Official Program

Forty-Second Annual Meeting
March 11 – March 14, 2015

Federation of Business Disciplines
(Formerly Southwestern Federation of Administrative Disciplines)

National and International Constituency

Compiled and Edited by S. Ann Wilson
Stephen F. Austin State University

With special thanks to the 2015 FBD Association Program Chairs

and to

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McGraw-Hill Education

Awards Reception and Banquet
◆◆◆

Sponsor of FBD Quick Reference Guide
Rusche College of Business
Stephen F. Austin State University
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If your organization or school is interested in sponsoring a function at FBD in Oklahoma City in 2016, please contact the FBD Executive Director, Michelle McEacharn.
42nd Annual Conference

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

43rd Annual Conference

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

44th Annual Conference

March 8 - 11, 2017
Marriott Little Rock (formerly the Peabody Hotel)
Little Rock, Arkansas

★★★

For more information visit

FEDERATION OF BUSINESS DISCIPLINES

Website:

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

- McGraw-Hill Education
- StockTrak, Inc.
- Audimation Services
  - AICPA
    - AxcessCapon
    - The Case Centre
  - Interpretive Simulations
  - Ivey Publishing
- Oklahoma City Convention and Visitors Bureau
- Cambridge Business Publishers

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

♦

Please let exhibitors know how much we appreciate their presence and continued support!
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Make plans to join us in Oklahoma City for our 2016 conference.

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43rd Annual Conference
March 9 – 12, 2016
Renaissance Oklahoma City Convention Center Hotel
Oklahoma City, Oklahoma

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

Visit us at FBDonline.org
PRESIDENT’S MESSAGE

Dear FBD Participants:

Welcome to Houston – one of our most popular venues. On behalf of the Association Officers of our nine member organizations and FBD’s Executive Board, I offer you a heartfelt greeting for our 42nd meeting. Whether this is your first or your fortieth FBD meeting, we are excited that you are here and urge you to make new friendships and rekindle old ones.

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

Since the days of our predecessor group, SWFAD (Southwest Federation of Administrative Disciplines, we have enjoyed multiple disciplines under one umbrella. This year’s program is excellent. It is the product of the diligent planning and superb efforts of dedicated officers from the nine associations currently comprising FBD. FBD Vice President and General Program Chair, Ann Wilson, has spent countless hours to coordinate a dynamic conference with paper, panel and workshop sessions as well as numerous business meetings, social functions and meal events. I am indeed grateful to Executive Director Michelle McEacharn for providing FBD with outstanding leadership and “behind-the-scenes” energy, ensuring a healthy Federation. My gratitude also extends to FBD Executive Council members Rusty Calk, Tom Tolleson, Barbara Davis, Larry Garner and Ann Wilson for volunteering many hours to make this conference a success and FBD’s future a bright one.

I am honored to have served as your president this year. It has been a very fulfilling challenge. Most rewarding are the friendships that I have formed over more than twenty years with other FBD and association leaders. Many of the mentors I have followed made their marks at FBD in years past. Now it is your turn. Please 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.

Our program provides pedagogical insights, research highlights, and practical applications. I invite you to celebrate not only FBD’s past but also the opportunity of the present and the promise of our future. Once again, thank you for participating in FBD. I look forward to seeing you next year in Oklahoma City and the year after that in Little Rock.

Sincerely,

Marshall J. Horton
President, Federation of Business Disciplines
Dear FBD 2015 Attendees:

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

Putting together a program of hundreds of presentations is always challenging and rewarding. Your program chairs have worked very hard to establish this year’s program. Please join me in thanking Kathryn, Katie, Jim, Vivek, Hong, John, Lawrence, Kabir, and Chu.

The Hyatt Regency Houston has once again risen to the occasion and provided great assistance. The staff, under the direction of Shae Ashley and Ciara Basile, has helped us in planning our best conference yet and their responsiveness and dedication to excellence will help our sessions and various functions go smoothly.

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

Without the wisdom and hard work of Michelle McEacharn and Marshall Horton this program would not have happened. They have given large amounts of time and energy to our organization. A special thank you to my husband, Bill, who has spent long hours helping me to compile the program. I also thank Marsha Bayless for her guidance and proofreading assistance to ensure the program is the best it can be. I wish Barbara Davis the best as she prepares next year’s program. Having served on the board for several years, Barbara brings a vast knowledge and ability to the process. The organization is in good hands.

Next year, we will be in Oklahoma City, Oklahoma! We were there in 2009 and enjoyed a wonderful time. Please join me in participating in the wonderful program that we know Barbara will chair.

Enjoy Houston. I hope to see you as we again make new friends and renew old friendships!

Sincerely,

Ann Wilson, Stephen F. Austin State University
Vice President and General Program Chair
The Federation of Business Disciplines is pleased to recognize the recipients of the 2015 McGraw-Hill Education Distinguished Paper Awards

American Accounting Association, Southwest Region

*Equity Holdings and Income Smoothing Incentives*
Qing Shu, University of Oklahoma
Wayne B. Thomas, University of Oklahoma

Association for Business Communication, Southwestern U.S.

*Media Selection in Managerial Communication: Exploring the Relationship between Media Preference, Personality, and Communication Aptitude.*
Mark Leonard, Stephen F. Austin State University
Marsha Bayless, Stephen F. Austin State University
Timothy Clipson, Stephen F. Austin State University

Association of Business Information Systems

*Be Visible in the Invisible Learning Context: How Can Instructors Humanize Online Learning*
Wanju Huang, Eastern Kentucky University

Association of Collegiate Marketing Educators

*Is Tourism-Led-Growth (TLG) Hypothesis Valid In China?*
Maxwell Hsu, University of Wisconsin-Whitewater
Jun-Zhou Zhang, Xiamen University
Yamin Ahmad, University of Wisconsin-Whitewater

Decision Sciences Institute, Southwest Region

*MNC Strategies and Corporate Social Responsibility in China*
Jifu Wang, University of Houston, Victoria
Vipin Gupta, California State University, San Bernadino
Ron Salazar, University of Houston, Victoria
Xiuli Wang, Central University of Finance and Economics
Southwest Academy of Management

Psychological Contract Breach and Co-Worker Exclusion: The Moderating Effects of Collectivism/Individualism

Kevin S. Cruz, University of Texas at El Paso
Thomas J. Zagenczyk, Clemson University
Kristin L. Scott, Clemson University
Janelle H. Cheung, Clemson University

Southwest Case Research Association

An Iconic Brand or a Nostalgic Product? Reviving the DeLorean Brand in the Global Sports Car Industry

Syed Tariq Anwar, West Texas A & M University

Southwestern Finance Association

Cash Holdings and CEO Risk Incentive Compensation: Effect of CEO Risk Aversion

Harry Feng, Oklahoma State University
Ramesh Rao, Oklahoma State University

Southwestern Society of Economists

Is the J-Curve a Reality in Developing Countries?

M. Ershad Hussain, Dillard University
Mahufuzul Haque, Indiana 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.
OUTSTANDING EDUCATOR AWARDS

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

2015 Federation of Business Disciplines
Outstanding Educator Awards

American Accounting Association, Southwest Region
George L. Hunt, Stephen F. Austin State University (Posthumously)

Association for Business Communication, Southwestern U.S.
Lucia Sigmar, Sam Houston State University

Association of Business Information Systems
Joselina Cheng, University of Central Oklahoma

Association of Collegiate Marketing Educators
David P. Paul, III, Monmouth University

Decision Sciences Institute, Southwest Region
Victor R. Prybutok, University of North Texas

Southwest Academy of Management
M. Suzanne Clinton, University of Central Oklahoma

Southwest Case Research Association
Irfan Ahmed, Sam Houston State University

Southwestern Finance Association
Helen Sikes, Centenary College

Southwestern Society of Economists
Dr. Ed McNertney, Texas Christian University

Visit us at FBDonline.org
### Breakests, Luncheons, Dinners, Meetings & Receptions

**Wednesday, March 11, 2015**

- **6:30 p.m. – 7:30 p.m.**
  - **Window Box**
  - **McGraw-Hill Education**
  - Awards and Recognition Reception (by invitation/additional fee only)

- **7:30 p.m. – 9:30 p.m.**
  - **Regency**
  - **McGraw-Hill Education**
  - Awards and Recognition Dinner (by invitation/additional fee only)

**Thursday, March 12, 2015**

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

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

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

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

- **8:00 a.m. – 8:30 a.m.**
  - **Arboretum 5**
  - **Association for Business Communication – Southwestern U.S.**
  - Breakfast (ABC-SWUS presenters and members only)

- **8:00 a.m. – 10:00 a.m.**
  - **Regency**
  - **Association of Business Information Systems**
  - Breakfast and Business Meeting (ABIS members only)

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

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

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

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

- **5:00 p.m. – 6:00 p.m.**
  - **Arboretum 2**
  - **Southwest Academy of Management**
  - 2016 Planning Meeting

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

- **5:30 p.m. – 7:00 p.m.**
  - **Market Place**
  - **Federation of Business Disciplines**
  - FBD Presidential Welcome Reception (for all conference participants)
Friday, March 13, 2015

7:00 a.m. – 8:30 a.m. Southwestern Finance Association
Conference 10
Board Meeting and Breakfast (SWFA Board Members only)

7:30 a.m. – 8:30 a.m. Association for Business Communication – Southwestern U.S. and
Regency
Association of Business Information Systems
Joint Breakfast (ABC-SWUS and ABIS members only)

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

7:30 a.m. – 8:30 a.m. Association of Collegiate Marketing Educators
Magnolia
ACME Breakfast and Special Time (ACME members only)

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

10:00 a.m. – 10:30 a.m. FBD Coffee Break
Market Place

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

12:00 p.m. – 1:30 p.m. Southwest Academy of Management
Conference 10
Officers’ Meeting and Luncheon (invitation only)

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

12:00 p.m. – 1:30 p.m. Association for Business Communication – SWUS
Library
Executive Board Lunch – by invitation

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

3:00 p.m. – 3:30 p.m. FBD Coffee Break
Market Place

6:30 p.m. – 8:00 p.m. Southwestern Academy of Management
Window Box
Annual Reception (SWAM Members Only)

Saturday, March 14, 2015

8:00 a.m. – 11:00 a.m. Federation of Business Disciplines
Window Box
Breakfast and Meetings (FBD 2016 Program Chairs,
Board and Officers)
## ANNUAL BUSINESS MEETINGS

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<td>Thursday, March 12, 2015</td>
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<td>Association of Collegiate Marketing Educators</td>
<td>Friday, March 13, 2015</td>
<td>12:00 p.m. – 1:15 p.m.</td>
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<td>Decision Sciences Institute, Southwest Region</td>
<td>Thursday, March 12, 2015</td>
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<td>Friday, March 13, 2015</td>
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<td>Friday, March 13, 2015</td>
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<td>Friday, March 13, 2015</td>
<td>8:00 a.m. – 10:00 a.m.</td>
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Make plans to join us in Oklahoma City for our 2016 conference.

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### 43rd Annual Conference
March 9 – 12, 2016  
Oklahoma City Convention Center Hotel & Spa  
Oklahoma City, Oklahoma

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

Visit us at FBDonline.org
FBD EXHIBITOR PRESENTATIONS

AICPA
Thursday, March 12th, 8:30 a.m. – Dogwood (3rd floor)

Accounting Classroom Preparation for Successful Transition into the Workplace

Robert Fox, an experienced innovative learning content leader with the AICPA, will lead this session. The American Institute of Certified Public Accountants has created competency maps that define the foundational knowledge that graduating students need in order to be functionally successful in their first jobs and has made the training developed for new hires available for academic classrooms. This session will cover the process used to identify the accounting skills and knowledge competencies desired in the workplace and learn how this foundational step can lead to improved classroom content and student preparation.

StockTrak
Thursday, March 12th, 10:30 a.m. – Holly (4th floor)

Building A Financial Markets Trading Room For Dummies

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 on a tight budget.

McGraw-Hill Education
Thursday, March 12th, 3:30 p.m. – Conference Room 2 (6th floor)

Combining Adaptive Learning & Learning Analytics to help Improve Student Performance

Join Brad Parkins, McGraw-Hill Education’s Marketing Director, for a conversation about how learning analytics and adaptive learning are helping instructors identify specific areas of need for each student and for their entire class and how these proven adaptive tools are improving performance.

IDEA Academic Partnership
Friday, March 13th, 8:30 a.m. – Sandalwood A (4th floor)

IDEA Academic Partnership representatives will give a general overview of their Academic Partnership Program. Additionally, the session will include a software demonstration of software and technology resources available through this partnership.

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

Please let exhibitors know how much we appreciate their presence and continued support!
The FBD Meeting
The forty-second annual meeting of the Federation of Business Disciplines (formerly Southwestern Federation of Administrative Disciplines) takes place on March 12 – March 15, 2015, in Houston, Texas. The Hyatt Regency Houston hotel serves as the conference venue and the conference hotel.

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

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

2015 FBD Conference Hotel
The Hyatt Regency Houston is serving as the Conference Hotel.

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

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

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

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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 the Exhibit Hall Market Place below the main floor. Participants may register on-site or pick up conference materials (name badges, receipts, programs/proceedings, etc.) at the registration area. Registration hours are:

- Wednesday, March 11: 11:00 a.m. - 5:30 p.m.
- Thursday, March 12: 7:00 a.m. - 5:00 p.m.
- Friday, March 13: 8:00 a.m. - 4:00 p.m.
- Saturday, March 14*: 7:30 a.m. – 9:00 a.m.

*(Saturday registration is located outside the FBD Board meeting room, Regency Foyer)*

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.

**2015 Association Registration Fees (In addition to the $100 Required FBD Fee)**

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<tr>
<th>Association</th>
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<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>$40.00</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>
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<tr>
<td>Decision Sciences Institute, Southwest Region</td>
<td>$45.00</td>
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<tr>
<td>Southwest Academy of Management</td>
<td>$75.00</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>$75.00</td>
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<tr>
<td>Southwestern Society of Economists</td>
<td>$49.00</td>
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*Note: Some associations include a charge for, or have an optional subscription to a journal or papers and proceedings. Some associations offer student discounts. **Onsite registration** for FBD and some associations may be higher.*

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

• Pre-registration and On-site Registration Activities. FBD absorbs the costs of pre-registration, including preparing and printing all registration materials (e.g., name badges, receipts, event tickets, etc). On-site registration costs include materials (e.g., badge holders), processing needs (e.g., internet connectivity and booth setup), staff personnel, security, and transportation costs.

• Placement Services. FBD covers the costs of placement services, including materials transportation, copying and printing, staffing, and other miscellaneous related expenditures.

• Exhibitors and Advertisers. Exhibitor lists purchases, solicitation material printing/mailing, and exhibit area promotions costs are incurred to provide a conference exhibit area.

• Design, Development and Printing of FBD Program. FBD absorbs the costs of development and printing costs each year so that the organization can provide each conference participant with a comprehensive program book detailing all conference activities and recognizing all conference participants.

• Audiovisual Equipment. FBD covers the costs of a standard computer projection equipment package in each meeting room during the conference. The package is dependent upon the negotiated pricing and specifications available at each conference site through the audiovisual provider.

• Booths and Drapage. FBD incurs costs for the rental of exhibit booths and for draping the exhibit area, as well as draping needs throughout other conference activities.

• Service Recognitions and Support. FBD provides recognition for the service of association representatives at the FBD Awards Reception and Banquet and provides support to an association representative through complimentary hotel night provisions.

• Board of Directors Meetings. Miscellaneous expenses are incurred in conducting two Board of Directors’ meetings.

• Conference Planning Activities. FBD provides some support for each association’s program chair to attend the FBD Boot Camp, an intensive program planning meeting. FBD also provides support to the Executive Director and FBD General Program Chair related to on-site inspections of hotel facilities in planning the use and allocation of meeting space.

• Site Selection Recommendations. FBD covers the travel costs of the Executive Director and partial support for Site Selection Committee travel so that potential convention sites can be effectively evaluated for recommendation to the Board of Directors.

• Printing and Mailings. FBD absorbs the costs of maintaining and updating mailing lists, printing and mailing the Call for Papers, and printing and/or mailing other conference materials.

• Website Design and Maintenance. FBD covers the Fees to maintain a website address and the costs to provide for continuous maintenance of a website.

• Credit Card Processing and Banking. FBD incurs the full costs of credit card processing (e.g., credit card fees, banking and security requirements to process credit cards, etc.) for its member associations. FBD also incurs normal banking service charge costs and fees to handle the volume of financial transactions that occur as a result of its conference activities.

• Social Networking Events. FBD provides a number of social networking events for its conference participants. These events include the Awards Reception and Banquet for award winners and their guests, exhibit area coffee breaks, and the Meet and Greet Social.

• Miscellaneous Expenses. Such costs vary from year to year but may include officer transition costs, nonroutine charges, accounting or auditing costs, etc.
**FBD General Information**

**Placement Service**
FBD will provide a Placement Service for academic positions in a designated area of Exhibit Hall Market Place. The service will be staffed during the following hours:

<table>
<thead>
<tr>
<th>Date</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, March 11</td>
<td>11:00 a.m. - 5:30 p.m.</td>
</tr>
<tr>
<td>Thursday, March 12</td>
<td>8:00 a.m. - 5:00 p.m.</td>
</tr>
<tr>
<td>Friday, March 13</td>
<td>8:00 a.m. - 4:00 p.m.</td>
</tr>
</tbody>
</table>

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 Exhibit Hall Market Place. 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:

<table>
<thead>
<tr>
<th>Date</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, March 11</td>
<td>2:00 p.m. – 5:30 p.m.</td>
</tr>
<tr>
<td>Thursday, March 12</td>
<td>8:00 a.m. – 5:00 p.m.</td>
</tr>
<tr>
<td>Friday, March 13</td>
<td>8:00 a.m. – 4:00 p.m.</td>
</tr>
</tbody>
</table>

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

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

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

The Exhibit Hall Market Place is below the main/lobby/restaurant level. On the second level is the Regency, Window Box, and Arboretum rooms. Imperial, Magnolia, Dogwood, Redbud, Mesquite, and Cottonwood rooms are on the third level. Live Oak, Willow, Ponderosa, Holly Cedar, Sandalwood, Raintree, Ebony, and Pecan are on the fourth level. Boardroom A-C and Conference Rooms 1-10 are on the sixth level.

*The Hyatt Regency Houston is a 100% non-smoking facility*
<table>
<thead>
<tr>
<th>Month/Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 2015</td>
<td>FBD 2016 General Program Chair prepares a 2016 FBD “Call For Papers” for distribution at the FBD Annual Meeting.</td>
</tr>
<tr>
<td>March 2015</td>
<td>The 2016 Association Program Chairs and the 2016 FBD General Program Chair start planning for the 2016 conference at the New Program Chairs meeting held on Saturday morning during the 2015 FBD conference.</td>
</tr>
<tr>
<td>April/May 2015</td>
<td>Program Committees/Track Chairs are selected by Association Program Chairs. Each Association sends out a Preliminary “Call For Papers” to current and prospective participants.</td>
</tr>
<tr>
<td>May/June 2015</td>
<td>FBD Officers and Association Program Chairs participate in FBD Boot Camp at hotel of the 2016 conference.</td>
</tr>
<tr>
<td>June 2015</td>
<td>FBD General Program Chair and each Association Program Chair send out “Call For Papers” reminders to current and prospective participants.</td>
</tr>
<tr>
<td>July/August 2015</td>
<td>Association Track Chairs continue soliciting manuscripts, special session proposals, tutorials and workshops for the 2016 FBD Conference.</td>
</tr>
<tr>
<td>Summer 2015</td>
<td>FBD Executive Director distributes postcard “Call for Papers” and prepares detailed online “Call for Papers.”</td>
</tr>
<tr>
<td>September 2015</td>
<td>Deadlines for receipt of papers, abstracts and proposals. Track Chairs for each Association initiate the review process and report the submission data to their Association Program Chairs.</td>
</tr>
<tr>
<td>October 2015</td>
<td>Track Chairs make acceptance/rejection decisions. Solicitation of nominees and judging of the candidates for the FBD Distinguished Paper and Outstanding Educator Awards occurs.</td>
</tr>
<tr>
<td>Early November 2015</td>
<td>Each Association Program Chair compiles, organizes and sends all program information to the 2016 FBD General Program Chair.</td>
</tr>
<tr>
<td>Early January 2016</td>
<td>FBD General Program Chair completes compilation of 2016 FBD Program Book and sends it to the printer. Each Association Program Chair contacts hotel caterers to arrange for receptions, dinners, breakfasts and special events.</td>
</tr>
<tr>
<td>Late January 2016</td>
<td>2016 FBD Program is posted on FBD Web site.</td>
</tr>
<tr>
<td>February 2016</td>
<td>Deadline for receipt of hotel reservations and pre-conference registration.</td>
</tr>
</tbody>
</table>
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.”

Marshall J. Horton, President
Ouachita Baptist University

S. Ann Wilson, Vice President & General Program Chair
Stephen F. Austin State University

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

Russell (Rusty) Calk, Secretary-Treasurer
Texas A&M University – Central Texas

Michelle McEacharn, Executive Director
The University of Louisiana Monroe

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

Thomas D. Tolleson, Past President
Texas Wesleyan University

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

In 2012, David Douglas was awarded the Sam J. Bruno Lifetime Achievement Award by the Federation of Business Disciplines. FBD honored David for his lifetime of exemplary leadership and unwavering dedication to the organization and his lasting, tangible and positive contributions to the betterment and success of FBD.
FBD 2015 ASSOCIATION PROGRAM CHAIRS

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

FBD Vice President and Program Chair-Elect  
**Barbara Davis**, Centenary College

American Accounting Association, Southwest Region  
**Katherine Boswell**, University of Louisiana at Monroe

Association for Business Communication, Southwestern U.S.  
**Kathryn O’Neill**, Sam Houston State University

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

Association of Collegiate Marketing Educators  
**Vivek S. Natarajan**, Lamar University

Decision Sciences Institute, Southwest Region  
**Hong Qin**, University of Texas – Pan American

Southwest Academy of Management  
**John N. Davis**, Hardin-Simmons University

Southwest Case Research Association  
**Lawrence Silver**, Southeastern Oklahoma State University

Southwestern Finance Association  
**M. Kabir Hassan**, University of New Orleans

Southwestern Society of Economists  
**Chu V. Nguyen**, University of Houston – Downtown
2014 - 2015 OFFICERS

President: Amelia A. Baldwin, University of Ark. – Fort Smith
Program Chair & President Elect: Katherine Boswell, University of Louisiana – Monroe
Program Chair Elect: Derek K. Oler, Texas Tech 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 2013-2014: Thomas Carment, Rogers State University
Council Representative: Bambi Hora, University of Central Oklahoma
Coordinating Committee
Member At Large (2014): Roxanne Gooch, Cameron University
Coordinating Committee
Member At Large (2015): Robert Tepper, University of New Mexico
AAA Council Representative: Bambi Hora, University of Central Oklahoma

2014-2015 SECTION REGIONAL COORDINATORS

Accounting, Behavior & Organizations: Jesse Robertson, University of North Texas
American Taxation Association: Govind Iyer, University of North Texas
Auditing: Lili Sun, University of North Texas
Diversity: Margaret M. Tanner, University of Arkansas – Fort Smith
Financial Accounting and Reporting: Taylor Joo, New Mexico State
Forensic & Investigative Accounting: Matt Pikard, University of New Mexico
Gender Issues & Work/Life Balance: D. Larry Crumbley, Louisiana State University
Government and Nonprofit: Rabih Zeidan, Texas A&M – Corpus Christi
Information Systems: Ronny Daigle, Sam Houston State University
International Accounting: Kean Wu, Rochester Institute of Technology
Management Accounting: Marty Steubs, Baylor University
Public Interest: Mary Fischer, University of Texas at Tyler
Strategic and Emerging Technologies: Stephanie Farewell, University of Ark. – Little Rock
Teaching, Learning and Curriculum: Veronda F. Willis, University of Texas at Tyler
Teaching, Learning and Curriculum: Tracy Manly, University of Tulsa

2014-2015 SPONSOR
Audimation Services, Inc.
PAST PRESIDENTS

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

2015 AWARDS

McGraw-Hill Education
Distinguished Paper Award

Equity Holdings and Income Smoothing Incentives

Qing Shu, University of Oklahoma
Wayne B. Thomas, University of Oklahoma

(Presented in Session 2A)

Federation of Business Disciplines
Outstanding Educator Award

George L Hunt, Stephen F. Austin State University
Posthumously

Teaching, Learning and Curriculum Section
Best Manuscript Award

Lessons from the Other Side of the Lectern: Professor as Student

Carolyn Conn, St. Edward’s University

(Presented in Session 4B)

Outstanding Doctoral Student Paper Award

Goodbye and Hello: Audit Quality, the Big 4, and Acquiring Consulting Practices

Jaclyn Prentice, University of Arkansas-Fayetteville

(Presented in Session 5A)
March 12, 2015 (Thursday)

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

SESSION 1A  Performance

Moderator:  Rebecca Goza, University of Central Oklahoma

Rebecca Goza, University of Central Oklahoma

Standardizing the Presentation of Financial Data: Does XBRL’s Taxonomy Affect the Investment Performance of Nonprofessional Investors?
Cassy D. Henderson, Sam Houston State University
TerryAnn Glandon, University of Texas at El Paso
Esperanza Huerta, University of Texas at El Paso

TARP, Firm Performance, and Executive Career
Emeka T Nwaeze, University of Texas-San Antonio
Qiao Xu, University of Texas at San Antonio
Jennifer Yin, University of Texas at San Antonio

8:30 a.m. – 10:00 a.m. (Accounting) 1.5 CH  Conference 2

SESSION 1B  Teaching, Curriculum and Research

Moderator:  Amelia A. Baldwin, University of Arkansas - Fort Smith

City of Calgary Recreation Skating Program
Kalinga Jagoda, Mount Royal University

Games Accountants Play
Amelia A. Baldwin, University of Arkansas – Fort Smith

Accounting Research and Data
Ryan Blunck, Georgia State University
Ronald N Guymon, Georgia State University

10:00 a.m. – 10:30 a.m.  Market Place Exhibit Hall

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 2A  Earnings Management

Moderator:  Qing Shu, University of Oklahoma

Real and Accrual-Based Earnings Management in the Pre- and Post-Requirement of the Engagement Partner Signature Periods in the United Kingdom
Shirley Liu, Florida Atlantic University

Equity Holdings and Income Smoothing Incentives
Qing Shu, University of Oklahoma
Wayne B. Thomas, University of Oklahoma

Palka Chhillar, Indian Institute of Management, Indore (M.P.) India
Ramana L. V., Indian Institute of Management, Indore (M.P.) India

SESSION 2B  Examinations: Effects on Learning, Performance and Retention

Moderator:  Carolyn Conn, St. Edward’s University

Panelists:  Carolyn Conn, St. Edward’s University
H. Jerome Freiberg, University of Houston
Kelly G Noe, Stephen F. Austin State University

This panel discussion will cover exam structures and frequency and how student learning and retention is affected, particularly as these aspects relate to accounting.

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!
Christine Botosan is the George S. and Dolores Doré Eccles Presidential Endowed Chair in Ethical Financial Reporting and Associate Dean of Graduate Affairs at the David Eccles School of Business, University of Utah. She earned her Ph.D. from the University of Michigan. She has published over 20 articles in peer reviewed journals, including The Accounting Review, Journal of Accounting Research, Contemporary Accounting Research, Review of Accounting Studies, and Accounting Horizons. Christine is the recipient of several AAA awards for research excellence, including the Competitive Manuscript Award, the Notable Contributions to Accounting Literature Award and the Accounting Horizons Best Paper Award.

Christine is the current AAA President (2014-2015) and has served on the AAA Board as Director - Focusing on Intellectual Property (2011-13), the Chair of the Publications Committee, a member of the Intellectual Property Task Force II, and a member of the Sharpening Our Vision Task Force. She has served as President and Treasurer of FARS, and has been a member of the AAA Governance Review Task Force (2009-11), the Finance Committee (2007-08), and served on the Financial Accounting Standards Committee as member (2002-04), as Chair (2004-05) and is currently the Board of Director Liaison. Christine has twenty-five years’ experience teaching financial accounting and has received five awards for teaching excellence.

This panel session will put together a group of faculty to discuss the technologies being taught in accounting programs, to discuss the Pathways Commission’s TTF goal in relation to Recommendation #4, and to discuss the overall use of technology in accounting programs.
SESSION 3B  Financial Industry Accounting

Moderator:  Ashley W Douglass, University of Arkansas-Fayetteville

*The Effect of Specialist Auditors on Earnings Management in the Banking Industry*
**Ashley W Douglass**, University of Arkansas-Fayetteville

*Measuring Damages in Federal Securities Fraud Cases*
**Christine Crawford Cheng**, Louisiana State University
**Donald Larry Crumbley**, Louisiana State University

*XBRL Adoption and Bank Loan Contracting: Early Evidence*
**Gary Chen**, University of Illinois - Chicago
**Jee-Hae Lim**, University of Waterloo
**Jeong-bon Kim**, City University of Hong Kong
**Jie Zhou**, National University of Singapore

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

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Make plans to join us in Oklahoma City for our 2016 conference.

