Forty-Fourth ANNUAL MEETING
March 8 – March 11, 2017

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

National and International Constituency

Compiled and Edited by Kimberly L Merritt
Oklahoma Christian University

With special thanks to the 2017 FBD Association Program Chairs

and to

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44th Annual Conference

March 8 – 11, 2017
Marriott Little Rock and Statehouse Convention Center
Little Rock, Arkansas

45th Annual Conference

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

46th Annual Conference

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

For more information visit

FEDERATION OF BUSINESS DISCIPLINES

Website:

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

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

Title Page .................................................................................................................................................. 0
Conferences – 2018 - 2019 .......................................................................................................................... 1
Exhibitors ...................................................................................................................................................... 2
Table of Contents ......................................................................................................................................... 3
Letter from the President of FBD ................................................................................................................ 4
Letter from the FBD Program Chair ........................................................................................................... 5
2017 Federation of Business Disciplines Distinguished Paper Awards ....................................................... 6-7
2017 Federation of Business Disciplines Outstanding Educator Awards .................................................. 8
Breakfasts, Lunches, Dinners, Meetings and Receptions ............................................................................. 9-11
Annual Business Meetings .......................................................................................................................... 12
FBD Poster Presentations .............................................................................................................................. 13-15
FBD Choice Pick Sessions ............................................................................................................................ 16-19
FBD Exhibitor Presentations ....................................................................................................................... 20-21
FBD General Information ............................................................................................................................ 22-25
A General Timetable for the 2018 FBD Meeting in Albuquerque, New Mexico ....................................... 26
Executive Council ........................................................................................................................................ 27

Association Programs

American Accounting Association, Southwest Region ................................................................................... 28-43
Association for Business Communication, Southwestern U.S. ................................................................. 44-51
Association of Business Information Systems ............................................................................................ 52-60
Association of Collegiate Marketing Educators ....................................................................................... 61-73
Decision Sciences Institute, Southwest Region .......................................................................................... 74-106
Southwest Academy of Management .......................................................................................................... 107-139
Southwest Case Research Association ....................................................................................................... 140-146
Southwestern Finance Association ............................................................................................................. 147-192
Southwestern Society of Economists .......................................................................................................... 193-202
FBD History ............................................................................................................................................... 203-210
Hotel Floor/Room Maps ............................................................................................................................... 211-212
Notes ............................................................................................................................................................ 205
Index of Participants ................................................................................................................................... 213-226

Make plans to join us in Albuquerque, New Mexico for our 2018 conference.

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45th Annual Conference
March 7 - 10, 2018
Hyatt Regency and Albuquerque Convention Center
Albuquerque, New Mexico

46th Annual Conference
March 13 - 16, 2019
Hyatt Regency Houston
Houston, Texas
Dear FBD 2017 Attendees:

Welcome to Little Rock, Arkansas! I hope you will enjoy this year’s 44th Annual Meeting of the Federation of Business Disciplines. I, along with FBD’s nine member associations and the remaining members of the FBD Executive Board, wish you a rewarding and successful meeting.

Thank you to the FBD Executive Council members Kimberly Merritt, Cheryl Prachyl, Suzanne Clinton, Ann Wilson and Marshall Horton, for volunteering many hours to help ensure a strong future for the Federation of Business Disciplines. Special thanks to FBD Executive Director, Michelle McEacharn, and FBD Program Chair, Kimberly Merritt, for their dedication and work to make this conference a success. The FBD Executive Council thanks our friend and colleague, Betty Kleen, for continuing in retirement to volunteer and help at the annual meeting.

As you will see from this program book, there are many sessions and events planned to provide opportunities for you to enjoy collegiality and to exchange ideas within your discipline as well as with other disciplines represented. I look forward to the opportunity to personally welcome you to the conference during the FBD annual Presidential Welcome Reception which is scheduled for Thursday evening from 5:30 p.m. – 7:00 p.m. Enjoy food, drink, and relaxing music as you reconnect with colleagues and meet new friends. Please remember to visit our exhibitors to review their latest instructional materials and to express your appreciation for their support of this conference. The exhibitors make a huge contribution to our meeting.

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

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

Make plans to attend the FBD 45th Annual Meeting next year in beautiful Albuquerque, New Mexico! Information about the venue and the wonderful program that Suzanne Clinton, FBD Program Chair Elect, will organize will be coming soon. The planning process for the conference in Albuquerque will begin on Saturday morning when the FBD Program Chair, Suzanne Clinton, meets with the organizations’ 2018 program chairs. Start planning your research and presentation(s) for next year.

Enjoy Little Rock. Have a wonderful time making new friends and renewing old friendships!

Barbara Davis, President
Welcome to Little Rock and the 2017 FBD Annual Conference!

On behalf of the FBD Board of Directors, the association program chairs, and the staff of the Marriott Little Rock and Statehouse Convention Center, I welcome you to the 44th Annual Meeting of the Federation of Business Disciplines. FBD has a long history of providing an interdisciplinary forum for scholarly research, professional development and pedagogical insights. A team of your peers has invested many long hours and much effort to ensure that this year’s conference is the most successful meeting possible.

Working with the various associations that comprise FBD has been a rewarding experience for me. From day one, in March 2016, your program chairs accepted the challenge to make the conference exceptional, and they came through with excellent results. My sincere thanks and appreciation go out to Bob, Laura, Sherry, Irfan, Mark, Kishore, Marty, and Susana. Your hard work is evident in this program. Go Team Little Rock!

A very special thank you goes to our sponsors and exhibitors for their support. Without their participation, many of the activities that contribute to the overall conference experience would not be possible.

I must seize this opportunity to thank the people who were my tribe on this journey - the individuals who invested time and effort in mentoring me over the past few years. Ann Wilson, thank you for your example and your mentorship. You live out the ideal of empowering others. Carla Barber, Beverly Oswalt – thank you for coming to find me where I was hiding and encouraging me to step up. Your friendship is a blessing to me. Tom Tolleson, thank you for believing in me and helping me to believe in myself. Barbara Davis and Marshall Horton, thank you for your encouragement and support. Suzanne Clinton, thank you for 21 years of being my mentor, sounding board, vent, and best friend. Michelle McEacharn, your work ethic and dedication to FBD are an inspiration; thank you for helping me navigate the program process this year. And finally, the most important of all, I wish to thank my family. Michael, thank you for encouraging me to accept this challenge. You have been my rock through every step of every day for more than 33 years. To Morgan and Miranda, you are the future: never stop learning, never stop growing, and never stop daring yourselves.

This may be our 44th annual conference, but it is our first time in the great state of Arkansas. A bit of history, Little Rock derives its name from a small rock formation on the south bank of the Arkansas River called La Petite Roche (the “little rock”). The “little rock” was used by early river traffic as a landmark and became a well-known river crossing.

Little Rock is a unique and surprisingly exciting conference city for us, offering something for everyone. The Central High Museum tells the painful, powerful story of the city's racial struggles. Political buffs will want to check out the State Capitol and the Clinton Presidential Library. Shoppers can spend hours at the River Market, a collection of tasty eateries and eclectic stores. Within an easy walk of the conference hotel, you can eat at fabulous restaurants and enjoy exciting nightlife. It is my hope that each of you will “get out” and enjoy what this city has to offer.

Looking forward, please make plans to be with us for our 2018 conference in Albuquerque. Suzanne Clinton and the team of association program chairs will certainly put together an exciting program for all of us to enjoy.

Kimberly Merritt
Vice President and General Program Chair
The Federation of Business Disciplines is pleased to recognize the recipients of the 2017 Federation of Business Disciplines Distinguished Paper Awards

American Accounting Association, Southwest Region

The Effect of Confirmation Bias on Auditors’ Risk Assessments

Cory Alan Cassell, University of Arkansas-Fayetteville
Stuart Dearden, University of Arkansas-Fayetteville
David Michael Rosser, University of Arkansas-Fayetteville
Jonathan Shipman, University of Arkansas-Fayetteville

Association for Business Communication, Southwestern U.S.

Improving Performance Evaluations: The Role of Intrapersonal Communication, Message Strategy, and Age

Jon M. Croghan, Northwestern State University
Tammy L. Croghan, Northwestern State University

Association of Business Information Systems

Towards Meeting The Need For Data Analytics Skills In Business Students

Lori Soule, Nicholls State University
Ronnie Fanguy, Nicholls State University
Betty Kleen, Nicholls State University
Ray Giguette, Nicholls State University
Sherry Rodrigue, Nicholls State University

Association of Collegiate Marketing Educators

The Perceived Deceptiveness of Insurance Fraud: A Cross-cultural Perspective on Information Manipulation Theory

Haithem Zourrig, Kent State University
Mengxia Zhang, Capital University of Economics and Business
Kamel El Hedhli, Qatar University

Decision Sciences Institute, Southwest Region

Corporate Lobbying and Labor Relations Evidence From Employee Level Litigations

Omer Unsal, University of New Orleans
M. Kabir Hassan, University of New Orleans
Duygu Zirek, University of New Orleans
Southwest Academy of Management

Seeds of Demand-Side Legitimacy: Why Customers Find Some New Ventures More Acceptable than Others?

Vishal Gupta, The University of Mississippi
Safal Batra, Indian Institute of Management at Kashipur
Sunil Sharma, Indian Institute of Management at Ahmedabad

Southwest Case Research Association

Marcher Lord Press: Of Faith and Vampires

Timothy D. Wise, Southern Arkansas University

Southwestern Finance Association

An International Study of the Value Implications of CEO External Directorships

Andrey Zagorchev, Rhodes College
Jesus Sales, Lehigh University
Yung-Yu Ma, Lehigh University

Southwestern Society of Economists

Institutional Investor Favorites in Emerging Markets: A Risk-Return Analysis

Roman Wong, Barry University
Bruce Payne, Barry University
John Payne, Valencia State College

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

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All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
The Federation of Business Disciplines is pleased to recognize the recipients of the

2017 Federation of Business Disciplines
Outstanding Educator Awards

American Accounting Association, Southwest Region
Carolyn Conn, St. Edward’s University

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

Association of Business Information Systems
James (Skip) Ward, Fort Hays State University

Association of Collegiate Marketing Educators
Gopala Ganesh, University of North Texas

Decision Sciences Institute, Southwest Region
Dr. Jamison V. Kovach, University of Houston

Southwest Academy of Management
Stephen V. Horner, Pittsburg State University

Southwest Case Research Association
Simon Medcalfe, Georgia Regents University

Southwestern Finance Association
James D. Philpot, Missouri State University

Southwestern Society of Economists
Mihai Nica, University of Central Oklahoma
BREAKFASTS, LUNCHEONS, DINNERS, MEETINGS & RECEPTIONS

Wednesday, March 8, 2017

3:00 – 3:30 p.m.  SWAM Coffee Break (SWAM members only)
Salon C Foyer (M)

6:30 p.m. – 7:30 p.m.  FBD
Ballroom Foyer (M)  Awards and Recognition Reception (by invitation/additional fee only)

7:30 p.m. – 9:30 p.m.  FBD
Salon C (M)  Awards and Recognition Dinner (by invitation/additional fee only)
Thursday, March 9, 2017

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

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

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

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

8:00 a.m. – 8:30 a.m.  
**Association for Business Communication – Southwestern U.S.**  
Breakfast (ABC-SWUS presenters and members only)

8:00 a.m. – 8:30 a.m.  
**Association of Business Information Systems**  
Breakfast and Business Meeting (ABIS members only)

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

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

12:00 p.m. - 1:30 p.m.  
**Association of Business Information Systems**  
Executive Board Lunch – by invitation

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

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

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

5:00 p.m. – 6:00 p.m.  
**American Accounting Association, Southwest Region**  
Officer Meeting

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

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

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

### Friday, March 10, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 a.m. – 8:30 a.m.</td>
<td><strong>Southwestern Finance Association</strong> Board Meeting and Breakfast (SWFA Board Members only)</td>
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<tr>
<td></td>
<td>Toltec (SHCC)</td>
</tr>
</tbody>
</table>
| 8:00 a.m. – 9:00 a.m. | **Association for Business Communication – Southwestern U.S. and**  
|              | **Association of Business Information Systems** Joint Breakfast (ABC-SWUS and ABIS members only) |
|              | Arkansas Ballroom (M)                                                                    |
| 7:30 a.m. – 8:00 a.m. | **Decision Sciences Institute, Southwest Region** Continental Breakfast (DSI members only) |
|              | Riverview Room (CC)                                                                       |
| 7:30 a.m. – 8:30 a.m. | **Association of Collegiate Marketing Educators** Networking Breakfast (ACME members only) |
|              | Wally Allen D                                                                              |
| 8:00 – 10:00 a.m. | **Southwestern Society of Economists** SSE Annual Business Breakfast Meeting               |
|              | Pinnacle Upper (M)                                                                        |
| 10:00 a.m. – 10:30 a.m. | **FBD Coffee Break**                                                                     |
|              | Governor’s Hall (SHCC)                                                                     |
| 12:00 p.m. – 1:15 p.m. | **Association of Collegiate Marketing Educators** ACME Business Luncheon and Awards Meeting (ACME members and invited guests) |
|              | Arkansas Ballroom (M)                                                                     |
| 12:00 p.m. – 1:30 p.m. | **Southwest Academy of Management** Officers’ Meeting and Luncheon (invitation only)     |
|              | Marion (M)                                                                                 |
| 12:00 p.m. – 1:30 p.m. | **American Accounting Association, Southwest Region** Luncheon and Business Meeting (AAA-SW Members Only) |
|              | Riverview Room (CC)                                                                       |
| 12:00 p.m. – 1:45 p.m. | **Southwestern Finance Association** Luncheon and Business Meeting (SWFA Members Only)    |
|              | Wally Allen D (SHCC)                                                                       |
| 12:00        | **Decision Sciences Institute, Southwest Region** Doctoral Consortium (SWDSI Student Registrants Only) |
|              | Pinnacle Upper (M)                                                                        |
| 3:00 p.m. – 3:30 p.m. | **FBD Coffee Break**                                                                     |
|              | Governor’s Hall (SHCC)                                                                     |

### Saturday, March 11, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>8:00 a.m. - 9:00 a.m.</td>
<td><strong>Federation of Business Disciplines</strong> Breakfast and FBD 2018 Program Chairs Meeting</td>
</tr>
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<td></td>
<td>Riverview Room (CC)</td>
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<tr>
<td>9:00 a.m. - 11:00 a.m.</td>
<td><strong>Federation of Business Disciplines</strong> 2017-2018 Board Meeting</td>
</tr>
<tr>
<td></td>
<td>Riverview Room (CC)</td>
</tr>
</tbody>
</table>
ANNUAL BUSINESS MEETINGS

FBD 2016-2017 Board of Directors
Arkansas Ballroom (M)
Wednesday, March 8, 2017
2:00 p.m. - 5:00 p.m.

FBD 2017-2018 New Program Chairs
Riverview Room (CC)
Saturday, March 11, 2017
8:00 a.m. - 9:00 a.m.

FBD 2017-2018 Board of Directors
Riverview Room (CC)
Saturday, March 11, 2017
9:00 a.m. - 11:00 a.m.

American Accounting Association, Southwest Region
Riverview Room (CC)
Friday, March 10, 2017
12:00 p.m. - 1:30 p.m.

Association for Business Communication, Southwestern U.S.
Ouachita (CC)
Friday, March 10, 2017
10:30 a.m. – 12:00 p.m.

Association of Business Information Systems
Neosho (CC)
Friday, March 10, 2017
8:30 a.m. - 10:00 a.m.

Association of Collegiate Marketing Educators
Arkansas Ballroom (M)
Friday, March 10, 2017
12:00 p.m. - 1:15 p.m.

Decision Sciences Institute, Southwest Region
Riverview Room (CC)
Thursday, March 9, 2017
3:30 p.m. - 5:00 p.m.

Southwest Academy of Management
Wally Allen A (SHCC)
Friday, March 10, 2017
3:30 p.m.- 4:30 p.m.

Southwest Case Research Association
Pinnacle (M)
Thursday, March 9, 2017
7:30 a.m.- 9:00 a.m.

Southwestern Finance Association
Wally Allen B (SHCC)
Friday, March 10, 2017
12:00 p.m. - 1:45 p.m.

Southwestern Society of Economists
Pinnacle (M)
Friday, March 10, 2017
8:00 a.m. - 10:00 a.m.

Make plans to join us in Albuquerque, New Mexico for our 2018 conference.

♦♦♦

45th Annual Conference
March 7 - 10, 2018
Hyatt Regency and Albuquerque Convention Center
Albuquerque, New Mexico

12
This year we are proud to sponsor our 2nd Annual Conference-wide Poster Sessions. Take time to visit the Exhibit Hall to view the research selected for inclusion in these sessions. Authors will be available to discuss their research with you. This is a great chance for you to engage in this interactive presentation of research.

Thursday, March 9 – Stakeholders and Stockholders
10:00 a.m. – 11:30 a.m. – Governor’s Hall (SHCC)

Financial Reporting Quality and Alternative Route to Financing
Xiaohang Tina Wang, University of Houston Downtown
Stephen Miller, University of Houston Downtown

Intermediate I Boot Camp Review Session
Karen Marie Oxner, University of Central Arkansas
Stephanie Watson, University of Central Arkansas

A Case of Adaptive Curriculum Design in a Senior-Level Business Management
Kayla Sapkota, University of Arkansas at Little Rock
A case presentation on the innovative curricular adaptation of a senior-level, undergraduate business course to address identified student needs in the areas of basic research methods, career preparation and success, and career exploration; and discussion of resulting implications of the changes.

Testing the Effects of Experience on Risky Decision Making
Run Ren, Guanghua School of Management
Aneika Simmons, Sam Houston State University
Asghar Zardkoohi, Texas A&M University

A Contingency Theory of Stakeholder Relevance and the Stakeholder Mapping Process
Brian Kulik, Angelo State University
Nolan Sosa, Angelo State University
Sandra Pate, Angelo State University

Women Entrepreneurs in Technology: Some Case Studies from India
Artee Aggrwaal, Amity University Mumbai
Thursday, March 9 – Changing Behavior
3:00 p.m. – 4:30 p.m. – Governor’s Hall (SHCC)

Which Came First...?
Patricia Roshto, University of Louisiana at Monroe
Deborah Golemon, The University of Louisiana Monroe
Dorothy A Davis, University of Louisiana-Monroe

A First Experience in a Business Communications Class: Video Clips That Help Students Establish a Continuum of Success
Victoria McCrady, The University of Texas at Dallas
What is the power of a mirror neuron response? This natural response to nonverbal cues is one that can, in the context of the first class of the semester, help establish students' sense of themselves as moving forward along a continuum of success.

Eliminating Barriers: The Impact of Cross Cultural Business Communication on Entrepreneurial Success
Martha Robinson, The University of Memphis

Measuring Inclusivity in Organizations: Designing a Diversity Climate Instrument
Kelly Weeks, Rhodes College
Anita Davis, Rhodes College
Samhitha Curpad, Rhodes College

Obesity, Chronic Job Discrimination, and Social Support: Comparisons Across Age-Generations
Kenneth Kungu, Louisiana State University - Shreveport
Janella Melius, Winston-Salem State University
Colin Cannonier, Belmont University
Valentine Wanga, University of Washington

Emotional Intelligence, Moral Reasoning, and Ethical Awareness: Moderating Roles of Gender and Religiosity
Jacob Voegel, Coastal Carolina University
Luke Voegel, Southern Illinois University
FBD POSTER PRESENTATIONS

Friday, March 10 – Disruption (When Things Are Wrong) and Innovation (Making Them Right)
10:00 a.m. – 11:30 a.m. – Governor’s Hall (SHCC)

The Crazy World of Uncollectible Accounts in Not-for-Profit Organizations
Michelle McEacharn, University of Louisiana-Monroe
Kathleen A Kaminski, University of Louisiana – Monroe

Business Dining: Putting your Best Fork Forward
Susan Evans Jennings, Stephen F. Austin State University
Judith Lynn Biss, Stephen F. Austin State University
Business etiquette is often a skill found lacking in employees. This study looked at what students thought they knew about business dining and then at what they actually knew. Suggestions for teaching dining etiquette will also be presented.

Hepatitis C Direct Acting Antivirals and Disruptive Innovation
S. Mantravadi, University of West Florida

Innovation in Family Firms and the Moderating Effect of Leadership Style
Xi Yang, University of Texas Rio Grande Valley
Haicheng Gu, University of Texas Rio Grande Valley

Maintenance of Organizational Values through Disruptive Institutional Work
Gretel Stock-Kupperman, Benedictine University

Retiree Remorse: If Only I had Put More Effort Into Retirement Planning
John La Lone, Texas A&M University-Central Texas
FBD is the great conference it is because of the hard work associations do in putting together great programs. Below are some sessions we want to highlight to show off the great programs of our associations. These are sessions that are significant and interesting enough to deserve recognition as one of FBD’s Choice Pick Sessions.

**Wednesday, March 8th – 1:30 p.m. – 2:30 p.m. – Pinnacle (M)**

*Southwest Case Research Association*

**Rashid Sesay**, Director of Programs for Africa and Asia
Heifer, International
Farming Entrepreneurship

**Thursday, March 9th - 8:30 a.m. – 10:00 a.m. – Conway (CC)**

*American Accounting Association, Southwest Region*

PLENARY SESSION

The 2017 CPA Exam: A Focus on Critical Thinking, Professional Skepticism, and Judgment

**Speaker:** Colleen Conrad, CPA
*Chief Operating Officer, National Association of State Boards of Accountancy*

With the emphasis of higher order skills on the CPA exam beginning in 2017, Colleen Conrad will discuss how the exam has changed to focus on critical thinking, professional skepticism and judgment. She will also discuss how data analytics is helping universities identify strengths and weaknesses in curricula to help students be better prepared for the exam.

**Thursday, March 9th - 10:30 a.m. – 12:00 p.m. – Conway (CC)**

*Association of Business Information Systems*

Paper Session: “Social Security” - What Businesses and Students Need to Know About Social Media and Online Security Breaches

**Session Chair:** Degan Kettles

*Gone Phishing: A Review of Recent Security Breaches*
**Ashley A. Hall**, Stephen F. Austin State University
**Carol S. Wright**, Stephen F. Austin State University

*Social Networking and Professionalism: Preparing Students for Success*
**Kristen L. King**, Eastern Kentucky University
**Marcel Robles**, Eastern Kentucky University

*A Framework for Understanding and Controlling Trust-based Vulnerabilities that Lead to Sensitive Information Disclosure in Online Communication*
**Degan Kettles**, University of Central Oklahoma
**Warren L. Dickson**, University of Central Oklahoma
FBD CHOICE PICK SESSIONS

Thursday, March 9th - 1:30 p.m. – 3:00 p.m. – Conway (CC)

Decision Sciences Institute, Southwest Region

Panel Session: Journal Editors’ Panel

Panelists:

Binshan Lin, Expert Systems with Applications, Moderator
Khaled A. Alshare, Studies in Business and Economics
Mary Fischer, Federation of Business Disciplines Journal
Kai S. Koong, International Journal of Services and Standards
June Wei, International Journal of Mobile Communications

Thursday, March 9th - 3:30 p.m. – 5:00 p.m. – Conway (CC)

Southwestern Society of Economists

Paper Session: Business Cycles and Studies of US Economy

Session Chair: Ata Yesilyaprak, Arcadia University

Discussants: Benjamin Woodruff, Eastern Kentucky University
Ata Yesilyaprak, Arcadia University
Fidel Ezeala-Harrison, Jackson State University

Dividend Policy of Banks Since 2008 Recession,
Ata Yesilyaprak, Arcadia University

Optical Recycling Theory and Empirical Analysis
Fidel Ezeala-Harrison, Jackson State University

The Effect of Minimum Wage on Shareholder Wealth Revisited
Thad Jackson, Arkansas State University
Benjamin Woodruff, Eastern Kentucky University

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.
◆
Please let exhibitors know how much we appreciate their presence and continued support!
Friday, March 10th – 10:30 a.m. – 12:00 p.m. – Conway (CC)

Association of Collegiate Marketing Educators

Plenary Session: From Startup to Success: The Rhea Lana’s Experience

Rhea Lana Riner
CEO, Rhea Lana’s Franchise Systems, Inc.

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

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

Make plans to join us Albuquerque, New Mexico for our 2018 conference.

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Albuquerque, New Mexico
FBD CHOICE PICK SESSIONS

Friday, March 10th - 1:30 p.m. – 3:00 p.m. – Conway (CC)

Southwest Academy of Management

Paper Session: Project Management / Organizational Development & Conflict Management

Session Chair: Dennis Pepple, University of Huddersfield

Towards Establishing a Link between Ethnic Diversity and Public Sector Employees’ Ownership Perception: A Relational Perspective
Dennis Pepple, University of Huddersfield

Optimal Inventory Levels in a Multi-Echelon Pharmaceutical Cold Chain: Perspective on Information Loss
Suman Niranjan, Savannah State University
Niranjan Kulkarni, CRB Consulting
Nigel Middleton, Savannah State University

What to Build So They Will Come? Stakeholder Identification for Business Research Relevance
Richard Lawrence, Angelo State University
Sam Kohler, Angelo State University
Sazza Dahal, Angelo State University
Joseph Lawrence, Angelo State University

Process Improvement: Urban vs. Rural Personnel Perspectives of a Derivative CMMi Process Maturity Framework
Daniel Doss, University of West Alabama
Russ Henley, University of West Alabama
David Mcelreath, University of Mississippi
Balakrishna Gokaraju, University of West Alabama
Glenna Lusk, University of Mississippi

Friday, March 10th - 3:30 p.m. – 5:00 p.m. – Conway (CC)

Association for Business Communications - SWUS

Paper Session: Communication Skill Sets in the Workforce

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

Millennials as Managers: Exploring Communication Preferences
Ashley Hall, Stephen F. Austin State University

Relational Communication as a Factor in Past and Present Workforce Scheduling Research 1974-2015: The Impact on Employee Satisfaction and Organizational Commitment
Lorelei Amanda Ortiz, St. Edward's University
John Loucks, St. Edward's University

Building Experiential Models of Negative News Delivery through Digital Simulation
Robert Clapperton, Ryerson University

Leadership Institute: Lessons Learns and Methods to Increase Student Engagement
Marilyn Young, University of Texas, Tyler
Stock-Trak, Inc.

Thursday, March 9th, 10:30 a.m. – Toltec (SHCC)

Secrets of Building Trading Rooms for Dummies

Presented by Tom Reti

As 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, Director of Global Education for StockTrak.com, will reveal many of the secrets behind what it really takes to get a trading room off the ground.

Bloomberg for Education

Thursday, March 9th, 1:30 p.m. – Toltec (SHCC)

Finance Labs 101

Presented by John Fox

Over 800 universities worldwide provide hands-on training for their students in a state of the art finance laboratory. Join the Bloomberg for Education team to learn best practices and top tips from our clients for setting up and getting the most from a financial laboratory on your campus, as well as what specifically Bloomberg offers universities.

John Fox is the Global Head of Sales at Bloomberg for Education, where he leads the firm’s global university sales team and manages key education relationships worldwide. John aims to partner with institutions to implement the Bloomberg edge by empowering students with the hands-on knowledge and real-world experience they will need to compete.
IDEA Academic Partnership

Thursday, March 9th, 3:30 p.m. – Toltec (SHCC)

Integrate IDEA into Your Classroom

Presented by Corey Windham

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

Stukent

Friday, March 10th, 1:30 p.m. – Petit Jean (M)

Experiential Learning through Digital Marketing and Social Media Simulations

Presented by Brandon Winter

Stukent is the leading developer of digital marketing courseware for higher education. Courseware includes digital, mobile, analytics, and social media marketing textbooks, case studies and internet marketing and social media marketing simulations, each with their accompanying Professor resources. We will present on the importance of experiential learning through simulations and will specifically showcase Stukent’s social media simulation.

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

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Please let exhibitors know how much we appreciate their presence and continued support!
FBD GENERAL INFORMATION

The FBD Meeting
The forty-fourth annual meeting of the Federation of Business Disciplines (formerly Southwestern Federation of Administrative Disciplines) takes place on March 8 – March 11, 2017, in Little Rock, Arkansas. The Marriott Little Rock and Statehouse Convention Center serve as the conference venue and the conference hotel.

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

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

2017 FBD Conference Hotel
The Marriott Little Rock is serving as the Conference Hotel.

Special Accommodations
Any individual who requires special accommodations for a specific disability should contact the conference hotel (The Marriott Little Rock) at least two weeks prior to the conference.

FBD Distinguished Paper Awards (co-sponsored by McGrawHill Education)
Distinguished Paper Awards are being sponsored by Federation of Business Disciplines to recognize the outstanding papers submitted for presentation at the FBD meeting. Authors of these papers will receive plaques provided by McGrawHill Education at a special FBD awards and recognition dinner.

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

Make plans to join us Albuquerque, New Mexico for our 2018 conference.

***

45th Annual Conference
March 7 - 10, 2018
Hyatt Regency and Albuquerque Convention Center
Albuquerque, New Mexico
FBD GENERAL INFORMATION

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

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

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

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

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

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

2017 Association Registration Fees (In addition to the $100 Required FBD Fee)*

<table>
<thead>
<tr>
<th>Association</th>
<th>Fee</th>
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<tbody>
<tr>
<td>American Accounting Association, Southwest Region</td>
<td>$110.00</td>
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<tr>
<td>Association for Business Communication, Southwestern U.S.</td>
<td>$50.00</td>
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<tr>
<td>Association of Business Information Systems</td>
<td>$55.00</td>
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<tr>
<td>Association of Collegiate Marketing Educators</td>
<td>$90.00</td>
</tr>
<tr>
<td>Decision Sciences Institute, Southwest Region</td>
<td>$45.00</td>
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<tr>
<td>Southwest Academy of Management</td>
<td>$100.00</td>
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<tr>
<td>Southwest Case Research Association</td>
<td>$65.00</td>
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<tr>
<td>Southwestern Finance Association</td>
<td>$100.00</td>
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<tr>
<td>Southwestern Society of Economists</td>
<td>$49.00</td>
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</table>

*Note: Some associations include a charge for, or have FBD and some associations may be higher.
Value for Your FBD Fee

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

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

Placement Service
FBD will provide a Placement Service for academic positions in a designated area of Governor’s Hall (SHCC) of the Convention Center. The service will be staffed during the following hours:

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

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

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

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

- Wednesday, March 8: 2:00 p.m. – 5:30 p.m.
- Thursday, March 9: 8:00 a.m. – 5:00 p.m.
- Friday, March 10: 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. There are three distinct properties for this conference: Marriott (M), Statehouse Convention Center (SHCC), and the Conference Center (CC). A basic overview of the conference room locations is as follows:

- Marriott Rooms: Pinnacle, Salon A-C, Manning, Hoffman, Peck, Marion, Lafayette, Arkansas
- Ballroom
- Conference Center Rooms: Riverview Room, Ouachita, Neosho, Harris Brake, Conway, White Oak, Chicot, Grampas, Petit Jean
- Statehouse Convention Center: Governor’s Hall, Wally Allen A-E, Fulton, Caddo, Caraway 1-3, Izard, Miller, Osage, Pope, Quapaw, Toltec

The Statehouse Convention Center, Marriott Little Rock, and Conference Center are 100% non-smoking facilities.
GENERAL TIMETABLE FOR 2018 FBD MEETING

February 2017 .................. FBD 2018 General Program Chair prepares a 2018 FBD “Call For Papers” for distribution at the FBD Annual Meeting.

March 2017 ..................... The 2018 Association Program Chairs and the 2018 FBD General Program Chair start planning for the 2018 conference at the New Program Chairs meeting held on Saturday morning during the 2017 FBD conference.

April/May 2017 ................. Program Committees/Track Chairs are selected by Association Program Chairs. Each Association sends out a Preliminary “Call For Papers” to current and prospective participants.

Summer 2017 .................. FBD Officers and Association Program Chairs participate in FBD Boot Camp at hotel of the 2018 conference.

June 2017 ...................... FBD General Program Chair and each Association Program Chair send out “Call For Papers” reminders to current and prospective participants.

July/August 2017 ............. Association Track Chairs continue soliciting manuscripts, special session proposals, tutorials and workshops for the 2018 FBD Conference.

Summer 2017 .................. FBD Executive Director distributes postcard “Call for Papers” and prepares detailed online “Call for Papers.”

September 2017 ............... Deadlines for receipt of papers, abstracts and proposals. Track Chairs for each Association initiate the review process and report the submission data to their Association Program Chairs.

October 2017 .................. Track Chairs make acceptance/rejection decisions. Solicitation of nominees and judging of the candidates for the FBD Distinguished Paper and Outstanding Educator Awards occurs.

Early November 2017 ...... Each Association Program Chair compiles, organizes and sends all program information to the 2018 FBD General Program Chair.

Early January 2018 .......... FBD General Program Chair completes compilation of 2018 FBD Program Book and sends it to the printer. Each Association Program Chair contacts hotel caterers to arrange for receptions, dinners, breakfasts and special events.

Late January 2018 .......... 2018 FBD Program is posted on FBD Web site.

