OFFICIAL PROGRAM

FORTY-FIRST ANNUAL MEETING

March 11 – March 15, 2014

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

National and International Constituency

Compiled and Edited by Marshall J. Horton
Ouachita Baptist University

With special thanks to the 2014 FBD Association Program Chairs

and to

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Awards Reception and Banquet

***

Sponsor of FBD Quick Reference Guide
Frank D. Hickingbotham School of Business
Ouachita Baptist University

***

If your organization or school is interested in sponsoring a function at FBD in Houston in 2015, please contact the FBD Executive Director, Michelle McEacharn.
42nd Annual Conference

March 11 - 14, 2015
Hyatt Regency Hotel
Houston, Texas

43rd Annual Conference

To be determined

44th Annual Conference

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

For more information visit

FEDERATION OF BUSINESS DISCIPLINES

Website:

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

- AxcessCapon
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- Bisk CPA Review, a Thomson Reuters Company
  - Innovative Learning Solutions
  - Interpretive Simulations
- MBTN | Management by the Numbers
  - McGraw-Hill Education
- Roger CPA Review
- S & P Capital IQ
  - StockTrak

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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Dear FBD Participants:

Welcome to Dallas—“Big D” for many who call this cosmopolitan city home! I am honored to join with the Association Officers of our ten member organizations and FBD’s Executive Board in offering a warm Texas “howdy and handshake” to each of you for our 41st meeting. If this is your first FBD meeting, the FBD family is excited that you chose to join us. If this is your second, third or forty-first meeting, take the time this week to make new friendships and rekindle old ones.

The week will be busy. Allow time to visit our exhibitors, express your appreciation for their support and review their latest instructional materials. While in the exhibit area, drop your raffle ticket in the “drum” near the registration desk. During selected FBD coffee breaks, we will draw for different prizes, but you must be present to win! If you registered for the Wednesday evening FBD Awards Reception and Banquet, please join me in honoring our Distinguished Paper Award and Outstanding Educator winners. We are indebted to McGraw-Hill Education for supporting our Distinguished Paper Awards and extend our thanks to them for their continued contribution. Another event is our annual Meet and Greet Social, Thursday evening from 5:30 p.m. – 7:00 p.m. in the Exhibit Hall. Reconnect with colleagues and meet new friends, enjoying food, drink and relaxing music.

“Multiple perspectives, single vision” makes FBD a unique organization, allowing each attendee to engage in intellectual and social exchanges across a mosaic of business disciplines. This year’s outstanding program is the product of the planning and untiring efforts of dedicated officers from the ten associations currently comprising FBD. FBD Vice President and General Program Chair, Marshall Horton, has spent more hours than he wants to count coordinating a dynamic conference involving paper, panel and workshop sessions as well as numerous business meetings, social functions and meal events. I am indeed grateful to Executive Director Michelle McEacharn for providing FBD with outstanding leadership and “behind-the-scenes” energy, ensuring a healthy Federation. My gratitude also extends to FBD Executive Council members Marsha Bayless, Barbara Davis, Larry Garner and Ann Wilson for volunteering many hours to make this conference a success and FBD’s future a bright one.

I am honored to serve as your president this year. Over the past several years, I have enjoyed serving in various FBD officer roles. Each position was challenging—yes, working with some people is not only challenging but trying, ha! I can also say that my service to FBD has been rewarding, especially the friendships that I formed over the years with other FBD and association officers. I ask you to consider how you can serve your association and FBD as a volunteer. Without your help, these organizations cannot offer the same degree of excellence to new faculty beginning their academic careers.

Our program provides pedagogical insights, research highlights, and practical applications. I invite you to celebrate not only FBD’s past but also the opportunity of the present and the promise of our future. Once again, thank you for participating in FBD. I look forward to seeing you at many future FBD meetings.

Thomas D. Tolleson
President, Federation of Business Disciplines
General Program Chair’s Message

OUACHITA BAPTIST UNIVERSITY

Dear FBD 2014 Attendees:

Welcome back to Dallas, where it all started for FBD more than forty years ago. We are already into our second forty years of providing an interdisciplinary forum for scholarly research, professional development and teaching techniques. Please accept my heartfelt welcome on behalf of the FBD Board of Directors, our ten association program chairs and many volunteers who make this meeting possible.

Putting together a program of hundreds of presentations is always challenging and rewarding. Your program chairs have worked very hard to establish this year’s program. Please join me in thanking Ohaness, Amelia, Traci, Joselina, Prashant, Peggy, Bob, Manjula, John, and Adnan.

The Dallas Sheraton has once again risen to the occasion and provided great assistance. The staff, under the direction of Mark Story and Ann Renneker, has helped us in planning our best conference yet and their wisdom and prescience will help our sessions and various functions go smoothly.

A very special thank you goes to our sponsors and exhibitors for their support. Without their participation, many of the activities that enhance our reputation as a high-quality professional organization and help us recognize the achievements of our members would not be possible.

Without the wisdom and hard work of Michelle McEacharn, Tom Tolleson, Barbara Davis, Betty Kleen, Larry Garner, and Marsha Bayless, this program would not have happened. They are my friends and yours, volunteering enormous amounts of time and energy to our organization. I am very grateful that my eminent colleague and friend, Ann Wilson, will put together next year’s program. The organization is in good hands.

My personal thanks are due my dean, Bryan McKinney, who has consistently supported my efforts with FBD for many years. My family has put up with much over the past year, particularly my wife, Mary Esther. My sincere gratitude goes to each of you. Above all, to God be the glory for graciously answering my prayers and petitions for a worthwhile program.

Next year, we will be in Houston! One of our best venues is the Hyatt Regency, Downtown. Please join me in participating in the wonderful program that we know Ann will chair.

Enjoy Big D with all the glamor, gush, and gusto that goes with my former hometown. I hope to see you as we again make new friends and renew old friendships!

Marshall J. Horton, Ouachita Baptist University
Vice President and General Program Chair
The Federation of Business Disciplines is pleased to recognize the recipients of the

2014 McGraw-Hill Education Distinguished Paper Awards

Academy of International Business, U.S. Southwest Chapter

*The Pronounced Impact of Macroeconomic Stress on the Financial Sector: Implications for Economic Stability*

M. Kabir Hassan, University of New Orleans
William J. Hippler III, University of New Orleans

American Accounting Association, Southwest Region

*Real and Accrual-Based Earnings Management in the Pre- and Post-IFRS Periods: Evidence from China*

Li-Chin Ho, University of Texas – Arlington
Qunfeng Liao, University of Texas – Arlington
Martin Taylor, University of Texas – Arlington

Association for Business Communication, Southwestern U.S.

*Using Business Cases to Foster Critical Thinking*

Kathryn S. O’Neill, Sam Houston State University
Gary L. May, Clayton State University

Association of Business Information Systems

*How Are High Schools Doing? Students’ Perceptions about Their Educational Use of Technology*

Sarah Wright, Northwestern State University
Julie McDonald, Northwestern State University
Margaret S. Kilcoyne, Northwestern State University
Sue Champion, Northwestern State University

Association of Collegiate Marketing Educators

*Drivers and Outcomes of Individual Customer Orientation: A Holistic Approach?*

Türecan Dursun-Kilic, West Texas A&M University

Decision Sciences Institute, Southwest Region

*Using Hybrid Lexical Profiles to Find and Name Entities*

Daniel McDonald, Utah State University
Hsinchun Chen, University of Arizona
Olivia R. Liu Sheng, University of Utah Global Knowledge Management Center

Visit us at FBDonline.org
**Southwest Academy of Management**

*Demystifying the Perplexity of Capability Value Creation: An Examination of Zero-Order Capability Configuration and the Impact on Firm Performance*

Joshua J. Daspit, Mississippi State University
Derrick E. D'Souza, University of North Texas

**Southwest Case Research Association**

*Zara vs. Uniglo: Two Indefatigable Competitors in the Global Apparel Industry*

Syed Tariq Anwar, West Texas A & M University

**Southwestern Finance Association**

*Cohabitation before Marriage? An Examination of Pre-acquisition Alliance Partnerships and Merger Outcomes*

Han Yu, University of Kansas
Zhaozhao He, University of Kansas

**Southwestern Society of Economists**

*Does Regular Economic News from Emerging Countries Move Markets? Evidence from Chinese Macro Announcements*

Christopher F. Baum, West Virginia University
Marketa Halova, Boston College
Alexander Kurov, Washington State University
The Federation of Business Disciplines is pleased to recognize the recipients of the

2014 Federation of Business Disciplines
Outstanding Educator Awards

Academy for International Business, U.S. Southwest Chapter

Matiur Rahman, McNeese State University

American Accounting Association, Southwest Region

Margaret M. Tanner, University of Arkansas – Fort Smith

Association for Business Communication, Southwestern U.S.

Margaret S. Kilcoyne, Northwestern State University

Association of Business Information Systems

Kimberly L. Merritt, Oklahoma Christian University

Association of Collegiate Marketing Educators

Gordon G. Mosley, Troy University

Decision Sciences Institute, Southwest Region

Peggy Lane, Emporia State University

Southwest Academy of Management

Donald Baack, Pittsburg State University

Southwest Case Research Association

Jeffrey Miller, Sam Houston State University

Southwestern Finance Association

Julia S. Kwok, Northeastern State University

Southwestern Society of Economists

Warren Matthews, Le Tournneau University
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Notes</th>
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<tbody>
<tr>
<td>6:30 p.m. - 7:30 p.m.</td>
<td>McGraw-Hill Education Awards and Recognition Reception (By Invitation/Additional Fee Only)</td>
<td>Chaparral Preconvene</td>
<td></td>
</tr>
<tr>
<td>6:30 p.m. - 7:30 p.m.</td>
<td>Federation of Business Disciplines President’s Reception (By Invitation Only)</td>
<td>President’s Suite</td>
<td></td>
</tr>
<tr>
<td>7:30 p.m. - 9:30 p.m.</td>
<td>McGraw-Hill Education Awards and Recognition Dinner (By Invitation/Additional Fee Only)</td>
<td>Chaparral</td>
<td></td>
</tr>
<tr>
<td>9:30 p.m. – 10:30 p.m.</td>
<td>Federation of Business Disciplines President’s Reception (By Invitation Only)</td>
<td>President’s Suite</td>
<td></td>
</tr>
<tr>
<td>7:00 a.m. - 8:15 a.m.</td>
<td>Southwest Academy of Management Officers Meeting and Breakfast (SWAM Officers Only)</td>
<td>The Kitchen Table</td>
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</tr>
<tr>
<td>7:00 a.m. – 7:45 a.m.</td>
<td>Southwest Case Research Association Past Presidents Meeting (SWCRA Past Presidents Only)</td>
<td>Houston Ballroom C</td>
<td></td>
</tr>
<tr>
<td>7:45 a.m. – 9:00 a.m.</td>
<td>Southwest Case Research Association Breakfast and Business Meeting (SWCRA Members Only)</td>
<td>Houston Ballroom C</td>
<td></td>
</tr>
<tr>
<td>7:00 a.m. – 8:30 a.m.</td>
<td>Decision Sciences Institute, Southwest Region Officers and Directors Meeting (SWDSI Officers and Directors Only)</td>
<td>Chaparral Boardroom</td>
<td></td>
</tr>
<tr>
<td>8:00 a.m. – 8:30 a.m.</td>
<td>Association for Business Communication – Southwestern U.S. Breakfast (ABC-SWUS Members Only)</td>
<td>San Antonio Ballroom B</td>
<td></td>
</tr>
<tr>
<td>8:00 a.m. – 10:00 a.m.</td>
<td>Association of Business Information Systems Breakfast and Business Meeting</td>
<td>San Antonio Ballroom A</td>
<td></td>
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<tr>
<td>10:00 a.m.-10:30 a.m.</td>
<td>FBD Coffee Break</td>
<td>Lone Star Ballroom</td>
<td></td>
</tr>
<tr>
<td>12:00 p.m. – 1:30 p.m.</td>
<td>Southwest Academy of Management Entrepreneurial Speaker Series Luncheon (by fee only)</td>
<td>Lone Star Ballroom A1</td>
<td></td>
</tr>
<tr>
<td>12:00 p.m. – 1:30 p.m.</td>
<td>American Accounting Association, Southwest Region Luncheon and Keynote Speaker (AAA-SW Members Only)</td>
<td>Chaparral</td>
<td></td>
</tr>
<tr>
<td>3:00 p.m. – 3:30 p.m.</td>
<td>FBD Coffee Break</td>
<td>Lone Star Ballroom</td>
<td></td>
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<tr>
<td>5:00 p.m. – 6:00 p.m.</td>
<td>Southwest Academy of Management 2015 Planning Meeting</td>
<td>State Room 1</td>
<td></td>
</tr>
<tr>
<td>5:30 p.m. – 6:30 p.m.</td>
<td>Southwestern Society of Economists Executive Committee Meeting (SSE Executive Committee Members Only)</td>
<td>Executive Boardroom</td>
<td></td>
</tr>
<tr>
<td>5:30 p.m. - 7:00 p.m.</td>
<td>Federation of Business Disciplines Meet and Greet Social (for all conference participants)</td>
<td>Lone Star Ballroom</td>
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Visit us at FBDonline.org
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<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:00 a.m. – 9:00 a.m.</td>
<td>Southwestern Finance Association Board Meeting and Breakfast (SWFA Board Members only)</td>
<td>The Kitchen Table</td>
</tr>
<tr>
<td>7:30 a.m. – 8:30 a.m.</td>
<td>Association for Business Communication – Southwestern U.S. and Association of Business Information Systems Joint Breakfast (ABC-SWUS and ABIS Members Only)</td>
<td>Lone Star Ballroom</td>
</tr>
<tr>
<td>7:30 a.m. – 8:00 a.m.</td>
<td>Decision Sciences Institute, Southwest Region Continental Breakfast (DSI Members)</td>
<td>Majestic 7</td>
</tr>
<tr>
<td>7:30 a.m. – 8:30 a.m.</td>
<td>Association for Collegiate Marketing Educators ACME Breakfast and Special Time (ACME Members Only)</td>
<td>Entrance to Seminar Theatre</td>
</tr>
<tr>
<td>8:00 a.m. – 10:00 a.m.</td>
<td>Southwestern Society of Economists Annual Business Breakfast Meeting (SSE Members Only)</td>
<td>Chaparral</td>
</tr>
<tr>
<td>10:00 a.m. – 10:30 a.m.</td>
<td>FBD Coffee Break</td>
<td>Lone Star Ballroom</td>
</tr>
<tr>
<td>12:00 p.m. – 1:30 p.m.</td>
<td>Academy of International Business, U.S. Southwest Chapter Luncheon (AIB-SW Members Only-RSVP required)</td>
<td>The Kitchen Table</td>
</tr>
<tr>
<td>12:00 p.m. – 1:30 p.m.</td>
<td>American Accounting Association, Southwest Region Luncheon and Business Meeting (AAA-SW Members Only)</td>
<td>Lone Star Ballroom A1</td>
</tr>
<tr>
<td>12:00 p.m. – 1:30 p.m.</td>
<td>Association for Business Communication – SWUS Executive Board Lunch – By Invitation</td>
<td>The Kitchen Table</td>
</tr>
<tr>
<td>12:00 p.m. – 1:45 p.m.</td>
<td>Southwestern Finance Association Luncheon and Business Meeting (SWFA Members Only)</td>
<td>Chaparral</td>
</tr>
<tr>
<td>12:00 p.m. – 1:15 p.m.</td>
<td>Association for Collegiate Marketing Educators ACME Luncheon and Business Meeting (ACME Members and Invited Guests Only)</td>
<td>Houston Ballroom C</td>
</tr>
<tr>
<td>12:00 p.m. – 1:30 p.m.</td>
<td>Southwest Academy of Management Officers Meeting and Luncheon</td>
<td>Chaparral Boardroom</td>
</tr>
<tr>
<td>12:30 p.m. – 1:30 p.m.</td>
<td>Decision Sciences Institute, Southwest Region Doctoral Consortium Luncheon (by invitation only)</td>
<td>Majestic 7</td>
</tr>
<tr>
<td>3:30 p.m. – 5:00 p.m.</td>
<td>Academy of International Business, U.S. Southwest Chapter Business Meeting</td>
<td>Lone Star Ballroom A1</td>
</tr>
<tr>
<td>3:00 p.m. – 3:30 p.m.</td>
<td>FBD Coffee Break</td>
<td>Lone Star Ballroom</td>
</tr>
<tr>
<td>5:15 p.m. – 6:15 p.m.</td>
<td>Southwest Academy of Management Annual Business Meeting</td>
<td>State Room 1</td>
</tr>
<tr>
<td>6:30 p.m. – 8:00 p.m.</td>
<td>Southwest Academy of Management Annual Reception (SWAM Members Only)</td>
<td>Chaparral</td>
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</table>
**BREAKFASTS, LUNCHEONS, DINNERS, MEETINGS & RECEPTIONS**

Saturday, March 15, 2014

8:00 a.m. – 11:00 a.m.
Press Club

Federation of Business Disciplines
Breakfast and Meetings (FBD 2015 Program Chairs, Board and Officers)

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**ANNUAL BUSINESS MEETINGS**

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<tr>
<th>Event</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>FBD 2013-2014 Board of Directors</td>
<td>Wednesday, March 12, 2014</td>
<td>2:00 p.m. – 5:00 p.m.</td>
<td>Lone Star Ballroom A1</td>
</tr>
<tr>
<td>FBD 2015 New Program Chairs</td>
<td>Saturday, March 15, 2014</td>
<td>8:00 a.m. – 9:00 a.m.</td>
<td>Press Club</td>
</tr>
<tr>
<td>FBD 2014-2015 Board of Directors</td>
<td>Saturday, March 15, 2014</td>
<td>9:00 a.m. – 11:00 a.m.</td>
<td>Press Club</td>
</tr>
<tr>
<td>Academy of International Business, Southwest Chapter</td>
<td>Friday, March 14, 2014</td>
<td>3:30 p.m. – 5:00 p.m.</td>
<td>Lone Star Ballroom A1</td>
</tr>
<tr>
<td>Annual Business Meeting</td>
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</tr>
<tr>
<td>American Accounting Association, Southwest Region</td>
<td>Friday, March 14, 2014</td>
<td>12:00 p.m. – 1:30 p.m.</td>
<td>Lone Star Ballroom A1</td>
</tr>
<tr>
<td>Association for Business Communication, International Executive Committee</td>
<td>Wednesday, March 12, 2014</td>
<td>7:30 a.m. – 5 p.m.</td>
<td></td>
</tr>
<tr>
<td>Association for Business Communication, Southwestern U.S.</td>
<td>Thursday, March 13, 2014</td>
<td>3:30 p.m. – 5:00 p.m.</td>
<td>San Antonio Ballroom B</td>
</tr>
<tr>
<td>Association of Business Information Systems</td>
<td>Thursday, March 13, 2014</td>
<td>8:00 a.m. – 10:00 a.m.</td>
<td>San Antonio Ballroom A</td>
</tr>
<tr>
<td>Association of Collegiate Marketing Educators</td>
<td>Friday, March 14, 2014</td>
<td>12:00 p.m. – 1:15 p.m.</td>
<td>Houston Ballroom C</td>
</tr>
<tr>
<td>Decision Sciences Institute, Southwest Region</td>
<td>Thursday, March 13, 2014</td>
<td>3:30 p.m. – 5:00 p.m.</td>
<td>Majestic 11</td>
</tr>
<tr>
<td>Southwest Academy of Management</td>
<td>Friday, March 14, 2014</td>
<td>5:15 p.m. – 6:15 p.m.</td>
<td>State Room 1</td>
</tr>
<tr>
<td>Southwest Case Research Association</td>
<td>Thursday, March 13, 2014</td>
<td>7:30 a.m. – 9:00 a.m.</td>
<td>Houston Ballroom C</td>
</tr>
<tr>
<td>Southwestern Finance Association</td>
<td>Friday, March 14, 2014</td>
<td>12:00 p.m. – 1:45 p.m.</td>
<td>Chapparal</td>
</tr>
<tr>
<td>Southwestern Society of Economists</td>
<td>Friday, March 14, 2014</td>
<td>8:00 a.m. – 10:00 a.m.</td>
<td>Chapparal</td>
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# FBD EXHIBITOR PRESENTATIONS

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<tr>
<th>Title</th>
<th>Date and Time</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td><strong>S&amp;P Capital IQ</strong>&lt;br&gt;<strong>Thursday, March 13, 2014</strong>&lt;br&gt;<strong>3:30 p.m. – 5:00 p.m.</strong>&lt;br&gt;Pearl 5&lt;br&gt;Title: S&amp;P Capital IQ and Compustat: Bringing Wall Street to the Classroom and the Best Research Tools to Your Faculty</td>
<td>• Learn what makes S&amp;P Capital IQ’s Compustat different from other databases • Hear how business programs have attained a new level of effectiveness through use of tools like S&amp;P Capital IQ • Review other Universities to discover the impact resources, such as S&amp;P Capital IQ, can have on your programs</td>
<td></td>
</tr>
</tbody>
</table>
| **StockTrak**<br>**Thursday, March 13, 2014**<br>**3:30 p.m. – 5:00 p.m.**<br>Houston Ballroom A<br>Title: How To Build A State Of The Art Financial Trading Room For Dummies | From the world’s leading provider of educational and challenging multi language stock simulations for colleges, the investing public and university trading rooms, this 45 minute session hosted by Thomas Reti of StockTrak will reveal the secrets behind what it really takes to get one off the ground. | Presenter: Tom Reti, Director of Global Education, StockTrak
| **Interpretive Simulations**<br>**Thursday, March 13, 2014**<br>**3:30 p.m. – 5:00 p.m.**<br>Majestic 7<br>Title: How and Why Business Simulations Work: Connecting Student's Outcomes to Your Course Objectives | Description of Presentation: The main reason professors use business simulations is because students learn better by doing. However, how do you interpret the results? In this session, we will focus on understanding student results and connecting them to course objectives. | Presenter: Clayton Shumate, President, Interpretive Simulations |
The FBD Meeting
The forty-first annual meeting of the Federation of Business Disciplines (formerly Southwestern Federation of Administrative Disciplines) takes place on March 11 – March 15, 2014, in Dallas, Texas. The Sheraton Downtown Dallas hotel serves as the conference venue and the conference hotel.

The Federation of Business Disciplines (FBD) is a highly successful multi-disciplinary, non-profit, volunteer-driven organization. FBD is one of the largest, most prestigious annual meetings for those disciplines common to business administration. As a major force for business educators, the FBD presently includes academic associations that share common goals to:

- Promote high-quality teaching, research and services
- Encourage excellence through peer evaluation of scholarly work
- Recognize outstanding achievement of members
- Increase diversity and encourage multi-disciplinary interaction
- Provide social and professional opportunities for networks of scholars
- Facilitate faculty placement

2014 FBD Conference Hotel
The Sheraton Dallas Downtown is serving as the Conference Hotel.

Special Accommodations
Any individual who requires special accommodations for a specific disability should contact the conference hotel (Sheraton Dallas Downtown) at least two weeks prior to the conference.

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

FBD Outstanding Educator Awards
Outstanding Educator Awards are being sponsored by the Federation of Business Disciplines to recognize those educators who have been identified as truly outstanding in their teaching and related efforts that contribute to student learning. Award winners will receive plaques at a special FBD awards and recognition dinner.

Make plans to join us in Houston for our 2015 conference.

♦♦♦

42nd Annual Conference
March 11 - 14, 2015
Hyatt Regency Hotel
Houston, Texas

43rd Annual Conference
To be determined

44th Annual Conference
March 8 - 11, 2017
Statehouse Convention Center/Marriott
Little Rock, Arkansas
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 Lone Star Ballroom A. 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 12: 11:00 a.m. - 5:30 p.m.
- Thursday, March 13: 8:00 a.m. - 5:00 p.m.
- Friday, March 14: 8:00 a.m. - 4:00 p.m.
- Saturday, March 15*: 7:30 a.m. – 9:00 a.m.

*(Saturday registration is located outside the FBD Board meeting room, Press Club)

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.

2014 Association Registration Fees (In addition to the $100 Required FBD Fee)*

<table>
<thead>
<tr>
<th>Association</th>
<th>Registration Fee</th>
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<tbody>
<tr>
<td>Academy of International Business, Southwest Region</td>
<td>$75.00</td>
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<tr>
<td>American Accounting Association, Southwest Region</td>
<td>$110.00</td>
</tr>
<tr>
<td>Association for Business Communication, Southwestern U.S.</td>
<td>$40.00</td>
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<tr>
<td>Association of Business Information Systems</td>
<td>$55.00</td>
</tr>
<tr>
<td>Association of Collegiate Marketing Educators</td>
<td>$90.00</td>
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<tr>
<td>Decision Sciences Institute, Southwest Region</td>
<td>$45.00</td>
</tr>
<tr>
<td>Southwest Academy of Management</td>
<td>$75.00</td>
</tr>
<tr>
<td>Southwest Case Research Association</td>
<td>$65.00</td>
</tr>
<tr>
<td>Southwestern Finance Association</td>
<td>$75.00</td>
</tr>
<tr>
<td>Southwestern Society of Economists</td>
<td>$49.00</td>
</tr>
</tbody>
</table>

*Note: Some associations include a charge for, or have an optional subscription to a journal or papers and proceedings. Some associations offer student discounts. Onsite registration for FBD and some associations may be higher.
Value for Your FBD Fee

As all business academicians recognize, various costs are involved in any professional association endeavor. FBD is no exception. Your registration fee is used to cover a variety of operating costs incurred by the organization. This list details how the FBD fee is used in serving the FBD associations. These costs are often subsidized by an FBD officer’s college, university or professional association. The FBD $100 registration fee remains one of the lowest for any professional association. Contact the FBD Secretary-Treasurer for more details.

- **Pre-registration and On-site Registration Activities.** FBD absorbs the costs of pre-registration, including preparing and printing all registration materials (e.g., name badges, 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.
FBD GENERAL INFORMATION

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

- **Wednesday, March 12**: 11:00 a.m. - 5:30 p.m.
- **Thursday, March 13**: 8:00 a.m. - 5:00 p.m.
- **Friday, March 14**: 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 Lone Star Ballroom A. 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 12**: 2:00 p.m. – 5:30 p.m.
- **Thursday, March 13**: 8:00 a.m. – 5:00 p.m.
- **Friday, March 14**: 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: The Kitchen Table is the hotel restaurant on the first floor and has two meeting rooms. Lone Star Ballroom A is located on the second floor of the Conference Center. Houston Ballroom A, B, and C, as well as the San Antonio Ballroom A and B, are located on the third floor of the Conference Center with State Rooms 1, 2, 3, and 4. Pearl 1, 2, 4, and 5 are located with Atrium, Press Club, the Executive Boardroom, and Seminar Theatre on the second floor of Center Tower. Majestic Rooms 1 through 11 are located on the 37th floor of the Center Tower. Chaparral (ballroom), Chaparral Boardroom, and Chaparral Preconvene are located on the 38th floor of Center Tower.

_Smoking is not permitted in the meeting rooms._
FBD 2015 General Program Chair prepares a 2015 FBD “Call For Papers” for distribution at the FBD Annual Meeting.

The 2015 Association Program Chairs and the 2015 FBD General Program Chair start planning for the 2015 conference at the New Program Chairs meeting held on Saturday morning during the 2014 FBD conference.

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

FBD Officers and Association Program Chairs participate in FBD Boot Camp at hotel of the 2015 conference.

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

Association Track Chairs continue soliciting manuscripts, special session proposals, tutorials and workshops for the 2015 FBD Conference.

FBD Executive Director distributes postcard “Call for Papers” and prepares detailed online “Call for Papers.”

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.

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

Each Association Program Chair compiles, organizes and sends all program information to the 2015 FBD General Program Chair.

FBD General Program Chair completes compilation of 2015 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.

2015 FBD Program is posted on FBD Web site.

Deadline for receipt of hotel reservations and pre-conference registration
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.”

**Thomas D. Tolleson**, President  
Texas Wesleyan University

**Marshall J. Horton**, Vice President &  
General Program Chair  
Ouachita Baptist University

**S. Ann Wilson**, Vice President and General  
Program Chair - Elect  
Stephen F. Austin State University

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

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

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

**Marsha L. Bayless**, Past President  
Stephen F. Austin 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 2014 ASSOCIATION PROGRAM CHAIRS

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

FBD Vice President and Program Chair-Elect
**S. Ann Wilson**, Stephen F. Austin State University

Academy of International Business, U.S. Southwest Chapter
**Ohaness Paskelian**, University of Houston-Downtown

American Accounting Association, Southwest Region
**Amelia A. Baldwin**, University of Arkansas-Fort Smith

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

Association of Business Information Systems
**Joselina D. Cheng**, University of Central Oklahoma

Association of Collegiate Marketing Educators
**Prashant Srivastava**, Drexel University

Decision Sciences Institute, Southwest Region
**Peggy Lane**, Emporia State University

Southwest Academy of Management
**Manjula S. Salimath**, University of North Texas

Southwest Case Research Association
**Robert Stevens**, Southeastern Oklahoma State University

Southwestern Finance Association
**John D. Stowe**, Ohio University

Southwestern Society of Economists
**Adnan Daghestani**, Barry University
Executive Committee:

Chapter Chair: M. Kabir Hassan, University of New Orleans
President: Chu V. Nguyen, University of Houston-Downtown
Vice President, Programs: Ohaness Paskelian, University of Houston-Downtown
Vice President, Membership: Syed Harun, Texas A&M University - San Antonio
Secretary and Treasurer: Ohaness Paskelian, University of Houston-Downtown

Program Chair: Ohaness Paskelian, University of Houston-Downtown

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

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

Track Chairs: Akash Dania, Alcorn State University
Ata Yesilyaprak, Alabama A&M University
Veena Prabhu, California State University, Los Angeles
Priti Verma, Texas A&M-Kingsville

Recipients of the 2014 McGraw-Hill Education Distinguished Paper Award

The Pronounced Impact of Macroeconomic Stress on the Financial Sector: Implications for Economic Stability
M. Kabir Hassan, University of New Orleans
William J. Hippler III, University of New Orleans

Recipient of the 2014 Federation of Business Disciplines Outstanding Educator Award

Matiur Rahman, McNeese State University
Recipients of the Best Paper Award in the Strategic Management Track

*How Do International Acquisitions Affect the Competitiveness of Companies?*

**Omer Genc**, Minnesota State University – Mankato
**J. Jay Choi**, Temple University
**Arvind Parkhe**, Temple University

Recipients of the Best Paper Award in the International Management Track

*International Study of Ethical Decision Making: Evidence from China, Philippines, Russia and USA*

**Veena Prabhu**, California State University – Los Angeles
**Stephen McGuire**, California State University – Los Angeles
**Kern Kwong**, California State University – Los Angeles
**Robert Tang**, De La Salle College of Saint Benilde
**Minghao Shen**, Guandgong University of Foreign Studies
**Alexander Didenko**, IFF Financial University

Recipients of the Best Paper Award in the Research and Teaching Track

*Study Abroad and Student Reflection: Strengthening Transformational Learning*

**Michelle Reina**, University of Mary Hardin - Baylor
**Roger Russell**, University of Mary Hardin - Baylor

Recipients of the Best Paper Award in the Economics Track

*The Behavior of the New Zealand Mortgage Loan Rates in Post 1997 Asian Financial Crisis*

**Chu V. Nguyen**, University of Houston – Downtown
**Lucille Pointer**, University of Houston - Downtown

Recipients of the Best Paper Award in the Finance Track

*Returns Predictability in Emerging Real Estate Market*

**Bora Ozkan**, Tulane University
**M. Kabir Hassan**, University of New Orleans
**Ali Hepsen**, Istanbul University

Recipients of the Best Paper Award in the International Business Track

*Alliance Network Centrality, Board Composition and Corporate Social Performance*

**Craig Macaulay**, University of Texas at Dallas
**Orlando Richard**, University of Texas at Dallas
**Mike Peng**, University of Texas at Dallas
**Maria Hasenhuttl**, University of Texas at Dallas
**Charlie Hazzard**, University of Texas at Dallas
### SESSION A  Growth and Economic Development

**Session Chair:** Carl McGowan, Norfolk State University  
**Discussants:**  
- Mohamed Sami Ben Ali, Qatar University  
- Benito Sanchez, Kean University  
- Mohammed Ershad Hussain, Dillard University  
- Carl McGowan, Norfolk State University

**Measuring The Relationship between Stock Market Development and Economic Growth and Development Using Hofstede’s Cultural Dimensions**  
Carl McGowan, Norfolk State University, USA  
Steven Papamarcos, Norfolk State University, USA

**Relationship between Economic Growth and Debt**  
Mohammed Ershad Hussain, Dillard University, USA  
Mahfuzul Haque, Indiana State University, USA  
Richard Igwike, Dillard University, USA

**Financial Development and Economic Growth: The Case of Latin America**  
Benito Sanchez, Kean University, USA

**Through Which Channels Can Remittances Spur Economic Growth in MENA Countries?**  
Mohamed Sami Ben Ali, College of Business and Economics, Department of Finance and Economics - Qatar University, Qatar

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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 13, 2014
(Thursday)

8:30 a.m. – 10:00 a.m. State Room 4

SESSION B  Ethics and Social Responsibility

Session Chair:  Yezdi Godiwalla, University of Wisconsin – Whitewater

Discussants:  Marty Ludlum, University of Central Oklahoma
Craig Macaulay, University of Texas at Dallas
Yezdi Godiwalla, University of Wisconsin – Whitewater
Abiola Ogunyemi, Lagos Business School

*Conceptual Issues for Safeguarding Responsible Global Corporate Business Practices, Ethical Behavior and Fraud Prevention*
Yezdi Godiwalla, University of Wisconsin – Whitewater, USA

*Narrative Self and Leadership: Ethical Leadership within the Context of Personal Life Projects*
Abiola Ogunyemi, Lagos Business School, Nigeria
Omowumi Ogunyemi, Pontifical University of the Holy-Cross, Italy

*Alliance Network Centrality, Board Composition, and Corporate Social Performance*
Craig Macaulay, University of Texas at Dallas, USA
Orlando Richard, University of Texas at Dallas, USA
Mike Peng, University of Texas at Dallas, USA
Maria Hasenhuttl, University of Texas at Dallas, USA
Charlie Hazzard, University of Texas at Dallas, USA

*Future Russian Business Leaders and Ethical Behaviors: An Investigative Study*
Marty Ludlum, University of Central Oklahoma, USA
Mitchell Stephenson, University of Central Oklahoma, USA

10:00 a.m. - 10:30 a.m. Lone Star Ballroom

**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.*
ACADEMY OF INTERNATIONAL BUSINESS
U.S. SOUTHWEST CHAPTER

March 13, 2014
(Thursday)

10:30 a.m. - 12:00 p.m.  State Room 3

SESSION A  AIBSW-AEDSB Joint Special Session: Bangladeshi Economics and Finance

Session Chair:  Matiur Rahman, McNeese State University
Discussants:  Matiur Rahman, McNeese State University
Syed Ahmed, Cameron University
M. Kabir Hassan, University of New Orleans
Zaki Eusufzai, Loyola Marymount University

The Readymade Garments Industry in Bangladesh - Challenges and Opportunities
Abdullah Shibli, Framingham State University, USA
Syed Ahmed, Cameron University, USA
Anisul Islam, University of Houston - Downtown, USA

Evaluating Bangladesh`s Economic Growth – A Distributed Growth Perspective
Zaki Eusufzai, Loyola Marymount University, USA

Some Macroeconomic Perspectives of Expatriates` Remittances for Bangladesh
Matiur Rahman, McNeese State University, USA

Zakat and Food Security in Bangladesh
M. Kabir Hassan, University of New Orleans, USA
Tanvir Mahmud, World Fish, Bangladesh
Rezwanul Hasan Rana, American International University, Bangladesh

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

Please let exhibitors know how much we appreciate their presence and continued support!
SESSION B  Issues in Mergers and Acquisitions

Session Chair:  Stephen Bell, Park University

Discussants:  Mohamed Sami Ben Ali, Qatar University
             Omer Genc, Minnesota State University – Mankato
             Ru-Shiun Liou, California State University – Fresno
             Robert Kao, Park University

Do Mergers and Acquisitions Create Value to Shareholders? New Evidence from US mergers
Ohaness Paskelian, University of Houston - Downtown, USA
Stephen Bell, Park University, USA
Sunita Rao, Park University, USA

The Credit-Growth Nexus: New Evidence from Developing and Developed Countries
Mohamed Sami Ben Ali, College of Business and Economics, Department of Finance and Economics - Qatar University, Qatar
Sassi Seifallah, IHEC Business School of Carthage, Tunisia

Institutional Distance and Ownership Strategy: An Examination of Emerging Market Multinational Companies’ Cross-border M&As in a Developed Market
Ru-Shiun Liou, California State University – Fresno, USA
Alan Ellstrand, University of Arkansas, USA
Mike Chen-Ho Chao, William Paterson University, USA
Kevin Lee, California State University – Fresno, USA

How Do International Acquisitions Affect the Competitiveness of Companies?
Omer Genc, Minnesota State University – Mankato, USA
J. Jay Choi, Temple University, USA
Arvind Parkhe, Temple University, USA

Make plans to join us in Houston for our 2015 conference.