***

**43rd Annual Conference**
March 9 – 12, 2016
Renaissance Oklahoma City Convention Center Hotel
Oklahoma City, Oklahoma

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

Visit us at FBDonline.org
FBD Coffee Break

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

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

SESSION 4A  
**Poster Session**

*Does Program Accounting Impact Market Capitalization?*
Charles Gray, University of Central Oklahoma  
Edward R. Walker, University of Central Oklahoma  
Katherene P. Terrell, University of Central Oklahoma

*Flipping the Tax Classroom - Using Tax Return Problems for Learning*
Bambi A Hora, University of Central Oklahoma

*I Do, I Do, I Don't? - An Investigation into the Tax Benefits of Same Sex Marriage*
Bambi A Hora, University of Central Oklahoma  
Edward R. Walker, University of Central Oklahoma

*Improving Integration Capabilities: The Role of Management Control*
Kalinga Jagoda, Mount Royal University  
Rafik Kurji, Mount Royal University

*Making Sense: How to Increase Understanding of Cost Classifications & Materials Flow with Production Games*
Nikki Shoemaker, Stephen F. Austin State University  
Marie Kelly, Stephen F. Austin State University

*Teaching Process Cost Accounting Using an Excel Spreadsheet Example*
Carl Boyleau McGowan, Norfolk State University  
John C Gardner, University of New Orleans

*Using YouTube Videos to Stimulate Class Discussion*
Diane Eure, Texas State University
AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2015 ANNUAL MEETING

March 12, 2015 (Thursday)

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

SESSION 4B  Teaching, Learning and Curriculum

Moderator:  Carolyn Conn, St. Edward’s University

Gender and Job-Related Variables: Impact on Perceptions of Accounting Internship
Dan Fesler, Tennessee Technological University

Lessons from the Other Side of the Lectern: Professor as Student
Carolyn Conn, St. Edward's University

Academic Accounting Salaries in the Southwest: An Exploration
Kelly G Noe, Stephen F. Austin State University
Mary Fischer, University of Texas - Tyler
Treba A Marsh, Stephen F. Austin State University

5:30 p.m. – 7:00 p.m.  Market Place Exhibit Hall

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.

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 13, 2015 (Friday)

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

SESSION 5A  Audit Quality

Moderator:  Jaclyn Prentice, University of Arkansas-Fayetteville

Client Competition, Auditor Specialization and Audit Quality
Elizabeth Schwartzhof, Louisiana State University

Goodbye and Hello: Audit Quality, the Big 4, and Acquiring Consulting Practices
Jaclyn Prentice, University of Arkansas-Fayetteville

Opinion Shopping Broadly Considered: Evidence from the US Audit Market
Mark DeFond, University of Southern California
Jeiying Zhang, University of Southern California
Yuping Zhao, University of Houston

8:30 a.m. – 10:00 a.m.  (Accounting) 1.5 CH  Conference 2

SESSION 5B  Earnings Disclosure

Moderator:  Nir Yehuda, Northwestern University

News Dispersion, Asymmetric Verification and Conservatism
Nir Yehuda, Northwestern University
Joseph Comprix, Syracuse University
Huichi Huang, Oregon State University
David Weinbaum, Syracuse University

The Effect of Restatements on Trading Volume Reactions to Earnings Announcements
Chunlai Ye, Texas A&M International University
Lin-Hui Yu, Boston University

The Effects of Organizational Structure on Management Earnings Forecast: Evidence from US Multinational Firms.
Yun Fan, University of Houston
Shuai Ma, University of Oklahoma
March 13, 2015 (Friday)

10:00 a.m. – 10:30 a.m.  Market Place Exhibit Hall

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

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

---

10:30 a.m. – 12:00 p.m.  (Accounting) 1.5 CH  Conference 1

**SESSION 6A**  Managing the Review Process in Accounting Research: Advice for Authors and Editors

**Moderator:**  Derek Oler, Texas Tech University

**Panelists:**  Lynn L. Rees, Texas A&M University  
Derek Oler, Texas Tech University  
Volkan Muslu, University of Houston

This panel will include researchers at various stages of their careers who will discuss their experiences and insights into “winning” at the researching and publishing game. The discussion will range from considerations to be made before embarking on a research project to the how to respond to various editorial outcomes.

---

10:30 a.m. – 12:00 p.m.  (Accounting) 1.5 CH  Conference 2

**SESSION 6B**  Internal Controls

**Moderator:**  Gary Todd Jackson, Rogers State University

*The Auditor's Sampling Decision in the Presence of Redundant Controls*
Gary Todd Jackson, Rogers State University  
Tony Kang, Oklahoma State University  
Michael Christopher Wolfe, Oklahoma State University

*Disclosing Material Weakness in Internal Controls - Does the Gender of Audit Committee Members Matter*
Robert James Parker, University of New Orleans  
Mai Dao, University of Toledo  
Hua-Wei Huang, National Cheng Kung University  
Yun-Chia Anderson Yan, University of Texas at Brownsville

*The Relation between Internal Control Weaknesses and Real Activities Manipulation*
Mary Jane Lenard, Meredith College  
Karin Ann Petruska, Youngstown State University  
Pervaiz Alam, Kent State University-Kent  
Bing Yu, Meredith College

Visit us at FBDonline.org
March 13, 2015 (Friday)

12:00 p.m. – 1:30 pm  (Accounting) 1.0 CH  Window Box

LUNCH and BUSINESS MEETING

Amelia Baldwin, President

Amelia A. Baldwin is the Neal Pendergraft Professor of Accounting at the University of Arkansas — Fort Smith. She earned her Ph.D. in accounting and information systems from Virginia Tech, a Master of Accountancy and a Bachelor of Science from Auburn University. She has published fifty refereed articles, most notably on emerging and intelligent technologies, accounting labor markets, and accounting education. She currently edits the journal Advances in Business Research

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

SESSION 7A  Taxation

Moderator:  Wei Hsu, University of Texas at Arlington

CEO Overconfidence and Corporate Tax Avoidance
Wei Hsu, University of Texas at Arlington

Determining Sec. 382 Ownership Changes by Five Percent Owners
Karyn Anne Friske, West Texas A&M University
Darlene A. Pulliam, West Texas A&M University

Robin Clark, West Texas A&M University
Darlene A. Pulliam, West Texas A&M University

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Statehouse Convention Center/Marriott
Little Rock, Arkansas

Visit us at FBDonline.org
### 1:30 p.m. – 3:00 p.m.  
**Session 7B**  
**Governance and Audit Pricing**

**Moderator:**  
**Rachana Kalelkar**, University of Houston-Victoria

- **Audit Committee Compensation and Audit Pricing**
  - **Sarfraz Khan**, University of Louisiana at Lafayette  
  - **Rachana Kalelkar**, University of Houston-Victoria

- **Audit Lag and Corporate Governance: Are they related?**
  - **Rabih Nehme**, Lebanese American University  
  - **Guy Assaker**, Lebanese American University  
  - **Rita-Jean Khalife**, Lebanese American University

- **The Misperception about the Cost of Limits on Auditors’ Liability**
  - **Henock Louis**, Penn State University  
  - **Dahlia M. Robinson**, University of South Florida  
  - **Michael Robinson**, University of Tampa  
  - **Amy Sun**, University of Houston

### 3:00 p.m. – 3:30 p.m.

**FBD Coffee Break**

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

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

---

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

♣ Please let exhibitors know how much we appreciate their presence and continued support!
### SESSION 8A  
**Management, Tax and Reporting**

**Moderator:**  
Mary Fischer, University of Texas - Tyler

**Tax Incentives: Utilization and Reporting**  
Mary Fischer, University of Texas - Tyler  
Treba A Marsh, Stephen F. Austin State University

**CEO Financial Background and External Stakeholder’s Perception of Financial Reporting**  
Sarfraz Khan, University of Louisiana at Lafayette  
Rachana Kalelkar, University of Houston-Victoria

**Phases of CFO Tenure and Financial Reporting Quality**  
Emeka T Nwaeze, University of Texas-San Antonio  
Rachana Kalelkar, University of Houston-Victoria

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**Make plans to join us in Oklahoma City for our 2016 conference.**

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2014-2015 OFFICERS

President: Traci L. Austin, Sam Houston State University
President-Elect and Program Chair: Kathryn S. O’Neill, Sam Houston State University
Secretary/Treasurer: Susan E. Jennings, Stephen F. Austin State University
Historian: Laura L. Valenti, Nicholls State University
Proceedings Editor: Kelly Grant, Tulane University
Immediate Past President: Randall L. Waller, Baylor University

Program and Paper Reviewers:
- Traci L. Austin, Sam Houston State University
- Kathryn L. Hill, Sam Houston State University
- Debbie D. DuFrene, Stephen F. Austin State University
- Geraldine E. Hynes, Sam Houston State University
- Susan E. Jennings, Stephen F. Austin State University
- Carroll Nardone, Sam Houston State University
- Marcel Robles, Eastern Kentucky University
- Lucia S. Sigmar, Sam Houston State University
- Laura L. Valenti, Nicholls State University
- Bradley S. Wesner, Sam Houston State University

CONGRATULATIONS!

Recipient of the 2015 McGraw-Hill Education Distinguished Paper Award

*Media Selection in Managerial Communication: Exploring the Relationship between Media Preference, Personality, and Communication Aptitude.*

- Mark Leonard, Stephen F. Austin State University
- Marsha Bayless, Stephen F. Austin State University
- Timothy Clipson, Stephen F. Austin State University

Recipient of the 2015 Federation of Business Disciplines Outstanding Educator Award

Lucia Sigmar, Sam Houston State University
March 12, 2015 (Thursday)

8:00 a.m. – 8:30 a.m.  Arboretum 5

ABC – SWUS Breakfast

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

8:30 a.m. – 10:00 a.m.  Arboretum 5

SESSION A  Management and Media

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

*Media Selection in Managerial Communication: Exploring the Relationship between Media Preference, Personality, and Communication Aptitude*
Mark Leonard, Stephen F. Austin State University
Marsha Bayless, Stephen F. Austin State University
Timothy Clipson, Stephen F. Austin State University

*The Most Popular Social Media for Business Communication and Why They are Essential to Customer Contact Strategies*
Lorelei Ortiz, St. Edward's University

*Status Update: What's Going On with Social Media in My Office?*
Laura Valenti, Nicholls State University
Marily Macik-Frey, Nicholls State University

*Just Like the Book Says*
John Davis, Hardin-Simmons University
Doug McIntyre, Hardin-Simmons University

10:00 a.m. – 10:30 a.m.  Market Place Exhibit Hall

FBD Coffee Break

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

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

March 12, 2015 (Thursday)

10:30 a.m. – 12:00 p.m. Arboretum 5

SESSION A  Recruitment, Hiring and the Job Search

Session Chair:  Lucia Sigmar, Sam Houston State University

Establishing an Interview Anxiety Baseline
Lori Boyer, Clark Atlanta University
Raphael O. Boyd, Clark Atlanta University

Reasons for Turnover in Latin American Companies: Human Resource Manager Responses
Roger Conaway, Monterrey Institute of Technology, San Luis Potosi, Mexico
Velery Chistov, Monterrey Institute of Technology, San Luis Potosi, Mexico

Exploring the Relevancy of the Cover Letter in a Digital World
Gail D. Johnson, The University of Texas at Tyler
Rochelle McWhorter, The University of Texas at Tyler
Jennifer Martinez, The University of Texas at Tyler

Strategic Use of Social Media in the Hiring Process
Ashley A. Hall, Stephen F. Austin State University
Carol Wright, Stephen F. Austin State University
Judith Biss, Stephen F. Austin State University

1:30 p.m. – 3:00 p.m. Arboretum 5

SESSION A  Management and Communication

Session Chair:  Laura Valenti, Nicholls State University

Small Business Leaders: Soft Skills for Communicating Change
Michelle Region-Sebest, St. Edward's University

Crisis Communication in the Organization: Lessons from the Trenches
Debbie DuFrene, Stephen F. Austin State University

Developing Change Management Communication Awareness
James (Skip) Ward, Fort Hays State University

Taking Best Practices from Corporate America: Integrating Coaching Skills into the Classroom
Deborah Roebuck, Kennesaw State University
Geraldine E. Hynes, Sam Houston State University
Kathryn S. O’Neill, Sam Houston State University
FBD Coffee Break

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SESSION A  Business Communication in the School of Business

Session Chair:  Traci Austin, Sam Houston State University

Soft Skills across the Business Core: The Range of Communication-Based Performance Measures in Standard Business Courses
Lorelei Ortiz, St. Edward's University
Michelle Region-Sebest, St. Edward's University
Catherine MacDermott, St. Edward's University

Weaving Accreditation Standards throughout a Business School's Curriculum, Specifically Communication Skills: A Pilot Study
Margaret S. Kilcoyne, Northwestern State University
Brenda Hanson, Northwestern State University
Begona Perez-Mira, Northwestern State University
Carmella Parker, Northwestern State University
Julie McDonald, Northwestern State University
Sue Champion, Northwestern State University

Business Communication: An Essential Skill for Business Students
Dana F. Bible, Sam Houston State University
Kathy L. Hill, Sam Houston State University
Britany Vinsant, Sam Houston State University

Impression Management in the Classroom: Case Study in One Instructor's Migration from Corporate Culture to Academia
Gail Emily Fey, University of Arizona
Sue Smith, University of Arizona

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

ENJOY YOUR EVENING IN HOUSTON!
March 13, 2015 (Friday)

7:30 a.m. – 8:30 a.m.  Regency

ABC – SWUS and ABIS Joint Breakfast

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

8:30 a.m. – 10:00 a.m.  – Joint Meeting with ABIS  Regency

SESSION A  ABC and ABIS Joint Session

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

The iPad Classroom: Results from a Pilot Project
Billy Earnest, St. Edward's University

A Business Communication Challenge: Technology Readiness
Chynette Nealy, University of Houston – Downtown

How is the Use of Social Media Impacting Communication in the Classroom?
Marcel Robles, Eastern Kentucky University

Be Visible in the Invisible Learning Context: How can Instructors Humanize Online Learning
Wanju Huang, Eastern Kentucky University
(recipient of the Association of Business Information Systems McGraw-Hill Education Distinguished Paper Award)

10:00 a.m. – 10:30 a.m.  Market Place Exhibit Hall

FBD Coffee Break

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ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES

March 13, 2015 (Friday)

10:30 a.m. – 12:00 p.m.  Arboretum 5

SESSION A  ABC SWUS Business Meeting
Presiding:  Traci Austin, ABC-SWUS President
Sam Houston State University

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

ABC – SWUS Executive Board Lunch –Library
By Invitation Only

1:30 p.m. – 3:00 p.m.  Arboretum 5

SESSION A  Communication Style
Session Chair:  Kelly Grant, Tulane University

Using Message Design Logics Theory to Analyze Supervisors' Corrective Feedback
Geraldine E. Hynes, Sam Houston State University
Kathryn S. O’Neill, Sam Houston State University

An Exploratory Investigation of the Role of Communication in Student Engagement and Learning
John H. Williams, Texas Southern University
Bettye Rogers Desselle, Texas Southern University

Can Knowing Myers Briggs Help Increase Overall Faculty Satisfaction within a Department?
Susan Jennings, Stephen F. Austin State University

The Professionals’ Guide to Relevant Grammar: The Sequel
Traci Austin, Sam Houston State University
Lucia Sigmar, Sam Houston State University

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**ASSOCIATION FOR BUSINESS COMMUNICATION**  
**SOUTHWESTERN UNITED STATES**

**March 13, 2015 (Friday)**

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<th>Time</th>
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<th>Event</th>
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| 3:00 p.m. – 3:30 p.m. | Market Place Exhibit Hall | **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. | Arboretum 5 | **SESSION A  Diversity and Business Communication**  
Session Chair: **Kathy L. Hill,** Sam Houston State University  
*It's a Great Big World Out There: Teaching Students Intercultural Communication Skills for Working in a Global Economy*  
**Ashley Hall,** Stephen F. Austin State University  
*Different Problems, Similar Goals: ESL Students and the BCOM Writing Course*  
**Marla Mahar,** Oklahoma State University  
**Lydia Powell,** Oklahoma State University  
*Exploring Gender Differences in Written Business Communications*  
**Gerald Plumlee,** Southern Arkansas University  
**Doris Wright,** Troy University  
**Alan Wright,** Southern Arkansas University  
*Sweet Tea, Math and the Beatles: The Only Recipe for a Southern Company's Success?*  
**Susan Luck,** Pfeiffer University  

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

Recipient of the 2015 McGraw-Hill Education Distinguished Paper Award

Be Visible in the Invisible Learning Context: How Can Instructors Humanize Online Learning

Wanju Huang, Eastern Kentucky University

Recipient of the 2015 FBD Outstanding Educator Award

Joselina D. Cheng, University of Central Oklahoma
ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 12, 2015
(Thursday)

8:00 a.m. – 10:00 a.m. Regency

SESSION A Buffet Breakfast, Business Meeting and Distinguished Paper Recognition

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

Session Chair: Joselina D. Cheng, University of Central Oklahoma

Business Meeting: Old and New Business of ABIS

2015 McGraw-Hill Education Distinguished Paper Award:

Be Visible in the Invisible Learning Context: How Can Instructors Humanize Online Learning

Wanju Huang, Eastern Kentucky University

Note: This paper will be presented on Friday, March 13, 2015, at 8:30 ABCSW/ABIS joint session.

10:00 a.m. – 10:30 a.m. Market Place Exhibit Hall

FBD Coffee Break

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ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 12, 2015
(Thursday)

10:30 a.m. – 12:00 p.m.  Dogwood

SESSION A  Social Media and Preparing Students for Success

Session Chair:  Joselina D. Cheng, University of Central Oklahoma

Social Media and Productivity at Small and Medium Enterprises in Rural Areas
C. Christopher Lee, Central Connecticut State University
William Jacobus, Lake Superior State University
Jillian Warner, Lake Superior State University

The Strategic Use of Social Networking in Hiring Practices--Or Is It Social Media Harassment?
Marcel M. Robles, Eastern Kentucky University

A Collaborative Model for Building Future Workforce: A Triangulation Study of a STEM Bridge Program
Joselina D. Cheng, University of Central Oklahoma

Business Student Perceptions of Collaborative Work in Academics: Are They Prepared to Transition into a Collaborative Workplace?
Carol Wright, Stephen F. Austin State University
C. Henry Dunn, Stephen F. Austin State University

Noon – 1:30 p.m.  Lunch on your own

1:30 p.m. – 3:00 p.m.  Dogwood

SESSION A  Technology and Student Engagement

Session Chair:  Lori Soule, Nicholls State University

Distance Learning and Student Engagement: The Student Perspective
Ashley Hall, Stephen F. Austin State University
Marsha Bayless, Stephen F. Austin State University
Keith New, Stephen F. Austin State University

Visual COBOL and the Micro Focus Academic Partnership Program
Carla Barber, University of Central Arkansas
Beverly Oswalt, University of Central Arkansas

University Student Experiences and Expectations in Regard to Technology
Sherry Rodrigue, Nicholls State University
Lori Soule, Nicholls State University
Ronnie Fanguy, Nicholls State University
Betty Kleen, Nicholls State University

Screencasting Software: Two Free Downloads Worth Using
Lori Soule, Nicholls State University

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ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 12, 2015
(Thursday)

3:00 p.m. – 3:30 p.m.  Market Place Exhibit Hall

FBD Coffee Break

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5:30 p.m. – 7:00 p.m.  Market Place Exhibit Hall

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March 13, 2015  
(Friday)

7:30 a.m. – 8:30 a.m.  
ABIS and ABC - SWUS Joint Breakfast

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

8:30 a.m. - 10:00 a.m.  
Joint Session with ABC

SESSION A  
Communication Connections: ABC AND ABIS JOINT SESSION

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

The iPad Classroom: Results from a Pilot Project  
Billy Earnest, St. Edward's University

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ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 13, 2015
(Friday)

10:30 a.m. – 12:00 p.m.  Dogwood

SESSION A  Innovative Instructional Design
Session Chair:  James (Skip) Ward, Fort Hays State University

Using the Water Jugs Puzzle in Management Science Class: A Work in Progress
Daniel D. Friesen, University of North Texas at Dallas

A Preliminary Study: Development of Intercultural Communication Competence Awareness in the Teaching of Business Communication at a Rural U.S. University through Learner-Generated YouTube Video
James (Skip) Ward, Fort Hays State University
Yaprak Dalat Ward, Fort Hays State University

Team-Based Critical Thinking with the Inclusion of Social Intelligence - A New Paradigm in Teaching Critical Thinking
Jim Larsgaard, Eastern Kentucky University

Full STEAM Ahead: Driving Innovation in a Knowledge-Based Economy
Susan Jennings, Stephen F. Austin State University
Matthew Sutherlin, Henderson State University

Noon – 1:30 p.m
.Lunch on your own

1:30 p.m. – 3:00 p.m.  Dogwood

SESSION A  Pedagogy - Student Preferences and Expectations
Session Chair:  Carla J. Barber, University of Central Arkansas

Determining the effect of hands on learning vs lectures in programming classes
Misael S. Serna, University of Central Oklahoma
Joselina Chiang, University of Central Oklahoma

Which Method of Communication is Most Effective in Reaching and Engaging Students
Carla J. Barber, University of Central Arkansas
Beverly Oswalt, University of Central Arkansas
Lea Anne Smith, University of Central Arkansas

Is It Really Worth the Trouble? – Students Perceptions of UDL Guidelines
Begoña Pérez-Mira, Northwestern State University
Brenda Hanson, Northwestern State University
Margaret S. Kilcoyne, Northwestern State University
Tom Hanson, Northwestern State University
Sarah Wright, Northwestern State University
Sue Champion, Northwestern State University
Carmella Parker, Northwestern State University
SESSION A (Continued)

Collaborative Session: Blended and Online Learning - Learner Activities and Digital Tools
Session Chair: James (Skip) Ward, Fort Hays State University

3:00 p.m. - 3:30 p.m. Market Place Exhibit Hall

FBD Coffee Break

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

44th Annual Conference
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Panel, Workshop, and Special Session Coordinators

Irfan Ahmed, Sam Houston State University
Patrick D. “Pat” Fountain, East Central University
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Maxwell Hsu, University of Wisconsin-Whitewater
Sanjay Mehta, Sam Houston State University
Vivek S. Natarajan, Lamar University
Madhav Pappu, Texas A&M University
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Mel F. Zuberi, St. John Fisher College

Congratulations!

2015 McGraw-Hill Education Distinguished Paper Award

Is Tourism-Led-Growth (TLG) Hypothesis Valid In China?
Maxwell Hsu, University of Wisconsin-Whitewater
Jun-Zhou Zhang, Xiamen University
Yamin Ahmad, University of Wisconsin-Whitewater

2015 Federation of Business Disciplines Outstanding Educator Award
David P. Paul, III, Monmouth University
Global & Cross-Cultural Marketing  
David K. Amponsah, Troy University

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

Marketing Research 
Sanjay S. Mehta, Sam Houston State University

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

Student Papers 
Patrick D. “Pat” Fountain, East Central University

Supply Chain Management and Business to Business Marketing 
Mel F. Zuberi, St. John Fisher College

Marketing Strategy and Entrepreneurship 
Silvia L. Martin, Lynchburg College

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

Marketing Education and Experiential and Service Learning 
Renée Gravois, Sam Houston State University
Patrick D. “Pat” Fountain, East Central University
William F. Spear, Colby-Sawyer College

Retailing and Services Marketing 
Irfan Ahmed, Sam Houston State University

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

Pharmaceutical and Healthcare Marketing 
Ashish Chandra, University of Houston-Clear Lake

Marketing in South Asia 
Vivek S. Natarajan, Lamar University
Suresh K. Chadha, Panjab University
Tejinder Sharma, Kurukshetra University
CONGRATULATIONS!

BEST OF TRACK PAPER AWARD WINNERS

Global and Cross Cultural Marketing
*Is Tourism-Led-Growth (TLG) Hypothesis Valid In China?*
Maxwell Hsu, University of Wisconsin-Whitewater
Jun-Zhou Zhang, Xiamen University
Yamin Ahmad, University of Wisconsin-Whitewater

Marketing Strategy and Entrepreneurship
*The Effect of Reshoring on Purchase Behavior*
Ulrike Maronde, University of Applied Sciences Trier
Jeff Stambaugh, Midwestern State University
Laura Martin, Midwestern State University
Phillip Wilson, Midwestern State University

Consumer Behavior and Customer Relationship Management
*Determinants of Consumers' Brand Switching Behavior*
Zafar U. Ahmed, Kuwait University
Cristelle Msaed, Lebanese American University
Osama Al-Kwifi, Qatar University

Marketing Education and Experiential and Service Learning
*Trust, Value, and Loyalty: A Comparison of Undergraduate and Graduate International Students Taking Business Courses*
Sarath Nonis, Arkansas State University
Gail Hudson, Arkansas State University

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<td>Mario Cortés Gray, Tecnológico de Monterrey Campus San Luis</td>
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<td>Constructing Identity through the Consumption of Luxury Goods</td>
<td>Diana Davila Ruiz, Universidade de Monterrey</td>
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<td>Determinants of Consumers' Brand Switching Behavior</td>
<td>Zafar U. Ahmed, Kuwait University</td>
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<tr>
<td>New Generation Consumer Preferences in Digital Media Advertising: A Study in Mexico</td>
<td>Diana Davila Ruiz, Universidade de Monterrey</td>
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<td>The Role of Psychic Distance in Business Level Marketing Activities</td>
<td>Donald Baack, Pittsburg State University</td>
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<td>Free Trade Zones: If We Build It Will They Come?</td>
<td>Alex Sharland, South Alabama University</td>
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<td>Individualism, Collectivism, Citizenship and Group Work Learning Preferences of University Students</td>
<td>Gordon Mosley, Troy University</td>
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SESSION C  Branding and Brand Management

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

How to Do Brand Management in an Industry with Legal Limitations in Branding?
Kamel El Hedhli, Abu Dhabi University
Meltem Yaman, Nişantaşı University

Do Business Majors Have Brand Personalities? Examining the Effects of the Self-Image and Major Image Congruence on Major Selection by Business Students
Türkan Dursun-Kilic, West Texas A&M University

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

Branding Strategies of Knitwears: An Empirical Study of Ludhiana Cluster
Sanjeev Sharma, DAV College

FBD Coffee Break

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ASSOCIATION OF COLLEGIATE 
MARKETING EDUCATORS

March 12, 2015
(Thursday)

10:30 a.m. – 12:00 p.m.  Redbud

SESSION A  Great Assignments and Teaching Ideas

Session Chair:  Renée Gravois, Sam Houston State University

Mystery Shopping Exercise in a Marketing Research Course
Sanjay S. Mehta, Sam Houston State University

“Trade Show Promotion” in International Business
Sarath Nonis, Arkansas State University

Business Idea Development Research Project Assignment
Stacey Bolin, East Central University

10:30 a.m. – 12:00 p.m.  Mesquite

SESSION B  Global Marketing

Session Chair:  Maxwell Hsu, University of Wisconsin-Whitewater

National Culture, Education, and Antecedent Values of Corporate Social Responsibility
Sarath Nonis, Arkansas State University
Clint Relyea, University of Maine

Is Tourism-Led-Growth (TLG) Hypothesis Valid In China?
Maxwell Hsu, University of Wisconsin-Whitewater
Jun-Zhou Zhang, Xiamen University
Yamin Ahmad, University of Wisconsin-Whitewater

Determinants of Consumers’ Attitude Towards Mobile Advertising in a Rapidly Developing and a Culturally Distinct Market
Khurram Sharif, Qatar University

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

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◆

March 9-12, 2016
Oklahoma City, Oklahoma
Renaissance Oklahoma City Convention Center Hotel and Spa

Visit us at FBDonline.org

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ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS

March 12, 2015  
(Thursday)

10:30 a.m. – 12:00 p.m.

SESSION C  
Marketing Strategy And Entrepreneurship

Session Chair:  Kimball P. Marshall, Alcorn State University

Picasso: A Study in Continuous Product Line Revitalization  
Rene Desborde, Kentucky State University  
Kimball P. Marshall, Alcorn State University

Strategic Groups: A New Competition Definition Based on Market Commonalities and Resource Equivalence  
Hector Macfarland, Instituto Tecnológico de Estudios Superiores de Monterrey  
Michelle Martin, Virginia Episcopal School

The Effect of Reshoring on Purchase Behavior  
Ulrike Maronde, University of Applied Sciences of Trier  
Jeff Stambaugh, Midwestern State University  
Laura Martin, Midwestern State University  
Phillip Wilson, Midwestern State University

Manipulation of Advertising as Real Earnings Management Activities  
Qiang Fei, Prairie View A&M University  
Wayne Ballentine, Prairie View A&M University  
Sudhir Tandon, Prairie View A&M University  
Brian Lee, Prairie View A&M University

Advertising Mistakes for Entrepreneurs to Avoid  
Tom Smith, Texas Wesleyan University

Noon – 1:30 p.m.

