

OFFICIAL PROGRAM

THIRTY-NINTH ANNUAL MEETING

February 29 – March 3, 2012



FEDERATION OF BUSINESS DISCIPLINES

(Formerly Southwestern Federation of Administrative Disciplines)

National and International Constituency

Compiled and Edited by Larry Garner
Texas A & M University – Central Texas

With special thanks to the 2012 FBD Association Program Chairs

and to

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In Memory of Dr. Sam J. Bruno

Dr. Sam Bruno, who served as Executive Director of the Federation of Business Disciplines until 2009, passed away on Tuesday, August 23, 2011, after a three-year battle with leukemia.

Sam played a seminal role during the early years of the Southwestern Federation of Administrative Disciplines (the original name of the organization now known as FBD) as part of a group who in 1973 organized a regional group of academicians promoting research in business. Sam continued in leadership roles during the remainder of the 1970's and was named the organization's first Executive Director in 1981. He served in that capacity until 2009, thus contributing 36 years of continuous leadership to ensure FBD remained a viable organization. He guided the Board's decision making to ensure the organization provides valuable faculty development and research dissemination opportunities for academics at all stages of their careers. SWFAD and later FBD evolved into a premier multidisciplinary platform for advancing business knowledge and practices, developing new standards of educational excellence and encouraging intellectual and social interchange among academicians and university administrators. It was through his never-failing leadership and stability that the organization remained vibrant and strong. At the time Sam stepped down as Executive Director, another long-time member of SWFAD/FBD noted, "There was a young man who lived in Houston. He had so many associations he didn't know what to do! So he gave them some leadership, Texas style, and he whipped them all soundly into the Federation." For over 35 years Sam provided the glue to hold the organization together; he provided the vision to keep it moving forward; he kept a "diverse ship" from going off course or sinking.



Sam was a dear friend, mentor, and source of counsel for many individuals who have served in various capacities of FBD offices throughout the decades. Lou Pelton, FBD president in 2002-2003, shared the following observations, "barely five feet tall, Sam was a giant among men; he was bestowed a gift of goodness, integrity, and unwavering passion to humankind. His infectious enthusiasm, warm smile and gentle demeanor are characteristics that I will always cherish and remember."

Sam's contributions to the continued success of FBD are truly immeasurable. Through great personal sacrifice over 30+ years, Sam guided an organization that has touched tens of thousands of academicians across the region, the nation, and the world. The role of Executive Director of an all-volunteer organization composed of numerous smaller organizations is challenging 365 days a year. Add to this challenge the reality of a constant rotation of officers in each of the organizations and a Board of Directors with a 50% turnover each year, and the challenges increase exponentially.

When meeting to turn over Executive Director files to me, Sam looked me in the eye and said, "the job is truly a labor of love," and further described how his immediate family had also provided support for his labor of love over the decades. Sam set the bar high, and we have the challenge of carrying forward his work to ensure FBD remains strong and viable far into the future. No one will ever truly fill his shoes or replace him. We will truly miss our dear friend and mentor. Our hearts are filled with sorrow, and our deepest sympathy goes out to his wife of 45 years, Joan, their children Chad, Felicia, and Scott, and the extended Bruno family.

Betty Kleen, FBD Executive Director

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COLLEGE OF BUSINESS ADMINISTRATION

NICHOLLS STATE UNIVERSITY



If your organization or school is interested in sponsoring
a function at FBD in Albuquerque in 2013, please contact
the FBD Executive Director

FEDERATION OF BUSINESS DISCIPLINES

40th Annual Conference

March 12 - 16, 2013
Albuquerque Convention Center
Albuquerque, New Mexico



41st Annual Conference

March 11 - 15, 2014
Sheraton Dallas
Dallas, Texas



42nd Annual Conference

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

For more information visit

FEDERATION OF BUSINESS DISCIPLINES

Website:

<http://www.fbdonline.org>

ADVERTISERS AND EXHIBITORS

The FBD Gratefully Acknowledges the Support of the Following Exhibitors:

McGraw-Hill Higher Education

Wiley Publishing

Cengage Publishing

Routledge (Taylor & Francis) Publishing

Links-Simulations

Interpretive Simulations

Becker Professional Review

Beta Gamma Sigma

**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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STEPHEN F. AUSTIN STATE UNIVERSITY

A warm welcome to all 2012 FBD participants!