♦♦♦

42nd Annual Conference
March 11 - 14, 2015
Hyatt Regency Hotel
Houston, Texas

43rd Annual Conference
To be determined

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

Visit us at FBDonline.org
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<tr>
<th>SESSION A</th>
<th>Financial Literacy and Race Issues</th>
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</thead>
<tbody>
<tr>
<td>Session Chair:</td>
<td>Syed Harun, Texas A&amp;M University – San Antonio</td>
</tr>
</tbody>
</table>
| Discussants: | Robert Kao, Park University  
Kalpana Pai, Texas Wesleyan University  
Syed Harun, Texas A&M University – San Antonio  
Kevin Jones, University of Houston – Downtown |

*Is Financial Literacy the Main Driver of Minority Savings? – A Survey Analysis*

Ohaness Paskelian, University of Houston - Downtown, USA  
Kevin Jones, University of Houston - Downtown, USA

*Financial Literacy and Credit Score*

Syed Harun, Texas A&M University – San Antonio, USA  
Pablo Calafiore, Texas A&M University – San Antonio, USA  
Josephine Sosa-Fey, Texas A&M University – San Antonio, USA

*Financial Literacy and Its Impact on Retirement Savings – A Survey Analysis*

Ohaness Paskelian, University of Houston - Downtown, USA  
Stephen Bell, Park University, USA  
Robert Kao, Park University, USA

*Can Parent’s Birth Place of Hispanics Measure Labor Market Discrimination against Hispanics?*

Kalpana Pai, Texas Wesleyan University, USA  
Gokcen Ogruk, Texas Wesleyan University, USA

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

◆

All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
ACADEMY OF INTERNATIONAL BUSINESS
U.S. SOUTHWEST CHAPTER

March 13, 2014
(Thursday)

1:30 p.m. – 3:00 p.m.  State Room 4

SESSION B  Organizational Management Issues

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

Discussants:  Michael Meeks, Louisiana State University - Shreveport
Veena Prabhu, California State University – Los Angeles
Stephen McGuire, California State University – Los Angeles

Proactive Personality and Organizational Change: Exploring the Moderational Framework
Veena Prabhu, California State University – Los Angeles, USA

Entrepreneurial Profit Motive: Baby Boomers versus Millennials in the USA and New Zealand
Michael Meeks, Louisiana State University - Shreveport, USA

Leadership and Negotiation: Development and Challenges Related to Assessment of Soft Skills
Veena Prabhu, California State University – Los Angeles, USA
Stephen McGuire, California State University – Los Angeles, USA

Make plans to join us in Houston for our 2015 conference.

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March 11 - 14, 2015
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To be determined

44th Annual Conference
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Statehouse Convention Center/Marriott
Little Rock, Arkansas

Visit us at FBDonline.org
SESSION C  Advances in Teaching and Learning

Session Chair:  Gail Emily Fey, University of Arizona

Discussants:  Chynette Nealy, University of Houston - Downtown
             Michael Meeks, Louisiana State University Shreveport
             Carol Vobach, University of Houston - Downtown
             Gail Emily Fey, University of Arizona

Experiences in Teaching Business Writing Online
Gail Emily Fey, University of Arizona, USA
Cheryl Brodersen, University of Arizona, USA

Theory to Practice - Examining the Value of Cultural Competency Training in an Undergraduate Business Class
Chynette Nealy, University of Houston - Downtown, USA

A Statistical Analysis of Student Performance in Business Statistics I
Ron Barnes, University of Houston - Downtown, USA
Linda Becerra, University of Houston - Downtown, USA
Gary Greer, University of Houston - Downtown, USA
Carol Vobach, University of Houston - Downtown, USA

Generational Differences in USA and New Zealand Business Students: An Empirical Test of Deep versus Surface Learning Preferences
Michael Meeks, Louisiana State University Shreveport, USA

3:00 p.m. – 3:30 p.m.  Lone Star Ballroom

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.

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  African Business Issues

Session Chair: Michael Taku, Dillard University

Discussants: Michael Taku, Dillard University
E.M. Ekanayake, Bethune-Cookman University
Millicent Addo, Texas Southern University
Theresa Onaji-Benson, Federal University Lafia

The African Growth and Opportunity Act (AGOA): Progress, Challenges, and Implications for Future Success
Millicent Addo, Texas Southern University, USA

Global Aspirations and Strategies of Emerging Multi Africanas: The Case of Ecobank
Theresa Onaji-Benson, Federal University Lafia, Nigeria
Franklin Ngwu, Glasgow Caledonian University, United Kingdom
Ifedao Adeleye, Pan-African University, Nigeria

Do Remittances Promote Economic Growth and Reduce Poverty? Evidence from African Countries
E.M. Ekanayake, Bethune-Cookman University, USA

Access to Financing and Small Business Enterprise Performance: Strategy and Policy Implications for Ghana and Cameroon
Michael Taku, Dillard University, USA
Mohammed Ershad Hussain, Dillard University, USA

Make plans to join us in Houston for our 2015 conference.

♦♦♦

42nd Annual Conference
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To be determined

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<tr>
<th>SESSION B</th>
<th>Issues Strategies and Management</th>
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<tbody>
<tr>
<td>Session Chair:</td>
<td>Faiza Khoja, University of Houston - Downtown</td>
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<td>Discussants:</td>
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<td>Rebecca Mao, George Mason University</td>
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<td>Kirsten Foss, Norwegian School of Economics and Business</td>
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<td>Faiza Khoja, University of Houston - Downtown</td>
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**Small Businesses and Triple Bottom Line: Can it be Worked Out?**  
Faiza Khoja, University of Houston – Downtown, USA

**Creativity from the Neuroscience Perspective**  
Veena Prabhu, California State University - Los Angeles, USA  
Xerxes Arsiwalla, Universitat Pompeu Fabra, Spain

**Knowledge Brokering Strategies in the Pharmaceutical Industry: Business Strategies for Innovation**  
Rebecca Mao, George Mason University, USA  
Sonia Ketkar, George Mason University, USA

**Can Knowledge Transfers in Global, Multi Domestic and Transnational MNEs**  
Kirsten Foss, Norwegian School of Economics and Business, Norway  
Waymond Rodgers, University of Texas - El Paso, USA

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<thead>
<tr>
<th>SESSION C</th>
<th>Issues in Financial Economics</th>
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<tr>
<td>Session Chair:</td>
<td>Priti Verma, Texas A&amp;M University-Kingsville</td>
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<tr>
<td>Discussants:</td>
<td>Edward Hoang, University of Colorado - Colorado Springs</td>
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<td></td>
<td>Geungu Yu, Jackson State University</td>
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<tr>
<td></td>
<td>Priti Verma, Texas A&amp;M University-Kingsville</td>
</tr>
<tr>
<td></td>
<td>Matiur Rahman, McNeese State University</td>
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</tbody>
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**Interest Rates and REITS Sensitivity**  
Priti Verma, Texas A&M University-Kingsville, USA

**Cultural Distance and Stock Market Performance: Some Cross-Sectional Perspective**  
Matiur Rahman, McNeese State University, USA

**Performance Consistency of DOW Stocks: 2009 to 2013**  
Geungu Yu, Jackson State University, USA

**The Determinants of Payout Policy for Public Firms**  
Edward Hoang, University of Colorado - Colorado Springs, USA  
Indrit Hoxha, Pennsylvania State University Harrisburg, USA
SESSION D  Miscellaneous Issues in Management Education

Session Chair:  Chynette Nealy, University of Houston – Downtown

Discussants:  Chynette Nealy, University of Houston – Downtown
John E. Spillan, University of North Carolina – Pembroke
Sujin Horwitz, University of St. Thomas, USA

Are Students Driven by Negative or Positive Perception about Sales Profession in France?
Eliane Karaklian, Sorbonne, France
Victor Bahhouth, University of North Carolina - Pembroke, USA
John Spillan, University of North Carolina – Pembroke, USA

Digital Collaboration
Chynette Nealy, University of Houston – Downtown, USA

Effects of Functional Diversity on Team – Based Projects: A Review of the Literature
Sujin Horwitz, University of St. Thomas, USA

5:30 p.m. – 7:00 p.m.  Lone Star Ballroom

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. Stop by to relax and wind down from the day’s conference activities before heading out to other association events, dinner, or the surrounding artistic activities.

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

◆

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

**Issues in International Business**

**Session Chair:** Syed Harun, Texas A&M University – San Antonio

**Discussants:**
- Veena Prabhu, California State University – Los Angeles
- Dina Abdelzaher, University of Houston – Clear Lake
- Syed Harun, Texas A&M University – San Antonio
- Arif Sultan, Saginaw Valley State University

*Exploring the Effect of Spirituality in Buffering the Impact of Market Turbulence in North African Muslim Majority Markets*

Dina Abdelzaher, University of Houston – Clear Lake, USA

Angie Abdelzaher, American University of Cairo, Egypt

*International Study of Ethical Decision Making: Evidence from China, Philippines, Russia and USA*

Veena Prabhu, California State University – Los Angeles, USA

Stephen McGuire, California State University – Los Angeles, USA

Kern Kwong, California State University – Los Angeles, USA

Robert Tang, De La Salle College of Saint Benilde, Philippines

Minghao Shen, Guangdong University of Foreign Studies, China

Alexander Didenko, IFF Financial University, Russia

*The Country of Destination Effect: Bangladesh, Brazil, Romania, and the USA*

Daniel Glaser, Texas A&M University – San Antonio, USA

Anghel Laurentiu, Academia de Studii Economice, Romania

Syed Harun, Texas A&M University – San Antonio, USA

*Lean Supplier Practices and the Indian Supplier Responsiveness Impact*

Katrina Savitskie, Savannah State University, USA

Sandipan Sen, Southeast Missouri State University, USA

Sampathkumar Ranganathan, University of Wisconsin-Green Bay, USA

Make plans to join us in Houston for our 2015 conference.

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**42nd Annual Conference**

March 11 - 14, 2015

Hyatt Regency Hotel

Houston, Texas

**43rd Annual Conference**

To be determined

**44th Annual Conference**

March 8 - 11, 2017

Statehouse Convention Center/Marriott

Little Rock, Arkansas
SESSION B  International Marketing and Management

Session Chair: Alicia Cavazos-Garza, Texas A&M University – Kingsville

Discussants: Craig Macaulay, University of Texas at Dallas
Michael Taku, Dillard University
Muhammad Mustafa Raziq, Massey University
Alicia Cavazos-Garza, Texas A&M University – Kingsville

Knowledge and Capability Networks for International Sales Effectiveness
Michael Taku, Dillard University, USA

Multinational Enterprise Subsidiary Roles in New Zealand: a Developmental Perspective
Muhammad Mustafa Raziq, Massey University, New Zealand
Martin Perry, Massey University, New Zealand
Martina Battisti, Massey University, New Zealand

Should Corporations Adapt their HR Policies to Accommodate for Family Roles in Mexico?
Alicia Cavazos-Garza, Texas A&M University- Kingsville, USA

How a Firm’s Pollution Choice Affects Other CSR Activities
Craig Macaulay, University of Texas at Dallas, USA
Orlando Richard, University of Texas at Dallas, USA
Mike Peng, University of Texas at Dallas, USA
Maria Hasenhuttl, University of Texas at Dallas, USA
Charlie Hazzard, University of Texas at Dallas, USA

SESSION C  Student Paper Session on Global Competitiveness

Session Chair: Matiur Rahman, McNeese State University

Discussants: Matiur Rahman, McNeese State University
Chu V. Nguyen, University of Houston – Downtown
Stephen Bell, Park University

Does Workplace Diversity Contribute to US Global Competitive Gains?
Usha Gautam, McNeese State University, USA

US Global Competitiveness and Trade Balance: Correlation and Causality
Hoang Tran, McNeese State University, USA

How Does Technological Progress Enhance US Global Competitiveness?
Chao Chen, McNeese State University, USA
SESSION D  
**Issues in Financial Economics**

**Session Chair:**  
Akash Dania, Alcorn State University

**Discussants:**  
Chu Nguyen, University of Houston – Downtown  
Bora Ozkan, Tulane University  
Akash Dania, Alcorn State University, USA  
Carl McGowan, Norfolk State University

*Returns Predictability in Emerging Real Estate Market*  
M. Kabir Hassan, University of New Orleans, USA  
Bora Ozkan, Tulane University, USA  
Ali Hepsen, Istanbul University, Turkey

*The Behavior of the New Zealand Mortgage Loan Rates in Post 1997 Asian Financial Crisis*  
Chu Nguyen, University of Houston – Downtown, USA  
Lucille Pointer, University of Houston - Downtown, USA

*The Impact of Foreign Exchange Rate Changes on the Valuation of Multinational Subsidiaries*  
Carl McGowan, Norfolk State University, USA  
Demir Yener, Johns Hopkins University, USA

*Portfolio Diversification Benefits from Investing in Pharmaceutical Sector*  
Akash Dania, Alcorn State University, USA

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

---

SESSION A  
**AIB-SW Special Session on Digital Learning (Sponsored by Cengage)**  
Topic: Experience in Implementing Innovative Digital Learning Solutions from Different Perspectives

**Moderator:**  
Ohaness Paskelian, University of Houston – Downtown

**Panelists:**  
Sherita Love, Senior Instructional Designer, Texas A&M University – San Antonio  
Anne Fry, Director of Business Development, Cengage Learning  
Syed M. Harun, Department Chair, Texas A&M University – San Antonio
ACADEMY OF INTERNATIONAL BUSINESS
U.S. SOUTHWEST CHAPTER

March 14, 2014
(Friday)

12:00 p.m. – 1:30 p.m. The Kitchen Table

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

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

1:30 p.m. – 3:00 p.m. State Room 3

SESSION A Issues in International Finance

Session Chair: Vijay Vishwakarma, St. Francis Xavier University

Discussants: Vijay Vishwakarma, St. Francis Xavier University
Ata Yesilyaprak, Alabama A&M University
Chu V. Nguyen, University of Houston - Downtown

The Behavior of Taiwanese Consumer Loan, Deposit Rates and Consumer Loan Premium in Post 1997 Asian Financial Crisis
Chu V. Nguyen, University of Houston - Downtown, USA
Lucille Pointer, University of Houston - Downtown, USA
David Epstein, University of Houston - Downtown, USA

Time Varying Risk Premia of Taiwanese Equity Indices and Bonds
Vijay Vishwakarma, St. Francis Xavier University, Canada

Foreign Direct Investment in Georgia, Kyrgyz Republic and Mongolia
Ata Yesilyaprak, Alabama A&M University, USA
Tynchtyk Maldybaev, Developing World Markets, Kyrgyzstan

3:00 p.m. – 3:30 p.m. Lone Star Ballroom

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. Lone Star Ballroom A1

AIB SOUTHWEST ANNUAL BUSINESS MEETING

Presiding: Chu V. Nguyen, University of Houston - Downtown
President of AIB-SW

All members are invited
SESSION A  Financial Economics

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

Discussants:  Peter Ren, University of Houston – Downtown  
Ali Ashraf, Frostburg State University  
William J. Hippler III, University of New Orleans  
Akash Dania, Alcorn State University

The Pronounced Impact of Macroeconomic Stress on the Financial Sector: Implications for Economic Stability
M. Kabir Hassan, University of New Orleans, USA  
William J. Hippler III, University of New Orleans, USA

An Analysis of Market Efficiency for Exchange-Traded Foreign Exchange Options on an Intraday Basis
Peter Ren, University of Houston – Downtown, USA

Impact of U.S. Stock Market Implied Volatility on Emerging Markets Equity Market Volatility and Returns
Akash Dania, Alcorn State University, USA  
D.K. Malhorta, Philadelphia University, USA

Gain or Loss: An Analysis of Bank Efficiency of the FDIC Failed-Bank Acquisitions
M. Kabir Hassan, University of New Orleans, USA  
Ali Ashraf, Frostburg State University, USA

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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 B  Miscellaneous Issues

Session Chair:  Anisul Islam, University of Houston – Downtown, USA
Discussants:  Michael Meeks, Louisiana State University Shreveport, USA
Chu V. Nguyen, University of Houston – Downtown, USA
Zafar U. Ahmed, Lebanese American University, Lebanon
Prakash Deo, University of Houston – Downtown, USA
Kalpana Pai, Texas Wesleyan University

The Big Four’s Global Affiliate Networks: Examples of “Parental Abandonment” When the Going Gets Rough
Kalpana Pai, Texas Wesleyan University, USA
Thomas D. Tolleson, Texas Wesleyan University, USA

The Family Dinner Ritual: A Comparison of American and New Zealand Family Businesses
Michael Meeks, Louisiana State University Shreveport, USA

Factors Influencing the US Aggregate Personal Consumption: An Econometric Analysis
Chu V. Nguyen, University of Houston – Downtown, USA

Perceived Consumer Power and Consumer Complaint Behavior: The Direct and Indirect Influences of Consumer Awareness of their Rights
Shahid N. Bhuian, Qatar University, Qatar
Zafar U. Ahmed, Lebanese American University, Lebanon

Financial Performance Metrics
Prakash Deo, University of Houston – Downtown, USA
SESSION C  Issues in Higher Education

Session Chair:  Ohaness Paskelian, University of Houston – Downtown

Discussants:  Arif Sultan, Saginaw Valley State University
Ebtasam Al-Babtain, Telfer School of Management
Roger Russell, University of Mary Hardin – Baylor, USA
Alex Sharland, University of South Alabama

Study Abroad and Student Reflection: Strengthening Transformational Learning
Roger Russell, University of Mary Hardin – Baylor, USA
Michelle Reina, University of Mary Hardin – Baylor, USA

The Transition from Education to Employment: An Alternate Perspective
Alex Sharland, University of South Alabama, USA

Competition and the Performance of Public Schools
Arif Sultan, Saginaw Valley State University, USA

Gender Differences in Saudi Business Students’ Values and Needs
Sadrudin Ahmed, Telfer School of Management, Canada
Ebtasam Al-Babtain, Telfer School of Management, Canada
2013 - 2014 OFFICERS

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Coordinating Committee Member At Large (2015): Robert Tepper, University of New Mexico

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Diversity: Margaret M. Tanner, University of Arkansas – Fort Smith

Financial Accounting and Reporting: Derek K. Oler, Texas Tech University
Forensic & Investigative Accounting: Matt Pikard, University of New Mexico
Gender Issues & Work/Life Balance: D. Larry Crumbley, Louisiana State University
Government and Nonprofit: Rabih Zeidan, Texas A&M – Corpus Christi
Information Systems: Ronny Daigle, Sam Houston State University
International Accounting: Kean Wu, University of Houston – Clear Lake
Management Accounting: Marty Steubs, Baylor University
Public Interest: Mary Fischer, University of Texas at Tyler
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2014 ANNUAL MEETING

PAST PRESIDENTS

2012-2013  Carolyn Conn, St. Edward's University
2011-2012  Robert Walsh, University of Dallas
2010-2011  Dennis Togo, University of New Mexico
2009-2010  Treba A. Marsh, Stephen F. Austin State University
2008-2009  Bambi Hora, University of Central Oklahoma
2007-2008  Roselyn Morris, Texas State University – San Marcos
2006-2007  Robert Webster, Ouachita Baptist University

2014 AWARDS

McGraw-Hill Irwin Distinguished Paper Award

Real and Accrual-Based Earnings Management in the Pre- and Post-IFRS Periods: Evidence from China

Li-Chin Ho, University of Texas – Arlington
Qunfeng Liao, University of Texas – Arlington
Martin Taylor, University of Texas – Arlington

(Presented in Session 5C)

Federation of Business Disciplines Outstanding Educator Award

Margaret M. Tanner, University of Arkansas – Fort Smith

Teaching, Learning and Curriculum Section Best Manuscript Award

Teaching to the Test: Implications for College Accounting Learning

Carolyn Conn, St. Edward’s University
Paul Vermette, Niagara University
Cindy Kline, Niagara Catholic Junior-Senior High School
Chris Aquino, Niagara University

(Presented in Session 6B)

Outstanding Doctoral Student Paper Award

Analysts’ Revenue Forecasts and Discretionary Revenues
Sunay Mutlu, University of Texas at Dallas

(Presented in Session 4D)
**March 13, 2014 (Thursday)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Organizer</th>
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<tbody>
<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td><strong>WORKSHOP 1A</strong> Using an Online Business Simulation to Teach Management Accounting</td>
<td>Stephen Brian Salter, University of Texas at El Paso</td>
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<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td><strong>SESSION 1B</strong> Diversity Issues in Accounting</td>
<td>Uchenna Akpom, University of West Alabama</td>
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<tr>
<td><strong>Impact of Audit Committee Gender Diversity on Bank Risk</strong></td>
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<td>Shengxiong Wu, Texas Wesleyan University</td>
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<td>Mary Jane Lenard, Meredith College</td>
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<td>Bing Yu, Meredith College</td>
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<td>E. Anne York, Meredith College</td>
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<tr>
<td><strong>Prestige and Placement in Accounting Academia: Putting Women and Minorities in Their Places...?</strong></td>
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<td>Amelia A. Baldwin, University of Arkansas – Fort Smith</td>
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<td>Rebecca Grasser, Lakeland Community College</td>
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<td>8:30 a.m. – 10:00 a.m.</td>
<td><strong>SESSION 1C</strong> Information Systems</td>
<td>Calee Jo Holcombe, Louisiana Tech University</td>
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<td><strong>Bring Your Own Device (BYOD)--Who Is Running Organizations?</strong></td>
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<td>James Scott Magruder, University of Southern Mississippi</td>
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<td>Stanley X. Lewis, Troy University</td>
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<td>Eddy J. Burks, Troy University</td>
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<td>Carl Smolinski, Louisiana State University – Shreveport</td>
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<td><strong>An Investigation of Software Piracy among African American Students using ETPB</strong></td>
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<td>Koffi Dodor, Jackson State University</td>
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<td><strong>Information Technology Integration in a Post-Merger Environment</strong></td>
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<td>Gloria Williams, Walden University</td>
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<td>Roger W. Mayer, SUNY College at Old Westbury</td>
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<td>Wen-Wen Chien, SUNY College at Old Westbury</td>
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<td>Cecil Williams, Walden University</td>
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*Special thanks to 2013-2014 SWAAA sponsor: Audimation Services, Inc.*
March 13, 2014 (Thursday)

8:30 a.m. –10:00 a.m.  (Accounting) 1.5 CH  Pearl 1

SESSION 1D  Financial Reporting

Moderator:  Derek K. Oler, Texas Tech University

Equity Compensation and Stock Repurchases:  The Impact of Stock Option Expensing
Salil K. Sarkar, University of Texas – Arlington
Bonnie R. Quillin, University of Texas – Arlington

The Role of CEO Inside Debt Holdings in Affecting Corporate Pension Funding and Future Investment
Seong Yeon Cho, Oakland University
Liang Fu, Oakland University
Yin Yu, Oakland University

Did Mergers & Acquisitions Replace R&D in the Past?
George L. Schmidt, University of Arkansas – Fort Smith

10:00 a.m. – 10:30 a.m.  Lone Star Ballroom

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.

10:30 a.m. – Noon  (Accounting) 1.5 CH  Pearl 5

SESSION 2A  International Accounting

Moderator:  Mohan Kuruvilla, Houston Baptist University

Reverse Mergers, A Method For Access to Private Investment in Public Equity for Research and Development Activities
Amy Foshee Holmes, University of Texas – Arlington

Will Firms’ Changes in Fair Value Affect the Audit Fees? Evidence from the Chinese Listed Firms
Jianwei Ma, Beijing Technology and Business University
Fujen Hsiao, University of Minnesota – Duluth
Chao Liang, Beijing Technology and Business University

Multinational Diversification and Performance: A Reevaluation of the Evidence
Philip Harris Siegel, McCurry and Co. CPAs
Khondkar E. Karim, University of Massachusetts – Lowell
Jeffrey P. Lessard, Rochester Institute of Technology

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March 13, 2014 (Thursday)

10:30 a.m. – 12:00 p.m.  (Accounting) 1.5 CH  Pearl 4

SESSION 2B  Teaching Approaches

Moderator:  D. Larry Crumbley, Lousiana State University

What Resources are Available to Help Accounting Professors Teach Writing?
Chuong Do, The University of Tulsa
Elizabeth Goad Oliver, Washington and Lee University
Karen S. Cravens, University of Tulsa

Jax Seafood Inc. An Instructional Case on Accounting for Inventory Transactions Among Related Parties
Harriet Lynn Stallworth, Appalachian State University

Unpaid Internships: Free Labor or Valuable Learning Experience?
Robert J. Tepper, University of New Mexico

10:30 a.m. – 12:00 p.m.  (Taxes) 1.5 CH  Pearl 2

SESSION 2C  Taxation

Moderator:  Govind Iyer, University of North Texas

Tax Treatment of Small Companies with Startup Cost that Failed to Start Up
Linval Frazer, SUNY Old Westbury

Tax Compliance in a Social Setting: The Influence of Social Norms on Taxpayer Compliance
Peggy Jimenez, University of North Texas

Evaluation of Interest Charge-Domestic International Sales Corporation (IC-DIS)
Chao M. Liu, Tarleton State University
Li Juan Sun, University of Texas – Pan American

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## AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
### 2014 ANNUAL MEETING

**March 13, 2014 (Thursday)**

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<th>Time</th>
<th>Session</th>
<th>Moderator</th>
<th>Location</th>
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<tbody>
<tr>
<td>10:30 a.m. - 12:00 p.m.</td>
<td><strong>Financial Accounting and Reporting</strong></td>
<td><strong>George L. Hunt</strong>, Stephen F. Austin State University</td>
<td><strong>Pearl 1</strong></td>
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</tbody>
</table>

**SESSION 2D**

**Successful Effort Versus Full Cost Accounting: Accounting Choice and a Size-Based Misconception?**
- **Cristina Bailey**, Texas Tech University
- **Steve Buchheit**, Texas Tech University
- **William L. Buslepp**, Texas Tech University
- **Gary Martin Fleischman**, University of Wyoming

**A Literature Review of Financial Transparency in Reporting for Gift Cards**
- **Julie Wright**, University of Arkansas – Fort Smith

**Off Balance Sheet Assets**
- **Mary Fischer**, University of Texas – Tyler
- **Treba A. Marsh**, Stephen F. Austin State University

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<tr>
<th>12:00 p.m. – 1:30 pm</th>
<th><strong>LUNCH and KEYNOTE SPEAKER</strong></th>
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<tr>
<td></td>
<td><strong>Karen Pincus, President</strong></td>
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<td>American Accounting Association</td>
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Karen Pincus is the Doyle Z. and Maynette Derr Williams Professor of Accounting at the University of Arkansas. Her research, which appears in U.S. and international journals, focuses on audit judgment, fraud detection, and accounting education; she has been a member of the editorial boards of *Auditing: A Journal of Practice and Theory*, *Behavioral Research in Accounting*, and *Issues in Accounting Education*. Professor Pincus received the AAA’s Innovation in Accounting Education award for developing an innovative introductory accounting course, the AICPA’s Distinguished Achievement in Accounting Education and Special Recognition awards, and the AWSCPA’s Educator of the Year award.

Make plans to join us in Houston for our 2015 conference.

### 42nd Annual Conference
- **March 11 - 14, 2015**
- Hyatt Regency Hotel
- Houston, Texas

### 43rd Annual Conference
- To be determined

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

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PANEL 3A  Technology: Does it Help Students Learn Accounting?

Moderator: Chris Aquino, Niagara University

Panelists: Chris Aquino, Niagara University
Carolyn Conn, St. Edward's University
Cindy Kline, Niagara Catholic Junior-Senior High School
Paul Vermette, Niagara University

Technology pervades almost every aspect of college classrooms. Textbook publishers provide web-based products and auto-graded homework. Accounting majors may also be required to develop entry-level skills with some commercial software packages. Yet, we should stop and ask ourselves -- does so much technology result in students really learning and developing a strong understanding of accounting? We will discuss how technology can help -- but, also may hinder -- students trying to learn accounting.

SESSION 3B  Performance and Planning

Moderator: Shanshan Pan, Louisiana State University

Judgment Performance in Business Planning
David T. Dearman, University of Arkansas – Little Rock

Using Benefits to Support Organizational Strategies: Are Pension Plans and Safer Driving Related in the U.S. Trucking Industry?
Christian Sobngwi Kuiate, University of Houston
Thomas R. Noland, University of Houston
Arthur J. Francia, University of Houston
Steve Werner, University of Houston

The Association Between Long-Term Performance Plan Use and Corporate Performance
Derek K. Oler, Texas Tech University
James Francis Waegelein, Emporia State University

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March 13, 2014 (Thursday)

1:30 p.m. – 3:00 p.m.  (Accounting) 1.5 CH  Pearl 2

SESSION 3C  Audit Quality and Conservatism

Moderator:  Hock Chong, Prairie View A&M University

How do Audit Internships Influence the Commitment and Turnover Intentions of Public Accounting New-Hires?
Matthew T. Hart, Texas Tech University
Joleen Kremin, Texas Tech University
William R. Pasewark, Texas Tech University

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

SESSION 3D  Financial Analysts and Forecasts

Moderator:  Yu Zhang, University of Texas – Arlington

Crowdsourcing Forecasts: Competition for Sell-side Analysts?
Rick Johnston, Purdue University
Tony Kang, Oklahoma State University
Michael Christopher Wolfe, Oklahoma State University

Investors' Reactions to Management Forecasts and Analysts' Information Environment
Youngdeok Lim, University of New South Wales
Hyungil Oh, Columbia University

The Effect of Income-Increasing Earnings Management on Analysts' Stock Recommendations in Overvalued Firms
Jomo Sankara, Illinois State University
Terrance R. Skantz, University of Texas – Arlington

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FBD Coffee Break

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

SESSION 4A
Poster Session

Effects of Auditors’ Networking on Their Performance and Ethical Behaviors

Gin Chong, Prairie View A&M University

Financial Statement Racing

Nikki Shoemaker, Stephen F. Austin State University
Marie Kelly, Stephen F. Austin State University

Bridging the Gap Between Theory and Practice: How to Make the AIS Course Relevant?