Lunch on your own  
Get together with some ACME colleagues and enjoy lunch!

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ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 12, 2015
(Thursday)

1:30 p.m. – 3:00 p.m.  Redbud

SESSION A  Developing Career Exploration Opportunities for Students

Session Chair:  Renée Gravois, Sam Houston State University

Career-Boosting Classroom Activities
Renée Gravois, Sam Houston State University
Pamela L. Mickelson, Morningside College

Eastbound: Key Take-aways from a China Study Abroad Program
Jeff Dyson, Lamar University
Vivek S. Natarajan, Lamar University

Career Exploration Trips as Realistic Career Previews
Patrick D. “Pat” Fountain, East Central University
Renée Gravois, Sam Houston State University

Oklahoma Business Week: A University/Community Partnership
Stacey Bolin, East Central University

1:30 pm - 3:00 pm  Mesquite

SESSION B  Healthcare Marketing

Session Chair:  Ashish Chandra, University of Houston-Clear Lake

Functional Foods: From a Tiny Niche to a Significant Segment
David P. Paul, III, Monmouth University
Ashish Chandra, University of Houston-Clear Lake

Healthcare Implications of Social Media in Rural Locations
Jordan Mitchell, University of Houston-Clear Lake
Ashish Chandra, University of Houston-Clear Lake

Who’s The Boss? How Healthcare Marketing Empowers Patients
Dolly Desai, University of Houston-Clear Lake
Ashish Chandra, University of Houston-Clear Lake

Moving Forward While Giving Back: How Charitable Organizations Can Benefit From Social Media and Community Events
Alex Habib, University of Houston-Clear Lake
Phoebe Hailu, University of Houston-Clear Lake
Simone Mascarenhas, University of Houston-Clear Lake
Joshua Paek, University of Houston-Clear Lake
Bhavana Pilla, University of Houston-Clear Lake
Lauren Wilman, University of Houston-Clear Lake
Ashish Chandra, University of Houston-Clear Lake

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ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 12, 2015 (Thursday)

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

SESSION C Partial Least Squares (PLS) Workshop, Part I
Presenter: Joe Hair, Kennesaw State University
Session Chair: Vivek S. Natarajan, Lamar University

3:00 p.m. – 3:30 p.m. Market Place Exhibit Hall

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. Redbud

SESSION A Issues in Marketing Education
Session Chair: Patrick D. “Pat” Fountain, East Central University

Trust, Value, and Loyalty: A Comparison of Undergraduate and Graduate International Students Taking Business Courses
Sarath Nonis, Arkansas State University
Gail Hudson, Arkansas State University

Beyond the Classroom: Teaching and Learning through Undergraduate Research
Kishwar Joonas, Prairie View A&M University
Michelle Martin, Virginia Episcopal School

To Buy or Not to Buy: An Analysis of Factors that Impact Students’ Purchase and Use of Educational Supplements
Irfan Ahmed, Sam Houston State University
Vivek S. Natarajan, Lamar University

Teaching Marketing Ethics to Undergraduates: A Transformative Learning Experiment
Grant C. Aguirre, University of Central Oklahoma
Michael R. Hyman, New Mexico State University
Amy T. Carrell, University of Central Oklahoma
Corey Hamilton, University of Central Oklahoma

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ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 12, 2015
(Thursday)

3:30 p.m. – 5:00 p.m.  Mesquite

**SESSION B  Marketing Strategy And Entrepreneurship**

Session Chair:  **Silvia L. Martin**, Lynchburg College

*Organizational Drivers of New Product Competitive Advantage and Success*
**Türkan Dursun-Kilic**, West Texas A&M University
**Ceyhan Kilic**, IMC

*Innovation and New Product Development in Emerging Markets: Opportunities and Challenges*
**Prashant Srivastava**, Drexel University

*Does Top Management Influence Innovation Strategy?*
**Jorge H. Mejia-Morelos**, Insituto Tecnologico Autonomo de Mexico
**Silvia L. Martin**, Lynchburg College

*Understanding Hispanic Entrepreneurial Success: an Exploratory Study*
**Denisse Olivas**, University of Texas at El Paso
**Gary L. Frankwick**, University of Texas at El Paso

3:30 p.m. – 5:00 p.m.  Magnolia

**SESSION C  Partial Least Squares (PLS) Workshop, Part II**

Presenter:  **Joe Hair**, Kennesaw State University

Session Chair:  **Vivek S. Natarajan**, Lamar University

5:30 p.m. – 7:00 p.m.  Market Place Exhibit Hall

**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.

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ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 13, 2015
(Friday)

7:30 a.m. – 8:30 a.m.  Magnolia

ACME Breakfast

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

8:30 a.m. – 10:00 a.m.  Redbud

SESSION A  Meet the Editors

Moderator:  Irfan Ahmed, Sam Houston State University

Panelists:  Ashish Chandra, University of Houston-Clear Lake  
Hospital Topics  
Gurumurthy Kalyanaram, University of Japan and City University of New York  
NMIMS Management Review  
Binshon Lin, Louisiana State University Shreveport  
Expert Systems with Applications  
Purnendu Mandal, Lamar University  
International Journal of Business Excellence  
Avinandan (Avi) Mukherjee, Clayton State University  
International Journal of Pharmaceutical and Healthcare Marketing  
David P. Paul, III, Monmouth University  
Hospital Topics  
Lou Pelton, University of North Texas  
Journal of Marketing Channels

8:30 a.m. – 10:00 a.m.  Mesquite

SESSION B  AxcessCapon Teaching Innovation Competition — Finalist Presentations

Session Chair:  Renée Gravois, Sam Houston State University

Please join us for this session which will feature three finalists from the AxcessCapon Teaching Innovation Competition. The winning teaching innovation will be selected from the three finalist presentations, with all three recognized at the ACME Awards Luncheon and Business Meeting.
March 13, 2015  
(Friday)

8:30 a.m. – 10:00 a.m.  
Magnolia

SESSION C  
Workshop on Structural Equation Modeling using Stata

Presenter:  
Maxwell Hsu, University of Wisconsin-Whitewater

Session Chair:  
Vivek S. Natarajan, Lamar University

10:00 a.m. – 10:30 a.m.  
Market Place Exhibit Hall

FBD COFFEE BREAK

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

10:30 a.m. – 12:00 p.m.  
Redbud

SESSION A  
Plenary Session – Future of Higher Education

Session Chair:  
Vivek Natarajan, Lamar University

Panelists:  
Kenneth Evans, President, Lamar University  
Noel Gould, JD MPA, Founding Chair, Virtual Trade Mission Foundation and Global Learning for Global Leadership in the New Multipolar World  
Professor and Online Curriculum Developer, University of Wisconsin MBA Consortium  
Lou Pelton, University of North Texas (Moderator)

10:30 a.m. – 12:00 p.m.  
Mesquite

SESSION B  
B2B Marketing

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

Revamping Sales Strategy Employing Marketing Information Systems  
Mariam Jamila, Verizon  
Mel F. Zuberi, St. John Fisher College

Optimizing Inventory Placement in a Closed Loop Supply Chain through Application of Inventory Stratification for Packaged Gases  
Craig Harris, Red Ball Oxygen Co  
Malini Natarajarathinam, Texas A&M University

Developing Tiered Pricing Structure through Spend Analysis with Strategic Suppliers  
Daniel Somer, TFE Group, Inc.  
Malini Natarajarathinam, Texas A&M University
ACME Business Luncheon and Awards Meeting

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

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

SESSION A  Supply Chain Management – 2020 and Beyond

Moderator: Madhav Pappu, Texas A&M University
Panelists: Lou E. Pelton, University of North Texas
Robert Schneider, Occidental Petroleum, Houston, Texas
Abeezar Tyebji, Shipcomm Wireless, Houston, Texas

SESSION B  Academic Integrity in Online Courses

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

Applying the Fraud Triangle to Academic Dishonesty
Patrick D. “Pat” Fountain, East Central University

An Investigation of the Factors that Influence the Use of Proctoring in Online Courses
Kakoli Bandyopadhyay, Lamar University
Cynthia Barnes, Lamar University
Soumava Bandyopadhyay, Lamar University

Ensuring Academic Integrity with Online Proctoring
Andy Caldwell, Vice President of Business Development, ProctorU

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SESSION C  Marketing Research

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

Modeling the Choice of Public Goods
Gurumurthy Kalyanaram, University of Japan and City University of New York
Brett Gelso, Management Consultant

An Application of Big Data Analysis Using Online Marketing Database: Comparison of Movie Ratings between Pirate and Legal Channels
M. Deniz Dalman, Dogruluk International Transportation Co. and Ozdogruluk Customers Clearance Co.
Junhong Min, Michigan Technological University

Objective and Self-Reported Data Quality Measures of mTurk Samples
Vaidotas Lukosius, Tennessee State University
Michael Hyman, New Mexico State University

Incremental Revenue from an Entertainment Venue: Day of, Before, and After Event
Jim Rauch, East Central University
Tom Lanis, East Central University
Hongkai Zhang, East Central University

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SESSION A  Student Track

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

A Look at One Texas City’s Water Conservation Effort
Julie Haworth, University of Texas at Dallas

Corporate Practices in Procurement
Crystal Dobbins, Tennessee State University
Andy Downs, Tennessee State University
Andy Obot, Tennessee State University

Understanding Factors that Influence Customer Feedback to Companies in Saudi Arabia
Saleh Al-Abdulqader, Tennessee State University
### March 13, 2015 (Friday)

**SESSION B**  
**Mesquite**  
**3:30 p.m. – 5:00 p.m.**  
**In the Classroom: How Educator-Entrepreneurs Can Bring Value to Marketing Instruction and Pedagogy**  
**Moderator:** Mel F. Zuberi, St. John Fisher College  
**Panelists:** Sanjay Mehta, Sam Houston State University  
Lou Pelton, University of North Texas

**SESSION C**  
**Magnolia**  
**3:30 p.m. – 5:00 p.m.**  
**Becoming a Track Chair**  
**Session Chair:** Renée Gravois, Sam Houston State University  
This session will be an ideation session for the 2016 ACME meeting to be held in Oklahoma City. Please join us and share your ideas!

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March 9-12, 2016  
Oklahoma City, Oklahoma  
Renaissance Oklahoma City Convention Center Hotel and Spa

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## 2014-2015 TRACK CHAIRS

**Accounting**  
Mary Fischer, University of Texas at Tyler  

**Big Data**  
Triss Ashton, University of Texas – Pan American  

**Business Analytics**  
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**E-Commerce and Mobile**  
June Lu, University of Houston – Victoria  

**Enterprise Resource Plan**  
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**Globalization**  
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**Innovative Education**  
Kai Koong, University of Texas – Pan American  

**Info. Security & Privacy**  
Khaled Al-Share, Qatar University  

**International Business**  
Mark McMurtrey, University of Central Arkansas  

**Management Info. Systems**  
Binshan Lin, Louisiana State University at Shreveport  

**Mgt. and Org. Behavior**  
Murad Moqbel, University of Kansas Medical Center  

**Marketing**  
John Seydel, Arkansas State University  

**Online Learning**  
Ravi Nath, Creighton University  

**Op. & Supply Chain Mgt.**  
Trevor Hale, University of Houston-Downtown  

**Project Management**  
Matthew Lindsay, Stephen F. Austin State University  

**Quan. Methods & Quality**  
Zhen Li, Middle Tennessee State University  

**Social Media**  
Babajide Osatuyi, University of Texas – Pan American  

**Social Networking**  
Gina M. Harden, Stephen F. Austin State University  

**Student Track**  
Victor R. Prybutok, Univ. of N. Texas Toulouse Graduate School  

**Proceedings Editor**  
Mohan Rao, Texas A&M University-Corpus Christi  

**Proceedings Prod. Coord.**  
Carl M. Rebman, Jr., University of San Diego
SPECIAL EVENTS, WORKSHOPS & PANELS

Microsoft Windows 8 Workshop  
Wednesday, March 11, 2015, 1:00 p.m. - 5:00 p.m.  
Paul DeCarlo, Technical Evangelist, Microsoft Corporation  
Janet Bailey, University of Arkansas Little Rock

The Internet of Things Workshop  
Saturday, March 14, 2015, 8:30 a.m. – 10:00 a.m.  
Paul DeCarlo, Technical Evangelist, Microsoft Corporation  
Janet Bailey, University of Arkansas Little Rock

Explosion of Analytics in the Business Curriculum  
Friday, March 13, 2015, 10:30 a.m. – 12:00 p.m.  
The popular integration of analytics into the undergraduate and graduate curriculum  
Paul Cronan, University of Arkansas  
Janet Bailey, University of Arkansas Little Rock  
Robert Pavur, University of North Texas  
Mike Hanna, University of Houston Clear Lake

Health Informatics and E-health  
Thursday, March 12, 2015, 8:30 a.m. - 10:00 a.m.  
Gayle Prybutok, University of North Texas

Journal Editors Panel  
Thursday, March 12, 2015, 1:30 p.m. - 3:00 p.m.  
Khaled A. Alshare, Studies in Business and Economics  
Mary Fischer, Federation of Business Disciplines Journal  
Kai S. Koong, International Journal of Services and Standards  
Binshan Lin, Expert Systems with Applications  
June Wei, International Journal of Mobile Communications

Using Teradata University Network Resources For Teaching  
Friday, March 13, 2015, 1:30 p.m. – 3:00 p.m.  
Summer E. Bartczak, University of Central Arkansas

Doctoral Consortium By Invitation Only  
Friday, March 13, 2015, 12:00 p.m. – 5:00 p.m.

An Introduction to PLS with Details on how It Differs to Traditional SEM  
Thursday, March 12, 2015, 10:30 a.m. – 12:00 p.m.  
Wynne Chin, University of Houston

PAPERS & MEETINGS

SWDSI 2015 Business Meeting  
Thursday, Mar 12, 2015 3:30 p.m. - 5:00 p.m.

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CONGRATULATIONS!!

RECIPIENT OF THE 2015 MCGRAW-HILL EDUCATION DISTINGUISHED PAPER AWARD

MNC Strategies and Corporate Social Responsibility in China  
Jifu Wang, University of Houston, Victoria  
Vipin Gupta, California State University, San Bernadino  
Ron Salazar, University of Houston, Victoria  
Xiuli Wang, Central University of Finance and Economics

RECIPIENT OF THE 2015 FEDERATION OF BUSINESS DISCIPLINES OUTSTANDING EDUCATOR AWARD

Victor R. Prybutok, University of North Texas

RECIPIENT OF THE SWDSI 2015 DISTINGUISHED SERVICE AWARD

Carl Rebman Jr., University of San Diego

RECIPIENTS OF THE 2015 BEST STUDENT PAPER AWARDS

Antecedents of Customer Experience for Mobile Technology Service Providers  
Catalin Dinulescu, University of North Texas

Tweeting for Fun and to Empower: Exploring the Information Behavior of Saudi Arabian Women  
Marwah Halwani, University of North Texas

Can an Evolutionary Development Teaching Model Accelerate Programmer Competency for Beginners?  
Jimmy Ball, University of Mississippi
Microsoft Windows 8 Workshop

Presenter:    Paul DeCarlo, Technical Evangelist, Microsoft Corporation
             Janet Bailey, University of Arkansas

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

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March 12, 2015
(Thursday)

7:00 a.m. – 8:30 a.m.  Cottonwood

MEETING:  Officers and Directors Meeting

Presiding:  June Wei, University of West Florida

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

8:30 a.m. – 10:00 a.m.  Conference 6

SESSION A  Accounting

Session Chair:  Lai Liu, University of Texas - Pan American

Revenue Recognition: The Case of Jordanian Industrial Listed Companies
Ghassan Mardini, Qatar University
Yaseen Tahat, Gulf University of Science and Technology
Habibullah Khan, Qatar University

Management of Income Statement Variables to Report Small Positive Earnings Numbers
B. Brian Lee, Prairie View A&M University
Dong Wuk Kim, Jeju National University, Korea
Haeyoung Shin, University of Houston - Clear Lake
William Vetter, Prairie View A&M University

One Course Does Not Fit All: Considering the Impact of Accounting Course Offerings on Student Outcomes
Shani Robinson, Sam Houston State University
Joshua Racca, University of Alabama at Birmingham

Content Coverage in the Accounting Forensic Course
Grace Koong, University of Texas - Pan American
Lai Liu, University of Texas - Pan American
Jerald Hughes, University of Texas - Pan American
SESSION B  Finance

Session Chair: Andre Vianna, University of Texas Pan American

Corporate Dividend Policy: Bush’s Tax Cut vs. Obama’s Tax Increase
Andre Vianna, University of Texas Pan American

Gender Discrimination in Online Peer-to-Peer Lending in China
Dongyu Chen, Soochow University
Weihua Shi, University of Southern Mississippi

A Suggested Model to Evaluate Accounting Software for Small Business?
Sherif Elharrad, MacEwan University
Muhammad Hossain, MacEwan University

The Financial Crisis and Market Discipline: The Effect of Opacity on Charter Value
Chris Brune, Ouachita Baptist University
Kevin Lee, Texas A&M University - Central Texas
Scott Miller, Pepperdine University

SESSION C  DSS/ES/LM

Session Chair: Hamed Majidi Zolbanin, Oklahoma State University

Investigating Cancer Comorbidity: A Data Mining Approach
Hamed Majidi Zolbanin, Oklahoma State University
Dursun Delen, Oklahoma State University

An Analysis of the E-Commerce Data Reports
Haoyu Wen, Xidian University, China
Kai Koong, University of Texas - Pan American
Lai Liu, University of Texas - Pan American

Are Social Influence and Privacy Protection Critical to Mobile Commerce Continuance?
June Lu, University of Houston-Victoria
June Wei, University of West Florida

An Examination of BYOD System Features and Characteristics
Xiaoping Liu, Zhejiang Agriculture and Forestry University, China
Kai Koong, University of Texas - Pan American
Bin Wang, University of Texas - Pan American
SESSION D  Big Data I

Session Chair: Triss Ashton, University of Texas - Pan American

Benefits of Business Intelligence and Analytics for Patients and Providers of Healthcare
Joseph Mollick, Texas A&M University - Corpus Christi

An Investigation on Students’ Perceived Participation and Students’ Learning Satisfaction
Mei Han, University of Texas - Pan American

Cross-listing Cross World
Hang Yang, University of Texas - Pan American

Logistic Service Quality for e-Retail
Alejandro Sanchez, University of Texas - Pan American
Triss Ashton, University of Texas - Pan American

SESSION E  Finance

Session Chair: Delmer Nagy, Tarleton State University

Understanding Enterprise System Innovation: A Belief, Action, Outcome Proposal
Delmer Nagy, Tarleton State University
Joseph H. Schuessler, Tarleton State University
Kevin Fulk, Tarleton State University
Carolyn Holton, Southeeastern University

Pattern Analysis on Financial Ratios and Annual Compensation Costs in the Credit Card Issuance Industry
Bojun Fan, University of West Florida
Jiyuan Pan, Pensacola Christian College
June Wei, University of West Florida

Business Intelligence Applications Using Multifactor Measurement Models
Mohan Rao, Texas A&M University - Corpus Christi

Capital Structure and Corporate Performance in GCC Countries
Mohamad Rajeh, Qatar University
Rami Zeitun, Qatar University
March 12, 2015  (Thursday)

8:30 a.m. – 10:00 a.m.  Cottonwood

SESSION F  DSS/ES/LM I

Internationalization Strategy and Firm Performance: Estimation of Corporate Strategy Effect Based on Big Data of Chinese IT Companies in a Complex Network  
Ken Hung, Texas A&M International University  
Da Huo, Central University of Finance and Economics

A Distributed Knowledge Approach to Managing Innovation  
Dorothy Kirkman, University of Houston - Clear Lake

Social Networking and Institutional Selection: Influencing Future Faculty Applicants  
Denise Philpot, University of North Texas

Development of Expert Systems in Healthcare  
Lai Liu, University of Texas - Pan American  
Kai Koong, University of Texas - Pan American

10:00 a.m. - 10:30 a.m.  Market Place Exhibit Hall

FBD Coffee Break

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SESSION A       Business Analytics

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

Comparison of users’ perceptions of Business Analytics vs. Database Systems
Joseph Mollick, Texas A&M University - Corpus Christi

Financial and Compensation Predictions and Their Relationships in the Credit Card Issuance Industry
Jiyuan Pan, Pensacola Christian College
Fan Bojun, University of West Florida
June Wei, University of West Florida

OLAP with Microsoft SSAS & Jedox
Carlos Cantu, University of Texas - Pan American
Joshua Martinez, University of Texas - Pan American
Eve Pakhomova, University of Texas - Pan American
Francis Andoh-Baidoo, University of Texas - Pan American

Decision Tree Induction in Data Mining
William Barrera, University of Texas - Pan American
Dallas Russell, University of Texas - Pan American

Cloud-based Business Analytics: Bringing the Latest and Greatest to the Classroom
Janet Bailey, University of Arkansas at Little Rock
Bradley Jensen, Microsoft Corp.

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SESSION B  MIS

Session Chair: David Chou, Eastern Michigan University

The Analysis of Demand and Supply in Data Scientists Market
David Chou, Eastern Michigan University

Big Data, Big Impact?
Sibylle Mabry, Louisiana State University in Shreveport
Binshan Lin, Louisiana State University in Shreveport

Drivers of Cloud Computing Implementation in Small Business
C. Christopher Lee, Central Connecticut State University
Benjamin Bae, California State University
Kyudong Kim, Sookmyung Women's University, Korea

The Persistent “Poverty Divide” in County Level E-government Implementations: A Comparison of 2006 and 2014
Queen Booker, Minnesota State University, Mankato
Carl Rebman, University of San Diego

SESSION C  Workshop

An Introduction to PLS with Details on how It Differs to Traditional SEM
Wynne Chin, University of Houston

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SESSION D  Innovation in Education

Session Chair: Chin-Yen Liu, Texas A&M University - San Antonio

*Teaching Globalization Online: A Case Study*
Pierre Canac, University of St. Thomas  
Charles Davis, University of St. Thomas  
Sujin Horwitz, University of St. Thomas

*Reflections on the Self-regulated Learners in a Blended Learning Environment*
Chin-Yen Liu, Texas A&M University - San Antonio

*DSI turns 45: Content Analysis of the Decision Sciences Journal*
Robert Vinaja, Texas A&M University - San Antonio

*“Move out Email!!! Here comes Social Media!!” – Utilizing Social Media as an Alternate Communication Channel for the Higher Education Classroom.*  
Sarah Wright, Northwestern State University  
Begona Perez-Mira, Northwestern State University  
Curtis Penrod, Northwestern State University  
Thomas Hanson, Northwestern State University  
Eddie Horton, Northwestern State University

SESSION E  Economics I

Session Chair: Fereshteh Ghahramani, University of Texas – Arlington

*Cloud Research: A Review and Assessment from the Cyber Security Perspective Improving Healthcare in India: Opportunities and Challenges*
Sandra J. Blanke, University of Dallas  
Brett J.L. Landry, University of Dallas

*Role of Age in Adoption and Intention to Use of Mobile Healthcare Technologies*
Fereshteh Ghahramani, University of Texas – Arlington

*Pay or Drop: What Drives Consumer Reaction to Higher Homeowner Insurance Prices?*
Kenneth Lovell, University of Texas – Pan American  
Fuad Hasan, University of Texas – Pan American

*Influence of Institutional Forces on Data Analytics Adoption among Healthcare Organization*
Venugopal Gopalakrishna-Remani, University of Texas at Tyler  
Robert Jones, University of Texas at Tyler  
Barbara Wooldridge, University of Texas at Tyler
SESSION A Economics II

Session Chair: Rebecca Scott, University of North Texas

Traumatic Brain Injury
Adeti Sengupta, Harvard Medical School, Post Graduate Association

An Exploratory Study of the Psychological Influence of Smoking when Family and Friends Smoke
Rebecca Scott, University of North Texas
Marisa Nowicki, University of North Texas
Victor Prybutok, University of North Texas

Factors Influencing the Progress of Central Asian Economies
Krishan Rana, Alabama A & M University
Shahnaz Abdullah, Alabama A & M University

Comparisons of Union vs Non-union Business Professoriates
Kaye Mckinzie, University of Central Arkansas
James Weber, St Cloud State
Ken Griffin, University of Central Arkansas

Cloud Research: A Review and Assessment from the Cyber Security Perspective
Sandra Blanke, University of Dallas
Brett Landry, University of Dallas

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SOUTHWEST REGION

March 12, 2015
(Thursday)

1:30 p.m. – 3:00 p.m.  Conference 6

SESSION B  International Business

Session Chair: Jifu Wang, University of Houston, Victoria

MNC Strategies and Corporate Social Responsibility in China
Jifu Wang, University of Houston, Victoria
Vipin Gupta, California State University, San Bernardino
Ron Salazar, University of Houston, Victoria
Xiuli Wang, Central University of Finance and Economics

Factors Influencing the Success of High-Skill Mexican Immigrant Entrepreneurs in the Rio Grande Valley
Eduardo Millet, University of Texas Pan American

FDI, Terrorism, and Oil: When Resources Matter
Joseph Simpson, University of Texas - Pan American
Sergio Garcia, University of Texas - Pan American

Use of Electronic Commerce in the World and in Turkey: An Investigation of Using E-Commerce Sites in Turkey
Selda Ene, Marmara University, Istanbul
Neslihan Celik, Marmara University, Istanbul
Cem Canel, University of North Carolina at Wilmington

MNCs Incentives to Invest in Vietnam: New Empirical Findings
Thi Lan Anh Nguyen, Vietnam National University
Ali Salman Saleh, Qatar University
Denis Vinen, Swinburne University of Technology

1:30 p.m. – 3:00 p.m.  Conference 7

SESSION C  Big Data

Session Chair: Ajaya Swain, St. Mary's University

Personality Traits of Winter Texans
Sergio Robles, University of Texas - Pan American

The Qualitative Logistics Service Quality Instruments
Triss Ashton, University of Texas - Pan American

Risk Profile Analysis for Obesity: A Case Study of the United States using Data Mining Approach
Ajaya Swain, St. Mary's University

Data Structure of a Quadratic Program Model of Document Clustering
Bart Garner, University of Mississippi
Brian Reithel, University of Mississippi
Bahram Alidaee, University of Mississippi
SESSION D Workshop

Journal Editors Panel

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

SESSION E Workshop

Health Informatics and E-health
Gayle Prybutok, University of North Texas

FBD Coffee Break

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<th>Time</th>
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<td>3:30 p.m.</td>
<td><strong>SESSON A</strong></td>
<td><strong>Finance III</strong></td>
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<td><em>Economic Factors and Seasonal Effects on Overall Momentum Return</em></td>
<td>Shahil Sharma, University of Texas Pan American</td>
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<td><em>Innovation in Venture Capital Versus Non-Venture Capital Backed Companies</em></td>
<td>Abdelhamid Riani, University of Texas Pan American</td>
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<td><em>Analysis of the Bovespa Futures and Spot Indexes with High Frequency Data</em></td>
<td>Edimilson C. Lucas, Getulio Vargas Foundation</td>
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<td>Danilo Braun Santos, Getulio Vargas Foundation</td>
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<td>Bruno Nunes Medeiro, Getulio Vargas Foundation</td>
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<td><em>The Health of Successful Investor Performance</em></td>
<td>Corey Shank, University of Texas Pan American</td>
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<td>3:30 p.m.</td>
<td><strong>SESSON B</strong></td>
<td><strong>Finance IV</strong></td>
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<td><em>On the Sustainability of Electricity Market Development Strategies: Evidence from an Emerging Market</em></td>
<td>Ezgi Avcisuru, Bilkent University</td>
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<td>A. Kursat Aydoğan, Bilkent University</td>
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<td>Doganbey Akgul, Ministry of Energy and Natural Resources</td>
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<td><em>Investor Sentiment and Contagion during the 1997 Asian Crisis</em></td>
<td>Chu-Sheng Tai, Texas Southern University</td>
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<td><em>Computing Bond Values to Teach Time Value of Money Principles</em></td>
<td>Carl McGowan, Norfolk State University</td>
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<td><em>Information Clustering Effect in Fast Growing SME</em></td>
<td>Wonseok Choi, University of Texas Pan American</td>
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<td>Kwan Cheon, University of Texas Pan American</td>
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SESSION C  Quantitative Methods and Quality

Session Chair: Dennis Richardson, University of North Texas

Case Study: Streamlining the Receiving Process Using Lean Six Sigma
Eduardo Materan, University of Houston
Jamison Kovach, University of Houston

A Case Study Using Lean Six Sigma to Achieve Customer Service Excellence in a Navy Command
Donna Lohr, University of North Texas
Dennis Richardson, University of North Texas