February 2018 ............... Deadline for receipt of hotel reservations and pre-conference registration.
EXECUTIVE COUNCIL

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

Barbara J. Davis, President
Centenary College of Louisiana

Kimberly Merritt, VP/General Program Chair
Oklahoma Christian University

M. Suzanne Clinton, VP/General Program Chair – Elect
University of Central Oklahoma

Cheryl Prachyl, Secretary-Treasurer
University of Texas of the Permian Basin

Michelle McEacharn, Executive Director
The University of Louisiana at Monroe

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

Marshall J. Horton, Past President
Ouachita Baptist University

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

The Sam J. Bruno Lifetime Achievement Award was awarded to David Douglas in 2012 and to Betty Kleen in 2015 by the Federation of Business Disciplines. FBD honored David and Betty for their lifetime of exemplary leadership and unwavering dedication to the organization and their lasting tangible and positive contribution to the betterment and success of FBD.
2016 - 2017 OFFICERS

President: Derek K. Oler, Texas Tech University
Program Chair & President Elect: Robert M. Cornell, Oklahoma State University
Program Chair Elect: Kelly Noe, Stephen F. Austin State University
Secretary/Treasurer: Shani Robinson, Sam Houston State University
Historian: Elaine Sanders, University of Texas – San Antonio
Webmaster: Edward R. Walker, University of Central Oklahoma
Past President 2015-2016: Katherine Boswell, University of Louisiana – Monroe

Coordinating Committee
Member At Large (2016): Cheryl Prachyl, University of Texas – Permian Basin
Coordinating Committee
Member At Large (2017): Veronda Willis, University of Texas at Tyler
AAA Council Representative (2015-2018): Mary Fischer, University of Texas at Tyler

2016-2017 SECTION REGIONAL COORDINATORS

Accounting, Behavior & Organizations: Jesse Robertson, University of North Texas
American Taxation Association: Megan Burke, Texas A&M University – Commerce
Auditing: Partha Mohapatra, Texas Tech University
Diversity: Margaret Tanner, University of Arkansas – Fort Smith
Financial Accounting and Reporting: Yan Zhang, New Mexico State University
Financial Accounting and Reporting: Taylor Joo, New Mexico State University
Forensic & Investigative Accounting: Christine Cheng, Louisiana State University
Gender Issues & Work/Life Balance: D. Larry Crumbley, Louisiana State University
Government and Nonprofit: Rabih Zeidan, Texas A&M – Corpus Christi
Information Systems: Brad Lawson, Oklahoma State University
International Accounting: Kean Wu, Rochester Institute of Technology
Management Accounting: Marty Stuebs, Baylor University
Public Interest: Marty Stuebs, Baylor University
Strategic and Emerging Technologies: Hui Du, University of Houston-Clear Lake
Teaching, Learning and Curriculum: Veronda F. Willis, University of Texas at Tyler
Teaching, Learning and Curriculum: Cathy Scott, Navarro College
PAST PRESIDENTS

2015-2016 Katherine Boswell, University of Louisiana – Monroe
2014-2015 Amelia A. Baldwin, University of Ark. – Fort Smith
2013-2014 Thomas Carment, Rogers State University
2012-2013 Carolyn Conn, St. Edward’s University
2011-2012 Robert Walsh, University of Dallas
2010-2011 Dennis Togo, University of New Mexico
2009-2010 Treba A. Marsh, Stephen F. Austin State University
2008-2009 Bambi Hora, University of Central Oklahoma
2007-2008 Roselyn Morris, Texas State University – San Marcos
2006-2007 Robert Webster, Ouachita Baptist University

2017 AWARDS

Federation of Business Disciplines
Distinguished Paper Award

*The Effect of Confirmation Bias on Auditors’ Risk Assessments*

Cory Alan Cassell
Stuart Dearden
David Michael Rosser
Jonathan Shipman
University of Arkansas-Fayetteville

(Presented in Session C, Thursday, 3:30 to 5:00 pm, Chicot (CC))

Federation of Business Disciplines
Outstanding Educator Award

Carolyn Conn
St. Edward’s University

Outstanding Doctoral Student Paper Award

*Macroeconomic Effects of Aggregate Accounting Conservatism: A Cross-Country Analysis*

Chuong Do
Advisors: Don Herrmann and Sandeep Nabar
Oklahoma State University

(Presented in Session C, Thursday, 1:30 to 3 pm, Chicot (CC))
The 2017 CPA Exam: A Focus on Critical Thinking, Professional Skepticism, and Judgment

Speaker: Colleen Conrad, CPA
Chief Operating Officer, National Association of State Boards of Accountancy

Colleen K. Conrad, CPA, serves as Executive Vice President and Chief Operating Officer of NASBA. She is responsible for all operations of NASBA including CPA Examination, Licensing, Continuing Education and other services and products, as well as IT and risk management. Conrad also oversees governmental, international and professional relationships. In her role, she utilizes her wealth of accounting expertise, legislative abilities and grasp of accounting issues—both domestic and international—to benefit Uniform CPA Examination operations and the State Boards of Accountancy.

Conrad, a Kansas native, currently serves on the Financial Accounting Standards Advisory Council (FASAC) which advises the Financial Accounting Standards Board (FASB). She is also a member of the Tennessee Society of CPAs and past president and member of the St. Louis Society of Women CPAs. Conrad earned a Bachelor’s degree in Accounting from Truman State University and became a licensed CPA in 1987.

With the emphasis of higher order skills on the CPA exam beginning in 2017, Colleen Conrad will discuss how the exam has changed to focus on critical thinking, professional skepticism and judgment. She will also discuss how data analytics is helping universities identify strengths and weaknesses in curricula to help students be better prepared for the exam.

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

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

How Can We Prepare Our Students for the 2017 CPA Exam Changes?

Moderator:  Sarah Johnson, Oklahoma State University

Panelists:  Colleen Conrad, National Association of State Boards of Accountancy
Carolyn Conn, St. Edward’s University
Carlos Johnson, National Association of State Boards of Accountancy/BKD LLP
Derek Oler, Texas Tech University

LUNCH and KEYNOTE SPEAKER

Anne Christensen – Montana State University
President-elect
American Accounting Association

Anne L. Christensen, professor of accounting, earned a MBA and a Ph.D. in accounting from the University of Utah. She also holds a B.S. in psychology and a M.Ed. in counseling from Brigham Young University. Prior to joining Montana State University's Jake Jabs College of Business & Entrepreneurship (JJCBE) faculty in 2002, she taught at Portland State University for 13 years. Christensen teaches undergraduate and graduate tax courses in the accounting option. She is the director of the Master of Professional Accountancy Program. She is also the director of the Volunteer Income Tax Assistance (VITA) program at MSU where she trains and supervises students in the preparation of tax returns for low income individuals. She is the past president of the American Taxation Association, a group of approximately 800 tax professors and professionals from throughout the world dedicated to improving tax education and fostering tax research. Her research has been published in journals such as The Journal of the American Taxation Association, Issues in Accounting Education, and The Tax Adviser. She is the President-Elect (2016-2017) of the American Accounting Association.

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  
Internal Auditing and Internal Control

**Moderator:**  
Curtis Farnsel, University of Oklahoma

**Internal Control Quality and Audit Effort: Does the CIO Matter?**  
Jean R. Bradley, University of Texas-San Antonio

**Internal Control Weaknesses, Cash Flow Restatements, Earning Persistence, and the Association Between Earnings and Future Cash Flows**  
Laura Alford, Louisiana State University  
Dana Hollie, Louisiana State University  
Shaokun (Carol) Yu, Northern Illinois University

**The Impact of using Internal Audit as Management Training Ground on Audit Quality**  
Grace Mubako, University of Texas at El Paso

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### SESSION B  
Market Efficiency, Non-GAAP Earnings, and Goodwill

**Moderator:**  
Emily Hunt, University of Arkansas

**Goodwill Impairment Determinants - An Australian Study 2007 – 2013**  
Roslyn Roberts, Henderson State University  
Shumi Akhtar, The University of Sydney, Australia

**How does financial reporting quality enhance investment efficiency?**  
Sangwan Kim, University of Massachusetts-Boston  
Steve C Lim, Texas Christian University
SESSION C  International Accounting and IFRS

Moderator: Yue Qiu, University of Houston

Capital Market Effects of IFRS Adoption in the United States: Evidence from Foreign Private Issuers
Jennifer Yardley, University of Dallas

Macroeconomic Effects of Aggregate Accounting Conservatism: A Cross-Country Analysis
Chuong Do, Oklahoma State University

Trust, Family Firms, Merger and Acquisition Quality
Gianfranco Siciliano, Bocconi University
Annalisa Prencipe, Università Commerciale Luigi Bocconi
Suresh Radhakrishnan, University of Texas at Dallas

Make plans to join us in Albuquerque for our 2018 conference.
♦♦♦

45th Annual Conference
March 7 - 10, 2018
Hyatt/Convention Center
Albuquerque, New Mexico
3:00 p.m. – 3:30 p.m. **Governor’s Hall 1 (SHCC)**

**FBD Coffee Break**

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

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>3:30 p.m.</td>
<td><strong>SESSION A</strong> Taxation, R&amp;D Credits, and FIN 48</td>
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<tr>
<td></td>
<td><strong>Moderator:</strong> Savannah Guo, Texas Tech University</td>
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</tbody>
</table>
|            | *Do R&D Tax Credits Improve Innovation Efficiency? Evidence from the 1981 U.S. R&D Tax Credit*  
Russell Li, University of Michigan – Flint  
*The Moderating Effect of Direct and Indirect Voice on Tax Compliance through Equity Perceptions*  
Shannon Jemiolo, University of Oklahoma  
*The Usefulness of Estimated Book-Tax Differences after FIN 48*  
Jodi Michelle Permenter, University of Arkansas-Fayetteville  
Jonathan Shipman, University of Arkansas-Fayetteville  
Tammy J. Atwood, University of Arkansas-Fayetteville  
For a premier publishing opportunity, check out the peer-reviewed **FBD Journal** at [https://www.fbdonline.org/journal/](https://www.fbdonline.org/journal/)

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All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
### March 9, 2017 (Thursday)

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
<th>Title</th>
<th>Presenters</th>
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<tbody>
<tr>
<td>3:30 p.m. – 5:00 p.m.</td>
<td>SESSION B</td>
<td>White Oak (CC)</td>
<td>Curriculum Design, Ethics and Scholarship</td>
<td>Edward R. Walker, University of Central Oklahoma</td>
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<td>How to be a Good Coauthor</td>
<td>Denton Collins, Texas Tech University</td>
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<td>Derek K. Oler, Texas Tech University</td>
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<td>Christopher J. Skousen, Utah State University</td>
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<td>The Importance of the Incorporation of Virtue Ethics and Role Salience on the Accounting Profession</td>
<td>Katherine Lopez, St. Edward's University</td>
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<td>Managerial &amp; Cost Accounting: Reinventing the Curricula</td>
<td>Carolyn Conn, St Edward's University</td>
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<tr>
<td>3:30 p.m. – 5:00 p.m.</td>
<td>SESSION C</td>
<td>Chicot (CC)</td>
<td>Auditor Judgment and Auditor Risk Assessment</td>
<td>Laura Alford, Louisiana State University</td>
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<td>Strategies to Improve Auditor Judgment in the Audit of the Statement of Cash Flows</td>
<td>Laura Alford, Louisiana State University</td>
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<td>Dana Hollie, Louisiana State University</td>
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<td>A Demonstration of the Effect of Environmental Cues and the Halo Effect on Auditor Judgment,</td>
<td>Mark Wayne Smith, University of Oklahoma</td>
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<td>The Effect of Confirmation Bias on Auditors’ Risk Assessments</td>
<td>Cory Alan Cassell, University of Arkansas-Fayetteville</td>
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<td>Stuart Dearden, University of Arkansas-Fayetteville</td>
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<td>David Michael Rosser, University of Arkansas-Fayetteville</td>
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<td>Jonathan Shipman, University of Arkansas-Fayetteville</td>
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</table>
March 9, 2017 (Thursday)

5:00 p.m. – 6:00 p.m.  Peck (M)

AAA Officer Meeting

5:30 p.m. – 7:00 p.m.  Governor’s Hall 1 (SHCC)

FBD Presidential Welcome Reception

Everyone is invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers. A Cash Bar is available and a limited number of drink tickets will also be distributed. Stop by to relax and wind down from the day’s conference activities before heading out to other association events or dinner.
March 10, 2017 (Friday)

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
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<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>(Accounting) 1.5 CH</td>
<td>Harris Brake (CC)</td>
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<td>8:30 a.m. – 10:00 a.m.</td>
<td>(Accounting) 1.5 CH</td>
<td>White Oak (CC)</td>
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</tbody>
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**SESSION A**

**Corporate Social Responsibility, Conservatism, and Governance**

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

*Competing Motivations for Corporate Social Responsibility: Evidence from Internal Control over Financial Reporting*

Curtis Farnsel, University of Oklahoma

*Employee Ownership and Accounting Conservatism*

Yue Qiu, University of Houston-Houston

*Why Do Outside Directors Leave in Good Time?*

Bo Zhang, Concordia University

**SESSION B**

**Board Diversity, Sustainability, Schedule UTP**

**Moderator:** Karen Oxner, University of Central Arkansas

*Sustainability Standards and Sustainability Reporting Is the Accounting Profession Ready?*

Pamela Baker, Texas Woman's University

Jay Keith Baker, North Lake College

*Who is Afraid of the Big Bad Wolf? The Effects of Schedule UTP*

Peter Frischmann, Oregon State University

David Tree, Oregon State University

Bret W. Scott, Oregon State University
March 10, 2017 (Friday)

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

SESSION C  Research Potpourri: Education, Cases, and Management Control

Moderator:  Constance McKnight, University of Central Arkansas

*Texas Public Two-Year Colleges: AFR Disclosures*

Mary Fischer, University of Texas-Tyler  
Treba A Marsh, Stephen F. Austin St University

*John Briggs and Coopers Inc.*  
Russell Calk, Texas A&M University-Central Texas-Killeen  
Pamela Carr, Arkansas Tech University  
Shelly Garcia, MJ Associates

*Management Control Systems and the Performance of Small to Medium Size Enterprise: Implication for PE Investment—Focus on Ghana*  
Joseph Nketia, Oklahoma State University

10:00 a.m. – 10:30 a.m. Governor’s Hall 1 (SHCC)

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

Great Door Prize Drawings take place at 10:15 a.m. in the Exhibit Area. *Must be present to win.*
SESSION A  
**Assessment of Learning and Service Learning**

**Moderator:** Carolyn Conn, St. Edward’s University

**Panelists:**
- Elaine Sanders, University of Texas - San Antonio
- Veronda Willis, University of Texas – Tyler
- Sandra Welch, University of Texas – San Antonio
- Patrick Minton, PWC

With an increasing emphasis on assessing impacts and outcomes to document "assurance of learning," it is important to consider how AoL has evolved in higher education and what we might expect in the future. AoL is an important component for meeting the requirements of SACS, AACSB, and other accrediting agencies. Panelists will discuss AoL initiatives and processes in their accounting departments and schools of business.

**The Ups and Downs of Service Learning & Applied Learning**

**Moderator:** Elaine Sanders, University of Texas – San Antonio

**Panelists:**
- Carolyn Conn, St. Edward’s University
- Kelly Noe, Stephen F. Austin University

Students, employers and faculty value the experience students gain from service learning and applied learning -- whether these are accomplished with in-class projects or internships outside the classroom. This panel will include a discussion of successful and not-so-successful service and applied learning activities. Let's talk about what "to do" and not to do. Audience members are encouraged to share their own experiences in this area.
March 10, 2017 (Friday)

12:00 p.m. – 1:30 pm  (Accounting) 1.0 CH  Riverview (CC)

LUNCH and BUSINESS MEETING

Derek Oler, President

Derek Oler is the Jerry S. Rawls Associate Professor of Accounting at the Rawls College of Business, School of Accounting, at Texas Tech University. Derek was born and raised in Alberta, Canada. He served an LDS mission in West Virginia, received his undergraduate degree in accounting from the University of Alberta, and worked as an auditor for the Auditor General of Alberta and for KPMG in Edmonton, Alberta. After obtaining professional designations as a Chartered Accountant and a CPA, Derek earned his Ph.D. in accounting from Cornell University. Prior to coming to Texas Tech University, Derek was an assistant professor at Indiana University. His research has been published in a number of journals, including the Journal of Accounting Research, Review of Accounting Studies, Contemporary Accounting Research, Accounting Horizons, Issues in Accounting Education, The Financial Review, Research in Accounting Regulation, Review of Quantitative Finance and Accounting, Personnel Psychology, Strategic Organization, Corporate Ownership and Control, Advances in Financial Economics, and has been cited in The New York Times and Barron’s.

Derek received the Outstanding Researcher Award for the Rawls College of Business in 2014, and also received a Trustees Teaching Award from Indiana University in 2008. He reviews for a number of journals in both accounting and finance, and has served as either chairman or committee member on a number of PhD dissertation committees.

Derek currently serves as an associate editor for Issues in Accounting Education. He is also an avid cyclist who rode from Seattle to Boston on a road bike in the summer of 2014.
SESSION A: Big Data Analytics: How does it work in Auditing?”

Moderator: Brad Lawson, Oklahoma State University

Panelists:
- Partha Mohapatra, Texas Tech University
- Graham Ward, PwC - Advanced Risk & Compliance Analytics Solutions
- Jeremy Clopton, BKD – Big Data & Analytics, Digital Forensics
- Aaron Werth, Deloitte
- Viral Chawda, KPMG - Data Science and Innovation

The proliferation of “big data” and an emerging focus on data analytics is significantly changing the auditing profession. Historically, auditors have relied on manual audit procedures to test small samples of their client’s transactions. However, with changes in technology, auditors now have the capability to analyze multiple data points, both within and outside the client, which can enhance the overall assurance process and the identification of specific client risks and potential efficiencies. For these reasons, audit firms have developed in-house teams of data analysts to identify ways to apply these emerging technologies and increase the quality of the audit. Panels will discuss how big data analytics is changing the landscape of the auditing profession and how this is going to impact current students and accounting programs going forward.

SESSION B: Acquisitions, Transparency, and Reporting

Moderator: Chuong Do, Oklahoma State University

A Bold Move or Biting Off More than They Can Chew: Examining the Performance of Small Acquirers
Nancy Lee Harp, Clemson University
Kevin Kim, University of Memphis
Derek K Oler, Texas Tech University

A Multiple Case Study of Transparency Characteristics of Gift Card Breakage and Deferred Liabilities
Julia L. Wright, University of Arkansas Fort Smith

How 2016 Proposed Rules for Incentive-Based Compensation of Financial Institutions affect Executive Reporting Choices?
Laura Alford, Louisiana State University
Dana Hollie, Louisiana State University

FBD Coffee Break
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Great Door Prize Drawings take place at 3:15 p.m. in the Exhibit Area. Must be present to win.
SESSION A  
Audit Fees, Auditor Industry Concentration, and Fraud

Moderator: Keith Atkinson, University of Central Arkansas

The Consequences of Auditor Industry Concentration During Industry-Specific Crisis  
Emily Hunt, University of Arkansas-Fayetteville
Ganapathi S Narayamoorthy, Tulane University
Stephen Rowe, University of Arkansas-Fayetteville

The Effects of Clarification of Auditor’s Responsibility for Fraud on Commercial Lenders’ Perceptions and Loan Decisions  
Xia Zhang, Alabama A&M University
Quinton Booker, Jackson State University

SESSION B  
Teaching and Learning: Exam Design and Teaching Ethics

Moderator: Mary Fischer, University of Texas - Tyler

Preferences in Communication Methods for Out-of-Class Questions in Face-to-Face and Online Classes in Accounting  
Pamela Baker, Texas Woman's University
Jay Keith Baker, North Lake College

What Could Go Right? A Moral Leadership Model for Teaching Ethics in Accounting  
Jan Taylor Morris, Sam Houston State University
Noah P Barsky, Villanova University

Make plans to join us in Albuquerque for our 2018 conference.

45th Annual Conference  
March 7 - 10, 2018
Hyatt/Convention Center
Albuquerque, New Mexico
Poster Sessions

Thursday, March 9 – Stakeholders and Stockholders
10:00 a.m. – 11:30 a.m.

**Financial Reporting Quality and Alternative Route to Financing**
Xiaohang Tina Wang, University of Houston Downtown
Stephen Miller, University of Houston Downtown

**Intermediate I Boot Camp Review Session**
Karen Marie Oxner, University of Central Arkansas
Stephanie Watson, University of Central Arkansas

Thursday, March 9 Changing Behavior
3:00 p.m. – 4:30 p.m.

**Which Came First...?**
Patricia Roshto, University of Louisiana at Monroe
Deborah Golemon, The University of Louisiana Monroe
Dorothy A. Davis, University of Louisiana-Monroe

Friday, March 10 – Disruption (When Things Are Wrong) and Innovation (Making Them Right)
10:00 a.m. – 11:30 a.m.

**The Crazy World of Uncollectible Accounts in Not-for-Profit Organizations**
Elizabeth Michelle McEacharn, University of Louisiana-Monroe
Kathleen A Kaminski, University of Louisiana – Monroe
2016-2017 OFFICERS

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Carol Wright, Stephen F. Austin State University

CONGRATULATIONS!

Recipient of the 2017 Federation of Business Disciplines Paper Award

Improving Performance Evaluations: The Role of Intrapersonal Communication, Message Strategy, and Age

Jon M. Croghan, Northwestern State University
Tammy L. Croghan, Northwestern State University

Recipient of the 2017 Federation of Business Disciplines Outstanding Educator Award

Susan E. Jennings, Stephen F. Austin State University
March 9, 2017 (Thursday)

8:00 a.m. – 8:30 a.m. Riverview (CC)

**ABC – SWUS and ABIS Joint Breakfast**

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

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

8:30 a.m. – 10:00 a.m. Joint Session with ABIS Riverview (CC)

**ABC-SWUS and ABIS Joint Session - Best Paper Presentations**

Co-Session Chairs/Association Presidents:  **Susan E. Jennings and James (Skip) Ward**

**ABC-SWUS Best Paper:**

*Improving Performance Evaluations: The Role of Intrapersonal Communication, Message Strategy, and Age*

**Jon M. Croghan,** Northwestern State University  
**Tammy L. Croghan,** Northwestern State University

**ABIS Best Paper:**

*Towards Meeting the Need for Data Analytics Skills in Business Students*

**Lori Soule,** Nicholls State University  
**Ronnie Fanguy,** Nicholls State University  
**Betty Kleen,** Nicholls State University  
**Ray Giguette,** Nicholls State University  
**Sherry Rodrigue,** Nicholls State University

10:00 a.m. – 10:30 a.m. Governor’s Hall 1 (SHCC)

**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.*
Communication and Sustainability in a Globalized Context

Session Chair: **Laura Lott Valenti**, Nicholls State University

*Engaging Students Globally Without Leaving the Comforts of Home*

**Margaret S. Kilcoyne**, Northwestern State University

**Begona Perez-Mira**, Northwestern State University

**Carmella Parker**, Northwestern State University

**Weiwen Liao**, Northwestern State University

**Connie Jones**, Northwestern State University

**Lynn Woods**, Northwestern State University

*It’s Not Easy Being Green: How Healthcare CEO Letters Discuss Corporate Social Responsibility Issues*

**Danica L Schieber**, Sam Houston State University

**Roger Conaway**, University of Texas, Tyler

**Brent D. Beal**, University of Texas, Tyler

*Making the Most of Your ABC Membership*

**Debbie DuFrene**, Stephen F. Austin State University

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

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**ABC – SWUS Executive Board Meeting and Luncheon**

*By Invitation Only (Riverview (CC))*

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Evolved Communication Considerations

Session Chair: **Sandra Bevill**, Arkansas State University

*What Communication Characteristics and Behaviors Make a Dynamic and Effective Leader?*

**Marcel Robles**, Eastern Kentucky University

*Responding to Negative Online Views: Defining Effective, Recurring Genre Characteristics and Strategies*

**Junhua Wang**, University of Minnesota

*Competing with Communication: Filling the Gap We’ve Created*

**Laura Lott Valenti**, Nicholls State University
FBD Coffee Break

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Communication in Augmented Realities

Session Chair: Kelly Grant, Tulane University

*The Effects of Work-Life Balance, Topic Avoidance, and Listening on the Relational Satisfaction of Marital and Cohabiting Couples*

Leslie Ramos Salazar, West Texas A&M University
Thao Nguyen, West Texas A&M University

*New Trends in Digital Business Communication*

Veronika Humphries, University of Louisiana at Monroe

*You Can Put the Oral Communication Class Online: One Perspective on the Process*

Carol S. Wright, Stephen F. Austin State University
Timothy Clipson, Stephen F. Austin State University

*We are in Crisis –Now What? How Should a Leader Communicate Crises Using Social Media?*

Laura Lott Valenti, Nicholls State University
En Mao, Nicholls State University
Marilyn Macik-Frey, Nicholls State University

FBD Presidential Welcome Reception

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**ENJOY YOUR EVENING IN LITTLE ROCK!**
Poster Sessions

Thursday, March 9 – Stakeholders and Stockholders
9:30 a.m. – 11:00 a.m.

A Case of Adaptive Curriculum Design in a Senior-Level Business Management
Kayla Sapkota, University of Arkansas at Little Rock
A case presentation on the innovative curricular adaptation of a senior-level, undergraduate business course to address identified student needs in the areas of basic research methods, career preparation and success, and career exploration; and discussion of resulting implications of the changes.

Thursday, March 9 – Changing Behavior
3:00 p.m. – 4:30 p.m.

A First Experience in a Business Communications Class: Video Clips That Help Students Establish a Continuum of Success
Victoria McCrady, The University of Texas at Dallas
What is the power of a mirror neuron response? This natural response to nonverbal cues is one that can, in the context of the first class of the semester, help establish students' sense of themselves as moving forward along a continuum of success.

Friday, March 10 – Disruption (When Things Are Wrong) and Innovation (Making Them Right)
10:00 a.m. – 11:30 a.m.

Business Dining: Putting your Best Fork Forward
Susan Evans Jennings, Stephen F. Austin State University
Judith Lynn Biss, Stephen F. Austin State University
Business etiquette is often a skill found lacking in employees. This study looked at what students thought they knew about business dining and then at what they actually knew. Suggestions for teaching dining etiquette will also be presented.
March 10, 2017 (Friday)

7:30 a.m. – 8:30 a.m.  Arkansas Ballroom (M)

ABC–SWUS and ABIS Joint Breakfast

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

8:30 a.m. – 10:00 a.m.  Ouachita (CC)

Innovative Instructional Methods

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

Using a Blackboard Learning Journal to Teach Interpersonal Skills to Business Students
Kathryn O’Neill, Sam Houston State University
Michael Power, Sam Houston State University

A Comparison of SME-Peer Learning Process
Margaret S. Kilcoyne, Northwestern State University
Marcia McClure Hardy, Northwestern State University of Louisiana
Begona Perez-Mira, Northwestern State University of Louisiana

Assessing the Business Communication Course: Students’ Perceptions
Julie McDonald, Northwestern State University
Margaret Kilcoyne, Northwestern State University
Begona Perez-Mira, Northwestern State University
Tammy L. Croghan, Northwestern State University

Writing as a Soft Skill: Students’ Perspectives on a Revise and Resubmit Policy for Improving Written Communication Skills
Benjamin Garner, University of North Georgia
Nathan Shank, Oklahoma Christian University

10:00 a.m. – 10:30 a.m.  Governor’s Hall 1 (SHCC)

FBD Coffee Break

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◆
All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
March 10, 2017 (Friday)

10:30 a.m. – 12:00 p.m.  ABC Business Meeting  Ouachita (CC)

ABC SWUS Business Meeting (all members welcome)

Presiding:  Susan E. Jennings, ABC-SWUS President
Stephen F. Austin State University

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

1:30 p.m. – 3:00 p.m.  Ouachita (CC)

Using Communication to Prepare Students for Graduation & After

Session Chair:  Gerald Plumlee, Southern Arkansas University

An Innovative Approach to Workplace Communication: Implementing Business Communication Skills beyond the Classroom
Ann Wilson, Stephen F. Austin State University
Marsha L. Bayless, Stephen F. Austin State University

Executive Perceptions of Communication and Other Soft Skills and Student Preparedness for the Workplace
Kristen King, Eastern Kentucky University
Marcel Robles, Eastern Kentucky University

An Examination of the Impact of McGraw-Hill’s Connect™
Lucia Sigmar, Sam Houston State University
Traci Austin, Sam Houston State University

Enhancing Professional Presence through Business Etiquette
Sandra H. Bevill, Arkansas State University
Karen McDaniel, Arkansas State University
ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES

March 10, 2017 (Friday)

3:00 p.m. – 3:30 p.m.  Governor’s Hall 1 (SHCC)

FBD Coffee Break

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3:30 p.m. – 5:00 p.m.  Conway (CC)

FBD/ABC-SWUS Choice Pick Session

Communication Skill Sets in the Workforce

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

*Millennials as Managers: Exploring Communication Preferences*

Ashley Hall, Stephen F. Austin State University

*Relational Communication as a Factor in Past and Present Workforce Scheduling Research 1974-2015: The Impact on Employee Satisfaction and Organizational Commitment*

Lorelei Amanda Ortiz, St. Edward’s University

John Loucks, St. Edward’s University

*Building Experiential Models of Negative News Delivery through Digital Simulation*

Robert Clapperton, Ryerson University

*Leadership Institute: Lessons Learns and Methods to Increase Student Engagement*

Marilyn Young, University of Texas, Tyler

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Please let exhibitors know how much we appreciate their presence and continued support!

Make plans to join us in Albuquerque, New Mexico in 2018!

45th Annual Conference
March 7 - 10, 2018
Albuquerque Convention Center / Hyatt Regency
2016 - 2017 OFFICERS

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**Lori Soule**, Nicholls State University

**James (Skip) Ward**, Fort Hays State University

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

**Richard Woolridge**, University of Arkansas, Little Rock

**Carol Wright**, Stephen F. Austin State University

**Sarah Wright**, Northwestern State University
ABIS 2017 Program Overview

Thursday March 9, 2017
8:00 a.m. – 10:00 a.m. 8:00 a.m. – ABIS & ABC – SWUS Joint Breakfast
8:30 a.m. - ABC-SWUS & ABIS Joint Session - Best Paper Presentations
10:30 a.m. – 11:45 a.m. “Social Security” - What Businesses and Students Need to Know About Social Media and Online Security Breaches
11:45 a.m. – 1:30 p.m. Lunch on your own *Executive Board Meeting - Riverview (CC)
1:30 p.m. – 3:00 p.m. Keys to Student Motivation, Success, and Critical Thinking
3:30 p.m. – 5:00 p.m. Online and Traditional Classroom Technologies and Innovations
5:30 p.m. – 7:00 p.m. FBD Presidential Welcome Reception

Friday March 10, 2017
7:30 a.m. – 8:30 a.m. ABIS & ABC – SWUS Joint Breakfast
8:30 a.m. – 10:00 a.m. ABIS Business Meeting * All Members Welcome *
10:30 a.m. – 12:00 p.m. Preparing Business Students for Workforce Expectations
Noon – 1:30 p.m. Lunch on your own
1:30 p.m. – 3:00 p.m. Classroom Trends and the Impact on Students
3:30 p.m. – 5:00 p.m. Information Systems in Healthcare and Government

CONGRATULATIONS!
Recipients of the ABIS 2017 Federation of Business Disciplines Paper Award
Towards Meeting The Need For Data Analytics Skills In Business Students
Lori Soule, Nicholls State University
Ronnie Fanguy, Nicholls State University
Betty Kleen, Nicholls State University
Ray Giguette, Nicholls State University
Sherry Rodrigue, Nicholls State University

CONGRATULATIONS!
Recipient of the 2017 FBD Outstanding Educator Award
James (Skip) Ward, Fort Hays State University
ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 9, 2017
(Thursday)

8:00 a.m. – 10:00 a.m. Joint Session with ABC

Riverview (CC)

8:00 AM – 8:30 AM

ABIS and ABC – SWUS Joint Breakfast

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

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

8:30 AM

SESSION A  ABC-SWUS and ABIS Joint Session - Best Paper Presentations

Session Co-Chairs/Association Presidents: Susan E. Jennings and James (Skip) Ward

ABC-SWUS Best Paper:
Improving Performance Evaluations: The Role of Intrapersonal Communication, Message Strategy, and Age
Jon M. Croghan, Northwestern State University
Tammy L. Croghan, Northwestern State University

ABIS Best Paper:
Towards Meeting The Need For Data Analytics Skills In Business Students
Lori Soule, Nicholls State University
Ronnie Fanguy, Nicholls State University
Betty Kleen, Nicholls State University
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Sherry Rodrigue, Nicholls State University

10:00 a.m. – 10:30 a.m.

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◆ All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 9, 2017
(Thursday)

10:30 a.m. – 11:45 a.m. Conway (CC)

FBD / ABIS Choice Pick Session

SESSION B  “Social Security” - What Businesses and Students Need to Know About Social Media and Online Security Breaches

Session Chair:  Degan Kettles

Gone Phishing: A Review of Recent Security Breaches
Ashley A. Hall, Stephen F. Austin State University
Carol S. Wright, Stephen F. Austin State University

Social Networking and Professionalism: Preparing Students for Success
Kristen L. King, Eastern Kentucky University
Marcel Robles, Eastern Kentucky University

A Framework for Understanding and Controlling Trust-based Vulnerabilities that Lead to Sensitive Information Disclosure in Online Communication
Degan Kettles, University of Central Oklahoma
Warren L. Dickson, University of Central Oklahoma

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

ABIS Executive Board Meeting and Luncheon  By Invitation Only  Riverview (CC)

1:30 p.m. – 3:00 p.m. Neosho (CC)

SESSION C  Keys to Student Motivation, Success, and Critical Thinking

Session Chair:  Shane Schartz

The “KEY” To Success: Innovation for Everyone
Matthew Sutherlin, Henderson State University
Amy Counts, Lakeside Middle School
Michelle Johnson, Henderson State University
Susan Evans Jennings, Stephen F. Austin State University

Incorporating Teaching Techniques that May Increase Students’ Self-Efficacy and Thereby Enhance their Learning Critical Thinking Skills Taught in a Business Information Systems Course
Jim Larsgaard, Eastern Kentucky University

A Comparative Analysis Of Virtual And On-Campus Student Motivation Using An Information System Simulation
Shane Schartz, Fort Hays State University

Utilizing Technology to Create a Passport for Student Success
Marsha Bayless, Stephen F. Austin State University
S. Ann Wilson, Stephen F. Austin State University
Carol Gilliland, Stephen F. Austin State University
ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 9, 2017
(Thursday)

3:00 p.m. – 3:30 p.m.  Governor’s Hall 1 (SHCC)

FBD Coffee Break

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3:30 p.m. – 5:00 p.m.  Neosho (CC)

SESSION D  Online and Traditional Classroom Technologies and Innovations

Session Chair:  Carla J. Barber

A Preliminary Study - The Use of VoiceThread in the Online Business Classroom
James Ward, Fort Hays State University
Minghao (Edward) Tao, Fort Hays State University
Yaprak Dalat Ward, Fort Hays State University

The Importance of Social Presence in an Online Class
“Cause One is the Loneliest Number You Will Every Do”
Susan Evans Jennings, Stephen F. Austin State University
Matthew Sutherlin, Henderson State University
Amy Counts, Lakeside Middle School

Active Learning with Technology
Marcel Robles, Eastern Kentucky University

Cool Tools For School
Keeping Your Students Engaged In Your F2F And Online Classes
Carla J. Barber, University of Central Arkansas

5:30 p.m. – 7:00 p.m.  Governor’s Hall 1 (SHCC)

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Enjoy your evening in Little Rock!
ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 10, 2017
(Friday)

7:30 a.m. – 8:30 a.m. Arkansas Ballroom (M)

ABIS and ABC–SWUS Joint Breakfast

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

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

8:30 a.m. – 10:00 a.m. ABIS Business Meeting Neosho (CC)

SESSION E ABIS Business Meeting * All Members Welcome *

Session Chair/ ABIS President: James (Skip) Ward

All members are invited to join us for our annual business meeting.
The meeting agenda includes:
   - Election of Officers and Executive Board positions
   - Discussion of topics related to our Journal of Research in Business Information Systems (JRBIS)
   - Information and discussion on next year’s conference
   - General discussion on topics introduced by general membership

10:00 a.m. - 10:30 a.m. Governor’s Hall 1 (SHCC)

FBD Coffee Break

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

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

For a premier publishing opportunity, check out the peer-reviewed FBD Journal at https://www.fbdonline.org/journal/
◆
All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
SESSION F  Preparing Business Students for Workforce Expectations

Session Chair:  Carmella Parker

Analysis of Required Qualifications from Information Technology Job Postings
Richard W. Woolridge, University of Arkansas at Little Rock
Kun-hee Kim, University of Arkansas at Little Rock

Connecting with Community: Implementing an Experiential Learning Pilot Project for Computer Information Systems Graduates
Begoña Pérez-Mira, Northwestern State University
Sarah Wright, Northwestern State University
Tom Hanson, Northwestern State University
Brenda Hanson, Northwestern State University
Sue Champion, Northwestern State University

Employers’ Expectations of College Graduates: Specifically Related to International Business
Marcía Hardy, Northwestern State University
Margaret Kilcoyne, Northwestern State University
Weiwen Liao, Northwestern State University
Carmella Parker, Northwestern State University

Employers’ Expectations Of College Graduates Specifically Related To Cyber Business Law
Eddie Horton, Northwestern State University
Margaret Kilcoyne, Northwestern State University
Carmella Parker, Northwestern State University
Curtis Penrod, Northwestern State University

Noon – 1:30 p.m.  Lunch on your own

Don’t forget to stay connected with ABIS between conferences!
Follow us at:  https://www.facebook.com/AssocBusInfoSys/
                      http://www.abis-fbd.org/
Contact us at:  ABIS.FBD@gmail.com

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS
March 10, 2017  
(Friday)

1:30 p.m. – 3:00 p.m.  
Neosho (CC)

**SESSION G**  
Classroom Trends and the Impact on Students

**Session Chair:** Lori Soule

*MOS Excel Certification: Does the Course Type Matter?*  
Lily Pharris, Northwestern State University  
Mary Beth Tarver, Northwestern State University  
Curtis Penrod, Northwestern State University

*Social Media? #whatdoyouteach?*  
Sheila Pearson, Southern Arkansas University  
Ronnie Watson, Southern Arkansas University

*Four, Eight, or Sixteen Weeks: Does Course Length have an Effect on Students’ Grades?*  
Lori Soule, Nicholls State University  
Sherry Rodrigue, Nicholls State University

*An Ambient Information System to Reduce NIHL Risk Among Music Students*  
Jason W. Powell, Northwestern State University

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3:00 p.m. - 3:30 p.m.  
Governor’s Hall 1 (SHCC)

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

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

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

- All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
SESSION H  Information Systems in Healthcare and Government

Session Chair:  S. Mantravadi

An Empirical Investigation of Factors that Influence Government Apps Usage/Adoption
Aderonke A. Oni, Covenant University, Nigeria
Efosa C. Idemudia, Arkansas Tech University
Babafemi O. Odusote, Covenant University, Nigeria

Using Geographic Information Systems to Capture Spatial Patterns in Nursing Home Quality in the Southwestern United States
S. Mantravadi, University of West Florida
Kai Zhang, University of Texas Health Science Center at Houston

Decision Support Tools: A Comparative Analysis In The Healthcare Industry
Aurore J. Kamssu, Tennessee State University
Jeffrey S. Siekpe, Tennessee State University
Olawale Adeyemo, Tennessee State University

Make plans to join us in Albuquerque, New Mexico for our 2018 conference.