Edward R. Walker, University of Central Oklahoma
Katherine P. Terrell, University of Central Oklahoma
Robert Terrell, University of Central Oklahoma

Ethical Principles v. Professional Rules: Will Someone Make Up Their Mind?

Dale Spradling, Stephen F. Austin State University

Engaged Learning in the Intermediate Accounting Class

Kalpana Pai, Texas Wesleyan University

SESSION 4B
Teaching and Technology

Moderator: David Dearman, University of Arkansas – Little Rock

An Experiment with Old and New: Online Practice versus Practice by Hand in Learning GAAP for Pension Accounting

Pamela S. Baker, Texas Woman's University

Why Do Some Students Prefer Online to F2F Classes?

Yong-Gyo Lee, University of Houston – Victoria
Donna Stringer, University of Houston – Victoria

Use of Publishers’ Test Bank is Corrupting Our Higher Education System: Lazy or Complicit Professors or Unethical Students?

D. Larry Crumbley, Louisiana State University
AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2014 ANNUAL MEETING

March 13, 2014 (Thursday)

3:30 p.m. – 5:00 p.m. (Accounting) 1.5 CH Pearl 2

SESSION 4C Public and Governmental Issues

Moderator: Mary Fischer, University of Texas – Tyler

When Failure is an Option: Municipal Bankruptcies
Joshua McElroy, University of Texas – Tyler

Texas Water Ownership
Douglas Brown, University of Texas – Tyler

Government Form Matters – A Study of Louisiana Parishes
Roderick Posey, Alabama A&M University

3:30 p.m. – 5:00 p.m. (Accounting) 1.5 CH Pearl 1

SESSION 4D Forecasts and Earnings

Moderator: Janie R. Gregg, University of West Alabama

Real Earnings Management, Habitually Meeting/Closely Beating Analyst Forecasts, and Firms’ Long-term Economic Performance
Fanghong Jiao, University of Texas – Arlington

Analysts’ Revenue Forecasts and Discretionary Revenues
Sunay Mutlu, University of Texas at Dallas

Income Classification Shifting and Financial Analysts’ Earnings Forecasts
Shanshan Pan, Louisiana State University

5:30 p.m. – 7:00 p.m. Lone Star Ballroom

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 or dinner.

ENJOY YOUR EVENING IN DALLAS!

Visit us at FBDonline.org
### March 14, 2014 (Friday)

8:30 a.m. – 10:00 a.m.  
(Accounting) 1.5 CH  
Pearl 5

#### SESSION 5A  
Critical Thinking and Accounting

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

**Prevalence of Explicit Critical-Thinking Models Used in Top-Ranked Accounting Undergraduate Programs?**  
Laura R. Barthel, Eastern Kentucky University

**Training Tomorrow’s Critical Thinkers: Adapting the Casebook Method to Tax Courses**  
John Gamino, Texas State University

**The Current State of CPA Education: Experience and the 150-Hour Education Requirement Trade-Off**  
Dennis S. Ortiz, University of Texas – Pan American  
John O’Shaughnessy, San Francisco State University  
Philip Harris Siegel, McCurry and Co. CPAs

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8:30 a.m. – 10:00 a.m.  
(Accounting) 1.5 CH  
Pearl 4

#### PANEL 5B  
Bells and Whistles: Best Practices in Teaching Accounting Principles

**Moderator:**  
Thomas Carment, Rogers State University

**Panelists:**  
Joseph Krupka, Texas A&M University – Commerce  
Bruce W. Runyan, Western Carolina University

This panel will discuss best practices discussion for teaching principles of accounting, online versus traditional delivery, learning assessments, effectively utilizing publishers online study materials and tools, the importance of “real-world” implementations and teaching difficult concepts effectively.

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Visit us at FBDonline.org
SESSION 5C

Moderator: Art Gilbert, Northeastern State University

1. Real and Accrual-Based Earnings Management in the Pre- and Post-IFRS Periods: Evidence from China
   Li-Chin Jennifer Ho, University of Texas – Arlington
   Qunfeng Liao, University of Texas – Arlington
   Martin E. Taylor, University of Texas – Arlington

2. Religiosity and Earnings Management: International Evidence from the Banking Industry
   Kiridaran Kanagaretnam, McMaster University
   Gerald Lobo, University of Houston
   Chong Wang, University of Kentucky

3. Factors Affecting a Firm’s Decision to File IFRS Financial Statements in the United States: Evidence from Foreign Private Issuers
   Jennifer Lynn Yardley, University of Texas at Arlington

SESSION 5D

Moderator: Mutlu Sunay, University of Texas at Dallas

1. Aggregate Market Attention and Earnings Announcements
   Abdullah Kumas, University of Richmond

2. Down but Not Out: Investigating Returns for Negative Retained Earnings Firms
   Kevin Kim, Texas Tech University
   Derek K. Oler, Texas Tech University
   Mitchell J. Oler, Virginia Polytechnic Institute & State University

FBD Coffee Break
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March 14, 2014 (Friday)

10:30 a.m. – 12:00 p.m.  (Accounting) 1.5 CH  Pearl 5

**SESSION 6A**  Internal Control Issues

**Moderator:** Peggy Jiminez, University of North Texas

*Internal Control versus Deviation in Organizations*
Linval Frazer, SUNY -- Old Westbury

*The Effect of the Information Technology Environment on Tax-Related Material Weaknesses and Tax Planning*
Jaclyn Prentice, University of Arkansas – Fayetteville
Sabrina Chi, University of Arkansas – Fayetteville

*The Benefits of Auditors’ Attestation on Internal Control: Evidence from Annual Report Misstatements*
Yuping Zhao, University of Houston

10:30 a.m. – 12:00 p.m.  (Accounting) 1.5 CH  Pearl 4

**SESSION 6B**  Teaching, Learning & Curriculum

**Moderator:** Kalpana Pai, Texas Wesleyan University

*The Learning Styles of College Business Students*
Nikki Shoemaker, Stephen F. Austin State University
Marie Kelly, Stephen F. Austin State University

*Lessons Learned from Integrating iPads into the Accounting Classroom*
Amelia A. Baldwin, University of Arkansas – Fort Smith
Margaret M. Tanner, University of Arkansas – Fort Smith
George Schmidt, University of Arkansas – Fort Smith

*Teaching to the Test: Implications for College Accounting*
Carolyn Conn, St. Edward’s University
Paul Vermette, Niagara University
Cindy Kline, Niagara Catholic Junior-Senior High School
Chris Aquino, Niagara University

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### SESSION 6C  
**Management Accounting**

**Moderator:** Yong-Gyo Lee, University of Houston - Victoria

*An Investigation of the Motivation of Management Accountants to Report Fraudulent Accounting Activity: Applying the Theory of Planned Behavior*

-Jerry B. Hays, Nova Southeastern University
-Randall Wesley Rentfro, University of Tampa
-Donald Lamar Ariail, Southern Polytechnic State University
-Paul Dion, Susquehanna University

*Beyond Coordination and Systems: Management Controls at an Amusement Park*

-Kalinga Jagoda, Mount Royal University
-Kelsey Williamson, Mount Royal University
-Rafik Kurji, Mount Royal University

*Modeling Sequential R&D Investments: A Binomial Compound Option Approach for Management Accounting*

-Daniel Reimsbach, University of Düsseldorf
-Bastian Hauschild, University of Düsseldorf

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10:30 a.m. – 12:00 p.m.  
(Accounting) 1.50 CH  
Pearl 1

### SESSION 6D  
**Industries and Regulation**

**Moderator:** Clara Richardson, McMurry University

*Intra-Industry Connectedness and the Corporate Information Environment*

-Che-Wei Chiu, University of Texas – Dallas

*Regulatory Influence on Bad Debt Estimation*

-Matthew Alan Cobabe, University of Oklahoma
-Frances L. Ayres, University of Oklahoma

*Healthcare Legislation and the Behavior of Pharmaceutical Companies: The Role of Political Cost and Stock Market Pressure*

-Maggie Hao, Lamar University
-Emeka T. Nwaeze, University of Texas-San Antonio

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Special thanks to 2013-2014 SWAAA sponsor: Audimation Services, Inc.
AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2014 ANNUAL MEETING

March 14, 2014 (Friday)

12:00 p.m. – 1:30 pm Lone Star Ballroom A1

LUNCH and BUSINESS MEETING
Thomas Carment, President

1:30 p.m. – 3:00 p.m. (Accounting) 1.5 CH Pearl 5

SESSION 7A Accounting Education

Moderator: Dale Spradling, Stephen F. Austin State University

Academic Integrity Policies: Has Your Institution Implemented an Effective Policy?
Julia Bristor, Texas A&M – Commerce
Megan Burke, Texas A&M – Commerce

Moral Disengagement in Accounting Majors: An Exploratory Study
Suzanne N. Cory, St. Mary's University

Incorporate XBRL and Footnote Disclosure in Financial Accounting Courses
Nancy Manzhen Fan, California State Polytechnic University – Pomona

1:30 p.m. – 3:00 p.m. (Accounting) 1.5 CH Pearl 4

PANEL 7B Editors’ Panel

Moderator: Margaret M. Tanner, University of Arkansas – Fort Smith

Panelists: Amelia A. Baldwin, Advances in Business Research
Dorsey Baskin, Current Issues in Accounting
D. Larry Crumbley, Journal of Forensic and Investigative Accounting
Mary B. Curtis, Behavioral Research in Accounting
Mary Fischer, Federation of Business Disciplines Journal

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

**SESSION 7C**  
**Ethics, Auditing, and the Law**

**Moderator:** *Bambi Hora*, University of Central Oklahoma

*Ethical Decision-Making within the Accounting Profession*  
*Caroline C. Hayek*, Texas A&M University – Commerce

*The In Pari Delicto Defense For Auditors in Professional Negligence Cases: The Imputation of Managers’ Unlawful Acts To A Client Corporation*  
*Stephen Blythe*, Abu Dhabi University

*The Impact of Auditor Reputation on Juror's Assessment of Auditor Liability in a Limited Liability Regime: Financially Important Nonpublic Clients*  
*Reginald Wilson*, Southern University at Baton Rouge

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

**SESSION 7D**  
**Executive Compensation**

**Moderator:** *Nikki Shoemaker*, Stephen F. Austin State University

*The Association Between Shielding, Equity Compensation, Corporate Governance And R&D Investment*  
*Paul Arthur San Miguel*, Western Michigan University

*Investor Sentiment and Stock Option Vesting Terms*  
*Shawn X. Huang*, Arizona State University  
*Sami Keskek*, University of Arkansas – Fayetteville  
*Juan Manuel Sanchez*, Texas Tech University

*Executive Compensation and Tax Havens*  
*Chialing Hsieh*, University of Texas – Tyler  
*Veronda F Willis*, University of Texas – Tyler

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3:00 p.m. – 3:30 p.m.  

**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 8A  Novel Teaching Approaches

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

*Don’t Spoonfeed Your Students: Try an Ethically Novel Approach*

D. Larry Crumbley, Louisiana State University  
Christopher Gil Jones, California State University – Northridge  
Stacy Ann Mastrolia, Bucknell University

*Education by the Scenario Principle: Positive Impact on the AIS Course and Usability in Other Courses*

D. Larry Crumbley, Louisiana State University

*Some Tales from the Far Side of Forensic Accounting*

D. Larry Crumbley, Louisiana State University

### SESSION 8B  Accounting for Sustainability

**Moderator:** Pamela S. Baker, Texas Woman’s University

*The Readability of Sustainability Reports*

Stephanie Farewell, University of Arkansas – Little Rock  
Ingrid E. Fisher, SUNY – Albany  
Cynthia M. Daily, University of Arkansas – Little Rock

*An Exploration of the Relationship between Sustainability Performance and Financial Performance -- A Meta-Analysis Study*

Wenxiang Lu, University of Texas – Arlington  
Martin E. Taylor, University of Texas – Arlington

*Reporting of Corporate Sustainability: An Examination of Global Reporting Initiative Database*

Anne M.A. Sergeant, Grand Valley State University

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AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2014 ANNUAL MEETING

March 14, 2014 (Friday)

3:30 p.m. – 5:00 p.m.  (Accounting)  1.5 CH  Pearl 2

SESSION 8C  Auditing

Moderator:  Lili Sun, University of North Texas

The Determinants of Auditing Fees: A Review of Recent Knowledge
Uchenna Akpom, University of West Alabama
Young Dimkpah, Virginia State University

The Effects of Accountability on Individual Brainstorming Performance
Shani Nicole Robinson, Sam Houston State University
Jan Taylor Morris, Sam Houston State University
Cassy Henderson, Sam Houston State University

Firm Type, Scope of Services, and Financial Reporting
Reginald Wilson, Southern University at Baton Rouge

3:30 p.m. – 5:00 p.m.  (Accounting)  1.5 CH  Pearl 1

SESSION 8D  Financial Accounting and Reporting

Moderator:  Laura R. Barthel, Eastern Kentucky University

What is the Impact of Say on Pay on Executive Compensation? A Meta-Analysis of the Empirical Evidence
Stephani Mason, Rutgers University
Dan Palmon, Rutgers University
Ephraim Sudit, Rutgers University

Testing versus Building Accounting Theory with Experimental Research – Insights from Management Research
Daniel Reimsbach, University of Düsseldorf
Bastian Hauschild, University of Düsseldorf

A Primary Market Examination of Securitization Characteristics and Risk
Arthur L. Wharton, Towson University

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CONGRATULATIONS!

Recipient of the 2014 McGraw-Hill Distinguished Paper Award

Using Business Cases to Foster Critical Thinking
Kathryn S. O’Neill, Sam Houston State University
Gary L. May, Clayton State University

Recipient of the 2014 Federation of Business Disciplines Outstanding Educator Award
Margaret S. Kilcoyne, Northwestern State University
March 13, 2014  
(Thursday)

8:00 a.m. – 8:30 a.m.  
San Antonio Ballroom B

**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.  
San Antonio Ballroom B

**SESSION A**  
Welcome by ABC – SWUS President Randall L. Waller

**Innovations in Business Communications Pedagogy**

Session Chair: **Lucia Sigmar**, Sam Houston State University

**Winner of the 2014 McGraw-Hill Distinguished Paper Award**

*Using Business Cases to Foster Critical Thinking*

**Kathryn S. O’Neill**, Sam Houston State University  
**Gary L. May**, Clayton State University

*A Course-Based Experiential Strategy for Reducing Anxiety, Increasing Confidence, and Building Lasting Oral Presentation Skills*

**Robert N. Yale**, University of Dallas

*Using the Business Communication Course to Evaluate Written and Oral Communication in Formative Assessment*

**Beverly A. Block**, Missouri Southern State University  
**Michelle L. Dawson**, Missouri Southern State University

10:00 a.m. – 10:30 a.m.  
Lone Star Ballroom

**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.*
SESSON A  Preparing Students for the Workplace

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

Perception of Employers on the Competencies that Students and Graduates of the College of Business Administration Demonstrate in Business Environments
Aida Andino Pratts, University of Puerto Rico, Rio Piedras Campus
Zoraida Fajardo Heyliger, University of Puerto Rico, Rio Piedras Campus
Leticia M. Fernandez, University of Puerto Rico, Rio Piedras Campus

Adapting Employment Materials to Validate Alternative Educational Experience
Kenneth R. Price, University of Wisconsin-River Falls

What Does It Take to Get Hired in a Small Town? A Comparison of Soft Skills
Carol Wright, Stephen F. Austin State University

SESSON A  Exploring the Language of Business Communication

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

Can Sentence Work Based on Transformational Grammar Help Students Write Better? Results of a Pilot Study
Kathy Rentz, University of Cincinnati

Codeswitching in the Business Communication Classroom: A Case Study
Rebecca Setliff, Savannah State University

The Logical Ordering of Language for Pre-Law Majors
Phillip Mink, University of Delaware

The State of Business Communication Courses in the United States
Farrokh Moshiri, University of California at Riverside
Peter W. Cardon, University of Southern California

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ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES

March 13, 2014
(Thursday)

3:00 p.m. – 3:30 p.m. Lone Star Ballroom

FBD Coffee Break

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

3:30 p.m. – 5:00 p.m. San Antonio Ballroom B

SESSION A ABC – SWUS Business Meeting

Presiding: Randall L. Waller, ABC – SWUS President
Baylor University

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

5:30 p.m. – 7:00 p.m. Lone Star Ballroom

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 or dinner.

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ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES

March 14, 2014
(Friday)

7:30 a.m. – 8:30 a.m. Lone Star Ballroom A1

ABC – SWUS and ABIS Joint Breakfast

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

8:30 a.m. – 10:00 a.m. Joint Meeting with ABIS Lone Star Ballroom A1

SESSION A Communication Connections: ABC AND ABIS JOINT SESSION

Session Chair: Kelly Grant, Tulane University

Tools of Engagement: Improving Student Engagement through Exercises in Empathy
Cynthia Eve Ash, Oklahoma State University - Tulsa

Exploration of the Flipped Classroom for Business Communication Instruction
Ashley A. Hall, Stephen F. Austin State University
Debbie D. DuFrene, Stephen F. Austin State University

College Freshmen: Expectations of Technology in the University Setting
Betty Kleen, Nicholls State University
Lori Soule, Nicholls State University
Sherry Rodrigue, Nicholls State University

Online Integrity: Student Authentication in an Online Course
Susan E. Jennings, Stephen F. Austin State University
Gail Weatherly, Stephen F. Austin State University
S. Ann Wilson, Stephen F. Austin State University

10:00 a.m. – 10:30 a.m. Lone Star Ballroom

FBD Coffee Break

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March 14, 2014
(Friday)

10:30 a.m. – 12:00 p.m.  
San Antonio Ballroom B

SESSION A  Communication Without Borders

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

Business Communication in China: Still the Same as Before?
Yong-Kang Wei, University of Texas at Brownsville

An Analysis of Asian Business Student Learning Styles
William McPherson, Indiana University of Pennsylvania

The Future of International Business Consulting
Sydel Sokuvitz, Babson College

10:30 a.m. – 12:00 p.m.  
State Room 4

SESSION B  Innovations in Business Communication Pedagogy, II

Session Chair:  Kathy L. Hill, Sam Houston State University

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

Uniquely Qualified: Building Students’ Professional Brand for Job Placement and Career Management
Gail Johnson, The University of Texas at Tyler
Rochell McWhorter, The University of Texas at Tyler

Bridging the Profit Gap: A Business Communication Perspective Toward Working in Interdisciplinary and Transdisciplinary Teams
Bradley S. Wesner, Sam Houston State University

Legal Writing in Business Communication
Beth Sindaco, University of Scranton

12:00 p.m. – 1:30 p.m.  
The Kitchen Table

ABC – SWUS Executive Board Lunch – By Invitation
ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES

March 14, 2014
(Friday)

1:30 p.m. – 3:00 p.m.  San Antonio Ballroom B

SESSION A  The Future of Business Communication

Session Chair:  Bradley S. Wesner, Sam Houston State University

Panel Discussion: Launching a New Business Major: Business Communication and Corporate Education
Marsha L. Bayless, Stephen F. Austin State University
S. Ann Wilson, Stephen F. Austin State University
M. Gail Weatherly, Stephen F. Austin State University
Susan E. Jennings, Stephen F. Austin State University

Companies Facing the Challenge of Communicating the Goals of the Strategic Plan
Laura R. Barthel, Eastern Kentucky University

3:00 p.m. – 3:30 p.m.  Lone Star Ballroom

FBD Coffee Break

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

3:30 p.m. – 5:00 p.m.  San Antonio Ballroom B

SESSION A  Communication Skills Assessment and Development

Session Chair:  Laura Valenti, Nicholls State University

Student Self-Assessment vs. Actual Performance of Communication Skills
Marcel Robles, Eastern Kentucky University

Everyone’s Got an Opinion
John N. Davis, Hardin-Simmons University
Terry Minami, Hardin-Simmons University
Tim B. Chandler, Hardin-Simmons University

How to Execute Real-World Service Learning Projects In Business Communication Courses Without Them Taking Over the Entire Course
Lorelei Ortiz, St. Edward’s University
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ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 13, 2014
(Thursday)

CONGRATULATIONS!

Recipient of the 2014 McGraw-Hill Distinguished Paper Award

How Are High Schools Doing? Students’ Perceptions about Their Educational Use of Technology

Sarah Wright, Northwestern State University
Julie McDonald, Northwestern State University
Margaret S. Kilcoyne, Northwestern State University
Sue Champion, Northwestern State University

Recipient of the 2014 FBD Outstanding Educator Award

Kimberly Merritt, Oklahoma Christian University

8:00 a.m. – 10:00 a.m.  San Antonio Ballroom A

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: Kimberly Merritt, Oklahoma Christian University

Yearly Business Meeting: Old and New Business of ABIS


How Are High Schools Doing? Students’ Perceptions about Their Educational Use of Technology

Sarah Wright, Northwestern State University
Julie McDonald, Northwestern State University
Margaret S. Kilcoyne, Northwestern State University
Sue Champion, Northwestern State University

10:00 a.m. - 10:30 a.m.  Lone Star Ballroom

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  Online Teaching & Learning

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

- **Who Are These Online Students and Where Are They Coming From?**  
  Lori Soule, Nicholls State University

- **Role of the Video Support in Online Classes to Improve the Cognition Level of the Students of Higher Education: Case Study of Qatar.**  
  Habib Ullah Khan, Qatar University

- **Are Web Bugs Bugging Business Faculty and Students?**  
  Carla J. Barber, University of Central Arkansas  
  Beverly Oswalt, University of Central Arkansas  
  Lea Anne Smith, University of Central Arkansas

- **Linoit: An Emerging Digital Technology in the Teaching of Business Communication**  
  Skip Ward, Fort Hays State University

### Noon – 1:30 pm  
Lunch on your own

## SESSION A  Social Media & Cloud Computing

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

- **Respectful Business Communication: A Project on Skype**  
  Kemi Ogunyemi, Lagos Business School

- **The Role of Social Media in Business Communication: Why and How is Social Media Use by Employees being Positively and Successfully Managed?**  
  Marilyn Macik-Frey, Nicholls State University

- **Social Networking Site Attitudes and Behaviors: Examining the Role of Individualism-Collectivism Orientation and Emotional Intelligence**  
  Anushri Rawat, Nicholls State University  
  En Mao, Nicholls State University

- **Knowledge of Cloud Computing Among College of Business Faculty and Students**  
  Carla J. Barber, University of Central Arkansas  
  Beverly Oswalt, University of Central Arkansas  
  Lea Anne Smith, University of Central Arkansas
ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 13, 2014
(Thursday)

3:00 p.m. – 3:30 p.m.    Lone Star Ballroom

FBD Coffee Break

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

3:30 p.m. - 5:00 p.m.    San Antonio Ballroom A

SESSION A    Preparing Students for Success

Session Chair:   Kimberly Merritt, Oklahoma Christian University

Leader Role Impact on Distributed Team Satisfaction
Joy Robinson, Georgia Institute of Technology

Strategies for the Virtual Team: Improving Team Effectiveness
Marsha L. Bayless, Nelson Rusche College of Business
S. Ann Wilson, Nelson Rusche College of Business

A Simulated Government-Industry-University Job Shadowing Model for Building 21st Century Skills
Joselina D. Cheng, University of Central Oklahoma
Keia Atkinson, University of Central Oklahoma
Chris Graff, University of Central Oklahoma

A Bridge Program: A CSI Summer Academy for Promoting STEM Career Awareness & Interests
Joselina D. Cheng, University of Central Oklahoma
Keia Atkinson, University of Central Oklahoma
Chris Graff, University of Central Oklahoma

5:30 p.m. – 7:00 p.m.    Lone Star Ballroom

FBD Meet and Greet Social

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Visit us at FBDonline.org
ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 14, 2013
(Friday)

7:30 a.m. – 8:30 a.m. Lone Star Ballroom A1

ABIS and ABC - SWUS Joint Breakfast

All ABIS and ABC - SWUS members are invited to come and enjoy a great breakfast!

8:30 a.m. - 10:00 a.m. Joint Session Lone Star Ballroom A1

SESSION A Communication Connections: ABC AND ABIS JOINT SESSION

Session Chair: Kelly Grant, Tulane University

Tools of Engagement: Improving Student Engagement through Exercises in Empathy
Cynthia Eve Ash, Oklahoma State University - Tulsa

Exploration of the Flipped Classroom for Business Communication Instruction
Ashley A. Hall, Stephen F. Austin State University
Debbie D. DuFrene, Stephen F. Austin State University

College Freshmen: Expectations of Technology in the University Setting
Betty Kleen, Nicholls State University
Lori Soule, Nicholls State University
Sherry Rodrigue, Nicholls State University

Online Integrity: Student Authentication in an Online Course
Susan E. Jennings, Stephen F. Austin State University
Gail Weatherly, Stephen F. Austin State University
S. Ann Wilson, Stephen F. Austin State University

10:00 a.m. - 10:30 a.m. Lone Star Ballroom

FBD Coffee Break

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

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

March 15, 2013
(Friday)

10:30 a.m. – 12:00 p.m.  San Antonio Ballroom A

<table>
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<tr>
<th>SESSION A</th>
<th>Program Integration &amp; Assessment</th>
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<tr>
<td>Session Chair:</td>
<td>Daniel D. Friesen, University of North Texas at Dallas</td>
</tr>
</tbody>
</table>

Creating a New Program: Business Intelligence, Quality, and Logistics  
Daniel D. Friesen, University of North Texas

Develop a Mentoring Program to Retain Your Information Systems Majors  
Jim Larsgaard, Eastern Kentucky University

Analyzing a Decade of Assessment Data: Mining for Trends in Student Learning  
David Smith, Cameron University  
Kimberly L. Merritt, Oklahoma Christian University

Integration of Business Analytics Tools and Processes into the Business Core  
Robert B. Mitchell, University of Arkansas  
Richard W. Woolridge, University of Arkansas

1:30 p.m. – 3:00 p.m.  San Antonio Ballroom A

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<tr>
<th>SESSION A</th>
<th>Information Technology &amp; K16</th>
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<tr>
<td>Session Chair:</td>
<td>Michelle Hepner, University of Central Oklahoma</td>
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</tbody>
</table>

Using Systems Analysis Skills to Design Mobile Applications: The Problem of Food Waste at Capers Buffet  
Degan Kettles, University of Central Oklahoma

Disaster Planning and Recovery for Small and Medium Sized Businesses: A Guide to Success  
Jennifer Stone, University of Central Oklahoma  
Sajana Shrestha, University of Central Oklahoma  
Michelle Hepner, University of Central Oklahoma

How Are High Schools Doing? Students’ Perceptions about Their Educational Use of Technology  
Sarah Wright, Northwestern State University  
Julie McDonald, Northwestern State University  
Margaret S. Kilcoyne, Northwestern State University  
Sue Champion, Northwestern State University

Professors and Students: Perceptions of the Use of PowerPoint and Other Technologies in the Classroom  
Marcel Robles, Eastern Kentucky University
ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 15, 2013
(Friday)

3:00 p.m. - 3:30 p.m.  Lone Star Ballroom

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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3:30 p.m. - 5:00 p.m.  San Antonio Ballroom A

SESSION A  PANEL - WOMEN IN IT: ARE WE THERE YET?
Joint Session with ABIS

Session Chairs:  
Lynn R. Heinrichs, Elon University (SWDSI), Co-Moderator  
Betty Kleen, Nicholls State University (ABIS), Co-Moderator

Panelists:  
Joselina Cheng, University of Central Oklahoma  
Paul Cronan, University of Arkansas  
Jennifer Kreie, New Mexico State University  
Brian Reithel, The University of Mississippi

Recent media attention to the achievements of women such as Marissa Mayer and Sheryl Sandberg suggests that the IT glass ceiling is broken. Finding similar role models several decades ago would have been nearly impossible. But while there is much to be celebrated by the accomplishments of these high-profile women leaders, we should not assume that our work in attracting female students to the profession is complete.

The purpose of the panel discussion is to review the current status and future direction of women in “I” programs (information science, information systems, and information technology). Panelists will discuss the experiences of their own programs in attracting and retaining female students and faculty members. Is there still work to do? Are we there yet?
Association of Collegiate Marketing Educators Officers

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Proceedings Editor
Qiang Fei, Prairie View A&M University

Panel, Workshop and Special Session Coordinators

Gopala “GG” Ganesh, University of North Texas
P.J. Forrest, Alcorn State University
Patrick D. “Pat” Fountain, East Central University
Thomas W. Lanis, East Central University
Kishwar Joonas, Prairie View A&M University
Kimball P. Marshall, Alcorn State University
Sue Y. McGorry, DeSales University
Vivek S. Natarajan, Lamar University
Irfan Ahmed, Sam Houston State University
Kabir Sen, Lamar University

Congratulations!

Recipient of the 2014 McGraw-Hill Distinguished Paper Award
Drivers and Outcomes of Individual Customer Orientation: A Holistic Approach?
Türkan Dursun-Kilic
West Texas A&M University

Recipient of the 2014 Federation of Business Disciplines Outstanding Educator Award
Gordon G. Mosley
Troy University

AxcessCapon 2014 Innovative Marketing Teacher of the Year Award
Kimball P. Marshall
Alcorn State University
ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

Track Chairs

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

New Media, Advertising & Marketing Communications  Maxwell Hsu, University of Wisconsin Whitewater

Marketing Research  Sanjay S. Mehta, Sam Houston State University

B-to-B, Technology Commercialization & New Product Development  John Newbold, Sam Houston State University

Ethics, Legal and Public Policy  Sharon V. Thach, Tennessee State University

Student Papers  Thomas W. Lanis, East Central University

Logistics & Supply Chain Management  Prashant Srivastava, Drexel University, and Nacef Mouri, George Mason University

Marketing Strategy & Entrepreneurship  Silvia L. Martin, Lynchburg College

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

Marketing Education  Renée Gravois Lee, Sam Houston State University, and William F. Spear, Colby-Sawyer College

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

Personal Selling & Sales Management  Dennis Kopf, University of Wisconsin-Whitewater

Retailing & Services Marketing  Ramaprasad Unni, Tennessee State University

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

Pharmaceutical & Healthcare Marketing  Michael Howley, Drexel University
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

CONGRATULATIONS!

BEST OF TRACK PAPER AWARD WINNERS

Global and Cross Cultural Marketing
A Cross-Cultural Perspective on Consumer Perceptions of Service Failures Severity: A Pilot Study
Haithem Zourrig, University of Regina
Kamel El Hedhli, Abu Dhabi University
Jean-Charles Chebat, HEC Montreal

Ethics, Legal and Public Policy
Ethical Consumption Behavior and Materialism – A Study of Consumers in a Super-rich Market
Khurram Jahangir Sharif, Qatar University

Logistics and Supply Chain Management
Ethics in Supply Chain Management: Educators’ Perspective
Grant Aguirre, University of Central Oklahoma
Stefan Genchev, University of Central Oklahoma
Darrell Goudge, University of Central Oklahoma

Marketing Strategy and Entrepreneurship
Drivers and Outcomes of Individual Customer Orientation: A Holistic Approach
Türkan Dursun-Kilic, West Texas A&M University

Consumer Behavior and Customer Relationship Management
Decision-making Style, College Loan Debt, and Credit Card Misuse
Sarath A. Nonis, Arkansas State University
Xiankui Hu, Arkansas State University
Gail I. Hudson, Arkansas State University
Melodie Philhours, Arkansas State University

Personal Selling and Sales Management
An Application of Leadership and Management Concepts to Sales Management
Kristen Maceli, Pittsburg State University
Donald Baack, Pittsburg State University

Retail and Services Marketing
Shopping Well-Being: Is it Just a Matter of Pleasure or Doing the Task?
Kamel El Hedhli, Abu Dhabi University
Haithem Zourrig, University of Regina
Jean-Charles Chebat, HEC Montreal

Branding and Brand Management
Creation of Brand Equity and Its Effects on Consumer Intentions in the Purchase of Consumer Durable Goods in Turkey
Ravi K. Jillapalli, Texas State University-San Marcos
Regina Jillapalli, Texas State University-San Marcos

Student Track
Is Source Credibility a Central or a Peripheral Element?
Mari Matiuos Kasbar Ouhan, Abu Dhabi University
Kamel El Hedhli, Abu Dhabi University

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ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 13, 2014
(Thursday)

8:30 a.m. – 10:00 a.m.

SESSION A  Ethics, Legal and Public Policy

Session Chair: Sharon V. Thach, Tennessee State University

Ethical Consumption Behavior and Materialism - A Study of Consumers in a Super-rich Market
Khurram Jahangir Sharif, Qatar University

Ethical Issues in Higher Education
Ann-Marie Rizzo, Tennessee State University
Sharon V. Thach, Tennessee State University

Strategy and Tactics in Arts Marketing: Necessary Research Issues
Sharon V. Thach, Tennessee State University
Kimball P. Marshall, Alcorn State University

A Macro-Marketing Perspective of the Influences of Consumer Sentiments on Financial and Real Estate Market Indicators
Akash Dania, Alcorn State University
Kimball P. Marshall, Alcorn State University

8:30 a.m. – 10:00 a.m.