Validating Decision Rule for Selecting Either Croston's Method of Single Exponential Smoothing with Industrial Data
Matthew Lindsey, Stephen F. Austin State University
Robert Pavur, University of North Texas

The Effect of Dichotomization and Trichotomization
Mohammed Alkhars, University of North Texas
Robert Pavur, University of North Texas

SESSION D  Globalization

Session Chair: Aurore Kamssu, Tennessee State University

Teaching Mobile Apps with SAP: Applied Learning in Action
Peggy Lane, Missouri Western State University

The Relationship between Diversification Strategy and Organizational Performance: A Research Intended For Comparing USA and Turkey
Ihsan Yigit, Marmara University
Cem Canel, University of North Carolina Wilmington

Environmental Sustainability and Vision of Turkey
Begum Oktem, Marmara University

Market Power Distribution in the Global Shipping Market
Qing Liu

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 13, 2015
(Friday)

7:30 a.m. – 8:00 a.m.  Dogwood

Light Continental Breakfast

8:30 a.m. – 10:00 a.m.  Conference 8

SESSION A  ERP

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

Assurance of Learning: Embedded Assessment with ERPsim
Mark Lewis, Missouri Western State University
Peggy Lane, Missouri Western State University
Michael Lane, Missouri Western State University

Factors Influencing the Migration of Enterprise Systems to Cloud Platform
Thiagarajan Ramakrishnan, Prairie View A&M University

University Ratings: Public Perception or Actual Performance
Aurore Kamssu, Tennessee State University

ERP Simulation and Mobile Dashboards: An Extended Time Implementation
Robert Burdwell, Texas A&M University San Antonio
Robert Vinaja, Texas A&M University San Antonio
Richard Green, Texas A&M University San Antonio

Capability Development and Knowledge Transfer during ERP Implementation Project
Noufou Ouedraogo, Grant MacEwan University

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SESSION B  Information Security I
SESSION B  Operations and Supply Chain Management

Session Chair: Krishan Rana, Alabama A & M University

A Review of Production–distribution Models with Emphasis on Multi-stage Supply Chains
Yavuz Acar, Bogazici University
Sukran Atadeniz, Yeditepe University, Turkey

Transportation in Kazakhstan and its Economic Implications
Krishan Rana, Alabama A & M University

The Effect of Supply Chain Integration on a Reinforcing Feedback in the Transmission of Disruptions
Artur Swierczek, University of Economics

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SESSION C Information Security II

Session Chair: Brandon Phillips, Southwestern Oklahoma State University

Users Security Perceptions and Antecedents to Security Intention
Brandon Phillips, Southwestern Oklahoma State University

Phishing Awareness and Education of University Students via an In-course ‘Fake’ Phishing Project
Paula Crouse, Mount Saint Vincent University
Robert Farmer, Mount Saint Vincent University

Data Breach Laws: Do They Work? An Exploratory Study
Joseph H. Schuessler, Tarleton State University
Delmer Nagy, Tarleton State University
Art Dearing, Tarleton State University
H. Kevin Fulk, Tarleton State University

Is Mobile Recruiting Strategy Effective?
Donna Stringer, University of Houston-Victoria
June Lu, University of Houston-Victoria

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SESSION D E-Commerce I

Session Chair: Simon Lee, Eastern Illinois University

The Factors Influencing M-Shopping Use
Simon Lee, Eastern Illinois University

TripAdvisor: Intention to Use and Impact of Reading Reviews on TripAdvisor with Use of a Service or Purchase of a Product
Joshua Fogel, Brooklyn College
Kathleen K Murphy, Brooklyn College

Exponentially Weighted Moving Average Control Chart Performance with Estimated Parameters and Non-normal Observations
R. Noorossana, Iran University of Science and Technology
M. R. Nayebpour, DeVry University
S. Fathizadan, Iran University of Science and Technology

Why Consumers Participate in Online Review Through Post-purchase Email Solicitation
Qinyu Liao, University of Texas at Brownsville

SESSION E E-Commerce II

Session Chair: Xiaotong Liu, University of North Texas

Cloud Computing Technology Lowers the Use of PC
Victor Prybutok, University of North Texas
Xiaotong Liu, University of North Texas

Mobile Business Solutions for Pharmaceutical Industry
Chia Ying Tsai, University of West Florida
June Wei, University of West Florida

Factors Affecting Intention to Avoid Binge Drinking as a Result of E-Messaging on YouTube
Gayle Prybutok, University of North Texas
Alexandra Ruuska, University of North Texas
Lu Xu, University of North Texas
Victor Prybutok, University of North Texas

Application of Learning Science to Improve Student Learning in the MBA Decision Science Course
Edward Sim, Hardin-Simmons University
SESSION F  MIS

Session Chair: Russell Torres, University of North Texas

Nolan’s Stage Level Measurement of Information and Communication Technology in Modern Organizations
Jose Eduardo Ricciardi Favaretto, Fundacao Getulio Vargas
Fernando De Souza Meirelles, Fundacao Getulio Vargas

Journal Impact Factor Distribution Modeling: A Critical Review
Binshan Lin, Louisiana State University in Shreveport
Michael Brendler, Louisiana State University in Shreveport

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

An Experimental Examination of Award Visualization and Competition in Workflow Automation Systems
Russell Torres, University of North Texas

SESSION G  Innovation in Education
Session Chair: Summer Bartczak, University of Central Arkansas

Investigating SCADA Threats, Impacts, & Possible Mitigations in Waste Water Treatment
Basia Bartczak, University of Tulsa
Keenan Bonds, University of Tulsa
Summer Bartczak, University of Central Arkansas

Readiness to Reveal Personal Information on Social Media: A Cross-cultural Analysis of Nigeria, United States, Saudi Arabia, and Qatar.
Abdullahi I. Musa, Ahmadu Bello University
Mohammed Algarni, Institute of Public Administration
Khaled A. Alshare, Qatar University

Critical Skills Required of Health Information Technology Professionals - Revisited
Andrea Diaz, University of Texas - Pan American
Catalina Cantu, University of Texas - Pan American

A Content Analysis of IT Degree Programs: A Global Approach
Robert Vinaja, Texas A&M University - San Antonio

From Student to Professional: Collaborating with Industry to Benefit Students
Janet Bailey, University of Arkansas at Little Rock
Paul Decarlo, Microsoft
FBD Coffee Break - Please let our exhibitors know how much we appreciate their presence and continued support! Great Door Prize Drawings take place at 10:15 a.m. *Must be present to win.*

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SESSION A  
Analytics in the Curriculum Workshop

*Explosion of Analytics in the Business Curriculum: The Popular Integration of Analytics into the Undergraduate and Graduate Curriculum*

**Paul Cronan**, University of Arkansas  
**Janet Bailey**, University of Arkansas Little Rock  
**Robert Pavur**, University of North Texas  
**Mike Hanna**, University of Houston Clear Lake

---

SESSION B  
Media

*Session Chair:* **Samaneh Torkzadeh**, University of Texas-Pan American

*Alcohol Use Promotion on Social Networking Sites among College Students*

**Babajide Osatuyi**, University of Texas-Pan American  
**Samaneh Torkzadeh**, The University of Texas-Pan American

*Use of Snowball Sampling to Investigate How the Structure of Incentive Plans Impact Business and IT Alignment*

**Vess Johnson**, University of the Incarnate Word

*To Claim or Not To Claim: Promoting Patient-Centered Engagement through Social Media*

**Babajide Osatuyi**, University of Texas-Pan American  
**Alexander Pimentel**, University of Texas-Pan American

*Metric-Sensitive High-Dimensional Clustering with Applications to Financial Statement Analysis*

**Chuanren Liu**, Rutgers University  
**Tianming Hu**, Dongguan University of Technology  
**Yuan Sung**, South Texas College
SEASON C  Social Media/MIS

Session Chair: Babajide Osatuyi, The University of Texas-Pan American

Big Five Personality Traits and Social Technology Use: The Case of Social Networking Sites
Babajide Osatuyi, The University of Texas-Pan American
Kehinde Ajayi, The University of Texas-Pan American

Relationship of Social Media and Academic Achievement: A Cultural Perspective
Vishal Shah, University of Arkansas
Sana Rouis, ESSCA

Drinking Promotion on Social Media: An Exploration of the Role of Lurking and Compulsive Social Media Use
Samaneh Torkzadeh, University of Texas-Pan American
Babajide Osatuyi, University of Texas-Pan American

SEASON D  MIS

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

Some Observations on the Research and Publishing Support Industry in China
Sixin Ren, Ifugao State University, China
Kai Koong, University of Texas - Pan American

Educational Institution’s New Avatar: An Incubator for Civic Engagement and Public Good
Veena Prabhu, California State University, Los Angeles

Some Observations on the Entrepreneurship and Innovation Curriculum
Ruizhu Xiong, University of Texas - Pan American
Kai Koong, University of Texas - Pan American
Lai Liu, University of Texas - Pan American

Can Critical Chain Project Management be Applied to College Students’ Projects?
Pinyarat Sirisomboonsuk, Texas Tech University
James Burns, Texas Tech University

An Application of Six Sigma Process Control Methodology for Improving First-Year Undergraduate Student Retention
Dennis Richardson, University of North Texas
Benjamin George, University of North Texas
Victor Prybutok, University of North Texas

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SESSION E  Management Information Systems I

Session Chair: John Vassar, Louisiana State University at Shreveport

Computational Study on Reliability of Wireless Sensor Networks
Haibo Wang, Haibo Wang, Texas A&M International University
Wei Wang, Haibo Wang, Texas A&M International University
Yaquan Xu, Georgia Gwinnett College

The Effects of Information Technology to Enable the Firm Dynamic Capacity and Brazilian Companies' Performance
Adilson Carlos Yoshikuni, Fundação Getulio Vargas
Alberto Luiz Albertin, Fundação Getulio Vargas

Technology Forecasting using a combination of Web Search and Technology Mining Approaches
Cherie Trumbach, University of New Orleans
Sathia.dev Mahesh, University of New Orleans

Recent Legal Developments to Consider in Planning for Distant Learning Programs
John Vassar, Louisiana State University in Shreveport
Amy Wren, Louisiana State University in Shreveport
Michael Meeks, Louisiana State University in Shreveport

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Little Rock, Arkansas
SESSION F  Management Information Systems II

Session Chair: Jeffrey Siekpe, Tennessee State University

Jeffrey Siekpe, Tennessee State University
Gerald Marquis, Tennessee State University

Information Technology Visibility as an Impression Management Factor in Trust Development Within Outsourced Information Systems Development Projects
Jamison Posey, University of Mississippi
Brian Reithel, University of Mississippi

A Derivation of Technology Categories Using the Technology Acceptance Literature
Michael Ellis, University of Central Arkansas
Miguel Aguirre-Urreta, Texas Tech University
Kay Lee, Embry-Riddle Aeronautical University
Nan Sun, Washburn University
Yucong Liu, Mansfield University
Juan Mao, University of Texas at San Antonio
George Marakas, University of Texas at San Antonio

eWOM of Customers and Referral Service of Infomediary in Online Retail Supply Chain
Yuangao Chen, Zhejiang University of Finance and Economics

SESSION A  Doctoral Consortium

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SESSION B  Globalization

Session Chair: Wai Kwan Lau, Marshall University

Ownership Structure, Executive Structure and Firm Performance: Evidence from Turkey and Italy
Ihsan Yigit, Marmara University
Ibrahim Anil, Marmara University
Duygu Anil Keskin, Istanbul University

Institutional Distance Between International Alliance Partners. Does it Matter to Explain Intellectual Capital?
Daniel A. Cernas Ortiz, Universidad Autónoma del Estado del México

The Impact of Age Effects on Employee’s Perception of Effective Leadership: A Cross-Cultural Investigation
Wai Kwan Lau, Marshall University

Alliances and Networks: Limitations of the Transaction Cost Approach in the knowledge and Innovation Era
Uyi Lawani, Marshall University

SESSION C  Management Information Systems IV

Session Chair: Xianghui Peng, University of North Texas

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

Evaluating the Accuracy of Traffic Delay Time Expressions
Huguette Tran, SWDSI
Robert Pavur, SWDSI

Exploring the Promotion of Alcohol Consumption Behavior on Social Networking Sites: The Role of Engagement
Taiye Ajayi, University of Texas-Pan American
Samaneh Torkzadeh, University of Texas-Pan American
Babajide Osatuyi, University of Texas-Pan American

Cross-Cultural Consumer-to-Consumer Interaction: Examining Moderating and Mediating Influences of Acculturation, Locus of Control, and Cultural Distance on Customer Satisfaction in a Hospitality Context
Yasamin Vahdati, University of Texas - Pan American
1:30 p.m. – 3:00 p.m. Conference 3

SESSION D Workshop
Using Teradata University Network Resources for Teaching
Summer E. Bartczak, University Of Central Arkansas

SESSION E Organizational Behavior
Session Chair: Yolanda Obaze, University of North Texas

Logistics and Supply Chain Management (LSCM) in Social Service Organizations: A visual Dynamic IC Model
Yolanda Obaze, University of North Texas

Deviance in Nonprofits: An Examination of Organizational Politics and Its Relation to Organizational Performance
John Tarwater, University of Texas Pan American

IT Professionals and their Workplace Learning: Some Preliminary Canadian Evidence
Paula Crouse, Mount Saint Vincent University
Robert Farmer, Mount Saint Vincent University
Wendy Doyle, Mount Saint Vincent University
Jeffrey Young, Mount Saint Vincent University

Yuanqing Li, University of Texas-Pan American
Bohan Fan, University of Wisconsin–Milwaukee

1:30 p.m. – 3:00 p.m. Conference 5

SESSION F Marketing II
Session Chair: Paul Renaud, University of Texas - Pan American

Do Consumers Accept or Reject "Obamacare"?
Paul Renaud, University of Texas - Pan American

Identification of Marketing Promotional Tools Used by Islami Banks in Bangladesh
Md. Ruhul Amin, University of Texas - Pan American
Lai Liu, University of Texas - Pan American

The Role of the Brand Alliance in Sustainability Marketing
Jeffrey Radighieri, Texas Woman's University
Mark Mulder, Pacific Lutheran University

Big Quality, Value Co-creation, and Customer Satisfaction in Airline Services
Junhyuk Kwon, Colorado State University-Pueblo
Victor Prybutok, Colorado State University-Pueblo
FBD Coffee Break

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SESSION A  Marketing/Online Learning

*Session Chair: Karma Sherif, Texas Southern University*

*A Conversation about Lethal Autonomous Weapons (LAWS)*  
Anida Duarte, University of the Incarnate Word  
Alberto Rubio Sanchez, University of the Incarnate Word

*Personality Traits and Small Business Owners*  
Eugenie Ardoin, University of Louisiana at Monroe  
Joseph McGahan, University of Louisiana at Monroe  
Henry Cole, University of Louisiana at Monroe

*The Use of Mobile Technology to Improve Minority Student Learning in STEM Fields*  
Karma Sherif, Texas Southern University  
Mayur Desai, Texas Southern University

*Redesigning an Online Undergraduate Business Statistics Course*  
Julia Frink, Texas A&M University-Commerce

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SESSION B  Operations and Supply Chain Management I

Session Chair: Yolanda Obaze, University of North Texas

Knowledge-sharing Routines as a Success Factor of the Relational Competitive Advantage of Supply Chains
Artur Świerczek, University of Economics

Delivery of Charitable Products and Services: Logistics and Supply Chain Management in Faith-based Organizations
Yolanda Obaze, University of North Texas
Victor Prybutok, University of North Texas

Examining the Trade-Offs between Driving and Public Transportation to a Metropolitan Area: An Exploratory Study
Rebecca Scott, University of North Texas
Atom Rosales, University of North Texas
Victor Prybutok, University of North Texas

Hospital Dilemma in Purchasing Implants
Vafa Saboori-Deilami, Dominican University of California

SESSION C  Operations and Supply Chain Management II

Session Chair: Balaji Janamanchi, Texas A & M International University

Incorporating Lean Healthcare and RFID Into Medical Institutions
Wendelyn Osborne, Rodan + Fields®
Mark McMurtrey, University of Central Arkansas

Better Performance Modeling Using DEA-Neural Network: Application to the Financial Institutions
He-Boong Kwon, Colorado State University-Pueblo
Changkyon Kim, Colorado State University-Pueblo

Four Echelon Retail Supply Chain Dynamics: A System Dynamics Model Based Study
Balaji Janamanchi, Texas A & M International University
James Burns, Texas Tech University

McDonald’s SCM and the Triple Bottom Line
Ben Rowley, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas
SESSION D  Information Security

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

Supply Chain Disruption: Information Technology Security's Hidden Impact on Service Quality
Rebecca Scott, University of North Texas
Benjamin George, University of North Texas
Bartłomiej Hanus, Emporia State University
Victor Prybutok, University of North Texas

Improving Risk Management Practices: Is Regulation the Way?
Barbara Hewitt, Texas A&M University -- San Antonio
Mark Huson, Texas A&M University -- San Antonio
Lewayne Ballard, Texas A&M University -- San Antonio

A Security Model for Internet Banking Adoption: Perceived Security of the Personal Computer, the Internet, and the Bank's IT System
Samer Takieddine, University of Texas - Pan American

Do Security and Privacy have Same Impact on Student’s Intention and Use of Social Media: A Global Perspective
Khaled Alshare, Qatar University
Mohammed Algarni, Institute of Public Administration

SESSION E  Operations and Supply Chain Management IV

Session Chair: Pinyarat Sirisomboonsuk, Texas Tech University

Sustainability from Past to Present and its Size Reflecting to Businesses
Recep Öktem, Marmara University

Empirical and Optimization Studies of the Bullwhip Effect in Supply Chains
Pinyarat Sirisomboonsuk, Texas Tech University

Evaluating Inventory Replenishment Heuristics: A Behavioral View
Randall Napier, University of Texas at Arlington
Rajat Mishra, Stephen F. Austin State University

Improving Supply Chain Performance Through Alliance Formation
Jie Yang, University of Houston-Victoria
SESSION F          Marketing

Session Chair: William Locander, University of Texas Pan American

The Impact of Product Complexity, Product Customization and Rational/Intuitive Thought on Salesperson Adaptiveness
William Locander, University of Texas Pan American

The Effect of Costs in Business on Profits: An Empirical Investigation
Dongjun Rew, Texas A&M University-Commerce

Measuring Consumer Attitudes in the Rio Grande Valley: A Bicultural Context
Ashkan Fatehi, University of Texas Pan American

Possible Development of Agricultural Industry with the Support of Internet Marketing: A Case Study of China
Jimmy Foo Jong Heang, Egenting
Habib Ullah Khan, Qatar University
Rami Zeitun, Qatar University

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Statehouse Convention Center/Marriott
Little Rock, Arkansas
SESSION A  Organizational Behavior II

Session Chair: Lars Johnson, University of Houston

Consequence of Unsolicited Subordinate Helping Behavior Directed to The Supervisor
Shih Yung Chou, University of Texas of the Permian Basin
Tree Chang, Tatung Institute of Technology

Path and Arc Based Pseudoflow Algorithms for the Maximum Flow Problem
Cenk Caliskan, Utah Valley University

Effects of Subordinate-Supervisor Speed-Quality Balance Congruence on Job Attitudes
Lars Johnson, University of Houston

Legal Tsunami Expected To Hit Small Businesses
Laurie Babin, University of Louisiana Monroe
Deborah Golemon, University of Louisiana Monroe

SESSION B  Workshop

The Internet of Things Workshop
Paul DeCarlo, Technical Evangelist, Microsoft Corporation
Janet Bailey, University of Arkansas Little Rock

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SESSION C  Organizational Behavior III

Examining the Relationship Between Innovation and Sustainability- A Multi-Country Study
Dina Abdelzaher, University of Houston – Clear Lake

Common Process Management Based on the TQM Matrix and Three Dimensional Unification Value Model
Kazuhiro Esaki, HOSEI University

Effects of Goal Congruence and Organizational Support on Job Performance
Amanda Palmer, University of Houston

The Mediating Role of Citizenship Behaviors on Support and its Impact on Perceived Environmental and Quality Performance
Bonnie Daily, New Mexico State University
James Bishop, New Mexico State University
Nalini Govindarajulu, Creighton University

SESSION D  Organizational Behavior/Project Management

Session Chair: Lai Liu, University of Texas - Pan American

Strategic Planning in Local Governments in Turkey
Recep Öktem, Marmara University
Onur Akcakaya, Marmara University

Creativity and Motivation: Does Leadership Style Matter?
Veena Prabhu, California State University, Los Angeles

An Identification of Project Management Skills
Yuntao Zhang, Xidian University, China
Kai Koong, University of Texas - Pan American
Lai Liu, University of Texas - Pan American

Case Study: A Quality Focused Risk Management Framework for Research and Development Programs
Carla Oliveira, University of Houston
Lila Carden, University of Houston
Jamison Kovach, University of Houston
SESSION A  Finance/Globalization  
Session Chair: Alexandra Theodossiou, Texas A&M University

Long-term Debt Financing and Firm Performance using MLE: Evidence from the GCC Countries
Rami Zeitun, Qatar University
Habibullah Khan, Qatar University

The Link between the Propensity to Pay and the Dividend Premium: Catering Theory or the Cost of Debt?
Alexandra Theodossiou, Texas A&M University

Exchange Rate Pass-Through: Is it Important for India?
Banamber Mishra, McNeese State University

MNC Strategies and Corporate Social Responsibility in China
Jifu Wang, University of Houston, Victoria
Vipin Gupta, California State University, San Bernardino
Ron Salazar, University of Houston, Victoria
Xiuli Wang, Central University of Finance and Economics, China

SESSION B  Social Network/Student Track
Session Chair: Mehrdad Koohikamali, University of North Texas

A Cross-cultural Study of the Role of Trust in Mitigating Perceptions of Privacy Risk in Online Social Networking
Jennifer Ziegelmayer, Qatar University, Qatar
Vicki Webster, Delta State University
Laurie Barfitt, Western New Mexico University
Amna Mabrouk, Qatar University, Qatar

User Concerns with the Consequences of Sharing Information about Others in Social Media
Mehrdad Koohikamali, University of North Texas
Dan Peak, University of North Texas
Victor Prybutok, University of North Texas

Can an Evolutionary Development Teaching Model Accelerate Programmer Competency for Beginners?
Jimmy Ball, University of Mississippi

Role of IT Opportunism and IT Modularity in Information Standards Adoption
Vishal Shah, University of Arkansas
Rishikesh Jena, University of Arkansas

RFID Technology and Supply Chain Management: Evidence from three Industries
Meagan Castro-Lopez, Northern Michigan University
SESSION C  Student Track I

Session Chair: Tiffany Bisbey, University of Houston

A Case Study: Implementation of Activity Based Costing at a Regional Public University
Kelsey Andrews, University of Texas at Tyler

Technology Addiction: The Relationship with Habit
Natalie Gerhart, University of North Texas

Study to Identify Potential Reasons for Current Adoption Levels of Cloud Computing Services by Large Enterprises
Marcus Jr. Smith, University of the Incarnate Word

Team Situation Awareness as a Predictor of Emotional Exhaustion
Tiffany Bisbey, University of Houston

SESSION D  Student Track II

Session Chair: Allison Boyes, University of Houston

Antecedents of Customer Experience for Mobile Technology Service Providers
Catalin Dinulescu, University of North Texas

Effects of Ethical Leadership and Decision Fairness on Organizational Commitment
Allison Boyes, University of Houston

Overcoming Organizational Politics and Building Resiliency
Sophie Romay, University of Houston

Understanding Rates of Retention of Non-Traditional, Undergraduate Students: Leveraging Transcript Data to Inform Both Strategy and Tactics
David Stein, University of the Incarnate Word
Annette Craven, University of the Incarnate Word

The Effect of Leader Situation Awareness on Employee Withdrawal through Emotional Exhaustion
Allison Boyes, University of Houston
Lars Johnson, University of Houston
President Janie Gregg, The University of West Alabama
President-Elect Manjula Salimath, University of North Texas
Program Chair John N. Davis, Hardin-Simmons University
Program Chair-Elect Robert Epstein, University of Central Oklahoma
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                                      Brent H. Kinghorn, Emporia State University
                                      Kanu Priya, Western Illinois University
Electronic Media Director Lee Tyner, University of Central Oklahoma
Proceedings Co-Editors Nicholas Twigg, Coastal Carolina University
                                      Veena P. Prabhu, California State University, Los Angeles
Immediate Past President Stephen V. Horner, Pittsburg State University
Newsletter Editor Veena P. Prabhu, California State University, Los Angeles

CONGRATULATIONS!

Recipient of the 2015 McGraw-Hill Education Distinguished Paper Award
Psychological Contract Breach and Co-Worker Exclusion: The Moderating Effects of Collectivism/Individualism
Kevin S. Cruz, University of Texas at El Paso
Thomas J. Zagenczyk, Clemson University
Kristin L. Scott, Clemson University
Janelle H. Cheung, Clemson University

2015 SWAM Outstanding Educator
M. Suzanne Clinton, University of Central Oklahoma

Recipient of the 2015 Southwest Academy of Management Best Reviewer Award
Janice Baldwin, University of Texas at Arlington

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2015 TRACK CHAIRS

Entrepreneurship, Small Business and Innovation
Robert Epstein, University of Central Oklahoma,
Kanu Priya, Western Illinois University – Quad Cities
Greg Tapis, Augustana College

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

Organizational Behavior and Leadership
Henry Williams, Purdue University North Central
Phyllis Duncan, Our Lady of the Lake University

Human Resources / Careers
Alix Valenti, University of Houston – Clear Lake
Veena P. Prabhu, California State University, Los Angeles

Ethics / Corporate Social Responsibility
Uday Shinde, Colorado Mesa University
Ethan Waples, University of Central Oklahoma

Organizational Development / Conflict Management
Peter Sorensen, Benedictine University
Therese Yaeger, Benedictine University
Deb Colwill, Trinity Evangelical Divinity School

General Management / Management Education
Meghan Wright, Texas Wesleyan University
Brian Kulik, Hawaii Pacific University

Innovative Teaching Workshops
Nancy Kucinski, Hardin-Simmons University

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

Research Pipeline
Mario Hayek, Texas A&M University-Commerce
March 11, 2015  
(Wednesday)

1:30 p.m. – 3:00 p.m.  
Arboretum 2

WELCOME TO THE SOUTHWEST ACADEMY OF MANAGEMENT ANNUAL MEETING  
Janie Gregg, 2015 SWAM President

TRACK TITLE  
Organizational Development / Conflict Management

SESSION 1  
Organization Development as a Calling: Leadership, Entrepreneurship and Practice

Session Chair:  
Peter Sorensen, Benedictine University

Facilitator:  
Therese Yaeger, Benedictine University

Social Constructs Practices: Concepts, Methodologies, Tools and Applications  
Mambo Mupepi, Grand Valley State University  
Jaideep Motwani, Grand Valley State University  
Sylvia Mupepi, Grand Valley State University

A Call to Agile Leadership -- Implications for OD  
Rachael L. Narel, Benedictine University

OD and Entrepreneurship Converge: Building Effective Entrepreneurial Organizations  
Meghan Wright, Texas Wesleyan University

1:30 p.m. – 3:00 p.m.  
Arboretum 3

TRACK TITLE  
Organization Theory / Strategy / Sustainability

SESSION 2

Session Chair:  
Steve Horner, Pittsburg State University

Discussants:  
Kathleen Voges, Texas A& M University-San Antonio  
Faiza Khoja, University of Houston-Downtown

Douglas Chun, University of La Verne  
Loren Dyke, University of La Verne

Increasing Awareness in Industry Dynamics  
Richard Scoresby, Texas A&M University

Strategic Intent, Capabilities and Financial Performance: A Study of the Pharmaceutical Industry  
Richard Brown, Pennsylvania State University  
Hsueh Jen Hsu, Yuan Ze University
March 11, 2015
(Wednesday)

3:00 p.m. – 3:30 p.m.  Arboretum Foyer

SWAM COFFEE BREAK

3:30 p.m. - 5:00 p.m.  Arboretum 2

TRACK TITLE  Organizational Development and Conflict Management

PANEL 1  Scholar-Practitioner as Calling: Living on the Bridge

Session Chairs:  Deb Colwill, Trinity Evangelical Divinity School
David Jamieson, University of St. Thomas

Discussants:  Therese Yaeger, Benedictine University
Katherine Schroeder, Astellas
Angie Keister, Allstate Insurance Company
Peter Sorenson, Benedictine University

3:30 p.m. –5:00 p.m.  Arboretum 3

TRACK TITLE  General Management / Management Education

SESSION 2  Lesson Learned from the Health Care Industry

Session Chair:  Gerald Burch, Tarleton State University

Discussant:  Dina Abdelzaher, University of Houston – Clear Lake

Cooperative Engagement and Management Practice: An Explanation of Medicare Charges
Brian Kulik, Hawaii Pacific University
Diamond Giacomelli, Robert Half International

Should Lap-Band Tighten Linkage with Sutter Health and Allergan, Inc.?
S. Mantravadi, University of Texas School of Public Health

Discussants:  S. Mantravadi, University of Texas School of Public health
Brian Kulik, Hawaii Pacific University
March 11, 2015
(Wednesday)

3:30 p.m. –5:00 p.m.  Arboretum 4

TRACK TITLE  Organizational Behavior / Leadership

SESSION 3  OB I

Session Chair:  Henry Williams, Purdue University North Central

*Falling from a Calling: Entitlement and the Social (De)Construction of Leader Identity*

John Humphreys, Texas A&M University – Commerce
Stephanie Pane Haden, Texas A&M University – Commerce
John N. Davis, Hardin-Simmons University

*A Re-examination of Vroom’s Expectancy Theory: Motivation within the Social Context*

Bobby Lloyd, Bethel College
Dan Mertens, University of Central Oklahoma

Make plans to join us in Oklahoma City for our 2016 conference.