♦♦♦

45th Annual Conference
March 7 - 10, 2018
Albuquerque Convention Center / Hyatt Regency
Elected Officers

President: Renée Gravois, Sam Houston State University
Program Chair: Irfan Ahmed, Sam Houston State University
Vice President for Membership: Silvia L. Martin, California State University, Los Angeles
Secretary: Grant C. Aguirre, University of Central Oklahoma
Treasurer: Kishwar Joonas, Prairie View A&M University
Past President: Vivek S. Natarajan, Lamar University

Appointed Officers

Vice President for Global Initiatives: Zafar U. Ahmed, University of Kuwait
Proceedings Editors: Kishwar Joonas, Prairie View A&M University
Türkan Dursun-Kilic, West Texas A&M University
Webmaster: Stacey Bolin, East Central University

Board of Directors

Sharon Thach, Tennessee State University
Vaidotas Lukosius, Tennessee State University
Nacef Mouri, International University of Rabat
Prashant Srivastava, Drexel University
Vivek Natarajan, Lamar University (Chair)

CONGRATULATIONS!

2017 Federation of Business Disciplines Distinguished Paper Award

The Perceived Deceptiveness of Insurance Fraud: A Cross-cultural Perspective on Information Manipulation Theory

Haithem Zourrig, Kent State University
Mengxia Zhang, University of International Business and Economics
Kamel El Hedhli, Qatar University

2017 Federation of Business Disciplines Outstanding Educator Award

Gopala Ganesh, University of North Texas
Track Chairs

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

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

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

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

Marketing Education and Experiential and Service Learning
Stacey Bolin, East Central University

Marketing Research
Sanjay S. Mehta, Sam Houston State University

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

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

Retailing and Services Marketing
Bo Dai, Georgia Southern University

Student Research
Pamela L. Mickelson, Morningside College

Supply Chain Management and Business to Business Marketing
Mel F. Zuberi, Saint John Fisher College
CONGRATULATIONS!

BEST OF TRACK PAPER AWARD WINNERS

Global and Cross Cultural Marketing
The Perceived Deceptiveness of Insurance Fraud: A Cross-cultural Perspective on Information Manipulation Theory
Haithem Zourrig, Kent State University
Mengxia Zhang, University of International Business and Economics
Kamel El Hedhli, Qatar University

Product and Brand Management
Factors Affecting Brand Equity and Customer Relationships in an Insurance Company in Iran
Massoud Saffarian, Rogers State University
Ehsan Adelpour, Islamic Azad University
Maryam Karbalaei, Islamic Azad University
Mina Movahedian Attar, Islamic Azad University
Dana Moore Gray, Rogers State University

Please join us for the 2018 ACME Conference!
March 7-10, 2018 ◆ Albuquerque, New Mexico
# ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

**March 9, 2017**  
(Thursday)

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session A: Global and Cross-Cultural Marketing</th>
</tr>
</thead>
</table>
| 8:30 a.m. – 10:00 a.m. | Grampas (CC) | Session Chair: **David K. Amponsah**, Troy University  
  *Beauty Perception and Diversity in the Fashion Industry*  
  Valery Chistov, Tecnológico de Monterrey  
  *Animosity and Consumer Behavior: An Integrative Literature Review*  
  Zafar U. Ahmed, University of Kuwait  
  Vivek Natarajan, Lamar University  
  Mahmood O. E. Hamad, University of Malaya  
  *Technology and Globalization: Impact on U.S. Trade Policy and Trans-Pacific Partnership*  
  Sarath A. Nonis, Arkansas State University  
  *Mobile Phone Services in Sub-Saharan Africa: A Model for Researching Consumer Loyalty*  
  Willie Frank Thompson, Jr., Troy University  
  David K. Amponsah, Troy University  
  Gordon Mosley, Troy University |

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session B: Ethics, Law, and Public Policy</th>
</tr>
</thead>
</table>
| 8:30 a.m. – 10:00 a.m. | Petit Jean (CC) | Session Chair: **Grant C. Aguirre**, University of Central Oklahoma  
  *The Perceived Deceptiveness of Insurance Fraud: A Cross-cultural Perspective on Information Manipulation Theory*  
  Haithem Zourrig, Kent State University  
  Mengxia Zhang, University of International Business and Economics  
  Kamel El Hedhli, Qatar University  
  *First Sale Doctrine and Company Control over its Distribution Channels*  
  Madeline Johnson, University of Houston Downtown  
  *A Content Analysis of Advertising in the Political Marketplace: Coverage of the Elections from Clinton to Trump*  
  Grant C. Aguirre, University of Central Oklahoma  
  Melissa Graham, University of Central Oklahoma |
SESSION C  
**Student Research Symposium**

**Session Chair:** Pamela L. Mickelson, Morningside College

*Panel: Undergraduate Research: Designing, Managing, and Mentoring for Student Success*

Nancy D. Albers-Miller, Louisiana State University-Shreveport  
Pamela L. Mickelson, Morningside College  
Marilyn Eastman, Morningside College  
Theresa Clarke, James Madison University  
Thanh Tran, University of Central Oklahoma  
Renée Gravois, Sam Houston State University

SESSION D  
**Marketing Strategy and Innovation**

**Session Chair:** Silvia L. Martin, California State University

*Exclusivity Strategies in Marketing*

Danny Upshaw, Northwestern State University of Louisiana  
Marcia Hardy, Northwestern State University of Louisiana  
Doug Amyx, Louisiana Tech University

*Love or Hate: The Missing Link Between CEO Pay Gap and Marketing Outcomes of the Firm*

Prachi Gala, The University of Mississippi

*Resource-Advantage Theory: A Foundation of Integrated Marketing Communication and Market Orientation to Achieve Superior Performance*

Yi-Chia Wu, Tarleton State University

*Revisiting New Internationalization Patterns*

Silvia L. Martin, California State University

*Conceptualization and Operationalization of Market Orientation: An Integrated Review*

Türkan Dursun-Kilic, West Texas A&M University  
Ceyhan Kilic, Tarleton State University

FBD Coffee Break

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

Great Door Prize Drawings take place at **10:15 a.m.** in the Exhibit Area. *Must be present to win.*
SESSION A  The Marketing Discipline and Pedagogy

Session Chair:  Renée Gravois, Sam Houston State University

Contemporary Marketing
Henry Migliore, Northeastern State University
Dana Moore Gray, Rogers State University

Indigenous Populations and Marketing Education: Challenges and Strategies
Irfan Ahmed, Sam Houston State University
Jeri Rubin, University of Alaska Anchorage

An Experiential Learning Exercise to Develop Critical Thinking in a Data Analysis Course
Sarath A. Nonis, Arkansas State University
Gail I. Hudson, Arkansas State University

You are Hired! Experiential Learning in a Marketing Promotional Strategies Course
Amanda Evert, Southwestern Oklahoma State University

SESSION B  New Media, Advertising, and Marketing Communications

Session Chair:  Marilyn Eastman, Morningside College

Incremental Revenue and Headcount from a Promotion
Jim Rauch, East Central University
Tom Lanis, East Central University
Hongkai Zhang, East Central University

Impact of Online Advertising on Social Media Engagement Among College Students in Kuwait
Ayse Begum Ersoy, American University of the Middle East
Piotr Kwiatek, American University of the Middle East

Web Advertising and Its Impact on Consumer Buying Behavior
Amanpreet Kaur, NECS Group of Institutions, Karnal, India
Tanu Kalsi, Himachal Pradesh University, India

Digital Marketing to Reach Millennials: Findings from a Student Research Project
Marilyn Eastman, Morningside College
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 9, 2017
(Thursday)

10:30 a.m. – 12:00 p.m. Lafayette (M)

SESSION C  Student Research Symposium: Student Research I

Session Chair:  Nancy D. Albers-Miller, Louisiana State University-Shreveport

Not Every Online Review/Rating is Created Equally: How Do Online Reviews and Ratings Affect the Firm’s Reputation?
Oanh Nguyen, University of Central Oklahoma
Thanh Tran, University of Central Oklahoma

Parasocial Bonding and the Effectiveness of Strategic eWOM Messages: An Experiment
Travis D. Miller, Louisiana State University-Shreveport
Nancy D. Albers-Miller, Louisiana State University-Shreveport

Trials and Tribulations or Wonder and Wisdom: Perceptions of the Undergraduate Experience on Loyalty and Giving
Caitlyn A. Miller, Louisiana State University: Shreveport
Nancy D. Albers-Miller, Louisiana State University-Shreveport

Noon – 1:30 p.m.

Lunch on Your Own
Get together with some ACME colleagues and enjoy lunch!

1:30 p.m. – 3:00 p.m. Grampas (CC)

SESSION A  Value Chain Management and Business-to-Business Marketing

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

Risk-Reward Analysis of Manufacturer-Controlled Quality Assurance on B2B Supply Chain Costs
Craig Pickett, Texas A&M University
Malini Natarajarathinam, Texas A&M University

Successful Launch Strategies for a Meal Replacement Product
Buster Gorman, Texas A&M University
Malini Natarajarathinam, Texas A&M University

Development and Deployment of a Sales Training Program for Small to Medium Enterprises
Dakota Massey, Texas A&M University
Malini Natarajarathinam, Texas A&M University
Bharani Nagarathnam, Texas A&M University

Assessing the Feasibility and Profitability for a License Holder
Michael Roberts, Texas A&M University
Malini Natarajarathinam, Texas A&M University
<table>
<thead>
<tr>
<th>SESSION B</th>
<th>Product and Brand Management</th>
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<tr>
<td>Session Chair</td>
<td>Türkan Dursun-Kilic, West Texas A&amp;M University</td>
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*Factors Affecting Brand Equity and Customer Relationships in an Insurance Company in Iran*  
**Massoud Saffarian**, Rogers State University  
**Ehsan Adelpour**, Islamic Azad University  
**Maryam Karbalaei**, Islamic Azad University  
**Mina Movahedian Attar**, Islamic Azad University  
**Dana Moore Gray**, Rogers State University

*NFP Brand Equity and Millennials*  
**Andrea Finchum**, West Texas A&M University

*Adoption of Fashion Products: The Role of Repeated Exposure*  
**Caroline Le Bon**, University of Houston Downtown  
**Dwight Merunka**, Aix-Marseille University and Kedge Business School

*Impact of Extrinsic and Intrinsic R&D Enablers on New Product Development: Insights from a Qualitative Study in Northern India*  
**Tejinder Sharma**, Kurukshetra University  
**Neeraj Rani**, Punjab College of Commerce and Agriculture  
**Vivek Natarajan**, Lamar University

*Difference Between the Proposed Brand Values and Perceived Experience of Location-Based Social Media Platforms Among College Students*  
**Priyanka Khandelwal**, Texas Tech University
ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 9, 2017
(Thursday)

1:30 p.m. - 3:00 p.m. Lafayette (M)

SESSION C  Student Research Symposium: Student Research II
Session Chair: Pamela L. Mickelson, Morningside College

Millennial Perceptions of Celebrity Chefs
Briana Cifelli, James Madison University
Theresa B. Clarke, James Madison University

Ethics of PETA’s Advertising
Lexa Rahn, Morningside College
Pamela L. Mickelson, Morningside College

The Meaning Behind the Ink: The Motivations Behind Tribute Tattoos
Cassidy Jensen Stallworth, Sam Houston State University
Renée Gravois, Sam Houston State University

3:00 p.m. – 3:30 p.m. Governor’s Hall 1 SHCC)

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. Grampas (CC)

SESSION A  AxcessCapon Teaching Innovation Competition — Finalist Presentations
Session Chair: Silvia L. Martin, California State University, Los Angeles

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

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

69
SESSION B  Student Research Symposium: Student Research III

Session Chair:  Marilyn Eastman, Morningside College

*Designing Job Shadowing as a Learning Tool: Results in a Sales Management Course*
*Emma Miller, Morningside College*
*Derek Clayton, Morningside College*
*Skyler Bauer, Morningside College*
*Marilyn Eastman, Morningside College*

*Dove vs Victoria’s Secret – Ethics in Advertising*
*Alyssa Nehring, Morningside College*
*Pamela L. Mickelson, Morningside College*

*Product Attributes Desired in Sports Apparel*
*Jami R. Adler, James Madison University*
*Theresa B. Clarke, James Madison University*

5:30 p.m. – 7:00 p.m.  Governor’s Hall 1 (SHCC)

**FBD Presidential Welcome Reception**

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

March 10, 2017
(Friday)

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<td>7:30 a.m. – 8:30 a.m.</td>
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ACME Networking Breakfast (ACME members only)

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<td>8:30 a.m. – 10:00 a.m.</td>
<td>Grampas (CC)</td>
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**SESSION A**
**Consumer and Marketer Behavior**

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

- *Segmentation of Mexican Consumers: The Future of a New Grouping Process*
  - **Mario Cortés Garay**, Tecnológico de Monterrey
  - **Sara Aguilera**, Tecnológico de Monterrey

- *Image Transfer From Malls to Stores and Its Influence on Shopping Values and Mall Patronage: The Role of Self-congruity.*
  - **Kamel El Hedhli**, Qatar University
  - **Haithem Zourrig**, Kent State University
  - **Jeongsoo Park**, Komazawa University

- *Individual Level Market Orientation of Healthcare Professionals*
  - **Ceyhan Kilic**, Tarleton State University
  - **Türkan Dursun-Kilic**, West Texas A&M University

- *Consumer Behavior in a Multisensory Environment: Theoretical Approach for a Study in Mexico*
  - **Diana Dávila Ruiz**, Universidad de Monterrey
  - **Kishwar Joonas**, Prairie View A&M University

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</table>

**SESSION B**
**Teaching Marketing Research through Experiential Learning**

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

- *Teaching Sampling Concepts in Marketing Research*
  - **Gopala “GG” Ganesh**, University of North Texas

- *The Challenges and Benefits of Teaching Marketing Research with Projects from Local Businesses*
  - **Daniel Rajaratnam**, University of Texas at Dallas

- *Awareness of Goals: Outcomes of Marketing Students’ Research and Service-Learning Assignments*
  - **Kishwar Joonas**, Prairie View A&M University

- *Engaging Students in Marketing Research*
  - **Sanjay S. Mehta**, Sam Houston State University

- *Developing and Teaching a Multivariate Data Analysis Course*
  - **Maxwell K. Hsu**, University of Wisconsin-Whitewater
ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 10, 2017
(Friday)

8:30 a.m. – 10:00 a.m.  LaFayette (M)

SESSION C  Student Research Symposium: Student Experiences

Session Chair:  Nancy D. Albers-Miller, Louisiana State University-Shreveport

Derek Clayton, Morningside College
Caitlyn A. Miller, Louisiana State University-Shreveport
Jami R. Adler, James Madison University

8:30 a.m. – 10:00 a.m.  Marion (M)

SESSION D  Supply Chain Management and Business to Business Marketing

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

Panel:  Customer Relationship Management in the Value Chain

Zinaida Taran, Delta State University
Ronald C. Sicker, Saint John Fisher College
Mel F. Zuberi, Saint John Fisher College

10:00 a.m. – 10:30 a.m.  Governor’s Hall 1 (SHCC)

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.  Conway (CC)

FBD/ACME Choice Pick Session
PLENARY SESSION

Session Chair:  Irfan Ahmed, Sam Houston State University

From Startup to Success: The Rhea Lana’s Experience

Rhea Lana Riner, CEO, Rhea Lana’s Franchise Systems, Inc.
ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 10, 2017
(Friday)

12:00 p.m. – 1:30 p.m. Arkansas Ballroom (M)

ACME Business Luncheon and Awards Meeting

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

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

3:00 p.m. – 3:30 p.m. Governor’s Hall 1 (SHCC)

FBD COFFEE BREAK

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

Please join us for the 2018 ACME Conference!
March 7-10, 2018 ♦ Albuquerque, New Mexico
President: Hong Qin, University of Texas – Pan American
President-Elect: Mohan Rao, Texas A&M – Corpus Christi
Program Chair: Mark McMurtrey, University of Central Arkansas
Program Chair-Elect: Khaled A. Alshare, Qatar University
Secretary: Kittipong Boonme, Texas Women’s University
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John Seydel, Arkansas State University
Thiagarajan Ramakrishnan, Prairie View A & M University
Eugenie Ardoin, University of Louisiana at Monroe
Bradley Jensen, JCMar Corp.
Rhonda Syler, University of Arkansas
June Lu, University of Houston – Victoria
James Parrish, Nova Southeastern University
Past President: Peggy Lane, Missouri Western State University

2016-2017 TRACK CHAIRS

Accounting: Mary Fischer, University of Texas at Tyler
Business Analytics: Joseph Mollick, Texas A&M University-Corpus Christi
DSS & ES: Binshan Lin, Louisiana State University at Shreveport
E-Commerce & Mobile: Robert Vinaja, Texas A&M University-San Antonio
Enterprise Systems (ERP): Brandon Phillips, Texas A&M University-Central Texas
Finance: M. Kabir Hassan, The University of New Orleans
Healthcare & Econ: Venugopal Gopalakrishna-Remani, University of Texas Tyler
Info Security and Privacy: Khaled Al-Share, Qatar University
Innovative Education: Kai Koong, Xidian University
International Business: Joe T. Felan, University of Arkansas at Little Rock
Internet of Things & Big Data: John Seydel, Arkansas State University
Management & Org Behavior: Michael Meeks, Louisiana State University at Shreveport
Management Info Systems: Mike Ellis, University of Central Arkansas
Marketing: Thiagarajan Ramakrishnan, Prairie View A&M University
Operations Management: Balaji Janamanchi, Texas A&M International
Quality and Lean Six Sigma: Matthew Lindsey, Stephen F. Austin State University
Quantitative Methods: Robert Pavur, University of North Texas
Social Media & Networking: Monica Hernandez, Texas A&M University-Corpus Christi
Supply Chain, Logistics UAVs: Krishan Rana, Alabama A&M University
Sustainability & TBL: Ron Duggins, University of Central Arkansas
Student Track: Victor Prybutok, University of North Texas
Special Panels: Brian Reithel, The University of Mississippi
Publications Coordinator: Carl M. Rebman, Jr., University of San Diego
SPECIAL EVENTS, WORKSHOPS & PANELS

**Introduction to Predictive Analytics**

*Using SAS Enterprise Miner*

David E. Douglas, University of Arkansas  
Paul Cronan, University of Arkansas  

*Wednesday, March 8, 2017, 1:00 p.m. - 5:00 p.m.*  
*Fulton (SHCC)*

**Journal Editors Panel**

Binshan Lin, Expert Systems with Applications, *Moderator*  
Khaled A. Alshare, Studies in Business and Economics  
Mary Fischer, Federation of Business Disciplines Journal  
Kai S. Koong, International Journal of Services and Standards  
June Wei, International Journal of Mobile Communications  

*Thursday, March 9, 2017, 1:30 p.m. - 3:00 p.m.*  
*Conway (CC)*

**The Explosion of Analytics in Health Care (Workshop)**

*Friday, March 10, 2017, 10:30 a.m. – 12:00 p.m.*  
*LaFayette (M)*

Join Dr. S. Mantravadi in a participatory workshop discussion group. This brainstorming dialogue session will explore a variety of topics. Audience feedback is encouraged in this non-computer gathering.

*Teaching the Demand for Medical Care for Health Economic Students Using Board games and Grocery store: Applications towards Decision-making in the Affordable Care Act, Consumer Directed Health Plans, and Managed Care Organizations*

Data Visualization and Geographic Information Systems: Spatial Patterns and Decision Making in Healthcare

Decision Analysis and Cost Benefit Analysis: Economic Evaluation Applications with Current Health Trends in Hepatitis C Virus

PPACA, Children with Pre-existing Conditions, and Hospital Reimbursement

S. Mantravadi, University of West Florida

**Big Data and Special Topics (Workshop)**

*Friday, March 10, 2017, 10:30 a.m. – 12:00 p.m.*  
*Petit Jean (CC)*

The Gordian Knot: A Policy Approach Addressing the Conflicting Goals of National Security and Privacy in the Big Data Era

Fish Out of Water: What Should Non-Technical End-Users Be Taught about Big Data?

Kent Faught and Bryan McKinney, Ouachita Baptist University
Undergraduate Student Perceptions of Work Ethic

Lauren Maxwell, Marsha Carson and Laci Lyons, University of Central Arkansas
This non-technical workshop explores a variety of topics and audience feedback is encouraged. Best practices will be discussed in this non-computer gathering.

Doctoral Consortium
By Invitation Only

Friday, March 10, 2017, 12:30 p.m. – 5:00 p.m.
Pinnacle (M)

PAPERS & MEETINGS

SWDSI 2017 Business Meeting

Thursday, March 9, 2017 3:30 p.m. - 5:00 p.m.
Riverview (CC)
CONGRATULATIONS!!!

RECIPIENT OF THE 2017 Federation of Business Disciplines DISTINGUISHED PAPER AWARD

Corporate Lobbying and Labor Relations Evidence From Employee Level Litigations
Omer Unsal, University of New Orleans
M. Kabir Hassan, University of New Orleans
Duygu Zirek, University of New Orleans

RECIPIENT OF THE 2017 FEDERATION OF BUSINESS DISCIPLINES OUTSTANDING EDUCATOR AWARD

Dr. Jamison V. Kovach, University of Houston

RECIPIENT OF THE SWDSI 2017 DISTINGUISHED SERVICE AWARD

Dr. John Seydel, Arkansas State University

RECIPIENTS OF THE 2017 BEST STUDENT PAPER AWARDS

Does Corporate Social Responsibility Influence Consumer Mindset?
Ahasan Harun, University of North Texas

Investigating Trust in Information and Impression Management of Students on Facebook
Guruprasad Gadgil, University of North Texas

Cloud Computing Services Acceptance: The Effect of Security and Privacy
Duha Al Smadi, University of North Texas
Introduction to Predictive Analytics Using SAS Enterprise Miner

Presenters: David E. Douglas, University of Arkansas
Paul Cronan, University of Arkansas

Participants in this hands-on workshop will walk away with predictive analytics examples that they can immediately incorporate into their classes. Predictive models will be created using the more popular predictive models including decision trees, neural networks and logistic regression. This workshop will be valuable for faculty that are just starting into predictive analytics, new to the software, or just need an example to run as part of a class. Bring a laptop to this hands-on workshop led by David Douglas and Paul Cronan.

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

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

Make plans to join us in Albuquerque for our 2018 conference.

45th Annual Conference
March 7 - 10, 2018
Hyatt Regency and Albuquerque Convention Center
Albuquerque, New Mexico
March 9, 2017
(Thursday)

7:00 a.m. – 8:30 a.m.  Toltec (SHCC)

MEETING  Officers and Directors Meeting

Presiding: Hong Qin, University of Texas – Pan American

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

8:30 a.m. - 10:00 a.m.  Salon A (M)

SESSION A  Operations Management-I

Session Chair: Zhi Tao, Arkansas Tech University

The Conceptual Model for Agile Techniques and Methods
Todd Haines, Texas Woman’s University
Mahesh Raisinghani, Texas Woman’s University
Efosa Idemudia, Arkansas Tech University

Case Study: Sustainability from A Triple Bottom Line Perspective
Zhi Tao, Arkansas Tech University

Maturity Models for Operations Management: Toward a Unifying Framework
Randy Napier, University of Texas at Arlington
Rajat Mishra, Stephen F. Austin State University

A Production Planning Model for the Semiconductor Industry with Processing Capabilities
Cenk Caliskan, Utah Valley University

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

◆ Please let exhibitors know how much we appreciate their presence and continued support!
March 9, 2017
(Thursday)

8:30 a.m. - 10:00 a.m.                                   Salon B (M)

SESSION B  Internet of Things and Big Data

Session Chair:  Richard Segall, Arkansas State University

Technologies for Teaching Big Data Analytics
Richard Segall, Arkansas State University

Technology Enabled Mind Over Matter – Is IoT a Barrier?
Vikram Bhadauria, Texas A & M International University

Fitbits for Cattle: Biometric Tracking Devices for Livestock Management
Emily Russell, University of Central Arkansas
    Michael Ellis, University of Central Arkansas

Big Data & The Internet of Things: Another Industrial Revolution
Katie Howard, University of Central Arkansas
    Mark McMurtrey, University of Central Arkansas

8:30 a.m. - 10:00 a.m.                                   Salon C (M)

SESSION C  Innovative Education-I

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

IT Careers Camp: Broad Lessons Learned From Eight Years of “Doing IT”
Summer Bartczak, University of Central Arkansas
    James Downey, University of Central Arkansas
    Ronnie McGaughey, University of Central Arkansas
    Ellen England, University of Central Arkansas

Comparisons, Challenges, and Chasms
Carol Cagle, Mercer University
    Faye Sisk, Mercer University
    Arthur Rutledge, Mercer University

An Analysis of Self-Compassion, Math Self-Efficacy, Math Anxiety, and Student Motivation in the Introductory Business Statistics Course
Leslie Ramos Salazar, West Texas A&M University

An Investigation of the Bicycle Drawing Test (BDT) on Students’ Academic Self-Efficacy and Academic Performance in Introductory Economics Courses
Leslie Ramos Salazar, West Texas A&M University
    Stephen Hayward, West Texas A&M University

80
March 9, 2017
(Thursday)

8:30 a.m. - 10:00 a.m. Manning (M)

SESSION D  Accounting and Enterprise Systems (ERP)

Session Chair: Mary Fischer, The University of Texas at Tyler

Pure Water: A Case Study
Dwayne Powell, Arkansas State University
Rodney Carmack, Arkansas State University
Tina Quinn, Arkansas State University

Investor Beware: VIE vs SPE
Mary Fischer, The University of Texas at Tyler
Treba Marsh, Stephen F. Austin State University

ERP Education In Accredited U.S. Universities – A Preliminary Study
Marco Villarreal, Texas A&M University-Central Texas
Ferdi Eruysal, Texas A&M University-Central Texas

8:30 a.m. - 10:00 a.m. Hoffman (M)

SESSION E  Business Analytics – I

Session Chair: Ferdi Eruysal, Texas A&M University Central Texas

A Classification of Job Requirements for Data Analyst Positions: A Perspective of Employers
Kirill Yurov, Missouri Western State University
Yuliya Yurova, Nova Southeastern University
Peggy Lane, Missouri Western State University

Analyzing Crib and Related Product Safety Through Text Analysis of Online Reviews
Chad Diaz II, University of Mississippi
Sumali Conlon, University of Mississippi

The Impact of Business Intelligence and Analytics on Firm Performance
Brandon Phillips, Texas A&M University Central Texas
Anitha Chennamaneni, Texas A&M University Central Texas
Ferdi Eruysal, Texas A&M University Central Texas

Dynamic Ticket Pricing: Model and Application
Cindy Jovin, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas
FBD Coffee Break

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Great Door Prize Drawings take place at 10:15 a.m. in the Exhibit Area. **Must be present to win.**
March 9, 2017  
(Thursday)

10:30 a.m. - 12:00 p.m.  Salon A (M)

SESSION A  DSS & Expert Systems – I

Session Chair: Binshan Lin, LSU Shreveport

Wineinformatics: Wine Regions Determined by K-Nearest Neighbor  
Bernard Chen, University of Central Arkansas  
Christopher Rhodes, University of Central Arkansas  
David Fink, University of Central Arkansas  
Travis Atkinson, University of Alabama

Gini Mean Difference: Formulations, Properties, and Applications  
Binshan Lin, LSU Shreveport

Detecting Differential Impact of R&D on Market Value of Japanese SMES: A Neural Network Approach  
He-Boong Kwon, Colorado State University-Pueblo

Development of an Information Threat Detection Model in Social Media  
June Wei, University of West Florida  
Milos Slaninka, University of West Florida  
Ashiqur M. Rab, Lamar University

10:30 a.m. - 12:00 p.m.  Salon B (M)

SESSION B  Information Security and Privacy

Session Chair: Khaled Alshare, Qatar University

Learn Impacts Intention - Information Security Compliance Intention  
Tom Brill, University of Dallas

Helpfulness of Resiliency in Cyberbullying: A Text-based Analysis of Statements of Undergraduate Students  
Juergen Stegmair, University of North Texas  
Victor Prybutok, University of North Texas

How Privacy Concerns and Platform Choice Impact Mobile Application Adoption  
Ronald Washington, University of the Incarnate Word  
Courtney Schmidt, University of the Incarnate Word  
Vess Johnson, University of the Incarnate Word

The Concept of Trust: A Cultural Perspective  
Khaled Alshare, Qatar University  
Murad Moqbel, University of Kansas Medical Center
SESSION C  Innovative Education-II

Session Chair: Queen Booker, Minnesota State University

An Analysis of Student Perceptions of the Quality and Course Satisfaction of Online Courses
Cynthia Barnes, Lamar University
Michael Hanna, University of Houston -- Clear Lake

Tips for Effective Student Engagement in the Classroom
Khaled Alshare, Qatar University

Technology, Education and Development: The Driving Factors
Aurore Kamssu, Tennessee State University
Jeffrey Siekpe, Tennessee State University
Rahmah Alyami, Tennessee State University
Junie Nkonge, Tennessee State University

“Chunking” Semester Projects: Does it Enhance Student Learning?
Joseph H. Schuessler, Tarleton State University

SESSION D  Finance

Session Chair: Banamber Mishra, McNeese State University

Venture Capital Investment, Regional Innovation and New Business Creation
Doug Dyer, Texas A&M University - Central Texas
Iftekhar Hasan, Fordham University
Haizhi Wang, Illinois Institute of Technology

Happy Employees and Corporate Performance
Banamber Mishra, McNeese State University

Corporate Lobbying and Labor Relations Evidence From Employee Level Litigations
Omer Unsal, University of New Orleans
M. Kabir Hassan, University of New Orleans
Duygu Zirek, University of New Orleans
SESSION E  Business Analytics – II

Session Chair: Mike Ellis, University of Central Arkansas

A Review of Business Analytics at the Big Three Credit Rating Agencies
Sabrina Hossain, University of Central Arkansas
Mike Ellis, University of Central Arkansas

State and Profile of Open Source Big Data Analytics Software for Business and Enterprise
Balaji Janamanchi, Texas A & M International University

FBD/DSI-SW Choice Pick Session

Journal Editors’ Panel

Binshan Lin, Expert Systems with Applications, Moderator
Khaled A. Alshare, Studies in Business and Economics
Mary Fischer, Federation of Business Disciplines Journal
Kai S. Koong, International Journal of Services and Standards
June Wei, International Journal of Mobile Communications
SESSION A  Marketing-I

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

Neuromarketing Stimuli, Methods and Results: A State-of-the-Art Review
Yi-Chia Wu, Tarleton State University

The Antecedents and Consequence of Service Innovation
Wann-Yih Wu, Nanhua University, Taiwan
Nadia Anridho, Chinese Culture University, Taiwan

Understanding Factors Affecting Fast Fashion Product Purchase Intention
Jiani Jiang, New Mexico State University
Md Rokonuzzaman, University of North Texas
Mohammad Baithalmal, University of North Texas
Ahasan Harun, University of North Texas
Victor Prybutok, University of North Texas

Interaction Effect of the Marketing Mix Elements on Purchase Intention: A Causal Study
Md Rokonuzzaman, University of North Texas
Ahasan Harun, University of North Texas
Victor Prybutok, University of North Texas

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SESSION B       DSS & Expert Systems - II

*Session Chair:* Efosa Idemudia  Arkansas Tech University

*Ageism in the University Workplace Environment*  
**John Vassar**, LSU-Shreveport  
**Kenneth Kungu**, LSU-Shreveport