SESSION B  Retailing and Services Marketing

Session Chair: Ramprasad Unni, Tennessee State University

Shopping Well-Being: Is it Just a Matter of Pleasure or Doing the Task?
Kamel El Hedhli, Abu Dhabi University
Haithem Zourrig, University of Regina

Initial Service Failure and the Size of the Gratuity: A Social-Cognitive Approach
Lawrence S. Silver, Southeastern Oklahoma State University

Is Source Credibility a Central or a Peripheral Element?
Mari Matius Kasbar Ouhan, Abu Dhabi University
Kamel El Hedhli, Abu Dhabi University

Gamification and Service Marketing
Mario Cortes Garay, Monterrey Institute of Technology
Roger Conaway, Monterrey Institute of Technology
SESSION C  Logistics and Supply Chain Management

Session Chair:  Prashant Srivastava, Drexel University

Ethics in Supply Chain Management: Educators’ Perspective
Grant Aguirre, University of Central Oklahoma
Stefan Genchev, University of Central Oklahoma
Darrell Goudge, University of Central Oklahoma

How to Pay the Transporter: The Effect of Type of Contracts on Optimal Logistics Decisions
Thanh V. Tran, University of Central Oklahoma
Stefan Genchev, University of Central Oklahoma
Darrell Goudge, University of Central Oklahoma

Capabilities, Collaboration and Supply Chain Performance
Prashant Srivastava, Drexel University
Karthik NS Iyer, University of Northern Iowa
Mohammed A. Rawwas, University of Northern Iowa

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FBD COFFEE BREAK

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

Great Door Prize Drawings take place at 10:15 a.m. in the Exhibit Area. Must be present to win.
## ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 13, 2014  
(Thursday)

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<th>TIME</th>
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<tr>
<td>10:30 a.m. – 12:00 p.m.</td>
<td><strong>SESSION A</strong></td>
<td>Atrium</td>
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<tr>
<td><strong>Marketing Education: Strategies to Challenge and Engage Students</strong></td>
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<tr>
<td>Session Chair:</td>
<td>William F. Spear, Colby-Sawyer College</td>
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<tr>
<td><em>Technology Readiness and Learning Goals as Antecedents to Student Satisfaction and Learning Outcomes in Online and Traditional Settings: A Preliminary Empirical Investigation</em></td>
<td>Vivek S. Natarajan, Lamar University, Lynn Godkin, Lamar University</td>
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</tr>
<tr>
<td><em>Thinking Outside the Box: Using Supplemental Reading and Presentation Assignments to Increase Rigor, Student Engagement, and Student Responsibility for Learning</em></td>
<td>William F. Spear, Colby-Sawyer College</td>
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<tr>
<td><em>Advancing Student Learning Beyond Summarizing: Creating Secondary Research Assignments to Foster Evaluation and Synthesis Skills</em></td>
<td>Pamela L. Mickelson, Morningside College, Renée Gravois Lee, Sam Houston State University</td>
<td></td>
</tr>
<tr>
<td><em>Do Entrepreneurial Camp Programs Influence Entrepreneurial Intention Of Participants? A Proposed Study of An Experiential Learning Approach to Creating New Entrepreneurs</em></td>
<td>Stacey Bolin, East Central University, Patrick D. “Pat” Fountain, East Central University</td>
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| 10:30 a.m. – 12:00 p.m. | **SESSION B**  | Seminar Theatre |
| **Marketing Strategy and Entrepreneurship** | | |
| Session Chair: | Silvia L. Martin, Lynchburg College | |
| *Entrepreneurial Network Development: the Case of French Immigrants in Mexico* | Jorge H. Mejia-Morelos, Instituto Tecnologico Autonomo de Mexico | |
| *Scientific Conceptual Inquiry of International New Ventures: A Review and Suggestions for Developing the Field* | Silvia L. Martin, Lynchburg College, Carolina Medina, Lynchburg College | |
| *Drivers and Outcomes of Individual Customer Orientation: A Holistic Approach* | Türkan Dursun-Kilic, West Texas A&M University | |
| *From an Entrepreneurial Strategy to Business Models: A Comparative Model from Practitioners’ Perspective* | Hector Macfarland, Instituto Tecnologico de Estudios Superiores de Monterrey | |
### SESSION A  
**Marketing Education: Great Assignments and Teaching Ideas**

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

- *Conducting Large Scale Project-Based Learning Assignments*  
  **Julie Haworth,** The University of Texas at Dallas

- *New Product Development Assignment for Principles of Marketing*  
  **Sanjay S. Mehta,** Sam Houston State University

- *Creating Transformative Learning Experiences for Students in a Basic International Marketing Course*  
  **Sarath Nonis,** Arkansas State University

- *Principles of Marketing Class: Multi-Format Design Solutions for Diverse Student Body*  
  **Vaidas Lukosius,** Tennessee State University

### SESSION B  
**Branding and Brand Management**

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

- *Creation of Brand Equity and Its Effects on Consumer Intentions in the Purchase of Consumer Durable Goods in Turkey*  
  **Ravi K. Jillapalli,** Texas State University-San Marcos

- *An Analysis for the Effects of UN Global Contact on Company Reputation*  
  **Regina Jillapalli,** Texas State University-San Marcos

- *Can Human Brand Extensions Transform To Brands?*  
  **Buket Besen,** Nisantasi University, Istanbul, Turkey

- *The Effect of Corporate Name Changes on Firm Value*  
  **Ceyhan Kilic,** Independent Marketing Consultant, Amarillo, TX

  **Türkan Dursun-Kilic,** West Texas A&M 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.**
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 13, 2014
(Thursday)

3:30 p.m. – 5:00 p.m.  Atrium

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

Social Media: A Business Imperative
William S. Piper, Alcorn State University  
P.J. Forrest, Alcorn State University

The Impact of Gender and National Culture on Electronic Word of Mouth Communication
Wendy Shen, University of Denver  
Kristen M. Maceli, Pittsburg State University  
Yue Zhao, University of Denver  
Daniel W. Baack, University of Denver  
Donald R. Bacon, University of Denver

The Use of Eco-Labels as a Marketing or Promotional Tool: Analysis of the Impact of Eco-Labels on the Attitude Towards the Product or Brand Carrying the Label
Sven Gross, University of Applied Sciences Trier, Germany  
Phillip Wilson, Midwestern State University  
Chris Shao, Midwestern State University  
Jie Zhang, Midwestern State University

Incremental Revenue from an Entertainment Venue
James Rauch, East Central University

3:30 p.m. – 5:00 p.m.  Seminar Theatre

SESSION B  Workshop: Student Development and Assessment of Learning through Research and Service-Learning
Session Chair:  Kishwar Joonas, Prairie View A&M University

Literature indicates that research and service-learning are valuable pedagogical tools. Moreover, they are useful in student development and assessment of learning. The workshop covers modalities of student research, such as a team format, validation of article selection, originality check, support for style and formatting, milestone tracking, comprehensive feedback, student reflections, presentation, and external evaluation. Samples of student work will be provided.

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

◆

All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
SESSION C  Consumer Behavior and Customer Relationship Management

Session Chair:  Vivek S. Natarajan, Lamar University

Decision-making Style, College Loan Debt, and Credit Card Misuse
Sarath A. Nonis, Arkansas State University
Xiankui Hu, Arkansas State University
Gail I. Hudson, Arkansas State University
Melodie Philhours, Arkansas State University

Marketing of Financial Services by Indian Universal Banks: A study on State Bank of India
Sanjay Arora, Kurushetra University
Vishal Kumar, Panjab University
Sachin Sethi, Bharati Vidyapeeth University

Marketing Practices in Rural India: A Study of Haryana State
Sanjay Arora, Kurushetra University
Vishal Kumar, Panjab University
Akshta Dhingra, Kurushetra University

Shopping Mall Motivation of Indian Consumers
Suresh K Chadha, Panjab University
Sneha Sharma, Panjab University

A Descriptive Study of the Impact of Self-Regulatory Focus on Long-Term Compliance Behavior in Higher Education
Kishwar Joonas, Prairie View A&M University
Stephanie Dellande, Menlo College

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 sites.

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 14, 2014
(Friday)

ACME Coffee and Pastries

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

SESSION A  Marketing Metrics Workshop

Session Chair: Kimball P. Marshall, Alcorn State University

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.

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  Keynote Address: Professor Noel Capon, Columbia University

Managing Global Accounts: Strategies for Global Account Management
**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. | Atrium

**SESSION A**  
Panel Discussion: Marketing Metrics

**Moderator:** Vivek S. Natarajan, Lamar University

**Discussant:**
*Gopala “GG” Ganesh,* University of North Texas  
*Thomas W. Lanis,* East Central University  
*Kimball P. Marshall,* Alcorn State University  
*Kabir Sen,* Lamar University  
*Irfan Ahmed,* Sam Houston State University

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1:30 p.m. – 3:00 p.m. | Seminar Theatre

**SESSION B**  
Being an ACME Track Chair

**Session Chair:** Prashant Srivastava, Drexel University

**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.

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3:00 p.m. – 3:30 p.m. | Lone Star Ballroom

**FBD Coffee Break**

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ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 14, 2014
(Friday)

3:30 p.m. – 5:00 p.m.

SESSION A  Personal Selling and Sales Management

Session Chair: Dennis A. Kopf, University of Wisconsin – Whitewater

*Mail-in Rebate Redemption: A Conceptual Model*
Alma Mintu-Wimsatt, Texas A & M University – Commerce
Chris Myers, Texas A & M University – Commerce
Ruiliang Yan, Texas A & M University – Commerce

*An Application of Leadership and Management Concepts to Sales Management*
Kristen Maceli, Pittsburg State University
Donald Baack, Pittsburg State University

*Business Model Enablement through IT/Business Alignment*
Mauricio Corona, La Salle University, Mexico

*Use of Social Media for Sales Force Motivation*
Dennis A. Kopf, University of Wisconsin – Whitewater

3:30 p.m. – 5:00 p.m.

SESSION B  Global and Cross Cultural Marketing

Session Chair: David K. Amponsah, Troy University

*A Cross-Cultural Perspective on Consumer Perceptions of Service Failures Severity: A Pilot Study*
Haithem Zourrig, University of Regina
Kamel El Hedhli, Abu Dhabi University
Jean-Charles Chebat, HEC Montreal

*The Importance of Different Attractions to Prospective Tourists to Africa*
David Amponsah, Troy University
Gordon Mosley, Troy University
Frank Thompson, Troy University

*The Applied Dimensions Of Relationship Marketing and Their Impact on Customer Retention Levels*
Zafar U. Ahmed, Lebanese American University, Lebanon
Jamil Bojei, University Putra Malaysia, Malaysia
Che Aniza Binti Che Wel, University Kebangsaan, Malaysia
Craig C. Julian, Southern Cross University, Queensland, Australia

*Marketing Standardization: Democratic Development and Cultural Values*
Russell Adams, University of Texas Brownsville
Clara Downey, University of Texas Brownsville
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Mohan Rao, Texas A&M – Corpus Christi
Richard Segall, Arkansas State University

Past President  
Carl M. Rebman, Jr., University of San Diego
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<td>Ronald Freeze, Emporia State University</td>
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<td>Cloud Computing</td>
<td>James Parrish, Nova Southeastern University</td>
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<td>Decision Making/DSS/ES/KM</td>
<td>Lai Liu, University of Texas – Pan American</td>
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<td>Barbara A. Hewitt, Texas A&amp;M University – San Antonio</td>
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<td>E-Commerce and Mobile</td>
<td>June Lu, University of Houston – Victoria</td>
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<td>E-Government/Non-Profit</td>
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<td>Entrepreneurship</td>
<td>Saurabh Ahluwalia, University of New Mexico</td>
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<td>Information Security and Privacy</td>
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<td>Management and Org Behavior</td>
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<td>Binshan Lin, Louisiana State University in Shreveport</td>
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<td>Quantitative Methods and Quality</td>
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<td>Mohan Rao, Texas A&amp;M University – Corpus Christi</td>
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<td>Special Panels</td>
<td>Brian Reithel, University of Mississippi</td>
</tr>
<tr>
<td>Student Track</td>
<td>Victor R. Prybutok, University of North Texas</td>
</tr>
<tr>
<td>Proceedings Editor</td>
<td>Mohan Rao, Texas A&amp;M University – Corpus Christi</td>
</tr>
</tbody>
</table>
SPECIAL EVENTS, WORKSHOPS & PANELS

Microsoft Windows 8 Workshop  
Wednesday Mar 12, 2014, 1:00 p.m. - 5:00 p.m.  
Paul DeCarlo, Technical Evangelist, Microsoft Corporation

Microsoft Dreamspark Workshop  
Thursday Mar 13, 2014, 8:30 a.m. - 10:00 a.m.  
Bradley K. Jensen, Principal Academic Relationship Manager, Microsoft Corporation

A Multidisciplinary Exploration of the Higher Education Bubble  
Thursday Mar 13, 2014, 8:30 a.m. - 10:00 a.m.  
Brian J. Reithel, The University of Mississippi  
Robert K. Robinson, The University of Mississippi  
Dave L. Nichols, The University of Mississippi

SWDSI: Past, Present, and Future  
Thursday Mar 13, 2014, 10:30 a.m. - 12:00 p.m.  
Frank Landrum, Panel Chairperson, West Texas A&M University  
Paul Cronan, University of Arkansas  
Tom Jones, University of Arkansas  
Robert Pavur, University of North Texas

Journal Editors Panel  
Thursday Mar 13, 2014, 1:30 p.m. - 3:00 p.m.  
Khaled A. Alshare, Studies in Business and Economics  
Mark Chun, The Graziadio Business Review  
Mary Fischer, Federation of Business Disciplines Journal  
Amir Kia, Journal of Business Inquiry  
Kai S. Koong, International Journal of Services and Standards  
Binshan Lin, Industrial Management and Data Systems  
June Wei, International Journal of Mobile Communications

Back to the Mainframe: 
IBM "Enterprise in the IS/CS & IT Curriculum"  
Friday Mar 14, 2014, 8:00 a.m. - 10:00 a.m.  
Paul Newton, IBM Consulting IT Specialist

Microsoft Dreamspark Workshop  
Friday Mar 14, 2014, 10:30 a.m. - 12:00 p.m.  
Bradley K. Jensen, Principal Academic Relationship Manager, Microsoft Corporation

Doctoral Consortium  
Friday, Mar 14, 2014, 12:30 p.m. – 5:00 p.m.  
By Invitation Only

Using Lego Cars to Teach Lean  
Friday Mar 14, 2014, 1:30 p.m. - 3:00 p.m.  
Richard Miller, University of Dallas

Women in IT: Are we There Yet?  
Friday Mar 14, 2014, 3:30 p.m. - 5:00 p.m.  
Joint session with ABIS  
Lynn R. Heinrichs, Elon University (SWDSI), Co-Moderator  
Betty Kleen, Nicholls State University (ABIS), Co-Moderator  
Joselina Cheng, University of Central Oklahoma  
Paul Cronan, University of Arkansas  
Jennifer Kreie, New Mexico State University  
Brian Reithel, The University of Mississippi
SPECIAL EVENTS, WORKSHOPS & PANELS, Continued

*Teaching Project Scheduling Concepts and Techniques with Animated PowerPoint Presentations*  
Saturday, March 14, 2014  8:30 – 10:30 a.m.

Mark Treleven, John Carroll University  
Richard Penlesky, John Carroll University  
Thomas Callarman, China Europe International Business School  
Charles Watts, John Carroll University  
Daniel Bragg, Bowling Green State University

**PAPERS & MEETINGS**

**SWDSI 2014 Business Meeting**  
Thursday, Mar 13, 2014  3:30 p.m. - 5:00 p.m.

Over one hundred and fifty paper presentations sessions scheduled:

Thursday, March 13, 2014 from 8:30 a.m. to 3:00 p.m.,  
Friday, March 14, 2014 from 8:30 a.m. to 5:00 p.m., and  
Saturday, March 15, 2014, from 8:30 a.m. to 12:00 p.m.

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**CONGRATULATIONS!!!**

**RECIPIENT OF THE 2014 MCGRAW-HILL DISTINGUISHED PAPER AWARD**

*Using Hybrid Lexical Profiles to Find and Name Entities*  
Daniel McDonald, Utah State University  
Hsinchun Chen, University of Arizona  
Olivia R. Liu Sheng, University of Utah Global Knowledge Management Center

**RECIPIENT OF THE 2014 FEDERATION OF BUSINESS DISCIPLINES OUTSTANDING EDUCATOR AWARD**

Peggy Lane, Emporia State University

**RECIPIENT OF THE 2014 DECISION SCIENCES INSTITUTE SOUTHWEST REGION LIFETIME ACHIEVEMENT AWARD (see next page)**

Thomas W. Jones, University of Arkansas

**RECIPIENTS OF THE 2014 BEST STUDENT PAPER AWARDS**

*Decision Making: A Study of Task Performance in a Visual and Non-visual Decision Making Process*

Brandon Phillips, University of North Texas

*Development of an Enterprise Dynamic Capabilities Framework*

Xianghui Peng, University of North Texas

*The Logistics of Healthcare Consumption: A Visual Model*

Rebecca A. Scott, University of North Texas
Microsoft Windows 8 Workshop

Presenter: Paul DeCarlo, Technical Evangelist, Microsoft Corporation

Bring a Windows 8 laptop to this hands-on workshop led by a Microsoft Technical Evangelist and experience how to leverage Windows 8 development in your curriculum. Join the campuses whose students are excited about programming and are making thousands of dollars in the Microsoft Store within months of their first programming experience.

This is a full 4-hour workshop. For more information and to register for the workshop go to http://swdsi2014-win8workshop.eventbrite.com

RECIPIENT OF THE 2014 DECISION SCIENCES INSTITUTE SOUTHWEST REGION LIFETIME ACHIEVEMENT AWARD

Dr. Thomas W. Jones has been an active member of Southwest Decision Sciences (SWDSI) since 1977 and a member of Decision Sciences Institute (DSI) since 1975. He recently retired after 36 years of dedication and service to the University of Arkansas. Dr. Jones began his tenure in the Information Systems Department as an assistant professor in 1977 and retired as University Professor, which is a prestigious honor he received in 2006. Prior to the U of A, his employers included Western Illinois University, Duke University, Stochastics Incorporated, his alma mater Virginia Polytechnic Institute, and NASA (Goddard Space Flight Center). Dr. Jones is a devoted teacher who has won numerous teaching and service awards, as well as a researcher who focused on the applications of statistical and operations research techniques. He has published in, among others, Decision Sciences Journal of Innovative Education; MIS Quarterly; Industrial Management & Data Systems; International Journal of Services & Standards; and Journal of Accounting Research.

Tom has been active in both Decision Sciences Institute (DSI) and Southwest Decision Sciences (SWDSI) as well as the Federation of Business Disciplines (FBD). Tom served in many capacities in both organizations, most notably as president of SWDSI 1983-1984 and president of DSI 2002-2003. Tom has been consistently involved in both organizations throughout his career as a leader and continues to serve FBD as historian. SWDSI thanks Tom for his many valuable years of service to our organization. Tom has always been a great mentor, colleague and friend. We wish Tom all the best and look forward to seeing him at future meetings with his wife Susan.

DSI and SWDSI Awards:
- DSI Dennis E. Grawoig Distinguished Service Award (2010)
- DSI Fellow (2008)
- SWDSI Outstanding Educator Award (2008)
- SWDSI Distinguished Service Award (1994)
- SWDSI Distinguished Paper Award (1984, 1991)
March 13, 2014
(Thursday)

7:00 a.m. – 8:30 a.m. Chaparral Boardroom

MEETING: **Officers and Directors Meeting**

Presiding: **Janet Bailey**, University of Arkansas - Little Rock

Agenda:

- Officers Reports
- Old Business – Various Committee Reports
- New Business – To be Determined

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March 11 - 14, 2015
Hyatt Regency Hotel
Houston, Texas

**43rd Annual Conference**
To be determined

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

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SESSION A  MIS-I

Session Chair:  June Wei, University of West Florida

*Impact of Social Media on Service Operations*
Run Niu, Webster University
Ying Fan, University of Colorado Colorado Springs

*Business-to-Customer Solutions in the Commercial Banking*
Calvin Crenshaw, University of West Florida
June Wei, University of West Florida
Xiangnan Lu, Zhejiang University

*Infusing Innovation in Real Estate e-Business*
Delvin Grant, DePaul University
Emna Cherif, DePaul University

*SME’s Internationalization as a Balancing Act Between Rationality, Emotion, and Intuition*
Frank Dievernich, Lucerne University of Applied Sciences and Arts
Jie Gong, Lucerne University of Applied Sciences and Arts
Claus Schreier, Lucerne University of Applied Sciences and Arts

SESSION B  E-COMMERCE AND MOBILE – I

Session Chair:  Vishal Shah, University of Arkansas

*Investigation of Product Quality Components Using Text Mining within Online Customer Product Reviews*
Benjamin George, University of North Texas
Bartlomiej Hanus, University of North Texas
Victor R. Prybutok, University of North Texas

*A Comprehensive Model of Quality in E-commerce Based on the Consumer Decision Making Process*
Chao Wen, Eastern Illinois University
Jiaming Fang, University of Electronic Science and Technology of China
Victor R. Prybutok, University of North Texas

*Impact of Social Media on Brand Relationship Quality: Exploring Different Product Types*
Vishal Shah, University of Arkansas

*A Crowd-funding Case Study: The link between Social Networking and Crowd-funding success*
Kenneth R. Walsh, University of New Orleans
Sathiadev Mahesh, University of New Orleans
SESSION C  OPERATIONS & SUPPLY CHAIN MANAGEMENT - I

Session Chair:  Richard Woolridge, University of Arkansas at Little Rock

The Moderating Influence of Project Management on ERP System Integration
Arun Madapusi, Drexel University
Daniel Ortiz, Universidad Autónoma del Estado de México

An Integrated Joint Economic Lot Size Model with Carbon Emission
Zhao Tao, Arkansas Tech University
Alfred Guiffrida, Kent State University
Felix Offodile, Kent State University

A Technical Health Visual Framework for IT Portfolio Decisions
Richard Woolridge, University of Arkansas at Little Rock

SESSION D  QUANTITATIVE METHODS AND QUALITY - I

Session Chair:  Matthew Lindsey, Stephen F Austin State University

An Exploratory Study of the Performance of Modified Procedures of Croston’s Method and a Proposed Forecasting Methodology for Time Series with Shifts in Demand Pattern
Matthew Lindsey, Stephen F Austin State University
Robert Pavur, University of North Texas

Testing Mediation Effects in PLS PM Models: Full or Partial Mediation?
Yuliya Yurova, Nova Southeastern University
Cindy Rippé, Embry-Riddle Aeronautical University
Suri Weisfeld-Spolter, Nova Southeastern University

Modeling Statistical Software Adoption Attitudes of Undergraduate Business Students
Julia Frink, Tarleton State University
Robert Pavur, University of North Texas

An Examination of the Use and Justification of Dichotomization
Mohammed Alkhars, University of North Texas
Robert Pavur, University of North Texas
SESSION E  MICROSOFT DREAMSPARK WORKSHOP

Presenter: Bradley Jensen, Principal Academic Relationship Manager, Microsoft Corporation

DreamSpark Premium is an offering of many of Microsoft’s major software titles like Windows 8, Windows Server 2012, Visual Studio 2012, etc. These titles are fully functional and provide STEM students and faculty with thousands of dollars of software. Learn how to take advantage of this incredible library of resources.

SESSION F  PANEL – HIGHER EDUCATION BUBBLE

Session Chair: Brian Reithel, University of Mississippi

Topic: Higher Education Bubble

Panelists: Brian Reithel, University of Mississippi
Robert Robinson, University of Mississippi
Dave Nichols, University of Mississippi

This lively panel session will explore, discuss, and debate the notion of the “Higher Education Bubble” that has arisen in recent years in the popular press. Key questions to be addressed include: does the higher education bubble exist? If so, what are its dimensions? What are its implications for the business professoriate, especially those within the decision sciences? What types of academic disciplines will fail or prevail in a bubble economy? How does the notion of the bubble intersect and interact with the emerging global market of online higher education?

The panelists will analyze these questions from their multiple disciplines and also from their wide variety of both current and former positions within the academy. The panel includes faculty members who possess extensive university executive/central administration experience, school/college leadership experience at the dean level, department chair experience, and a total of nearly a century of faculty experience. Extensive audience interaction and debate is expected and will be encouraged.
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   MIS – II

Session Chair:   James Parrish, Nova Southeastern University

*An Examination of SLA Attributes that Influence Cloud Computing Adoption*  
Howard Hamilton, Nova Southeastern University  
James Parrish, Nova Southeastern University

*Personal Cloud User Acceptance: The Role of Trust and Perceived Risk in the Technology Acceptance Model*  
Murad Moqbel, University of Kansas Medical Center  
Valerie Bartelt, Texas A&M University - Kingsville  
John Cicala, Texas A&M University - Kingsville

*Security Factors Affecting Organizational Knowledge Management Efforts*  
Queen Booker, Minnesota State University Mankato  
Carl Rebman, University of San Diego

*Behavioral and Social Issues in IT Development and Adoption*  
Purnendu Mandal, JCU Singapore  
Kallol Bagchi, University of Texas at El Paso  
Mohan Rao, Texas A&M University-Corpus Christi

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SESSION B INNOVATIVE EDUCATION - I

Session Chair: Kai S. Koong, University of Texas - Pan American

An Analysis of Qualifications of Faculty Who Teach Information Systems Courses in Business Schools
Robert Vinaja, Texas A&M University - San Antonio

“High Touch” and Assessment Outcomes
Kai S. Koong, University of Texas - Pan American
Lai C. Liu, University of Texas - Pan American
Bin Wang, University of Texas - Pan American

Why Care about Faculty Diversity?
Denise Philpot, University of North Texas

Performance Analysis of Universities: Examining the Role of Teaching, Research and Service
Aurore Kamssu, Tennessee State University
Jeffrey Siekpe, Tennessee State University

SESSION C Panel – SWDSI: Past, Present, and Future

Session Chair: Frank Landrum, West Texas A&M University

Topic: SWDSI: Past, Present, and Future

Panelists: Paul Cronan, University of Arkansas
Tom Jones, University of Arkansas
Frank Landrum, West Texas A&M University
Robert Pavur, University of North Texas

The panel of longstanding SWDSI and National DSI members will share a brief history of SWDSI. They will then discuss the advantages, and rewards of belonging to SWDSI. The Pros-and-Cons concerning the National DSI reorganization will also be discussed.

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SESSION D  OPERATIONS & SUPPLY CHAIN MANAGEMENT - II

Session Chair:  Barbara Hewitt, Texas A&M University-San Antonio

Incorporating Project Management Tools and Techniques to Manage Student Team Projects
Thomas Bell, Texas Wesleyan University
Trisha Anderson, Texas Wesleyan University

Lessons Learned Using Government Resources to Support Project Management Education
Herbert Remidez, University of Dallas

A Systems Perspective of Project Management to Support Service Learning Projects
Jeremy Bellah, Sam Houston State University

Determining the Effects of Using Project Management Software
Robert Burdwell, Texas A&M University-San Antonio
Barbara Hewitt, Texas A&M University-San Antonio

SESSION E  QUANTITATIVE METHODS AND QUALITY - II

Session Chair:  Victor R. Prybutok, University of North Texas

Total Management Quality Assessment Indicators
Kazuhiro Esaki, HOSEI University, Japan

Assessing the Influence of the Categories of the Malcolm Baldrige National Quality Award on the Results within a Municipal Government
Xianghui Peng, University of North Texas
Victor R. Prybutok, University of North Texas

E-Learning: Where Are We Now?
Leslie Toombs, Texas A&M Commerce
Balasundram Maniam, Sam Houston State University

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SESSION A  JOURNAL EDITORS PANEL

Session Chair:  June Wei, International Journal of Mobile Communications

Topic:  Successful Publishing Strategies – Insights from Editors

Panelists:  Khaled A. Alshare, Studies in Business and Economics
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

SESSION B  ETHICS

Session Chair:  Krish Muralidhar, University of Kentucky

The Utility of Differentially Private Imputed Microdata
Krish Muralidhar, University of Kentucky
Rathindra Sarathy, Oklahoma State University

Study on Solving the Problem Associated with a Patent Infringement by Multiple Independent Parties in Japan
Miyuki Tsuyuki, Teikyo University, Japan

Can a Series of Lectures on Computer Security and Privacy Effect Test Scores and Perception of Mobile Computing Devices?
Donna Lohr, University of North Texas

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SESSION C  FINANCE

Session Chair:  Carl McGowan, Norfolk State University

Determinants of CEO Compensation in Manufacturing Industry
Banamber Mishra, McNeese State University
Prasad Vemala, McNeese State University

Herding in Internet Shopping Behaviors
Jiang Wu, Southwestern University of Finance and Economics, China
Weihua Shi, University of Southern Mississippi
Daimin Shi, Southwestern University of Finance and Economics
Tzong-Ru Tsai, Tamkang University, Taiwan

Valuing Intellectual Property Using the Pure-Play Method of Valuing Assets
Carl McGowan, Norfolk State University

A Model for Examination of the Impact of Individual Characteristics upon Student Debt
Dennis Richardson, University of North Texas
Sue Olusanya, University of North Texas
Benjamin George, University of North Texas
Victor R. Prybutok, University of North Texas

SESSION D  MIS - III

Session Chair:  Long Li, Grambling State University

Examining Facebook Users Intended Image Online: The Case of Adults
Samer Takieddine, University of Texas - Pan American

Virtual vs. Social Presence in Virtual World: Antecedents and Consequences
Mohammadreza Mousavizadeh, University of North Texas
Dan Kim, University of North Texas

An Examination of Peoples’ Social Network Sites Usage
Long Li, Grambling State University
March 13, 2014
(Thursday)

1:30 p.m. – 3:00 p.m.

SESSION E  E-COMMERCE AND MOBILE – II

Session Chair:  Simon Lee, Eastern Illinois University

Managing Customer Complaints
Simon Lee, Eastern Illinois University

Does Purchase Intention Influence Conversion Rates in E-Commerce? An Empirical Study
Naveen Gudigantala, University of Portland
Mike Taein Eom, University of Portland

Does Culture Play a Role in Online Shopping Activities? A Cross-Cultural Longitudinal Empirical Investigation
Somnath Mukhopadhyay, University of Texas El Paso
Kallol Bagchi, University of Texas El Paso

How do Chinese and Saudi Customers Perceive Online Service Quality? A Comparative Study
Habib Ullah Khan, Qatar University
Mehmoud A. Awan, SolBridge International School of Business, Daejeon, S.Korea
Wenqing Zhang, SolBridge International School of Business, Daejeon, S.Korea
Han Chiang Ho, SolBridge International School of Business, Daejeon, S.Korea

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

FBD Coffee Break

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SESSION A  ACCOUNTING

Session Chair:  Vikram Bhadauria, Southern Arkansas University

Joint Venture Formation Effects on Accounting Performance: Are Manufacturing Deals Equally Valuable than Marketing Ones?
Daniel A. Cernas Ortiz, Universidad Autónoma del Estado de México
Rosa M. Nava Rogel, Universidad Autónoma del Estado del México
Miguel O. Caballero Santín, Universidad Autónoma del Estado del México

Can Accounting and IS Maintain Confidential Information and Privacy if There is a "Person of Interest"?
James Magruder, University of Southern Mississippi
Stanley Lewis, Troy University
Eddy Burks, Troy University
Carl Smolinski, Louisiana State University Shreveport

How to Teach Ethical Decision Making to Accounting Students? – An Exploratory Case Study
Vikram Bhadauria, Southern Arkansas University
Shane Warrick, Southern Arkansas University

Standards Quality, Incentives, and Earnings Management
B. Brian Lee, Prairie View A&M University
Qiang Fei, Prairie View A&M University
Dong W. Kim, Jeju National University, Korea
Vijaya Vemuri, Prairie View A&M University

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**SESSION B  MIS - IV**

**Session Chair:** Kenneth Walsh, University of New Orleans

*Management Students’ Values and Opinions about CSR*

Marek Pawlak, The John Paul II Catholic University of Lublin  
Shang-Chia Liu, FuJen Catholic University, Taiwan  
Vesselina Dimitrova, University of Economics-Varna, Bulgaria

*Improvement of CSR Communication Strategy through Social Media*

Reza Jamali, Tarbiat Modares University (TMU), Iran  
Mehran Nejati, Universiti Sains Malaysia (USM)  
Azadeh Shafaei, Universiti Sains Malaysia (USM)  
Azam Sazvar, Nima Higher Education Institute, Iran

*Rural Broadband Connectivity*

Sathiadev Mahesh, University of New Orleans  
Kenneth Walsh, University of New Orleans

*Corporate Governance: A Literature Review Paper and Assessing the Effects of Corporate Governance on Firm’s Operational Efficiency*

Nisha Kulangara, University of Texas at Arlington  
Edmund Prater, University of Texas at Arlington

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**SESSION C  FINANCE - II**

**Session Chair:** Alicia Rodriguez de Rubio, University of the Incarnate Word

*Assessing Emerging Chinese Banks Using Financial Econiche Theory: The Case of Huaxia Bank*

Long Zhang, China University of Geosciences  
Steven Shwiff, Texas A&M University - Commerce

*Capital Structure Decisions of Hispanic Businesses*

Alicia Rodriguez de Rubio, University of the Incarnate Word

*Determinants of Corporate Performance in Emerging Market: Evidence From Qatar*

Rami Zeitun, Qatar University

*Chinese Audits, Political Will And The Legal Authority Of The PCAOB*

Kevin McGarry, Texas Wesleyan University  
Thomas D. Tolleson, Texas Wesleyan University  
Shengxiong Wu, Texas Wesleyan University
SESSION D  BUSINESS MEETING: SOUTHWEST DECISION SCIENCES INSTITUTE

Presiding: Janet Bailey, University of Arkansas – Little Rock

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

5:30 p.m. – 7:00 p.m.  Lone Star Ballroom

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 sites.