♦♦♦

**43rd Annual Conference**
March 9 – 12, 2016
Renaissance Oklahoma City Convention Center Hotel
Oklahoma City, Oklahoma

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

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SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

March 12, 2015
(Thursday)

7:00 a.m. - 8:15 a.m.  Board Room B

SPECIAL SESSION

SWAM Officers’ Meeting & Breakfast

Session Chair: Janie R. Gregg, The University of West Alabama
President, Southwest Academy of Management

8:30 a.m. – 10:00 a.m.  Arboretum 1

TRACK TITLE  Organizational Development / Conflict Management

PANEL 2  Parkland Health and Hospital System as a Calling

Session Chair: Rachel Narel, Benedictine University

Discussants: Therese Yaeger, Benedictine University
Jim Dunn, Parkland Health and Hospital System
Peter Sorenson, Benedictine University

8:30 a.m. – 10:00 a.m.  Arboretum 2

TRACK TITLE  Entrepreneurship / Small Business / Innovation

SESSION 2  Entrepreneurship I

Session Chair: Gregory P. Tapis, Augustana College

To Grow or Not to Grow: Challenges or Choices for Female Entrepreneurs?
Emma Fleck, Colorado Mesa University

The Entrepreneurial Marketing of Trumpet Records
Stephanie Pane Haden, Texas Am University – Commerce
Courtney Kernel, Southeastern Oklahoma State University
Leslie Toombs, Texas A&M University – Commerce

Kenyan Young Entrepreneurs: Opportunities and Challenges They Face in Establishing Small and Medium Enterprises
Zach Yabs, DeVry University
James Yabs, University of Eldoret

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SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

March 12, 2015
(Thursday)

8:30 a.m. – 10:00 a.m.  Arboretum 3

TRACK TITLE   Professional Development Workshops

SESSION 3   A Return to the Past: Using Books to Supplement Students' Learning, Part II

Session Chair:   M. Suzanne Clinton, University of Central Oklahoma

Lee Tyner, University of Central Oklahoma
M. Suzanne Clinton, University of Central Oklahoma
Robert Epstein, University of Central Oklahoma
Abbie Lambert, Sonic Corporation

10:00 a.m. - 10:30 a.m.  Market Place Exhibit Hall

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

10:30 a.m. – 12:00 p.m.  Arboretum 1

TRACK TITLE   Organizational Development / Conflict Management

PANEL 3   Intergenerational Experience-Driven Leadership Development

Session Chair:   Denie Burks, Berry College

Deb Colwill, Trinity Evangelical Divinity School
Doris Martin, Strayer University
Tiffany Yates, Dale Carnegie

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March 12, 2015
(Thursday)

10:30 a.m. – 12:00 p.m.  Arboretum 2

TRACK TITLE  Professional Development Workshops

SESSION 2  Pursuing a Graduate Degree and Higher Education as a Career: The Faculty of the Future Depends on Us! & Developing Leadership through Transformative Learning Experiences: Practical Lessons for the Development of a Mentoring Program

Session Chair:  Lee Tyner, University of Central Oklahoma
Kimberly Merritt, Oklahoma Christian University
M. Suzanne Clinton, University of Central Oklahoma
Robert Epstein, University of Central Oklahoma
Jennifer Barger Johnson, University of Central Oklahoma
Holly Osburn, University of Central Oklahoma
M. Suzanne Clinton, University of Central Oklahoma

10:30 a.m. – 12:00 p.m.  Arboretum 3

TRACK TITLE  Innovative Teaching Workshops

SESSION 3  Learning with Technology

Session Chair:  Nancy Kucinski, Hardin-Simmons University

Building Quality Online Courses through Collaboration
Lucas W. Loafman, Texas A&M University-Central Texas
Barbara Altman, Texas A&M University-Central Texas

Twitter as Effective Tool for Teaching and Learning
Scott Hamm, Hardin-Simmons University

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March 12, 2015  
(Thursday)

10:30 a.m. – 12 p.m.  
Arboretum 4

**TRACK TITLE**  Ethics / Corporate Social Responsibility

**SESSION 4**  Ethics and CSR Today

**Session Chair:**  Uday Shinde, Colorado Mesa University

*The Impact of National Culture on Corporate Social Responsibility: The Case of Europe and Asia*

Namporn Thanetsunthorn, Benedictine University

*Religiosity and Ethical Ideologies as They Pertain to Business Ethics: Though the Lens of the Theory of Planned Behavior*

Jacob Voegel, Southern Illinois University  
John Pearson, Southern Illinois University

*The Relation between Perceived justice and Schedule Satisfaction: The Moderate Role of Tenure*

Randi Sims, Nova Southeastern University  
Yuliya Yurova, Nova Southeastern University

*Strategic Stakeholder Theory: Stakeholders That Matter Most*

Richard Scoresby, Texas A&M University

12:00 p.m. – 1:30 p.m.  
Regency

**TRACK TITLE**  Luncheon

**SESSION TITLE**  Speaker Series Luncheon (tickets needed)

**Presiding**  John N. Davis, Hardin-Simmons University  
Program Chair, Southwest Academy of Management

**Discussant**  Jake Williams, PMI Research Administrator

**Entrepreneurial Speaker**  TBA

Must have a ticket to participate. Tickets must be purchased with your FBD package.

Sponsored in part by Project Management Institute Research Program
March 12, 2015  
(Thursday)

1:30 p.m. 3:00 p.m.  
Arboretum 1

**TRACK TITLE**  
Organizational Development and Conflict Management

**PANEL 4**  
Women in the C-Suite or Women as Corporate leaders

**Session Chair:**  
Deb Colwill, Trinity Evangelical Divinity School

**Discussants:**  
Henry Williams, Purdue University North Central  
Elizabeth Christo-Baker, Purdue University North Central  
Denie Burks, Berry College

1:30 p.m. – 3:00 p.m.  
Arboretum 2

**TRACK TITLE**  
Human Resources / Careers

**SESSION 2**  
Contemporary Issues in Human Resource Management and Employee Behaviors

**Session Chair:**  
Veena P. Prabhu, California State University, Los Angeles

- Aligning HR Practices to Achieve Desired Employee Behaviors  
  Brian Martinson, Tarleton State University  
  John Deleon, Tarleton State University

- Proactive Personality and Employee Retention: Exploring the Mediational Framework  
  Veena P. Prabhu, California State University, Los Angeles

- Financial Efficacy: Self-perception of Financial Competency, and its Impact on Responsible and Irresponsible Behaviors  
  Osman Kavcar, University of Houston-Downtown  
  Whitney Botsford Morgan, University of Houston-Downtown  
  Sarah Singleton Walker, University of Houston-Downtown  
  Ibtesama Baig, University of Houston-Downtown  
  Danielle LaChapelle, University of Houston-Downtown  
  Ohanes Paskelian, University of Houston-Downtown  
  Kevin Jones, University of Houston-Downtown

**Discussants:**  
Veena P. Prabhu, California State University, Los Angeles  
Osman Kavcar, University of Houston-Downtown  
Brian Martinson, Tarleton State University
March 12, 2015
(Thursday)

1:30 p.m. – 3:00 p.m.  Arboretum 3

TRACK TITLE  Professional Development Workshops

SESSION 3  #*%*@* Assessment %$&@*: Keeping It Focused and Simple

Session Chair:  Janie Gregg, University of West Alabama

Janie Gregg, University of West Alabama
Mitzi Green, University of West Alabama
Uchenna Akpom, University of West Alabama
Aliquippa Allen, University of West Alabama

1:30 p.m. – 3:00 p.m.  Arboretum 4

TRACK TITLE  Organization Theory / Strategy / Sustainability

SESSION 4  Strategy I

Session Chair:  Marcia Hardy, Northwestern State University of Louisiana

Discussants:  Robert Easley, University of Houston-Clear Lake
Mario Krenn, Southeastern Louisiana University

The Role of Psychic Distance in Internationalization Strategy Evaluations and Strategic Choices
Stephen Horner, Pittsburg State University
Daniel Baack, University of Denver
Donald Baack, Pittsburg State University

To the Desks of Subway: Submarine Strategies and Healthy Healthcare Lessons, A Management Case Study
S. Mantravadi, University of Texas School of Public Health

Where Do We Belong: Individuals' Identity Issues within Temporary Organizations
Vallari Chandna, University of North Texas

3:00 p.m. - 3:30 p.m.  Market Place Exhibit Hall

FBD Coffee Break

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

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March 12, 2015
(Thursday)

3:30 p.m. – 5:00 p.m. Arboretum 1

TRACK TITLE   Human Resources / Careers

SESSION 1   Trends in HRM: Insights into Disability and Benefits

Session Chair: Alix Valenti, University of Houston-Clear Lake

Is Pregnancy a Disability?: Legal, Human Resource Management, and Social-organizational Perspectives

Whitney Botsford Morgan, University of Houston-Downtown
Douglas TeDuits, University of Houston-Downtown
Gail S.M. Evans, University of Houston-Downtown
Benjamin C. Wickert, Joyce, McFarland & McFarland, LLP

Leadership for the Millennial Generation
Alix Valenti, University of Houston-Clear Lake

Will International Economic Uncertainty Jeopardize Public and Private Pension Funds in the Future?

Janice Baldwin, University of Texas at Arlington
Beverly George, University of Texas at Arlington
Anushri Rawat, Nicholls State University

Discussants: Alix Valenti, University of Houston-Clear Lake
Janice Baldwin, University of Texas at Arlington
Whitney Botsford Morgan, University of Houston-Downtown

3:30 p.m. – 5:00 p.m. Arboretum 2

TRACK TITLE   General Management / Management Education

PANEL 2   Beyond-Lecture Approaches in Management Education

NOTE: Session chairs will have 10 minutes to present the number of unique beyond-lecture methodologies available to teachers in and outside of the classroom, followed by a 50-minute roundtable discussion. Send your syllabus to Brian Kulik at bkulik@phu.edu before the conference begins, and we may use your syllabus as appoint of discussion to consider how to give it a best-fitting modern-approach makeover.

Session Chair: Brian Kulik, Hawaii Pacific University
Meghan Wright, Texas Wesleyan University

Discussants: Michael Glissmeyer, Westminster College
Gerald Burch, Tarleton State University
Tim Schmidt, Hardin-Simmons University
Students from Texas Wesleyan University
Conference attendees please attend and participate
SPECIAL SESSION

Planning Meeting for the 2016 Conference

Robert Epstein, University of Central Oklahoma
Program Chair-Elect, Southwest Academy of Management

Help shape SWAM’s next meeting to be held in Oklahoma City, Oklahoma - March 9-12, 2016. Join in a thoughtful exchange of ideas and creative suggestions as we seek to continually improve the SWAM conference experience.

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March 13, 2015  
(Friday)

8:30 a.m. – 10:00 a.m.  
Arboretum 3

**TRACK TITLE**  General Management / Management Education

**PANEL 1**  Evidence-Based Research of Evidence-Based Management

**Session Chair:**  Denie Burks, Berry College

**Discussants:**  
- Brian Kulik, Hawaii Pacific University  
- Michael Glissmeyer, Westminster College  
- Manjula Salimath, University of North Texas

*The panel discussion will be followed by a paper presentation.*

**Student Choice in the Classroom: The Effect of Satisfaction and Grades**  
**Michael Glissmeyer,** Westminster College

**Discussant:**  Gerald Burch, Tarleton State University

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8:30 a.m. – 10:00 a.m.  
Arboretum 1

**TRACK TITLE**  Innovative Teaching Workshops

**SESSION 2**  Collaboration Inside and Outside of the Classroom

**Session Chair:**  Nancy Kucinski, Hardin-Simmons University

*A Call for Collaboration*  
**Mark Poulos,** St. Edwards University  
**Anna Stewart,** St. Edwards University  
**Angel Tazzer,** St. Edwards University

**Getting Messy Outside the Classroom: The Use of Real Companies as Subjects for Semester-Long Student Class Projects**  
**Michael E. Dobbs,** Eastern Illinois University

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March 13, 2015
(Friday)

8:30 a.m. – 10:00 a.m.  Arboretum 3

TRACK TITLE  Ethics / Corporate Social Responsibility

SESSION 3  Calling to Management

Session Chair:  Ethan Waples, University of Central Oklahoma

Mindful Management: Leveraging Spirituality in the Workplace as a Managerial Resource
Uday Shinde, Colorado Mesa University
Emma Fleck, Colorado Mesa University

Foundation Anchors for Management as a Calling
Marcia Hardy, Northwestern State University of Louisiana

8:30 a.m. – 12:00 p.m.  Arboretum 4

TRACK TITLE  Doctoral Consortium

SESSION 4  Doctoral Consortium

Session Chair:  Stephen V. Horner, Pittsburg State University

Facilitators:  Larry Garner, Texas A&M University – Central Texas
Greg Dess, University of Texas at Dallas
Kay Keels, Coastal Carolina University
Donald Baack, Pittsburg State University
Steve Boivie, Texas A&M University

10:00 a.m. - 10:30 a.m.  Market Place Exhibit Hall

FBD Coffee Break

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**SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)**

March 13, 2015  
(Friday)

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<td><strong>Professional Development Workshops</strong></td>
<td><strong>SESSION 1</strong></td>
<td><strong>Social Entrepreneurship</strong></td>
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<td><strong>Session Chair:</strong> Veena P. Prabhu, California State University, Los Angeles</td>
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<td><em>Social Entrepreneurship and Civic Engagement: Development, Opportunities and Challenges among Millennials</em></td>
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<td><strong>Veena P. Prabhu</strong>, California State University, Los Angeles</td>
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<td>10:30 a.m. – 12:00 p.m.</td>
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<td><strong>Organization Theory / Strategy / Sustainability</strong></td>
<td><strong>SESSION 2</strong></td>
<td><strong>Organization Theory Today</strong></td>
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<td><strong>Session Chair:</strong> Greg Dess, University of Texas at Dallas</td>
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<td>✷ <strong>TMT Organizational High-Tech Venture Firms: Structural Arrangement and Their Potential Consequences</strong></td>
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<td><strong>Till Talaulicar</strong>, University of Erfurt</td>
<td><em>The Role of Codetermination in Shareholder Oriented Corporate Governance Reform: The Case of Executive Remuneration Disclosure</em></td>
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<td><strong>Mario Krenn</strong>, Southeastern Louisiana University</td>
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<td><em>Paradox of Ownership and Marketing-based Restructuring after a Horizontal Merger: Case Study of Japanese Pharmaceutical Companies</em></td>
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<td><strong>Hui-Ling Wangrenn</strong>, Yuan Ze University</td>
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<td><strong>Hung-Hsin Chen</strong>, East China Norman University</td>
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(Friday)

10:30 a.m. – 12:00 p.m.  
Arboretum 3

**TRACK TITLE**  
Organizational Behavior / Leadership

**SESSION 3**  
OB II

**Session Chair:**  
Phyllis Duncan, Our Lady of the Lake University

*Some Unresolved Issues in the Person-Centered Approach to Organizational Commitment within the Meyer/Allen Paradigm*

Stephen Jaros, Southern University  
Robert Culpepper, Stephen F. Austin State University

*Shared Fate and Shared Strength: The Effects of Unit Cohesion on Well-Being and Counterproductive Work Behavior*

Tiffany Bisbey, University of Houston  
L Witt, University of Houston  
Lars Johnson, University of Houston  
Sophie Romay, University of Houston  
Amanda Palmer, University of Houston  
Allison Boyes, University of Houston

*Se Habla Español: Antecedents and Consequences of Speaking Spanish at Work*

Saul Valdiviezo, University of Texas at El Paso  
Laura Guerrero, University of Texas at El Paso  
Richard Posthuma, University of Texas at El Paso  
Claudia Hernandez, University of Texas at El Paso

12:00 p.m. – 1:30 p.m.  
Conference 10

**SPECIAL SESSION**  
SWAM Officers’ Meeting and Luncheon

**Presiding**  
Manjula Salimath, University of North Texas  
President, Southwest Academy of Management, 2015-2016

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(Friday)

1:30 p.m. – 3:00 p.m.  Arboretum 1

TRACK TITLE  Research Pipeline

SESSION 1  Research Pipeline

Session Chair:  Mario Hayek, Texas A&M University-Commerce

Social Identity Consciousness and Entrepreneurial Motivations: Validation of a Surrogate Measure of Social Identity Concerns Among Entrepreneurs
Robert Robinson, Texas Tech University
Amanda Hinojosa, University of Houston-Clear Lake

Relationship between Human Resource (HR) Practices and Turnover: The Mediating Effect of Ethical Climate
Tobi Popoola, University of Mississippi

Accountability in Practice: Mechanism for Entrepreneurs
Tobi Popoola, University of Mississippi

Rediscovering Lost Values: Exploring Contextual and Universal Views of Values within Leadership
Alex Williams, Texas A&M University-Commerce

Millennial Employee Retention
Emily Hammer, West Texas A&M University

1:30 p.m. – 3:00 p.m.  Arboretum 2

TRACK TITLE  Organizational Behavior / Leadership

SESSION 2  OB III

Session Chair:  Henry Williams, Purdue University North Central

Should I Leave or Not? The Role of LMX and Organizational Climate in Organizational Citizenship Behavior and Turnover Relationship
Ankur Nandedkar, Cameron University

The Role of Extraversion and Communication Methods on an Individual’s Satisfaction with the Team
Michele N. Medina, University of North Texas
Saurabh Srivastava, University of North Texas
Adam Stoverink, University of Northern Illinois

Organizational Structure: Practical Example of Time Warner Inc. in 2002
S. Mantravadi, University of Texas School of Public Health
D. Wern, California State University, Los Angeles
M. Fimbres, California State University, Los Angeles
S. Bhardwaj, California State University, Los Angeles

Visit us at FBDonline.org
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.  Arboretum 1

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**Session Chair:** Kanu Priya, Western Illinois University – Quad Cities

*Franchisor Market Power and Control Rights in Franchise Systems: The Case of Major League Baseball Versus the Los Angeles Dodgers*

**Richard Brown,** Pennsylvania State University

*A Knowledge Barrier Approach to Health IT Diffusion in Nursing Homes: The Role of IT Vendors*

**Araba Bezboruah,** University of Texas at Arlington

**Darla Hamann,** University of Texas at Arlington

*Attracting and Retaining Entrepreneurs: The Role of City and State-wide Employment Nondiscrimination Ordinances to Protect LGBTQ Employees*

**Kelly Weeks,** Augustana College
March 13, 2015  (Friday)

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<td>Manjula Salimath, University of North Texas</td>
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<td>President Elect, Southwest Academy of Management</td>
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Special Recognition by Larry Garner, Texas A&M University - Central Texas
Scott Douglass, University of Montana
Recipient of the 2013 Outstanding Educator Award

*Psychological Contract Breach and Co-Worker Exclusion: The Moderating Effects of Collectivism/Individualism*

Kevin S. Cruz, University of Texas at El Paso
Thomas J Zagenczyk, Clemson University
Kristin L Scott, Clemson University
Janelle H. Cheung, Clemson University

Winner of the 2015 McGraw-Hill Education Distinguished Paper Award

M. Suzanne Clinton, University of Central Oklahoma
2015 Outstanding Educator

Janice Baldwin, University of Texas at Arlington
Recipient of the 2015 SWAM Best Reviewer Award

Remarks
Donald Baack, Pittsburg State University
Recipient of the 2014 Outstanding Educator Award
3:30 p.m. – 5:00 p.m.  

**TRACK TITLE**  
Organizational Behavior / Leadership

**SESSION 3**  
OB IV

**Session Chair:** Phyllis Duncan, Our Lady of the Lake University

*Psychological Contracts Revisited: Providing a New Framework and Example*

**Gerald Burch,** Tarleton State University  
**Nathan Heller,** Tarleton State University  
**Jana Burch,** Tarleton State University  
**Jacob Heller,** Tarleton State University  
**John Bachelor,** University of West Florida

*Leader Situational Awareness as a Predictor of Emotional Exhaustion*

**Jana Burch,** Tarleton State University  
**Jacob Heller,** Tarleton State University  
**John Bachelor,** University of West Florida

*The Interactive Effects of Goal-Focused Leadership and Procedural Justice on Engagement*

**Sonya Stokes,** University of Houston  
**Lars Johnson,** University of Houston

*Conflicting Rewards in Student Groups: Effects of Scholarship Student or Student-Athlete Membership on Social Loafing and University Satisfaction*

**Kent Faught,** Ouachita Baptist University

---

5:15 p.m. – 6:15 p.m.  

**SWAM Annual Business Meeting**

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

All members are encouraged to attend our annual business meeting. Each attendee receives one free drink ticket, redeemable at the reception that follows. We look forward to seeing you there.

---

6:30 p.m. – 8:00 p.m.  

**SWAM Annual Reception**

Unwind with friends and colleagues over drinks and hors d’oeuvres. Redeem your free drink ticket from the business meeting. Additional beverages may be purchased at the cash bar.

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CONGRATULATIONS!

Recipient of the 2015 McGraw-Hill Education Distinguished Paper Award
An Iconic Brand or a Nostalgic Product? Reviving the DeLorean Brand in the Global Sports Car Industry
Syed Tariq Anwar, West Texas A & M

Recipient of the 2015 SWCRA Outstanding Educator Award
Irfan Ahmed, Sam Houston State University
2015 TRACK CHAIRS

Strategic Management/ Business Policy  
Steve Vitucci, Texas A&M – Central Texas

Small Business/Entrepreneurship  
Timothy Wise, Southern Arkansas University

Human Resource Management/ Organizational Behavior  
Alix Valenti, University of Houston – Clear Lake

International Business  
Syed Tariq Anwar - West Texas A&M University

Case Development  
Michael Menefee, Univ. of North Carolina at Pembroke

Accounting/Finance/Economics  
Julia Kwok, Northeastern State University

Non-Profit Management/Ethics  
Robert Howard, Southeastern Oklahoma State University

Marketing  
Robert Stevens, Southeastern Oklahoma State University

Student  
Lawrence Silver, Southeastern Oklahoma State University

PROGRAM OVERVIEW

Wednesday, March 1

1:30 p.m. – 3:00 p.m.  
DeLorean Motors

3:00 p.m. – 3:30 p.m.  
Break

3:30 p.m. – 5:00 p.m.  
Editor's Corner: Guidance on all things pertaining to writing cases, teaching notes, critical incidents and publishing in the *Journal of Applied Case Research*

Thursday, March 12

7:00 a.m. – 7:30 a.m.  
Past Presidents Breakfast

7:30 a.m. – 9:00 a.m.  
SWCRA Breakfast and Business Meeting

9:00 a.m. – 12:00 p.m.  
Case Sessions

1:30 p.m. – 3:00 p.m.  
2016 Program Planning Meeting

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

DeLorean Motors

Session Chair: Syed T. Anwar

Short Abstract: Executives from DeLorean Motors will discuss the car manufacturer’s current status and future plans. They will also have a car on display just outside the hotel lobby.

---

**SESSION B**

Editor's Corner: Guidance on all things pertaining to writing cases, teaching notes, critical incidents and publishing in the *Journal of Applied Case Research*

Panel: Irfan Ahmed, Sam Houston State University  
Joseph Kavanaugh, Sam Houston State University

Short Abstract: This informative session is for anyone who is interested in writing and publishing cases and/or critical incidents. Also, the art and science of writing teaching notes will be covered.

---

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Past President’s Meeting

7:30 a.m. – 9:00 a.m.

SOUTHWEST CASE RESEARCH ASSOCIATION BREAKFAST AND BUSINESS MEETING

All SWCRA Members invited. Business meeting starts at 7:30 a.m.

SESSION C  Accounting and Finance Track

Session Chairs:  Julia Kwok, Northeastern State University

A Stock Evaluation Case: An Application of the "Method of Comparables" for Macy's Shares
Halil Kaya, Northeastern State University
Julia S. Kwok, Northeastern State University

Metallgesellschaft's Hedging Debacle: A Case Study
Anand Shetty, Iona College
John F. Manley, Iona College

Critical Incident
Deborah Combs, Southeastern Oklahoma State University

Advanced Materials Group: Ethics Gone Awry
Junaid Khan, Texas Wesleyan University
Thomas Tolleson, Texas Wesleyan University

SESSION D  Non-Profit Management/Ethics Track

Session Chair:  Robert Howard, Southeastern Oklahoma State University

Should I or Shouldn't I: A Moral Dilemma
Thomas Tolleson, Texas Wesleyan University
Suzanne Box, Texas Wesleyan University

Carrots vs Sticks' What Should Be Done to Boost Morale
Wilke D. English, Texas A & M – Central Texas
SESSION E  Marketing

Session Chair:  Robert Stevens, Southeastern Oklahoma State University

The Tee Shirt Debacle: How Do We Spell Oklahoma?
Robert Stevens, Southeastern Oklahoma State University
Lawrence Silver, Southeastern Oklahoma State University

The 1979 Killeen Municipal Airport Terminal Building: Terminating Expenses for an Obsolete Structure
James F. Fullingham, Texas A & M – Central Texas
Wilke D. English, Texas A & M – Central Texas

Smith Electrical Services Division
Robert Stevens, Southeastern Oklahoma State University
Lawrence Silver, Southeastern Oklahoma State University

SESSION F  Small Business and Entrepreneurship

Session Chair:  Tim Wise, Southern Arkansas University

The Forced Entrepreneur
Michale Menefee, University of North Carolina – Pembroke

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43rd Annual Conference
March 9 – 12, 2016
Renaissance Oklahoma City Convention Center Hotel
Oklahoma City, Oklahoma

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

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SESSION G    International Business

Session Chairs:  Syed Tariq Anwar, West Texas A&M University

An Iconic Brand or a Nostalgic Product? Reviving the Delorean Brand in the Global Sports Car Industry
Syed T. Anwar, West Texas A & M University

Emerging Market Development of a Low Cost Airline
Syed Zamberi Ben Ahmed, Abu Dhabi University
F. Robert Buchanan, Indiana University of Pennsylvania

Coming to America: A Successful Japanese Acquisition in the Telecom Industry
Syed T. Anwar, West Texas A & M University

SESSION H    Strategic Management/Business Policy

Session Chair:  Steve Vitucci, Texas A&M – Central Texas

Build-A-Bear, Inc: Bringing the Teddy Bear to Life
John K. Masters, Cameron University

SESSION I    Student Track

Session Chair:  Lawrence Silver, Southeastern Oklahoma State University

Advanced Materials Group: Ethics Gone Awry
Junaid Khan, Texas Wesleyan University
Thomas D. Tolleson, Texas Wesleyan University
**SOUTHWEST CASE RESEARCH ASSOCIATION**  
A Division of NACRA

| March 13, 2015  
| (Thursday) |

10:00 a.m. – 10:30 a.m.  
**Market Place Exhibit Hall**

**FBD Coffee Break**

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1:30 p.m. – 3:00 p.m.  
**Board Room B**

**SESSION J  
2016 Program Planning Meeting**

Session Chair: **Robert Stevens**, Southeastern Oklahoma State University

Everyone is invited to attend this meeting and help prepare for 2016. Anyone interested in being the 2016 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 Oklahoma City for our 2016 conference.

♦♦♦

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March 9 – 12, 2016  
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Oklahoma City, Oklahoma

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- William H. Dare, Oklahoma State University
- Natalya Delcoure, Texas A&M University Kingsville*
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- Mahfuzul Haque, Indiana State University
- Syed Mahbub Harun, Texas A&M University
- William J. Hippler, III, University of La Verne
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- Imre Karafiath, University of North Texas
- Abu Nahian Faisal Khan, Old Dominican University
- Julia S. Kwok, Northeastern State University
- Shari Lawrence, Nicholls State University
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- Lalatendu Misra, Univ. of Texas at San Antonio*
- Geoffrey Ngene, Mercer University
- Jennifer Osullivan, Southern University of New Orleans
- Bora Ozkan, Temple University
- Ohaness Paskelian, University of Houston - Downtown
- James Philpot, Missouri State University
- Andrew Prevost, Ohio University
- Ramesh Rao, Oklahoma State University
- Faisal Safa, McKendree University
- Benito Antonio Sanchez, Kean University
- Salil Sarkar, University of Texas at Arlington
- R. Stephen Sears, Texas A&M International University
- David L. Stowe, Ohio University*
- John D. Stowe, Ohio University*
- Thomas Thompson, Lamar University*
- Michael F. Toyne, Northeastern State University*
- Susana Yu, Montclair State University
- Haigang Zhou, Cleveland State University
- Duygu Zirek, University of New Orleans

*These Individuals also served on the Best Paper Awards Subcommittee
Congratulations to Award Winners!