*Do They Say the Same Thing Forever? - Tracking Long Term Consumers’ Opinions of Products Through Analysis of Online Reviews*  
**Sumali Conlon**, University of Mississippi  
**Chad Diaz**, University of Mississippi

*A Current Issue in the Real Estate Appraisal Business*  
**Douglas Bible**, LSU-Shreveport  
**Michael Chikeleze**, LSU-Shreveport

*Legal Aspects of the Use of Social Media in Higher Education*  
**John Vassar**, LSU-Shreveport  
**Amy Wren**, LSU-Shreveport

SESSION C       Management and Org Behavior-I

*Session Chair:* Ahu Tuğba Karabulut, Istanbul Commerce University

*Effects of the Planned Behavior on Entrepreneurial Intention of Undergraduate Students in Turkey*  
**Ahu Tuğba Karabulut**, Istanbul Commerce University

*Managing Expatriate Knowledge Sharing Process: An Integration of Multiple Antecedents of Knowledge Sharing*  
**Li-Yueh Lee**, Kun Shan University  
**Alfiyatul Qomariyah**, Chinese Culture University

*How Long Do We Read? Impact of Twitter on Changing Reading Patterns*  
**John Soltau**, University of the Incarnate Word
SESSION D  International Business

Session Chair: Alexander Chen, University of Central Arkansas

Strategies for Enhancing IB Leadership Skills in the Arkansas Delta Region – A Decision Science Approach
Kelly Fish, Arkansas State University
Gauri-Shankar Guha, Arkansas State University

Pecan Production and Export to China
Scott Nadler, University of Central Arkansas
Alexander Chen, University of Central Arkansas
Linjun He, University of Central Arkansas

Online Shopping Cart Abandonment in Vietnam
Robert Cutshall, Texas A&M University - Corpus Christi
Huong, Pham, Texas A&M University - Corpus Christi

An Empirical Analysis of Master Settlement Agreement Impacts on Cigarette Consumption in the USA
Peter Yongsuik Wui, University of Arkansas at Pine Bluff
Jonghae Park, University of Arkansas at Pine Bluff

SESSION E  Management and Org Behavior-II

Session Chair: Kateryna Ligon, Central Baptist College

David Griffith, Austin College
Bryan McKinney, Ouachita Baptist University

Relationships Between Career Plateaus, Job Satisfaction and Career Satisfaction: Moderating Role of Calling
Kenneth Kungu, Louisiana State University Shreveport
John Osiri, University of Nebraska Lincoln
Michael D. Meeks, Louisiana State University Shreveport

A Postmortem On Nelson V. Knight: Was It A Wrongful Sexual Discrimination Termination?
Kelli Hernandez, Henderson State University
Dennis Dimarzio, Henderson State University

The Toxic Leader’s Impact on Followers and Organization
Kateryna Ligon, Central Baptist College
**FBD Coffee Break**

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**SWDSI 2017 Business Meeting**

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**FBD Presidential Welcome Reception** - Everyone is invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and live music. A Cash Bar is available and a limited number of drink tickets will also be distributed. Stop by to relax and wind down from the day’s conference activities before heading out to other association and cultural events, dinner, or historic sites.
March 10, 2017
(Friday)

7:30 a.m. – 8:00 a.m. Riverview (CC)

Light Continental Breakfast

8:30 a.m. - 10:00 a.m. Salon A (M)

SESSION A Social Media & Social Networking - I

**Session Chair: Geoffrey Hill**, University of Central Arkansas

*Temporal Effects in Social Media Based Big Data Streams*
**Geoffrey Hill**, University of Central Arkansas

*How and Why People Living with HIV Select a Social Media Support Group*
**Guruprasad Gadgil**, SWDSI
**Gayle Prybutok**, SWDSI

*Negative (Risqué) Impression Management of Students on Social Networking Sites*
**Guruprasad Gadgil**, University of North Texas
**Victor Prybutok**, University of North Texas
**Daniel Peak**, University of North Texas

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SESSION B  Management Information Systems-I

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

Development of Decision Making Method to Success of Software Development Project Based on the MT Method
Esaki Kazuhiro, HOSEI University
Tetsu Sagae, HOSEI University

Automating the Literature Review Process For Academic Research Studies
Paul Stephens, Bradley University
Jacob Young, Bradley University

Cloud Computing: Another Disruptive IT Innovation?
Thomas Ngo-Ye, Alabama State University
Jae Choi, Pittsburg State University

Examining the Effect of the TAM Model in the Social Software Context
Gina Harden, Stephen F. Austin State University

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Albuquerque, New Mexico
SESSION C  Healthcare and Economics

Session Co-Chairs: Venugopal Gopalakrishna-Remani, The University of Texas at Tyler
S. Mantravadi, University of West Florida

Comparing Healthcare Systems: Using the Example of Luxembourg and the United States
S. Mantravadi, University of West Florida

Impact of Top Management Sustainability Practices Beliefs and the Mediating Effects of Sustainability Management and Level of Adoption on Firm Performance
Venugopal Gopalakrishna-Remani, The University of Texas at Tyler
Robert Paul, The University of Texas at Tyler

RFID in Healthcare
Rachael Myers, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

An Analysis of the Oklahoma Small Business Incubators Incentives Act Data 2000-2015
Ron Duggins, University of Central Arkansas

Ethical Practice in Sharing and Mining Medical Data
Kevin Watson, Louisiana Tech University

SESSION D  Operations Management - III

Session Chair: Dwight Southerland, University of Central Arkansas

Is It Me or Is It You? Investigating the Influence of Purchasing Manager Competence on Procurement Performance in Centralized Purchasing Framework Agreements
Marc Scott, University of Arkansas

Development of Scientific Decision Making: Predicting Performance For Motorsports
Dwight Southerland, University of Central Arkansas

Choosing a Base-Period in Multi-Factor Productivity Analysis Using the APC model
Mohan Rao, Texas A&M University - Corpus Christi

On the Paradoxes of Consumerism in the 21st Century: Challenges in a Changing Global Climate
José Castillo, University of Arkansas at Pine Bluff
Lawrence Awopetu, University of Arkansas at Pine Bluff
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<tr>
<th>Time</th>
<th>Location</th>
<th>Session E Healthcare and Economics - II</th>
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<td>8:30 a.m. - 10:00 a.m.</td>
<td>Hoffman (M)</td>
<td><strong>Session Chair:</strong> Mike Ellis, University of Central Arkansas</td>
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<td><strong>A Study to Examine Inpatient Nurse Bedside Reporting Practices</strong></td>
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<td>Kaushik Ghosh, Lamar University</td>
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<td>Eileen Curl, Lamar University</td>
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<td>Keili Peterman, Lamar University</td>
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<td>Paul Guidroz, CHRISTUS-Southeast Texas</td>
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<td>Patricia Morrell, CHRISTUS-Southeast Texas</td>
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<td><strong>An Introduction to Bioprinting: The Life Saving Future of Organ Transplants</strong></td>
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<td>Elizabeth Watson, University of Central Arkansas</td>
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<td>Mike Ellis, University of Central Arkansas</td>
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<td><strong>Origami Robots: Self-Assembling Tools for Healthcare and More</strong></td>
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<td>Lauren Judson, University of Central Arkansas</td>
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<td>Mike Ellis, University of Central Arkansas</td>
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<td><strong>Widening Price Limit Effects: Evidence From An Emerging Stock Market</strong></td>
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<td>Chiou-Fa Lin, National Formosa University</td>
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<td>Cheng-Huei Chiao, Missouri Western State University</td>
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<td>Lee-Chuan Chang, National Formosa University</td>
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<th>Time</th>
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<th>FBD Coffee Break</th>
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<td>10:00 a.m. - 10:30 a.m.</td>
<td>Governor’s Hall 1 (SHCC)</td>
<td>Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support!</td>
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<td>Great Door Prize Drawings take place at <strong>10:15 a.m.</strong> in the Exhibit Area. <strong>Must be present to win.</strong></td>
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The Explosion of Analytics in Health Care (Workshop)

This special panel workshop focuses on exploring techniques and software for data analytics in healthcare, data visualization, economic evaluation, and decision analysis. An overview of applications of health economic concepts will be discussed. Decision analysis usage in cost benefit analysis and economic evaluation of health care will be considered. In addition, spatial patterns, geospatial analytics, data analysis and interpretation in the context of decision science will be demonstrated. Among others, the following topics will be open for discussion:

Teaching the Demand for Medical Care for Health Economic Students Using Board games and Grocery store: Applications towards Decision-making in the Affordable Care Act, Consumer Directed Health Plans, and Managed Care Organizations

Data Visualization and Geographic Information Systems: Spatial Patterns and Decision Making in Healthcare

Decision Analysis and Cost Benefit Analysis: Economic Evaluation Applications with Current Health Trends in Hepatitis C Virus

PPACA, Children with Pre-existing Conditions, and Hospital Reimbursement

S. Mantravadi, University of West Florida

Big Data and Special Topics (Workshop)

The Gordian Knot: A Policy Approach Addressing the Conflicting Goals of National Security and Privacy in the Big Data Era

Fish Out of Water: What Should Non-Technical End-Users Be Taught about Big Data?
Kent Faught and Bryan McKinney, Ouachita Baptist University

Undergraduate Student Perceptions of Work Ethic

Lauren Maxwell, Marsha Carson and Laci Lyons, University of Central Arkansas

This non-technical workshop explores a variety of topics and audience feedback is encouraged. Best practices will be discussed in this non-computer gathering.
SESSION A  Student Track-I

Session Chair: Farhad Moeeni, Arkansas State University

Insurance Fraud Detection: An Exploratory Data Mining Approach
Xiaoguang Tian, University of North Texas

An Investigation of Small Business Use of Social Media
Kevin Mendoza, Tarleton State University
Yi-Chia Wu, Tarleton State University
Delmer Nagy, Tarleton State University

IT Perspective: Can We Avoid the Hamster Wheel of Innovation?
Jimmy Ball, University of Mississippi

Value Adoption Model
Xiaotong Liu, University of North Texas

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### SESSION B  
**Student Track-II**

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

*Investigation of Trust, Perceive Safety, Perceived Ease of Use, Income, Gender and Race on Bottled Water Use*

**Anh Ta,** University of North Texas

*Exposed: Do Instagram Photos With Less Clothing Generate More Network Engagement?*

**Hillary Stark,** University of North Texas  
**Abdulrahman Habib,** University of North Texas  
**Duha Al Smadi,** University of North Texas

*Effective Outcomes in the Workplace: The Need for Collaboration Between Higher Education and Computer Information Systems (CIS)*

**Elizabeth Prejean,** Northwestern State University  
**Farid Dalili,** Northwestern State University

### SESSION C  
**Innovative Education-III**

**Session Chair:** Rickey Casey, University of the Ozarks

*Governmental Internships as a Source of Experiential Learning*

**Grace Y. Koong,** The University of Texas Rio Grande Valley  
**Lai, C. Liu,** The University of Texas Rio Grande Valley  
**Ting T. Ying,** Ningbo University of Technology  
**Kai S. Koong,** Xidian University

*Behavioral Intentions of Performance on Student Evaluation of Course Quality: An Application of the Theory of Planned Behavior*

**Marc Miller,** Henderson State University  
**Melissa Furman,** Augusta University  
**Lonnie Jackson,** Henderson State University

*Dealing with Conflicting Objectives in the Classroom (Phase 1)*

**John Seydel,** Arkansas State University  
**Qianqian Yu,** Arkansas State University

*Graduate Programs in Analytics: A Content Analysis*

**Yuntao Zhang,** Xidian University  
**Haoyu Wen,** Xidian University  
**Kai Koong,** Xidian University  
**Lai Liu,** University of Texas Rio Grande Valley
March 10, 2017
(Friday)

10:30 a.m. - 12:00 p.m.  Manning (M)

SESSION D  E-Commerce & Mobile

Session Chair: June Lu, University of Houston-Victoria

Banner Advertisement Placement on Desktop Computers and Smartphones: The Influence of Platform and Location on Post Viewing Recognition
T. S. Amer, Northern Arizona University
Chris Johnson, Northern Arizona University
Todd Johnson, Northern Arizona University

A Review of Mobile Commerce Research: The Past, Present, and Future
Ferdi Eruysal, Texas A&M University Central Texas
Marco Villarreal, Texas A&M University Central Texas

Online vs. Physical Store Shopping: An Examination of Factors Influencing Thai Consumer’s Buying Choices
Chuleeporn Changchit, Texas A&M University—Corpus Christi
Robert Cutshall, Texas A&M University—Corpus Christi
Ravi Lonkani, Chiang Mai University
Kamolnut Pholwan, Chiang Mai Rajabhat University
Ratthanan Pongwiritthon, Rajamangala University of Technology Lanna

The Role of Privacy Protection in Mobile Shopping Continuance Using Espoused Cultural Values Perspective
June Lu, University of Houston-Victoria
Chun-Sheng Yu, University of Houston-Victoria

10:30 a.m. - 12:00 p.m.  Hoffman (M)

SESSION E  Student Track-III

Session Chair: Mary Fischer, The University of Texas at Tyler

Cloud Computing Services Acceptance: The Effect of Security and Privacy
Duha Al Smadi, University of North Texas

A Study of Trust in Autonomous Taxi Using Initial Trust Model
Heng Xie, University of North Texas
Alsius David, University of North Texas
Md Rasel A. Mamun, University of North Texas
Xiaoguang Tian, University of North Texas

Investigating Trust in Information and Impression Management of Students on Facebook
Guruprasad Gadgil, University of North Texas

The Value In Implementing Electronic Health Records
Kandi Hughes, University of Central Arkansas
SESSION F  Student Track-IV

Session Chair: Sameer Dutta, McKendree University

Comparative Pattern Analysis of Performance Drivers of ICT Companies Using Neural Networks
Minji Kwon, Colorado State University-Pueblo

Data Automation: A Fun and Creative Application for STEM Awareness at the Arkansas Science Festival
Rohnak Habeeb, Arkansas State University

An Introduction to Clinical Decision Support Systems
Grace Barre, University of Central Arkansas

Does Corporate Social Responsibility Influence Consumer Mindset?
Ahasan Harun, University of North Texas

12:30 p.m. - 5:00 p.m.  Pinnacle (M)

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

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### SESSION A  Marketing-II

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

- *Factors Influencing Profitability in Small Wineries in the Southern United States*
  - Eugenie Ardoin, University of Louisiana Monroe
  - Laurie Babin, University of Louisiana Monroe
  - Cole Henry, University of Louisiana Monroe

- *Barriers to Use of Social Media for Crisis Management: A Risk Based Perspective*
  - Louis Ngamassi, Prairie View A&M University
  - Thiagarajan Ramakrishnan, Prairie View A&M University
  - Shahedur Rahman, Prairie View A&M University

### SESSION B  Supply Chain, Logistics and UAVs - I

**Session Chair:** Krishan Rana, Alabama A&M University

- *A Comparison of American and Indian Transportation Systems*
  - Krishan Rana, Alabama A&M University

- *Buying Foreclosed Properties (REOs): An Entrepreneurial Approach*
  - Krishan Rana, Alabama A&M University
  - Larry McDaniel, Alabama A&M University

- *Recent Developments in Unmanned Aerial Vehicles (UAVs)*
  - Krishan Rana, Alabama A&M University
  - Sarat Proharaj, DMS Technologies, Inc.
  - Tusar Nanda, DMS Technologies, Inc.

- *Pharmaceutical Supply Chains: Issues and Challenges*
  - Krishan Rana, Alabama A&M University
  - Larry McDaniel, Alabama A&M University
SESSION C Management and Org Behavior-III

Session Chair: Joe T. Felan, University of Arkansas at Little Rock

Competitive Opportunity Index for SMEs by State: What Factors Should be Included?
Joe T. Felan, University of Arkansas at Little Rock
Joe Bell, University of Arkansas at Little Rock
Naeem Bajwa, University of Arkansas at Little Rock
Montserrat Beristain, University of Arkansas at Little Rock

The Effect of Body Cameras on Police and Public Interactions: An Application of the Reasoned Action Approach
Logan Jones, Missouri Western State University
Phillip Frank, Missouri Western State University

Teaching Strategic Management and Marketing Online: Synchronous versus Asynchronous Delivery
Michael Meeks, Louisiana State University Shreveport
Mohamad Durrat, Louisiana State University Shreveport

Predictors of Entrepreneurial Intentions versus Social Entrepreneurial Intentions
Kenneth Kungu, Louisiana State University Shreveport
John Osiri, University of Nebraska Lincoln
Michael Meeks, Louisiana State University Shreveport
SESSION D Supply Chain, Logistics and UAVs - II

Session Chair: Doug Voss, University of Central Arkansas

Assessing the Causes of Driver Turnover in the Flatbed Motor Carrier Industry
Ashley Wygal, Transcore
Doug Voss, University of Central Arkansas

Using Stratification Data Envelopment Analysis for the Multi-Objective Facility Location-Allocation Problems
Jae-Dong Hong, South Carolina State University
Ki-Young Jeong, University of Houston-Clear Lake

3-D Printing and Its Disruption of Traditional Processes
Shane Reynaud, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

RFID in the Retail Supply Chain
Leo O’Bannion, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas
SESSION E  Social Media & Social Networking - II

Session Chair: Susan Myers, University of Central Arkansas

Speculations on the Effects of Ambiguous Regulatory Change, Social-Media, and Government-Subsidized Competition, in a Competitive, Reputation-Dependent Market
Doug Dyer, Texas A&M University - Central Texas

A Statistical Process Control Method for Monitoring Social Network Using Generalized Likelihood Ratio Test
Rassoul Noorossana, Iran University of Science and Technology
Ebrahim Farahani, Tarbiat Modares University
Ghazaleh Rahimian, Iran University of Science and Technology
Mohamad Reza Nayebpour, University of Houston-Downtown

Super Bowl Quarterbacks and Twitter Conversations: Does it Matter if You’re Black or White?
Susan Myers, University of Central Arkansas

How Utilitarian and Hedonic Attributes Affect Electronic Word of Mouth?
Jie Feng, SUNY-Oneonta

3:00 p.m. - 3:30 p.m.  Governor’s Hall 1 (SHCC)

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  Operations Management-II

Session Chair: Farhad Moeeni, Arkansas State University

Paving the Way
Carla Brockman, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

Adaptive Bank Production Modeling and Setting Actionable Performance Outcomes:  DEA-NN Approach
He-Boong Kwon, Colorado State University-Pueblo
Changkyon Kim, Vavrinek, Trine, Day and Co., LLP

Modeling Impatience: Relevancy of the Decision Under Uncertainty Theories
Farhad Moeeni, Arkansas State University
Karen Yanowitz, Arkansas State University
John Seydel, Arkansas State University

Insights Into Behavior of the Newsvendor Problem with Compound Poisson Demand
Ahasan Harun, University of North Texas

Workplace Safety Events and Firm Performance
Qazi S. Kabir, State University of New York at Oneonta
Kevin Watson, Louisiana Tech University
Theekshana Somaratna, Somaratna Consultants Ltd, Sri Lanka

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SESSION B  Management Information Systems-II

Session Chair: Sameer Dutta, McKendree University

Bruce Herniter, Louisiana Tech University
Rhonda Syler, University of Arkansas

Interaction Between Information Technology and Organizational Studies Fields in Describing the Outcome of Technological Innovations
Sameer Dutta, McKendree University
Olu Omolayole, Grambling State University

Evaluating the Effects of CCTV Cameras on Crime Distribution in Baltimore City
Brooks Pearson, University of Central Arkansas
Brian Ways, University of Central Arkansas

Sensory Requirements of the Millennial Generation of IS/IT Users
Daniel Peak, University of North Texas

SESSION C  Quantitative Methods

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

Validating the Effectiveness of Control Charts to Signal Forecasting Methodology Switching With Industrial Data
Matt Lindsey, Stephen F. Austin State University
Robert Pavur, University of North Texas

Exploring a Cost Effective Approach to Periodic Inspections in Quality Control
Anh Ta, University of North Texas
Robert Pavur, University of North Texas

Simulation Experiments to Determine Fitness Function Parameters and Effect of Classifier Complexity in Genetic Algorithm Ensemble
Karen Cavazos Flores, The University of Texas Rio Grande Valley
Valeria Obregon De Leon, The University of Texas Rio Grande Valley
Dong-Yop Oh, The University of Texas Rio Grande Valley

Stock Market Forecasting Using Neural Networks
Lakshmi Annabathuni, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas
SESSION D     Innovative Education - III

Session Chair: Marc Miller, Henderson State University

Behavioral Intentions of Performance on Student Evaluation of Course Quality: An Application of the Theory of Planned Behavior
Marc Miller, Henderson State University
Melissa Furman, Augusta University
Lonnie Jackson, Henderson State University

Governmental Internships as a Source of Experiential Learning
Grace Y. Koong, The University of Texas Rio Grande Valley
Lai, C. Liu, The University of Texas Rio Grande Valley
Ting T. Ying, National University of Taiwan
Kai S. Koong, Xidian University

Dealing with Conflicting Objectives in the Classroom (Phase 1)
John Seydel, Arkansas State University
Qianqian Yu, Arkansas State University

Graduate Programs in Analytics: A Content Analysis
Yuntao Zhang, Xidian University
Haoyu Wen, Xidian University
Kai S. Koong, Xidian University
Lai, C. Liu, The University of Texas Rio Grande Valley
SESSION E  Sustainability and Triple Bottom Line

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

A Comparative Analysis of U.S. and Hong Kong Students’ Extrinsic Motivation for Green Computing
Queen Booker, Minnesota State University, Mankato
Carl Rebman, University of San Diego
Fred Kitchens, Ball State University

Environmentally Friendly Products Purchasing Decisions: An Application of Eggel-Kollat-Blackwell
Lu Xu, University of North Texas
Victor Prybutok, University of North Texas

Zika, Ebola, Influenza and the Triple Bottom Line
Ben Rowley, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

Should Companies Set Their Sights Higher Than The Bottom Line?
Jordan Burgess, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

SESSION F  Supply Chain, Logistics and UAVs - III

Session Chair: Seock-Jin Hong, University of North Texas

How Six Sigma Improves the Supply Chain Management Performance of a Logistics Company
Seock-Jin Hong, University of North Texas
Choong-Woo Leem, VP, Hansol CSN Co. Ltd.

Applications of Concepts from Maturity to Processes within PMBOK Leading to Improvements in Product Quality, and Reductions in Project Duration and Cost
James R. Burns, Texas Tech University
Pinyarat Sirisomboonsuk, University of Massachusetts Dartmouth
Balaji Janamanchi, Texas A&M International University

Understanding the Adoption of Crowdsourcing in Chronic Disease Management
Md Ashiqur Rab, Lamar University
Purnendu Mandal, Lamar University

An Evaluation of Motivation in the Manufacturing, Service and Retail Sectors in the United States and Latin America Utilizing the Hackman and Oldham Model and the Possible Impact of Culture on the Results
Rickey Casey, University of the Ozarks
Jay Robbins, Ouachita Baptist University
CONGRATULATIONS!

Recipient of the 2017 Federation of Business Disciplines Distinguished Paper Award

Seeds of Demand-Side Legitimacy: Why Customers Find Some New Ventures More Acceptable than Others?

Vishal Gupta, The University of Mississippi
Safal Batra, Indian Institute of Management at Kashipur
Sunil Sharma, Indian Institute of Management at Ahmedabad

2017 FBD Outstanding Educator

Stephen V. Horner, Pittsburg State University

Recipient of the 2017 Southwest Academy of Management Best Reviewer Award

Robert Lloyd, Bethel College
2017 TRACK CHAIRS

Entrepreneurship / Small Business / Innovation
   Vishal K. Gupta, The University of Mississippi

Ethics / Corporate Social Responsibility
   Guclu Atinc, Texas A&M University, Commerce
   Thomas Zeni, West Virginia University

Case Research
   Stephen J. J. McGuire, California State University, Los Angeles

General Management / International Management
   Nancy Kucinski, Hardin-Simmons University
   Meghan C. Wright, Texas Wesleyan University

Human Resources / Careers
   Kenneth M. Sweet, Texas A&M-San Antonio

Organizational Behavior and Leadership
   Janie Gregg, The University of West Alabama
   Ethan Waples, University of Central Oklahoma

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

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

Project Management / Operations Management
   Natasa Christodoulidou, California State University, Dominguez-Hills
   Min Shi, California State University, Los Angeles

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

Research Methods
   Manjula Salimath, The University of North Texas

Teaching and Learning Conference
   Venna P. Prabhu, California State University, Los Angeles
   Karen Leonard, University of Arkansas at Little Rock
A big thank you to all our reviewers!

Adrion Knight, Northwestern State University of Louisiana

Alex Williams, Texas A&M University – Commerce

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SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)

March 8, 2017
(Wednesday)

10:00 a.m. – 1:00 p.m. Marion (M)

SPECIAL SESSION

SWAM Pre-Conference Session and Lunch

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

1:30 p.m. – 3:00 p.m. Salon A (M)

WELCOME TO THE SOUTHWEST ACADEMY OF MANAGEMENT ANNUAL MEETING
John N. Davis, 2017 SWAM President

TRACK TITLE  Teaching and Learning Conference

SESSION A  Teaching and Disruptive Innovation

Session Chair:  David Epstein, University of Houston, Downtown

Creating a Culture of Disruptive Innovation in a Traditional Classroom Environment
Amanda Evert, Southwestern Oklahoma State University
Jonna Meyers, Southwestern Oklahoma State University
Hank Ramsey, Southwestern Oklahoma State University

Mergers and Acquisitions: Putting it All Together
R. Douglas McIntyre, Hardin-Simmons University

A Dynamic Managerial Capabilities Perspective on an MBA Program
David Epstein, University of Houston, Downtown
Andy Pore, University of Houston, Downtown
Candace TenBrink, University of Houston, Downtown

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March 8, 2017
(Wednesday)

1:30 p.m. – 3:00 p.m.  Salon B (M)

TRACK TITLE  Professional Development Workshops

SESSION B  Disruptive Innovation

Session Chair:  Nancy Kucinski, Hardin-Simmons University

Using Disruptive Innovation in the Classroom  
Karen Braxton, The University of West Alabama  
Brie Winkles, The University of West Alabama  
Veronica Triplett, The University of West Alabama

Disruptive Requirements of Continuous Improvement: The Linking of Hierarchical Learning Objectives to Assessment Measures  
Janice A. Black, Coastal Carolina University  
J. Kay Keels, Coastal Carolina University

1:30 p.m. – 3:00 p.m.  Salon C (M)

TRACK TITLE  Human Resources / Careers

SESSION C  Challenges in HRM: Recruiting and Selection

Session Chair:  S. Mantravadi, University of West Florida

Discussant:  Kenneth M. Sweet, Texas A&M-San Antonio  
Michael Schock, Texas A&M University-San Antonio  
S. Mantravadi, University of West Florida

Information sharing, contract form and employability status: Explanations for informational asymmetries between Headhunter and Candidate  
Carlos Baldo, Southwestern Oklahoma State University  
Miguel Olivas-Lujan, Clarion University of Pennsylvania  
William Pratt, Clarion University of Pennsylvania

Perceptions of Online versus Face-to-face Degrees in Employment Decisions  
Katherine Roberto, Texas A&M University-Corpus Christi  
Andrew Johnson, Texas A&M University-Corpus Christi

Talk the Talk: The Relationship between Communication Skills and Hireability and the Moderating Effect of Online Education  
Michael Schock, Texas A&M University-San Antonio  
Luis Morales, Texas A&M University-San Antonio  
Jonathan Vasquez, Texas A&M University-San Antonio  
Sandra Degrassi, Texas A&M University-San Antonio
March 8, 2017
(Wednesday)

3:00 p.m. – 3:30 p.m.  Salon C Foyer (M)

SWAM COFFEE BREAK

3:30 p.m. – 5:00 p.m.  Salon A (M)

TRACK TITLE  Teaching and Learning Conference

SESSION A  Teaching Techniques

From Engagement to Policies: Techniques for New Faculty
Lee Tyner, University of Central Oklahoma

3:30 p.m. – 5:00 p.m.  Salon B (M)

TRACK TITLE  Case Research

SESSION B  Innovation & Strategy

Session Chair:  Kenneth M. Sweet, Texas A&M-San Antonio

Discussants:  Daniel Jennings, Texas A&M University – College Station
William Zehner II, St. Edward’s University

Innovation, Technology, and Strategy – The Draper Company – A Case Study Spanning 200 years
William Zehner II, St. Edward’s University

Building Interiors (BI)
Daniel Jennings, Texas A&M University – College Station

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March 8, 2017  
(Wednesday)  
3:30 p.m. – 5:00 p.m.
Salon C (M)

**TRACK TITLE**  
General Management/ International Management

**SESSION C**  
Management and Millennials: Where are They Taking Us?

Session Chair:  
Kaveh Moghaddam, University of Houston-Victoria at Katy

Discussants:  
Uzonna Olumba, Benedictine University.  
Candace TenBrink, University of Houston Downtown  
Karen Leonard, University of Arkansas at Little Rock

*A Conceptual Review of The Organizational Politics Literature*  
Donald Baack, Pittsburg State University  
Alicia Peine, Pittsburg State University

*A Disruptive Innovation Model for B-Schools: Professional Development and Career Success*  
Phillip Lewis, Oklahoma Christian University

*An Empirical Model for the Antecedents of Social Entrepreneurship Among Millennials: With Evidence from China, Philippines, Russia & USA*  
**Best in Track**  
Stephen Mcguire, California State University-Los Angeles  
Veena Prabhu, California State University-Los Angeles  
Kern Kwong, California State University-Los Angeles  
Yang Zhang, New York University  
Robert Tang, De La Salle College of St. Benilde  
Minghao Shen, Guangdong University of Foreign Studies  
Tatiana Goroshnikova, Financial Institute of Russia

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March 9, 2017
(Thursday)

7:00 a.m. – 8:15 a.m. Marion (M)

SPECIAL SESSION
SWAM Officers’ Meeting & Breakfast

Presiding: John N. Davis, Hardin-Simmons University
President, Southwest Academy of Management

8:30 a.m. – 10:00 a.m. Wally Allen A (SHCC)

TRACK TITLE  Teaching and Learning Conference
SESSION A  Online Teaching & Learning Assessment
Session Chair: Karen Leonard, University of Arkansas at Little Rock

Fables and Fiction of Online Teaching of Management Courses: Outsourcing Faculty to Internet Robots?
S. Mantravadi, University of West Florida

Grading the Grading Scale: The Role of Rubrics in Learning Assessment
Janie R. Gregg, University of West Alabama
Sharon H. Stipe, University of West Alabama
M. Suzanne Clinton, University of Central Oklahoma
David Leader, University of Central Oklahoma

8:30 a.m. – 10:00 a.m. Wally Allen B (SHCC)

TRACK TITLE  Professional Development Workshops
SESSION B  Mobile Technologies
Session Chair: Kathy Tuberville, University of Memphis

Encouraging Active Learning Using Mobile Technologies
Lisa Hammonds Texas Wesleyan University
Meghan Wright, Texas Wesleyan University

Using Experiential Learning Concepts in New Course Designs: Experiential Learning in “Managing Employee Wellness and Managerial Leadership”

Kathy Tuberville, University of Memphis
Carol Danehower, University of Memphis

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Please let exhibitors know how much we appreciate their presence and continued support!
TRACK TITLE  Human Resources / Careers

SESSION C  Current Issues in HRM: Individuals and Organizational Systems

Session Chair:  Kenneth M. Sweet, Texas A&M-San Antonio

Slow Adoption or No Adoption of Human Resource Analytics among HR Professionals?: The Roles of Knowledge, Training, Attitudes and Self-efficacy  **Best in Track**
Roslyn Vargas, Nova Southeastern University
Yuliya V. Yurova, Nova Southeastern University
Cynthia P. Ruppel, Nova Southeastern University
Leslie Cauthen Tworoger, Nova Southeastern University

Employee Engagement: Generational Differences
Patricia Lapoint, McMurry University
Ann Liprie-Spence, McMurry University
Kasi Conners, McMurry University

Compensation and Culture: A Configurational Fit between Pay Systems and Culture Type
James Guzak, Oklahoma City University
Barbara Crandall, Oklahoma City University
Hoda Alanwinejad, Oklahoma City University

Racial/Ethnic Self-identification and the Brave New World of Transracial Discrimination
Robert K. Robinson, The University of Mississippi
Ivan Muslin, Marshall University
Milorad Novicevic, The University of Mississippi
Dave L. Nichols, The University of Mississippi

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March 9, 2017
(Thursday)

8:30 a.m. – 10:00 a.m. Wally Allen E (SHCC)

TRACK TITLE  Organizational Theory / Strategy / Sustainability

SESSION D  Corporate and Academic Strategies

Session Chair:  Marcia Hardy, Northwestern State University of Louisiana

Process Improvement and Total Quality Management for Justice System Organizations
Daniel Doss, University of West Alabama
David Mcelreath, University of Mississippi
Russ Henley, University of West Alabama
Rebecca Goza, University of Central Oklahoma
Glenna Lusk, University of Mississippi
Balakrishna Gokaraju, University of West Alabama

Corporate Reputation Effects: Retaining CEOs and Firm Market Performance
Kaveh Moghaddam, University of Houston-Victoria
Thomas Weber, University of Southern Indiana
Sara Azarpanah, Lone Star College

10:00 a.m. – 10:30 a.m. Governor’s Hall 1 (SHCC)

FBD Coffee Break

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SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

March 9, 2017
(Thursday)

10:30 a.m. – 12:00 p.m. Wally Allen A (SHCC)

TRACK TITLE Junior Faculty Consortium

SESSION A Navigating Early Career Changes
(Admittance by Application or Invitation only)

Presiding: Manjula Salimath, University of North Texas
Consortium Director & Past President, Southwest Academy of Management

10:30 a.m. – 12:00 p.m. Wally Allen B (SHCC)

TRACK TITLE Professional Development Workshops

SESSION B Negotiating, Planning, and Budgeting

Session Chair: Brent H. Kinghorn, Montana State University, Billings

Winning at Negotiations: Tips for Women to Enhance Negotiating Skills
Megan Brock Baskin, University of Central Oklahoma
M. Suzanne Clinton, University of Central Oklahoma
S. Raksha Rao, University of Central Oklahoma

So Now You’re a Department Chair: Planning and Budgeting for Department Chairs
K. J. Tullis, University of Central Oklahoma

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SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

March 9, 2017 (Thursday)

10:30 a.m. – 12:00 p.m.