Make plans to join us in Houston for our 2015 conference.

***

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SESSION A  Back to the Mainframe: IBM zEnterprise in the IS/CS & IT Curriculum

Presenter:  Paul Newton, IBM Consulting IT Specialist

Expected retirements of 60,000 zEnterprise professionals over the next decade will create unprecedented career opportunities for qualified IS/CS & IT graduates in the United States. While many pundits have pronounced "The mainframe is dead!", one surely cannot prove this contention considering IBM's growing dominance in large scale transaction processing, big data and data analytics, web and mobile application development, and security. Worldwide IBM zEnterprise systems account for 71% of all financial, insurance and banking transactions; 70% of wealth management services; 62% of major retailer transactions, and 64% of the state and federal governments transactions. In recent years IBM has added Unix, zLinux, Cognos, SPSS, Rational Project Management and Application tools, WorkLight, J2EE Websphere, MQ Web Services, and AppScan product lines. Major IBM U.S. customers include: USAA, Aetna, J.P. Morgan Chase, Citi Bank, Bank of America, Vanguard, Boeing, IRS, Blue Cross/Blue Shield, Walmart, Federated Department Stores, BNY/Mellon, as well as, the majority of the Fortune 500 corporations

The IBM Academic Initiative has increased its support for IS/CS & IT educators at all education levels. Free courseware for most IS and CS courses, access to a zEnterprise mainframe to support traditional zEnterprise systems, J2EE (WebSphere), technical support, free software, the Master the Mainframe Contest, free certification tests, and free training are just some of the services provided to educators through the IBM Academic Initiative.

Paul Newton has over 30 years of IT experience applied to aerospace, commercial aircraft manufacturing, and a large retail department store. During the last 13 years Paul has been an IBM Consulting IT Specialist providing technical support to independent software vendors, assisting University professors with zEnterprise curriculum, and has been a significant contributor and hosting specialist for the popular Master the Mainframe Contest. Paul is the co-author of "Introduction to the New Mainframe: z/OS Basics", 2011, IBM Redbooks and author/contributor of many zEnterprise technical articles.

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8:30 a.m. – 10:00 a.m.  Majestic 8

SESSION B  International Business

Session Chair:  Khaled Alshare, Qatar University

Developing an Evaluation Indexation System for a Chinese State-Owned Enterprise: The Case of Liaohe Oil Field
Long Zhang, China University of Geosciences
Edwin Mensah, University of North Carolina - Pembroke
Huili Zhu, China University of Geosciences (Beijing)
John Parnell, University of North Carolina - Pembroke

Office Ergonomics Awareness in Qatari Organizations
Asmaa Alsayed, Qatar University
Lolwa Al-Mansoori, Qatar University
Mahra Al Qahtani, Qatar University
Maryam Alsada, Qatar University
Noora Al Qahtani, Qatar University
Khaled Alshare, Qatar University

Doing Business in Bahrain
Ammar Albaqali, Arkansas State University
Ahmad Syamil, Arkansas State University

An Application of Expert Systems for Inheritance and Zakah Rules in the Islamic Law
Dareen Al-Alami, Qatar University
Wadha Al-Lakhen, Qatar University
Shayma Al-Marri, Qatar University
Saara Bumadian, Qatar University
Khaled Alshare, Qatar University
Adam Fadlalla, Qatar University

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SESSION C  MIS-V

Session Chair:  Victor R. Prybutok, University of North Texas

Comparison of the Effectiveness of Social Media as a Health Information Channel about Binge Drinking Among Honors and Non-honors Students
Alexandra Ruuska, University of North Texas
Gayle L. Prybutok, University of North Texas
Victor R. Prybutok, University of North Texas
Benjamin George, University of North Texas

Critically Determinant Attributes of College Major Choice in Transitional Economies
Anna Mabrouk, Qatar University
Jennifer Ziegelmayer, Qatar University

Examining the Influence of Social Information Sources on Students’ Choice of a Major
Jeffrey Siekpe, Tennessee State University
Aurore Kamssu, Tennessee State University

SESSION D  E-COMMERCE AND MOBILE – III

Session Chair:  June Lu, University of Houston-Victoria

Is Tablet Computer a Good Platform for User Involvement in Mobile Commerce?
June Lu, University of Houston-Victoria
June Wei, University of West Florida

User Perceptions of Using Mobile Commerce on the Smartphone Platform
June Wei, University of West Florida
June Lu, University of Houston-Victoria

Mobile Commerce Users in Great Houston Area
Adeyinka Ariyo, University of Houston-Victoria
June Lu, University of Houston-Victoria

Collaborating with Microsoft to Launch Student Entrepreneurs
Janet Bailey, University of Arkansas at Little Rock
Bradley Jensen, Microsoft
Paul DeCarlo, Microsoft
Ravi Thambusamy, University of Arkansas at Little Rock
SESSION E  ONLINE LEARNING

Session Chair:  Qinyu Liao, University of Texas at Brownsville

All-Digital Content Delivery Programs – Are We Ready for it?
Qinyu Liao, University of Texas at Brownsville

There is Rigor in Online Education
Babajide Osatuyi, University of Texas-Pan American
Aram Flores, University of Texas-Pan American
Leonel Rodriguez, University of Texas-Pan American

Maintaining Academic Honesty in Online Classes
Kakoli Bandyopadhyay, Lamar University
Cynthia Barnes, Lamar University

SESSION F  OPERATIONS & SUPPLY CHAIN MANAGEMENT - III

Session Chair:  Richard Miller, University of Dallas

Service Positioning in Professional Services: a Resource-Based Analysis
Randall Napier, University of Texas at Arlington
Rajat Mishra, Quinnipiac University

A Modified Risk Priority Number to Address Supply Chain Risk Management
Richard Miller, University of Dallas

Supplier Selection for Effective Acquisition on Remanufacturing
Taeuk Kang, The University of Tennessee at Martin
Greg Frazier, The University of Texas at Arlington

Evaluating the Petroleum Downstream Supply Chain Management Practices in the Oil and Gas Industry of Ghana
Abdul Samed Muntaka, Kwame Nkrumah University of Science and Technology, Ghana
John Frimpong Manso, Kwame Nkrumah University of Science and Technology, Ghana
Frank Tsotorme, Kwame Nkrumah University of Science and Technology, Ghana

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SESSION G  MARKETING

Session Chair:  Alberto Rubio-Sanchez, University of the Incarnate Word

The Study of the Perceived Value of 7-11 Convenience Stores
Yuan-Du Hsiao, Chungyu Institute of Technology, Taiwan
Teng-Chiao Lin, National Taipei University of Technology, Taiwan
Dar-Chin Rau, Oriental Institute of Technology, Taiwan
Kuang-Yen Chung, Chungyu Institute of Technology, Taiwan
Wen-Shuo Hu, Chungyu Institute of Technology, Taiwan

Fair Trade Branding as a Tool for the Marketing of Developing Society Crafts
Alberto Rubio-Sanchez, University of the Incarnate Word
Esmeralda de Los Santos, University of the Incarnate Word

Am I Celebrity Online? I Don’t Know, But You Can Test It: The Development Of The Online Self-Celebritization Scale
Arne Baruca, Sacred Heart University
Michal Minor, University of Texas Pan American
Roberto Saldivar, University of Texas Pan American

10:00 a.m. - 10:30 a.m.  Lone Star Ballroom

FBD Coffee Break - Please let our exhibitors know how much we appreciate their presence and continued support! Great Door Prize Drawings take place at 10:15 a.m. Must be present to win.

SESSION A  BUSINESS ANALYTICS - I

Session Chair:  Richard Segall, Arkansas State University

Data Visualization and Information Quality by Supercomputing
Richard Segall, Arkansas State University
Jeffrey Cook, Independent Researcher

Big Business, Big Brother: Data Mining, Privacy, and Cyber Safeguards
Kamlesh Mehta, National University
Jim Keefe, Texas State University
Vivek Shah, Texas State University

Usability Evaluation of North Dakota Newspapers' Websites
Iman Akour, Wiley College

Mining Quantitative Association Rules of Seismic Data
Usman Qamar, College of E&ME, NUST, Pakistan
Aqdas Ikram, College of E&ME, NUST, Pakistan

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SESSION B  MICROSOFT DREAMSPARK WORKSHOP

Presenter: Bradley Jensen, Principal Academic Relationship Manager, Microsoft Corporation

DreamSpark Premium is an offering of many of Microsoft’s major software titles like Windows 8, Windows Server 2012, Visual Studio 2012, etc. These titles are fully functional and provide STEM students and faculty with thousands of dollars of software. Learn how to take advantage of this incredible library of resources.

SESSION C  INNOVATIVE EDUCATION – II

Session Chair: Amy Wren, Louisiana State University Shreveport

The Peoples' Wisdom Can be Used in Business Classes
Carl Smolinski, Louisiana State University Shreveport
Amy Wren, Louisiana State University Shreveport
Stanley Lewis, Troy University

Presentation Skills as a Component of Doctoral Education
Daniel Peak, University of North Texas

Teaching MIS Majors How to Calculate the Value of Additional Information
Pinyarat Sirisomboonsuk, Texas Tech University
James Burns, Texas Tech University

Clicking to Make Students Ticking
Mohan Rao, Texas A&M University - Corpus Christi

Make plans to join us in Houston for our 2015 conference.
SESSION D  ENTERPRISE RESOURCE PLANNING

Session Chair:  Michael Lane, Missouri Western State University

*ERP Performance Payoffs for SMEs*
Arun Madapusi, Drexel University
Daniel Ortiz, Universidad Autónoma del Estado de México

*Quo vadis, ERP? – Explicating and Modeling Dimensions of ERP Success*
James Teng, University of Texas at Arlington
Ganapathiraman Raman, University of Texas at Arlington
Yoon Sang Lee, University of Texas at Arlington
Kriti Chauhan, University of Texas at Arlington

*An Investigation into the Effects of ERP Systems on Competitive Strategy*
Oscar F. Bustinza, University of Granada, Spain
Nieves Perez-Arostegui, University of Granada, Spain
Daniel Arias, University of Granada, Spain

*Accidental Assessment: The Case for Simulations*
Michael R. Lane, Missouri Western State University
Peggy L. Lane, Emporia State University

SESSION E  MIS - VI

Session Chair:  Jennifer Kreie, New Mexico State University

*Using Hybrid Lexical Profiles to Find and Name Entities*
Daniel McDonald, Utah Valley University
Hsinchun Chen, University of Arizona
Olivia Sheng, University of Utah

*What Are Colleges Offering to Meet the Demand for Data Analytics?*
Jennifer Kreie, New Mexico State University
Carlo Monge-Mora, New Mexico State University

*Integrating Social Cognitive Theory and Choice Theory to Extend IS Training Research: Exploring Role of Individual and Situational Factors*
Vishal Shah, University of Arkansas
SESSION F  ECONOMICS, HEALTHCARE AND QUALITY - I

Session Chair: Tom Roberts, Louisiana Tech University

Healthcare Information Privacy and Security: Suggestions for Future Research
Prabhashi Nanayakkara, Louisiana Tech University
Tom Roberts, Louisiana Tech University
James Courtney, Louisiana Tech University
Timothy Ellis, Louisiana Tech University

Health Care Risk: Loss of Personal Health Information (PHI) and Electronic Health Care Information (ePHI) by Physical Breach and Authorized Insiders
Sandra J. Blanke, University of Dallas
Elizabeth McGrady, Appalachian State University

From Building Legos to Implementing Lean in Healthcare: A Student’s Perspective on Transferring Lean in the Classroom to a Hospital in India
Nirisha Chalapati, University of Dallas
Richard Miller, University of Dallas
SESSION B  USING LEGO CARS TO TEACH LEAN WORKSHOP

Presenter: Richard Miller, University of Dallas

For the typical Operations Management class, the learning points are the following:
• Introduction to balance and takt time
• Push vs. pull
• Single piece flow
• Kanban
• Kitting
• Mass customization with the above points
• Visual factory and other non-verbal communication tools

The assembly of Lego cars is used in the session. Topics covered include basic material flow, task rules, balance and workflow problems, visual factory/Kanban, and kits. Directions for use in the Operations Management class and the Lean Supply Chain Management class are described in the workshop. Course materials are provided in the workshop for those wishing to implement this activity in their course.

SESSION C  BUSINESS ANALYTICS - II

Session Chair: Paul Cronan, University of Arkansas

Business Analytics Graduate Certificate Program – Are We All On The Same Page?
Paul Cronan, University of Arkansas
David Douglas, University of Arkansas

Role of Healthcare Analytics in Creating Sustainable Competitive Advantage: A Knowledge Based Theory of the Firm
Venugopal Gopalakrishna- Remani, The University of Texas at Tyler
Robert Jones, The University of Texas at Tyler
Barbara Wooldridge, The University of Texas at Tyler

Business Analytics: Investigation into Required Skills and Implications for Educational Programs
Nicholas Evangelopoulos, University of North Texas
Anna Sidorova, University of North Texas
Yulia Wati, University of North Texas
Putthachat Angnakoon, University of North Texas

Business Analytics: The Need for Visual Data Discovery
Janet Bailey, University of Arkansas at Little Rock
Shawn Baar, University of Arkansas at Little Rock
SESSION D  MANAGEMENT AND ORG BEHAVIOR

Session Chair:  Bo Han, Texas A&M University - Commerce

How to Establish a PM in a Balanced Matrix Organization?
Neslihan Neşe Aldıkçağ, EVYAP, Turkey

An Empirical Investigation of Helping Behavior: The Roles of Perceived Dissimilarity and Manifest Needs
Shih Yung Chou, University of Texas of the Permian Basin
Tree Chang, Southern Illinois University Carbondale
Bo Han, Texas A&M University - Commerce

Conflict Management and Communication Medium
Brooke Wilson, Tarleton State University
Randy McCamey, Tarleton State University

Theorizing the Link between Citizenship Behavior and Six Sigma Team Performance: The Moderating Role of Six Sigma Adoption Practices
Nalini Govindarajulu, Creighton University
Bonnie Daily, New Mexico State University
Jim Bishop, New Mexico State University
John Ross, New Mexico State University

SESSION E  MIS - VII

Session Chair:  Sankara Subramanian Srinivasan, Idaho State University

Are There Differences Between Men and Women in Information Technology Innovation Adoption Behaviors: A Theoretical Study
Sameer Dutta, Grambling State University

Do Men Ever Tell Women Anything? Resolving Information Divide in Customer Support Team Networks Through Centrality Affordance
Sankara Subramanian Srinivasan, Idaho State University

Women’s Earnings, Race, Age, and Education in the U.S.
Lu Xu, University of Texas-Pan American

The Millennial Entrepreneur: An Exploratory Study
Michael Meeks, Louisiana State University Shreveport

If this session interests you, be sure to attend the panel in the next session, “Women in IT: Are We There Yet?”
SESSION F  E-COMMERCE AND MOBILE - IV

Session Chair:  John Windsor, University of North Texas

Understanding Antecedents of Anti-malware Use on Mobile Devices
Arash Negahban, University of North Texas
John Windsor, University of North Texas

Location Based Services: A Multi-Entity Trust View
Russell Torres, University of North Texas
Vess Johnson, University of North Texas
Arash Rahnamaee, University of North Texas
Brandon Phillips, University of North Texas

Examining Cyber Counter Attacks From an Ethical Perspective
Brett Landry, University of Dallas
Dinah Payne, University of New Orleans

Critical Skills Required of Health Information Technology Professionals
Andrea R. Diaz, University of Texas - Pan American
Catalina R. Cantu, University of Texas - Pan American
Kai S. Koong, University of Texas - Pan American

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  DOCTORAL CONSORTIUM – By Invitation Only

Session Chair: Victor R. Prybutok, University of North Texas

Agenda:
1:30 – 2:20 Getting the proposal done and looking for your first position at the same time
   Ben George, University of North Texas
   Gayle L. Prybutok, University of North Texas

2:30 – 3:30 Now that you have a faculty position how do you get started
   Gina Harden, Steve F. Austin University
   Lucian Visinescu, Texas State University
   Thiagarajan (Ram) Ramakrishnan, Texas A&M Prairie View

3:30 – 4:45 Tips on being a good colleague from department chair and dean
   Michael R. Lane, Missouri Western State University
   Peggy L. Lane, Emporia State University

SESSION B  MIS – VIII

Session Chair: Binshan Lin, Louisiana State University Shreveport

Crowdsourcing for Big Data Processing: A Research Review
   Binshan Lin, Louisiana State University Shreveport

The Software Development Method For Offshoring
   Gon Yi, Acxiom Corporation
   Mark McMurtrey, University of Central Arkansas

Toward Extending the Cognitive Continuum Theory to Crowd-Based Decision Making
   Herbert Remidez, University of Dallas

Sourcing Solutions for Organizational Growth
   Babajide Osatuyi, University of Texas – Pan American
   Mariano Garza, University of Texas – Pan American
   Robert Bocanegra, University of Texas – Pan American
   Noe Arzola, University of Texas – Pan American
SESSION C  ENTREPRENEURSHIP

Session Chair:  Michael Meeks, Louisiana State University Shreveport

Family Business Strategic Plans: The Relationship Between Brevity and Perceived Value
Michael Meeks, Louisiana State University Shreveport

The Impact of a Family Constitution on Perceived Family Harmony and Business Prosperity
Michael Meeks, Louisiana State University Shreveport
John A. Vassar, Louisiana State University Shreveport

Microsoft Student Partners: Developing Student Excitement, Engagement, and Excellence
Alec Crow, University of Arkansas at Little Rock
Janet Bailey, University of Arkansas at Little Rock

The Accounting Labor Market: Needed Skills and Experience
Grace Koong, University of Texas Pan American
Victoria Lopez, University of Texas Pan American
Hong Qin, University of Texas Pan American

SESSION D  ECONOMICS, HEALTH CARE AND QUALITY - II

Session Chair:  Ravi Thambusamy, University of Arkansas at Little Rock

A Study of the Lag Effect of Information Technology Investment on the Hospital Profitability: A Longitudinal Perspective
Mehrdad Koohikamali, University of North Texas
Dan Kim, University of North Texas

Medicaid Expansion and Quality of Care
David Puente, University of Texas - Pan American
Robert Palomares, University of Texas - Pan American
Jovelli De Leon, University of Texas - Pan American
Edith Hernandez, University of Texas - Pan American
Daniela Morales, University of Texas - Pan American
Bin Wang, University of Texas - Pan American
Hong Qin, University of Texas - Pan American

Patient Motivations and Patient Barriers for Online Health Information Seeking and Sharing
Ravi Thambusamy, University of Arkansas at Little Rock

Electronic Health Record (EHR) Adoption: Failure or Success?
Madison Ngafeeson, Northern Michigan University
SESSION E  INFORMATION SECURITY AND PRIVACY

Session Chair:  John Windsor, University of North Texas

Whistleblowing & Information Security: Suggestions for Future Research
Jacob Young, Louisiana Tech University
Tom Roberts, Louisiana Tech University
Timothy Ellis, Louisiana Tech University
Jim Courtney, Louisiana Tech University

Information Security Policy (ISP) Violations: An Empirical Study
Hasan Mkahhal, Qatar Foundation
Khaled Alshare, Qatar University

Employing Honeynets in Cybersecurity Labs
Brett Landry, University of Dallas

Role of Social Norms in Information Security Policy Compliance
Adel Yazdanmehr, University of Texas at Arlington
Kriti Chauhan, University of Texas at Arlington
Jingguo Wang, University of Texas at Arlington

SESSION F  PANEL - WOMEN IN IT: ARE WE THERE YET?
Joint Session with ABIS

Session Chairs:  Lynn R. Heinrichs, Elon University (SWDSI) , Co-Moderator
Betty Kleen, Nicholls State University (ABIS), Co-Moderator

Panelists:  Joselina Cheng, University of Central Oklahoma
Paul Cronan, University of Arkansas
Jennifer Kreie, New Mexico State University
Brian Reithel, The University of Mississippi

Recent media attention to the achievements of women such as Marissa Mayer and Sheryl Sandberg suggests that the IT glass ceiling is broken. Finding similar role models several decades ago would have been nearly impossible. But while there is much to be celebrated by the accomplishments of these high-profile women leaders, we should not assume that our work in attracting female students to the profession is complete.

The purpose of the panel discussion is to review the current status and future direction of women in “I” programs (information science, information systems, and information technology). Panelists will discuss the experiences of their own programs in attracting and retaining female students and faculty members. Is there still work to do? Are we there yet?
SESSION A  INNOVATIVE EDUCATION - III

Session Chair:  John Vassar, Louisiana State University Shreveport

Using Technology to Enhance Information System Courses: Implementation Issues
Robert Vinaja, Texas A&M University - San Antonio

The Roles of Perceived Trust, Risk, and Quality Standards in User Acceptance of Web-based Learning
John Vassar, Louisiana State University Shreveport
Michael Meeks, Louisiana State University Shreveport
Amy Wren, Louisiana State University Shreveport

Cloud Computing Adoption Model for Micro, Small, Medium, and Large Size Enterprises
Babajide Osatuyi, University of Texas Pan American
Gilbert DeLeon, University of Texas Pan American

SESSION B  AWARD WINNING STUDENT PAPERS

Session Chair:  Rebecca Scott, University of North Texas

Brandon Phillips, University of North Texas

Development of an Enterprise Dynamic Capabilities Framework
Xianghui Peng, University of North Texas

The Logistics of Healthcare Consumption: A Visual Model
Rebecca Scott, University of North Texas

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SESSION C QUANTITATIVE METHODS AND QUALITY - III

Session Chair: Zhu Weidong, Hefei University of Technology, China

New Combination Rule Based on Weight of Evidence
Zhu Weidong, Hefei University of Technology, China
Sun Yibo, Hefei University of Technology, China
Wang Jin, Hefei University of Technology, China
Zhu Ying, Hefei University of Technology, China

Comparison of Ensemble Algorithms for Tools Condition Monitoring
Sanidhya Painuli, VIT University, India
M Elangovan, Anna University, India
V Sugumaran, VIT University, India

Economic Statistical Design of Simple Linear Profiles with Variable Sample Size
Rassoul Noorossana, Iran University of Science and Technology
S.T.A. Niaki, Sharif University, Iran
Mohamad R. Nayebpour, DeVry University
Mohammad J. Ershadi, Iran University of Science and Technology

Effect of Estimation Error on the Performance of EWMA/R Control Charts when Monitoring Simple Linear Profiles
Rassoul Noorossana, Iran University of Science and Technology
Mohamad R. Nayebpour, DeVry University
Mozhdeh Aminmadani, Islamic Azad University - South Tehran Branch, Iran
Yaser Zerehsaz, Islamic Azad University - South Tehran Branch, Iran

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SESSION D  TEACHING PROJECT SCHEDULING WITH POWERPOINT WORKSHOP

Topic: Teaching Project Scheduling Concepts and Techniques with Animated PowerPoint Presentations

Presenters: Mark Treleven, John Carroll University
Richard Penlesky, John Carroll University
Thomas Callarman, China Europe International Business School
Charles Watts, John Carroll University
Daniel Bragg, Bowling Green State University

SESSION A  STUDENT PAPERS –II

Session Chair: Brooke Wilson, Tarleton State University

Conflict Management and Communication Medium
Brooke Wilson, Tarleton State University

Resource Based View of the Firm: Resources and Capabilities as Drivers of Performance in the US Frozen Yogurt Industry
Sergio Palacios, New Mexico State University
Marcus Valenzuela, New Mexico State University

The CIO as a Technologist or a Strategist: Indicators of the Dichotomy
Natalie Gerhart, University of North Texas

Service Quality at Middle School Cafeterias: Links between Service at the Line and Healthy Food Choices
Sergio Palacios, New Mexico State University

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SESSION B  STUDENT PAPERS -III

Session Chair:  Yolanda Obaze, University of North Texas

Strategic Logistics Alliances: Demand Complexities for an Oil and Gas Company
Yolanda Obaze, University of North Texas

Understanding the Complexity of Pilgrimage/ Hajj using a Casual Loop Approach and Providing a Transportation Plan
Mohammad Baitalmal, University of North Texas

An Inventory of Doctors: Applying a Newsvendor Model in Health Care
Mohammad Baitalmal, University of North Texas
Yolanda Obaze, University of North Texas
Saba Pourrezajourshari, University of North Texas

SESSION C  MIS - IX

Session Chair:  Lai Liu, University of Texas Pan American

What do People Want from Their Jobs? Worker Motivation in Thailand and the U.S.
Randy McCamey, Tarleton State University
Betsy Ball, Tarleton State University

The Perceived Importance of Workplace Competencies by MIS Students, Recent MIS Graduates, and Business Employers
Guoying Zhang, Midwestern State University
Chuck Johnston, Midwestern State University
Chris Shao, Midwestern State University

Knowledge Sharing and Collaboration among Employees Using Enterprise Social Software
Gina Harden, Stephen F. Austin State University

A Study of Required Job Skills for Entry-Level Information Technology Professionals
Lai Liu, University of Texas Pan American
Victoria Olivarez, University of Texas Pan American
Evelyn Ramirez, University of Texas Pan American
SESSION D  DECISION MAKING/DSS/ES/KM

Session Chair:  Francis Andoh-Baidoo, University of Texas - Pan American

A Method for Spatial Planning Decision Support System Based on Digital Garden City
Zhiyuan Yuan, China University of Geoscience (Beijing)
Xinqi Zheng, China University of Geoscience (Beijing)

The Role of Exports in Economic Development, A Neural Network Approach
Ata Yesilyaprak, Alabama A&M University
Chu Nguyen, University of Houston Downtown
John Theis, Sneis

Decision Tree Evaluation A Criteria Framework
Jose Anzaldua, University of Texas - Pan American
Gilbert De Leon, University of Texas - Pan American
Francis Andoh-Baidoo, University of Texas - Pan American

A Decision Support System for Efficiency Evaluation of Bank Branches
Azizollah Memariani, University of Economic Sciences, Iran
Leila Karamal, Islamic Azad University, Sharerey Branch

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CONGRATULATIONS!

Recipient of the 2014 McGraw-Hill Distinguished Paper Award
Demystifying the Perplexity of Capability Value Creation: An Examination of Zero-Order Capability Configuration and the Impact on Firm Performance
Joshua J. Daspit, Mississippi State University
Derrick E. D’Souza, University of North Texas

2014 SWAM Outstanding Educator
Donald Baack, Pittsburg State University

Recipient of the 2014 Southwest Academy of Management Best Reviewer Award
William Carter, University of North Texas
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<td>Entrepreneurship, Small Business and Innovation</td>
<td>Gregory Tapis, Augustana College</td>
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<td>Vallari Chandna, University of North Texas</td>
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<td>Organizational Theory, Strategy and International Business</td>
<td>Faiza Khoja, University of Houston – Downtown</td>
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<td>Phyllis Duncan, Our Lady of the Lake University</td>
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<td>Human Resources, Careers and Diversity</td>
<td>Alix M. Valenti, University of Houston - Clear Lake</td>
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<td>Veena P. Prabhu, California State University - Los Angeles</td>
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<td>Hospitality, Health Care and Operations Management</td>
<td>Pamela J. Zelbst, Sam Houston State University</td>
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<td>Social Issues, Ethics and Corporate Social Responsibility</td>
<td>Ethan Waples, University of Central Oklahoma</td>
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<td>Organizational Development and Conflict Management</td>
<td>Peter F. Sorensen, Jr., Benedictine University</td>
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<td>Therese Yaeger, Benedictine University</td>
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<td>Henry Williams, Purdue University - North Central</td>
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<td>Management Education and General Management</td>
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<td>Innovative Teaching Workshops</td>
<td>Tina T. Fields, Texas State University – San Marcos</td>
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<td>Professional Development Workshops</td>
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<td>Lee Tyner, University of Central Oklahoma</td>
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<td>Research Pipeline</td>
<td>Mario Hayek, Texas A&amp;M University-Commerce</td>
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WELCOME TO SOUTHWEST ACADEMY OF MANAGEMENT MEETING

Stephen V. Horner, 2014 SWAM President

TRACK TITLE: Management Education and General Management

SESSION TITLE: Management Education: Enhancing the Student Experience

Session chair: Gerald Burch, Tarleton State University

Student Wellness and Personal Change Projects in the Management Classroom
Jp Julie Palmer-Schuyler, Webster University
Carolyn Gardner, Kutztown University
Discussant: Jana Burch, Davinci Studies

The Role of Positive Psychological States in Online Learning: Integrating Psychological Capital into the Community of Inquiry Framework
Joshua J. Daspit, Mississippi State University
Staci M. Zavattaro, Mississippi State University
T. C. Mims, University of Texas - Permian Basin
Discussant: Thomas Bradley, Tarleton State University

Analyzing Student Experiential Learning Insights to Inform the Design of a CyberSecurity Course
Sandra J. Blanke, University of Dallas
Rosemary Maellaro, University of Dallas
Discussant: Tanjia Coleman, Benedictine University

Evolution and Revolution in Higher Education: Applications to Business Colleges and Management Departments
Donald Baack, Pittsburg State University
Daniel W. Baack, University of Denver
Daniel R. Jordan, Columbia College Chicago
Discussant: Sandra J. Blanke, University of Dallas

TRACK TITLE: Professional Development Workshop

WORKSHOP TITLE: The Truth Behind MOOCs: What it IS and What it is NOT?

Facilitator: Veena Prabhu, California State University - Los Angeles
March 12, 2014  
(Wednesday)

3:00 p.m. - 5:00 p.m.  
State Room 1

**SWAM COFFEE BREAK**

3:30 p.m. - 5:00 p.m.  
State Room 1

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<th>TRACK TITLE</th>
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<td>SESSION TITLE</td>
<td>CEO, Conflict And Culture: OD &amp; Conflict Issues</td>
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<tr>
<td>Session chair</td>
<td>Peter Sorensen, Benedictine University</td>
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<tr>
<td>Discussant:</td>
<td>Therese Yaeger, Benedictine University</td>
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**CEO Duality: Economic and Socio-Psychological Determinants**  
Mario Krenn, Southern University - New Orleans

**Conscious Capitalism as the Catalyst to a Positive Cultural Transformation Initiative**  
Tanjia Coleman, Benedictine University

**Husbands Blaming Wives for Damaging Conflict in Family Businesses**  
Sinan Caykoylu, New York Institute Technology - Vancouver

**Impact of Virtualization and Social Media in Creating a Sustainable Future for OD Practitioners**  
Sarah Peacey, Benedictine University

**The Impact of Utilizing Privatization to Improve Quality in School Organizations**  
Marlon Cummings, University of Illinois – Chicago

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March 12, 2014
(Wednesday)

3:30 p.m. – 5:00 p.m.