2015 Federation of Business Disciplines Outstanding Educator Award
Helen Sikes, Centenary College

2015 McGraw-Hill Education Distinguished Paper Award
Cash Holdings and CEO Risk Incentive Compensation: Effect of CEO Risk Aversion
Harry Feng, Oklahoma State University, USA
Ramesh Rao, Oklahoma State University, USA

SWFA Best Paper in Behavioral Finance Track (Regular)
Partial Adjustment Towards Equilibrium Mutual Fund Allocations: Evidence from U.S.-based Equity Mutual Funds
William Hippler, III, La Verne University, USA
M. Kabir Hassan, University of New Orleans, USA

SWFA Best Paper in Corporate Finance Track (Regular)
Impact of Shareholder Activism on the Functioning of the Market for Corporate Control
Rwan El-Khatib, Zayed University, UAE
Kathy Fogel, Suffolk University, USA
Tomas Jandik, University of Arkansas, USA

SWFA Best Paper in Investment Track (Regular)
Fund Flows and Underlying Returns: The Case of ETFs
Arsenio Staer, California State University-Fullerton, USA

SWFA Best Paper in International Finance Track (Regular)
International Diversification into Emerging Equity Markets from the Perspective of U.S. Investors
Kai Choong Han, Suffolk University, USA
Suk Lee, Loyola University Chicago, USA
David Suk, Rider University, USA

SWFA Best Paper in Financial Markets and Institutions Track (Regular)
Efficiency, Diversification, and Performance of Financial Institutions
Abu Nahian Faisal Khan, Old Dominican University, USA
M. Kabir Hassan, University of New Orleans, USA
Neal C. Maroney, University of New Orleans, USA

SWFA Best Paper in Behavioral Finance Track (Doctoral)
The Role of Reference Points in Explaining Stock Returns Following Large Price Shocks
Kevin Brady, Florida Atlantic University, USA
Arjan Premti, University of Wisconsin-Whitewater, USA

SWFA Best Paper in Corporate Finance Track (Doctoral)
Buying Private Benefits: Evidence from the Location of Private Company Sales
Mark Jansen, University of Texas-Austin, USA
Adam Winegar, University of Texas-Austin-USA

SWFA Best Paper in Investment Track (Doctoral)
Open-End Mutual Fund Liquidity Service: One Tale and Two Puzzles
George J. Jiang, Washington State University
Tong Yao, University of Iowa, USA
Gulnara Zaynutdinova, Washington, State University, USA

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Congratulations to Award Winners! (Continued)

**SWFA Best Paper in International Finance Track (Doctoral)**

*Internal Capital Markets in Family Business Groups during the Global Financial Crisis*

- **Alvin Ang**, University of New South Wales
- **Ronald W. Masulis**, University of New South Wales
- **Peter Kien Pham**, University of New South Wales
- **Jason Zein**, University of New South Wales

**SWFA Best Paper in Financial Markets and Institutions Track (Doctoral)**

*Systemic Risk and the U.S. Financial System – The Role of Banking Activity*

- **Denefa Bostandzic**, Ruhr-Universität Bochum, Germany

*Loan Partnerships with Intervention of Regulatory Bailouts: Evidence of TARP Effect on Syndicated Loan Structure*

- **Bolortuya Enkhtaiván**, Texas A&M International University, USA
- **Siddharth Shankar**, Texas A&M International University, USA

We are grateful to the following sponsors for sponsoring outstanding paper awards and doctoral student travel grants:

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- College of Business Administration, University of New Orleans, USA
- Islamic Research and Training Institute/Islamic Development Bank, Kingdom of Saudi Arabia
- Centre for Islamic Business and Finance Research (CIBFR)/University of Nottingham, Malaysia
- College of Industrial Management/King Fahd University of Petroleum and Minerals, Kingdom of Saudi Arabia
Panel Presentation for SWFA registered doctoral students: Panel presentation and open discussion of issues facing new faculty in finance. Our panelists include Tarun Mukherjee, Steve Sears, Natalya Delcoure, and Geoffrey Ngene, who are, respectively, a Senior Professor and Journal Editor and Journal Editor, college of business deans, and a junior finance faculty member.

Panel on Community Banking: The panel members discuss the current status of community banking in the USA, how it contributes to small business lending and local economic growth and the regulations that have impact on its development.

SWFA Thursday reception: All registered SWFA attendees are welcome to attend the reception at Post Oak Grill, a short walk down the tunnel from the Hyatt. Everyone has a good time visiting with long-time friends and making new ones. Heavy hors d’oeuvres will be served. A limited number of drink tickets will be distributed. A cash bar is also available.

SWFA Friday Luncheon and Business Meeting: Our annual luncheon includes our business meeting, presentations of awards, and keynote address by Iftekhar Hasan, E. Gerald Corrigan Chair in Finance at Fordham University, on Politics, Institutions and Innovations.

Friday Tutorial Session: M. Kabir Hassan will present a tutorial session on Islamic Finance. He explains what Islamic finance is and how it relates to conventional finance to complement the development of global financial markets and economic development.

Please RVSP through the SWFA on-line registration.

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2015 Special Issue: 
Guest Editor: M. Kabir Hassan 
Professor of Finance and 
Hibernia Professor of Economics and Finance 
University of New Orleans 
Empirical Islamic Finance

Islamic economic transactions are intended to promote growth in a similar fashion to those of more conventional, or Western, models. However, each transaction is supposed to also satisfy religious and ethical standards as well. Economic transactions under Islam are also intended to benefit society as a whole. It is important to understand whether the Islamic economic system limits access to economic growth and prosperity, or fosters a more stable, long-run model for economic growth and fairness. Empirical tests of real global economic outcomes can add context and relevance to this important debate.

Empirical studies are invited under the following headings and other topics relevant to this issue.

- Religion and growth
- Alleviation of poverty
- Islamic microfinance
- Corporate governance
- Banking and finance structure
- Relative bank efficiency
- Sukuk (Islamic bonds)
- Fund investment
- Basel III and Islamic Banking
- Global financial crisis and Islamic finance industry
- Asset pricing within Islamic domain

Submission Deadline: June 30, 2015

Submission process:

- The submission fee is $75.00
- The submission website for this journal is located at http://ees.elsevier.com/revfin/default.asp
- To ensure that all manuscripts are correctly identified for inclusion into the special issue, please make sure to select corresponding special issue article type when you reach the “Article Type” step in the submission process.
2015 Special Issue:

Hedge Funds: Performance, Disclosure, and Regulation

Guest Editor:
Bradford D. Jordan
Richard W. and Janis H. Furst Endowed Chair in Finance
University of Kentucky

We invite manuscripts containing original empirical research on hedge funds. Theoretical papers that test their predictions using real data are also welcome. Suggested topics include, but are not limited to

- Performance: Do hedge funds really have alpha?
- Evaluation of hedge fund managers
- Compensation in the hedge fund industry
- Structure of hedge fund contracts and its impact on performance
- Regulation: Should hedge funds be more heavily regulated?
- Other hedge fund-related research questions

Submission Deadline: March 31, 2015
Submission process:

- The submission fee is $75.00
- The submission website for this journal is located at http://ees.elsevier.com/revfin/default.asp
- To ensure that all manuscripts are correctly identified for inclusion into the special issue, please make sure to select corresponding special issue article type when you reach the “Article Type” step in the submission process.
SESSION A  Executive Performance & Corporate Policy

Session Chair:  James O.G. Thewissen, KU Leuven

Discussants:  Dongnyoung Kim, Texas A&M University- Kingsville
Ozge Uygur, Rowan University
James O.G. Thewissen, KU Leuven

CEO Ability and Corporate Opacity
Ozge Uygur, Rowan University

Not All Words are Equal: Sentiment Dynamics and Information Content within CEO Letters
James O.G. Thewissen, KU Leuven
Kris Marcel Roger Boudt, Vrije Universiteit Brussel en VU Univers

The Effect of CEO Conservatism on Mergers and Acquisitions Decisions
Dongnyoung Kim, Texas A&M University- Kingsville

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SESSION B  Information & Market Reaction

Session Chair: **Dongnyoung Kim**, Texas A&M University- Kingsville
Discussants:  
**Xu Sun**, University of Texas - Pan American  
**Dongnyoung Kim**, Texas A&M University- Kingsville  
**Ahmed M Elnahas**, Eastern Kentucky University

*Long-term stock returns following stock splits, do markets under-react?*
**Ahmed M Elnahas**, Eastern Kentucky University
**Lei Gao**, Iowa State University
**Ghada Ismail**, University of Memphis

*The Information Content of Insider Trading: Evidence from Stock Splits*
**Xu Sun**, University of Texas - Pan American
**Thanh Ngo**, East Carolina University
**Surendranath Jory**, University of Sussex

*Local Political Ideology and Acquirers’ Announcement Returns*
**Dongnyoung Kim**, Texas A&M University- Kingsville

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SESSION C  Cross-Sectional Stock Returns
Session Chair:  Benito Antonio Sanchez, Kean University
Discussants:  Andrew Arch Lynch, Binghamton University
Benito Antonio Sanchez, Kean University
Jungshik Hur, Louisiana Tech University

Low R Square in the Cross Section of Expected Returns  
Benito Antonio Sanchez, Kean University
Neal C. Maroney, University of New Orleans

Cross-Section of Expected Returns and Extreme Returns: The Role of Investor Attention and Risk Preferences  
Jungshik Hur, Louisiana Tech University
Vivek Singh, University of Michigan, Dearborn

Beta Uncertainty and the Cross Section of Stock Returns  
Dennis J. Lasser, Binghamton University
Andrew Arch Lynch, Binghamton University

SESSION D  Bank Efficiency & Financial Crisis
Session Chair:  Ali Ashraf, Frostburg State University
Discussants:  Masaki Nakabayashi, The University of Tokyo
Bolortuya Enkhtaivan, Texas A&M International University
Ali Ashraf, Frostburg State University

Loan Partnerships with Intervention of Regulatory Bailouts: Evidence of TARP effect on Syndicated Loan Structure  
SWFA Best Paper in Financial Markets and Institutions Track (Doctoral)  
Bolortuya Enkhtaivan, Texas A&M International University
Siddharth Shankar, Texas A&M International University

Gain or Loss: An Analysis of Bank Efficiency of the Bail-out Recipient Banks During 2008 - 2010  
Ali Ashraf, Frostburg State University
M. Kabir Hassan, University of New Orleans
Kyle Putnam, University of New Orleans

Structural Disposal and Cyclical Adjustment: Non-performing Loans, Structural Transition, and Regulatory Reform in Japan, 1997-2011  
Toshiki Kawashima, The University of Tokyo
Masaki Nakabayashi, The University of Tokyo
SESSION E  Firm Performance

Session Chair: Ronald Anderson, Temple University

Discussants: Ronald Anderson, Temple University
Saurabh Ahluwalia, University of New Mexico
Hitoshi Takehara, Waseda University

Employee Satisfaction and Firm Performance
Saurabh Ahluwalia, University of New Mexico

Estimating Hidden Corporate Social Performance of Japanese Firms
Megumi Suto, Waseda University
Hitoshi Takehara, Waseda University

Insider Share Pledging, Opportunism and Firm Performance
Ronald Anderson, Temple University
Michael Puleo, Temple University

SESSION F  Financial Markets & Idiosyncratic Volatility

Session Chair: Geoffrey Ngene, Mercer University

Discussants: Geoffrey Ngene, Mercer University
Daphne Wang, The University of Texas- Pan American
Selma Izadi, University of New Orleans

Idiosyncratic Volatility in Banking Industry during 2008-2009 Financial Bailout
Daphne Wang, The University of Texas- Pan American
Thanh Ngo, East Carolina University

Volatility Spillovers Across Financial Markets: Evidence from G7 Countries
Selma Izadi, University of New Orleans

Sectoral Volatility Shift Modeling, Persistence of Variance and Information Flows
Geoffrey Ngene, Mercer University
SESSION G  Islamic Finance I

Session Chair:  M Kabir Hassan, University of New Orleans
Discussants:  Abul Bashar Bhuiyan, Universiti Utara Malaysia
             Elsayed A Elsiefy, Qatar Faculty of Islamic Studies
             Duygu Zirek, University of New Orleans
             Mamunur Rashid, University of Nottingham Malaysia

Legal and Regulatory Issues in Issuing Sukuk in Muslim-minority Countries: Lessons from Developed Countries’ Experience
Elsayed A Elsiefy, Qatar Faculty of Islamic Studies
Tariqullah Khan, Qatar Faculty of Islamic Studies
LeeEun Kyoung, Qatar Faculty of Islamic Studies

The Effects of Islamic Microfinancing on the Sustainable Livelihood of the Borrowers: Uses of Multiple Logistic Regression Model in Bangladesh
Abul Bashar Bhuiyan, Universiti Utara Malaysia
Chamhuri Siwar, Universiti Utara Malaysia
Abdul Ghafar Ismail, Universiti Utara Malaysia
Basri Abdul Talib, Universiti Utara Malaysia
Jamaliah Said, Accounting Research Institute Universiti Teknologi

Macroeconomics, Investor Sentiment, and Islamic Stock Price Index in Malaysia
M. Kabir Hassan, University of New Orleans
Mamunur Rashid, University of Nottingham Malaysia
Ng Yuen Yein, University of Nottingham Malaysia

The Islamic Banking and Economic Growth Nexus: A Panel Var Analysis for Organization Islamic Cooperation Countries
Fusun Celebi, Bayburt University
M. Kabir Hassan, University of New Orleans
Duygu Zirek, University of New Orleans
SESSION H Asset Pricing I

Session Chair: Jared DeLisle, Utah State University
Discussants: Wonseok Choi, University of Texas Pan American
Jared DeLisle, Utah State University
Mangshar Monica Hussein, California State University, Northridge

Comovement, Passive Institutional Ownership and Price Informativeness
Jared DeLisle, Utah State University
Dan French, University of Missouri
Maria Gabriela Schutte, University of Dayton

See No Evils? - Do Risk Factors Matter for the ChiNext IPO Initial Underpricing?
Mangshar Monica Hussein, California State University, Northridge
Zhou Zhong-Guo, California State University, Northridge

Resident Bird in Growth Stock; Evidence from Innovation Ability
Wonseok Choi, University of Texas Pan American

SESSION I Corporate Governance I

Session Chair: Trang T. Thai, University of Texas at Arlington
Discussants: Trang T. Thai, University of Texas at Arlington
Adel Elgharbawy, University of Qatar, Qatar
Khoa Huu Nguyen, The University of Texas - Pan American

Idiosyncratic Risk and Shareholder Activism: The Role of Ownership Structure Changes
Khoa Huu Nguyen, The University of Texas - Pan American

Are Family Firms More Conservative in Innovation Investments?
Trang T. Thai, University of Texas at Arlington

A Contingency Framework of Enterprise Governance in the UK: A Value Based Management Approach
Adel Elgharbawy, University of Qatar, Qatar
Magdy Abdel-Kader, The Lord Ashcroft International Business School, UK
FBD COFFEE BREAK

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

10:30 a.m. – 12:00 p.m. Live Oak

SESSION A  Information Asymmetry

Session Chair:  **Rakesh Bharati**, Southern Illinois University

Discussants:  **Haowen Luo**, University of North Texas

**Rakesh Bharati**, Southern Illinois University

**Tae-Nyun Kim**, Frostburg State University

*The Effect of the Sarbanes-Oxley Act on Information Dissemination through 10-K Filings*

**Rakesh Bharati**, Southern Illinois University Edwardsville

**Susan Crain**, Missouri State University

**Shrikant Jategaonkar**, Southern Illinois University

*The Impact of Excess Cash Holdings on the Relationship between Information Asymmetry and Earnings Management*

**Pyung K. Kang**, Sogang University

**Tae-Nyun Kim**, Frostburg State University

*Information Effect, Risk Arbitrage and Effectiveness of Short Selling Ban: Evidence from Mergers and Acquisitions During Globe Short Selling Bans*

**Haowen Luo**, University of North Texas
SESSION B  Portfolio Analysis and Optimization

Session Chair:  Andy Fodor, Ohio University

Discussants:  Andy Fodor, Ohio University
Na Wang, Hofstra University
Tianyang Wang, Colorado State University

Robust Multi-Period Portfolio Model Based on Prospect Theory and ALMV-PSO Algorithm
Jiahe Liu, Northeastern University
Xiu Jin, Northeastern University
Tianyang Wang, Colorado State University
Ying Yuan, Northeastern University

Forming Stock Groups with a Cluster Analysis of Common Size Statements
Andy Fodor, Ohio University
Rasmus Jørgensen, Creighton University
John D. Stowe, Ohio University

Sentiment and the Effectiveness of Technical Analysis: Evidence from the Hedge Fund Industry
David M. Smith, State University of New York at Albany
Na Wang, Hofstra University
Ying Wang, State University of New York at Albany
Edward J. Zychowicz, Hofstra University

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43rd Annual Conference
March 9 – 12, 2016
Renaissance Oklahoma City Convention Center Hotel
Oklahoma City, Oklahoma

44th Annual Conference
March 8 - 11, 2017
Statehouse Convention Center/Marriott
Little Rock, Arkansas
March 12, 2015  
(Thursday)

10:30 a.m. – 12:00 p.m.  

Raintree

SESSION C  
Performance of Financial Institutions

Session Chair:  Neal Maroney, University of New Orleans

Discussants:  Lijuan Sun, University of Texas-Pan American  
Neal Maroney, University of New Orleans  
Kathleen J Lindsay, University of New Orleans

The Effects of Ownership Structure on Bank Performance during Recessions  
Kathleen J Lindsay, University of New Orleans

Performance Efficiency Evaluation of U.S. Credit Unions around the 2009 Global Recession: A Data Envelopment Analysis Approach  
Lijuan Sun, University of Texas-Pan American  
Xu Sun, University of Texas-Pan American  
Monika K. Rabarison, University of Texas-Pan American

Efficiency, Diversification, and Performance of Financial Institutions,  
SWFA Best Paper in Financial Markets and Institutions Track (Regular)  
Abu Nahian Faisal Khan, Ohio Dominican University  
M. Kabir Hassan, University of New Orleans  
Neal Maroney, University of New Orleans

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SESSION D Corporate Decision Making

Session Chair: Jeffrey Coy, Penn State - Erie

Discussants: Jeffrey Coy, Penn State - Erie
Jarrad Harford, University of Washington
Gordon Y. N. Tang, Hong Kong Baptist University

Accounting Conservatism – Does Ownership Structure Matter?
Wilson Xin Bao Li, United International College
Tina T. He, United International College
Gordon Y. N. Tang, Hong Kong Baptist University
Andrew Marshall, University of Strathclyde

The Initial Corporate Diversification Decision: Empirical Tests of Dynamic Models
Garrett Smith, Florida Atlantic University

Does Management Pay Attention? Investor Sentiment Concerning Diversified Firms
Jeffrey Coy, Penn State – Erie
Garrett Smith, Florida Atlantic University

SESSION E Speculation & Risk Premium

Session Chair: Bingxin Li, West Virginia University

Discussants: Bingxin Li, West Virginia University
Silvia Magri, Bank of Italy
Leo Hung-Iam Chan, Utah Valley University

Italian Consumer Loan Market: Are Lenders Using Risk-Based Pricing?
Silvia Magri, Bank of Italy

The Effect of Speculative Trades on Basis Risk: Evidence from Crude Oil Futures
Leo Hung-Iam Chan, Utah Valley University

Speculation, Risk Aversion, and Risk Premiums in the Crude Oil Market
Bingxin Li, West Virginia University
SESSION F  Corporate Finance: Family Firms

Session Chair:  Ronald W. Masulis, University of New South Wales
Discussants:  Jason W. Howell, University of Denver
              Minjie Huang, University of Kansas
              Liem Nguyen, Westfield State University
              Alvin Ang, University of New South Wales

Do Family Firms Exploit Voluntary Disclosure Practices? An Empirical Study
Liem Nguyen, Westfield State University
Thanh Nguyen, Limestone College
Hari P. Adhikari, Embry-Riddle Aeronautical University

Internal Capital Markets in Family Business Groups during the Global Financial Crisis
SWFA Best Paper in International Finance Track (Doctoral)
Alvin Ang, University of New South Wales
Ronald W. Masulis, University of New South Wales
Peter Kien Pham, University of New South Wales
Jason Zein, University of New South Wales

Family Firms, Employee Satisfaction, and Corporate Performance
Minjie Huang, University of Kansas
Pingshu Li, University of Kansas
Felix Meschke, University of Kansas
James P. Guthrie, University of Kansas

The Importance of Correctly Identifying and Classifying Dual Class Firms in the United States
Jason W. Howell, University of Denver

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March 12, 2015  
(Thursday)

10:30 a.m. – 12:00 p.m.  

Cedar

SESSION G  Islamic Finance II

Session Chair:  Umar A. Oseni, International Islamic University Malaysia

Discussants:  Mohsin Khawja, King Fahd University of Petroleum and Minerals  
Mohamed Amine Souissi, Mohammed V University  
Umar A. Oseni, Int'l Islamic University Malaysia  
Faisal Alqahtani, Taibah University

Introduction of Sukuk in Morocco: Issues and Risks  
Mohamed Amine Souissi, Mohammed V University  
Mohamed Tkiouat, Mohammed V University

Does Faith Matter in Mutual Funds Investing? Evidence from Saudi Arabia  
Hesham Merdad, King Fahd University of Petroleum and Minerals  
M. Kabir Hassan, University of New Orleans  
Mohsin Khawja, King Fahd University of Petroleum and Minerals

Underpricing in the Insurance Industry and the Effect of Sharia Compliance Evidence from Saudi Arabian Market  
Faisal Alqahtani, Taibah University  
Zakaria Boulanouar, Umm Alqura University

Customers' Perceptions on the Dispute Resolution Clauses in Islamic Finance Contracts in Malaysia  
Umar A. Oseni, International Islamic University Malaysia  
Adewale Abideen Adeyemi, International Islamic University Malaysia  
Nor Razinah Mohd Zain, International Islamic University Malaysia

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SESSION A  
Dividend Policy

Session Chair:  
Robert Boldin, Indiana University of Pennsylvania

Discussants:  
Robert Boldin, Indiana University of Pennsylvania  
Karyn Neuhauser, Lamar University  
Mukesh K. Chaudhry, Indiana University of Pennsylvania

Is There a Premium for Firms That Consistently Increase Dividends?
David Michayluk, University of Technology, Sydney  
Karyn Neuhauser, Lamar University  
Scott Walker, University of Technology, Sydney

Dividend Policy and Earnings: A Study of Short- and Long-Term Causality
Mukesh K. Chaudhry, Indiana University of Pennsylvania  
Robert Boldin, Indiana University of Pennsylvania

More than a Fair Share: Principal-Principal Conflicts in Emerging Markets
Radha Mukesh Ladkani, Indian Institute of Management Indore  
Ashok Banerjee, Indian Institute of Management Calcutta

SESSION B  
Market Anomalies & Information I

Session Chair:  
Bruno R. Arthur, University of Texas- Pan American

Discussants:  
Bruno R. Arthur, University of Texas- Pan American  
Jesper Haga, Hanken School of Economics and Fairfield University  
Ehab Yamani, University of Texas at Arlington

Momentum, Information Flow and Mandatory Quarterly Reporting
Jesper Haga, Hanken School of Economics and Fairfield University

The Subprime Crisis and the Efficiency of the Junk Bond Market: Evidence from the Microstructure Theory
Ehab Yamani, University of Texas at Arlington

Momentum Anomaly in Agribusiness Stocks
Bruno R. Arthur, University of Texas- Pan American  
Ani Katchova, University of Kentucky
SESSION C  Commodity & Mutual Funds

Session Chair:  Mehmet Caliskan, Old Dominion University
Discussants:  Mehmet Caliskan, Old Dominion University
Srinidhi Kanuri, University of Alabama
Ramesh K Adhikari, University of New Orleans

Commodity Mutual Funds: Do They Add Value?
Srinidhi Kanuri, University of Alabama
Robert McLeod, University of Alabama

The Impact of Financialization on the Benefits of Incorporating Commodity Futures in Actively Managed Portfolios
Ramesh K Adhikari, University of New Orleans
Kyle James Putnam, University of New Orleans
Neal Maroney, University of New Orleans

Stock Market Returns and the Price of Gold
Mehmet Caliskan, Old Dominion University

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44th Annual Conference
March 8 - 11, 2017
Statehouse Convention Center/Marriott
Little Rock, Arkansas
SESSION D  CEO & Innovation

Session Chair:  Zhaozhao He, University of Kansas

Discussants:  Huong Nguyen, The University of Mount Olive
Lin Zou, No Affiliation
Zhaozhao He, University of Kansas
Jin Qi, University of Minnesota

Are CEOs With a Ph.D. More Innovative?
Zhaozhao He, University of Kansas

Shareholder Control and Firm Innovation
Jin Qi, University of Minnesota

Do Newly Public Technology INVs Benefit from Their Pre-IPO Internationalization?
Lin Zou, No Affiliation

Prior Firm Performance and a CEO’s Ability to Find an Equivalent Job
Tarun Mukherjee, University of New Orleans
Huong Nguyen, The University of Mount Olive

SESSION E  Corporate Hedging

Session Chair:  Shantaram Hegde, University of Connecticut

Discussants:  Shantaram Hegde, University of Connecticut
Vadhindran Rao, Metropolitan State University
Leonidas Barbopoulos, University of St Andrews

Idiosyncratic Volatility and Earnout-Financing
Leonidas Barbopoulos, University of St Andrews
Dimitrios Alexakis, University of St Andrews

Capital Market Frictions, Leasing and Hedging
Vasantharao Chigurupati, Southern University and A&M College
Shantaram Hegde, University of Connecticut

Effectiveness of Corporate Hedging
Vadhindran Rao, Metropolitan State University
### SESSION F  
**Volatility & Risk Exposure**

**Session Chair:** David L Stowe, Ohio University  
**Discussants:**  
- Abdullah Noman, Nicholls State University  
- Li Xu, Hunan University  
- Cheng Jiang, Temple University

*Tracking Error Volatility Optimization and Utility Improvements*  
**David L Stowe**, Ohio University

*The Asymmetric Effects of Monetary Policy on Stock Market*  
**Cheng Jiang**, Temple University

*Risk Exposure of Country Mutual Funds across Bull and Bear Markets*  
**Abdullah Noman**, Nicholls State University  
**Li Xu**, Hunan University  
**Sarkar Kabir**, Taylor’s University

### SESSION G  
**Islamic Finance III**

**Session Chair:** Hassan B. Ghassan, Umm Al-Qura University  
**Discussants:**  
- Hassan B. Ghassan, Umm Al-Qura University  
- Mohamed Wail Aaminou, Mohammed V University  
- Faleh Alrashid, Public Education for Applied Education and Training, Kuwait  
- Chaouki Achour Bourakba, Al Imam Saud University, Saudi Arabia

*Islamic Banks and the Maturity Mismatch Exposure Evidence from the GCC Region*  
**Chaouki Achour Bourakba**, Al Imam Saud University, Saudi Arabia

*Time Series Analysis of Financial Stability of Banks: Evidence from Saudi Arabia*  
**Hassan B. Ghassan**, Umm Al-Qura University  
**Stefano Fachin**, University of Rome

*Assessing the United Arab Emirates Islamic Banks Exposure to Interest Rates (Ethical Finance Track)*  
**Mohamed Wail Aaminou**, Mohammed V University  
**Rajae Aboulaich**, Mohammed V University

*Islamic Mutual Funds or Oil Prices: Which Leads the Other?*  
**Faleh Alrashid**, Public Education for Applied Education and Training, Kuwait  
**Manzoor Ahmed**, Lasbela University, Pakistan

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SESSION H  
Doctoral Students Symposium

All Ph.D. students registered for SWFA are invited to participate.

Our panelists include two college of business deans, a senior finance faculty member and editor of an academic journal, and a newly minted junior finance faculty member. They will each provide their perspectives on the finance profession and the roles we can play in academia and beyond. Basically, what they would like to do if they were in your shoes.

The floor will be open for a lively discussion.