As we return to New Orleans for the first time since our meeting in 2001, use this opportunity to reconnect with this dynamic city. The stage is set for opportunities to live up to our motto: "Multiple perspectives, single vision."

Check the exhibits by our vendors and participate in the raffles at the FBD coffee breaks. Be sure to place your raffle ticket in the drawing box and be present to win one of the prizes awarded at the coffee breaks. No hints but the prizes might be electronic!

Meet and Greet Social - From 5:30 to 7:00 p.m. on Thursday in the exhibits area join us for a Meet and Greet Social. Here is a chance to talk with fellow attendees across disciplines, to meet colleagues from other schools, and to network with new people. Join us for light refreshments. A limited number of free drinks will be available followed by a cash bar. Musical background will be provided by musicians from the New Orleans area.

This year's program was planned by FBD Vice President and General Program Chair, Larry Garner, along with the ten association program chairs. You will find many sessions of interest across all disciplines.

If you have not attended an FBD meeting before, your registration for FBD and at least one of the ten associations entitles you to attend sessions offered by all ten associations. The only restriction relates to meetings connected with meal functions which are designed for members of the particular associations. For example, you can register for FBD and the Southwest Academy of Management and then attend sessions of the American Accounting Association, Southwest Region, or the Southwestern Finance Association. If you are presenting in more than one association, you need to register for each association in which you present as well as pay the \$75 FBD registration fee.

All of the FBD officers and FBD Executive Director Betty Kleen have been involved in the planning of this event. We look forward to meeting with you and to making the 39th Annual meeting in New Orleans from February 29-March 3, 2012, one of the best ever.

Marsha L. Bayless,
President
Federation of Business Disciplines

TEXAS A&M UNIVERSITY - CENTRAL TEXAS

Welcome to the 39th Federation of Business Disciplines Annual Conference and to the Crescent City of New Orleans.

It has been ten years since FBD/SWFAD was last held in New Orleans, and we are happy and excited to be back. The city has suffered from hurricanes but has rebounded to again be the jewel that it has long been.

The conference program promises to be a great and exciting event. The ten association, societies, and academies that constitute the federation have each planned dynamic, intellectually challenging and stimulating programs. There will be two-hundred eighty-four sessions, workshops, consortiums, business meetings, and receptions. Some seven hundred papers will be presented. FBD will host its Annual Awards and Recognition Reception and Banquet on Wednesday evening.

Other program highlights include our exhibitors in the Napoleon Exposition Hall. These include textbook publishers and vendors of academic support materials. Be sure to visit them. Door prizes will also be given at each of the morning and afternoon coffee breaks. Thursday evening in the exposition hall is our Meet & Greet, the perfect time to connect with conference friends.

I want to offer my thanks to the Program Chairs of the member organizations for all the hard work they have put in to make the conference possible. Also, to extend my congratulations to those recognized for their outstanding scholarship papers and their contributions to higher education.

While in New Orleans be sure to enjoy its wonderful restaurants and varieties of food. From the very casual coffee and beignets, poor boys, and gumbo, to elegant Creole, French, and Italian, the foods of New Orleans are sumptuous.

The city also has some wonderful museums. The New Orleans Museum of Art and the National World War II Museum should not be missed. The Museum of Art is free on Wednesdays.

The French Quarter, which begins a short walk from the hotel is full of wonderful old architectural gems, shops, restaurants, and music venues. Speaking of music the city is noted for its own unique contributions to jazz. You will also find Cajun zydeco and rhythm and blues.

So whether you walked back to New Orleans, took a paddle boat steamer, rode the train they call the City of New Orleans, flew in on a jet plane, or simply drove your car, you are in for a wonderful conference and an enjoyable time in the Crescent City.

Larry Garner

Vice President and General Program Chair
Federation of Business Disciplines

DISTINGUISHED PAPER AWARDS

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

2012 McGraw-Hill Distinguished Paper Awards

Academy of International Business, U.S. Southwest Chapter

Firm-Level Attributes and Performance of Micro-Finance Institutions

Ali Ashraf, University of New Orleans
M. Kabir Hassan, University of New Orleans

American Accounting Association, Southwest Region

An Examination of the Relative Deterrent Effects of Legislated Consequences on Attitudes about Financial Fraud: A Policy Capturing Approach

Joseph C. Ugrin, Kansas State University
Stacy E. Kovar, Kansas State University
John M. Pearson, Southern Illinois University – Carbondale

Association for Business Communication, Southwestern U.S.

