New York at Stony Brook</td>
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<td><strong>Important Mental Health Problems in the USA (2000-2010): An Economic Analysis</strong></td>
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<td>Khashruzzaman Choudury, Jackson State University Teresa Moore, Jackson State University</td>
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<td>3:30 p.m. – 5:00 p.m.</td>
<td>Enchantment II (West Lower)</td>
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<tr>
<td>Session B</td>
<td>Monetary Policy</td>
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<tr>
<td><strong>Session Chair:</strong></td>
<td>Marshall J. Horton, Ouachita Baptist University</td>
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<tr>
<td><strong>Discussants:</strong></td>
<td>Marshall J. Horton, Ouachita Baptist University Tuan Pham, Australian National University Tsvetomira Tsenova, Bulgarian National Bank Mohammad Safa, University of New Orleans</td>
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<tr>
<td><strong>Bank Fees, Deflation, Mr. Bernanke, and the Gesell Tax</strong></td>
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<tr>
<td>Marshall J. Horton, Ouachita Baptist University</td>
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<td><strong>Output Composition of the Monetary Policy Transmission Mechanism: Case of Australia</strong></td>
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<td>Tuan Pham, Australian National University</td>
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<td><strong>Monetary Policy, Expectations and Uncertainty</strong></td>
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<td>Tsvetomira Tsenova, Bulgarian National Bank</td>
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<td><strong>AIG’s Announcement, Fed’s Innovation, Contagion and Systemic Risk in the Financial Industries</strong></td>
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<td>Mohammad Safa, University of New Orleans M. Kabir Hassan, University of New Orleans Neal C. Maroney, University of New Orleans</td>
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</table>
March 14, 2013
(Thursday)

5:30 p.m. – 7:00 p.m.  Ballroom C (West Upper)

**FBD Meet and Greet Social**

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

5:00 p.m. – 6:00 p.m.  Enchantment I (West Lower)

**SSE Executive Committee Meeting**

Presiding:  **Nicholas Hill**, Jackson State University

All current officers and the three most recent past presidents should attend. All other past presidents are invited to attend as well.

**Make plans to join us in Dallas and Houston for our 2014 and 2015 conferences, respectively.**

**41st Annual Conference**

March 11 - 15, 2014
Sheraton Dallas
Dallas, Texas

★★★

**42nd Annual Conference**

March 10 - 14, 2015
Hyatt Regency Hotel
Houston, Texas
### SSE Annual Business Breakfast Meeting

**Presiding:** Nicholas Hill, Jackson State University

### FBD COFFEE BREAK

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

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

### SESSION A  
**Public Economics**

**Session Chair:** Elizabeth L. Rankin, Centenary College of Louisiana

**Discussants:**
- Elizabeth L. Rankin, Centenary College of Louisiana
- Chirodip Majumdar, Rabindra Mahavidyalaya
- Yvonne Ellis, Columbus State University
- Shari Lawrence, Nicholls State University

*State Appropriations and Tuition at Public Colleges and Universities*
- Elizabeth L. Rankin, Centenary College of Louisiana
- Harold Cristensen, Centenary College of Louisiana
- Todd LaFarlette, Centenary College of Louisiana

*Estimating Household Benefits for Air Quality Improvement: A Contingent Valuation Study*
- Chirodip Majumdar, Rabindra Mahavidyalaya

*An Enhanced Bankruptcy Prediction Model for County Governments*
- Yvonne Ellis, Columbus State University
- Susanne L. Toney, Savannah State University
- Vicky Langston, Columbus State University

*An Analysis of the Impact of Budget Cuts on Optimal Retirement Plan Contribution Rates in Higher Education*
- Shari Lawrence, Nicholls State University
- Norbert Michel, Nicholls State University
- John Lajunie, Nicholls State University
SESSION B  Financial Economics

Session Chair:  Geungu Yu, Jackson State University

Discussants:  Geungu Yu, Jackson State University
Phillip Fuller, Jackson State University
N.R. Vasudeva Murthy, Creighton State University
Bruce Payne, Barry University
Shu-Heng Chen, National Chengchi University

Reinvestment of Coupon Payments for Yield-to-Maturity of a Coupon Bond
Geungu Yu, Jackson State University

Should Real Estate be Included in Your IRA?
Phillip Fuller, Jackson State University
Richard Russell, Jackson State University