Wally Allen C (SHCC)

TRACK TITLE: Entrepreneurship / Small Business / Innovation

SESSION C: Entrepreneurship Around the World

Session Chair: Marcia Hardy, Northwestern State University of Louisiana

Discussants:
- Robert Epstein, University of Central Oklahoma
- Lised Tacán, Universidad de Nariño
- Jose Vargas-Hernández, University Center of Economic and Managerial Sciences University of Guasalajara

Understanding the Entrepreneurial Orientation (EO) of Nariño Entrepreneurs
Lised Tacán, Universidad de Nariño
Chalmer Labig, Oklahoma State University

Development of Entrepreneurship in ZMG: Growth Startups and Precursor of Innovation and Economic Development
Jose Vargas-Hernández, University Center of Economic and Managerial Sciences University of Guasalajara
Andrea Bejarano Hernández, University Center of Economic and Managerial Sciences University of Guasalajara

Determinants of Entrepreneurial Success in Localities: In Search of a Recipe
Robert Epstein, University of Central Oklahoma

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TRACK TITLE  Organizational Development / Conflict Management

SESSION D  OD and Innovative Change Efforts

Session Chair:  Therese Yaeger, Benedictine University

Discussants:  Peter Sorensen, Benedictine University

Should OD Compete in Big Consulting?
Bryan McCusker, Benedictine University

Strategic OD and Disruptive Innovation in Higher Education
Uzonna Olumba, Benedictine University

Consulting & OD: An Evaluation of Ethics: A Critical Look at Organization Consultation through the Lens of Ethics
Dana Michael Bruce, Benedictine University

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TRACK TITLE    SWAM Luncheon and Reception

SESSION TITLE    Entrepreneur Speaker Series (tickets needed)

Presiding:    Veena P. Prabhu, California State University, Los Angeles
Program Chair, Southwest Academy of Management, 2016-17

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

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

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1:30 a.m. – 3:00 p.m. Wally Allen A (SHCC)

TRACK TITLE  Doctoral Consortium

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

Presiding:  Manjula Salimath, University of North Texas  
Consortium Director & Past President, Southwest Academy of Management

1:30 p.m. – 3:00 p.m. Wally Allen B (SHCC)

TRACK TITLE  Professional Development Workshops

SESSION B  TEDx

Setting up a TEDx Conference at Your University  
Robert Epstein, University of Central Oklahoma

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March 9, 2017  
(Thursday)

1:30 p.m. – 3:00 p.m.  
Wally Allen C (SHCC)

**TRACK TITLE**  Ethics / Corporate Social Responsibility

**SESSION C**  CSR and Organization

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

*Leading the Way in CSR: A Case Study of Chinese Characteristics in Corporate Social Responsibility*

Glen Devers, Texas A&M University-Central Texas  
Rushiun Liou, Texas A&M University-Central Texas

*Responsible Behavior of the Firm: The Divergent Impacts of Strategic CSR and Conspicuous CSR on Market Response **Best in Track***

Sang-Joon Kim, Ewha Womans University  
Hannah Oh, University of Nebraska at Omaha  
Jong-Wan Bae, Elon University  
Soojung Lee, Ewha Womans University

*I Saw the Sign: The Impact of Ethical Signals on Organizational Attraction*

Sandra Degrassi, Texas A&M University-San Antonio

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March 9, 2017  
(Thursday)

1:30 p.m. – 3:00 p.m.  
Wally Allen E (SHCC)

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<tr>
<th>TRACK TITLE</th>
<th>Organizational Development / Conflict Management</th>
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<tbody>
<tr>
<td>SESSION D</td>
<td>Panel on Disruptive Innovation in the field of Organization Development</td>
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</table>

Session Chair:  
Peter Sorensen, Benedictine University

Discussants:  
Therese Yaeger, Benedictine University  
Sharon Borowicz, Benedictine University

Panelists:  
Anthony Adamgbo, Benedictine University  
Dana MichaelBruce, Benedictine University  
Bryan McCusker, Benedictine University  
Uzonna Olumba, Benedictine University  
William Towns, Benedictine University

3:00 p.m. – 3:30 p.m.  
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3:30 p.m. – 5:00 p.m.  
Wally Allen A (SHCC)

<table>
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<th>TRACK TITLE</th>
<th>Teaching and Learning Conference</th>
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<tbody>
<tr>
<td>SESSION A</td>
<td>Panel on Integrating Service Learning Across the Curriculum</td>
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Session Chair:  
Barbara Altman, Texas A&M University - Central Texas

Panelists:  
Barbara Altman, Texas A&M University - Central Texas  
Jessica Robin, Texas A&M University - Central Texas  
Rebecca McPherson, Texas A&M University - Central Texas  
Dalila Salazar, Texas A&M University - Central Texas  
Rushuin Liou, Texas A&M University - Central Texas
March 9, 2017
(Thursday)

3:30 p.m. – 5:00 p.m. Wally Allen B (SHCC)

TRACK TITLE: Research Methods Professional Development Workshop

SESSION B: Research Workshop for Junior Faculty & Doctoral Student Consortium

Tips and Tools for Research Writing: Part 2
Manjula Salimath, University of North Texas

3:30 p.m. – 5:00 p.m. Wally Allen C (SHCC)

TRACK TITLE: Entrepreneurship / Small Business / Innovation

SESSION C: Entrepreneurship Around the World

Session Chair: Brian W. Kulik, Angelo State University

Habitual Entrepreneurship in Business Families: A Process Model
James Vardaman, Mississippi State University
Laura Marler, Mississippi State University
Susie Cox, University of Arkansas at Little Rock

When do family businesses transition from family CEO to professional management?
Xi Yang, University of Texas Rio Grande Valley
Haicheng Gu, University of Texas Rio Grande Valley

The role of KM strategies in the relationship between knowledge acquisition, imitation and innovation result: an empirical study of Vietnamese firms
Anh Tuan Pham, Vietnam National University Hanoi
Ngoc Thang Nguyen, Vietnam National University Hanoi

Using the Motivation-Attributes-Skills-Knowledge Validation Model in Implementing Knowledge Management Strategies in SME (SME’s): A Theoretical Study
Jeff Stevens, McNeese State University
Jim Chen, McNeese State University

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

All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
TRACK TITLE  Organizational Behavior and Leadership

SESSION D  Examining Servant Leadership & The Role of Power

Session Chair:  Janie Gregg, University of West Alabama

Closing the Distance: The Role of Technology in Reducing the Impact of Physical Distance on the Practice of Servant Leadership
Daniel Kurber, United States Army
Alexander Stodola, United States Army
Kevin Hurt, Columbus State University

The Paradox of Formal Power: Comparative Analysis of the Effects of Informal and Formal Leaders on Team Effectiveness
Kyung Joe, Missouri Southern State University
Karen Paul, Florida International University

Understanding the Mediating Effects of Intrinsic Motivation and Trust in Leadership on the Relationship Between Servant Leadership and Organizational Commitment
Joseph Bramer, United States Army
John White, United States Army
Kevin Hurt, Columbus State University

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

♦

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♦

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SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

March 9, 2017
(Thursday)

5:00 p.m. – 6:00 p.m. Pinnacle (M)

SPECIAL SESSION
Planning Meeting for the SWAM 2018 Conference
Albuquerque, New Mexico, March 7-10, 2018

Presiding: Michael Glissmeyer, Westminster College
Program Chair-Elect, Southwest Academy of Management, 2016-17

Help shape SWAM’s next meeting to be held in Albuquerque, New Mexico, at the Hyatt Regency and Albuquerque Convention Center, March 7-10, 2018. Join in a thoughtful exchange of ideas and creative suggestions as we seek to continually improve the SWAM conference experience.

5:30 p.m. – 7:00 p.m. Governor’s Hall 1 (SHCC)

FBD Presidential Welcome Reception

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

8:00 p.m. – 10:00 p.m. TBA

AFTER PARTY Following FBD Reception

All SWAM Attendees Invited – Requires Nametag.

SPONSORS

[Project Management Institute logo]
### Teaching and Learning Conference

**Session A**  
**Team-Based Teaching & Learning**

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

*Cultural Simulation: Team-Based Transformational Learning*

**M. Suzanne Clinton**, University of Central Oklahoma  
**Robert Epstein**, University of Central Oklahoma

*Teaching Teamwork – Examples vs. Application*

**Loretta Cochran**, Arkansas Tech University

---

### Organizational Behavior and Leadership

**Session B**  
**The Importance of Positive Relationships in Leadership**

**Session Chair:** Guclu Atinc, Texas A&M University, Commerce

*A Social Exchange Perspective: The Relationship among Employee Performance, and Perceived Employee Performance*

**Si Hyun Kim**, University of La Verne  
**Giacomo Laffranchini**, University of La Verne

*The Emergence of Effective Female Leaders in the 4-star and 5-star Hotels in Jordan*

**Tamer Koburtay**, University of Huddersfield  
**Jawad Syed**, University of Huddersfield

*The Impact of Organizational and Supervisor Support on Turnover Intentions in Hospital Employees*

**John Fazio**, Marietta College  
**Baiyun Gong**, Nova Southeastern University  
**Randi L. Sims**, Nova Southeastern University  
**Yuliya Yurova**, Nova Southeastern University.

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

Please let exhibitors know how much we appreciate their presence and continued support!
<table>
<thead>
<tr>
<th>TRACK TITLE</th>
<th>General Management/ International Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>SESSION C</td>
<td>On the Ground Management Issues</td>
</tr>
<tr>
<td>Session Chair:</td>
<td>Meghan Wright Texas Wesleyan University</td>
</tr>
<tr>
<td>Discussants:</td>
<td>Nancy Kucinski, Hardin-Simmons University</td>
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<tr>
<td></td>
<td>Meghan Wright Texas Wesleyan University</td>
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</tbody>
</table>

Managerial Perspectives of the Integrated Capability Maturity Model Among Law Enforcement Personnel
Daniel Doss, University of West Alabama
Russ Henley, University of West Alabama
David Mcelreath, University of Mississippi
Balakrishna Gokaraju, University of West Alabama
Shimin Lin, University of West Alabama
Glenna Lusk, University of Mississippi
Rebecca Goza, University of Central Oklahoma

The Balanced Scorecard in Municipalities: Evolutionary Innovation or Fading Fad
Al Holliman, Lyon College

Part-Time Employee Perceptions of Leadership Integrity
Phillip Lewis, Oklahoma Christian University

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March 10, 2017  
(Friday)

8:30 a.m. – 10:00 a.m.  

SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)

TRACK TITLE  Organizational Theory / Strategy / Sustainability

SESSION D  Corporate and Academic Strategies

Session Chair:  Jestine Philips, University of North Texas

Discussants:  
Candace TenBrink, University of Houston-Downtown  
Vishal Gupta, The University of Mississippi  
Brian Mathews, Texas A&M University-Texarkana

Barbarians at the Gate: Do Women CEOs Face Greater Threat From Activist Investors Than Male CEOs?  
Vishal Gupta, The University of Mississippi  
Seonghee Han, Frostburg State University  
Sandra Mortal, University of Memphis  
Sabatino Silveri, University of Memphis

The Adapting and Changing Roles of Universities: Is This the New Key to Economic Development in Local and Regional Economies? **Best in Track**  
Brian Mathews, Texas A&M University-Texarkana  
Gary Stading, Texas A&M University-Texarkana  
Mathias Anto, Texas A&M University-Texarkana

Crisis Management: Impact Of Managerial Response On Valuation  
Candace TenBrink, University of Houston-Downtown

10:00 a.m. – 10:30 p.m.  
Governor’s Hall 1 (SHCC)

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.

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!
TRACK TITLE  Teaching and Learning Conference

SESSION A  Models of Teaching & Learning

Session Chair:  Kathy Tuberville, University of Memphis

Teaching Special Interest Group: Lessons from the Implementation of a Collaborative Effort
Terrance Wilensky, University of Texas-Arlington
Peggy Semingson, University of Texas-Arlington
Dwight Long, University of Texas-Arlington

Using Experiential Learning Concepts in New Course Designs: Experiential Learning in “Managing Employee Wellness and Managerial Leadership”
Kathy Tuberville, University of Memphis
Carol Danehower, University of Memphis

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TRACK TITLE  Research Methods Professional Development Workshop

SESSION B  Research Workshop for Junior Faculty & Doctoral Student Consortium

Use of Control Variables in Management Research
Guclu Atinc, Texas A&M University, Commerce

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10:30 a.m. – 12:00 p.m.  Wally Allen C (SHCC)

TRACK TITLE  General Management/ International Management

SESSION C  Global Issues in Management

Session Chair:  Nancy Kucinski, Hardin-Simmons University

The Role of Women in the Arab Awakening
Katlin Cundiff, Drury University

The Globalization of Cyberattacks: The Need for Rapid Learning Processes
Jestine Phillips, University of North Texas

External Reward Values-Supplies Fit/ Misfit, Employees’ Perceived Work Stress, and Uncertainty Avoidance: A Cross-cultural Comparison
Si Hyun Kim, University of La Verne
Giacomo Laffranchini, University of La Verne

10:30 a.m. – 12:00 p.m.  Wally Allen E (SHCC)

TRACK TITLE  Entrepreneurship / Small Business / Innovation

SESSION D  Panel on Entrepreneurship

Session Chair:  Vishal Gupta, Mississippi State University

Panelists:  Manjula Salimath, North Texas University
Robert Epstein, University of Central Oklahoma

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!
Swam Past-Presidents will give their views on the health and wellness of the SWAM organization and share ideas about how we should grow the organization with disruptive innovations. This PDW is a unique opportunity for current SWAM members and leaders to hear from those who have served SWAM as past leaders. Former SWAM presidents will share their experiences, perspectives, and insights regarding the strengths of SWAM as a regional AOM affiliate. A panel of past presidents will talk about their tenure with the organization, discuss key challenges, and provide some guidance and insight for current officers and members. They will take suggestions and questions from the participants.

*This session is open for all SWAM members!*
March 10, 2017
(Friday)

1:30 p.m. – 3:00 p.m.  Wally Allen B (SHCC)

TRACK TITLE   Professional Development Workshops

SESSION B   Workshop for Doctoral Student Consortium

Back-To-School for Big Kids: A Transition Course for New Mid-Life Doctoral Students
Jude Olson, University of Dallas

1:30 p.m. – 3:00 p.m.  Conway (CC)

FBD/SWAM Choice Pick Session

TRACK TITLE   Project Management / Organizational Development & Conflict Management

SESSION C   Joint Track Session

Session Chair:  Dennis Pepple, University of Huddersfield

Towards Establishing a Link between Ethnic Diversity and Public Sector Employees’ Ownership Perception: A Relational Perspective **Best in Organizational Development & Conflict Management Track**
Dennis Pepple, University of Huddersfield

Optimal Inventory Levels in a Multi-Echelon Pharmaceutical Cold Chain: Perspective on Information Loss
Suman Niranjan, Savannah State University
Niranjan Kulkarni, CRB Consulting
Nigel Middleton, Savannah State University

What to Build So They Will Come? Stakeholder Identification for Business Research Relevance
Richard Lawrence, Angelo State University
Sam Kohler, Angelo State University
Sazza Dahal, Angelo State University
Joseph Lawrence, Angelo State University

Process Improvement: Urban vs. Rural Personnel Perspectives of a Derivative CMMi Process Maturity Framework
Daniel Doss, University of West Alabama
Russ Henley, University of West Alabama
David McElreath, University of Mississippi
Balakrishna Gokaraju, University of West Alabama
Glenna Lusk, University of Mississippi
March 10, 2017
(Friday)

1:30 p.m. – 3:00 p.m.

TRACK TITLE: Organizational Development / Conflict Management
SESSION D: Panel on Organization Development: Contemporary Innovations for Change

Session Chair: Peter Sorensen, Benedictine University

Panelists: Gretel Stock-Kuperman, Benedictine University
          Donna Ogle, Benedictine University
          Donald Harris, Benedictine University
          Theresa Yaeger, Benedictine University

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March 10, 2017
(Friday)

1:30 p.m. – 3:00 p.m. Wally Allen E (SHCC)

TRACK TITLE   Best Paper Session
SESSION E   Recognition of the SWAM 2017 Award Winners
Presiding:   Robert H. Epstein, University of Central Oklahoma
            President Elect, Southwest Academy of Management, 2016-17

**Recipient of the 2017 Federation of Business Disciplines Distinguished Paper Award**

*Seeds of Demand-Side Legitimacy: Why Customers Find Some New Ventures More Acceptable than Others?*
Vishal K. Gupta, The University of Mississippi
Safal Batra, Indian Institute of Management at Kashipur
Sunil Sharma, Indian Institute of Management at Ahmedabad

**2017 FBD/SWAM Outstanding Educator**

Stephen V. Horner, Pittsburg State University

**Recipient of the 2017 Southwest Academy of Management Best Reviewer Award**

Robert Lloyd, Bethel College

**Remarks by 2016 SWAM Outstanding Educator**

Larry Garner, Texas A&M University – Central Texas

**Recipient of the 2016 Outstanding Educator Award**

3:00 p.m. – 3:30 p.m. Governor’s Hall 1 (SHCC)

**FBD Coffee Break**

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

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

3:30 p.m. – 4:30 p.m. Wally Allen A (SHCC)

**SWAM Annual Business Meeting**

Presiding:   John N. Davis, Hardin-Simmons University
            President, Southwest Academy of Management, 2016-17

All members are encouraged to attend our annual business meeting. We look forward to seeing you there.

Light refreshments served.
SWAM New Officers Meeting

Presiding: Robert H. Epstein, University of Central Oklahoma
2017-2018 President, Southwest Academy of Management
Meeting with the 2017-2018 Board.

Have a safe and enjoyable trip back home!
See you next year at Albuquerque!

◆◆◆◆◆◆

SWAM 2018
March 7th-10, Albuquerque, NM
Hyatt Regency and Albuquerque Convention Center
Poster Sessions

Thursday, March 9 – Stakeholders and Stockholders
10:30 a.m. – 11:30 a.m.
Entrepreneurship / Small Business / Innovation

Women Entrepreneurs in Technology: Some Case Studies from India
Artee Aggrwaal, Amity University Mumbai

Thursday, March 9 Changing Behavior
3:00 p.m. – 4:30 p.m.

Eliminating Barriers: The Impact of Cross Cultural Business Communication on Entrepreneurial Success
Martha Robinson, The University of Memphis

Friday, March 10 – Disruption (When Things Are Wrong) and Innovation (Making Them Right)
10:00 a.m. – 11:30 a.m.

Hepatitis C Direct Acting Antivirals and Disruptive Innovation
S. Mantravadi, University of West Florida

Thursday, March 9 – Stakeholders and Stockholders
3:00 p.m. – 4:30 p.m.
Ethics / Corporate Social Responsibility

Emotional Intelligence, Moral Reasoning, and Ethical Awareness: Moderating Roles of Gender and Religiosity
Jacob Voegel, Coastal Carolina University
Luke Voegel, Southern Illinois University

Thursday, March 9 Changing Behavior
3:00 p.m. – 4:30 p.m.
Human Resources / Careers

Measuring Inclusivity in Organizations: Designing a Diversity Climate Instrument
Kelly Weeks, Rhodes College
Anita Davis, Rhodes College
Samhitha Curpad, Rhodes College

Obesity, Chronic Job Discrimination, and Social Support: Comparisons Across Age-Generations
Kenneth Kungu, Louisiana State University - Shreveport
Janella Melius, Winston-Salem State University
Colin Cannonier, Belmont University
Valentine Wanga, University of Washington
Poster Sessions

Friday, March 10 – Disruption (When Things Are Wrong) and Innovation (Making Them Right)
10:00 a.m. – 11:30 a.m.

Retiree Remorse: If Only I had Put More Effort Into Retirement Planning
John La Lone, Texas A&M University-Central Texas

Thursday, March 9 – Stakeholders and Stockholders
10:00 a.m. – 11:30 a.m.
Organizational Behavior / Leadership

Testing the Effects of Experience on Risky Decision Making
Run Ren, Guanghua School of Management
Aneika Simmons, Sam Houston State University
Asghar Zardkoohi, Texas A&M University

Friday, March 10 – Disruption (When Things Are Wrong) and Innovation (Making Them Right)
10:00 a.m. – 11:30 a.m.

Innovation in Family Firms and the Moderating Effect of Leadership Style
Xi Yang, University of Texas Rio Grande Valley
Haicheng Gu, University of Texas Rio Grande Valley

Maintenance of Organizational Values through Disruptive Institutional Work
Gretel Stock-Kupperman, Benedictine University

Thursday, March 9 – Stakeholders and Stockholders
10:00 a.m. – 11:30 a.m.
Organizational Theory / Strategy / Sustainability

A Contingency Theory of Stakeholder Relevance and the Stakeholder Mapping Process
Brian Kulik, Angelo State University
Nolan Sosa, Angelo State University
Sandra Pate, Angelo State University

Have a safe and enjoyable trip back home!
See you next year at Albuquerque!

**********

SWAM 2018
March 7th-10, Albuquerque, NM
Hyatt Regency and Albuquerque Convention Center
2016-2017 OFFICERS

President Lawrence Silver, Southeastern Oklahoma State University
President Elect Timothy Wise, Southern Arkansas University
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Immediate Past President Robert Stevens, Southeastern Oklahoma State University

CONGRATULATIONS!

Recipient of the 2017 Federation of Business Disciplines Distinguished Paper Award
Timothy D. Wise
Southern Arkansas University
Marcher Lord Press: Of Faith and Vampires

Recipient of the 2017 FBD Outstanding Educator Award
Robert Stevens
Southeastern Oklahoma State University
2017 TRACK CHAIRS

Accounting/Finance/Economics  Julia Kwok, Northeastern Oklahoma State University
Human Resource Management/ Organizational Behavior  Tim Wise, Southern Arkansas University
Healthcare Marketing  Vivek Natarajan, Lamar University
International Business  Syed Tariq Anwar - West Texas A&M University
Non-Profit Management/Ethics  Robert Howard, Southeastern Oklahoma State University
Marketing  Robert Stevens, Southeastern Oklahoma State University
Small Business/Entrepreneurship  Tim Wise, Southern Arkansas University
Strategic Management/ Business Policy  Robert Stevens, Southeastern Oklahoma State University
Symposium Track  Martin Bressler, Southeastern Oklahoma State University
Student  Lawrence Silver, Southeastern Oklahoma State University

PROGRAM OVERVIEW

Wednesday, March 8

1:30 p.m. – 2:30 p.m.  Special Guest Speaker
Rashid Sesay, Director of Programs for Africa and Asia
Heifer, International
Farming Entrepreneurship

2:30 p.m. – 3:00 p.m.  Break

3:00 p.m. – 4:00 p.m.  Special Guest Speaker
Arkansas Economic Development Corporation

4:00 p.m. – 5:00 p.m.  Case Writing Symposium:
Publication, Impact and Credit – The 2nd Half of the Case Research Process
John Lawrence, Editor, Case Research Journal

Thursday, March 9

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.  2017 Program Planning Meeting
3:00 p.m. – 3:30 p.m.  FBD Coffee Break
March 9, 2017
(Wednesday)

1:30 p.m. – 2:30 p.m.                      Pinnacle (M)

FBD/SWCRA Choice Pick Session

SESSION A                      Special Guest Speaker
Rashid Sesay, Director of Programs for Africa and Asia
Heifer, International
Farming Entrepreneurship

2:30 p.m. – 3:00 p.m.                      Pinnacle (M)

SWCRA Coffee Break

3:00 p.m. – 4:00 p.m.                      Pinnacle (M)

SESSION B                      Special Guest Speaker
Arkansas Economic Development Corporation

4:00 p.m. – 5:00 p.m.                      Pinnacle (M)

SESSION C
Case Writing Symposium:
Publication, Impact and Credit – The 2nd Half of the Case Research Process
Presenter: John Lawrence
Editor, Case Research Journal
A.D. Davis Professor of Business, University of Idaho

Short Abstract: You’ve written a great case, classroom tested it, and brought it to a case writers’ conference for fine tuning. That’s super – but you are only half way there. Work remains to get your case published, drive adoptions of your case so that all of your hard work translates into impact for students, and finally get credit for that impact for both yourself and your institution. This presentation will focus on how to successfully navigate this 2nd half of the case research process. The first part of the presentation will provide you with guidance and strategies on how to approach the publication process, from selecting a journal to dealing with the difficult reviewer who just doesn’t seem as excited about your case as everybody else. Then we will look at what you as an author can do to increase the likelihood that your case will be adopted and used in the classroom. The final portion of the presentation will provide you ammunition for selling the value of your published case when you go up for annual review and promotion as well as when your college goes up for AACSB accreditation.

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March 9, 2017  
(Thursday)

7:00 a.m. – 7:30 a.m.  
Pinnacle (M)

Past President’s Meeting

7:30 a.m. – 9:00 a.m.  
Pinnacle (M)

**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.  
Pinnacle (M)

**SESSION D**  
Accounting and Finance Track

Session Chair: **Julia Kwok**, Northeastern State University

*Income Inequality: Is it the Major Socioeconomic Issue Today? A Critical Incident*

**Dr. Mary H. Kelly**, Texas A&M University – Central Texas

*A Case on Mortgage Loans and Refinancing*

**Halil D. Kaya and Julia S. Kwok**, Northeastern State University

*Glory Corporation*

**Dr. Russell (Rusty) Calk**, Texas A&M University – Central Texas  
**Dr. Pamela S. Carr**, Arkansas Tech University  
**Shelly Garcia**, MJ Associates

*Why the Delinquent Payments? Follow the Checks*

**Cynthia Jolly and Thomas D. Tolleson**, Texas Wesleyan University

*Collin Street Bakery, Fruitcakes and Profits? A Tale from the Darkside*

**Christine Scot and Thomas D. Tolleson**, Texas Wesleyan University

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### SESSION E  
**Student Track**

**Session Chair:**  **Lawrence Silver**, Southeastern Oklahoma State University

*Special orders: what if the customer doesn’t return?*

**Miranda Mayo**, Southeastern Oklahoma State University  
**Courtney Kernek**, Ph.D. (faculty mentor)

*The Case for Profitable Sustainability: The Case of Unilever*

**Nadia Jenkins**, University of South Alabama  
**Alex Sharland**, Ph.D. (faculty mentor)

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### SESSION F  
**Non-Profit Management/Ethics Track**

**Session Chair:**  **Robert Howard**, Southeastern Oklahoma State University

*Joe Smith’s Ethical Dilemma: Humble Energy, Inc.*

**Robert Howard**, Southeastern Oklahoma State University  
**Stephanie Metts**, Southeastern Oklahoma State University  
**Janie Joplin**, Southeastern Oklahoma State University

*To Blow the Whistle or Not? An Employee Suspects His Manager is Stealing*  
*(A Critical Incident)*

**Wilke D. English**, Texas A&M University – Central Texas  
**Walt Butler**, Texas A&M University – Central Texas
SESSION G  Marketing/Strategic Management Track

Session Chair:  Robert E. Stevens, Southeastern Oklahoma State University

Privatization Gone Sour! PIA’s Global Strategy in the Airline Industry

Syed Tariq Anwar
West Texas A & M University

Marketing The Online MBA: A Strategic Growth Strategy

Robert E. Stevens, Martin S. Bressler and Lawrence S. Silver
Southeastern Oklahoma State University

Valerosa Designs and Gallery

Leslie A. Toombs
Texas A&M University – Commerce
Courtney Kernek
Southeastern Oklahoma State University

Debbie Silver Presents

Lawrence S. Silver and Robert E. Stevens
Southeastern Oklahoma State University

SESSION H  Small Business and Entrepreneurship

Session Chair:  Timothy D. Wise, Southern Arkansas University

Sew Amazing Studios, Inc.

Helen Sikes, Centenary College
Barbara Davis, Centenary College
Kyle Ristig, Centenary College

Unique Display Cases, Inc.

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

Marcher Lord Press: Of Faith and Vampires
Timothy D. Wise, Southern Arkansas University
March 9, 2017

(Thursday)

10:00 a.m. – 10:30 a.m. Governor’s Hall 1 (SHCC)

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. Peck (M)

SESSION L 2018 Program Planning Meeting

Session Chair: Tim Wise, Southern Arkansas University

Everyone is invited to attend this meeting and help prepare for 2018. Anyone interested in being the 2018 programs track chair, reviewer, discussant, etc. are encouraged to attend and share ideas to grow and further the art of case writing.

Make plans to join us in Albuquerque for our 2018 conference.

♦♦♦

45th Annual Conference
March 7-10, 2018
Albuquerque, New Mexico
Hyatt Regency and Albuquerque Convention Center

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  - John D. Stowe, Ohio University
  - Jeffrey Whitworth, University of Houston

Program Committee:

John Adams, University of Texas at Arlington
John Banko, University of Florida
Rakesh Bharati, Southern Illinois University
Jorge Brusa, Texas A&M International University
Gary L. Caton, Montana State University
Susan J. Crain, Missouri State University*
William Dare, Oklahoma State University
Barbara Davis, Centenary College
Frank P. D'Souza, Loyola University Maryland
Maria E. de Boyrie, New Mexico State University
Dan W. French, University of Missouri*
Christos Giannikos, Baruch College - CUNY
Laura Gonzalez, California State University
John W. Goodell, University of Akron
Omrane Guedhami, Univ. of South Carolina
Atul Gupta, Bentley University
M. Kabir Hassan, University of New Orleans
William C. Hudson, St. Cloud State University
Susan Hume, The College of New Jersey
Nguyen Huong, University of Mount Olive
A. Can (John) Inci, Bryant University
Subramanian Iyer, University of New Mexico
Halil Kaya, Northeastern State University
Dong-Kyoon Kim, Montclair State University
Julia S. Kwok, Northeastern State University
Richard A. Lord, Montclair State University
Lalatendu Misra, Univ. of Texas at San Antonio*
Mbodja Mougoué, Wayne State University
Srinivas Nippani, Texas A&M University
Karyn Neuhauser, Lamar University
Geoffrey M. Ngene, Mercer University
James D. Philpot, Missouri State University
Gabriel Power, Laval University, Canada
Ramesh Rao, Oklahoma State University*
Salil K. Sarkar, University of Texas at Arlington
James R. Scott, Missouri State University
R. Steve Sears, Texas A&M International University*
Elena Smirnova, SUNY College at Old Westbury
David Stowe, Ohio University
John D. Stowe, Ohio University*
Thomas Thompson, University of Texas at Arlington
Priti Verma, Texas A&M University Kingsville
Jing Hua Wang, Stockton University
Gwendolyn Webb, Baruch College - CUNY
Jeffrey Whitworth, University of Houston
Marilyn Wiley, University of North Texas
Nilufer Usmen, Montclair State University
Susana Yu, Montclair State University
Yudan Zheng, Long Island University
Ying (Jenny) Zhang, Missouri State University
Minrong Zheng, University of Central Florida

*These Individuals also served on the Best Paper Awards Subcommittee
Congratulations to Our Award Winners!

2017 Federation of Business Disciplines Outstanding Educator Award
James D. Philpot, Missouri State University

2017 Federation of Business Disciplines Distinguished Paper Award
An International Study of the Value Implications of CEO External Directorships
Andrey Zagorchev, Rhodes College
Jesus Sales, Lehigh University
Yung-Yu Ma, Lehigh University

SWFA Best Paper in Corporate Finance Track
Corporate Risk-Taking in Dual-Class Firms
Brad Jordan, University of Kentucky
Mark H. Liu, University of Kentucky
SooHyung Kim, University of Wisconsin – La Crosse
Sponsored by Review of Financial Economics

SWFA Best Paper in Investments Track
What Does Media Tone Tell About Aggregate Stock Returns?
Sha Liu, University College Dublin
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SWFA Best Paper in International Finance Track
The Share of Systematic Risk in Foreign Exchange and Stock Markets
Zeng Ming, Singapore Management University
Sponsored by Northeastern State University

SWFA Best Paper in Financial Institution Track
Employee Benefit Plans and Loans Contracts
Neeru Chaudhry, Monash University
Sponsored by Montclair State University

SWFA Best Doctoral Student Paper in Corporate Finance Track
Downward Wage Rigidity and Corporate Investment
DuckKi Cho, Arizona State University
Sponsored by Review of Financial Economics

SWFA Best Doctoral Student Paper in Investments Track
Recovery Theorem with A Multivariate Markov Chain
Anthony Sanford, University of Washington
Sponsored by Journal of Financial Research

SWFA Best Doctoral Student Paper in International Finance Track
The Globalization of Economic Shocks: Financial Contagion in International Supply-Chain Networks
Christoph Schiller, University of Toronto
Sponsored by Department of Finance at Oklahoma State University

SWFA Best Doctoral Student Paper in Financial Institution Track
(How) Do Equity Capital Requirements Affect Banks’ Cost of Capital?
Saad Alnahedh, University of Colorado - Boulder
Sponsored by Montclair State University
We are grateful to the following sponsors:

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**Feliciano School of Business at Montclair State University**
for sponsoring
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**Northeastern State University**
for sponsoring the Best Paper in International Finance

**Department of Finance at Oklahoma State University**
for sponsoring the Special Topic Panel and
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**Review of Financial Economics**
for sponsoring the Best Paper in Corporate Finance and
the Best Doctoral Paper in Corporate Finance
SWFA Special Events

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Event</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday</td>
<td>1:30 p.m. – 3:00 p.m.</td>
<td>Panel Presentation for SWFA registered doctoral students</td>
<td>Pope (SHCC)</td>
</tr>
<tr>
<td>Thursday</td>
<td>3:30 p.m. – 5:00 p.m.</td>
<td>Panel on Finance Education: “Past, Present, and Future - To Infinity and Beyond”</td>
<td>Pope (SHCC)</td>
</tr>
<tr>
<td>Thursday</td>
<td>6:30 p.m. – 8:00 p.m.</td>
<td>SWFA Reception</td>
<td>Copper Grill</td>
</tr>
<tr>
<td>Friday</td>
<td>7:00 a.m. – 8:30 a.m.</td>
<td>Southwestern Finance Association Board Meeting and Breakfast</td>
<td>Toltec</td>
</tr>
<tr>
<td>Friday</td>
<td>1:45 p.m. – 3:15 p.m.</td>
<td>Current Issues in Real Estate Portfolio Investment and REITS</td>
<td>Pope (SHCC)</td>
</tr>
<tr>
<td>Friday</td>
<td>12:00 p.m. – 1:45 p.m.</td>
<td>Southwestern Finance Association Luncheon and Business Meeting*</td>
<td>Wally Allen (SHCC)</td>
</tr>
</tbody>
</table>

Thursday Panel Presentation for SWFA Registered Doctoral Students: Panel Presentation and Open Discussion of Issues Facing New Faculty in Finance. Our panelists include James D. Philpot (Director of the Financial Planning Program at Missouri State University), Tarun K. Mukherjee (Editor of Review of Financial Economics), M. Kabir Hassan (Editor of the Global Journal of Finance and Economics), R. Steve Sears (Dean of the School of Business at Texas A&M International University), Marilyn Wiley (Dean of the College of Business at University of North Texas) and Jeffrey Jones (Assistant Professor at Missouri State University).