Status Update--We've Got a Problem: Leadership Communication in the Age of Social Media

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

Association of Business Information Systems

Online Course Design – An Analysis of Student Feedback Related to Quality Matters™ Standards

Betty A. Kleen, Nicholls State University
Lori Soule, Nicholls State University

Association of Collegiate Marketing Educators

Change And Stability Management As A Source Of Competitive Advantage For Organizations

Jorge Humberto Mejia, Autonomous Technological Institute of Mexico

Decision Sciences Institute, Southwest Region

The Impact of Culture, Gender, and Age on Employee Perceptions of Individual and Organizational Commitment to the Green Movement

Lillian Y. Fok, University of New Orleans
Susan M. L. Zee, Southeastern Louisiana University
Daisy Fok, University of Southern California
Sandra J. Hartman, University of New Orleans

DISTINGUISHED PAPER AWARDS (Continued)

Southwest Academy of Management

Is there a trinity of Knightian uncertainty, innovation and control strategies?

Jan Schlueter, RWTH Aachen University

Southwest Case Research Association

A Downtown Stadium for the Augusta GreenJackets Baseball Team

Simon Medcalfe, Augusta State University

Southwestern Finance Association

An Equilibrium Model with Buy and Hold Investors

Tao Wu, Illinois Institute of Technology

Southwestern Society of Economists

A Financial Profile of those Firms that Significantly Increased Executive Compensation Packages in a Period of Economic Recession and the Effects of Those Increases on the Value of the Firm

Adnan Daghestani, Barry University

Anne Fiedler, Nova University

Bruce C. Payne, Barry University

OUTSTANDING EDUCATOR AWARDS

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

2012 Federation of Business Disciplines Outstanding Educator Awards

American Accounting Association, Southwest Region

Roselyn Morris, Texas State University-San Marcos

Association for Business Communication, Southwestern U.S.

Marcel M. Robles, Eastern Kentucky University

Association of Business Information Systems

Marcel M. Robles, Eastern Kentucky University

Association of Collegiate Marketing Educators

Maxwell Hsu, University of Wisconsin-Whitewater

Decision Sciences Institute, Southwest Region

Kai Koong, University of Texas at Pan American

Southwest Academy of Management

S. Gayle Baugh, University of West Florida

Southwest Case Research Association

Alex Sharland, University of South Alabama

Southwestern Finance Association

John D. Stowe, Ohio University

Southwestern Society of Economists

Marshall Horton, Ouachita Baptist University

BREAKFASTS, LUNCHEONS, DINNERS, MEETINGS & RECEPTIONS

Wednesday, February 29, 2012

6:30 p.m. - 7:30 p.m.
Napoleon B-1, 3rd floor

Federation of Business Disciplines

Awards and Recognition Reception (By Invitation/Additional Fee Only)

7:30 p.m. - 9:30 p.m.
Napoleon B-2, 3rd floor

Federation of Business Disciplines

Awards and Recognition Dinner (By Invitation/Additional Fee Only)

Thursday, March 1 2012

7:00 a.m. - 8:15 a.m.
Ellendale, 4th floor

Southwest Academy of Management

Officer's Meeting and Breakfast (SWAM Officers Only)

7:15 a.m. - 7:45 a.m.
Nottoway, 4th floor

Southwest Case Research Association

Past Presidents Meeting (SWCRA Past Presidents Only)

7:45 a.m. - 9:00 a.m.
Nottoway, 4th floor

Southwest Case Research Association

Breakfast and Business Meeting (SWCRA Members Only)

7:30 a.m. - 8:30 a.m.
Crescent, 4th floor

Decision Sciences Institute, Southwest Region

Officers and Directors Meeting (SWDSI Officers and Directors Only)

7:30 a.m. - 8:30 a.m.
Oak Alley, 4th floor

Association of Business Communications – Southwestern U.S.