Are Stock Prices in the United States both Linear and Nonstationary? Evidence from Threshold Autoregressive Model Tests
N.R. Vasudeva Murthy, Creighton State University
Kenneth Washer, Creighton State University
John Wigender, Creighton State University

Fundamental Financial Characteristics of those Firms Identified by Value Line with the Highest Technical Ratings in a Period of Economic Recession and Financial Market Turnover
Bruce Payne, Barry University
Adnan Daghestani, Barry University
Michael Tyler, Barry University

Transparency and Liquidity: A Revisit with Taiwan 2012 New Trading Mechanism
Shu-Heng Chen, National Chengchi University
Yi-Heng Tzeng, Yuan Ze University
Chia-Ling Change, National Chengchi University
March 15, 2013  
(Friday)

1:30 p.m. – 3:00 p.m.  
Enchantment I (West Lower)

SESSION A  
Fiscal Policy

Session Chair:  
Mihai Nica, University of Central Oklahoma

Discussants:  
Mihai Nica, University of Central Oklahoma  
Deepak Sethia, IIM Ahmedabad  
Warren Matthews, LeTourneau University  
Nazmus Sadat Khan, Westfalische Wilhelms-Universitat Munster

Deficit-financed Government Spending and Entrepreneurship  
Mihai Nica, University of Central Oklahoma

Interregional Fiscal Flows and Horizontal Fiscal Equity of India  
Deepak Sethia, IIM Ahmedabad

Kicking the Can Off the Fiscal Cliff: Time for Action  
Warren Matthews, LeTourneau University  
Robert Driver, LeTourneau University

Effectiveness of Fiscal Policy in the European Countries  
Nazmus Sadat Khan, Westfalische Wilhelms-Universitat Munster

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

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

Visit us at FBDonline.org
SESSION B    Economic Growth

Session Chair: Van Pham, Baylor University

Discussants: Van Pham, Baylor University
Deepak Sethia, IIM Ahmedabad
Elsayed Elsiefy, Faculty of Islamic Studies – Hamad Bin Khalifa, Alexandria University

Bad FDI? Resource Extraction and Technology Gains. Van Pham, Baylor University

Savings, Investment, and Interregional Capital Flows in India
Deepak Sethia, IIM Ahmedabad

Financial Development and Regional Growth in India
Deepak Sethia, IIM Ahmedabad

Islamic Venture Capital and its Role in Development of Islamic Finance
Elsayed Elsiefy, Faculty of Islamic Studies – Hamad Bin Khalifa, Alexandria University

FBD COFFEE BREAK

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

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

Session Chair: Nicholas Hill, Jackson State University

Discussants: Nicholas Hill, Jackson State University
David Hoaas, Centenary College
Brady Horn, University of New Mexico
Robert Berrens, University of New Mexico

Risky Business! Examining the Link Between the Risk Preference of Entrepreneurs and their Sexual Risk Preference
Nicholas Hill, Jackson State University

Wine Humbug: An Economist’s Observations
David Hoaas, Centenary College

The Joint Test for Racial Bias in Driving – Under-the-Influence Enforcement
Brady Horn, University of New Mexico

Meta-Analysis of the Probability of Disparity between Actual and Hypothetical Valuation Responses Extension and Preliminary New Results
Joseph Little, University of Alaska – Fairbanks
Craig Broadbent, Illinois Wesleyan University
Robert Berrens, University of New Mexico

Make plans to join us in Dallas and Houston for our 2014 and 2015 conferences, respectively.

41st Annual Conference

March 11 - 15, 2014
Sheraton Dallas
Dallas, Texas

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March 10 - 14, 2015
Hyatt Regency Hotel
Houston, Texas
FBD HISTORY

The Federation of Business Disciplines (FBD) – a 21st-century designation for its organizational primogenitor, the Southwestern Federation of Administrative Disciplines (SWFAD) – has developed into one of the largest annual meetings for those disciplines common to business administration.

SWFAD was an outgrowth of the business disciplines in the Southwestern Social Science Association (SSA). The founders of SWFAD met in Dallas, Texas, April of 1973 and defined the purposes of SWFAD: (1) to foster professional development in each of the academic disciplines common to business administration, (2) to provide an annual meeting in the Southwest for each of the academic disciplines and (3) to provide a common general program in which all the disciplines participate together.