Our panelists are:


**R. Stephen Sears**, Dean & Killam Distinguished Professor, A.R. Sanchez, Jr. School of Business, Texas A&M International University, Texas

**Natalya Delcoure**, Professor of Finance and Dean, College of Business Administration, Texas A&M University-Kingsville, Texas

**Geoffrey Ngene**, Assistant Professor of Finance, Mercer University, Georgia

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SESSION A  Corporate Governance II

Session Chair: Lalatendu Misra, University of Texas

Discussants: Fariz Huseynov, North Dakota State University
Atul Gupta, Bentley College
M. Faisal Safa, McKendree University

Bank Risk and Executive Compensation
M. Faisal Safa, McKendree University
M. Kabir Hassan, University of New Orleans
Abdullah Mamun, University of Saskatchewan

Brand Equity and Mitigation of Agency Risk
Fariz Huseynov, North Dakota State University
Ghada Ismail, University of Memphis
Pankaj K. Jain, University of Memphis
Thomas H. McInish, University of Memphis

Product-Market Competitiveness and Investor Reaction to Corporate Governance Failures
Atul Gupta, Bentley College
Lalatendu Misra, University of Texas
Yilun Shi, Elon University

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SESSION B  Asymmetric Information & Mispricing

Session Chair:  Yiling Zhang, University of Texas at Arlington
Discussants:  Wenguang Lin, Louisiana State University
Mahtab Athari, University of New Orleans
Yiling Zhang, University of Texas at Arlington

Customer Satisfaction and Equity Mispricing
Yiling Zhang, University of Texas at Arlington

In Search of Firms’ Economic Footprint--A Blended Approach to Enhance Fundamental Indexation
Wenguang Lin

Price Discovery in Iran Gold Coin Market: Futures and Spot Markets during Different Trading Phases
Mahtab Athari, University of New Orleans

SESSION C  Mutual Fund Performance I

Session Chair:  William J Hippler, III, University of La Verne
Discussants:  William J Hippler, III, University of La Verne
Markus Natter, University of Augsburg
Tong Yao, University of Iowa

The Impact of Option Use on Mutual Fund Performance
Markus Natter, University of Augsburg
Martin Rohleder, University of Augsburg
Dominik Schulte, University of Augsburg
Marco Wilkens, University of Augsburg

Open-End Mutual Fund Liquidity Service: One Tale and Two Puzzles
SWFA Best Paper in Investment Track (Doctoral)
George J. Jiang, Washington State University
Tong Yao, University of Iowa
Gulnara Zaynutdinova, Washington State University

Partial Adjustment Towards Equilibrium Mutual Fund Allocations: Evidence from U.S.-based Equity Mutual Funds
SWFA Best Paper in Behavioral Finance Track (Regular)
William J Hippler, III, University of La Verne
M. Kabir Hassan, University of New Orleans
SESSION D  
**Signaling & Market Response**

Session Chair: **Mujtaba Zia**, Westminster College  
Discussants: **Nazar Selman Mustapha**, University of New Orleans  
**Shadiya Hossain**, University of New Orleans  
**Mucahit Kochan**, University of North Texas  

*The Signaling Content of Dividend Cuts and Stock Market Reaction in the Banking Industry during the Financial Crisis of 2007 and 2008*  
**Mujtaba Zia**, Westminster College  
**Mucahit Kochan**, University of North Texas  

*The Impact of Financial Reform and the Global Financial Crisis on Bank Competition in MENA countries*  
**Nazar Selman Mustapha**, University of New Orleans  

*Market Response to Major Events during the Financial Crisis*  
**Shadiya Hossain**, University of New Orleans  
**William J Hippler, III**, University of La Verne  
**M. Kabir Hassan**, University of New Orleans  

SESSION E  
**Debt Management**

Session Chair: **Cihan Uzmanoglu**, Binghamton University – SUNY  
Discussants: **Shage Zhang**, Trinity University  
**Cihan Uzmanoglu**, Binghamton University  
**Kevin Brady**, Florida Atlantic University  
**Chanatip Kitwiwattanachai**, University of Connecticut  

*Risk Shifting from CDS*  
**Chanatip Kitwiwattanachai**, University of Connecticut  

*The Spread between the Bond Yield and the Dividend Yield and the Dividend Premium*  
**Kevin Brady**, Florida Atlantic University  

*CDS Exposure and Credit Spreads*  
**Rajesh Narayanan**, Louisiana State University  
**Cihan Uzmanoglu**, Binghamton University  

*The Effects of Securitization on Corporate Loans*  
**Zhengfeng Guo**, Office of the Controller of the Currency  
**Shage Zhang**, Trinity University
SESSION F  Banking

Session Chair:  Edward R Lawrence, Florida International University
Discussants:  Edward R Lawrence, Florida International University
             Russell D Kashian, University of Wisconsin Whitewater
             Jodonnis Rodriguez, Florida International University

Banking the Unbanked: Bank Deserts in the United States
Russell D Kashian, University of Wisconsin Whitewater
Nancy Tao, University of Wisconsin Whitewater
Claudia Perez-Valdez, University of Wisconsin Whitewater

Determinants of Internet Banking
Krishnan Dandapani, Florida International University
Edward R Lawrence, Florida International University
Jodonnis Rodriguez, Florida International University

Deposit-Lending Synergies and Bank Profitability
Monika K. Rabarison, University of Texas- Pan American
Bruno R. Arthur, University of Texas- Pan American

SESSION G  CEO & Corporate Policy II

Session Chair:  Minjie Huang, University of Kansas
Discussants:  Hongrui Feng, Oklahoma State University
             Onur Tosun, Warwick Business School
             Minjie Huang, University of Kansas
             Hui Liang, North American University

CEO Inside Debt and Dividend Payout Policy
Hui Liang, North American University
Nilakshi Norah, St. Cloud State University
Jung Chul Park, Auburn University

Do Better Connected Executives Have Longer Incentive Horizon?
Minjie Huang, University of Kansas

Does Internal Board Monitoring Affect the Debt Maturity? - A Natural Experiment
Onur Tosun, Warwick Business School
Lemma Senbet, AERC

Stock Liquidity and CEO Equity-based Incentive Compensation: Feedback Effect of CEO on the Market
Hongrui Feng, Oklahoma State University
SESSION H  International Finance & Market

Session Chair: Salil Sarkar, University of Texas at Arlington
Discussants: Mohammed Elgammal, Qatar University
Samar Mohamed Ashour, University of Texas at Arlington
Yu-Chen Wei, National Kaohsiung First University of Science and Technology

U.S. Presidential Cycle and Foreign Exchange Market
Samar Mohamed Ashour, The University of Texas at Arlington
Salil Sarkar, The University of Texas at Arlington

Key Determinants of Inflation and Monetary Policy in the Emerging Markets: Evidences from Vietnam
Mohammed Elgammal, Qatar University
Mohamed Abdelaziz Eissa, Qatar University

News Sentiment and Cross-Section of Stock Returns in the Taiwan Stock Market
Yu-Chen Wei, National Kaohsiung First University of Science and Technology
Yang-Cheng Lu, Ming Chuan University
Yen-Ju Hsu, National Taiwan University

SESSION I  Community Banking in the USA

Community banking plays an important role in financial intermediation in the United States, especially in the context of providing financing to smaller, rural markets and for small businesses. However, recent trends in regulation, the economic environment, and industry practices have led to a significant decline in the amount of FDIC-chartered institutions that qualify as community banks. In addition, the share of community-bank-held assets in the United States is declining as well. The decline of the community banking industry has significant implications for the efficiency and growth of the real economy, as larger banks may not be able to serve the community banking demographic as efficiently.

Panelists:
M. Kabir Hassan, Hibernia Professor of Finance, University of New Orleans, Louisiana, USA
Scott E. Hein, Professor, Robert C. Brown Chair of Finance, Texas Tech University, Editor of the Journal of Financial Research
Ken Cyree, Frank R. Day/Mississippi Bankers Association Chair in Banking and Dean, and Co-Editor of Journal of Financial Research, College of Business, University of Mississippi

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SESSION J  Corporate Governance III

Session Chair:  Andy Naranjo, University of Florida
Discussants:  Mohsen Mollagholamali, Oklahoma State University
Yin-Che Weng, Harbin Institute of Technology
Jennifer Osullivan, Southern University of New Orleans
Kun-Chih Chen, Singapore Management University

The Relationship between Board Characteristics and Performance of Bank Holding Companies: Before and During the Financial Crisis
Jennifer Osullivan, Southern University of New Orleans
Abdullah Mamun, University of Saskatchewan
M. Kabir Hassan, University of New Orleans

Financial Reporting Quality of Chinese Reverse Merger Firms: The Reverse Merger Effect or the China Effect?
Kun-Chih Chen, Singapore Management University
Qiang Cheng, Singapore Management University
Ying Chou Lin, Singapore Management University
Yu-Chen Lin, National Cheng-Kung University
Xing Xiao, Tsinghua University

Do Credit Rating Agencies Favor Their Big Clients? Evidence from Rating Maintenance
Pu Liu, University of Arkansas
Yin-Che Weng, Harbin Institute of Technology

The Costs of Financial Distress; Evidence from Credit Default Swaps
Mohsen Mollagholamali, Oklahoma 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 Post Oak Grill, a short walk down the tunnel from the Hyatt. Everyone has a good time visiting with long-time friends and making new ones. Heavy hors d’oeuvres will be served. A limited number of drink tickets will be distributed. A cash bar is also available.

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## SWFA Board Meeting and Breakfast

### SESSION A  
**International Markets I**

**Session Chair:** Sadok El Ghoul, University of Alberta

**Discussants:** Yongli Luo, Wayland Baptist University  
Sadok El Ghoul, University of Alberta  
Jacob Kleinow, Freiberg University

- **Determinants of Systemically Important Banks: The Case of Europe**  
  Jacob Kleinow, Freiberg University  
  Tobias Nell, Freiberg University

- **Regional Heterogeneity, Monetary Shock and Bank Lending: Evidence from Chinese Real Estate Market**  
  Yongli Luo, Wayland Baptist University

- **The Global Financial Crisis, Family Control and Dividend Policy**  
  Najah Attig, Saint Mary's University  
  Narjess Boubakri, American University of Sharjah  
  Sadok El Ghoul, University of Alberta  
  Omran Guedhami, University of South Carolina

### SESSION B  
**Asset Pricing II**

**Session Chair:** Arsenio Staer, CSU Fullerton

**Discussants:** Jinji Hao, Washington University in St. Louis  
James Thewissen, Vrije Universiteit Brussel  
Arsenio Staer, CSU Fullerton

- **Almost-Cheap Talk in Earnings Press Releases: Textual Tone and Managerial Equity Incentives**  
  Ozgur Arslan-Ayaydin, University of Illinois at Chicago  
  Kris Marcel Roger Boudt, Vrije Universiteit Brussel en VU Univers  
  James Thewissen, Vrije Universiteit Brussel

- **Fund Flows and Underlying Returns: The Case of ETFs**  
  **SWFA Best Paper in Investment Track (Regular)**  
  Arsenio Staer, CSU Fullerton

- **Shadow Banking and Asset Pricing**  
  Jinji Hao, Washington University in St. Louis
SESSION C    International Capital Markets

Session Chair: John W. Goodell, University of Akron
Discussants: Raj Aggarwal, University of Akron
             Chun-Da Chen, Tennessee State University
             Maria E. de Boyrie, New Mexico State University

Exchange Market Liberalization, FDI Flows, and Stock Returns in Korea
Chun-Da Chen, Tennessee State University

Dynamic Interdependence of Sovereign Credit Default Swaps in BRICS and MIST Countries
Maria E. de Boyrie, New Mexico State University
Ivelina Pavlova, University of Houston - Clear Lake

Sovereign Wealth Fund Transparency: Role of Culture, Institutions, and Fund Characteristics
Raj Aggarwal, University of Akron
John W. Goodell, University of Akron

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SESSION D  Banking in Emerging Markets

Session Chair:  Masaki Nakabayashi, University of Tokyo

Discussants:  Masaki Nakabayashi, University of Tokyo
Abu Amin, Sacred Heart University
Geoffrey Ngene, Mercer University

Long Memory or Structural Breaks: Some Evidence for African Stock Markets
Geoffrey Ngene, Mercer University
Kenneth Tah, Louisiana Tech University
Ali F. Darrat, Louisiana Tech University

Accelerated Rise and Distorted Vigor: Unconventional Interventions into an Emerging Market of Japan
Masaki Nakabayashi, University of Tokyo

Resolution of Bad Loan Problem: Bank-level Evidence from a Low-income Country
Abu Amin, Sacred Heart University

SESSION E  Risk Factors & Return II

Session Chair:  Dev Mishra, University of Saskatchewan

Discussants:  Jiening Pan, Emory University
Narjess Boubakri, American University of Sharjah
Mark Jansen, University of Texas at Austin - McCombs Business School

Buying Private Benefits: Evidence from the Location of Private Company Sales
SWFA Best Paper in Corporate Finance Track (Doctoral)
Mark Jansen, University of Texas at Austin - McCombs Business School
Adam Winegar, University of Texas at Austin - McCombs Business School

Do Non-linearities Matter in the Yield Curve?
Jiening Pan, Emory University

Large Shareholders and Target Returns: International Evidence
Narjess Boubakri, American University of Sharjah
Jean-Claude Cosset, HEC-Montreal
Dev Mishra, University of Saskatchewan
SOUTHWESTERN FINANCE
ASSOCIATION

March 13, 2015
(Friday)

8:30 a.m. – 10:00 a.m. Cedar

SESSION F  Behavioral Finance - Market Efficiency
Session Chair: Armand Picou, Texas A&M University – CC
Discussants: Armand Picou, Texas A&M University – CC
Juan F. Cabrera, Ramapo College of New Jersey
Sriram Villupuram, University of Texas at Arlington

Reference-Point Formation and Updating with Additional Market Information
Tianyang Wang, Colorado State University
Sriram V. Villupuram, University of Texas at Arlington
Robert G. Schwebach, Colorado State University

Measuring the Change in Bond Investor Confidence
Armand Picou, Texas A&M University – CC

Attention Constraints and Liquidity Provision: An Experimental Study
Juan F. Cabrera, Ramapo College of New Jersey

8:30 a.m. – 10:00 a.m. Holly

SESSION G  Bank Earnings Management
Session Chair: Nacasius Ujah, University of Nebraska at Kearny
Discussants: Abdullah Mamun, University of Saskatchewan
Nacasius Ujah, University of Nebraska at Kearny
Thomas Kick, Deutsche Bundesbank

The Influence of Earnings Management and Bank Market Structure on Bank Performance: International Evidence
Nacasius Ujah, University of Nebraska at Kearny
Jorge Brusa, Texas A&M International University
Collins E. Okafor, Texas A&M International University

Executive Appointments around Bank Mergers
Thomas Kick, Deutsche Bundesbank
Andrea Schertler, University of Lueneburg
Cornelius Veith, Bonn Graduate School of Economics

Md. Didarul Alam, University of Saskatchewan
Abdullah Mamun, University of Saskatchewan

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SESSION H     Emerging Markets

Session Chair:  Fazlul Miah, King Fahd University of Petroleum and Minerals
Discussants: Fazlul Miah, King Fahd University of Petroleum and Minerals
             Abul Bashar Bhuiyan, Universiti Kebangsaan Malaysia
             Khaled Albinali, King Fahd University of Petroleum and Minerals

Grameen Microfinancing and Poverty Alleviation in Bangladesh: Evidences Uses of the Foster, Greer, and Thorbecke Indexe and Multiple Logistic Regressions
Abul Bashar Bhuiyan, Universiti Kebangsaan Malaysia
Chamhuri Siwar, Universiti Kebangsaan Malaysia
Abdul Ghafar Ismail, Universiti Kebangsaan Malaysia
Jamaliah Said, Accounting Research Institute Universiti Teknologi

Risk Premium and Forward Discount Bias: A Comprehensive Study of Seventeen Emerging Market Forward Rates
Fazlul Miah, King Fahd University of Petroleum and Minerals
Khaled Albinali, King Fahd University of Petroleum and Minerals

Financial Literacy, Risk and Use of Finance in Post-Apartheid South Africa
Elizabeth Lwanga Nanziri, University of Cape Town

10:00 a.m. - 10:30 a.m.     Market Place Exhibit Hall

FBD Coffee Break

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SESSIOON A  Corporate Governance IV

Session Chair:  Ramesh Rao, Oklahoma State University

Discussants:  Salil Sarkar, University of Texas at Arlington
              Minjie Huang, University of Kansas
              Felix Meschke, University of Kansas

Local Peers and CEO Incentives
Minjie Huang, University of Kansas
Felix Meschke, University of Kansas

Cash Holdings and CEO Risk Incentive Compensation: Effect of CEO Risk Aversion,
(2015 McGraw-Hill Education Distinguished Paper Award)
Harry Feng, Oklahoma State University
Ramesh Rao, Oklahoma State University

The Effects of Idiosyncratic Risk on CEO Incentives
Salil Sarkar, University of Texas at Arlington
Humnath Panta, Brenau University
Sanjiv Sabherwal, University of Texas at Arlington

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SESSION B  Risk Factors & Returns I

Session Chair: Jun Duanmu, University of Arkansas

Discussants: Carl Larsson, University of Texas at San Antonio
Jun Duanmu, University of Arkansas
F.Y. Eric C. Lam, Hong Kong Baptist University

In Search of Missing Risk Factors: Hedge Fund Return Replication with ETFs
Jun Duanmu, University of Arkansas
Alexey Malakhov, University of Arkansas

The Profitability Premium: Macroeconomic Risks or Expectation Errors?
F.Y. Eric C. Lam, Hong Kong Baptist University
Shujing Wang, HKUST
K.C. John Wei, HKUST

Should Financial Institutions Use Covered Bond Financing?
Karan Bhanot, University of Texas at San Antonio
Carl Larsson, University of Texas at San Antonio

SESSION C  Hedging

Session Chair: Yongjia Li, University of Arkansas

Discussants: Sergio Garcia, University of Texas Pan American
Yongjia Li, University of Arkansas
Zhengyi Zhang, University of New Orleans

Interdependency and Asymmetric Relationship of Credit Default Swap: Latin America Evidence
Zhengyi Zhang, University of New Orleans

Ethanol Hedging Strategies using Dynamic Multivariate GARCH
Sergio Garcia, University of Texas Pan American

On the Market Timing and Feedback Effect of Hedging: Evidence from U.S. Oil and Gas Producers
Yongjia Li, University of Arkansas
Kangzhen Xie, University of Arkansas
SESSION D  International Markets II

Session Chair:  AKM Matiur Rahman, McNeese State University

Discussants:  Joseph J. French, University of Northern Colorado
             Mamunur Rashid, Nottingham University Business School
             AKM Matiur Rahman, McNeese State University

Financial Deepening and Stock Market Performance: A Comparative Study of Developed and Emerging Economies
AKM Matiur Rahman, McNeese State University
Muhammad Mustafa, South Carolina State University

Investor Sentiment, Foreign Equity Flows, and Equity Returns in Thailand Stock Markets
Joseph J. French, University of Northern Colorado
Wei-Xuan Li, The Richard Stockton College of New Jersey
Fazlul Hoque Miah, King Fahd University

Sentiment, Hot Issues, Regulation and IPO Underpricing
Mamunur Rashid, Nottingham University Business School
M. Kabir Hassan, University of New Orleans, United States
Varun K. Sibdoyal, Nottingham University Business School
Shafiul Islam, East West University

SESSION E  Corporate Policy I

Session Chair:  Tarun Mukherjee, University of New Orleans

Discussants:  Huajing Hu, Adelphi University
             Hui Wang, Louisiana State University
             Naseem Al Rahahleh, King Abdualaziz University

Capital Budgeting Process of Healthcare Firms: A Survey of Surveys
Tarun Mukherjee, University of New Orleans
Walter Lane, University of New Orleans
Naseem Al Rahahleh, King Abdualaziz University

The Impact of Lending Relationships on Corporate Cash Policy
Huajing Hu, Adelphi University
Yili Lian, Penn State University, Worthington Scranton
Chih-Huei Su, Baruch College and Graduate Center, CUNY

The Power Game between Division Managers and CEOs in Internal Capital Market
Hui Wang, Louisiana State University

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SOUTHWESTERN FINANCE ASSOCIATION

March 13, 2015 (Friday)

10:30 a.m. – 12:00 p.m. Cedar

SESSION F  Behavioral Finance: Stock Price and Return
Session Chair: Daniel Louis Tortorice, Brandeis University
Discussants: Kevin Brady, Florida Atlantic University
Dongnyoung Kim, Texas A&M University-Kingsville
Daniel Louis Tortorice, Brandeis University

Equity Return Predictability, Time Varying Volatility and Learning about the Permanence of Shocks
Daniel Louis Tortorice, Brandeis University
Hari P. Adhikari, Embry-Riddle Aeronautical University

The Role of Reference Points in Explaining Stock Returns Following Large Price Shocks
Kevin Brady, Florida Atlantic University
Arjan Premti, University of Wisconsin – Whitewater

Form of the Government and Investment Sensitivity to Stock Price
Hari Adhikari, Embry-Riddle Aeronautical University
Dongnyoung Kim, Texas A&M University-Kingsville
Thanh Nguyen, Limestone College

10:30 a.m. – 12:00 p.m. Holly

SESSION G  Short Selling & Investing
Session Chair: Ted C. Moorman, Baylor University
Discussants: Haowen Luo, No Affiliation
Sayantan Kundu, Indian Institute of Management, Calcutta
Ted C Moorman, Baylor University

Loss of Capital and Liquidity: The Role of Short Sales in Return Reversals
Bilal Erturk, Texas A&M University
Ted C Moorman, Baylor University

Aggressive Capital Structure and the Myth of Negative Book Equity Firms
Haowen Luo, No Affiliation

Implementing Short-term Contrarian Strategy Using Endogenous Conditioning of Black- Litterman Portfolio Model
Sayantan Kundu, Indian Institute of Management, Calcutta
SESSION H    Financial Institutions

Session Chair:  Jeff Madura, Florida Atlantic University

Discussants:  Zaur Rzakhanov, University of Massachusetts Boston  
                Jeff Madura, Florida Atlantic University  
                Eunju Lee, University of Massachusetts Lowell

*Information Content of Analyst Recommendations in the Banking Industry*

Arjan Premti, University of Wisconsin – Whitewater  
Luis García-Feijóo, Florida Atlantic University  
Jeff Madura, Florida Atlantic University

*Short Selling Around the 52-Week and Historical Highs*

Eunju Lee, University of Massachusetts Lowell  
Natalia Piqueira, University of Houston

*The Big Squeeze: Capacity Constraints and Merger Arbitrage Hedge Fund Performance in the Last Two Decades*

Zaur Rzakhanov, University of Massachusetts Boston  
Gaurav Jetley, Analysis Group

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**43rd Annual Conference**  
March 9 – 12, 2016  
Renaissance Oklahoma City Convention Center Hotel  
Oklahoma City, Oklahoma

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

Keynote Speaker

Iftekhar Hasan*, Fordham University

Topic: Politics, Institutions and Innovations

Does political openness affect innovation? I would question whether politics (political pluralism, ballot voting, political connection, and corruption) and institutions are conducive to the quantity as well as quality of innovative activities.

Dr. Iftekhar Hasan is the E. Gerald Corrigan Chair in Finance at the Fordham University. He serves as a scientific advisor of the Bank of Finland; a research fellow/associate at the Financial Institution Center at Wharton School and at the Berkley Center of Stern School respectively. He is the managing editor of the Journal of Financial Stability. He has been a consultant/visiting scholar at several organizations, including the World Bank, IMF, United Nations, Banque de France, Federal Reserve Bank of Atlanta, Office of the Comptroller of Currency, and the Italian Deposit Insurance Corporation. Professor Hasan also has held visiting faculty positions at several universities, including the University of Rome, Italy; the University of Strasbourg, France; the University of Carlos III, Madrid; EPFL at Lausanne, Switzerland; the University of Limoges, France; National Taiwan University at Taipei; the University of Romania at Bucharest; and NYU’s Stern School of Business. Professor Hasan's research interests are in the areas of financial institutions, corporate finance, and emerging markets. Dr. Hasan has over 300 publications in print, including 14 books and edited volumes, over 190 peer reviewed journal articles in multiple business disciplines such as the Journal of Financial Economics, Journal of Financial and Quantitative Analysis, Journal of Monetary Economics, Journal of Business, Strategic Management Journal, Research Policy, Contemporary Accounting Review, and Journal of Management and Information System. He is a Fulbright Scholar and holds a PhD from University of Houston and received a “Doctor Honoris Causa” from the Romanian-American University in Bucharest.

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### March 13, 2015 (Friday)

1:45 p.m. – 3:15 p.m.  
**Live Oak**

#### SESSION A  
**Islamic Finance IV**

**Session Chair:** Hulusi Inanoglu, Federal Reserve Board of Governors

**Discussants:**  
Mohammad Bitar, Grenoble University  
Nafis Alam, University of Nottingham Malaysia Campus  
Hylmun Izhar, IRTI-IDB  
Hulusi Inanoglu, Federal Reserve Board of Governors

**Hedging Market Risk for Islamic Banks**  
Hulusi Inanoglu, Federal Reserve Board of Governors  
Hylmun Izhar, IRTI-IDB  
Osman Nal, North American University

**Basel III and Bank Efficiency: Does One Solution Fit All? Evidence from Islamic and Conventional Banks**  
Mohammad Bitar, Grenoble University  
Thomas J Walker, Concordia University  
Kuntara Pukthuanthong, University of Missouri

**Globalisation of Islamic Financial Services and their City Networks**  
Abul Hassan, King Fahd University of Petroleum and Minerals

**Competition and Risk Taking Behaviour of Islamic Banks**  
Nafis Alam, University of Nottingham Malaysia Campus  
M. Kabir Hassan, University of New Orleans

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1:45 p.m. – 3:15 p.m.  
**Willow**

#### SESSION B  
**Asset Pricing III**

**Session Chair:** Haigang Zhou, Cleveland State University

**Discussants:**  
Figen Gunes Dogan, University of Southern California  
Haigang Zhou, Cleveland State University  
Susana Yu, Montclair State University

**Are Unexpected Earnings Predictable?**  
Haigang Zhou, Cleveland State University

**The Profitability of Pairs Trading Strategies Based on ETFs**  
Susana Yu, Montclair State University

**Non-Cancellable Operating Leases and Operating Leverage**  
Figen Gunes Dogan, University of Southern California
SESSION C  Futures Market

Session Chair:  John Elder, Colorado State University
Discussants:  John W. Goodell, University of Akron
John Elder, Colorado State University
Kyle Putnam, University of New Orleans

Price Discovery in Oil Futures
John Elder, Colorado State University
Hong Miao, Colorado State University
Sanjay Ramchander, Colorado State University

The Determinants of Dynamic Dependence: An Analysis of Commodity Futures and Equity Markets
Kyle Putnam, University of New Orleans
Ramesh K Adhikari, University of New Orleans

John W. Goodell, University of Akron
Frank J. Mcgroarty, University of Southampton
Andrew Urquhart, University of Southampton

SESSION D  Anomaly & Cross-Border Effects

Session Chair:  William Procasky, Texas A&M International University
Discussants:  Ali Ari, Kirklareli University
Denefa Bostandzic, Ruhr-Universität Bochum
William Procasky, Texas A&M International University

Systemic Risk and the U.S. Financial System – The Role of Banking Activity
Denefa Bostandzic, Ruhr-Universität Bochum

Revisiting the Day of the Week Anomaly in Financial Markets using Style Indices
Renee Oyotode, Texas A&M International University
William Procasky, Texas A&M International University
Zubair Raja, Texas A&M International University

Dating Financial Crises in Turkey, 1987-2013
Ali Ari, Kirklareli University
Raif Cergibozan, Kirklareli University
SESSION E  Institutional Ownership

Session Chair: Shane Goodwin, Oklahoma State University
Discussants: Shane Goodwin, Oklahoma State University
Hamidreza Sakaki, University of Texas-Pan American
Mohammad J. Nejad, University of Texas - Pan American

The Effects of Institutional Ownership on Diversified Firms
Mohammad J. Nejad, University of Texas - Pan American

Myopic Investor Myth Debunked: The Long-term Efficacy of Hedge Fund Activism in the Boardroom
Shane Goodwin, Oklahoma State University
Ramesh Rao, Oklahoma State University

Institutional Ownership Stability and the Payout Policy
Hamidreza Sakaki, University of Texas-Pan American

SESSION F  Behavioral Finance - Financial Crises & Investor Confidence

Session Chair: Yasser Alhenawi, University of Evansville
Discussants: Yasser Alhenawi, University of Evansville
Ning Tang, San Diego State University
Eric Cardella, Texas Tech University

Financial Development and Genetic Diversity
Eric Cardella, Texas Tech University
Ivalina Kalcheva, University of California, Riverside
Danjue Shang, University of Arizona

What Have We Learned from Two Financial Crises?
Yasser Alhenawi, University of Evansville

Social Interaction Effects and Individual Portfolio Choice: Evidence from 401(k) Pension Plan Investors
Timothy (Jun) Lu, Peking University
Ning Tang, San Diego State University
SESSON G  Behavioral Finance - Stock Market & Return