Breakfast (ABC-SWUS Members Only)

10:00 a.m.-10:30 a.m.
Napoleon Exposition Hall

FBD Coffee Break

12:00 p.m. - 1:15 p.m.
Oak Alley, 4th floor

Southwestern Finance Association

Doctoral Student Luncheon (registered SWFA doctoral students only)

4:00 p.m. - 5:00 p.m.
Nottoway, 4th floor

Southwest Case Research Association

2012 Program Planning Meeting (all interested persons welcome)

3:00 p.m.-3:30 p.m.
Napoleon Exposition Hall

FBD Coffee Break

5:30 p.m. - 7:00 p.m.
Crescent City Brewhouse

Southwestern Finance Association

Reception (off-site) (SWFA members only)

5:00 p.m. - 6:00 p.m.
Ellendale, 4th floor

Southwestern Society of Economists

Executive Committee Meeting (SSE Executive Committee members only)

5:30 p.m. - 7:00 p.m.
Napoleon Exposition Hall

Federation of Business Disciplines

Meet and Greet Social (for all conference participants)

BREAKFASTS, LUNCHEONS, DINNERS, MEETINGS & RECEPTIONS

Friday, March 2, 2012

7:00 a.m. – 9:00 a.m.
Ellendale, 4th floor

Southwestern Finance Association
Board Meeting (SWFA Board Members only)

7:00a.m. – 8:30 a.m.
Nottoway, 4th floor

American Accounting Association
Annual Breakfast and Business Meeting (AAA members only)

7:30 a.m. – 8:30 a.m.
Oak Alley, 4th floor

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

7:30 a.m. – 8:30 a.m.
Borgne, 3rd floor

Association for Collegiate Marketing Educators
ACME Breakfast and Special Time (ACME members only)

8:00 a.m. – 10:00 a.m.
Napoleon B-3

Southwestern Society of Economists
Annual Business Breakfast Meeting (SSE members only)

10:00 a.m.-10:30 a.m.
Napoleon Exposition Hall

FBD Coffee Break

12:00 p.m. – 3:00 p.m.
Oceana Grill (off-site)

Academy of International Business, U.S. Southwest Chapter
Luncheon (AIB-SW Members only-RSVP required)

11:30 p.m. – 1:00 p.m.
Palace Café (off-site)

American Accounting Association,--Southwest Region
Luncheon and Business Meeting (AAA-SW members only)

12:00 p.m. – 1:45 p.m.
Oak Alley, 4th floor

Southwestern Finance Association
Luncheon and Business Meeting (SWFA members only)

12:00 p.m. – 1:15 p.m.
Nottoway, 4th floor

Association for Collegiate Marketing Educators
ACME Luncheon and Business Meeting (ACME members only)

3:00 p.m. – 3:30 p.m.
Napoleon Exposition Hall

FBD Coffee Break

6:30 p.m. - 8:00 p.m.
Borgne, 3rd Floor

Southwest Academy of Management
Annual Reception (SWAM members only)

Saturday, March 2, 2012

8:30 a.m - 10:30 a.m.
Napoleon B-1

Southwest Academy of Management
Saturday Survivors' Breakfast (SWAM members only)

8:00 a.m.-11:30 a.m.
Borgne, 3rd Floor

Federation of Business Disciplines
Breakfast and Meetings (FBD 2012 Program Chairs, Board and Officers)