Thursday Panel Presentation on Finance Education: “Past, Present, and Future - To Infinity and Beyond”. It is our job as educators to provide our students with a foundation of knowledge that better prepares them for the ever changing world of business. Tom Johansen (Oklahoma State University), Jeffrey Whitworth (University of Houston – Clear Lake) and William C. Hudson (St. Cloud State University) will discuss a few dynamic approaches to finance education so that we insure that our students continue to be the best.

SWFA Thursday Reception: All registered SWFA attendees are welcome to attend the reception at Copper Grill (3-4 block walk from the hotel). It is located at 300 E. Third Street, Little Rock, 72201.

Friday Panel Presentation on Current Issues in Real Estate Portfolio Investment and REITS: Brad Case (Senior Vice President for Research at National Association of Real Estate Investment Trusts), Dan W. French (Director, Jeffrey E. Smith Institute of Real Estate at University of Missouri – Columbia), and Stace Sirmans (Sam M. Walton College of Business at University of Arkansas) currently involved in research about real estate portfolios and REITs will discuss issues that they feel are on the forefront of research in real estate investment today.

SWFA Friday Luncheon and Business Meeting: Our annual luncheon includes our business meeting, presentations of awards, and keynote address by Dr. Brad Case, Senior Vice President for the National Association of Real Estate Investment Trusts, on Risk Management in Illiquid Real Estate.
SESSION A  Analyst Forecasts

Session Chair:  Xia Liu, The University of Texas at Arlington

Local Predictive Ability of Analyst Recommendations
Serkan Karadas, Sewanee: The University of the South
Jorida Papakroni, Franklin & Marshall College
  Discussant:  Xia Liu, The University of Texas at Arlington

Stock Price Reaction to Brokers’ Recommendation Updates and Their Quality
Joon Young Song, The University of Findlay
  Discussant:  Serkan Karadas Sewanee, The University of the South

The Information Content of Analysts’ Value Estimates
Ryan Chacon, University of Missouri
Dan W. French, University of Missouri
Kuntara Pukthuanthong, University of Missouri
  Discussant:  Joon Young Song, The University of Findlay

Involuntary Stock Delisting and Analyst Forecast Predictability
Xia Liu, The University of Texas at Arlington
Salil K. Sarkar, The University of Texas at Arlington
  Discussant:  Dan W. French, University of Missouri

SESSION B  Banking Industry 1

Session Chair:  Sunghoon Joo, Auburn University

Incentives for Bankers to Reveal Risk
Swati Kanoria, Warwick Business School
  Discussant:  Sunghoon Joo, Auburn University

Ambiguity and Interbank Market Participation: Relationship and Transactional Banking
Reina Renard, KU Leuven
  Discussant:  Swati Kanoria, Warwick Business School

Cross-Ownership of Bank Stocks: A Network Analysis of Bank Performance
James R. Barth, Auburn University
Sunghoon Joo, Auburn University
Kang Lee, Auburn University
  Discussant:  Reina Renard, KU Leuven
## SESSION C  Mergers & Acquisitions 1

**Session Chair:** Nam Nguyen, University of Massachusetts – Lowell

**Thriving on a Short Leash: Debt Maturity Structure and Acquirer Return**  
Nam Nguyen, University of Massachusetts – Lowell  
Hieu Phan, University of Massachusetts – Lowell  
*Discussant: Arati Kale, University of Texas at Arlington*

**The Effects of Activist Investors on Firms’ Mergers and Acquisitions**  
Steve Swidler, Auburn University  
Tri Trinh, Auburn University  
Keven Yost, Auburn University  
*Discussant: Nam Nguyen, University of Massachusetts – Lowell*

**What do Some Managers Do Differently in Mergers?**  
Arati Kale, University of Texas at Arlington  
*Discussant: Tri Trinh, Auburn University*

## SESSION D  Bank Management

**Session Chair:** Andrew A. Lynch, University of Mississippi

**Bank Risk and Charter Value: The Role of Opacity**  
Kevin Lee, Texas A&M University – Central Texas  
Scott Miller, University of Tampa  
Chris Brune, Ouachita Baptist University  
*Discussant: Zi (Nancy) Ning, Delaware State University*

**The Effects of Big Baths on Bank Opacity**  
K. Stephen Haggard, Missouri State University  
John S. Howe, University of Missouri  
Andrew A. Lynch, University of Mississippi  
*Discussant: Chris Brune, Ouachita Baptist University*

**Bank Capital, Profitability and Interest Rate Spreads**  
Mujtaba Zia, Southern Arkansas University  
*Discussant: Andrew A. Lynch, University of Mississippi*

**Earnings Efficiency and Financial Performance of Commercial Banks: The Sub-Period Evidence**  
Zi (Nancy) Ning, Delaware State University  
Young-Sik Kwak, Delaware State University  
*Discussant: Mujtaba Zia, Southern Arkansas University*
SESSION E  Political Activity and Its Effects I

Session Chair:  Nacasius Ujah, South Dakota State University

Political Connections and Firm Performance: Evidence from Toxic Release Data
Omer Unsal, University of New Orleans
M. Kabir Hassan, University of New Orleans
Discussant:  Nacasius Ujah, South Dakota State University

Corporate Lobbying and Financial Institution Performance: Evidence from Shareholder Litigations
Omer Unsal, University of New Orleans
William Hippler, University of La Verne
M. Kabir Hassan, University of New Orleans
Discussant:  Reza Houston, Indiana State University

It’s a Sweetheart of a Deal: Political Connections and Political Connections and Federal Contracting
Stephen P. Ferris, University of Missouri
Reza Houston, Indiana State University
Discussant:  Omer Unsal, University of New Orleans

SESSION F  International Market Transmissions

Session Chair:  Christoph Schiller, University of Toronto

Transnational Spillover Effects of Sovereign Rating Signals on Bank Stock Returns: Evidence from the Euro Area
Haoshen Hu, University of Oldenburg, Germany
Joerg Prokop, University of Oldenburg
Hans-Michael, Trautwein, University of Oldenburg
Discussant:  Kevin Wong, Peking University, China

The Globalization of Economic Shocks: Financial Contagion in International Supply-Chain Networks
Christoph Schiller, University of Toronto
Discussant:  Haoshen Hu, University of Oldenburg, Germany

New East Asian Miracle? – Empirical Research on China, Japan and South Korea
Kevin Wong, Peking University, China
Discussant:  Christoph Schiller, University of Toronto
SESSION G  Corporate Governance

Session Chair:  Ying Xiao, Mount Saint Mary College

Benefits of Government Debt Guarantees: Evidence from the Debt Guarantee Program
Jeffrey R. Black, University of Oklahoma
Seth A. Hoelscher, Missouri State University
Duane Stock, University of Oklahoma
   Discussant:  Ying Xiao, Mount Saint Mary College

Does CEO Power Affect Capital Structure Under Imperfect Governance?
Yongli Luo, Houston Baptist University
   Discussant:  Seth A. Hoelscher, Missouri State University

Investigating the Effect of Corporate Governance on Jordanian Firm Performance
Mohamed Mugableh, Irbid National University, Jordan
   Discussant:  Yongli Luo, Houston Baptist University

How Does Corporate Governance Affect the Implied Cost of Equity Capital? Evidence from REITs
Tom Thibodeau, University of Colorado
Ying Xiao, Mount Saint Mary College
   Discussant:  Mohamed Mugableh, Irbid National University, Jordan
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  Cash Management and Globalization

Session Chair:  **Joseph P. Ogden, SUNY – Buffalo**

*Corporate Cash Holdings and Exposure to Macroeconomic Uncertainty*

**Young Ha Ki**, Widener University

**Tarun K. Mukherjee**, University of New Orleans

Discussant: **Joseph P. Ogden, SUNY – Buffalo**

*A Test of Substitutability of Cash Holdings and Lines of Credit: A Cross-Country Perspective*

**Mohsen Mollagholamali**, Oklahoma State University

**Ramesh Rao**, Oklahoma State University

Discussant: **Young Ha Ki, Widener University**

*Corporate Cash Balance, Volatility, and Adjustment: Growth Firms versus Cash Cows*

**Joseph P. Ogden, SUNY – Buffalo**

**Shanhong Wu**, University of Arkansas at Ft. Smith

Discussant: **Mohsen Mollagholamali, Oklahoma State University**
SESSION B  Dividends, Stock Splits and Share Repurchases

Session Chair:  Karyn Neuhauser, Lamar University

Are All Dividends Created Equal? Australian Evidence Using Dividend-Increase Track Record
David Michayluk, University of Technology, Sydney
Karyn Neuhauser, Lamar University
Scott Walker, University of Technology, Sydney
  Discussant:  Xing Gao, University of Illinois at Urbana Champaign

Dividend Yields and Stock Returns Under Tax-Free Environment: Evidence From the United Arab of Emirate
Kienpin Tee, Zayed University
Abiot Tessema, Zayed University
  Discussant:  Karyn Neuhauser, Lamar University

Market Reaction To Split Announcements: Rational Response Or Behavioral Bias?
Elizabeth Devos, Eastern Michigan University
Mohammad A. Karim, Marshall University
Rathin Rathinasamy, Ball State University
  Discussant:  Kienpin Tee, Zayed University

The Effects of Increasing Dividends on Stock Option Awards: Evidence From the Job and Growth Tax Relief Reconstruction Act
Xing Gao, University of Illinois at Urbana Champaign
  Discussant:  Mohammad A. Karim, Marshall University
SESSION C  Initial Public Offerings 1

Session Chair:  Tomas Jandik, University of Arkansas

The Information Environment of the Firm and IPO Underpricing
Bill Francis, Rensselaer Polytechnic Institute
Thomas Shohfi, Rensselaer Polytechnic Institute
Daqi Xin, Rensselaer Polytechnic Institute
  Discussant:  Tomas Jandik, University of Arkansas

IPO Lockup Expirations: A Persistent Anomaly of Scale
Kevin Green, The University of Texas at Dallas
  Discussant:  Daqi Xin, Rensselaer Polytechnic Institute

CEO Network Centrality and IPO Performance
Dobrina Jandik, University of St. Thomas
Tomas Jandik, University of Arkansas
Weineng Xu, University of Arkansas
  Discussant:  Kevin Green, The University of Texas at Dallas
SESSION D  Social Responsibility and Social Performance

Session Chair:  Siddharth Shankar, Texas A&M International University

More Reasons to Sin? A Fama-French Five-Factor Investigation of Vice Stock Returns
Greg M. Richey, California State University – San Bernardino
   Discussant:  Siddharth Shankar, Texas A&M International University

The Impact of Religious Practice on Stock Returns and Volatility
Osamah Al-Khazali, American University of Sharjah
Elie Bouri, Holy Spirit University of Kaslik
Taisier Zoubi, American University of Sharjah
   Discussant:  Greg M. Richey, California State University – San Bernardino

Managerial Risk-Taking Behavior and Social Capital
Humnath Panta, Brenau University
   Discussant:  Osamah Al-Khazali, American University of Sharjah

Corporate Social Responsibility and Syndicated Loan Structure
Siddharth Shankar, Texas A&M International University
Zhenyu Hu, Texas A&M International University
   Discussant:  Humnath Panta, Brenau University

SESSION E  Statistical Methods and Econometric Modeling 1

Session Chair:  Peter Ren, University of Houston – Downtown

Information Share: A Bivariate Quantile Regression Approach
Zijun Wang, University of Texas at San Antonio
   Discussant:  Peter Ren, University of Houston – Downtown

Maintaining Consistency in Multistage Valuation Models
Larry Holland, University of Arkansas at Little Rock
   Discussant:  Zijun Wang, University of Texas at San Antonio

Correlations Among Different Moving Average Trading Rules on Buy/Sell Decisions
Peter Ren, University of Houston – Downtown
Louie Ren, University of Houston – Victoria
   Discussant:  Larry Holland, University of Arkansas at Little Rock
SESSION F  Real Estate 1

Session Chair:  Dan W. French, University of Missouri-Columbia

The Asymmetric Conditional Beta-Return Relations of REITS
John Glascock, University of Connecticut
Ran Lu-Andrews, California Lutheran University
   Discussant:  Regina Lin, Harbin Institute of Technology, Shenzhen

Non-Traded REITS: Corporate Governance and Dividend Policy
Dan W. French, University of Missouri-Columbia
Andrew Kern, University of Missouri
Thibaut G. Morillon, University of Missouri
Adam Yore, University of Missouri
   Discussant:  Ran Lu-Andrews, California Lutheran University

Dissecting Housing Market Vacancies Reported by the Census Bureau
Walt A. Nelson, Missouri State University
   Discussant:  Dan W. French, University of Missouri-Columbia

What Does China’s REITs Market Tell Us? – An Application of Fama-French Three Factors Model
Crystal Xiaobei Chen, Harbin Institute of Technology, Shenzhen
Xinghua Huang, Harbin Institute of Technology, Shenzhen
Regina Fang-Ying Lin, Harbin Institute of Technology, Shenzhen
   Discussant:  Walt A. Nelson, Missouri State University
SESSION G  Risk and Return 1

Session Chair:  Rachel (Kyungyeon) Koh, University of Massachusetts - Amherst

Index Shocks, Pricing Anomalies and Long-Horizon Return Predictability in the Japanese Stock Market
Pyemo N. Afego, Kyushu University
    Discussant:  Rachel Kyungyeon Koh, University of Massachusetts - Amherst

Forecasting Bond Risk Premia with Unspanned Macroeconomic Information
Rui Liu, University of Houston
    Discussant:  Pyemo N. Afego, Kyushu University

Risk and Return: Beyond the Equity Premium
Guanglian Hu, University of Houston
    Discussant:  Rui Liu, University of Houston

Industry-Adjusted Anomalies and the Cross-Section of Stock Returns
Rachel (Kyungyeon) Koh, University of Massachusetts - Amherst
    Discussant:  Guanglian Hu, University of Houston
SESSION A  Risk and Return 2

Session Chair:  Mahtab Athari, Cleveland State University

What Does Media Tone Tell About Aggregate Stock Returns?
Sha Liu, University College Dublin
Discussant:  Mahtab Athari, Cleveland State University

The Distribution of Returns
David Harris, University of Great Falls
Discussant:  Sha Liu, University College Dublin

The Precision of Asset Beta Estimates
Vance P. Lesseig, Texas State University
Janet D. Payne, Texas State University
Discussant:  David Harris, University of Great Falls

Stock Return Forecasting with Sum of the Parts Methodology: Evidence from Around the World
Mahtab Athari, Cleveland State University
Atsuyuki Naka, University of New Orleans
Discussant:  Janet D. Payne, Texas State University

SESSION B  Earnings Management

Session Chair:  Sudip Ghosh, Penn State University – Berks College

The Anatomy of Tax-Inversion
Sudip Ghosh, Penn State University – Berks College
Discussant:  Abdullah Mamum, University of Saskatchewan

The Impact of the Regulatory Changes of 1999 and 2001 on Income Smoothing by US Banks
Abdullah Mamum, University of Saskatchewan
Md. Didarul Alam, University of Saskatchewan
George Tannous, University of Saskatchewan
Discussant:  Mark Swanstrom, Northwestern State University of Louisiana

Really Dirty Surplus as Evidence of Earnings Manipulation
Mark Swanstrom, Northwestern State University of Louisiana
Discussant:  Sudip Ghosh, Penn State University – Berks College
SESSION C  Innovation, Efficiency and Valuation

Session Chair:  **Joon Park**, University of Arkansas at Pine Bluff

Superstar CEOs and Innovation

**Julian Atanassov**, University of Nebraska

**Keun Jae Park**, Washington and Jefferson College

   Discussant: **Joon Park**, University of Arkansas at Pine Bluff

Valuing the Hospital Industry From a Financing Efficiency Standpoint

**Robert Hull**, Washburn University

**Shane Vandalsem**, Washburn University

   Discussant: **Keun Jae Park**, Washington and Jefferson College

Measuring Efficiency of Foreign Banks in the United States

**Joon Park**, University of Arkansas at Pine Bluff

   Discussant: **Shane Vandalsem**, Washburn University

SESSION D  Asset Liquidity Consideration

Session Chair:  **Chris M. Lawrey**, University of South Alabama

The Impact of Market Liquidity on Foreign Bond Issuing Cost

**Lynn Kendall**, University of Dallas

**Jenny Gu**, University of Dallas

   Discussant: **Chris M. Lawrey**, University of South Alabama

Stock Market Liquidity, Financial Crisis and Quantitative Easing

**Ajay Kumar Mishra**, IBS Hyderabad: The IFHE University

**Bhavik Parikh**, St. Francis Xavier University

**Ronald Spahr**, University of Memphis

   Discussant: **Lynn Kendall**, University of Dallas

Cost of Illiquidity

**Chris M. Lawrey**, University of South Alabama

**Kathleen P. Fuller**, University of Mississippi

**Matthew Hill**, Arkansas State University

   Discussant: **Ronald Spahr**, University of Memphis
SESSION E  Institutional Investors

Session Chair:  Jeff Hobbs, Appalachian State University

Institutional Underperformance: Should Managers Listen to the Sell – Side Before Trading?
Jeff Hobbs, Appalachian State University
Vivek Singh, University of Michigan – Dearborn
  Discussant:  Bin Wang, Missouri Western State University

The Heterogeneity of Institutional Ownership and Innovation in Japanese Firms
Shingo Ide, NLI Research Institute
S. Ghon Rhee, University of Hawaii
Hitoshi Takehara, Waseda University
  Discussant:  Jodonnis Rodriguez, Eastern Michigan University

Do Institutional Investors Avoid Women?
Jodonnis Rodriguez, Eastern Michigan University
Edward Lawrence, Florida International University
  Discussant:  Hitoshi Takehara, Waseda University

Institutional Investors and Corporate Environmental, Social and Government Policies: Evidence from Toxic Release Data
Incheol Kim, Fordham University
Hong Wan, SUNY at Oswego
Bin Wang, Missouri Western State University
Tina Yang, Villanova University
  Discussant:  Jeff Hobbs, Appalachian State University
### SESSION F  Credit Risk

Session Chair:  **Monika Rabarison**, The University of Texas – Rio Grande Valley

**Directors’ Networks and Firms’ Credit Ratings**
- **Bradley W. Benson**, Ball State University
- **Subramanian Rama Iyer**, University of New Mexico
- **Kristopher J. Kemper**, Ball State University
- **Jing Zhao**, Portland State University
  - Discussant:  **Monika Rabarison**, The University of Texas – Rio Grande Valley

**Stock Market Reaction to Credit Rating Changes: Evidence from a Frontier Market**
- **Abu S. Amin**, Central Michigan University
- **Mahfuja Malik**
  - Discussant:  **Subramanian Rama Iyer**, University of New Mexico

**Structural Limitation On The Informativeness of Credit Ratings: Less Signal, More Noise**
- **Jun Duanmu**, Louisiana Tech University
- **Garrett A. McBrayer**, Boise State University
  - Discussant:  **Abu Amin**, Central Michigan University

**How Important is Credit Rating in Corporate Financing Decision?**
- **Bina Parajuli**, The University of Texas – Rio Grande Valley
- **Monika Rabarison**, The University of Texas – Rio Grande Valley
  - Discussant:  **Garrett A. McBrayer**, Boise State University
SESSION G  Doctoral Students Symposium

All Ph.D. students registered for SWFA are required to participate.

Panel presentation and open discussion of issues facing new faculty in finance. Panelists (representing several perspectives and stages of the academic career) share insights from experience. Topics include: getting and keeping a job; the tenure/promotion battle; publishing; becoming a “university citizen”; service to the profession; and others.

The panel will entertain questions from participants.

Moderator: James D. Philpot, Director of the Financial Planning Program, Missouri State University

Our panelists are:

Jeffrey Jones, Assistant Professor, Missouri State University

M. Kabir Hassan, Editor of the Global Journal of Finance and Economics and Professor, University of New Orleans

Marilyn Wiley, Dean of the College of Business at University of North Texas

Tarun K. Mukherjee, Editor of Review of Financial Economics and Professor, University of New Orleans

R. Steve Sears, Dean & Killam Distinguished Professor, Texas A&M International University
SOUTHWESTERN FINANCE ASSOCIATION

March 9, 2017
(Thursday)

3:00 p.m. – 3:30 p.m. Governor’s Hall 1 (SHCC)

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. Fulton (SHCC)

SESSION A  Merger and Acquisition 2

Session Chair: Brian R. Walkup, The University of Tulsa

The Information Content of Form 8-K Disclosures for the Acquisitions of Privately-Held Targets by Public Acquirers
Onur Bayar, University of Texas at San Antonio
Sougata Das, Montana State University
   Discussant: Brian R. Walkup, The University of Tulsa

Are Mergers and Acquisitions Beneficial for Financially Constrained Firms?
Pyung Kang, Sogang University
Tae-Nyun Kim, The College of New Jersey
   Discussant: Sougata Das, Montana State University

Does Distance Matter in Mergers and Acquisitions?
Patty Bick, University of Tulsa
Matthew D. Crook, University of Tulsa
Andrew A. Lynch, University of Mississippi
Brian R. Walkup, The University of Tulsa
   Discussant: Tae-Nyun Kim, The College of New Jersey
SESSION B  Investor Behavior

Session Chair: Cedric Mbanga, Missouri State University

Diverse Clientele, Investor Enthusiasm and Stock Price Clustering In The Presence Of High Frequency Traders
Jussi Nikkinen, University of Vaasa, Finland
Timo Rothovius, University of Vaasa, Finland
Jaako Tyynela, University of Vaasa, Finland
Discussant: Cedric Mbanga, Missouri State University

Exploiting Investors by Catering to Their Imperfect Rationality: Strategic Use of Dividend Payment by Mutual Funds
Xiao Jun, Jiangxi University of Finance and Economics, Nanchang, China
Mingsheng Li, Bowling Green State University
Chen Yugang, Sun Yat-Sen University, Guangzhou, China
Discussant: Timo Rothovius, University of Vaasa, Finland

Predicting SRI Return with Fundamentals and Sentiments
Abdullah Noman, Nicholls State University
Atsuyuki Naka, University of New Orleans
Mahtab Athari, Cleveland State University
Discussant: Mingsheng Li, Bowling Green State University

Investor Sentiment and Aggregate Stock Returns: The Role of Investor Attention
Cedric Mbanga, Missouri State University
Ali F. Darrat, Louisiana Tech University
Jung Chul Park, University of South Florida
Discussant: Mahtab Athari, Cleveland State University
SESSION C  CEO and Non-CEO Compensation

Session Chair:  Salil K. Sarkar, The University of Texas at Arlington

Deferred CEO Compensation and Firm Investment Decisions
YoungHa Ki, Widener University
Tarun K. Mukherjee, University of New Orleans
  Discussant:  Salil K. Sarkar, The University of Texas at Arlington

CEO Compensation Structure and Seasoned Equity Offerings: The Impact of Dodd-Frank Act
Yi Zheng, University of North Texas
  Discussant:  YoungHa Ki, Widener University

Some Determinants of 249 Publicly Listed US Corporate Total CEO Compensation
Matiur Rahman, McNeese State University
Muhammad Mustafa, South Carolina State University
  Discussant:  Yi Zheng, University of North Texas

The Effects of Presidential Politics on CEO Compensation
Humnath Penta, Brenau University
Salil K. Sarkar, The University of Texas at Arlington
  Discussant:  Matiur Rahman, McNeese State University
SESSION D  
Real Estate 2

Session Chair:  
**Minxing Sun**, University of Memphis

*Blight Indices and Neighborhood Blight Impact on Property Values*

**Wei Sun**, University of Memphis  
**Ying Huang**, University of South Alabama  
**Mohamed Elmadawye Mohamed**, University of Memphis  
**Ronald W. Spahr**, University of Memphis  
**Minxing Sun**, University of Memphis  
**Mark A. Sunderman**, University of Memphis  
Discussant:  
**Dimuthu Ratnadiwakara**, University of Houston

*The Spatial Heterogeneity of the Time-Varying Impact of Shocks on Volatility: MSA Housing Markets*

**Geoffrey Ngene**, Mercer University  
**Daniel P. Sohn**, Mercer University  
Discussant:  
**Minxing Sun**, University of Memphis

*Impact of Information Asymmetry and Servicer Incentives on Foreclosure of Securitized Mortgages*

**Dimuthu Ratnadiwakara**, University of Houston  
Discussant:  
**Daniel P. Sohn**, Mercer University
SESSION E  
**Financial Education & Pedagogy**

Session Chair: Susan J. Crain, Missouri State University

*Developing Paper-Based and Interactive Item Sets for an Introduction Investments Course*

Jeanne Bernui, Ohio University  
John D. Stowe, Ohio University  
Discussant: Julia S. Kwok, Northeastern State University

*Does “Experience” Matter? Expertise and Voting Patterns in a Student-Managed Investments Program*

Lawrence J. Belcher, University of Indianapolis  
Landon J. Belcher, Baylor University  
Discussant: Susan J. Crain, Missouri State University

*Online Versus Face-to-Face Course Learning Effectiveness: Measured Outcomes for Intermediate Financial Management*

Susan J. Crain, Missouri State University  
Kent P. Ragan, Missouri State University  
Discussant: Lawrence J. Belcher, University of Indianapolis

*Effectiveness of Service-Based Learning: Evidence from School-Based VITA Programs*

Julia S. Kwok, Northeastern State University  
Halil Kaya, Northeastern State University  
Elizabeth Rabe, Marathon Oil Company  
Discussant: John D. Stowe, Ohio University

SESSION F  
**Statistical Methods & Econometric Modeling 2**

Session Chair: Anthony Sanford, University of Washington

*Recovery Theorem with A Multivariate Markov Chain*

Anthony Sanford, University of Washington  
Discussant: Kevin Wong, Peking University, China

*Error-In-Variables and Tests of Asset Pricing Models*

Anandi Banerjee, University of Houston  
Discussant: Anthony Sanford, University of Washington

*Study on the Time Scaling Power Law Character of Beta Coefficient: Evidence in China*

Kevin Wong, Peking University, China  
Discussant: Anandi Banerjee, University of Houston
SESSION G  Panel on Finance Education: Past, Present and Future

The study of finance is one of the most interesting and dynamic areas of study available in most schools of business. It is our job as educators to provide our students with a foundation of knowledge that best prepares them for the ever changing world of business. Students who complete a finance degree program are some of the most prepared and sought after students by many different types of employers from all over the world. The dynamic nature of finance requires us to be dynamic in our approach to finance education so that we insure that our students continue to be the best. What is the current state of finance education? What changes do we foresee going forward? The finance core course is very important for providing a foundation for all business students and recruitment of finance majors. Currently the following topics are very common to the core class; time value of money, bond valuation, stock valuation, capital budgeting, and risk and return. What topics in the core finance class are necessary for business majors and to adequately prepare finance majors for upper division classes? International? Working Capital Management? Should the introduction course be primarily corporate finance or a survey type course covering corporate finance, investments, and financial institutions and markets? We will discuss these issues and more.

Moderator:  Tom Johansen, Oklahoma State University

Our panelists are:

Jeffrey Whitworth, University of Houston – Clear Lake

William C. Hudson, St. Cloud State University

FBD Presidential Welcome Reception

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

SWFA reception

All registered SWFA attendees are welcome to attend the reception at Copper Grill, a short walk (3-4 block walk) from the hotel. It is located at 300 E. Third Street, Little Rock, 72201.
SWFA Board Meeting and Breakfast

SESSION A  Energy Price

Session Chair: Natalya (Natasha) Delcoure, Texas A&M University – Kingsville

Oil and Equity: Too Deep Into Each Other?
Natalya (Natasha) Delcoure, Texas A&M University – Kingsville
Harmeet Singh, Texas A&M University - Kingsville
   Discussant: Alper Gormus, Texas A&M University – Commerce

High-Yield Bonds and Energy Prices: Analyzing Smooth Structural Shifts and Volatility Contagions
Alper Gormus, Texas A&M University – Commerce
Saban Nazlioglu, Pamukkale University
Ugur Soytas, Middle East Technical University
   Discussant: Jinghua (Carolyn) Wang, Stockton University

Symmetric and Asymmetric Nonlinear Causalities Between Oil Prices and the Economics Sectors: Some New Evidence from the U.S.
Jing Hua (Carolyn) Wang, Stockton University
Geoffrey Ngene, Mercer University
   Discussant: Abdulrahman Alhassan, University of New Orleans

Oil Market Factors As a Source of Liquidity Commonality in Global Equity Markets
Abdulrahman Alhassan, University of New Orleans
Atsuyuki Naka, University of New Orleans
   Discussant: Natalya (Natasha) Delcoure, Texas A&M University – Kingsville
SESSION B  Healthcare and Social Security

Session Chair:  Shawn McFarland, The University of Memphis

**Identifying Cost Drivers for Rising U.S. Healthcare Costs**
Shawn McFarland, The University of Memphis
Ronald W. Spahr, The University of Memphis
Mark A. Sunderman, The University of Memphis
Discussant:  Kirby R. Cundiff, Park University

**An Analysis of the Solvency and Future of the US Social Security System**
Kirby R. Cundiff, Park University
Discussant:  Chip Wade, University of Mississippi

**Key Stakeholder’s Stock Returns and the Affordable Care Act**
Chip Wade, University of Mississippi
Discussant:  Shawn McFarland, The University of Memphis

SESSION C  Capital Structure and Cost of Debt

Session Chair:  Shofiqur Rahman, New Mexico State University

**Is 100% Debt Optimal? A Study of Aggressive Capital Structure and Myth of Negative Book Equity Firms**
Haowen Luo, IPFW
Yi Liu, University of North Texas
Niranjan Tripathy, University of North Texas
Discussant:  Adnan Anil Isin, University of Exeter

**Are Leases and Debt Substitutes? Evidence from Capital Structure Adjustment**
Shofiqur Rahman, New Mexico State University
Harikumar Sankaran, New Mexico State University
Discussant:  Haowen Luo, IPFW

**Tax Avoidance and Cost of Debt: The Case for Syndicate Risk Mitigation and Public Bond Markets**
Adnan Anil Isin, University of Exeter
Discussant:  Harikumar Sankaran, New Mexico State University

**Board Centrality and Overinvestment in R&D: A Novel Analysis Using Research Quotient**
Subramanian R. Iyer, University of New Mexico
Harikumar Sankaran, New Mexico State University
Discussant:  Shofiqur Rahman, New Mexico State University
SESSION D Employee Benefit, Innovation Efficiency and Valuation

Session Chair: Trang Thai, University of Texas at Arlington

Why Do Firms Offer Employee Benefit Plans?
Trang Thai, University of Texas at Arlington
Discussant: DuckKi Cho, Arizona State University

Employee Benefit Plans and Loans Contracts
Neeru Chaudhry, Monash University
Discussant: DuckKi Cho, Arizona State University

Does Product Market Competition Affect Corporate Innovation? A Cross-Country Analysis
Trang Thai, University of Texas at Arlington
Discussant: Neeru Chaudhry, Monash University

Downward Wage Rigidity and Corporate Investment
DuckKi Cho, Arizona State University
Discussant: Trang Thai, University of Texas at Arlington

SESSION E Mutual Funds and Hedge Funds

Session Chair: Zachary A. Smith, Saint Leo University

1+1=2? Evidence from Solo- and Team-Managed Mutual Fund
Yanfei Sun, Auburn University
Jitka Hilliard, Auburn University
Discussant: Daqi Xin, Rensselaer Polytechnic Institute

The Impact of Peer Performance Comparison on Mutual Fund Managers’ Risk Attitude
Daqi Xin, Rensselaer Polytechnic Institute
Discussant: Yanfei Sun, Auburn University

On the Performance of Hedge Funds: A Different Explanation of Performance
Muhammad Zubair Mumtaz, National University of Sciences and Technology
Zachary A. Smith, Saint Leo University
Discussant: Zaur Rzakhanov, University of Massachusetts – Boston

Competition, Scale and Hedge Fund Returns: Evidence from Merger Arbitrage
Zaur Rzakhanov, University of Massachusetts – Boston
Gaurav Jetley, Analysis Group
Discussant: Zachary A. Smith, Saint Leo University
SESSION F  Corporate Leadership

Session Chair:  Andrey Zagorchev, Rhodes College

An International Study of the Value Implications of CEO External Directorships
Andrey Zagorchev, Rhodes College
Jesus Sales, Lehigh University
Yung-Yu Ma, Lehigh University

Discussant: Mark Swanstrom, Northwestern State University of Louisiana

Diversity Leadership: Determinants and Performance Consequences
Erik Devos, University of Texas at El Paso
Gabriela Flores, Southwestern University
Mohammad Karim, Marshall University
Sayan Sarkar, University of Mary Washington

Discussant: Tarun K. Mukherjee, University of New Orleans

Stock Market and Job Market Linkage to CEO Ability
Tarun K. Mukherjee, University of New Orleans
Nguyen Huong, University of Mount Olive

Discussant: Sayan Sarkar, University of Mary Washington

The Corporate Asset Tax: Its Effect on Capital Structure, Investment, and Tax Revenues
Mark Swanstrom, Northwestern State University of Louisiana

Discussant: Andrey Zagorchev, Rhodes College
SESSION G  Investment Strategy Consideration

Session Chair:  John D. Stowe, Ohio University

A Study on One-Day Candlestick Patterns in the Chinese Stock Market
Tsung-Hsun Lu, CTBC College
  Discussant:  Zhilu Lin, University of Mississippi

The Application of a Simulated Trading Platform in International Finance
Jinghua Wang, Stockton University
Qian Li, Midwestern State University
  Discussant:  John D. Stowe, Ohio University

Credit Union Strategic Groups
David Stowe, Ohio University
John D. Stowe, Ohio University
  Discussant:  Tsung-Hsun Lu, CTBC College

Momentum and Information
Zhilu Lin, University of Mississippi
  Discussant:  Qian Li, Midwestern State University
10:00 a.m. - 10:30 a.m.  
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.  
**SESSION A**  
Financial Market Issues 1

Session Chair: **Michael Impson**, University of North Texas

*Market Transparency and Pricing Efficiency: Evidence from Corporate Bond Market*
**Jia Chen**, Peking University  
**Ruichang Lu**, Peking University  
Discussant: **Michael Impson**, University of North Texas

*Order Imbalance Around Corporate Information Events*
**Shiang Liu**, University of North Texas  
**Michael Impson**, University of North Texas  
Discussant: **Vijay Kumar Vishwakarma**, St. Francis Xavier University

*Examining Diversification Benefits in Latin American Countries: A Common Latent Factor Approach*
**Vijay Kumar Vishwakarma**, St. Francis Xavier University  
Discussant: **Neeru Chaudhry**, Monash University