State Room 2

**TRACK TITLE**
Social Issues, Ethics and Corporate Social Responsibility

**SESSION TITLE**
Individuals and their Potential to Influence Ethics and Corporate Social Responsibility

**Session chair**
Craig Macaulay, University of Texas – Dallas

**Discussant:**
Dina Abdelzaher, University of Houston – Clear Lake

*Reflections on the Influence of Sustainability and Accounting Coursework on Business Students’ Critical Handling of Sustainability Information*
Daniel Reimsbach, University of Duesseldorf
Rüdiger Hahn, University of Kassel

*The Impact of Psychological Distance on Moral Behavior*
Randi Sims, Nova Southeastern University
Baiyun Gong, Nova Southeastern University

*The Impact of Entrepreneurs’ Environmental Attitudes on the Environmental CSR Activities of the Firm: A Conceptual Framework*
Vallari Chandna, University of North Texas

*The Effect of Perceived Ethical Climate on the Organizational Commitment of Full-Time Faculty Members*
Heather Moore, East Tennessee State University
Tom Moore, East Tennessee State University

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March 12, 2014
(Wednesday)

3:30 p.m. –5:00 p.m.  
San Antonio Ballroom A

**TRACK TITLE**  
Organizational Development and Conflict Management

**PANEL TITLE**  
Stewardship Theory: Theoretical Advances and Practitioner Quandaries

**Discussants:**  
Dane D’Alessandro, Benedictine University  
Tanjia Coleman, Benedictine University  
John Tourangeau, Benedictine University  
Blair Tiger, Benedictine University

---

3:30 p.m. –5:00 p.m.  
San Antonio Ballroom B

**TRACK TITLE**  
Organizational Development and Conflict Management

**PANEL TITLE**  
The Effects of Mentoring and Coaching Future Leaders: A Domestic and Global Perspective

**Discussants:**  
Henry Williams, Purdue - North Central  
Gardenia Burks, Berry College  
Elizabeth Christo-Baker, Purdue - North Central  
Marlon Cummings, University of Illinois – Chicago

---

3:30 p.m. –5:00 p.m.  
State Room 4

**TRACK TITLE**  
Organizational Development and Conflict Management

**PANEL TITLE**  
Leadership and OD: Creating Sustainable Organizations

**Discussants:**  
Janet Kirby, Benedictine University  
Doris Martin, Strayer University  
Gardenia Burks, Berry College  
Meghan Wright, Wright Consulting

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SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)

March 13, 2014
(Thursday)

7:00 a.m. - 8:15 a.m. The Kitchen Table

SPECIAL SESSION

SWAM Officers’ Meeting & Breakfast

Stephen V. Horner, Pittsburg State University
President, Southwest Academy of Management

8:30 a.m. – 10:00 a.m. State Room 1

TRACK TITLE

Professional Development Workshop

WORKSHOP

Preparing Business Students for their Futures: The Role of Sustainability in the Curriculum and Programs of Universities

Facilitators

John Camey, Cameron University
Suzanne Clinton, University of Central Oklahoma
Kimberly Merritt, Oklahoma Christian University

8:30 a.m. – 10:00 a.m. State Room 2

TRACK TITLE

Organizational Development and Conflict Management

SESSION TITLE

Challenges In Organization Development: Consulting, Change and Trust

Session chair

Janet Kirby, Benedictine University

Separating Responses to Change Outcomes from Responses to Change Processes: Is it the Destination or the Journey?
Walter Scott Sherman, Texas A&M University – Corpus Christi

Alternate Conceptions of Value in Client Consulting Relationships: Helpful and Impactful
Dane D’Alessandro, Benedictine University

Quality of Trust
Blair Tiger, Benedictine University

Building a SEAM Community in North America: A Case Study in Group Dynamics
Eric Sanders, Benedictine University
Lachlan Whatley, Trinity Western University

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<th>TRACK TITLE</th>
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<tr>
<td>SESSION TITLE</td>
<td>Research Pipeline</td>
</tr>
<tr>
<td>Session chair</td>
<td>Mario Hayek, Texas A&amp;M University-Commerce</td>
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</tbody>
</table>

*We are the Same, so Let us Share: Cluster Identification and Knowledge Sharing*

Nina Gellinger, ETH Zurich  
Stefan Haefliger, City University London  
Georg von Krogh, ETH Zurich  
Discussant: John Humphreys, Texas A&M University-Commerce

*Sustainability Measurements: An Evaluation of P&G’s Supplier Collaboration Approach*

Paul Brown, Clark Atlanta University  
Marcia Daley, Clark Atlanta University  
Lynne Patten, Clark Atlanta University  
Discussant: Stephanie Pane, Texas A&M University-Commerce

*Practice-based Evidence: An “Experimental” Approach to the Theory-Practice Gap in Management*

Brandon Randolph-Seng, Texas A&M University-Commerce  
J. Ian Norris, Berea College  
Discussant: Mario Hayek, Texas A&M University-Commerce

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

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<tr>
<th>TRACK TITLE</th>
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<tr>
<td>SESSION TITLE</td>
<td>The Good and Bad of Entrepreneurship</td>
</tr>
<tr>
<td>Session chair</td>
<td>Gregory Tapis, Augustana College</td>
</tr>
</tbody>
</table>

*Corruption Pervasiveness, Arbitrariness, and Entrepreneurship*

Sergey Lebedev, University of Texas - Dallas

*Small Business and Corporations: A Proposed African Relationship Framework*

Erastus Ndinguri, Framingham State University  
Ye-Sho Chen, Louisiana State University  
Kenneth Kungu, Tennessee State University

*Signaling Social Entrepreneurial Venture Legitimacy: The Role of Administrative Innovation Adoption*  
William Ritchie, James Madison University
SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM) 

March 13, 2014  
(Thursday) 

10:30 a.m. – 12:00 p.m.  
State Room 2 

TRACK TITLE  
Human Resources, Careers and Diversity 

SESSION TITLE  
HRM, Leadership and Careers 

SESSION CHAIR  
Veena P. Prabhu, California State University - Los Angeles 

Examining the Relationship Between Age, Time Stress and Occupations  
Olga Chapa, University of Houston – Victoria  
Grace Dagher, Lebanese American University  
Rebecca Gonzalez, University of North Carolina - Pembroke  
Discussant: Barbara Dastoor, Nova Southeastern University 

Emotional Intelligence and Transformational Leadership Foster Sustainability  
Barbara Alston, Nova Southeastern University  
Barbara Dastoor, Nova Southeastern University  
Claudette Chin-Loy, Nova Southeastern University  
Discussant: Brian Martinson, Tarleton State University 

LMX and HR System Strength as Antecedents to HR Practice Awareness, Job Satisfaction, and Work Unit Performance  
Brian Martinson, Tarleton State University  
John De Leon, University of Texas - Arlington  
Discussant: Olga Chapa, University of Houston 

Job-crafting in Entrepreneurial Start-ups: A Conceptual Process Model  
Vallari Chandna, University of North Texas  
Discussant: Claudette Chin-Loy, Nova Southeastern University 

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March 13, 2014
(Thursday)

10:30 a.m. – 12 p.m.  Houston Ballroom A

TRACK TITLE  Organizational Theory, Strategy and International Business
SESSION TITLE  Validating Resource-Based View
Session chair  Sherman Scott, Texas A&M – Corpus Christi

Everything is Relative: (Re-) Connecting RBV Theory and Method
Mario Krenn, Southern University – New Orleans
Disssuant:  David Epstein, University of Houston – Downtown

Core Competencies and Core Rigidities: Some Concerns with the Current use of the RBV Model
Christopher Cassidy, Sam Houston State University
Discussant:  Joshua J. Daspit, Mississippi State University

Demystifying the Perplexity of Capability Value Creation: An Examination of Zero Order Capabilities and the Impact on Firm Performance
Joshua J. Daspit, Mississippi State University
Derrick E. D’Souza, University of North Texas
Discussant:  Sherman Scott, Texas A&M – Corpus Christi

10:30 a.m. – 12 p.m.  Houston Ballroom B

TRACK TITLE  Social Issues, Ethics and Corporate Social Responsibility
SESSION TITLE  Lending, Blending, and Cheating?
Session chair  Craig Macaulay, University of Texas – Dallas
Discussant:  Daniel Reimsbach, University of Duesseldorf

Is Microloans a Macro Failure? Why Endogenous Growth Theory Suggests it Should Work and a Contextual Explanation for Why it Doesn’t
Robert Hirth, University of Arkansas
Creed Tumlison, University of Arkansas

A Cross-Disciplinary Approach to Corporate Social Responsibility
Per Bylund, Baylor University
Andrew Borodin, University of Memphis
Nicholas Rhew, University of Memphis

Culture, Corruption, and Sexual Harassment
Nicholas Rhew, University of Memphis

Cost and Game Analysis of the Weakening Social Responsibility of MNC Subsidiaries in China
Jifu Wang, University of Houston – Victoria
Ronald Salazar, University of Houston – Victoria
### TRACK TITLE
Luncheon

#### SESSION TITLE
Entrepreneurial Speaker Series Luncheon (tickets needed)

Presiding
Manjula S. Salimath, University of North Texas
Program Chair, Southwest Academy of Management

Discussant
Jake Williams, PMI Research Administrator

Entrepreneurial Speaker
TBA

Must have a ticket to participate. Tickets must be purchased with your FBD package in advance by 5:00 pm CST, Saturday, February 22, 2014.

Sponsored in part by Project Management Institute Research Program

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### TRACK TITLE
Professional Development Workshop

#### WORKSHOP
Gender Differences in Email Communication: A Pilot Study of Student Email to Faculty

Presenters
Suzanne Clinton, University of Central Oklahoma
Kimberly Merritt, Oklahoma Christian University
Katelynn Burns, MidFirst Bank

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**TRACK TITLE**  
Organizational Theory, Strategy and International Business

**SESSION TITLE**  
Influential Role of Top Management Team

**Session chair**  
Gregory Dess, University of Dallas

*Top Management Team Power Dimensions and Internationalization Behavior*

Rusty Karst, University of North Texas  
**Discussant:** David Epstein, University of Houston – Downtown

*Antecedents of Turnover in the Compensation Committee*

Maria Hasenhuttl, University of Texas – Dallas  
**Discussant:** Gene Easley, University of Houston – Clear Lake

*Substitutes or Complements? Integrating Agency and Resource Dependence Theories to Test the Effects of Shareholders and Board of Directors on CEO - Chairperson Duality*

Shobha Das, Qatar University  
Krishna Udayasankar, Nanyang Technological University  
**Discussant:** Trip Knoche, University of Central Oklahoma

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**42nd Annual Conference**  
March 11 - 14, 2015  
Hyatt Regency Hotel  
Houston, Texas

**43rd Annual Conference**  
To be determined

**44th Annual Conference**  
March 8 - 11, 2017  
Statehouse Convention Center/Marriott  
Little Rock, Arkansas
March 13, 2014
(Thursday)

1:30 p.m. – 3:00 p.m.  
Houston Ballroom A

TRACK TITLE  
Human Resources, Careers and Diversity

SESSION TITLE  
HRM and Diversity: Individual Influences and Cultural Issues

Session chair  
Alix Valenti, University of Houston – Clear Lake

Sex, Gender Role Identity and Values among Korean Men and Women
A. Banu Goktan, University of North Texas – Dallas
Hyung Rok Yim, Hanyang University
Vishal K. Gupta, State University of New York – Binghamton
Discussant: Nancy Kucinski, Hardin-Simmons University

Predictors of Hispanics’ Intentions to Purchase Health Care Insurance: A Conceptual Model
Elizabeth Muniz, University of North Texas – Dallas
Raquel Hodge, University of North Texas – Dallas
Isaura Flores, University of North Texas – Dallas
Subhro Mitra, University of North Texas – Dallas
Discussant: Demetria Henderson, University of Texas – Arlington

Discrimination Buffers and the Mediating Effect of Resilience on Minority Group Members
Demetria Henderson, University of Texas – Arlington
Discussant: Tracey Rockett, Texas Christian University

The Glass Ceiling in Fortune 500 Companies
Ali Soylu, Cameron University and Ipek University
Elizabeth Day, Cameron University
Discussant: Karen Middleton, Texas A&M – Corpus Christi

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March 13, 2014
(Thursday)

1:30 p.m. – 3:00 p.m.  Houston Ballroom B

**TRACK TITLE**  Social Issues, Ethics and Corporate Social Responsibility

**SESSION TITLE**  Top Down: How Corporate Governance Influences CSR

Session chair  Vallari Chandna, University of North Texas

**Discussant:**  Nicholas Rhew, University of Memphis

*Exploring the Role of Fit in the Implementation Process of Corporate Governance Best Practices*

**Mario Krenn,** Southern University - New Orleans

*How a Firm’s Pollution Choice Affects Other CSR Activities*

Craig Macaulay, University of Texas – Dallas

Orlando Richard, University of Texas – Dallas

Mike Peng, University of Texas – Dallas

Maria Hasenhuttl, University of Texas – Dallas

Charlie Hazzard, University of Texas – Dallas

*How a Firm’s Pollution Choice Affects Other CSR Activities*

Craig Macaulay, University of Texas – Dallas

Orlando Richard, University of Texas – Dallas

Mike Peng, University of Texas – Dallas

Maria Hasenhuttl, University of Texas – Dallas

Charlie Hazzard, University of Texas – Dallas

*Are Green Intentions Enough? The Impact of Corporate Green Mission Statements and Green Policy on Actual and Perceived Green Competence*

Dina Abdelzaher, University of Houston - Clear Lake

William Newburry, Florida International University

*Alliance Network Centrality, Board Composition, and Corporate Social Performance*

Craig Macaulay, University of Texas – Dallas

Orlando Richard, University of Texas – Dallas

Mike Peng, University of Texas – Dallas

Maria Hasenhuttl, University of Texas – Dallas

Charlie Hazzard, University of Texas – Dallas

3:00 p.m. - 3:30 p.m.  Lone Star Ballroom

**FBD Coffee Break Sponsored by**

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SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)  

March 13, 2014  
(Thursday)  

3:30 p.m. – 5:00 p.m.  
State Room 1  

TRACK TITLE  
Organizational Theory, Strategy and International Business  

SESSION TITLE  
Idiosyncrasies, Constraints, and Demands of Different Industry  

Session chair  
Deli Yang, Trinity University  

Too Similar to Fail? An Investigation into Factors Leading to Firms Receiving Relief  
Lee Brown, University of Texas – Arlington  
John De Leon, University of Texas – Arlington  

Discussant:  
Deli Yang, Trinity University  

Symbols that Constrain: Identity, Institutions and Sense-making in the United States Public Radio Industry  
Oliver Stoutner, University of Alabama  

Discussant:  
John De Leon, University of Texas – Arlington  

In the Eye of the Beholder: Examining Idiosyncrasies in Critical, Professional and Popular Recognition of Movies in the UK Motion Picture Industry  
Joseph Lampel, Cass Business School  
Shiva Nadavulakere, Saginaw Valley State University  
Anushri Rawat, Nicholls State University  

Discussant:  
Christopher Cassidy, Sam Houston State University  

3:30 p.m. – 5:00 p.m.  
State Room 2  

TRACK TITLE  
Professional Development Workshop  

SESSION TITLE  

Facilitators:  
Marla Potess, Hardin-Simmons University  
Rick Hammer, Hardin-Simmons University  
John N. Davis, Hardin-Simmons University  

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SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)

March 13, 2014
(Thursday)

5:00 p.m. – 6:00 p.m.  State Room 1

SPECIAL SESSION  Planning Meeting For the 2015 Conference

John N. Davis, Hardin-Simmons University
Program Chair-Elect, Southwest Academy of Management

Help shape SWAM’s next meeting to be held in Houston, Texas - March 10-14, 2015. Join in a thoughtful exchange of ideas and creative suggestions as we seek to continually improve the SWAM conference experience.

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March 11 - 14, 2015
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44th Annual Conference
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Statehouse Convention Center/Marriott
Little Rock, Arkansas

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March 14, 2014  
(Friday)  

8:30 a.m. – 10:00 a.m.  
State Room 1

TRACK TITLE  Innovative Teaching Workshop  
SESSION TITLE  Panel Discussion on Innovative Teaching  
Session chair  Tina Fields, Texas State University  

NOTE:  Panelists will have 15 minutes to discuss unique methodologies they have used in their specific workshops and then there will be a 30 minute roundtable discussion (question/answer) on innovative teaching.

PANEL TITLE  Back to the Future: Using Books to Supplement Students’ Learning  
Panelists:  Lee Tyner, University of Central Oklahoma  
Suzanne Clinton, University of Central Oklahoma  
Robert Epstein, University of Central Oklahoma  
Abbie Lambert, University of Central Oklahoma  

PANEL TITLE  Innovative Teaching Workshop for Management Educators: Creative Tools for Teaching Diversity  
Panelist:  Maritza Soto, University of Puerto Rico – Rio Piedras  

PANEL TITLE  The Art of Teaching Management: Using Everything from Impressionism to Improv to Teach Students How to Manage  
Panelists:  Eric Sanders, Benedictine University  
Blair Tiger, Benedictine University  

PANEL TITLE  Utilizing Technology in the Pursuit of Collaborative Research  
Panelists:  Bobbie Kite, University of Texas School of Public Health  
Casey McKinney, Texas State University  

8:30 a.m. – 10:00 a.m.  
State Room 2

TRACK TITLE  Professional Development Workshop  
SYMPOSIUM TITLE  Leveraging Sustainability in Academia: Role of Universities  
Organizers:  Manjula S. Salimath, University of North Texas  
Vallari Chandna, University of North Texas
March 14, 2014  
(Friday)

8:30 a.m. – 10:00 a.m.  
Houston Ballroom A

**TRACK TITLE**  
Management Education and General Management

**SESSION TITLE**  
Innovative Management Principles and Concepts

**Session chair**  
Joshua J. Daspit, Mississippi State University

*Global Call Centers*  
*Tanjia Coleman,* Benedictine University  
*Discussant:*  
*Jp Julie Palmer-Schuyler,* Webster University

*Biblically-based Analysis of Planning and Management Principles*  
*Henry Migliore,* Managing for Success  
*Jeffrey Horvath,* Horvath and Associates  
*Discussant:*  
*Rosemary Maellaro,* University of Dallas

*Increasing Student Contributions Through Conceptual Understanding: Introducing a Curriculum for Conceptual Understanding Model*  
*Gerald Burch,* Tarleton State University  
*Jana Burch,* Davinci Studies  
*Thomas Bradley,* Tarleton State University  
*Discussant:*  
*Donald Baack,* Pittsburg State University

10:00 a.m. - 10:30 a.m.  
Lone Star Ballroom

**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! 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.  
State Room 1

**TRACK TITLE**  
Organizational Theory, Strategy and International Business

**SESSION TITLE**  
Corporate Governance in the Forefront

**Session chair**  
Gene Easley, University of Houston – Clear Lake

*Board Faultiness and Firm Performance: An Investigation of Board Demographic Dispersion*  
*Creed Tumilson,* University of Arkansas  
*Robert Hirth,* University of Arkansas  
*Discussant:*  
*Rusty Karst,* University of North Texas

*Does Internal Context Matter? A Comparison of Public-to-Private Transactions, Pre and Post the Economic Crisis*  
*Alix Valenti,* University of Houston – Clear Lake  
*Marguerite Schneider,* New York Institute of Technology  
*Discussant:*  
*James Vardaman,* Mississippi State University

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March 14, 2014  (Friday)

10:30 a.m. – 12:00 p.m.  State Room 2

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<td>Shepherds and Servants: Thinking about Leadership</td>
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<td>Session chair</td>
<td>Nancy Kucinski, Hardin-Simmons University</td>
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<tr>
<td>Discussant:</td>
<td>John N. Davis, Hardin-Simmons University</td>
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Servant Leadership: Approaching the Paradox from the Life-Stories of Ping Fu
John Humphreys, Texas A&M University – Commerce
Stephanie Pane Haden, Texas A&M University – Commerce
Mario Hayek, Texas A&M University – Commerce
Mildred Pryor, Texas A&M University – Commerce
Brandon Randolph-Seng, Texas A&M University – Commerce
Alex Williams, Texas A&M University – Commerce

“I am among you” Using Biblical Metaphors as Models of Authentically Engaged Leadership
J. Lee Whittington, University of Dallas

Empathic Leadership: The Role of Interactive Empathy on Leader Performance and Employee Engagement
Gerald Burch, Tarleton State University
John Batchelor, University of West Florida
Ronald Humphrey, Virginia Commonwealth University

Scripted Behavior: A Model of Entitlement Activation and Outcomes in the Workplace
Creed Tumlison, University of Arkansas

Sustainability Requires Strong Leadership Support: Evidence from Abu Dhabi Vision 2030
Larry Chasteen, University of Texas – Dallas
Abdulla Alhammadi, Sustainability Program Management for Abu Dhabi

10:30 a.m. – 12:00 p.m.  Houston Ballroom A

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<td>PANEL TITLE</td>
<td>Sustainability Implementation: Insights from Business and Research</td>
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<p>|                             | William Carter, University of North Texas |</p>
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<td>12:00 p.m. – 1:30 p.m.</td>
<td>SWAM Officers’ Meeting and Luncheon</td>
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<td>Presiding</td>
<td>Janie R. Gregg, The University of West Alabama</td>
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<td></td>
<td>President-Elect, Southwest Academy of Management</td>
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<tr>
<td>1:30 p.m. – 3:00 p.m.</td>
<td>Organizational Theory, Strategy and International Business</td>
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<td>Session chair</td>
<td>John De Leon, University of Texas – Arlington</td>
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<td></td>
<td>The Impact of Human Capital on Organizational Legitimacy via Strategic Conformity and Persistence</td>
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<td>Discussant</td>
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<td>Gabriela Flores, University of Texas – El Paso</td>
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<td>Saul Valdiviezo, University of Texas – El Paso</td>
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<td>Felix Flores, University of Texas – El Paso</td>
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<td>Discussant: MaryRose L. Hart, Rogers State University</td>
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<td>Maria Hasenhuttl, University of Texas – Dallas</td>
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<tr>
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<td>Professional Development Workshop</td>
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<td>Facilitators</td>
<td>Janie R. Gregg, The University of West Alabama</td>
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<td>Daniel Doss, The University of West Alabama</td>
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1:30 p.m. – 3:00 p.m.  

STATE ROOM 2

TRACK TITLE  Organizational Behavior and Leadership

SESSION TITLE  Organizational Behavior Grab Bag

Session chair:  Stephanie Pane Haden, Texas A&M University – Commerce
Discussant:  Doug McIntyre, Hardin-Simmons University

Specialists, Advocates, and Stewards: Process Role Identities in Top Management Teams and their Influence on Team Performance
William Carter, University of North Texas
Discussant:  Doug McIntyre, Hardin-Simmons University

Conduits or Clogs? An Experimental Examination of Middle Manager Communication
Darel Hargrove, Texas A&M University
Wonjoon Chung, University of Illinois
Doug Franklin, Texas A&M University
Christina Frye, University of Illinois
T. Brad Harris, University of Illinois
Adam Stoverink, University of Northern Illinois

Toward and Expanded Analysis of Organizational Culture CVF Scores: Method and Illustration
Jp Julie Palmer-Schuyler, Webster University
Chris Gourdine, Accounting and Logistics Services, Inc.

Examining the Relationships among Work Centrality, Type of Work, and Life Satisfaction in a Global Context
Vallari Chandna, University of North Texas
Arash Negahban, University of North Texas

Relating Employees’ Self-Referential Organizational Ties to Justice and Trust
Therese Sprinkle, University of Dallas
Joshua Knapp, University of Lethbridge

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March 14, 2014  
(Friday)

1:30 p.m. – 3:00 p.m.  
Houston Ballroom B

TRACK TITLE  
Entrepreneurship, Small Business and Innovation

SESSION TITLE  
The Impact of Individual-Level Factors on Entrepreneurship

Session chair  
Michele Medina, University of North Texas

Reality of Ownership: The Role of Human Resources in our Entrepreneurship Curriculum  
T. C. Mims, University of Texas Permian Basin and Texas Woman’s University  
Erin McLaughlin, Nova Southeastern University  
Stephanie Reynolds, Fort Worth Independent School District

The Effects of Founding Teams’ Knowledge and Types of Strategies on New Venture’s Performance  
Kyungmoon Kim, Southeastern Louisiana University

Manifestations of Entrepreneurial Intent and Proactive Personality: Testing an Empirical Model with Evidence from a Multi-Country Study  
Veena Prabhu, California State University – Los Angeles  
Stephen McGuire, California State University – Los Angeles  
Kern Kwong, California State University – Los Angeles  
Robert Tang, De La Salle College of Saint Benilde  
Minghao Shen, Guandgong University of Foreign Studies

3:00 p.m. - 3:30 p.m.  
Lone Star Ballroom

FBD Coffee Break

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March 14, 2014  
(Friday)

3:30 p.m. – 5:00 p.m.  
State Room 1

**TRACK TITLE**  
Hospitality, Health Care and Operations Management

**SESSION TITLE**  
Issues in Health Care and Hospitality

**Session chair**  
Mary Rose L. Hart, Rogers State University

*Outcomes of Health Information Technology Utilization in Nursing Homes*
Darla Hamann, University of Texas – Arlington  
Karabi Bezboruah, University of Texas – Arlington

*Comparing Sustainability Practices among Costa Rican and Nicaraguan Small and Medium-sized Hotels*
Susan Clark Muntean, Ball State University  
Alan Yen, Ball State University  
Danielle Dunn, Ball State University

*The Patient Protection and The Affordable Care Act: Does “ObamaCare”? Or Not?*
Ali Soylu, Cameron University and Ipek University  
Kevin Cherilus, Cameron University

3:30 p.m. – 5:00 p.m.  
State Room 2

**TRACK TITLE**  
Professional Development Workshop

**WORKSHOP TITLE**  
Management Lessons from a Major League Baseball Club

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

Make plans to join us in Houston for our 2015 conference.

♦♦♦

**42nd Annual Conference**  
March 11 - 14, 2015  
Hyatt Regency Hotel  
Houston, Texas

**43rd Annual Conference**  
To be determined

**44th Annual Conference**  
March 8 - 11, 2017  
Statehouse Convention Center/Marriott  
Little Rock, Arkansas
March 14, 2014
(Friday)

3:30 p.m. – 5:00 p.m. Houston Ballroom A

TRACK TITLE          Organization Theory, Strategy and International Business
SESSION TITLE         Macro and Micro Perspectives
Session chair         Stephen V. Horner, Pittsburg State University

A Review and Test of the Emerging Markets Concept
Nicholas Rhew, University of Memphis
Robert Wiggins, University of Memphis
Frances Fabian, University of Memphis

Discussant:           Stephen V. Horner, Pittsburg State University

Is CEDAW Effective in Promoting Health Care Equity in Developing Countries? Evidence of its Positive Influence
Karen Middleton, Texas A&M- Corpus Christi
Deniz Gevrek, Texas A&M- Corpus Christi

Discussant:           Christopher Cassidy, Sam Houston State University

The Effects of Social Structure on Actions: A Social Cognition and Social Structure Approach
Trip Knoche, University of Central Oklahoma

Discussant:           Volkan Ozbeck, University of Texas – Arlington

The Faith-Friendly Workplace: A Contextual Consideration of Organizational Frames in Light of Increased Religious Opacity, Diversity and Expression at Work
David Miller, Princeton University
Timothy Ewest, Wartburg College

Discussant:           Robert Hirth, University of Arkansas

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March 14, 2014  
(Friday)  

3:30 p.m. – 5:00 p.m.  
Houston Ballroom B  

<table>
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<tr>
<th>TRACK TITLE</th>
<th>Best Paper Session</th>
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<td>SESSION TITLE</td>
<td>Recognition of the SWAM 2014 Award Winners</td>
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<tr>
<td>Presiding</td>
<td>Janie R. Gregg, The University of West Alabama</td>
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<td>President Elect, Southwest Academy of Management</td>
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Demystifying the Perplexity of Capability Value Creation: An Examination of Zero-Order Capability Configuration and the Impact on Firm Performance  
Joshua J. Daspit, Mississippi State University  
Derrick E. D’Souza, University of North Texas  
Winner 2014 McGraw-Hill Distinguished Paper Award  
Donald Baack, Pittsburg State University  
2014 SWAM Outstanding Educator  
William Carter, University of North Texas  
Recipient of the 2014 Southwest Academy of Management Best Reviewer Award  

5:15 p.m. – 6:15 p.m.  
State Room 1  

SWAM Annual Business Meeting  
Presiding  
Stephen V. Horner, Pittsburg State University  
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.  

6:30 p.m. – 8:00 p.m.  
Chaparral  

SWAM 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.  

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

All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
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Proceedings Editor Joseph Kavanaugh, Sam Houston State University
Historian and Archivist Daniel F. Jennings, Texas A&M University – College Station
Immediate Past President Jeffrey Miller, Sam Houston State University

CONGRATULATIONS!

Recipient of the 2014 McGraw-Hill Distinguished Paper Award
Zara vs. Uniglo: Two Indefatigable Competitors in the Global Apparel Industry
Syed Tariq Anwar, West Texas A & M University

Recipient of the 2014 SWCRA Outstanding Educator Award
Jeffrey Miller, Sam Houston State University
2014 TRACK CHAIRS

Strategic Management/ Business Policy
Steve Vitucci, Texas A&M – Central Texas

Small Business/Entrepreneurship
Timothy Wise, Southern Arkansas University

Human Resource Management/ Organizational Behavior
Alix Valenti, University of Houston – Clear Lake

International Business
Syed Tariq Anwar - West Texas A&M University

Case Development
Michael Menefee, University of North Carolina at Pembroke

Accounting/Finance/Economics
Judy Lewis, Texas A&M University – San Antonio

Non-Profit Management/Ethics
Robert Howard, Southeastern Oklahoma State University

Marketing
Lawrence Silver, Southeastern Oklahoma State University

PROGRAM OVERVIEW

Wednesday, March 13

1:30 p.m. – 3:00 p.m.    Case Writing Clinic: The ABCs of Writing Cases
Types of cases
Getting ideas for cases
Writing the case

3:00 p.m. – 3:30 p.m.    Break

3:30 p.m. – 4:30 p.m.    Case Writing Clinic: The ABCs of Writing Case Teaching Notes

4:30 p.m. – 5:00 p.m.    Critical Incident Cases: SWCRA’s New Frontier

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

1:30 p.m. – 3:00 p.m.    2015 Program Planning Meeting

3:00 p.m. – 3:30 p.m.    FBD Coffee Break
SESSION A  
Case Writing Clinic: The ABCs of Writing Cases

Short Abstract: This session will focus on different types of cases, getting ideas for cases, and then preparing the actual case. Attendees will get insight into how experienced case writers prepare cases including how to develop ideas for cases from various sources and how to develop a complete case that will meet the objectives of the case writer and capture the interest of readers.

Panel: Jeff Miller  
Joe Kavanaugh  
Tim Wise  
Rodney Vandeveer  
Irfan Ahmed

Break

SESSION B  
Case Writing Clinic: The ABCs of Writing Case Teaching Notes

Short Abstract: This session will focus on different approaches to writing a teaching note including ideas on how to prepare a teaching note that includes the elements most sought by instructors using a case and the essential “dos and don'ts” in preparing the teaching note. Joe Kavanaugh and Jeff Miller will also provide an overview of writing critical incidents.

Panel: Jeff Miller  
Joe Kavanaugh  
Tim Wise  
Rodney Vandeveer  
Irfan Ahmed

4:30pm-5:00pm  
**Critical Incident Cases: SWCRA’s New Frontier**

Panel: Jeff Miller  
Joe Kavanaugh

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March 13, 2014
(Thursday)

7:00 a.m. – 7:30 a.m. Houston Ballroom C

Past President’s Meeting

7:30 a.m. – 9:00 a.m. Houston Ballroom C

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. Houston Ballroom C

SESSION C  Small Business/Entrepreneurship

Session Chairs:  Timothy Wise, Southern Arkansas University

Tadpoles Marine, LLC
Robert Stevens, Southeastern Oklahoma State University
Lawrence Silver, Southeastern Oklahoma State University
Stephanie Metts, Southeastern Oklahoma State University

Alcorn McBride: Electronic Wizardry and Creative Mojo
Timothy Wise, Southern Arkansas University

SESSION D  Non-Profit Management/Ethics

Session Chair:  Robert Howard, Southeastern Oklahoma State University

What Should A Convenience Store Do to Protect against Embezzlement? An Ethical ‘Critical Incident’
Wilke D. English, Texas A&M University – Central Texas
Elizabeth Brown, Texas A&M University – Central Texas

Divided Loyalties: A Tough Choice
Keni Ogunyemi, Pan-Atlantic University

Dr. Howard Stevens’ Ethical Dilemma: Textbook Buyers
Stephanie Metts, Southeastern Oklahoma State University
Robert Howard, Southeastern Oklahoma State University
SESSION E  Accounting and Finance Track

Session Chair:  Judy Lewis, Texas A&M University – San Antonio

Debi’s Calendars
Deborah Combs, Southeastern Oklahoma State University

Hewlett-Packard and the Acquisition of Autonomy
Sue Cullers, Buena Vista University
Judy Lewis, Texas A&M University – San Antonio

Curtain Call Executive Services
Steven D. Dolvin, Butler University

Alltech FEI World Equestrian Games
Simon Medcalfe, Georgia Regents University
Carolineh Frentzel, Clarke Parke Morgans

Island Tropics Boutique
Thomas D. Tolleson, Texas Wesleyan University
Shana Hellinger, Texas Wesleyan University
Lori Burks, District Attorney’s Office, Tarrant County, Texas

SESSION F  Human Resource Management/Organizational

Session Chair:  Alix Valenti, University of Houston – Clear Lake

Trinity Classical Academy: Small Market Conflicts
Bradley A. Almond, Texas A&M University – Central Texas

Target Corp.: Making Work Fun, Fast, and Friendly
Alix Valenti, University of Houston – Clear Lake

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SESSION G  Marketing/International/Strategy

Session Chairs:  Syed Tariq Anwar, West Texas A&M University
Lawrence Silver, Southeastern Oklahoma State University
Steve Vitucci, Texas A&M – Central Texas

Time Catcher Photography
Rodney C. Vandeveer, Purdue University
Michael Menefee, University of North Carolina at Pembroke

Zara vs. Uniglo: Two Indefatigable Competitors in the Global Apparel Industry
Syed Tariq Anwar, West Texas A&M University

Herman Miller, Inc.: People, Patents, and Pollution
John K. Masters, Cameron University

SESSION H  Case Development

Session Chair:  Michael Menefee, University of North Carolina – Pembroke

Operation Help a Soldier: Managing a Volunteer Workforce
Kana Ng, Texas A and M University – Central Texas
Brad Almond, Texas A and M University – Central Texas

A Surgeon with Scruples
Suzanne Box, Texas Wesleyan University
Thomas D. Tolleson, Texas Wesleyan University

Regional Branding of Lake Texoma
Kathy Hendrick, Southeastern Oklahoma State University

Productivity Ratios: The Missing Tool in Financial Analysis
A Critical Incident Showing the Power of Student Experiences
Mary H. Kelly, Texas A&M University – Central Texas
Wilke D. English, Texas A&M University – Central Texas

Are They Dead Yet?
Angela Walker, Texas Wesleyan University
Thomas D. Tolleson, Texas Wesleyan University
March 14, 2014
(Thursday)

10:00 a.m. – 10:30 a.m.  Lone Star Ballroom

**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.*

1:30 p.m. – 3:00 p.m.  Chaparral Boardroom

**SESSION I: 2015 Program Planning Meeting**

Session Chair: **Simon Medcalfe**, Georgia Regents University

Everyone is invited to attend this meeting and help prepare for 2015. Anyone interested in being the 2015 programs track chair, reviewer, discussant, etc. are encouraged to attend and share ideas to grow and further the art of case writing.

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Marilyn K. Wiley, University of North Texas
Susana Yu, Montclair State University

*These Individuals also served on the Best Paper Awards Subcommittee
Congratulations to Award Winners!