Eight disciplinary groups founded SWFAD. They were the Academy of Management, Southwest Division (now Southwest Academy of Management), American Accounting Association (Southwest Region), American Business Communication Association, Southwest Region (now Association for Business Communications, Southwest Region), American Institute for Decision Sciences, Southwest Region (now Decision Sciences Institute, Southwest Region), Southern Regional Business Law Association, Southwestern Business Administration Association (later Southwestern Business Dean’s Association), Southwestern Finance Association, and the Southwestern Marketing Association (now Association of Collegiate Marketing Educators).

At the first annual meeting held in Dallas in March of 1974, the Southern Case Research Association (now Southwest Case Research Association) was admitted to membership. Successive disciplines were affiliated: Southwestern Society of Economics (1975), Southwestern Small Business Institute Association (1976) (later Association for Small Business and Entrepreneurship), and the Southwest Administrative Services Association (1979) (now Association of Business Information Systems). In 1989 the Board of Directors voted to permit the Academy of International Business, Southwest, to meet with the 1990 session. This discipline was admitted to membership in 1991. In 2004 the Industrial Distribution Educator’s Association asked to meet with FBD as a guest association, and in 2005 the Organizational Systems Research Association also asked to meet with FBD as a guest association. Since 2008, FBD has met with 10 associations.

Executive Director

Sam Bruno served as the Executive Director of the Association from 1982-2009. Betty Kleen was selected as Executive Director in 2009 and 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 2004 - 2011 meetings was as follows:

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The officers for each of the annual meetings in FBD’s history are as follows:

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<tr>
<td>1974</td>
<td>Adolphus Hotel Dallas, TX</td>
<td>Henry H. Hays, President&lt;br&gt;Ridley J. Gros, Vice President</td>
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<tr>
<td>1975</td>
<td>Hyatt Regency Houston, TX</td>
<td>Ridley J. Gros, President&lt;br&gt;Donald R. Williams, Vice President&lt;br&gt;George F. Pinches, Secretary/Treasurer</td>
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<tr>
<td>1976</td>
<td>Hilton Palacio Del Rio San Antonio, TX</td>
<td>Donald R. Williams, President&lt;br&gt;R. Conrad Doenges, Vice President&lt;br&gt;Sam J. Bruno, Secretary/Treasurer</td>
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<tr>
<td>1977</td>
<td>Hyatt Regency New Orleans, LA</td>
<td>R. Conrad Doenges, President&lt;br&gt;John J. Willingham, Vice President&lt;br&gt;Sam J. Bruno, Secretary/Treasurer</td>
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<tr>
<td>1978</td>
<td>Fairmont Hotel Dallas, TX</td>
<td>John J. Willingham, President&lt;br&gt;Van C. McGraw, Vice President&lt;br&gt;Sam J. Bruno, Secretary/Treasurer</td>
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<tr>
<td>1979</td>
<td>Hyatt Regency Houston, TX</td>
<td>Van C. McGraw, President&lt;br&gt;Sam J. Bruno, Vice President&lt;br&gt;Jack M. Starling, Secretary/Treasurer&lt;br&gt;Peter M. Ginter, Coordinator of Registration</td>
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<tr>
<td>1980</td>
<td>Hilton Palacio Del Rio San Antonio, TX</td>
<td>Sam J. Bruno, President&lt;br&gt;Gaylord A. Jentz, Vice President&lt;br&gt;Jack M. Starling, Secretary/Treasurer&lt;br&gt;Peter M. Ginter, Coordinator of Registration</td>
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<tr>
<td>1981</td>
<td>Fairmont Hotel New Orleans, LA</td>
<td>Gaylord A. Jentz, President&lt;br&gt;John D. Pettit, Jr., Vice President&lt;br&gt;Jack M. Starling, Secretary/Treasurer&lt;br&gt;Peter M. Ginter, Coordinator of Registration</td>
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<td>1982</td>
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<td>John D. Pettit, Jr. President&lt;br&gt;Jack M. Starling, Vice President&lt;br&gt;Peter M. Ginter, Secretary/Treasurer&lt;br&gt;Linda E. Swayne, Coordinator of Registration&lt;br&gt;Sam J. Bruno, Executive Director</td>
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<td>1983</td>
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<td>Jack M. Starling, President&lt;br&gt;William T. Flannery, Vice President&lt;br&gt;Peter M. Ginter, Secretary/Treasurer&lt;br&gt;Linda E. Swayne, Coordinator of Registration&lt;br&gt;Sam J. Bruno, Executive Director</td>
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<td>Paul A. Dierks, Vice President</td>
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Floor Plan of Albuquerque Convention Center

Ginger, I sent you a PDF file of the floor plan.
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