*Why Do Firms Offer Employee Benefit Plans*
**Neeru Chaudhry**, Monash University  
Discussant: **Jia Chen**, Peking University
SESSION B  Dual-Class Firms and Asymmetric Information

Session Chair:  Adam Harper, University of Texas at Arlington

Corporate Risk-Taking in Dual-Class Firms
Brad Jordan, University of Kentucky
Mark H. Liu, University of Kentucky
Soohyung Kim, University of Wisconsin – La Crosse
Discussant:  Chun-Da Chen, Lamar University

B-Shares’ Discount Puzzle in China: A Revisit of Dual-Share Firms
Chun-Da Chen, Lamar University
Wanwei Tang, Lamar University
Discussant:  Soohyung Kim, University of Wisconsin – La Crosse

Option-Implied Information and Leverage ETF
Adam Harper, University of Texas at Arlington
Salil K. Sarkar, University of Texas at Arlington
Discussant:  Mahsa Khoshnoud, University of Central Florida

Informed Short Sale: Evidence from Economically Linked Firms
Mahsa Khoshnoud, University of Central Florida
Discussant:  Adam Harper, University of Texas at Arlington

SESSION C  Financial Education & Pedagogy 2

Session Chair:  William C. Hudson, St. Cloud State University

A Classroom Demonstration of a Collateralized Debt Obligation Valuation
William C. Hudson, St. Cloud State University
Andreas Schuler, Universität der Bundeswehr München
Discussant:  Pinshuo Wang, Northeastern University

The Cost of Financing Education: Can Student Debt Hinder Entrepreneurship?
Karthik Krishnan, Northeastern University
Pinshuo Wang, Northeastern University
Discussant:  William C. Hudson, St. Cloud State University
SESSION D  Credit Risk and Exchange Rates

Session Chair: Jennifer Brodmann, University of New Orleans

Modeling Credit Risk in Credit Unions Using Survival Analysis
M. Kabir Hassan, University of New Orleans
Blake Rayfield, University of New Orleans
Jennifer Brodmann, University of New Orleans
Discussant: Elmira Shekari, Namin University of Rhode Island

Credit Ratings and Corporate Bond Liquidity
Elmira Shekari, Namin University of Rhode Island
Discussant: Jennifer Brodmann, University of New Orleans

The Share of Systematic Risk in Foreign Exchange and Stock Markets
Zeng Ming, Singapore Management University
Discussant: Shu-Hsiu Chen, University of Houston

Investment Returns and Currency Hedge for the Foreign Investments: Evidence From the Japanese Life Insurance Companies
Shu-Hsiu Chen, University of Houston
Discussant: Zeng Ming, Singapore Management University
SESSION E  Financial Market Issues

Session Chair: Zhilu Lin, University of Mississippi

*Cancelled Orders and Executed Hidden Orders*
Zhilu Lin, University of Mississippi
Bonnie Van Ness, University of Mississippi
Robert Van Ness, University of Mississippi

Discussant: JinGi Ha, Singapore Management University

*Estimating Order Imbalance Using Low Frequency Data*
JinGi Ha, Singapore Management University
Jianfeng Hu, Singapore Management University

Discussant: Xuan Zhang, SUNY at Buffalo

*The Spillover Effect of Municipal Bond Insurers on Uninsured Municipal Bonds*
Chunchi Wu, SUNY at Buffalo
Xuan Zhang, SUNY at Buffalo

Discussant: Frank J. SanPietro, The University of Memphis

*Gentrification: A Market Microstructure Based Explanation of a Real Estate Sub Market*
Frank J. SanPietro, The University of Memphis
Mark A. Sunderman, The University of Memphis

Discussant: Zhilu Lin, University of Mississippi
SESSION F Volatility and Asset Pricing

Session Chair: Georgios Koimisis, CUNY Graduate Center

The Economic Value of TIPS Arbitrage Mispricing
Vasilis Dedes, Stockholm School of Economics
Romeo Tedongap, ESSEC Business School
Discussant: Georgios Koimisis, CUNY Graduate Center

Robust Pricing of Fixed Income Securities
Ferenc Horvath, Tilburg University
Frank de Jong, Tilburg University
Bas J.M. Werker, Tilburg University
Discussant: Vasilis Dedes, Stockholm School of Economics

Determinants of Arbitrage Capital
Michael J. Gibbs, University of Missouri at Columbia
Andrew A. Lynch, University of Mississippi
Khaled Obaid, University of Missouri
Kuntara Pukthuanthong, University of Missouri
Discussant: Ferenc Horvath, Tilburg University

Wealth Inequality and Asset Pricing and Durability and Habit Formation
Christos Giannikos, Baruch College - CUNY
Georgios Koimisis, CUNY Graduate Center
Discussant: Andrew A. Lynch, University of Mississippi
SESSION G  Measuring and Managing Risk

Session Chair:  George Chang, Grand Valley State University

Hedging of a Portfolio of Rainfall Insurances Using Rainfall Bonds and European Call Options (Bull Spread)
Anand Shah, Tata Consultancy Services (TCS)
Discussant:  George Chang, Grand Valley State University

The Endogeneity of Trading Volume in Stock and Bond Returns: Instrumental Variable Approach
Ehab Yamani, Jackson State University
David Rakowski, University of Texas at Arlington
Discussant:  Anand Shah, Tata Consultancy Services (TCS)

Validating Empirically Identified Risk Factors
Glenn Pettengill, Grand Valley State University
George Chang, Grand Valley State University
Discussant:  Yuanshan Cheng, Winthrop University

Lost in Fees: An Analysis of Financial Planning Compensation
Yuanshan Cheng, Winthrop University
Discussant:  Ehab Yamani, Jackson State University
March 10, 2017
(Friday)

12:00 p.m. – 1:45 p.m.       Wally Allen D (SHCC)

Annual Business Meeting and Luncheon

Keynote Speaker: Brad Case, PhD, CFA, CAIA, Senior Vice President for the National Association of Real Estate Investment Trusts

Topic: Risk Management in Illiquid Real Estate

A recent survey of large U.S. pension funds reported this quotation: “I don’t see much from our real estate teams from a risk perspective, and feel the risk team didn’t know much about portfolio risk except for leverage.” At $17 trillion, the U.S. market for illiquid real estate is frighteningly large to be essentially devoid of risk management tools. Attempts to develop markets in options, futures, and other derivatives have so far foundered on problems of return measurement, but recently developed tools have started to break down the resistance to modern portfolio management in this critical asset class.

Dr. Brad Case, PhD, CFA, CAIA is senior vice president, research & industry information for the National Association of Real Estate Investment Trusts (NAREIT). Dr. Case has researched residential and commercial real estate markets, domestically and globally, for more than 25 years. His research encompasses investment return characteristics including returns, volatilities, and correlations with other assets; measuring appreciation in property values; inflation protection; use of DCC-GARCH and Markov regime switching models to measure and predict investment characteristics; the length of the real estate market cycle; and the role of the investment horizon. He has a particular interest in the relationship between listed and unlisted real estate markets. He holds patents as the co-inventor of the FTSE NAREIT PureProperty® index methodology and the backward-forward trading contract, as well as a patent pending for an investable deleveraging methodology. Dr. Case holds degrees from Williams College and the University of California at Berkeley, and earned his Ph.D. in Economics at Yale University where he worked with Robert Shiller and William Goetzmann.
### SESSION A  Chinese Financial Reforms

**Session Chair:** Michelle Zemel, Pomona College

**The Short Term Effects of the Liberalization of the Chinese Stock Market on Returns and Volatility**

Michelle Zemel, Pomona College  
Tianrong Zhang, Pomona College  
Discussant: Yifan (Olivia) Chen, Tsinghua University

**Is China’s Housing Price Rational?**

Jianhua Gang, China Financial Policy Research Center  
Zongxin Qian, Renmin University of China  
Yifan (Olivia) Chen, Tsinghua University  
Discussant: Kevin Wong, Peking University, China

**Has Impossible Trinity Been Verified in China? – An Empirical Study of Two Exchange Rate Reforms in New Century**

Kevin Wong, Peking University, China  
Discussant: Haoran Zhang, Auburn University

**The Chinese SSE 50 ETF Option: An Overview**

Jimmy E. Hilliard, Auburn University  
Haoran Zhang, Auburn University  
Discussant: Michelle Zemel, Pomona College

### SESSION B  Venture Capital and Private Equity

**Session Chair:** Yixi Ning, University of Houston - Victoria

**What Drives the Venture Capital Investments in China?**

Yixi Ning, University of Houston - Victoria  
Gubo Xu, Anhui Open University  
Ziwu Long, Wuhan Polytechnic University  
Discussant: Benjamin Hammer, HHL Leipzig Graduate School of Management

**Buy and Build Strategies in Private Equity: Boost or Transformation?**

Benjamin Hammer, HHL Leipzig Graduate School of Management  
Heiko Hinrichs, HHL Leipzig Graduate School of Management  
Dennis Schweizer, Concordia University  
Discussant: Yixi Ning, University of Houston - Victoria

**Do Buy and Build Strategies Increase Illiquidity of Private Equity Investments?**

Benjamin Hammer, HHL Leipzig Graduate School of Management  
Discussant: Dennis Schweizer, Concordia University
SESSION C  
**Securitization, Insurance and Enterprise Risk Management**

**Session Chair:**  
Jizhe Zhang, University of Mississippi

*Competition and Performance of Diversified Insurance Companies: Evidence From The Property-Liability Insurance Industry*  
**Jizhe Zhang,** University of Mississippi  
Discussant: **Adreas Kakolyris**, Graduate Center – CUNY

*Correlation Aversion and Insurance Demand*  
**Christos Giannikos,** Baruch College – CUNY  
**Adreas Kakolyris,** Graduate Center – CUNY  
Discussant: **Chip Wade,** University of Mississippi

*The Effect of Mass Shooting Incidents on Perceived Mortality Risk: Evidence from Life Insurance Markets*  
**Chip Wade,** University of Mississippi  
Discussant: **Kandarp Srinivasan,** Washington University in St. Louis

*The Securitization Flash Flood*  
**Kandarp Srinivasan,** Washington University in St. Louis  
Discussant: **Jizhe Zhang,** University of Mississippi

SESSION D  
**Volatility and Portfolio Construction**

**Session Chair:**  
Yu Li, University of Houston

*Volatility Jump Risk in the Cross-Section of Stock Returns*  
**Yu Li,** University of Houston  
Discussant: **Ludwig B. Chincarini,** University of San Francisco

*Portfolio Construction and Crowding*  
**Salvatore Bruno,** Index IQ  
**Ludwig B. Chincarini,** University of San Francisco  
**Jesse Davis,** Incapture Investments  
**Frank Ohara,** University of San Francisco  
Discussant: **Xiao Qiao,** University of Chicago

*Correlated Volatility Shocks*  
**Xiao Qiao,** University of Chicago  
**Yongning Wang,** University of Chicago  
Discussant: **Yu Li,** University of Houston
### SESSION E  
**Issues in Corporate Finance 1**

**Session Chair:** Dishant Pandya, Spalding University

**Effects of Firm Characteristics on Board Independence and Firm Performance Post New Exchange Listed Regulation of 2002**

*Dishant Pandya,* Spalding University  
Discussant: Janikan Supanvanij, St. Cloud State University

**Lawsuits and Leverage**

*Christopher Mace,* University of Utah  
Discussant: Phyllis Keys, Morgan State University

**Does the Hospitality Industry Welcome Diversity?**

*Phyllis Keys,* Morgan State University  
Discussant: Christopher Mace, University of Utah

**Management Participation in International Business**

*Janikan Supanvanij,* St. Cloud State University  
Discussant: Dishant Pandya, Spalding University

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### SESSION F  
**Political Activity and Its Effects 2**

**Session Chair:** Kam C. Chan, Western Kentucky University

**Board Links and Firm Performance: Evidence from China**

*Yu Liu,* University of Texas – Rio Grande Valley  
*Feixue Xie,* University of Texas- El Paso  
*Zhenning Xu,* University of Southern Maine  
Discussant: Omer Unsal, University of New Orleans

**Independent Director Connectedness in China: An Examination of the Trade Credit Financing Hypothesis**

*Chunfang Cao,* Southwestern University of Finance and Economics  
*Kam C. Chan,* Western Kentucky University  
*Changyuan Xia,* Southwestern University of Finance and Economics  
*Nan Xu,* Southwestern University of Finance and Economics  
Discussant: Yu Liu, University of Texas – Rio Grande Valley

**Corporate Lobbying and Labor Relations: Evidence From Employee-Level Litigation**

*M. Kabir Hassan,* University of New Orleans  
*Omer Unsal,* University of New Orleans  
*Duygu Zirek,* University of New Orleans  
Discussant: Kam C. Chan, Western Kentucky University
SESSION G  Current Issues in Real Estate Portfolio Investment and REITs  
(Sponsored by Department of Finance-Oklahoma State University)

Three researchers currently involved in research about real estate portfolios and REITs will discuss issues that they feel are on the forefront of research in real estate investment today.

Participants:

**Brad Case**, Senior Vice President for Research, National Association of Real Estate Investment Trusts

**Dan W. French**, Director, Jeffrey E. Smith Institute of Real Estate, University of Missouri - Columbia

**Stace Sirmans**, Sam M. Walton College of Business, University of Arkansas
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  Earnings Announcement and Ownership Structure

Session Chair: Thomas Thompson, University of Texas at Arlington

An Examination of the Impact of Filings on Carve-Out Parent Returns
Thomas Thompson, University of Texas at Arlington
Discussant: Wouter Torsin, Katholieke Universiteit Leuven

Informativeness of Earnings Press Releases – When Does Tone Matter?
Kris Boudt, Vrije Universiteit Brussel, Belgium
James Thewissen, V.U. University of Amsterdam
Wouter Torsin, Katholieke Universiteit Leuven
Discussant: Thomas Thompson, University of Texas at Arlington

Market Discipline, or Owner’s Dominance: Ownership Structure, Leverage, and Performance at the Dawn of the Japanese Capitalism
Masaki Nakabayashi, The University of Tokyo
Discussant: Adam Hal Spencer, University of Wisconsin - Madison

Policy Effects of International Taxation on Firm Dynamics and Capital Structure
Adam Hal Spencer, University of Wisconsin - Madison
Discussant: Masaki Nakabayashi, The University of Tokyo
SESSION B  Social Responsibility, Social Performance and Regulation

Session Chair:  Lifa Huang, University of Arkansas

*Does Corporate Social Responsibility Enhance Value? Evidence from Capital Structure and Product Markets Interactions*
Kee-Hong Bae, York University
Sadok El Ghoul, University of Alberta
Omrane Guedhami, University of South Carolina
Chuck Kwok, University of South Carolina
Ying Zheng, University of South Carolina
  Discussant:  Philipp Doering, Ruhr-Universitat Bochum

*Tournament Behavior Under High-Water Markets: Evidence from Social Trading Networks*
Philipp Doering, Ruhr-Universitat Bochum
Alexander Jonen, Helmut Schmidt University
  Discussant:  Ying Zheng, University of South Carolina

*Certification Effect of Third Party on Decision of Government Regulatory Bailouts*
Zagdbazar Davaadorj, Texas A&M International University
  Discussant:  Lifa Huang, University of Arkansas

*The Impact of The Financial Services Modernization Act on Systemic Risk in Financial Institutions*
Lifa Huang, University of Arkansas
Wayne Y. Lee, University of Arkansas
Timothy J. Yeager, University of Aransas
  Discussant:  Zagdbazar Davaadorj, Texas A&M International University
SESSION C  Initial Public Offerings 2

Session Chair: Bill Hu, Arkansas State University

Price Clustering of Chinese IPOs
Bill Hu, Arkansas State University
   Discussant: Samar Ashour, University of Texas at Arlington

Style Investing and IPO Return Predictability
Samar Ashour, University of Texas at Arlington
   Discussant: Gwendolyn Webb, Baruch College - CUNY

The Effects of ADR Options Listings on ADR and Underlying Securities
Susana Yu, Montclair State University
Gwendolyn Webb, Baruch College – CUNY
Kishore Tandon, Baruch College – CUNY
   Discussant: Bill Hu, Arkansas State University

SESSION D  Issues in Investments

Session Chair: Xianwu Zhang, Texas Tech University

Are Separately Managed Accounts Efficient? A Comparison Study with Other Investment Alternatives
Xianwu Zhang, Texas Tech University
Yuanshan Cheng, Winthrop University
Tao Guo, William Paterson University
Harold Evensky, Texas Tech University
   Discussant: Filipe Albuquerque, Birkbeck College

Term Spreads and Investors’ Preferred Habitats in the US Treasury Yield Curve
Filipe Albuquerque, Birkbeck College
   Discussant: Anthony Bellofatto, UCL - Louvain School of Management

Appetite for Information in Mandatory Profiling of Individual Investors
Anthony Bellofatto, UCL - Louvain School of Management
Marie-Helene Broihanne, University of Strasbourg
   Discussant: Shen Zhang, Auburn University

Flows of Funds and Investor Sentiment
Shen Zhang, Auburn University
Jitka Hilliard, Auburn University
Arun Narayanasamy, Just Energy
   Discussant: Xianwu Zhang, Texas Tech University
<table>
<thead>
<tr>
<th>Session</th>
<th>Title</th>
<th>Speaker(s)</th>
<th>Institution(s)</th>
<th>Discussant(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>SESSION E</td>
<td>Issues in Corporate Finance 2</td>
<td>Sessions Chair: Jian Liu, University of Exeter</td>
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<tr>
<td></td>
<td>Sources of Financing in Different Forms of Corporate Liquidity and the Performance of M&amp;As</td>
<td>Zhenxu Tong, University of Exeter</td>
<td>Jian Liu, University of Exeter</td>
<td>Hui Xu, University of Illinois</td>
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<td></td>
<td>(How) Do Equity Capital Requirements Affect Banks’ Cost of Capital?</td>
<td>Saad Alnahedh, University of Colorado – Boulder</td>
<td>Jian Liu, University of Exeter</td>
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<td>Scooping Up Own Debt On the Cheap: The Effect Of Corporate Bonds Buyback on Firm’s Credit Condition</td>
<td>Hui Xu, University of Illinois</td>
<td>Albert A. Williams, Nova Southeastern University</td>
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<td>Financial Differences between Chapter 13 and Non-Chapter 13 Debtors in the Middle District of North Carolina</td>
<td>Scott Kehiaian, Nova Southeastern University</td>
<td>Albert A. Williams, Nova Southeastern University</td>
<td>Saad Alnahedh, University of Colorado – Boulder</td>
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</tbody>
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This document is likely from the Southwest Finance Association's March 10, 2017 event, focusing on various topics related to corporate finance and M&As.
SESSION F  Cost of Debt, Sovereign Debt and Risk

Session Chair: Stace Sirmans, University of Arkansas

The Choice of Debt Financing Source and Proprietary Information
HyunJun Na, Tulane University
Discussant: Julia S. Kwok, Northeastern State University

The Proprietary Information and the Cost of Debt
HyunJun Na, Tulane University
Discussant: Stace Sirmans, University of Arkansas

Financial Development and Economic Growth in Africa
Tibebe A. Assefa, Bowie State University
Andre Varella Mollick, University of Texas – Rio Grande Valley
Discussant: HyunJun Na, Tulane University

Sovereign Overhang and the Integration of Equity and Credit Markets Around the World
Jongsub Lee, University of Florida
Andy Naranjo, University of Florida
Stace Sirmans, University of Arkansas
Discussant: Tibebe A. Assefa, Bowie State University

SESSION G  Stipend Payments to Doctoral Students
OFFICERS

President: Ata Yesilyaprak, Arcadia University
President Elect/Program Chair: Kishore Kulkarni, Metropolitan State University of Denver
Vice President/Program Chair Elect: Roman Wong, Barry University
Secretary/Treasurer: Mihai Nica, University of Central Oklahoma
Editor, Southwestern Economic Review: Anne Macy, West Texas A&M University

Program Committee
Kishore Kulkarni, Metropolitan State University of Denver
Ata Yesilyaprak, Arcadia University
Chu V. Nguyen, University of Houston Downtown

Executive Committee
Ata Yesilyaprak, Arcadia University
Kishore Kulkarni, Metropolitan State University of Denver
Nicholas J. Hill, Jackson State University
Anne Macy, West Texas A&M University
Mihai Nica, University of Central Oklahoma
Geungu Yu, Jackson State University
Susanne L. Toney, Savannah State University

CONGRATULATIONS!
Recipients of the 2017 Federation of Business Disciplines Education Distinguished Paper Award

Institutional Investor Favorites in Emerging Markets: A Risk-Return Analysis
Roman Wong, Barry University
Bruce Payne, Barry University
John Payne, Valencia State College

Recipients of SSE Runner-up Award for the 2017 Distinguished Paper

Black Entrepreneurship and Happiness in the United States
Susanne Toney, Savannah State University
Gregory N. Price, Morehouse College

CONGRATULATIONS!
Recipient of the 2017 Federation of Business Disciplines Outstanding Educator Award
Mihai Nica, University of Central Oklahoma
SESSION A  
Banks and Financial Flows

Session Chair: Kabir Hassan, University of New Orleans

Discussants: Vasudeva Murthy, Creighton University  
Ohaness Paskelian, University of Houston-Downtown  
Saleh Alsaif, Middle Tennessee State University

The Relative Informativeness of Regular and E-Mini Euro/Dollar Future Contracts and the Role of Trader Types  
Jatin Malhotra, American University of Dubai

Capital Mobility in Latin American and Caribbean Countries: Estimation Using the Dynamic Common Correlated Effects Modeling  
Vasudeva Murthy, Creighton University

Announcement Effects of Macroeconomic Variables on Stock Market Returns and Volatility: A Neutral Network Approach  
Ohaness Paskelian, University of Houston-Downtown  
Stephen Bell, Park University  
Julia Creek, Park University

SESSION B  
Macroeconomic Issues

Session Chair: Warren Mathews, Belhaven University

Discussants: Victor Claar, Henderson State University  
Warren Mathews, Belhaven University  
Mohammed Ershad Hussain, Dillard University

The Limits of Monetary Policy  
Warren Mathews, Belhaven University  
Robert Driver, LeTourneau University

Empirical Analysis of the Relationship between Money Supply and Per Capita GDP Growth Rate in Bangladesh  
Mohammed Ershad Hussain, Dillard University  
Mahfuzul Haque, Indiana State University

Keynes’s Revolutionary Vision: A New Understanding of Economic Flourishing  
Victor Claar, Henderson State University  
Greg Forster, Trinity International University
### FBD COFFEE BREAK
Visit the exhibits for information on the latest books and newest educational technologies. Tell our exhibitors how much we appreciate their presence and their continuing support!

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

### SESSION A: Financial Economics (I)

**Session Chair:** Bruce Payne, Barry University

**Discussants:**
- Abdulla Noman, Nicholls State University
- Muhammad Mustafa, South Carolina State University
- Roman Wong, Barry University

*Dynamic Influences of Tobin’s Q and CEO Compensation on Stock Performance: Heterogeneous Panel Data Analyses*

Muhammad Mustafa, South Carolina State University
Matirur Rahman, McNeese State University

*Institutional Investor Favorites in Emerging Markets: A Risk-Return Analysis*

Roman Wong, Barry University
Bruce Payne, Barry University
John Payne, Valencia State College

*Consumer Sentiment, Return and Flow of Funds to Sector Exchange Traded Funds*

Abdullah Noman, Nicholls State University
Shari Lawrence, Nicholls State University

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

◆

*All FBD conference participants are eligible to have their work considered for the low submission fee of $40.*
March 9, 2017
(Thursday)

10:30 a.m. – 12:00 p.m.  White Oak (CC)

SESSION B  Industry Studies and Firm Performance (I)

Session Chair:  S. Mantravadi, University of West Florida

Discussants:  Kabir C. Sen, Lamar University
S. Mantravadi, University of West Florida
Jose Vargas-Hernandez, Universidad de Guadalajara

Pharmaceutical Pricing: Evaluating Causes of Variation in Total Pharmaceutical Expenditures
S. Mantravadi, University of West Florida

The Economic Reasons Behind the Dominance of the Power in Five Conferences in NCAA Football
Kabir C. Sen, Lamar University
Donald I. Price, Lamar University

Organizational Intervention Plan for Automation SMEs: A Case Study of GISITCA
Jose Vargas-Hernandez, Universidad de Guadalajara
Angel Daniel Rodriguez Ortega, Universidad Cristobal Colon, Campus Calasanz

Impact of Migration on Income Levels in Advanced Economies
Florence Jaumotte, International Monetary Fund (IMF),
Ksenia Koloskova, International Monetary Fund (IMF),
Sweta C. Saxena, International Monetary Fund (IMF),

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

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◆

All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
SESSION A Applied Economic Issues (I)

Session Chair: Bansi Sawhney, University of Baltimore

Discussants: Kishore Kulkarni, Metropolitan State University of Denver
Matiur Rahman, McNeese State University
Bansi Sawhney, University of Baltimore

Muhammad Mustafa, South Carolina State University
Matiur Rahman, McNeese State University

Estimation of Modern Times Phillips Curve: USA and India
Kishore G. Kulkarni, Metropolitan State University of Denver
Bansi Sawhney, University of Baltimore

Lucas Paradox and Southern Cone Syndrome with Capital Flows: Evidence from Emerging Economies
Debasish Chakraborty, Central Michigan University

FBD COFFEE BREAK
Visit the exhibits for information on the latest books and newest educational technologies.
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Make plans to join us in Albuquerque, New Mexico for our 2018 conference.

46th Annual Conference
March 7 - 10, 2018
Hyatt Regency and Albuquerque Convention Center
Albuquerque, New Mexico
SOUTHWESTERN SOCIETY OF ECONOMISTS

March 9, 2017
(Thursday)

3:30 p.m. – 5:00 p.m. Conway (CC)

FBD/SSE Choice Pick Session

SESSION A  Business Cycles and Studies of US Economy

Session Chair:  Ata Yesilyaprak, Arcadia University

Discussants:  Benjamin Woodruff, Eastern Kentucky University
Ata Yesilyaprak, Arcadia University
Fidel Ezeala-Harrison, Jackson State University

Dividend Policy of Banks Since 2008 Recession,
Ata Yesilyaprak, Arcadia University

Optical Recycling Theory and Empirical Analysis
Fidel Ezeala-Harrison, Jackson State University

The Effect of Minimum Wage on Shareholder Wealth Revisited
Thad Jackson, Arkansas State University
Benjamin Woodruff, Eastern Kentucky University

5:00 p.m. – 6:00 p.m. Marion (M)

SSE Executive Committee Meeting

Presiding:  Ata Yesilyaprak, Arcadia University and President, SSE (2015-2016)

All current and past officers are invited to attend.

5:30 p.m. – 7:00 p.m. Governor’s Hall 1 (SHCC)

FBD Presidential Welcome Reception

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

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

◆

All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
March 10, 2017
(Friday)

8:00 a.m. – 10:00 a.m.  Pinnacle (M)

SSE Annual Business Breakfast Meeting

Presiding: Ata Yesilyaparak, Arcadia University

All SSE members should attend. New officers will be elected

10:00 a.m. – 10:30 a.m.  Governor’s Hall 1 (SHCC)

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.  Chicot (CC)

SESSION A  Industry Studies and Firm Performance (II)

Session Chair: Donald Price, Lamar University

Discussants: Donald Price, Lamar University
Matiur Rahman, McNeese State University
S. Mantravadi, University of West Florida

The Market Structure of Comprehensive Cancer Centers
S. Mantravadi, University of West Florida

The Effect of Regulation on Competition and Market Entry Decisions: The Case of Certificate-of-Need Laws in the Nursing Home Industry
Saleh Alsaif, Middle Tennessee State University

Incarceration, Labor Markets, and Firm Performance
Jennifer Brodmann, University of New Orleans
Makeen Huda, University of New Orleans
M. Kabir Hassan, University of New Orleans
SESSION B  Business Cycles and Country Studies

Session Chair:  Amitabh Dutta, Florida Institute of Technology

Discussants:  Chu Nguyen, University of Houston-Downtown
              Amitabh Datta, Florida Institute of Technology
              Shadiya Hossain, University of New Orleans

Financial Inclusion and Economic Development in OIC Member Countries
Shadiya Hossain, University of New Orleans
M. Kabir Hassan, University of New Orleans
Hasib Ahmed, University of New Orleans

Performance Consistency of Optimal Portfolios of Newly Added Stocks in Nadaq-100 Index Changes
Geungu Yu, Jackson State University

Foreign Direct Investment in China: 2004-2012
Amitabh Dutta, Florida Institute of Technology
Shama Patel, Florida Institute of Technology
Enrique Perez, Florida Institute of Technology

10:30 a.m. – 12:00 p.m.

12:00 p.m. – 1:30 p.m.
Lunch on your own. There are great restaurants in walking distance.

SESSION A  Economic and Social Issues in USA

Session Chair:  Susanne L. Toney, Savannah State University

Discussants:  Kirby Cundiff, Park University
              Susanne Toney, Savannah State University
              Muhammad Mustafa, South Carolina State University

Black Entrepreneurship and Happiness in the United States
Susanne Toney, Savannah State University
Gregory N. Price, Morehouse College

Short and Long-run Dynamic Relationship Among Business and Quality of Life and Growth: Evidences from Panel Data Analysis
Muhammad Mustafa, South Carolina State University
Haile Selassie, South Carolina State University

The History and Financial Future of the US Social Security System and its Impact on Current and Future Retirees
Kirby Cundiff, Park University
SESSION B  

**Applied Economic Issues (II)**

Session Chair: Nicholas Hill, Jackson State University

Discussants: Nicholas Hill, Jackson State University  
David Gay, University of Arkansas  
S. Mantravadi, University of West Florida

*Affordable Care: Medication Cost Sharing in Dual Eligible*

S. Mantravadi, University of West Florida

*The “BOOMER” Effect: The Aging Population Impact on the Low Skill Labor Market*

Nicholas Hill, Jackson State University  
Dorian Williams, Jackson State University

*Connecting with the Nearby Museum: Extending the Economics and Art*

David Gay, University of Arkansas

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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 **3:15 p.m.** in the Exhibit Area. *Must be present to win.*
SESSION A     Financial Economics (II)

Session Chair:   Ohaness Paskelian, University of Houston-Downtown

Discussants:    Thad Jackson, Arkansas State University
                 Ohaness Paskelian, University of Houston-Downtown
                 Ali Ashraf, Frostburg State University

Forecasting Stock Returns Using Technical Analysis Techniques
Ohaness Paskelian, University of Houston-Downtown
Stephen Bell, Park University
Robert Kao, Park University

Priming Performance of Economics Students: Even More Evidence
Thad Jackson, Arkansas State University
Benjamin Woodruff, Eastern Kentucky University

Ex-efficiency of the Bail-out Recipient Banks During 2008 Financial Crisis
Ali Ashraf, Frostburg State University
M. Kabir Hassan, University of New Orleans

SESSION B     Economic Impacts

Session Chair:   Gauri-Shankar Guha, Arkansas State University

Discussants:    Gauri-Shankar Guha, Arkansas State University
                 Noura Metawa, University of New Orleans
                 M. Kabir Hassan, University of New Orleans

Investor Protection, Financial Constraints and Investment Efficiency in Foreign Multinationals
Noura Metawa, University of New Orleans
M. Kabir Hassan, University of New Orleans

Modeling the Economic Impacts of Sectorally Differentiated Supply Availabilities of Electricity: A CGE Analysis of Lifetime Losses Following A Potential Earthquake in Memphis, Tennessee
Gauri-Shankar Guha, Arkansas State University

Political Business Cycles of the Vietnamese Economy
Chu Nguyen, University of Houston-Downtown

Examining Greenspan’s Conundrum: A Time Varying Factor-Augmented Vector Autoregressive (FAVAR) Approach
Douyoung Lee, Texas A&M University
The Federation of Business Disciplines (FBD) – a 21st century designation for its organizational primogenitor, the Southwestern Federation of Administrative Disciplines (SWFAD) – has developed into one of the largest annual meetings for those disciplines common to business administration.

SWFAD was an outgrowth of the business disciplines in the Southwestern Social Science Association (SSA). The founders of SWFAD met in Dallas, Texas, April of 1973 and defined the purposes of SWFAD: (1) to foster professional development in each of the academic disciplines common to business administration, (2) to provide an annual meeting in the Southwest for each of the academic disciplines and (3) to provide a common general program in which all the disciplines participate together.

Eight disciplinary groups founded SWFAD. They were the Academy of Management, Southwest Division (now Southwest Academy of Management), American Accounting Association (Southwest Region), American Business Communication Association, Southwest Region (now Association for Business Communication, Southwest Region), American Institute for Decision Sciences, Southwest Region (now Decision Sciences Institute, Southwest Region), Southern Regional Business Law Association, Southwestern Business Administration Association (later Southwestern Business Dean’s Association), Southwestern Finance Association, and the Southwestern Marketing Association (now Association of Collegiate Marketing Educators).

At the first annual meeting held in Dallas in March of 1974, the Southern Case Research Association (now Southwest Case Research Association) was admitted to membership. Successive disciplines were affiliated: Southwestern Society of Economics (1975), Southwestern Small Business Institute Association (1976) (later Association for Small Business and Entrepreneurship), and the Southwest Administrative Services Association (1979) (now Association of Business Information Systems). In 1989 the Board of Directors voted to permit the Academy of International Business, Southwest, to meet with the 1990 session. This discipline was admitted to membership in 1991. In 2004 the Industrial Distribution Educator’s Association asked to meet with FBD as a guest association, and in 2005 the Organizational Systems Research Association also asked to meet with FBD as a guest association. From 2008 to 2015, FBD met with 10 associations. In 2015, the Academy of International Business, Southwest withdrew from the Federation of Business Disciplines.