2014 Federation of Business Disciplines Outstanding Educator Award
Julia S. Kwok, Northeastern State University

2014 McGraw-Hill Education Distinguished Paper Award
Cohabitation before Marriage? An Examination of Pre-acquisition Alliance Partnerships and Merger Outcomes
Han Yu, University of Kansas
Zhaozhao He, University of Kansas

AAII (American Association of Individual Investors) Best Paper in Investments
Performance Measurement with Market and Volatility Timing and Selectivity
Wayne Ferson, University of Southern California
Haitao Mo, Louisiana State University

SWFA Best Paper in Corporate Finance
The Determinants of Director Compensation
James Linck, Southern Methodist University
Viktar Fedaseyeu, Bocconi University
Hannes Wagner, Bocconi University

SWFA Best Paper in Financial Institutions
Time-varying Dependence in Sovereign and Bank Credit Spreads: Evidence from Europe
Christian Meine, Ruhr-University Bochum

SWFA Outstanding Paper Award
What Drives Takeover Activity in the Banking Industry?
Robert Loveland, California State University, East Bay
Kevin Okoeguale, Saint Mary’s College of California

SWFA Outstanding Paper Award
Growth Options and Financial Leverage: Evidence from Mergers and Acquisitions
Jeffrey Coy, University of Central Florida
Luis García-Feijoo, Florida Atlantic University

SWFA Outstanding Paper Award
Investment Income Taxes and Firms’ Going Private Decision
Paul Mason, University of Texas at Dallas
Alex Holcomb, University of Texas at Dallas
Dupinderjeet Kaur, University of Texas at Dallas
Harold Zhang, University of Texas at Dallas

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Congratulations to Award Winners! (Continued)

We are grateful to the following sponsors for sponsoring outstanding paper awards and doctoral student travel grants:

Federation of Business Disciplines for sponsoring the Outstanding Educator Award

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The Center for Real Estate and Urban Economic Studies at the University of Connecticut for sponsoring the SWFA real estate session.

AAII (American Association of Independent Investors) for sponsoring the Best Paper in Investments Award

Northeastern Oklahoma University for sponsoring several doctoral student travel awards.

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Panel Presentation for SWFA registered doctoral students: Panel presentation and open discussion of issues facing new faculty in finance. Our panelists include Steve Sears, Ramesh Rao, Scott Heine, and Andrew Lynch, who are, respectively, a college of business dean, a senior finance faculty member, an editor of our finance journal, and a junior finance faculty member.

SWFA Thursday reception: The reception will be held at Gilley’s, a bar/honky tonk founded in 1971 by country singer Mickey Gilley in Pasadena, Texas. The Dallas Gilley’s is close by at 1135 S. Lamar St. 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.

SWFA Friday Luncheon and Business Meeting: Our annual luncheon includes our business meeting, presentations of awards, and keynote address by Sheridan Titman (Walter W. McAllister Centennial Chair in Financial Services at The University of Texas) on Investment Externalities

Friday Tutorial Session: M. Kabir Hassan will present a tutorial session on Global Financial Malaise, Islamic Finance, and Economic Development. He reviews the roles of conventional and Islamic finance in economic crises and economic development.

SWFA Saturday Event: The Dallas Museum of Art features an outstanding collection of more than 22,000 works of art from around the world, including ancient to contemporary works from America, Africa, Asia, Europe, the Mediterranean, and the Pacific islands. Exhibitions in March 2014 will feature Robert Smithson in Texas, The Erosion Series by Alexandre Hogue, Concentrations 56 by Stephen Laphisophon, and dye-decorated cloths from Africa. Meet us at the Museum (1717 N Harwood St.) or depart with us from the hotel around 10:45 a.m. An admission ticket purchase is required.

Please RVSP through the SWFA on-line registration.

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All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
SESSION A  Mergers and Acquisitions I

Session Chair: Marcin Krolikowski, University of South Florida

Discussants: Yasser Alhenawi, University of Evansville
Marcin Krolikowski, University of South Florida
Tae-Nyun Kim, Frostburg State University
Jeffrey Coy, University of Central Florida

Inter-firm Linkages and M&A Returns
Marcin Krolikowski, University of South Florida

Determinants of Acquirer-Target Distance in M&A
Bumseok Chun, Georgia Institute of Technology
Tae-Nyun Kim, Frostburg State University

Growth Options and Financial Leverage: Evidence from Mergers and Acquisitions
Jeffrey Coy, University of Central Florida
Luis Garcia-Feijoo, Florida Atlantic University

Impact of Merger Synergies on Performance and Value
Yasser Alhenawi, University of Evansville
Sudha Krishnaswami, University of New Orleans

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SOUTHWESTERN FINANCE ASSOCIATION

March 13, 2014 (Thursday)

8:30 a.m. – 10:00 a.m. Majestic 1

SESSION B  International Governance

Session Chair: Scott Miller, Pepperdine University

Discussants: Scott Miller, Pepperdine University
Bochen Li, University of Cincinnati
Mitsuru Mizuno, Nihon University
Bhavik Parikh, University of Memphis

Agency Problems and Internal Capital Market Inefficiency: Evidence from the World
Yong Kim, University of Cincinnati
Bochen Li, University of Cincinnati

Comparative Study of the Influence of Institutional Investors on Corporate Governance and Firm Performance in Japan and France
Mitsuru Mizuno, Nihon University

Corporate Tax Rates-Labor Cost Trade-Offs in a Competitive-Interdependent Global Economy
Bhavik Parikh, University of Memphis
Ronald Spahr, University of Memphis
Pankaj Jain, University of Memphis
Fariz Huseynov, North Dakota State University

The Institutional Impact of Entry Mode Decisions by Emerging Market and Advanced Market MNCs
Ru-Shiun Liou, California State University, Fresno
Kevin Lee, California State University, Fresno
Scott Miller, Pepperdine University

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SESSION C  Socially Responsible Investing

Session Chair:  Greg Richey, California State University, San Bernardino
Discussants:  Trang Thai, University of Texas at Arlington
Greg Richey, California State University, San Bernardino
Jose Francisco Rubio, University of New Orleans

An Empirical Test on the Relationship between Corporate Social Responsibility and Corporate Financial Performance
Trang Thai, University of Texas at Arlington

Greg Richey, California State University, San Bernardino

Methods to Estimate Performance of Mutual Funds: A DEA and Coskewness Based Measurement of the Performance of Socially Responsible Investing
Jose Francisco Rubio, University of New Orleans
M. Kabir Hassan, University of New Orleans

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SESSION D  Business/Macroeconomic Risks

Session Chair:  Susan Ji, Governors State University

Discussants:  Susan Ji, Governors State University  
Fazlul Miah, King Fahd University of Petroleum and Minerals  
Ping-Wen Sun, Jiangxi University of Finance and Economics  
Mohamed Mekhaimer, University of Memphis

Rationality of Survey Based Interest Rate Expectations of Thirty Developed and Emerging Economies
Fazlul Miah, King Fahd University of Petroleum and Minerals
Ahmed Khalifa, Qatar University

Do Short-Term Institutional Investors Hold Riskier Stock Portfolios?
Jiun-Lin Chen, University of Adelaide
Shih-Cheng Lee, Yuan-Ze University
Chien-Ting Lin, Deakin University
Ping-Wen Sun, Jiangxi University of Finance and Economics

Commonality in Liquidity: Evidence from the First Transatlantic Exchange
Mohamed Mekhaimer, University of Memphis
Pankaj Jain, University of Memphis
Sandra Mortal, University of Memphis

Macroeconomic Risk and Momentum Profits
Susan Ji, Governors State University
J. Spencer Martin, University of Melbourne
Chelsea Yao, Lancaster University

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SESSION E  Asset Pricing I

Session Chair:  Thomas Thompson, Lamar University
Discussants:   Paulo Maio, Hanken School of Economics  
Thomas Thompson, Lamar University  
Haim Kassa, Miami University, Ohio  
Nikolaos Artvanis, University of Massachusetts Amherst

Survivability following Reverse Stock Splits: What Determines the Fate of Non-Surviving Firms?  
Karyn Neuhauser, Lamar University  
Thomas Thompson, Lamar University

Lottery Preferences and the Time Series Variation of the Idiosyncratic Volatility Puzzle  
Doina Chichernea, University of Toledo  
Haim Kassa, Miami University, Ohio  
Steve Slezak, University of Cincinnati

On The Estimation of Systematic Downside Risk  
Nikolaos Artvanis, University of Massachusetts Amherst

Macro Factors and the Cross-Section of Stock Returns  
Paulo Maio, Hanken School of Economics  
Dennis Philip, Durham University Business School

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SESSION F  Four Great Papers

Session Chair:  Lawrence Awopetu, University of Arkansas Pine Bluff

Discussants:  Saurabh Ahluwalia, University of New Mexico
Peter Wui, University of Arkansas Pine Bluff
Barkat Ullah, University of Texas at El Paso
Cristhian Mellado, University of Texas Pan American

Working Capital Investing Policy under an Economic Recession: Focusing on Small-Medium Size Companies
Lawrence Awopetu, University of Arkansas Pine Bluff
Peter Wui, University of Arkansas Pine Bluff

ISO Certification, Financial Constraints, and Firm Performance in Latin American Countries
Barkat Ullah, University of Texas at El Paso
Zuobao Wei, University of Texas at El Paso
Feixue Xie, University of Texas at El Paso

The Effects of the Latin American Integrated Market (MILA) on the Foreign Exchange of Colombia, Peru and Chile
Cristhian Mellado, University of Texas Pan American
Sergio Garcia, University of Texas Pan American

Retail Investors and Asset Prices
Saurabh Ahluwalia, University of New Mexico

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SESSION G  Four Great Papers

Session Chair:  Hua-Hsin Tsai, University of North Texas
Discussants:  Hua-Hsin Tsai, University of North Texas  
Lijuan Sun, University of Texas – Pan American  
Edward Lawrence, Florida International University  
Ally Quan Zhang, Swiss Finance Institute and University of Zurich

College Students! Are You Aware of Your Credit Card Debts and Ability to Pay Your Debt?
Hua-Hsin Tsai, University of North Texas
Chao Wen, Eastern Illinois University
Victor R. Prybutok, University of North Texas

Quantitative Investigation of College Students’ Financial Behavior  
Lijuan Sun, University of Texas – Pan American  
Hong Qin, University of Texas – Pan American  
Dave Jackson, University of Texas – Pan American

Analytical Option Pricing under a Displaced Double Gamma Jump-Diffusion Model  
Matthias Thul, University of New South Wales  
Ally Quan Zhang, Swiss Finance Institute and University of Zurich

The Prevalence, Cause and Implications of Regime Shifts in Stock Returns  
Ann Marie Hibbert, West Virginia University  
Edward Lawrence, Florida International University  
Arun Prakash, Florida International University

10:00 a.m. – 10:30 a.m.  Lone Star Ballroom

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  Mergers and Acquisitions II

Session Chair:  Yasser Alhenawi, University of Evansville

Discussants:  Nathan Walcott, Southern Methodist University
Hari Adhikari, University of South Florida
Yasser Alhenawi, University of Evansville

The Power of Control: The Acquisition Decisions of Newly Public Dual-Class Firms
Hari Adhikari, University of South Florida

The Role of Pre-merger Performance of Acquirers in Post-merger Performance of Conglomerates
Yasser Alhenawi, University of Evansville

The Role of Skewness in Mergers and Acquisitions
Jared Delisle, Washington State University
Nathan Walcott, Southern Methodist University

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Hyatt Regency Hotel
Houston, Texas

43rd Annual Conference
To be determined

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

Visit us at FBDonline.org
SESSION B  Firm Risk

Session Chair:  Shofiqur Rahman, University of Texas at El Paso

Discussants:  Shuming Bai, University of Texas of the Permian Basin  
Yang Yang, Louisiana State University  
Shofiqur Rahman, University of Texas at El Paso

The Effects of Default Risk and Liquidity Risk on Implied Cost of Capital  
Yang Yang, Louisiana State University

Labor Unemployment Risk and Firm Risk  
Erik Devos, University of Texas at El Paso  
Shofiqur Rahman, University of Texas at El Paso

Currency Hedging by Multinationals Under Financial Crisis  
Bina Parajuli, University of Texas of the Permian Basin  
Christie Ryan, University of Texas of the Permian Basin  
Shuming Bai, University of Texas of the Permian Basin

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SESSION C    Shorting and Congress

Session Chair:    Grace Qing Hao, University of Texas at Arlington

Discussants:    Michael Gibbs, University of Missouri-Columbia
Ramya Rajajagadeesan Aroul, University of Texas at Arlington
Serkan Karadas, West Virginia University

Misvaluation and Financial Distress
Ramya Rajajagadeesan Aroul, University of Texas at Arlington

Informed Trading at Capitol Hill: Evidence from Congressional Trading
Serkan Karadas, West Virginia University

Short Selling around the Expiration of IPO Share Lockups
Michael Gibbs, University of Missouri-Columbia
Grace Qing Hao, University of Texas at Arlington

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SESSION D  Anomalies I

Session Chair:  Aaron Lin, Louisiana State University

Discussants:  Sina Marquardt, University of St. Gallen
Aaron Lin, Louisiana State University
Atif Ikram, Wayne State University

Effects of Growth Options on Post-Earnings Announcement Drift
Aaron Lin, Louisiana State University

Industry-Specific Discretionary Accruals and the Accruals Anomaly
Atif Ikram, Wayne State University

Irrational Mutual Fund Managers: Explaining Differences in their Behavior
Sina Marquardt, University of St. Gallen

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SESSION E  Investment Performance

Session Chair: Wayne Ferson, University of Southern California

Discussants: Line Goss, University Of New Orleans
David Stowe, Ohio University
Wayne Ferson, University of Southern California
Timothy Krause, University of Texas San Antonio

Implied Volatility Dynamics among Exchange Traded Funds and their Largest Component Stocks
Timothy Krause, University of Texas San Antonio
Donald Lien, University of Texas San Antonio

Performance Measurement with Market and Volatility Timing and Selectivity
Wayne Ferson, University of Southern California
Haitao Mo, Louisiana State University

Decomposing and Re-parameterizing Active Share
David Stowe, Ohio University

Dynamics of Multi-Market Trading
Line Goss, University of New Orleans

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SESSION F  Panel Presentation and Discussion for Doctoral Students and Friends

All Ph.D. students registered for SWFA are invited to participate.

Our panelists include a college of business dean, a senior finance faculty member, a junior finance faculty member, and an editor of our finance journal. They will each provide their perspectives on the finance profession and the roles we can play in academia and beyond. Basically, what they would like to do if they were in your shoes.

The floor will be open for a lively discussion.

Our panelists are:

**Ramesh Rao**, Professor and Paul C. Wise Chair in Finance, Oklahoma State University

**R. Stephen Sears**, Dean & Killam Distinguished Professor, A.R. Sanchez, Jr. School of Business, Texas A&M International University

**Scott E. Hein**, Professor, Robert C. Brown Chair of Finance, Texas Tech University, Editor of the *Journal of Financial Research*

**Andrew Lynch**, Assistant Professor of Finance, Binghamton University

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SESSION A  Debt Management

Session Chair:  Randy Beavers, University of Alabama

Discussants:  Halil Kaya, Northeastern State University
William McCumber, Louisiana Tech University
Shage Zhang, Trinity University
Randy Beavers, University of Alabama

CFO Network Centrality and Private Debt
Kathy Fogel, Suffolk University
Tomas Jandik, University of Arkansas
William McCumber, Louisiana Tech University

Institutional Arrangements and Debt Financing Choice
Shage Zhang, Trinity University

CEO Inside Debt in Initial Public Offerings
Randy Beavers, University of Alabama

The Capital Structure Implications of Hot Market Debt Financing Activities
Halil Kaya, Northeastern State University

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SESSION B  Deals

Session Chair:  Inga Chira, Oregon State University

Discussants:  Li Xu, University of New Orleans
Inga Chira, Oregon State University
Alejandro Serrano, University of Texas – Pan American
Christian Rauch, Goethe University Frankfurt

Reference Point Theory and Pursuit of Deals
Inga Chira, Oregon State University
Jeff Madura, Florida Atlantic University

Venture Capital Rounds, Delisting, and SOX
Gang Dong, Columbia University
Alejandro Serrano, University of Texas – Pan American

The Role of Deal-Level Compensation in Leveraged Buyout Performance
Christian Rauch, Goethe University Frankfurt
Marc Umber, Frankfurt School of Finance and Management
Sven Fuerth, Goethe University Frankfurt

Comparing Value of Cash for ADR Firms and U.S. Firms
Li Xu, University of New Orleans

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SESSION C  Monetary and Fiscal Effects

Session Chair:  Paul Docherty, The University of Newcastle

Discussants:  Paul Docherty, The University of Newcastle
             Cedric T Mbanga, Louisiana Tech University
             Thanh Nguyen, University of Wisconsin, Eau Claire

Fiscal Policy and the U. S. Stock Market
Cedric T. Mbanga, Louisiana Tech University
Ali F. Darrat, Louisiana Tech University

Information Content of Stock Price during Divided Government versus Unified Government
Hari Adhikari, University of South Florida
Thanh Nguyen, University of Wisconsin, Eau Claire

The Differential Impact of Monetary Policy Announcements and Explanatory Minutes Releases on the Australian Interest Rate Futures Market.
Paul Docherty, The University of Newcastle
Steve Easton, The University of Newcastle
Bronwyn McCredie, The University of Newcastle
Katherine Uylangco, The University of Newcastle

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SESSION D  Anomalies II

Session Chair:  David Suk, Rider University
Discussants:  Kevin Brady, Florida Atlantic University
Andrew Lynch, Binghamton University
Ki Han, Suffolk University

Institutions and the Turn-of-the-Year Effect: Evidence from Actual Institutional Trades
Andrew Lynch, Binghamton University
Sterling Yan, University of Missouri
Andy Puckett, University of Tennessee

Beyond the 52-Week High
Ki Han, Suffolk University
Abu Jalal, Suffolk University
Suk Lee, Loyola University Chicago
David Suk, Rider University

Causes and Effects of Special Dividend Distributions in 2010 and 2012
Kevin Brady, Florida Atlantic University
Inga Chira, Oregon State University
Jeff Madura, Florida Atlantic University

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SESSION E  
Investment Companies

Session Chair:  
Monika Rabarison, The University of Texas – Pan American

Discussants:  
Palani-Rajan Kadapakkam, University of Texas – San Antonio  
Martin Rohleder, University Augsburg  
Monika Rabarison, The University of Texas – Pan American  
Kok Keng Siaw, University of New South Wales

Luck Bias and Skill Performance of Individual Mutual Funds
Mark Rohleder, University Augsburg  
Marco Wilkens, University Augsburg

New Insights into Mutual Fund Brokerage Commissions
Monika Rabarison, The University of Texas – Pan American

Empirical Test of The Liquidity-Based Theory of Closed-End Funds
Kok Keng Siaw, University of New South Wales  
Jerry Parwada, University of New South Wales

Machine over Mind? Clustering of ETF prices
Sougata Das, University of Texas – San Antonio  
Palani-Rajan Kadapakkam, University of Texas – San Antonio

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SESSION F  Specific Markets

Session Chair: Lalatendu Misra, University of Texas at San Antonio

Discussants: Katsushi Suzuki, Kobe University
Nik Volkov, Florida Atlantic University
Ronnie Shaw, Oklahoma City University
Lalatendu Misra, University of Texas at San Antonio

Oil Price Shocks and Conditional Exchange Rate Volatility
Nik Volkov, Florida Atlantic University
Ky-Hyang Yuhn, Florida Atlantic University

Analysis of the Investment Potential of Platinum Group Metals
James Mccown, Tolteg Group
Ronnie Shaw, Oklahoma City University

Changes in Corporate Governance Processes following Reputation Damaging Revelations: The Case of Option Backdating
Atul Gupta, Bentley University
Lalatendu Misra, University of Texas at San Antonio
Yilun Shi, Elon University

Hedge Fund as Monitor or Last Resort Investor? Evidence from Japanese PIPE market
Katsushi Suzuki, Kobe University

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SOUTHWESTERN FINANCE ASSOCIATION

March 13, 2014
(Thursday)

3:00 p.m. – 3:30 p.m.  Lone Star Ballroom

FBD Coffee Break

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

3:30 p.m. – 5:00 p.m.  Majestic 1

SESSION A  Some Board Issues

Session Chair: Stephan Spathe, Center for Financial Studies

Discussants: Mujtaba Zia, University of North Texas
Stephan Spathe, Center for Financial Studies
Umar Butt, College of Business, Zayed University
Zi Jia, E.J. Ourso College of Business, Louisiana State University

*How to Evaluate the Share Price Performance During CEO Tenure: The Case of Josef Ackermann’s Stewardship at Deutsche Bank*

Stephan Spathe, Center for Financial Studies

*Accrual Manipulation and Real Earnings Management Activities around Debt Covenant Violation*

Umar Butt, College of Business, Zayed University
Trevor Chamberlain, DeGroote College of Business, McMaster University
Sudipto Sarkar, DeGroote College of Business, McMaster University

*Dividend Equivalents - Does the Dividend Income on CEOs’ Unearned Shares Affect Firms’ Payout Policies*

Zi Jia, E.J. Ourso College of Business, Louisiana State University

*A Cross Analysis of the Target and the Acquirer Board Composition in Mergers and Acquisitions*

Mujtaba Zia, University of North Texas

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SESSION B  Repurchases/Dividends

Session Chair:  Mahfuz Raihan, University of Utah
Discussants:  June Pham, Shippensburg University  
Lauren Lore, Aston University  
Ramesh Rao, Oklahoma State University

Time Series Analysis of Macroeconomic Factors and Corporate Payouts  
Lauren Lore, Aston University  
Mahfuz Raihan, University of Utah

Real Earnings Management around Stock Repurchases  
Jimmy Downes, Oklahoma State University  
Lauren Gorman, Oklahoma State University  
Ramesh Rao, Oklahoma State University

IPO Intra-Industry Effects on Firm Stock Repurchases  
June Pham, Shippensburg University  
Thanh Nguyen, University of Wisconsin-Eau Claire

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SESSION C National Culture and Finance

Session Chair: John Goodell, University of Akron

Discussants: Erdem Ucar, Eastern Kentucky University
John Goodell, University of Akron
Elsayed Elsiefy, Qatar Foundation
Joon Park, University of Arkansas Pine Bluff

Cross-National Differences in Access to Finance: Influence of Culture and Institutional Environments
Raj Aggarwal, University of Akron
John Goodell, University of Akron

Does Culture Affect Dividend Demand and Payout Policy? Local Culture and Dividends
Erdem Ucar, Eastern Kentucky University

Impacts of Financial Crisis on Regional Efficiency of Banking Industry
Joon Park, University of Arkansas Pine Bluff
Jawook Baek, Changwon National University

Determinants of Profitability of Conventional and Islamic Banks: Evidence from Qatar
Elsayed Elsiefy, Qatar Foundation

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SESSION D    International Financial Markets

Session Chair: Geoffrey Ngene, Mercer University
Discussants: Carl McGowan, Norfolk State University
Mohamed Ibrahim Mugableh, Irbid National University
Geoffrey Ngene, Mercer University

Long Memory or Structural Breaks: Some Evidence for African Stock Markets
Geoffrey Ngene, Mercer University
Kenneth Tah, Louisiana Tech University
Ali Darrat, Louisiana Tech University

Foreign Direct Investment Function in Malaysia: Unconditional Error Correction Approach
Mohamed Ibrahim Mugableh, Irbid National University

An examination of the Random Walk Model and Technical Trading Rules of the Islamic-Compliant
Stocks in Malaysia
Andi Nurul Hamimam Halidek, Universiti Kebangsaan Malaysia
Noor Azuddin Yakob, Universiti Kebangsaan Malaysia
Carl McGowan, Norfolk State University

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SESSION E  Market Functioning I

Session Chair:  Yi Liu, University of North Texas
Discussants:  
  Yi Liu, University of North Texas
  Ping-Wen Sun, Jiangxi University of Finance and Economics
  Vadhindran Rao, Metropolitan State University

Stock Price Delay and Business Cycle
  Ji-Chai Lin, Louisiana State University
  Ping-Wen Sun, Jiangxi University of Finance and Economics

The Dollar-Rupee Covered Interest Differential
  Vadhindran Rao, Metropolitan State University

Is Sustainable Competitive Advantage an Advantage for Stock Investors?
  Yi Liu, University of North Texas

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March 13, 2014  
(Thursday)

3:30 p.m. – 5:00 p.m.  Majestic 6

SESSION F  Bank Capital

Session Chair:  Daniel Heddergott, MLU – University Halle – Wittenberg
Discussants:  Thomas Hogan, Troy University  
Wei Chi Lin, Yuan Zu University  
Daniel Heddergott, MLU – University Halle – Wittenberg  
Ibrahim Siraj, University of New Orleans

The Determinants of Bank Liquidity Buffer  
I-Ju Chen, Yuan Zu University  
Nguyen Lan Phuong, Yuan Zu University  
Wei Chi Lin, Yuan Zu University

Competitive Effects of Bank Supervision under Basel III  
Daniel Heddergott, MLU – University Halle – Wittenberg  
Yassine Labidi, MLU – University Halle – Wittenberg

Geographic Dispersion and the Cost of Bank Loans  
Ibrahim Siraj, University of New Orleans  
M. Kabir Hassan, University of New Orleans

Evaluating Risk-based Capital Regulation  
Thomas Hogan, Troy University  
Neil Meredith, West Texas A&M University  
Xuhao Pan, George Mason University

6:00 p.m. – 8:00 p.m.

SWFA reception

The reception will be held at Gilley's, a bar/honky tonk founded in 1971 by country singer Mickey Gilley in Pasadena, Texas. The Dallas Gilley’s is close by at 1135 S. Lamar St. 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.

Visit us at FBDonline.org
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 or dinner.

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SWFA Board Meeting and Breakfast

8:30 a.m. – 10:00 a.m. Majestic 1

SESSION A  Reorganization Issues
Session Chair: Thanh Nguyen, University of Wisconsin – Eau Claire
Discussants: June Pham, Shippensburg University
Paul Mason, University of Texas at Dallas
Ying-Chou Lin, Missouri University of Science and Technology

Investment Income Taxes and Firms' Going Private Decision
Paul Mason, University of Texas at Dallas
Alex Holcomb, University of Texas at Dallas
Dupinderjeet Kaur, University of Texas at Dallas
Harold Zhang, University of Texas at Dallas

Motives for Corporate Spinoffs: Evidence from Ex-Ante Misvaluation
Ying-Chou Lin, Missouri University of Science and Technology
Kenneth Yung, Old Dominion University

Asset Sell-off versus Equity Carve-out: The Choice of Divestiture Method and Long-run Performance
June Pham, Shippensburg University
Thanh Nguyen, University of Wisconsin – Eau Claire

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SESSION B  Innovation and Splits

Session Chair:  Won Seok Choi, University of North Texas

Discussants:  Mujtaba Zia, University of North Texas  
Daniel Reimsbach, University of Duesseldorf  
Ahmed Elnahas, The University of Memphis  
Hari Adhikari, University of South Florida

Modeling Sequential R&D Investments: A Binomial Compound Option Approach
Bastian Hauschild, University of Duesseldorf  
Daniel Reimsbach, University of Duesseldorf

Employee Satisfaction and Firm Innovation
Hari Adhikari, University of South Florida  
Won Seok Choi, University of North Texas  
Incheol Kim, University of New Orleans

Forward Splits Followed by Reverse Splits! Misfortune or Complex Shenanigans
Ahmed Elnahas, The University of Memphis  
Pankaj Jain, The University of Memphis  
Thomas McInish, The University of Memphis

Consumption, Credit Cards, and Monetary Policy
Mujtaba Zia, University of North Texas

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SESSION C  Returns in Emerging Markets

Session Chair:  Yongli Luo, Wayland Baptist University
Discussants:  Yongli Luo, Wayland Baptist University
Tibebe Assefa, Kentucky State University
Alma Hales, Tennessee Tech University

African Stock Market Returns and Liquidity Premia
Tibebe Assefa, Kentucky State University
Andre Mollick, University of Texas – Pan American

Liquidity Spillovers: The Impact of ADR Trading on Latin American Stocks
Alma Hales, Tennessee Tech University
Andre Mollick, University of Texas – Pan American

Economic Freedom, Financial Crisis and Stock Volatilities in Emerging Markets
Yongli Luo, Wayland Baptist University

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SESSION D  Sovereign Debt

Session Chair:  Marcela Giraldo, Southern Methodist University

Discussants:  Walt Pohl, University of Zurich
Marcela Giraldo, Southern Methodist University
Christian Meine, Ruhr-University Bochum
David Sun, Kainan University

A Dynamic Model of Sovereign Debt and Defaults: Understanding the Incentives of the Borrower.
Marcela Giraldo, Southern Methodist University

Time-varying Dependence in Sovereign and Bank Credit Spreads: Evidence from Europe
Christian Meine, Ruhr-University Bochum

Modeling Sovereign Debt with Default Threshold: A Barrier Option Approach
David Sun, Kainan University
Da-Ching Chow, Yuan Ze University

Long-run UIP Holds Even in the Short Run
Fabian Ackermann, Zurich Kantonal Bank
Karl Schmedders, University of Zurich
Walt Pohl, University of Zurich

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SESSION E  Market Functioning II

Session Chair:  Yvonne Kreis, University of Mainz
Discussants:  Samar Ashour, University of Texas at Arlington  
Atanas Mihov, University of Florida  
Paulo Maio, Hanken School of Economics  
Yvonne Kreis, University of Mainz

Returns to Hedge Fund Activism and Divergence of Investor Opinion  
Atanas Mihov, University of Florida

Does the Stock Market Lead the Economy?  
Paulo Maio, Hanken School of Economics
Dennis Philip, Durham University Business School

Designated Market Maker Affiliation and Earnings Forecast Quality  
Yvonne Kreis, University of Mainz

Does Gold Love Bad News? Hedging and Safe Haven of Gold Against Stocks and Bonds  
Samar Ashour, University of Texas at Arlington

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SESSION F  Vital Banking Issues

Session Chair: Nicholas Crain, Vanderbilt University

Discussants: Amine Tarazi, Université de Limoges, LAPE
             Raluca Roman, University of South Carolina
             Robert Loveland, California State University, East Bay
             Nicholas Crain, Vanderbilt University

Shareholder Activism in Banking
Raluca Roman, University of South Carolina

What Drives Takeover Activity in the Banking Industry?
Robert Loveland, California State University, East Bay
Kevin Okoeguale, Saint Mary’s College of California

Venture Capital and Career Concerns
Nicholas Crain, Vanderbilt University

Excess Control Rights, Financial Crisis and Bank Profitability
Amine Tarazi, Université de Limoges, LAPE
Nadia Zedek, Université de Limoges, LAPE

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SESSION G  International Banking

Session Chair:  Ali Ashraf, Frostburg State University

Discussants:  Xiao Wang, The People's Bank of China
Ali Ashraf, Frostburg State University
Christian Farruggio, University of Bochum
Natalya Delcoure, Texas A&M University – Kingsville

Loan Loss Provisioning in OIC Countries: Evidence from Conventional vs. Islamic Banks
Ali Ashraf, Frostburg State University
M. Kabir Hassan, University of New Orleans

Determinants of Loan Securitization in European Banking
Christian Farruggio, University of Bochum

Modern Commercial Banking in Russia
Natalya Delcoure, Texas A&M University – Kingsville

Bank Failure Prediction: Empirical Evidence from US & UK Banks—Impact of Derivatives and Other Balance Sheet Items
Xiao Wang, The People's Bank of China
Zhihong Ji, The People's Bank of China

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

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  Governance Issues

Session Chair:  Leonidas Barbopoulos, University of St. Andrews
Discussants:  Aslihan Korkmaz Ciccek, Cleveland State University
             Ibrahim Siraj, University of New Orleans
             Leonidas Barbopoulos, University of St. Andrews
             Jonathan Kalodimos, University of Washington

Product Demand Cyclicality and Corporate Performance of Firms with Different Organizational Forms
Ibrahim Siraj, University of New Orleans
M. Kabir Hassan, University of New Orleans

Regulations and CBA Premium
Leonidas Barbopoulos, University of St. Andrews
Andrew Marshall, University of Strathclyde
Krishna Paudyal, University of Strathclyde

How Important is Governance? Evidence from Heart Attack Survival
Jonathan Kalodimos, University of Washington

Corporate Governance and Seasoned Equity Offerings
Aslihan Korkmaz Ciccek, Cleveland State University
Qingzhong Ma, Cornell University
Haigang Zhou, Cleveland State University

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SESSION B  Corporate Finance Issues

Session Chair:  Katarzyna Platt, Baruch College
Discussants:  Steven Zheng, University of Manitoba
              Han Yu, University of Kansas
              Katarzyna Platt, Baruch College

Cohabitation before Marriage? An Examination of Pre-acquisition Alliance Partnerships and Merger Outcomes
Han Yu, University of Kansas
Zhaozhao He, University of Kansas

European Union Enlargement and Corporate Valuations
Katarzyna Platt, Baruch College

IPO Valuation and Offering Size
Chuntai Jin, University of Manitoba
Steven Zheng, University of Manitoba

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Little Rock, Arkansas
SESSION C  Asian Markets

Session Chair:  Pei-Shan Wu, Chien Hsin University
Discussants:  Pei-Shan Wu, Chien Hsin University
Christoph J. Boerner, Heinrich-Heine-Universitaet Duesseldorf
Thomas Coe, Quinnipiac University

*Underpricing and Long-term Performance of IPOs in China 2001-2011*
Christoph J. Boerner, Heinrich-Heine-Universitaet Duesseldorf
Phil Pezus, Heinrich-Heine-Universitaet Duesseldorf

*Can Individual Investors Use Technical Trading Rules to Beat the Asian Markets?*
Thomas Coe, Quinnipiac University
Kittipong Laosethakul, Sacred Heart University

*The Effects of Investment Deregulation of B-shares on China’s Stock Market: Perspectives of Firms’ Dual-class Shares*
Chun-Da Chen, Tennessee State University
Pei-Shan Wu, Chien Hsin University
Chih-Chun Chen, National Ilan University

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SESSION D  Bonds

Session Chair:  Alex Holcomb, University of Texas at Dallas

Discussants:  Yalin Gunduz, Deutsche Bundesbank
              Ehab Yamani, DeVry University
              Alex Holcomb, University of Texas at Dallas
              Keri Manakyan, Salisbury University

The Subprime Crisis and the Efficiency of the Junk Bond Market: Evidence from Microstructure Theory
Ehab Yamani, DeVry University

The Effect of IPOs on Bond Prices
Paul Mason, University of Texas at Dallas
Alex Holcomb, University of Texas at Dallas
Dupinder Kaur, University of Texas at Dallas

A Note on Capital IQ's Credit Line Data
Keri Manakyan, Salisbury University

Market Transparency and the Marking Precision of Bond Mutual Fund Managers
Gjergji Cici, College of William and Mary
Scott Gibson, College of William and Mary
Yalin Gunduz, Deutsche Bundesbank
John J. Merrick, College of William and Mary

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SESSION E  Market Episodes

Session Chair: Mohammad Nejad, University of Texas – Pan American

Discussants: Mohammad Nejad, University of Texas – Pan American
Garrett Smith, Florida Atlantic University
Khoa Nguyen, University of Texas – Pan American
Lu Zhang, University of Alberta

Are Cash Holdings King after a Volatile Market?
Garrett Smith, Florida Atlantic University

Global Stock and Bond Markets Spillover Effects: Evidence from the 2007-2009 Financial Crisis
Xu Sun, University of Texas – Pan American
Khoa Nguyen, University of Texas – Pan American

Creative Destruction and Firm-Specific Return Variation – Evidence from the 1920s and 1930s
Lu Zhang, University of Alberta

Investor Sentiment, Recessions and Financial Industry Returns
Mohammad Nejad, University of Texas – Pan American
Daniel Huerta, College of Charleston

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SESSION F  Cash Holdings

Session Chair: Zhaozhao He, University of Kansas
Discussants: Svetlana Orlova, Oklahoma State University
I-Ju Chen, Yuan Zu University
Zhaozhao He, University of Kansas
Habio Yao, Eastern Kentucky University

Corporate Governance and Cash Holdings: Empirical Evidence from an Emerging Market
I-Ju Chen, Yuan Zu University
Bei-Yi Wang, Yuan Zu University

R&D and High Cash Holdings in U.S.
Zhaozhao He, University of Kansas

Corporate Cash Holdings and Monetary Shocks
Habio Yao, Eastern Kentucky University

Cash Holdings Speed of Adjustment
Svetlana Orlova, Oklahoma State University

12:00 p.m. – 1:45 p.m.  Chaparral

Annual Business Meeting and Luncheon

Keynote Speaker
Sheridan Titman*, University of Texas

Topic: Investment Externalities

Financial markets are characterized by a mix of various private and public financing vehicles. Will the mix that naturally evolves be socially optimal? I will discuss how the mix of financing vehicles preferred by suppliers of capital influence corporate investment choices and how those investment choices can have both positive and negative externalities.