Session Chair:  Gulser Meric, Rowan University

Discussants:  Yuxin Xie, University of Liverpool
              Gulser Meric, Rowan University
              Daniel Folkinshteyn, Rowan University

Investor Reaction in Stock Market Crashes and Post-Crash Market Reversals
Daniel Folkinshteyn, Rowan University
Gulser Meric, Rowan University
Ilhan Meric, Rider University

Disappointment Aversion in Asset Allocation
Soosung Hwang, Sungkyunkwan University
Athanasios Pantelous, University of Liverpool
Yuxin Xie, University of Liverpool

Aggregate Corporate Insider Trading and Accuracy of Analysts Forecast
Omar Esqueda, Tarleton State University
Thanh Ngo, East Carolina University
Daphne Wang, University of Texas-Pan American

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SESSON A  Mergers and Acquisitions I

Session Chair:  David A. Carter, Oklahoma State University

Discussants:  Jinsuk Yang, University of Texas at Arlington
Mohammad Refakar, Université du Québec à Montréal
David A. Carter, Oklahoma State University

*Do Mergers and Acquisitions Affect Corruption?*
*Mohammad Refakar, Université du Québec à Montréal*

*Jean-Pierre Gueyie, Université du Québec à Montréal*

*Jean-Yves Filbien, Université du Québec à Montréal*

*Does the Market Value the Acquisition of Nonpublic Firms the Same as Public Firms? Evidence from Bank M&A Activity*
*Allissa Lee, Georgia Southern University*

*David A. Carter, Oklahoma State University*

*Can the Institutional Managers Capitalize on the Buy-side Analysts’ Report?*
*Jinsuk Yang, University of Texas at Arlington*

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SESSION B  Governance and Bargaining

Session Chair:  Thomas Thompson, Lamar University
Discussants:  Rwan El-Khatib, Zayed University
Thomas Thompson, Lamar University
Kershen Huang, Bentley University

Underpricing, Partial Price Adjustments, and Equity Carve-Outs
Thomas Thompson, Lamar University

Corporate Bond Pricing and Ownership Heterogeneity
Kershen Huang, Bentley University
Alex Petkevich, University of Toledo

Impact of Shareholder Activism on the Functioning of the Market for Corporate Control,
SWFA Best Paper in Corporate Finance Track (Regular)
Rwan El-Khatib, Zayed University
Kathy Fogel, Suffolk University
Tomas Jandik, University of Arkansas

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March 13, 2015
(Friday)

3:30 p.m. – 5:00 p.m.  Pecan

SESSION C  Currency Behavior & Global Mutual Funds

Session Chair:  Rasmus Fatum, University of Alberta
Discussants:  Rasmus Fatum, University of Alberta
             Hui-Ju Tsai, Washington
             Edgardo Cayon, CESA

Testing for Differences in Sovereign Spreads During the GFC Using Propensity Matching Estimators
Edgardo Cayon, CESA

Intra-Safe Haven Currency Behavior during the Global Financial Crisis
Rasmus Fatum, University of Alberta
Yohei Yamamoto, Hitotsubashi University

Performance of Foreign and Global Mutual Funds
Hui-Ju Tsai, Washington

3:30 p.m. – 5:00 p.m.  Raintree

SESSION D  Economic Growth & Development

Session Chair:  Tibebe A. Assefa, Kentucky State University
Discussants:  Mohamed Ibrahim Mugableh, Irbid National University
             Tibebe A. Assefa, Kentucky State University
             Mohamed Abdelaziz Eissa, Qatar University
             Andre V. Mollick, Univ of Texas - Pan American

Financial Development and Economic Growth in Africa
Tibebe A. Assefa, Kentucky State University
André V. Mollick, Univ of Texas - Pan American

FDI Determinants, Is Africa Different?
Mohamed Abdelaziz Eissa, Qatar University
Mohammed M Elgammal, Qatar University

Macroeconomic Indicators and the Malaysian Capital Market: Time-Series Analysis
Mohamed Ibrahim Mugableh, Irbid National University

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SESSION E  Real Estate & Finance Issues

Session Chair:  George Cashman, Texas Tech University

Discussants:  Ryan M. Brewer, Indiana University Purdue University Columbus  
              Yun Doo Lee, University of New Orleans  
              Tianyang Wang, Colorado State University  
              George Cashman, Texas Tech University

Enterprise Risk Management and Diversification Effects for Property and Casualty Insurance Companies
Jing Ai, University of Hawaii  
Vickie L. Bajtelsmit, Colorado State University  
Tianyang Wang, Colorado State University

The Geography of Information -- Evidence From Asia-Pacific Real Estate Markets
George Cashman, Texas Tech University  
David M. Harrison, Texas Tech University  
Hainan Sheng, Texas Tech University

An Analysis of Financial Preparation for Retirement: A Study of Retirement Preparation of Men & Women in their Positive Savings Periods  
Yun Doo Lee, University of New Orleans  
M. Kabir Hassan, University of New Orleans  
Shari Lawrence, Nicholls State University

Socioeconomic Characteristics of a High NCAA FBS Football Program Value  
Kayla M. Freeman, Indiana University  
Ryan M. Brewer, Indiana University Purdue University Columbus

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Statehouse Convention Center/Marriott  
Little Rock, Arkansas

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March 13, 2015  
(Friday)

3:30 p.m. – 5:00 p.m.  
Cedar

SESSION F  
Financial Education

Session Chair:  
Ohaness Paskelian, University of Houston – Downtown

Discussants:  
Valeria Martinez, Fairfield University  
Kevin Jones, University of Houston – Downtown  
Ki Choong Han, Suffolk University

Financial Literacy and Behavioral Biases among Traditional Age College Students  
Stephen Bell, Park University  
Kevin Jones, University of Houston – Downtown  
Robert Kao, Park University  
Ohaness Paskelian, University of Houston – Downtown

International Diversification into Emerging Equity Markets from the Perspective of U. S. Investors  
SWFA Best Paper in International Finance Track (Regular)  
Ki Choong Han, Suffolk University  
Suk Lee, Loyola University Chicago  
David Suk, Rider University

Financial Literacy among our Students: Assessing and Improving their Knowledge  
Valeria Martinez, Fairfield University

3:30 p.m. – 5:00 p.m.  
Holly

SESSION G  
Investment Factor & Return

Session Chair:  
Keldon Bauer, Tarleton State University

Discussants:  
Qingzhong Ma, Cornell University  
Keldon Bauer, Tarleton State University  
Martin Abrahamson, Uppsala University

The Effect of Identity Theft on Consumer Demand for Electronic Banking  
Keldon Bauer, Tarleton State University

Rookies to the Stock Market  
Martin Abrahamson, Uppsala University

Friend or Foe: Risk Factors and Behavioral Bias  
Qingzhong Ma, Cornell University
SESSION H  Tutorial on Islamic Finance

Islamic finance is one of the fastest growing and most innovative financial disciplines in the international financial market. It is growing at a rate of 15% each year, and is expected to be about $8 trillion by 2016 in size. It is one of the least understood both by the western financial community and indeed by those in Islamic communities. This tutorial offers a clear and understandable examination of this dynamic area of finance, and will help participants to fully understand the fundamental ethical principles underlying modern Islamic finance and banking. It will provide participants with the opportunity to understand the various Islamic banking and finance products and will primarily focus on financial innovations in Islamic finance.

By: M. Kabir Hassan, Hibernia Professor of Economics and Finance, University of New Orleans

SESSION I  Operation Performance & Executive Compensation

Session Chair: Bora Ozkan, Temple University
Discussants: Bora Ozkan, Temple University
Nina Rogers, Tarleton State University
Ian Cherry, University of Central Florida

Why is there a Director-specific Component in CEO Pay after SOX?
Ian Cherry, University of Central Florida
Vladimir Alexandrov Gatchev, University of Central Florida

Six Sigma, Stock Returns and Operating Performance
Bora Ozkan, Temple University
Ronnie Davis, University of New Orleans
M. Kabir Hassan, University of New Orleans

Significant Alphas in Real Estate Funds: Do Fund Managers Add Value?
Nina Rogers, Tarleton State University
Imre Karafiath, University of North Texas
Margie A. Tieslau, University of North Texas

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**SESSION A  Mergers and Acquisitions II**

Session Chair: **Dachao Ruan**, Louisiana State University  
Discussants: **Dachao Ruan**, Louisiana State University  
**Han Yu**, University of Kansas  
**Yasser Alhenawi**, University of Evansville

*Merger Gains and the Dimensions of Advisor Quality*  
**Han Yu**, University of Kansas

*A Comparison between SIC-based and FIC-based Identification of Relatedness in M&A Analyses*  
**Yasser Alhenawi**, University of Evansville

*The Effect of Firms IPOs on The Wealth of Regions in The United States*  
**Wei Du**, Louisiana State University  
**Dachao Ruan**, Louisiana State University  
**Hui Wang**, Louisiana State University

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**SESSION B  Diversification**

Session Chair: **Ilhan Meric**, Rider University  
Discussants: **Yuxing Yan**, Canisius College  
**Ilhan Meric**, Rider University  
**Armand Picou**, Texas A&M Univ - CC

*Co-movements of the World’s Stock Markets Before and After the 2008 Stock Market Crash: Global Portfolio Diversification Implications*  
**Ilhan Meric**, Rider University  
**Leonore Taga**, Rider University  
**Herbert Gishlick**, Rider University  
**Gulser Meric**, Rowan University

*Is Diversification Dead, Dying or Getting Its Second Wind?*  
**Armand Picou**, Texas A&M Univ – CC

*January Effect, Business Cycle, Lottery-type Stocks and Cross-section of Expected Returns*  
**Yuxing Yan**, Canisius College
SESSION C  Mutual Fund Performance II

Session Chair:  Shari Lawrence, Nicholls State University
Discussants:  Abdullah Noman, Nicholls State University
Halil Kaya, Northeastern State University
Yong Chen, Texas A&M University

How Many Good and Bad Fund Managers Are there, Really?
Wayne Ferson, University of Southern California
Yong Chen, Texas A&M University

Sector Exchange Traded Funds: An Analysis of Fund Flows
Shari Lawrence, Nicholls State University
Abdullah Noman, Nicholls State University
John Lajaunie, Nicholls State University

Business Cycles and Portfolio Composition of Mutual Funds
Halil Kaya, Northeastern State University
Julia Kwok, Northeastern State University

SESSION D  Firm Value & Corporate Governance

Session Chair:  Sung C. Bae, Bowling Green State University
Discussants:  Craig Haberstumpf, Florida Atlantic University
Sung C. Bae, Bowling Green State University
Abdulrahman Alharbi, University of New Orleans

Intra-Group Business Transactions with Foreign Subsidiaries and Firm Value: Evidence from Foreign Direct Investments of Korean Firms
Sung C. Bae, Bowling Green State University
Taek Ho Kwon, Chungnam National University

The Effect of Board Characteristics on Corporate Governance Mechanisms in Saudi Arabian Public Firms: Free Cash Flow and Payout Ratio Analysis
Abdulrahman Alharbi, University of New Orleans

Engineering Shareholder Value through Expatriation
Craig Haberstumpf, Florida Atlantic University
SESSION E  Corporate Policy II

Session Chair:  Hinh Khieu, University of Southern Indiana

Discussants:  Lauren LoRe, Aston University
              Hinh Khieu, University of Southern Indiana
              Aslihan Gizem Korkmaz Cicek, Cleveland State University

The Influence of a Credit Rating Change on Dividend and Investment Policy Interactions
Hinh Khieu, University of Southern Indiana
Mark K. Pyles, College of Charleston

Blockholder Characteristics and Earnings Quality
Aslihan Gizem Korkmaz Cicek, Cleveland State University
Qingzhong Ma, Cornell University
Haigang Zhou, Cleveland State University

A Piece of the Corporate Payout Puzzle
Lauren LoRe, Aston University
Mahfuz Raihan, University of Utah

SESSION F  Education & Ethic

Session Chair:  Carl B McGowan, Norfolk State University

Discussants:  Carl B McGowan, Norfolk State University
              Esther Castro, University of New Orleans
              William Hudson, St. Cloud State University

A Classroom Demonstration of Pairs Trading
William Hudson, St. Cloud State University
Andreas Schüler, Universität der Bundeswehr München

Teaching Financial Ratio Analysis Using the Walt Disney Company Corporation for 2004-2013
John C. Gardner, University of New Orleans
Carl B. McGowan, Norfolk State University
Susan E. Moeller, Eastern Michigan University

Christian Mutual Fund Performance
Esther Castro, University of New Orleans
SESSION G  Market Efficiency

Session Chair:  Eleni Gousgounis, Stevens Institute of Technology
Discussants:  Eleni Gousgounis, Stevens Institute of Technology
            William Procasky, Texas A&M International University

Efficiency of Capital Markets: is The Value Premium Dead?
William Procasky

Short Sale Constraints, Correlation and Market Efficiency
Christos Giannikos, Baruch College, CUNY
Eleni Gousgounis, Stevens Institute of Technology

Jumps, Cojumps, and Efficiency in the Foreign Exchange Market
Louis R Piccotti, University at Albany, State University of New York

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Editor, Southwestern Economic Review: Anne Macy, West Texas A&M University

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Executive Committee

Nicholas J. Hill, Jackson State University
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Mihai Nica, University of Central Oklahoma
Geungu Yu, Jackson State University
Susanne L. Toney, Savannah State University

CONGRATULATIONS!

Recipients of the
2015 McGraw-Hill Education Distinguished Paper Award
Is the J-Curve a Reality in Developing Countries?
M. Ershad Hussain, Dillard University
Mahufuzul Haque, Indiana State University

Recipients of SSE Runner-up Award for the 2015 Distinguished Paper
A Canonical Correlation Approach to Investigate the Determinants of Investment Safety
Roman Wong, Barry University
Nicole Castater, Barry University
Bruce Payne, Barry University

CONGRATULATIONS!

Recipient of the
2015 Federation of Business Disciplines Outstanding Educator Award
Ed McNertney, Texas Christian University

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SOUTHWESTERN SOCIETY OF ECONOMISTS

March 12, 2015 (Thursday)

8:30 a.m. – 10:00 a.m. Sandalwood A

SESSION A  International Management Issues

Session Chair:  Yezdi Godiwalla, University of Wisconsin-Whitewater

Discussants:  Kishore Kulkarni, Metropolitan State University of Denver
              Yezdi Godiwalla, University of Wisconsin-Whitewater
              Veena Prabhu, California State University, Los Angeles

Managing Foreign Subsidiary Competitiveness
Yezdi Godiwalla, University of Wisconsin-Whitewater

The Gravity Model of International Trade, a Case Study: The United Kingdom and her Trading Partners
Kishore Kulkarni, Metropolitan State University of Denver
Kevin Stay, University of Denver

Manifestations of Entrepreneurial Intent and Entrepreneurial Self-Efficacy: Empirically Testing
Veena Prabhu, California State University, Los Angeles
Stephen McGuire, California State University, Los Angeles
Kern Kwong, California State University, Los Angeles
Robert Tang, California State University, Los Angeles
Benhur Ong, California State University, Los Angeles
Minghao Shen, California State University, Los Angeles

8:30 a.m. – 10:00 a.m. Sandalwood B

SESSION B  International Banking

Session Chair:  Carl McGowan, Norfolk State University

Discussants:  Chu V. Nguyen, University of Houston – Downtown
             Carl McGowan, Norfolk State University
             Warren Matthews, LeTourneau University

Global Bank Regulation: Treatment of International Bank Subsidiaries
Warren Matthews, LeTourneau University
Robert Driver, DeVry University

Liquidity and Profitability OF Malaysian Banks
Junaina Muhammad, Universiti Putra Malaysia
Mei Kwong Sing, Universiti Putra Malaysia
Carl McGowan, Norfolk State University

Taiwanese Mortgage Rate, Central Bank Discount Rate, and Conditional Heteroscedasticity In Post-1997 Asian Financial Crisis
Chu Nguyen, University of Houston – Downtown
Justo Manrique, University of Houston – Downtown
March 12, 2015
(Thursday)

10:00 a.m. – 10:30 a.m.  Market Place Exhibit Hall

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.   Sandalwood A

SESSION A  Issues in Education

Session Chair:  John Spillan, University of North Carolina at Pembroke

Discussants:  Uchenna Akpom, University of West Alabama
             Veena Prabhu, California State University, Los Angeles
             John Spillan, University of North Carolina at Pembroke

The Significance of International Business Curriculum from Students’ Perspective in Developing Nations – Case of Peru
Victor Bahhouth, University of North Carolina at Pembroke
John Spillan, University of North Carolina at Pembroke
Joyce Bahhouth, Bladen Community College

The impact of college size on faculty salaries: An empirical study
Uchenna Akpom, University of West Alabama
Young Nwoye, Virginia State University

Regional Comprehensive Universities: Impact on Higher Education from an Economist Perspective
Veena Prabhu, California State University, Los Angeles

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SESSION B  Economic Development

Session Chair:  Anisul Islam, University of Houston-Downtown

Discussants:  M. Ershad Hussain, Dillard University  
Mohamed Ibrahim Mugableh, Irbid National University  
Matiur Rahman, McNeese State University

Role of Private versus Public Investment on Economic Development in Bangladesh: Some Discussion
Matiur Rahman, McNeese State University
Anisul Islam, University of Houston-Downtown
Prashanta Banerjee, Bangladesh Institute of Bank Management

Is the J-Curve a Reality in Developing Countries?
M. Ershad Hussain, Dillard University
Mahfuzul Haque, Indiana State University

Mohamed Ibrahim Mugableh, Banking and Finance Department, Irbid National University

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  Foreign Direct Investment
Session Chair:  Ohaness Paskelian, University of Houston-Downtown

Discussants:  Syed M. Ahmed, Cameron University
Ata Yesilyaprak, Alabama A&M University
Ohaness Paskelian, University of Houston - Downtown

Foreign Direct Investment in Central Asian Republics
Ata Yesilyaprak, Alabama A&M University
Ohaness Paskelian, University of Houston-Downtown

Investor Sentiment and Foreign Direct Investment
Mamun Rashid, Nottingham University
M. Kabir Hassan, University of New Orleans

Exchange Rate Pass-Through in GCC Prices: A Dynamic Panel Data Approach
Ashraf Nakibullah, Arab Open University, Kuwait
Syed M. Ahmed, Cameron University

SESSION B  Financial Economics

Session Chair:  Peihwang Philip Wei, University of New Orleans

Discussants:  Peihwang Philip Wei, University of New Orleans
Peter Ren, University of Houston - Downtown
Matiur Rahman, McNeese State University

Is Okun’s Law Alive and Well in USA?
Matiur Rahman, McNeese State University
Muhammad Mustafa, South Carolina State University

How is Executive Compensation Related to Hedging and Diversification? The Case of REIT’s
Peihwang Philip Wei, University of New Orleans
Jatin Malhotra, American University in Dubai

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

Session Chair:  Stephen Bell, Park University

Discussants:  Vinh Nguyen, McNeese State University
Stephen Bell, Park University
Fazlul Miah, King Fahd University of Petroleum and Minerals

*Do Mergers and Acquisitions Create Value To Shareholders? New Evidence from US Mergers*
Ohaness Paskelian, University of Houston-Downtown
Stephen Bell, Park University
Robert Kao, Park University

*Expert Survey Prediction Accuracy of Economic Growth and Balance of Payment: A Panel Study of a Large Cross Section of Developed and Emerging Economies*
Fazlul Miah, King Fahd University of Petroleum and Minerals
Abdoul Wane, Fayetteville State University

*Equity Market, Random Walk, and Conditional Heteroscedasticity: The Case of Vietnam*
Chu V. Nguyen, University of Houston - Downtown
Vinh Nguyen, McNeese State University

Make plans to join us in Oklahoma City for our 2016 conference.

♦♦♦

43rd Annual Conference
March 9 – 12, 2016
Renaissance Oklahoma City Convention Center Hotel
Oklahoma City, Oklahoma

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

Visit us at FBDonline.org
3:30 p.m. – 5:00 p.m.  Sandalwood B

SESSION B  Stock Market Issues

Session Chair:  **Bruce Payne**, Barry University

Discussants:  **Chu-Sheng Tai**, Texas Southern University  
**Roman Wong**, Barry University  
**Geungu Yu**, Jackson State University

*Do Nasdaq-100 Index Changes in December 2013 Support The Price-Pressure Hypothesis?*
**Geungu Yu**, Jackson State University  
**Nicholas Hill**, Jackson State University

*A Canonical Correlation Approach to Investigate the Determinants of Investment Safety*
**Roman Wong**, Barry University  
**Nichole Castater**, Barry University  
**Bruce Payne**, Barry University

*Intra-Industry Competition: A MGARCH Approach*
**Chu-Sheng Tai**, Texas Southern University

5:00 p.m. – 6:00 p.m.  Board Room B

SSE Executive Committee Meeting

Presiding:  **Adnan Daghestani**, Barry University

All current and past officers are invited to attend.

5:30 p.m. – 7:00 p.m.  Market Place Exhibit Hall

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.

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SOUTHWESTERN SOCIETY
OF ECONOMISTS

March 13, 2015
(Friday)

8:00 a.m. – 10:00 a.m. Window Box

SSE Annual Business Breakfast Meeting

Presiding: Adnan Daghestani

All SSE members should attend.

10:00 a.m. – 10:30 a.m. Market Place Exhibit Hall

FBD Coffee Break

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

10:30 a.m. – 12:00 p.m. Sandalwood A

SESSION A Macroeconomics Issues

Session Chair: Susanne L. Toney, Savannah State University

Discussants: Yu Hsing, Southeastern Louisiana University
Chu V. Nguyen, University of Houston - Downtown
Larry Allen, Lamar University

The Role of Macroeconomic Fundamentals in the Determination of House Prices
Larry Allen, Lamar University
Howell Lynch, Loyola University

Sensitivity of U.S. Retail Sales to Financial Assets, Consumer Confidence, and Other Variables
Yu Hsing, Southeastern Louisiana University
Michael C. Budden, Southeastern Louisiana University
Antoinette S. Phillips, Southeastern Louisiana University

A Simultaneous-Equation Model of Short-Run Determinants of the THB/USD Exchange Rate
Yu Hsing, Southeastern Louisiana University
SOUTHWESTERN SOCIETY
OF ECONOMISTS

March 14, 2014
(Friday)

10:30 a.m. – 12:00 p.m. Sandalwood B

SESSION B  Entrepreneurial Issues

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

Discussants:  Bob Wharton, LeTourneau University
Veena Prabhu, California State University, Los Angeles
Susanne Toney, Savannah State University

Are Entrepreneurs Happier?
Susanne Toney, Savannah State University
Gregory Price, Langston University

An Analysis of Work Profiles Across Career Paths: Managers and Students
Bob Wharton, LeTourneau University
Doug Waldo, Leading Dimensions Consulting
Kara Huff, LeTourneau University
Emily Littlefield, LeTourneau University

An Empirical Model of Social Entrepreneurship with Evidence from a Multi-Country Study
Veena Prabhu, California State University, Los Angeles
Stephen McGuire, California State University, Los Angeles
Kern Kwong, California State University, Los Angeles
Robert Tang, California State University, Los Angeles
Minghao Shen, California State University, Los Angeles
Tatiana Goroshnikova, Financial Institute of Russia

10:30 a.m. – 12:00 p.m. Conference 7

SESSION C  Economic Issues I

Session Chair:  Shari Lawrence, Nicholls State University

Discussants:  Nicholas Hill, Jackson State University
Steven Schwartz, Binghamton University
Shari Lawrence, Nicholls State University

Saving for Sustainability: Why a 10% Personal Saving Rate is Too Low
Laura Coogan, Nicholls State University
John Lajaunie, Nicholls State University
Shari Lawrence, Nicholls State University

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March 13, 2015
(Continued)

10:30 a.m. – 12:00 p.m. (Continued)

Conference 7

The Elasticity of Race in Contraception Preference by Religiosity
Nicholas Hill, Jackson State University
Adrian Price, Huston Tillotson University
Maury Granger, Jackson State University
Geungu Yu, Jackson State University

Are Unheard Promises Kept?
Steven Schwartz, Binghamton University
Richard Young, Ohio State University
Eric Spires, Ohio State University

12:00 p.m. – 1:30 p.m.

Lunch on your own

1:30 p.m. – 3:00 p.m. Sandalwood A

SESSION A MBA Student Session

Session Chair: Matiur Rahman

Discussants: Stephen Bell, Park University
Anisul Islam, University of Houston - Downtown
Robert Kao, Park University

Effects of Exports and Imports on Real GDP Per Capita and Employment for Selected Developed and Developing Countries
Mridu Pradhan, McNeese State University

Trade Openness and Macroeconomic Effects on Sweden and Norway: A Comparative Picture
Lina Svensson Lagergren, McNeese State University

Trade and Economic Performance of Japan and USA: A Time Series Analysis
Jeanne Deville, McNeese State University
SESSION B  Economic Issues II

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

Discussants:  Shu-Heng Chen, National Chengchi University
Rachel Payne, University of Central Oklahoma
Peter Wui, University of Arkansas Pine Bluff
Syed Harun, Texas A&M University-San Antonio

Credit Scores and Material Values
Pablo Calafiore, Texas A&M University-San Antonio
Syed Harun, Texas A&M University-San Antonio

Granularity in Economic Decision Making: An Interdisciplinary Review
Shu-Heng Chen, National Chengchi University
Ye-Rong Du, National Chengchi University

Is the Health Care Bill Healthy for Physical Therapy?
Rachel Payne, University of Central Oklahoma

Trade Impacts of Codex Standards on Kimchi
Peter Wui, University of Arkansas Pine Bluff
Kyung Kim, Korea Rural Economic Institute

SESSION C  Economics and Marketing

Session Chair:  Fazlul Miah, King Fahd University of Petroleum and Minerals

Discussants:  Arif Sultan, Defiance College
Kabir C. Sen, Lamar University
Chynette Nealy, University of Houston - Downtown
Michael Taku, Dillard University

Exploring a Theory of International Trade Capacity Building Catalysts
Michael Taku, Dillard University

Adverse Selection, Leasing, and Warranty in the Used Car Market: Theory and Evidence
Arif Sultan, Defiance College

Segmentation within College Football: Factors Influencing Conference Realignment
Kabir C. Sen, Lamar University
Donald I. Price, Lamar University

Using Real-World Standards to Price Communication Skills
Chynette Nealy, University of Houston-Downtown
FBD HISTORY

The Federation of Business Disciplines (FBD) – a 21st century designation for its organizational primogenitor, the Southwestern Federation of Administrative Disciplines (SWFAD) – has developed into one of the largest annual meetings for those disciplines common to business administration.

SWFAD was an outgrowth of the business disciplines in the Southwestern Social Science Association (SSA). The founders of SWFAD met in Dallas, Texas, April of 1973 and defined the purposes of SWFAD: (1) to foster professional development in each of the academic disciplines common to business administration, (2) to provide an annual meeting in the Southwest for each of the academic disciplines and (3) to provide a common general program in which all the disciplines participate together.

Eight disciplinary groups founded SWFAD. They were the Academy of Management, Southwest Division (now Southwest Academy of Management), American Accounting Association (Southwest Region), American Business Communication Association, Southwest Region (now Association for Business 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 HISTORY

FBD meetings consist of the professional programs of various business disciplines. The number of registrations for these member (and guest) associations at our 2007 - 2014 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>
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<td>1974</td>
<td>Adolphus Hotel, Dallas, Texas</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>Donald R. Williams, President</td>
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<td>1982</td>
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<td>1983</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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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 |
| 2010 | Sheraton Dallas Hotel Dallas, Texas | David P. Paul, III, President  
Michelle McEacharn, Vice President  
Thomas D. Tolleson, Secretary-Treasurer  
Betty Kleen, Executive Director |
| 2011 | Hyatt Regency Houston, Texas | Michelle McEacharn, President  
Marsha L. Bayless, Vice President  
Thomas D. Tolleson, Secretary-Treasurer  
Betty Kleen, Executive Director |
| 2012 | Sheraton New Orleans New Orleans, Louisiana | Marsha L. Bayless, President  
Larry Garner, Vice President  
Barbara Davis, Secretary-Treasurer  
Betty Kleen, Executive Director |
| 2013 | Albuquerque Convention Center, Albuquerque, New Mexico | Larry Garner, President  
Thomas D. Tolleson, Vice President  
Barbara Davis, Secretary-Treasurer  
Michelle McEacharn, Executive Director |
| 2014 | Sheraton Downtown Dallas, Texas | Thomas D. Tolleson, President  
Marshall J. Horton, Vice President  
Barbara Davis, Secretary-Treasurer  
Michelle McEacharn, Executive Director |
| 2015 | Hyatt Regency Houston, Texas | Marshall J. Horton, President  
Ann Wilson, Vice President  
Barbara Davis, Secretary-Treasurer  
Michelle McEacharn, Executive Director |
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