**Executive Director**

Sam Bruno served as the Executive Director of the Association from 1982-2009. Betty Kleen was selected as Executive Director in 2009 and held the position until May of 2012. Michelle McEacharn assumed the role of Executive Director on June 1, 2012.
FBD meetings consist of the professional programs of various business disciplines. The number of registrations for these member (and guest) associations at our 2008 - 2016 meetings was as follows:

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The officers for each of the annual meetings in FBD’s history are as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Officers</th>
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<tr>
<td>1974</td>
<td>Adolphus Hotel, Dallas, TX</td>
<td>Henry H. Hays, President</td>
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<td>Ridley J. Gros, Vice President</td>
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<td>Donald R. Williams, Vice President</td>
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<td>George F. Pinches, Secretary/Treasurer</td>
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<td>1976</td>
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<td>Donald R. Williams, President</td>
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<td>R. Conrad Doenges, Vice President</td>
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<td>1977</td>
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<td>R. Conrad Doenges, President</td>
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<td>1978</td>
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<td>John J. Willingham, President</td>
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<td>Van C. McGraw, Vice President</td>
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<td>1980</td>
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<td>Gaylord A. Jentz, Vice President</td>
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<td>Jack M. Starling, President*</td>
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<td>William T. Flannery, Vice President</td>
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<td>Paul A. Dierks, Vice President</td>
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<td>New Orleans, Louisiana</td>
<td>Thomas W. Jones, Vice President</td>
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<td>Hyatt Regency</td>
<td>Thomas W. Jones, President</td>
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<td>Dallas, Texas</td>
<td>Robert McGlashan, Vice President</td>
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<td>Peter M. Ginter, Vice President</td>
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<td>New Orleans, Louisiana</td>
<td>Tom S. Sale, III, Vice President</td>
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<td>Tom S. Sale, III, President</td>
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<td>David E. R. Gay, Vice President</td>
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<td>David E. R. Gay, Vice President</td>
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<td>Houston, Texas</td>
<td>W. Jack Lord, Jr., Vice President</td>
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<td>Year</td>
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</table>
| 1992 | Hyatt Regency San Antonio, Texas | W. Jack Lord, Jr., President  
Marlin C. Young, Vice President  
Robert J. Olney, Secretary/Treasurer  
Anita S. Bednar, Coordinator of Registration  
Sam J. Bruno, Executive Director |
| 1993 | Sheraton New Orleans, Louisiana | Marlin C. Young, President  
Thomas R. McKinnon, Vice President  
Robert J. Olney, Secretary/Treasurer  
Anita S. Bednar, Coordinator of Registration  
Sam J. Bruno, Executive Director |
| 1994 | Hyatt Regency Dallas, Texas | Thomas R. McKinnon, President  
Robert J. Olney, Vice President  
Timothy Paul Cronan, Secretary/Treasurer  
Steven D. White, Coordinator of Registration  
Sam J. Bruno, Executive Director |
| 1995 | Hyatt Regency Houston, Texas | Robert J. Olney, President  
James T. Hood, Vice President  
Timothy Paul Cronan, Secretary/Treasurer  
Steven D. White, Coordinator of Registration  
Sam J. Bruno, Executive Director |
| 1996 | Marriott Riverwalk San Antonio, Texas | James T. Hood, President  
Charlotte D. Sutton, Vice President  
Timothy Paul Cronan, Secretary/Treasurer  
Steven D. White, Coordinator of Registration  
Sam J. Bruno, Executive Director |
| 1997 | Sheraton New Orleans, Louisiana | Charlotte D. Sutton, President  
Timothy Paul Cronan, Vice President  
Steven D. White, Secretary/Treasurer  
Doug Rusth, Coordinator of Registration  
Sam J. Bruno, Executive Director |
| 1998 | Hyatt Regency Dallas, Texas | Timothy Paul Cronan, President  
John M. Norwood, Vice President  
Steven D. White, Secretary/Treasurer  
Debasish Banerjee, Coordinator of Registration  
Sam J. Bruno, Executive Director |
| 1999 | Hyatt Regency Houston, Texas | John N. Norwood, President  
Wilda F. Meixner, Vice President  
David E. Douglas, Secretary/Treasurer  
Debasish Banerjee, Coordinator of Registration  
Sam J. Bruno, Executive Director |
<table>
<thead>
<tr>
<th>Year</th>
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| 2000 | Hyatt Regency San Antonio, Texas | Wilda F. Meixner, President  
                        Mary Fischer, Vice President  
                        David E. Douglas, Secretary-Treasurer  
                        Debasish Banerjee, Coordinator of Registration  
                        Sam J. Bruno, Executive Director |
| 2001 | Sheraton New Orleans, Louisiana | Mary Fischer, President  
                        C. Aaron Kelley, Vice President  
                        David E. Douglas, Secretary-Treasurer  
                        Peggy Lane, Coordinator of Registration  
                        Sam J. Bruno, Executive Director |
| 2002 | Adam’s Mark St. Louis, Missouri | C. Aaron Kelley, President  
                        Lou E. Pelton, Vice President  
                        David E. Douglas, Secretary-Treasurer  
                        Peggy Lane, Coordinator of Registration  
                        Sam J. Bruno, Executive Director |
| 2003 | Hyatt Regency Houston, Texas | Lou E. Pelton, President  
                        Diana Reed, Vice President  
                        R. Wayne Headrick, Secretary-Treasurer  
                        Peggy Lane, Coordinator of Registration  
                        Sam J. Bruno, Executive Director |
| 2004 | Caribe Royale Orlando, Florida | Diana Reed, President  
                        David Douglas, Vice President  
                        R. Wayne Headrick, Secretary-Treasurer  
                        Sam J. Bruno, Executive Director |
| 2005 | Hyatt Regency Dallas, Texas | David Douglas, President  
                        Keith Tudor, Vice President  
                        R. Wayne Headrick, Secretary-Treasurer  
                        Sam J. Bruno, Executive Director |
| 2006 | Renaissance Hotel Oklahoma City, Oklahoma | Keith Tudor, President  
                        Wolfgang Hinck, Vice President  
                        E. Michelle McEacharn, Secretary-Treasurer  
                        Sam J. Bruno, Executive Director |
| 2007 | Town and Country Resort San Diego, California | Wolfgang Hinck, President  
                        Betty Kleen, Vice President  
                        E. Michelle McEacharn, Secretary-Treasurer  
                        Sam J. Bruno, Executive Director |
| 2008 | Hyatt Regency Houston, Texas | Betty Kleen, President  
                        Ashish Chandra, Vice President  
                        E. Michelle McEacharn, Secretary-Treasurer  
                        Sam J. Bruno, Executive Director |
| 2009 | Renaissance Hotel Oklahoma City, Oklahoma | Ashish Chandra, President  
                        David P. Paul, III, Vice President  
                        Thomas D. Tolleson, Secretary-Treasurer  
                        Sam J. Bruno, Executive Director |
<table>
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<td>Sheraton Dallas Hotel, Dallas, Texas</td>
<td>David P. Paul, III, President&lt;br&gt;Michelle McEacharn, Vice President&lt;br&gt;Thomas D. Tolleson, Secretary-Treasurer&lt;br&gt;Betty Kleen, Executive Director</td>
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<td>2011</td>
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<td>Michelle McEacharn, President&lt;br&gt;Marsha L. Bayless, Vice President&lt;br&gt;Thomas D. Tolleson, Secretary-Treasurer&lt;br&gt;Betty Kleen, Executive Director</td>
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<td>2012</td>
<td>Sheraton New Orleans, New Orleans, Louisiana</td>
<td>Marsha L. Bayless, President&lt;br&gt;Larry Garner, Vice President&lt;br&gt;Barbara Davis, Secretary-Treasurer&lt;br&gt;Betty Kleen, Executive Director</td>
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<td>2013</td>
<td>Albuquerque Convention Center, Albuquerque, New Mexico</td>
<td>Larry Garner, President&lt;br&gt;Thomas D. Tolleson, Vice President&lt;br&gt;Barbara Davis, Secretary-Treasurer&lt;br&gt;Michelle McEacharn, Executive Director</td>
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<td>Renaissance Hotel, Oklahoma City, Oklahoma</td>
<td>Ann Wilson, President&lt;br&gt;Barbara Davis, Vice President&lt;br&gt;Cheryl Prachyl, Secretary-Treasurer&lt;br&gt;Michelle McEacharn, Executive Director</td>
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<td>Marriott Hotel and Statehouse Convention Center, Little Rock, Arkansas</td>
<td>Barbara Davis, President&lt;br&gt;Kimberly Merritt, Vice President&lt;br&gt;Cheryl Prachyl, Secretary-Treasurer&lt;br&gt;Michelle McEacharn, Executive Director</td>
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INDEX OF PARTICIPANTS

A
Adamgbo, Anthony .................. 124
Adams, John .......................... 147
Adelpour, Ehsan ........................ 63, 68
Adeyemo, Olawale .................. 60
Adler, Jami R. .................. 70, 72
Afego, Pyemo N. .................. 160
Aggarwal, Artee .................. 109
Aggrwaal, Artee .................. 13, 138
Aguilera, Sara .......................... 71
Aguirre, Grant C. .................. 61, 62, 64
Ahmed, Hasib .......................... 200
Ahmed, Irfan .......................... 61, 66, 72, 140
Ahmed, Zafar U. .................. 61, 64
Akhtar, Shumi .......................... 32
Al Smadi, Duha .................. 77, 96, 97
Alam, Md. Didarul .................. 161
Alanwinejad, Hoda .................. 116
Albers-Miller, Nancy D. .......... 65, 67, 72
Albuquerque, Filipe .................. 190
Aldawod, Alvin .................. 109
Alford, Laura .................. 32, 35, 41
Alhassan, Abdulrahman ............ 172
Al-Khazali, Osamah .................. 158
Alnahedh, Saad .................. 148, 191
Alsaif, Saleh .................. 194, 199
Alshare, Khaled A. 17, 74, 75, 83, 84, 85
Altman, Barbara .................. 124
Alyami, Rahmah .................. 84
Amer, T. S. .................. 97
Amin, Abu .................. 164
Amin, Abu S. .................. 164
Amponsah, David K. .................. 62, 64
Amyx, Doug .......................... 65
Annabathuni, Lakshmi ............ 104
Anridho, Nadia .................. 86
Antes, Alison .................. 109
Anthony Sanford .................. 170
Anto, Mathias .................. 130
Anwar, Syed T. .................. 141, 145
Ardoin, Eugenie .................. 74, 99
Ashby, Wade .......................... 110
Ashour, Samar .......................... 190
Ashraf, Ali .......................... 202
Assefa, Tibebe A. .................. 192
Atanassov, Julian .................. 162
Athari, Mahtab .................. 161, 167
Atinc, Guclu .......................... 108, 128, 131
Atkinson, Keith .................. 42
Atkinson, Travis .................. 83
Attar, Mina M. .................. 63, 68
Atwood, Tammy J. .................. 34
Austin, Traci .................. 50
Awopetu, Lawrence .................. 92
Azarpanah, Sara .................. 117

B
Baack, Donald .................. 114, 133
Babin, Laurie .................. 99
Bae, Jong-Wan .................. 123
Bae, Kee-Hong .................. 189
Baithalmal, Mohammad ............ 86
Bajaj, Akhilesh .................. 52
Bajwa, Naeem .................. 100
Baker, Jay K. .................. 37, 42
Baker, Pamela .................. 37, 42
Baldo, Carlos .................. 109, 112
Baldwin, Amelia A. .................. 29
Ball, Jimmy .................. 95
Banerjee, Anandi .................. 170
Banko, John .................. 147
Barber, Carla J. .................. 25, 52, 56
Barnes, Cynthia .................. 84
Barre, Grace .................. 98
Barsky, Noah P. .................. 42
Bartczak, Summer .................. 80
Barth, James R. .................. 151
Baskin, Megan B. .................. 118
Batra, Safal .................. 7, 107, 136
Bauer, Skyler .................. 70
Bayar, Onur .................. 166
Bayless, Marsha L. ............ 50, 52, 55
Beal, Brent D. .................. 46
Davis, John ........................................... 109
Davis, John N................................. 107, 111, 115, 123, 133, 136
de Boyrie, Maria E. ......................... 147
de Jong, Frank .................................. 181
de Leon, Valeria O. ......................... 104
Dearden, Stuart .............................. 6, 29, 35
Dedes, Vasilis .................................. 181
Degrassi, Sandra ............................ 110, 112, 123
Delcoure, Natalya ............................. 172
Devers, Glen .................................. 123
Devos, Elizabeth .............................. 156
Devos, Erik ..................................... 175
Diaz, Chad ....................................... 87
Dickson, Warren L. ......................... 16, 55
Dimarzio, Dennis ............................. 88
Do, Chuong ..................................... 29, 33, 41
Doering, Philipp .............................. 189
Doll, Jessica ..................................... 133
Doss, Daniel ................................. 19, 117, 129, 134
Douglas, David E. ......................... 27, 75, 78
Downey, James ................................ 80
Drass, P. Dick ................................. 133
Driver, Robert .................................. 194
Du, Hui .......................................... 28
Duanmu, Jun .................................... 164
DuFrene, Debbie ......................... 44, 46, 49
Duggins, Ron .................................. 74, 92
Durrat, Mohamad ............................ 100
Dursun-Kilic, Türkan ...................... 61, 62, 65, 68, 71
Dutta, Amitabh ............................... 200
Dutta, Sameer .................................. 98, 104
Dyer, Doug ..................................... 84, 102

E
Eastman, Marilyn ......................... 62, 65, 66, 70
El Ghoul, Sadok ............................... 189
Ellis, Michael ................................. 80
Ellis, Mike .................................... 74, 85, 93
England, Ellen ............................... 80
English, Wilke D. .............................. 144
Epstein, David ............................... 108, 109, 111
Epstein, Robert ............................... 119
Epstein, Robert H. ......................... 107, 110, 119, 122, 128, 132, 136, 137
Ersoy, Ayse B. ................................. 66
Eruysal, Ferdi ................................. 81, 97
Evensky, Harold .......................... 190
Evert, Amanda ............................ 66, 111
Ezeala-Harrison, Fidel ..................... 17, 198

F

Fanguy, Ronnie ............................. 6, 45, 54
Farahani, Ebrahim .......................... 102
Farnsel, Curtis ............................. 32, 37
Faught, Kent ............................... 75, 94
Fazio, John ................................. 128
Felan, Joe T. ................................. 74, 100
Feng, Jie ..................................... 102
Ferris, Stephen P. ......................... 153
Finchum, Andrea ........................... 68
Fink, David ................................. 83
Fischer, Mary .............................. 17, 28, 38, 42, 74, 75, 81, 85, 97
Fish, Kelly ................................. 88
Flores, Gabriela ............................ 175
Flores, Karen C. ............................ 104
Forster, Greg ............................... 194
Francis, Bill ............................... 157
Frank, Phillip .............................. 100
French, Dan W. 147, 150, 151, 159, 187
Frischmann, Peter ......................... 37
Fuller, Kathleen P. ......................... 162
Furman, Melissa ......................... 96, 105

G

Gadgil, Guruprasad ......................... 77, 90, 97
Gala, Prachi ................................. 65
Ganesh, Gopala ............................. 8, 71
Gang, Jianhua .............................. 184
Gao, Xing .................................. 156
Garay, Mario C. ............................ 71
Garcia, Shelly .............................. 38, 143
Garner, Benjamin ......................... 49
Garner, Larry .............................. 133, 136
Gay, David ................................. 201
Ghosh, Kaushik ............................. 93
Ghosh, Sudip ............................... 161
Giannikos, Christos ....................... 147, 181, 185
Gibbs, Michael J. ......................... 181
Giguette, Ray .............................. 6, 45, 54
Gilliland, Carol ........................... 55
Glascock, John ............................ 159
Glissmeyer, Michael ...................... 107, 127
Gokaraju, Balakrishna 19, 117, 129, 134
Goktan, Banu .............................. 109
Golemon, Deborah ......................... 14, 43
Gong, Baiyun .............................. 128
Gonzalez, Laura ........................... 147
Goodell, John W. ......................... 147
Gopalakrishna-Remani, Venugopal 74, 92, 106
Gorman, Buster ........................... 67
Gormus, Alper ............................. 172
Goroshnikova, Tatiana ................... 114
Goza, Rebecca ............................ 117, 129
Graham, Melissa ......................... 64
Grant, Kelly .............................. 44, 47
Gravois, Renee 61, 65, 66, 69
Gray, Dana M. 63, 66, 68
Green, Kevin .............................. 157
Gregg, Janie R. 108, 115, 126, 133
Griffith, David ............................ 88
Griffith, Jennifer .......................... 109
Gu, Haicheng .............................. 15, 125, 139
Gu, Jenny ................................. 162
Guedhami, Omrane ...................... 147, 189
Guha, Gauri-Shankar ................... 88, 202
Guidroz, Paul ............................. 93
Guo, Savannah ........................... 34
Guo, Tao ................................. 190
Gupta, Atul ............................... 147
Guzak, James ......................... 109, 116

H

Ha, JinGi ................................ 180
Habeeb, Rohnak ............................ 98
Habib, Abdulrahman .................... 96
Haden, Stephanie P. .................... 110
Haggard, K. Stephen .................... 152
Haines, Todd .............................. 79
Hall, Ashley A. .......................... 16, 19, 51, 55
Hamad, Mahmood O. E. ............... 64
Hammer, Benjamin ...................... 184
Hammer, Emily ........................... 109
Hammonds, Lisa ......................... 115
Han, Seonghee ............................ 130
Hanna, Michael ........................... 84
Hans-Michael, Trautwein ............... 153
Hanson, Brenda .......................... 52, 58
Hanson, Tom .................................. 58
Haque, Mahfuzul ............................... 194
Harden, Gina .................................. 91
Hardin, Karen .................................. 52
Hardy, Marcia M... 49, 58, 65, 108, 109, 117, 119, 128
Harp, Nancy L. .................................. 41
Harper, Adam .................................. 178
Harris, David .................................. 161
Harris, Donald .................................. 135
Harun, Ahasan ..................... 77, 86, 98, 103
Hasan, Iftekhar .................................. 84
Hassan, M. Kabir 6, 74, 77, 84, 147, 150, 153, 165, 179, 186, 194, 199, 200, 202
Hayward, Stephen .................................. 80
He, Linjun .................................. 88
Hedhli, Kamel El ...................... 6, 63, 64, 71
Henley, Russ ..................... 19, 117, 129, 134
Henry, Cole .................................. 99
Hernandez, Andrea Bejarano .... 119
Hernandez, Kelli .................................. 88
Hernandez, Monica .................. 74
Herniter, Bruce .................................. 104
Herrmann, Don .................................. 29
Hill, Geoffrey .................................. 90
Hill, Matthew .................................. 162
Hill, Nicholas ..................... 193, 201
Hilliard, Jimmy E. ................. 184
Hilliard, Jitka ......................... 174, 190
Hinojosa, Amanda .................. 109
Hinrichs, Heiko .................................. 184
Hippler, William .................. 153
Hobbs, Jeff .................................. 163
Hoelscher, Seth A. ................. 154
Holland, Larry .................................. 158
Hollie, Dana .................................. 32, 35, 41
Holliman, Al ............................. 129
Hong, Jae-Dong ............................. 101
Hong, Seock-Jin .................................. 106
Hora, Bambi .................................. 29
Horner, Stephen V...... 8, 107, 133, 136
Horton, Eddie .................................. 58
Horton, Marshall J. ............. 27, 193
Horvath, Ferenc .................................. 181
Hossain, Sabrina .................. 85
Hossain, Shadiya ...................... 200
Houston, Reza ......................... 153
Howard, Katie .................................. 80
Howard, Robert ............ 141, 144
Howe, John S. ......................... 152
Hsu, Maxwell K. .................. 71
Hu, Bill .................................. 190
Hu, Guanglei .................................. 160
Hu, Haoshen .................................. 153
Hu, Jianfeng .................................. 180
Hu, Zhenyu .................................. 158
Huang, Lifa .................................. 189
Huang, Xinghua .................. 159
Huang, Ying .................................. 169
Huda, Makeen .................................. 199
Hudson, Gail I. ......................... 66
Hudson, William C. .................. 147, 150, 171, 178
Hughes, Kandi .................................. 97
Hull, Robert .................................. 162
Hume, Susan .................................. 147
Humphries, Veronika .................. 47
Hunt, Emily .................................. 32, 42
Huong, Nguyen .................. 147, 175
Huang, Pham ............................. 88
Hurt, Kevin .................................. 126
Hussain, Mohammed E. ....... 194

I

Ide, Shingo .................................. 163
Idemudia, Efosa C. .................. 60, 79, 87
Ii, Chad D. ............................. 81
Impson, Michael .................. 177
Inci, A. Can (John) .................. 147
Isin, Adnan A. ........................ 173
Iyer, Subramanian R. .................. 147, 164, 173

J

Jackson, Lonnie ......................... 96, 105
Jackson, Thad .................... 17, 198, 202
Janamanchi, Balaji .................. 74, 85, 106
Jandik, Tomas ......................... 157
Jaumotte, Florence .................. 196
Javadizadeh, Bahareh .................. 109
Jemiolo, Shannon .................. 34
Jenkins, Nadia ......................... 144
Jennings, Daniel F. ............. 113, 140
Jennings, Susan E. ............. 8, 15, 44, 45, 48, 50,
Lin, Regina F. .......................... 159
Lin, Shimin ................................ 129
Lin, Zihui ................................ 176, 180
Lindsey, Matt .......................... 74, 104
Lindsey, Matthew ...................... 74
Liou, Ru-Shiun ......................... 123, 124
Liprie-Spence, Ann .................... 116
Liu, Jian .................................. 191
Liu, Lai .................................... 96
Liu, Mark H. ............................ 148, 178
Liu, Rui .................................. 160
Liu, Sha .................................. 148, 161
Liu, Shiang ................................ 177
Liu, Xia .................................. 151
Liu, Xiaotong ............................ 95
Liu, Yi .................................. 173
Liu, Yu .................................. 186
Lloyd, Robert ............................ 107, 110, 136
Long, Dwight ........................... 131
Long, Ziwu ................................ 184
Lonkani, Ravi ......................... 97
Lopez, Katherine ...................... 35
Lord, Richard A. ...................... 147
Loucks, John ........................... 19, 51
Loudon, David ......................... 145
Lu, June .............................. 74, 97
Lu, Ruichang .......................... 177
Lu, Tsung-Hsun ......................... 176
Lu-Andrews, Ran ...................... 159
Lukosius, Vaidotas .................... 61
Luo, Haowen ........................... 173
Luo, Yongli .............................. 154
Lusk, Glenna ......................... 19, 117, 129, 134
Lynch, Andrew A. ................... 152, 166, 181
Lyons, Laci ......................... 76, 94

M
Ma, Yung-Yu ............................ 7, 148, 175
MacDougall, Alix ....................... 109
Mace, Christopher .................... 186
Macik-Frey, Marilyn .................. 47
Macy, Anne ............................. 193
Malhotra, Marilyn .................... 194
Malik, Mahfuja ........................ 164
Mamum, Abdullah ..................... 161
Mamun, Md Rasel A. .................. 97
Mandal, Purnendu ..................... 106
Qiao, Xiao .................................................. 185
Qian, Zongxin ........................................... 184
Qin, Hong .................................................. 74, 79
Qiu, Yue ................................................... 33, 37
Qomariyah, Alfiyatul ................................. 87
Quinn, Tina ............................................... 81

R
Rab, Ashiqu M. ........................................... 83
Rab, Md Ashiqu ......................................... 106
Rabarison, Monika .................................... 164
Rabe, Elizabeth .......................................... 170
Radhakrishnan, Suresh ............................... 33
Ragan, Kent P. .......................................... 170
Rahimian, Ghazaleh .................................. 102
Rahman, Matiur ......................................... 168, 195, 197, 199
Rahman, Shahedur ..................................... 99
Rahman, Shofiqur ....................................... 173
Rahn, Lexa ................................................. 69
Raisinghani, Mahesh .................................. 79
Rajaratnam, Daniel ..................................... 71
Rakowski, David ........................................ 182
Ramakrishnan, Thagarajan ......................... 74, 86, 99
Ramos-Salazar, Leslie ............................... 80
Ramos-Salazar, Leslie ............................... 47, 80
Ramsey, Hank .......................................... 111
Rana, Krishan ........................................... 74, 99
Randolph-Seng, Brandon ......................... 109
Rani, Neeraj .............................................. 68
Rao, Mohan .............................................. 92
Rao, Ramesh ............................................ 155
Rao, S. Raksha .......................................... 118
Rathinasamy, Rathi ................................... 156
Ratnadiwakara, Dimuthu ......................... 169
Rauch, Jim ............................................... 66
Rayfield, Blake ......................................... 179
Rebman, Carl M. Jr. .................................. 74, 106
Reithel, Brian ........................................... 74
Ren, Louie ............................................... 158
Ren, Peter ............................................... 158
Ren, Run .................................................. 13, 139
Renard, Reina .......................................... 151
Resendez, Elva ......................................... 109
Reynaud, Shane ....................................... 101
Rhee, S. Ghon .......................................... 163
Rhodes, Christopher ................................. 83
Richey, Greg M. ....................................... 158
Riner, Rhea L ............................................ 18, 72
Ristig, Kyle .............................................. 145
Robbins, Jay ........................................... 106
Schoebel, Rainer ........................................ 155
Schuessler, Joseph H. ......................... 84
Schuler, Andreas ................................ 178
Schweizer, Dennis ................................ 184
Scott, Christine .................................. 143
Scott, Bret W. ...................................... 37
Scott, Cathy .......................................... 28
Scott, James ......................................... 147
Scott, Marc .......................................... 92
Scott, Michael ....................................... 109
Sears, R. Steve ..................................... 147, 150, 165
Segall, Richard ....................................... 80
Selassie, Haile ...................................... 200
Semingson, Peggy .................................. 131
Sen, Kabir C. ......................................... 196
Sesay, Rashid ......................................... 16, 141, 142
Sewanee, Serkan Karadas ..................... 151
Seydel, John .......................................... 74, 77, 96, 103, 105
Shah, Anand .......................................... 182
Shank, Nathan ........................................ 49
Shankar, Siddharth ................................ 158
Sharland, Alex ........................................ 144
Sharma, Sunil ......................................... 7, 107, 136
Sharma, Tejinder .................................... 68
Shekari, Elmira ....................................... 179
Shen, Minghao ........................................ 114
Shi, Min .................................................. 108
Shipman, Jonathan ................................. 6, 29, 34, 35
Shohfi, Thomas ...................................... 157
Siciliano, Gianfranco ......................... 33
Sicker, Ronald C. ..................................... 72
Siekpe, Jeffrey S. .................................... 60, 84
Sigmar, Lucia ......................................... 50
Sikes, Helen .......................................... 145
Silver, Lawrence S. ......................... 140, 141, 144, 145
Silveri, Sabatino ................................... 130
Simmons, Aneika ................................. 13, 139
Sims, Randi L. ........................................ 128
Singh, Harmeet ........................................ 172
Singh, Vivek ........................................... 163
Sirisomboonsuk, Pinyarat ------------------ 106
Sirmans, Vivek ....................................... 106
Sisk, Faye ............................................... 80
Skousen, Christopher J. ....................... 35
Slaninka, Milos ....................................... 83
Smirnova, Elena ...................................... 147
Smith, Mark W. ...................................... 35

S

Saffarian, Massoud ................................. 63, 68
Sagae, Tetsu ........................................... 91
Salazar, Dalila ........................................ 124
Sales, Jesus ........................................... 7, 148, 175
Salimath, Manjula .. 107, 108, 118, 122,
125, 132
Sanders, Elaine ....................................... 28, 39
Sanford, Anthony ................................. 148, 170
Sankaran, Harikumar ............................... 173
SanPietro, Frank J. .................................. 180
Sapkota, Kayla ......................................... 13, 48
Sarkar, Salil K. ........ 147, 151, 168, 178
Sarkar, Sayan .......................................... 175
Sawhney, Bansi ........................................ 197
Saxena, Sweta C. ................................... 196
Schartz, Shane ....................................... 52, 55
Schieber, Danica L. .................................. 46
Schiller, Christoph ......................... 148, 153
Schmidt, Courtney ................................... 83
Schock, Michael ...................................... 112
Smith, Zachary A. ........................................... 174
Sohn, Daniel P. ............................................. 169
Soltau, John ................................................... 87
Somaratna, Theekshana ................................. 103
Song, Joon Young .......................................... 151
Sorensen, Peter .............................................. 108, 120, 124, 135
Sosa, Nolan ................................................... 13, 139
Soule, Lori ..................................................... 6, 45, 52, 54, 59
Southerland, Dwight ..................................... 92
Soytas, Ugur .................................................. 172
Spahr, Ronald W. .......................................... 162, 169, 173
Spencer, Adam H. .......................................... 188
Srinivasan, Kandarp ........................................ 185
Srivastava, Prashant ....................................... 61
Stading, Gary ................................................ 130
Stallworth, Cassidy J. ..................................... 69
Stark, Hillary ................................................ 96
Stegmair, Juergen .......................................... 83
Stephens, Paul .............................................. 91
Steubs, Marty ................................................ 28
Stevens, Jeff .................................................. 109, 125
Stevens, Robert ............................................ 141
Stevens, Robert E. .......................................... 140, 141, 145
Stipe, Sharon H. ........................................... 115
Stock, Duane ................................................ 154
Stock-Kupperman, Gretel ................................ 15, 135, 139
Stodola, Alexander ........................................ 126
Stowe, David ................................................ 147, 176
Stowe, John D. ............................................. 147, 170, 176
Sun, Minxing ............................................... 169
Sun, Wei ...................................................... 169
Sun, Yanfei .................................................... 174
Sunderman, Mark A. ................................... 169, 173, 180
Supanvanij, Janikan ...................................... 186
Sutherlin, Matthew ....................................... 55, 56
Swab, Gabby ................................................ 109
Swanstrom, Mark .......................................... 161, 175
Sweet, Kenneth M. ...................................... 108, 112, 113, 116
Swidler, Steve ............................................. 152
Syed, Jawad .................................................. 128
Syler, Rhonda .............................................. 74, 104

T

Ta, Anh ...................................................... 96, 104
Tacán, Lisad .................................................. 119
Tacán, Lised .................................................. 119
Takehara, Hitoshi .......................................... 163

Tandon, Kishore .......................................... 190
Taneja, Sonia ............................................... 110
Tang, Robert ............................................... 114
Tang, Wanwei ............................................. 178
Tanner, Margaret ......................................... 28, 37
Tannous, George ......................................... 161
Tao, Minghao ............................................... 56
Tao, Zhi ....................................................... 79
Taran, Zinaida ............................................. 72
Tarver, Mary B. ........................................... 59
Tedongap, Romeo .......................................... 181
Tee, Kienpin ................................................ 156
TenBrink, Candace ...................................... 111, 114, 130
Tessema, Abiot ............................................ 156
Thach, Sharon ............................................. 61
Thai, Trang .................................................. 174
Thewissen, James ........................................ 188
Thibodeau, Tom ........................................... 154
Thompson, Thomas ...................................... 147, 188
Thompson, Willie F. Jr ................................ 64
Tian, Xiaoguang ........................................... 95, 97
Tian-Zhongnan, Bifei .................................. 109
Togo, Dennis ................................................ 29
Tolleson, Thomas D. .................................... 143
Toney, Susanne L ......................................... 193, 200
Tong, Zhenxu ............................................. 191
Toombs, Leslie A. ....................................... 109, 145
Torsin, Wouter ............................................. 188
Towns, William .......................................... 124
Tran, Kim .................................................... 96
Tran, Thanh ................................................ 65, 67
Tree, David .................................................. 37
Trinh, Tr ....................................................... 152
Tripathy, Niranjan ....................................... 173
Triplet, Veronica .......................................... 112
Tuberville, Kathy .......................................... 115, 131
Tullis, K. J. ................................................... 118
Twoerger, Leslie C. ..................................... 116
Tyner, Lee .................................................... 107, 108, 113
Tyynela, Jaako ............................................. 167

U

Ujah, Nacarius ............................................ 153
Unsal, Omer ............................................... 6, 77, 84, 153, 186
Upshaw, Danny ........................................... 65, 109
Usmen, Nilufer ............................................. 147

224
Valenti, Laura L. .......... 44, 46, 47
Van Ness, Bonnie .................. 180
Van Ness, Robert .................. 180
Vandalsem, Shane ................. 162
Vardaman, James ................. 109, 125
Vargas, Roslyn .................. 110, 116
Vargas-Hernandez, Jose .......... 119, 196
Vasquez, Jonathan ............... 112
Vassar, John ..................... 87
Verma, Priti ..................... 147
Villarreal, Marco ................. 81, 97
Vinaja, Robert ................... 74
Vishwakarma, Vijay K ............ 177
Voegel, Jacob ................... 14, 138
Voegel, Luke ..................... 14, 138
Voss, Doug ....................... 101

Wade, Chip ...................... 173, 185
Walker, Edward R. ............... 28, 35
Walker, Scott .................... 156
Walkup, Brian R. .................. 166
Walsh, Robert .................... 29
Wan, Hong ....................... 163
Wang, Bin ......................... 163
Wang, Haizhi ...................... 84
Wang, Jing Hua ................... 147, 172, 176
Wang, Junhua ..................... 46
Wang, Pinshuo ..................... 178
Wang, Xiaohang T. ............... 13, 43
Wang, Yongning ................... 185
Wang, Zijun ...................... 158
Wanga, Valentine ................. 14, 138
Waples, Ethan .................... 108
Ward, Graham .................... 41
Ward, James ................. 8, 45, 52, 54, 56, 57
Ward, Yapak Dalat ............... 56
Washington, Ronald ............. 83
Watson, Elizabeth ............... 93
Watson, Kevin .................... 92, 103
Watson, Ronnie ................. 59
Watson, Stephanie ............... 13, 43
Ways, Brian ..................... 104
Webb, Gwendolyn ................. 147, 190
Weber, Thomas .................. 117
Webster, Robert .................. 29
Weeks, Kelly .................... 14, 109, 138
Wei, June ................... 17, 75, 83, 85
Welch, Sandra ................... 39
Weldy, Teresa .................... 133
Wen, Haoyu ...................... 96, 105
Werker, Bas J.M. ................. 181
Werth, Aaron .................... 41
White, John ..................... 126
Whitworth, Jeffrey .............. 147, 150, 171
Wilensky, Terrance ............. 131
Wiley, Marilyn ................. 147, 150, 165
Williams, Albert A. ............. 191
Williams, Alex ................... 109
Williams, Dorian ............... 201
Williams, Jake .................. 121
Williams, John .................. 109
Willis, Veronda F. ............... 28, 39
Wilson, S. Ann ................. 4, 27, 50, 52, 55
Winkles, Brie .................. 112
Wise, Timothy D. ......... 7, 140, 141, 145, 146
Wong, Kevin .................... 153, 170, 184
Wong, Roman ................... 7, 193, 195
Woodruff, Benjamin ........... 17, 198, 202
Woods, Lynn ................... 46
Woolridge, Richard ............ 52
Woolridge, Richard W. ....... 58
Wren, Amy ....................... 87
Wright, Carol S. ......... 16, 19, 44, 47, 51, 52, 55
Wright, Julia L. .................. 41
Wright, Meghan C. ......... 107, 108, 115, 129
Wright, Sarah ................... 52, 58
Wu, Chunchi ..................... 180
Wu, Kean ......................... 28
Wu, Shanhong .................... 155
Wu, Wann-Yih .................... 86
Wu, Yi-Chia ...................... 65, 86, 95
Wui, Peter Y. .................... 88
Wygal, Ashley .................. 101

Xia, Changyuan ................. 186
Xiao, Ying ....................... 154
Xie, Feixue ....................... 186
Xie, Heng ....................... 97