*Sheridan Titman is a professor in the Department of Finance where he holds the Walter W. McAllister Centennial Chair in Financial Services. Professor Titman is the director of the Energy Management and Innovation Center at UT. His research interests include both investments and corporate finance, and he has published and consulted in both of these areas. He currently blogs on energy policy from a financial economist's perspective. Having co-authored a leading advanced corporate finance textbook entitled "Financial Markets and Corporate Strategy," he has served on the editorial boards of leading academic journals. He is a past director of the American Finance Association and a current director of both the Asia Pacific Finance Association and the Western Finance Association. Professor Titman holds a B.S. from the University of Colorado and an M.S. and Ph.D. from Carnegie Mellon University. He has served on the faculties of UCLA, the Hong Kong University of Science and Technology, and Boston College. He has also worked in Washington D.C. as special assistant to the Assistant Secretary of the Treasury for Economic Policy. He is a research associate of the National Bureau of Economic Research.
SESSION A Compensation

Session Chair: James Linck, Southern Methodist University

Discussants: Stephani Mason, Rutgers University
James Linck, Southern Methodist University
Dan Xu, Gonzaga University
Mohammad Safa, McKendree University

The Determinants of Director Compensation
James Linck, Southern Methodist University
Viktar Fedaseyeu, Bocconi University
Hannes Wagner, Bocconi University

Shareholders Have a Say on Executive Compensation: Evidence from Say-on-Pay in the United States
Dan Xu, Gonzaga University
Marinilka Kimbro, Seattle University

Governance Structure and Executive Compensation in Banking and Non-Banking Industries
Mohammad Safa, McKendree University
M. Kabir Hassan, University of New Orleans
Abdullah Mamun, Edwards School of Business, University of Saskatchewan

What is the Impact of Say-on-Pay on Executive Compensation? A Meta-Analysis of the Empirical Evidence
Stephani Mason, Rutgers University
Dan Palmon, Rutgers University
Ephraim Sudit, Rutgers University
SESSION B  Corporate Issues

Session Chair:  William Procasky, Texas A&M International University

Discussants:  Nacasius Ujah, Texas A&M International University
              Leonidas Barbopoulos, University of St Andrews
              Ahmed Elnahas, The University of Memphis
              Ghada Ismail, The University of Memphis

The Islamic Liquidity Ratio: Towards a Sharia Compliant Corporate Liquidity Measure
Ahmed Elnahas, The University of Memphis
Ghada Ismail, The University of Memphis
Staven Jordan, The University of Memphis

Ahmed Elnahas, The University of Memphis
Pankaj Jain, The University of Memphis
Thomas McInish, The University of Memphis

Agreeing to Participate or Disagreeing to Implement It?
Leonidas Barbopoulos, University of St Andrews
Dimitris Alexakis, University of St Andrews

Funds from Operations to Total Debt: A More Efficient Proxy of Capital Structure
William Procasky, Texas A&M International University
Nacasius Ujah, Texas A&M International University
Zubair Raja, Texas A&M International University

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SESSION C  International Markets

Session Chair:  Mohamed Mekhaimer, University of Memphis
Discussants:  Mohamed Mekhaimer, University of Memphis  
Xu Sun, University of Texas – Pan American  
Michaela Honig, Goethe University Frankfurt  
Hideaki Sakawa, Nagoya City University

The Within-week Reversal on Stock Market: International Evidence  
Xu Sun, University of Texas – Pan American

New Regulation of OTC-Markets and its Impact on German Banks  
Michaela Honig, Goethe University Frankfurt  
Dilek Bulbul, Goethe University Frankfurt

Market Liquidity and Bank-dominated Corporate Governance: Evidence from Japan  
Hideaki Sakawa, Nagoya City University  
Masato Ubukata, Kushiro Public University of Economics  
Naoki Watanabel, Ritsumeikan University

Pawan Jain, Central Michigan University  
Mohamed Mekhaimer, University of Memphis  
Ronald Spahr, University of Memphis  
Mark Sunderman, University of Memphis

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SESSION D  Asset Pricing

Session Chair:  Wenyun Shi, The University of Texas at Dallas

Discussants:  Hannah Lea Huehn, Friedrich-Alexander-Universität Erlangen-Nürnberg  
Wenyun Shi, The University of Texas at Dallas  
Ehab Yamani, DeVry University  
Yasser Alhenawi, University of Evansville

Size Still Matters!
Wenyun Shi, The University of Texas at Dallas
Yexiao Xu, The University of Texas at Dallas

What Explains Investment Puzzle: Fundamental Beta or Financial Beta?
Ehab Yamani, DeVry University

On the Interaction between Momentum Effect and Size Effect
Yasser Alhenawi, University of Evansville

Alpha Momentum and Price Momentum
Hannah Lea Huehn, Friedrich-Alexander-Universität Erlangen-Nürnberg
Hendrik Scholz, Friedrich-Alexander-Universität Erlangen-Nürnberg

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SESSION E

Risk, Return, Illiquidity, and Regulation

Session Chair: Carl Larsson, University of Texas at San Antonio
Discussants: Arthur Wharton, Towson University
Karan Bhanot, University of Texas at San Antonio
Chanatip Kitwiwattanachai, University of Connecticut
Lu Zhang, University of Alberta

"Uncovering" the Cost of Regulatory Uncertainty
Carl Larsson, University of Texas at San Antonio
Karan Bhanot, University of Texas at San Antonio

The Illiquidity of CDS Market: Evidence from Index Inclusion
Chanatip Kitwiwattanachai, University of Connecticut
Neil Pearson, University of Illinois

Stock Return Comovement and the Business Cycle
Lu Zhang, University of Alberta

A Primary Market Examination of Securitization Characteristics and Risk
Arthur Wharton, Towson University

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SESSION F  Earnings Management and Disclosure

Session Chair:  Susana Yu, Montclair State University

Discussants:  Carl McGowan, Norfolk State University
Susana Yu, Montclair State University
Hui Wang, Louisiana State University
Nacasius Ujah, Texas A&M International University

Informational or Opportunistic? Causes and Consequences of Earnings Management in the Context of Overvalued Equity
Hui Wang, Louisiana State University

On the Effect of a Golden Parachute on Managed Earnings
Nacasius Ujah, Texas A&M International University

Earnings Surprises, Industry Effects, and Regulation Fair Disclosure
Susana Yu, Montclair State University

Financial Analysis of Coca-Cola Corporation for 2001-2011 Using Internet Data Downloads in a Hyperlinked Power Point Presentation
John Gardner, University of New Orleans
Carl McGowan, Norfolk State University
Susan Moeller, Eastern Michigan University

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SESSION G  
Financial Institutions

**Session Chair:** Jeff Hooke, self

**Discussants:**
- Wei Hua, Nanjing Audit University
- Yue Sun, Graduate School of Economics, Kyushu University
- Mohammad Safa, McKendree University
- Jeff Hooke, self

*Strategic Investments of Bank-Affiliated Venture Capitalists: Evidence from Japan*
- Yue Sun, Graduate School of Economics, Kyushu University
- Konari Uchida, Faculty of Economics, Kyushu University

*Bank Risk and Executive Compensation*
- Mohammad Safa, McKendree University
- M. Kabir Hassan, University of New Orleans

*Wall Street Fees and State Pension Fund Investment Returns*
- Jeff Hooke, self
- John Walters, self

*An Analysis in Efficiency and Diversification of U.S. Credit Unions*
- Wei Hua, Nanjing Audit University
- M. Kabir Hassan, University of New Orleans
- Wei Zhang, Nanjing Audit University

**3:00 p.m. - 3:30 p.m.**  
**Lone Star Ballroom**

**FBD Coffee Break**

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

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SESSION A  
**Equity Valuation Issues**

Session Chair: **Jorge Brusa**, Texas A&M International University Laredo  
Discussants: **Jorge Brusa**, Texas A&M International University Laredo  
**Philip Baird**, Duquesne University  
**Julia Kwok**, Northeastern State University  

*Earnings Management: Evidence from Value Line Forecast Errors*  
**Philip Baird**, Duquesne University

*What Went Wrong with Starbucks? Financial Analysis and Business Evaluation*  
**Julia Kwok**, Northeastern State University  
**Elizabeth Rabe**, Northeastern State University  
**Gene Kozlowski**, Northeastern State University

*Risk and the other January Effect*  
**Jorge Brusa**, Texas A&M International University Laredo  
**Rodrigo Hernandez**, Radford University  
**Pu Liu**, University of Arkansas Fayetteville

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SESSION B  Mispricing

Session Chair:  Keming Li, University of Texas at Arlington

Discussants:  Keming Li, University of Texas at Arlington
Adam Usman, Oklahoma State University
Nan Qin, Virginia Tech

Short Sales, Liquidity, and Mispricing
Adam Usman, Oklahoma State University

Effect of Random Mispricing on Idiosyncratic Risk and Stock Returns
Nan Qin, Virginia Tech

Information Uncertainties and Asset Pricing Puzzles: Risk or Mispricing?
Keming Li, University of Texas at Arlington
John Diltz, University of Texas at Arlington
Mohammad Uddin, University of Texas at Arlington

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SESSION C  Diversification

Session Chair:  Dan French, University of Missouri
Discussants:  Nazli Sila Alan, Baruch College, City University of New York
Natalya Delcoure, Texas A&M University – Kingsville
Garrett Smith, Florida Atlantic University
Dan French, University of Missouri

Gains from International Diversification Revisited: Closed-end Country Funds vs. ETFs
Natalya Delcoure, Texas A&M University – Kingsville

Corporate Diversification and Firm Value during Economic Downturns
Nik Volkov, Florida Atlantic University
Garrett Smith, Florida Atlantic University

Avoiding Unpriced Risk Using a Probability-Based Approach to Security Selection
Dan French, University of Missouri
David Javakhadze, University of Missouri

Fragmented Equity Markets: Do They Pass the Test?
Nazli Sila Alan, Baruch College, City University of New York

SESSION D  Asset Pricing and Anomalies

Session Chair:  Jitka Hilliard, Auburn University
Discussants:  Craig Haberstumpf, Florida Atlantic University
Jitka Hilliard, Auburn University
Geoffrey Ngene, Mercer University
Louis Piccotti, Rutgers University

Jitka Hilliard, Auburn University
Haoran Zhang, Auburn University

Random Walk Tests in Presence of Multiple Structural Breaks: Evidence from Emerging Markets
Geoffrey Ngene, Mercer University

Financial Contagion Risk and the Stochastic Discount Factor
Louis Piccotti, Rutgers University

Do High Dividend Yielding Stocks Enjoy Lower Volatility than their Nonpaying Counterparts?
Craig Haberstumpf, Florida Atlantic University
SESSION E  Recent Banking Regulation Issues

Session Chair:  Jenny Gu, University of Dallas

Discussants:  Abdullah Mamun, University of Saskatchewan
Robert Loveland, California State University, East Bay
Arjan Premti, Florida Atlantic University
Jenny Gu, University of Dallas

Regulatory Forbearance during the Financial Crisis: A Market Valuation Approach
Robert Loveland, California State University, East Bay

Impact of the Volcker Rule on Bank Valuations and Risk
Jeff Madura, Florida Atlantic University
Arjan Premti, Florida Atlantic University

Are Banks Really Opaque? Evidence from the Last Two Decades
Jenny Gu, University of Dallas
Jeffrey Jones, Missouri State University
Wayne Lee, University of Arkansas

What Explains the Disappearing Influence of Monetary Policy on Bank Holding Companies?
Abdullah Mamun, University of Saskatchewan
M. Kabir Hassan, University of New Orleans

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SESSION F  Education

Session Chair:  Susan J. Crain, Missouri State University

Discussants:  Rashiqa Kamal, University of Wisconsin –Whitewater
              Susan J. Crain, Missouri State University
              Dachao Ruan, Louisiana State University
              William Hudson, St. Cloud State University

Creating an Online Course in Intermediate Financial Management: One Professor’s Experience  
Susan J. Crain, Missouri State University

Impact of College Football Teams’ Performance and Market Segmentation in Higher Education:  
Findings from A New Measure of Football Performance  
Dachao Ruan, Louisiana State University

A Classroom Demonstration of a Relative Value Trade Using Treasury Bonds and AAA-Rated Corporate Bonds  
William Hudson, St. Cloud State University
Niranjan Tripathy, University of North Texas

Integrating Critical Thinking in Finance through Process Writing Approach  
Rashiqa Kamal, University of Wisconsin –Whitewater

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SESSION G     TUTORIAL

Global Financial Malaise, Islamic Finance, and Economic Development

Presenter: M. Kabir Hassan, Professor of Finance, University of New Orleans, USA

Islamic finance has enjoyed a steady and consistent horizontal as well as the vertical growth since the concept was put into practice some 40 years ago. It has endured the implications of the global financial crisis and remained relatively positive in the midst of the crisis and emerged as a more equitable and efficient system. The profile of Islamic finance has been raised and underscores its capacity to bring stability to the global financial system. World economies are yet to devise prudent strategies on how to deal with the crisis, let alone to recuperate and overcome its vindictive aftermath. The endeavor, therefore, is to extend the search for an alternative that is potentially capable of limiting, if not eliminating, the sources of such crises, and bringing stability to the market. Carrying out systemic analysis of the causes of the crisis and measuring these causes against the intrinsic principles of the Islamic financial system reveals that such crisis could have been prevented should Islamic financial principles were prevalent. Along with the enormous challenges that the crisis has created to the conventional financial system, it has presented the Islamic finance industry with abundance of opportunities to demonstrate its relevance.

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SESSION A  Market Efficiency

Session Chair:  Daphne Wang, The University of Texas – Pan American

Discussants:  Ping Wang, University of Arizona
             Ogonna Nneji, University of Reading
             Daphne Wang, The University of Texas – Pan American
             Hongyu Song, Radford University

Liquidity Shocks and Stock Bubbles
Ogonna Nneji, University of Reading

Idiosyncratic Risks, Bailout, and Financial Crisis: A Copula Approach
Daphne Wang, The University of Texas – Pan American
Khoa Nguyen, The University of Texas – Pan American

Revisiting the Bid-ask Spread Using Competitive Search
Hongyu Song, Radford University
Chung Chen, Syracuse University

Ping Wang, University of Arizona

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SESSION B  Oil and Gas, Ya’ll

Session Chair:  Gwendolyn Pennywell, University of South Alabama
Discussants:  Line Goss, University of New Orleans
Geoffrey Ngene, Mercer University
Yifeng Zhu, Department of Economics, Emory University
Gwendolyn Pennywell, University of South Alabama

Fundamentals versus Speculation: What Really Drives Spillovers and Informed Trading in Futures and Spot Markets of Refined Petroleum products?
Geoffrey Ngene, Mercer University
Peter Tauchner, Mercer University

Crude Oil Price Prediction
Yifeng Zhu, Department of Economics, Emory University

Hydraulic Fracturing Global Legislation and its Impact on Energy Firms’ Stock Returns
Kenneth Hunsader, University of South Alabama
Gwendolyn Pennywell, University of South Alabama
Ross Dickens, University of Tennessee at Martin

Analyst Forecast Impact on Futures Prices of Light Sweet and Brent Crude Oil
Line Goss, University of New Orleans

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SESSION C  Real Estate
(Sponsored by the Center for Real Estate and Urban Economic Studies at the University of Connecticut)

Session Chair: Ran Lu, University of Connecticut
Discussants: Gerd Welke, California State Polytechnic University, Pomona
            Jinsuk Yang, University of Texas at Arlington
            Bora Ozkan, Tulane University
            Joetta Forsyth, Pepperdine University

Does Regulation Change Play a Role in Dividend Policy? Empirical Study of REITs
Jinsuk Yang, University of Texas at Arlington

Returns Predictability in Emerging Real Estate Market
Bora Ozkan, Tulane University
M. Kabir Hassan, University of New Orleans
Ali Hepsen, Istanbul University

Income Falsification on Mortgage Applications during the Housing Bubble
Joetta Forsyth, Pepperdine University
James Dilellio, Pepperdine University

The Role of Price Appreciation in Reverse Mortgage Terminations
Thomas Davidoff, Sauder School of Business, University of British Columbia
Gerd Welke, California State Polytechnic University, Pomona

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SESSION D  Banking Performance

Session Chair:  Benjamin Doering, University of Cologne

Discussants:  Kazuo Yamada, Ritsumeikan University
Venkateshwarlu Masuna, National Institute of Industrial Engineering
Benjamin Doering, University of Cologne
Phillip Tew, Arkansas State University

Determinants of Bank Performance: A Non-Linear Framework
Venkateshwarlu Masuna, National Institute of Industrial Engineering
Ramesh Thimmaraya, National Institute of Industrial Engineering

What Can Systemic Risk Measures Predict?
Benjamin Doering, University of Cologne
Thomas Hartmann-Wendels, University of Cologne
Claudio Wewel, University of Cologne

The Predictability of Future Bank Performance by Internet Search Engine Activity
Phillip Tew, Arkansas State University

Blockholder and Firm Performance: Quasi-experiment using Japanese Bank Mergers
Kazuo Yamada, Ritsumeikan University

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Christopher F. Baum, West Virginia University
Marketa Halova, Boston College
Alexander Kurov, Washington State University

Recipients of SSE Runner-up Award for the 2014 Distinguished Paper
Hedging benefits of Gold Futures: A Regime Switching Model Approach
Ali Ashraf, Frostburg State University
M. Kabir Hassan, University of New Orleans

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2014 Federation of Business Disciplines Outstanding Educator Award

Warren Matthews, Le Tourneau University
### SESSION A  
**International Economics I**

**Session Chair:** Ronald J. Balvers, McMaster University  
**Discussants:**  
Michelle Woodruff, University of Denver  
Jose G. Vargas Hernandez, University of Guadalajara  
Shari Lawrence, Nicholls State University  
Alina F. Klein, Lynchburg University

**Planning for Retirement: An Analysis of Retirement Savings Levels for Individuals Participating in State Funded Retirement Plans**  
Shari Lawrence, Nicholls State University  
John Lajaunie, Nicholls State University  
Norbert Michel, Heritage Foundation

**J-Curve and Kulkarni Hypothesis: Evidence from Transition and Developing Countries**  
Michelle Woodruff, University of Denver  
Kishore Kulkarni, Metropolitan State University of Denver

**Currency Risk Premia and Uncovered Interest Parity in the International CAPM**  
Ronald J. Balvers, McMaster University  
Alina F. Klein, Lynchburg University

**Analysis of Strategies That Promote The Development of BRICS**  
Jose G. Vargas Hernandez, University of Guadalajara

### SESSION B  
**Financial Economics I**

**Session Chair:** Selima Ben Mrad, Barry University  
**Discussants:**  
Geoffrey Ngene, Mercer University  
Bruce Payne, Barry University  
Okechukwu D. Anyamele, Jackson State University

**On The Level of Validity for Indices of Shareholder Rights and Their Effect of the Value of Firms**  
Adnan Daghestani, Barry University  
Selima Ben Mrad, Barry University  
Bruce Payne, Barry University

**Trends in Stock Markets in Selected Sub-Saharan African Countries**  
Okechukwu D. Anyamele, Jackson State University

**Short Term Predictability of Commodity Futures Returns**  
Geoffrey Ngene, Mercer University  
Charles A. Lambert, Mercer 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  Microeconomics

Session Chair: **Larry Allen**, Lamar University

Discussants: **Donald Price**, Lamar University
 **Jose G. Vargas Hernandez**, University of Guadalajara
 **Larry Allen**, Lamar University
 **Yeong Nain Chi**, The University of Texas at Brownsville

*Analysis of Rural Entrepreneurship Under the Theoretical Approach of Resources and Capabilities: The Case of a Rural Microbusiness*

**Jose G. Vargas Hernandez**, University of Guadalajara

*The Effect of Monetary Growth on the Relative Price of Coal*

**Larry Allen**, Lamar University
 **Howell Lynch**, Lamar University

*Superstar Phenomenon in the Movie Industry*

**Yeong Nain Chi**, The University of Texas at Brownsville

*Concentration in College Football: An Examination of External Revenues by Conference Affiliation Disparities in Credit Rating of Municipalities*

**Donald Price**, Lamar University
 **Kabir C. Sen**, Lamar University

Make plans to join us in Houston for our 2015 conference.

**42nd Annual Conference**
March 11 - 14, 2015
Hyatt Regency Hotel
Houston, Texas

**43rd Annual Conference**
To be determined

**44th Annual Conference**
March 8 - 11, 2017
Statehouse Convention Center/Marriott
Little Rock, Arkansas
SESSION B  Special Topics in Economics I

Session Chair:  Manuel J. Tejeda  Barry University

Discussants:  Shishu Zhang, University of the Incarnate Word
Chen-Yuan Tung, National Chengchi University
David Fike, University of the Incarnate Word
Gladys Dejesus, Chowan University

Predicting Prediction Markets With Combined Forecasts
Shu-Heng Chen, National Chengchi University
Chen-Yuan Tung, National Chengchi University
Chung-Ching Tai Tunghi University
Bin-Zong Chi, Tamkangi University
Hung Wen Lin, Ph.D. Candidate

Comparing Student’s Perceptions of an Ideal Teacher in Two Universities
Shishu Zhang, University of the Incarnate Word
David Fike, University of the Incarnate Word
Gladys Dejesus, Chowan University

Exploring Geo-Tagged Photographic Resources to Estimate Cuba’s Racial Composition
Manuel J. Tejeda  Barry University

Transfer of Business Knowledge: Franchise Business Opportunities in Mexico
Jose G. Vargas Hernandez, University of Guadalajara

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

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

Session Chair:  Warren Matthews, LeTourneau University
Discussants:  Matiur Rahman, McNeese State University
Nicholas J. Hill, Jackson State University
Mohamed I. Mugableh, Ibrid National University, Jordan
Muhammed Mustaf, South Carolina State University

Economic Growth and Financial Market Development in Malaysia: A Panel Granger Causality Analysis
Mohamed I. Mugableh, Ibrid National University, Jordan

Home Mortgage Finance in the Aftermath of the Financial Crisis
Warren Matthews, LeTourneau University
Robert Driver, DeVry University

Triangular Dynamic Causal Relationships, Exports, FDI, and Exchange Rates: The India-US Case
Matiur Rahman, McNeese State University
Muhammed Mustaf, South Carolina State University

Risky Business! Examining the Link Between the Risk Preference of Entrepreneurs
Nicholas J. Hill, Jackson State University

SESSION B  International Economics II

Session Chair:  Nichole M. Castater, Barry University
Discussants:  Manual J. Tejeda, Barry University
Sassi Seifallah, University of Carthage, Tunisia
Peihwang Wei, University of New Orleans
David Gomtsyan, University of Turin

The Credit Growth Nexus: New Evidence From Developing and Developed Countries
Sassi Seifallah, University of Carthage
Ben Ali Mohamed Sami, Qatar University

Cuba Libre? Cuba’s Economic Conditions Five Years After New Reforms
Nichole M. Castater, Barry University
Manuel J. Tejeda, Barry University

The Effect of Foreign Investments on Emerging Business Cycles
David Gomtsyan, University of Turin

The Relative Informativeness of Regular and E-Mini Euro/Dollar Futures Contracts and the Role of Trader Types
Jatin Malhotra, American University in Dubai
Peihwang Wei, University of New Orleans
March 13, 2014  
(Thursday)

3:00 p.m. – 3:30 p.m.  
Lone Star Ballroom

**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.  
Executive Boardroom

**SESSION A  Financial Economics II**

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

**Discussants:**  
**Ali Ashraf**, Frostburg State College  
**Christopher F. Baum**, Boston College  
**Roman Wong**, Barry University

*Safety in Financial Numbers: A Financial Profile to Identify “Safe” Firms*  
**Roman Wong**, Barry University  
**Nichole M. Castater**, Barry University  
**Bruce Payne**, Barry University

*Hedging Benefits of Gold Futures: A Regime Switching Model Approach*  
**Ali Ashraf**, Frostburg State University  
**M. Kabir Hassan**, University of New Orleans

*Does Regular Economic News From Emerging Countries Move Markets? Evidence From Chinese Macro Announcements*  
**Christopher F. Baum**, Boston College  
**Marketa Halova**, Washington State University  
**Alexander Kurov**, West Virginia University

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

◆

Please let exhibitors know how much we appreciate their presence and continued support!
SESSION B  Agricultural Economics

Session Chair:  James D. Harriss, Campbell University

Discussants:  Miriana Sanez, University of Nebraska
               Oris L. Odom, Cameron University
               Jose G. Vargas-Hernandez, University of Guadalajara

Bank Risk Grading of Commercial Agricultural Loans – Strengths and Weaknesses
James D. Harriss, Campbell University
Oris L. Odom, Cameron University

Reputational Capital as an Ethical Questioning of Technological Innovation: The Case of Monsanto
Jose G. Vargas-Hernández, University of Guadalajara

Gender and Policy Roles in Farm Household Diversification in Zambia
Mariana Sanez, University of Nebraska

SSE Executive Committee Meeting

Presiding: Susanne L. Toney, Savannah State University
All current and past officers are invited to attend.

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, or dinner.

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

◆

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

March 14, 2014
(Friday)

8:00 a.m. – 10:00 a.m.  Chaparral

SSE Annual Business Breakfast Meeting

Presiding: Susanne L. Toney, Savannah State University
All SSE members should attend.

10:00 a.m. – 10:30 a.m.  Lone Star Ballroom

FBD Coffee Break

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

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

10:30 a.m. – 12:00 p.m.  Executive Boardroom

SESSION A  Economics in the Public Sector

Session Chair: Susanne L. Toney, Savannah State University

Discussants: Chu V. Nguyen, University of Houston – Downtown
Yvonne Ellis, Columbus State University
Sami Ben Mim, IHEC Business School, Sousse, Tunisia
Susanne L. Toney, Savannah State University

An Empirical Investigation of the Impact of County Government Financial Health on Migration Within the East South Central Region: An Intra-MSA Study
Susanne L. Toney, Savannah State University
Yvonne Ellis, Columbus State University

Causalities Among U.S. Countercyclical Policies and their Impacts on the Economy
Chu V. Nguyen, University of Houston – Downtown

Bankruptcy in the Local Government Sector: A Study of Jefferson County Alabama
Yvonne Ellis, Columbus State University
Susanne L. Toney, Savannah State University

Through Which Channels Can Remittances Spur Economic Growth in MENA Countries?
Sami Ben Mim, IHEC Business School, Sousse, Tunisia
SESSION B  Financial Economics III

Session Chair:  Ibrahim Siraj, University of New Orleans

Discussants:  M. Kabir Hassan, University of New Orleans
Simon Medcalfe, Georgia Regents University
Zhongkui Wang, University of Buffalo
Ibrahim Siraj, University of New Orleans

A Statistical Explanation of the Rocket and Feather Effect
Zhongkui Wang, University of Buffalo

Geographic Dispersion and the Cost of Bank Loan
Ibrahim Siraj, University of New Orleans
M. Kabir Hassan, University of New Orleans

Are Bidders in Auctions Anchored by Their Bidder Number?
Simon Medcalfe, Georgia Regents University

Asymmetries in Responses of Commercial Banks to Monetary Policy: The Case of Taiwan
Chu V. Nguyen, University of Houston – Downtown

SESSION C  Special Topics in Economics II

Session Chair:  Marshall J. Horton, Ouachita Baptist University

Discussants:  Vasudeva N.R. Murthy, Creighton University
Dee M. Wellan, Louisiana State University (Retired)
Saundra Thompson McFarland, Jackson State University
Nicholas J. Hill, Jackson State University

The Role of Leapovers in Economic Development
Marshall J. Horton, Ouachita Baptist University
W. Hunter Wolf, Ouachita Baptist University

The Impact of Child Support Laws on the Measured Outcomes of Children
Saundra Thompson McFarland, Jackson State University
Nicholas J. Hill, Jackson State University

Some Determinants of Life Expectancy in the United States: A Cointegration Analysis
Vasudeva N.R. Murthy, Creighton University

Bitcoin: A Twenty-First Century Decentralized Digital Currency
Dee M. Wellan, Louisiana State University (Retired)
### SESSION A  
**International Economics III**

**Session Chair:**  
Geungu Yu, Jackson State University

**Discussants:**  
John Lovett, Texas Christian University  
Cephas B. Naanwaab, North Carolina A & T State University  
Sheng Ye, Barry University  
Roman Wong, Barry University

*Economic Freedom, Foreign Investments, and Human Capital Accumulation in Developing Countries*  
Cephas B. Naanwaab, North Carolina A & T State University

*Geography, War, and Economic Development in Early Modern Europe*  
John Lovett, Texas Christian University

*Comparative Innovation Capacity of a Nation: Another Way of Looking at Global Innovation Index*  
Roman Wong, Barry University  
Wei Feng, WYTH Financial, LLC  
Sheng Ye, Barry University

*Do Dow Index Changes in September 2013 Support Price-Measure Hypothesis?*  
Geungu Yu, Jackson State University  
Phillip Fuller, Jackson State University  
Patricia A. Freeman, Jackson State University

### SESSION B  
**Microeconomics Theory and Practice**

**Session Chair:**  
Abu Kahn, Old Dominican University

**Discussants:**  
Abu Kahn, Old Dominican University  
A. Michael Cantor, University of Michigan  
Saad Ahmad, University of Arkansas

*Reexamining Nonlinear Taylor Rules With Real Time Data*  
Saad Ahmad, University of Arkansas

*Efficiency, Value Addition, and Performance of U.S. Bank Mergers*  
Abu Kahn, Old Dominican University  
M. Kabir Hassan, University of New Orleans  
Neal Maroney, University of New Orleans

*Proximity, Population, and Wealth: Support for the Seahawk Stadium Referendum*  
Michael Cantor, University of Michigan  
Brady Horn, University of New Mexico  
Rodney Fort, University of Michigan
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 2006 - 2013 meetings was as follows:

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<th>Association</th>
<th>2006</th>
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The officers for each of the annual meetings in FBD’s history are as follows:

<table>
<thead>
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<th>Year</th>
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<tr>
<td>1974</td>
<td>Adolphus Hotel</td>
<td>Henry H. Hays, President</td>
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<td>Dallas, Texas</td>
<td>Ridley J. Gros, Vice President</td>
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<td>Houston, Texas</td>
<td>Donald R. Williams, Vice President</td>
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<td>George F. Pinches, Secretary/Treasurer</td>
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<td>R. Conrad Doenges, Vice President</td>
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