ANNUAL BUSINESS MEETINGS

FBD 2010-2011 Board of Directors	Wednesday, February 29, 2012 2:00 p.m. – 5:00 p.m. Borgne (3 rd floor)
FBD 2012 New Program Chairs	Saturday, March 3, 2012 8:00 a.m. – 9:00 a.m. Borgne (3 rd floor)
FBD 2011-2012 Board of Directors	Saturday, March 3, 2012 9:00 a.m. – 11:00 a.m. Borgne (3 rd floor)
Academy of International Business	Thursday, March 1, 2012 5:15 p.m. – 6:30 p.m. Bayside A (4 th floor)
American Accounting Association – Southwest Region	Friday, March 1, 2012 7:00 a.m. – 8:30 p.m. Nottoway (4 th floor)
Association for Business Communication	Thursday, March 1, 2012 3:30 p.m. – 5:00 p.m. Salon 817 (8 th floor)
Association of Business Information Systems	Thursday, March 1, 2012 8:30 a.m. – 10:00 a.m. Salon 816 (8 th floor)
Association of Collegiate Marketing Educators	Friday, March 2, 2012 12:00 p.m. – 1:15 p.m. Nottoway (4 th Floor)
Decision Sciences Institute - Southwest Region	Thursday, March 1, 2012 3:30-5:00 p.m. Oak Alley (4 th Floor)
Southwest Academy of Management	Friday, March 2, 2012 5:15 p.m. – 6:15 p.m. Maurepas (3 rd Floor)
Southwest Case Research Association	Thursday, March 1, 2012 7:45 a.m. – 9:00 a.m. Nottoway (4 th Floor)
Southwestern Finance Association	Friday, March 2, 2012 12:00 p.m. – 1:30 p.m. Oak Alley (4 th Floor)
Southwestern Society of Economists	Friday, March 2, 2012 8:00 a.m.-10:00 a.m. Napolean B-3 (3 rd Floor)

FBD GENERAL INFORMATION

The FBD Meeting

The thirty-ninth annual meeting of the Federation of Business Disciplines (formerly Southwestern Federation of Administrative Disciplines) takes place on February 29 – March 3, 2012, in New Orleans, Louisiana. The Sheraton Hotel serves as the conference Headquarters 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

2012 FBD Headquarters Hotel

The Sheraton New Orleans, near the historic French Quarter, is serving as the Headquarters Hotel.

Special Accommodations

Any individual who requires special accommodations for a specific disability should contact the Sheraton Hotel at least two weeks prior to the conference.

FBD Distinguished Paper Awards

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

FBD Outstanding Educator Awards

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

FBD GENERAL INFORMATION

Purpose of FBD

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

FBD Organization

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

Pre-Registration

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

Registration

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

Wednesday, February 29	11:00 a.m. - 5:30 p.m.
Thursday, March 1	8:00 a.m. - 5:00 p.m.
Friday, March 2	8:00 a.m. - 4:00 p.m.
Saturday, March 3	7:30 a.m. - 9:00 a.m.

(Saturday registration is located outside the FBD Board meeting room, Borgne 3rd floor)

All conference attendees/presenters/participants must register for the conference. The registration fee is comprised of two fees. A \$75 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.

2012 Association Registration Fees (In addition to the \$75 Required FBD Fee)*

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

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

FBD GENERAL INFORMATION

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 \$75 registration fee remains one of the lowest for any professional association. Contact the FBD Secretary-Treasurer for more details.

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

FBD GENERAL INFORMATION

Placement Service

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

Wednesday, February 29	11:00 a.m. - 5:30 p.m.
Thursday, March 1	8:00 a.m. - 5:00 p.m.
Friday, March 2	8:00 a.m. - 4:00 p.m.

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

Carla Barber

University of Central Arkansas
Conway, AR 72035

Exhibitors

Publishers' exhibits will also be located in Napoleon Ballrooms C & D. You are encouraged to visit these exhibits and demonstrations. Please remember that the exhibitors' support helps make the annual FBD meeting possible. Exhibitors will be available to "show and tell" what is new and different about their textbooks, computer software, and related materials during the following hours:

Wednesday, February 29	2:00 p.m. – 5:30 p.m.
Thursday, March 1	8:00 a.m. – 5:00 p.m.
Friday, March 2	8:00 a.m. – 4:00 p.m.

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



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

Meeting Rooms

The locations of the various rooms can be found by referring to the floor plans in the back of this program. A basic overview of the conference room locations is as follows: Exhibits, Registration, Placement; Napoleon A1, A2, and A3; Napoleon B1, B2, and B3, Borgne, Maurepas, and Poydras are on the third floor. S outhdown, Oakley, Gallier A, Gallier B., Evergreen, Estherwood, Ellendale, Nottoway, Oak Alley, Edgewood A, Edgewood B, Bayside A, Bayside B., Bayside C, Nottoway, and Oak Alley are on the fourth floor. All Salon rooms are located on the eighth floor.

Smoking is not permitted in the meeting rooms.

GENERAL TIMETABLE FOR 2013 FBD MEETING

March 2012.....	FBD 2013 General Program Chair prepares a 2013 FBD “Call For Papers” for distribution at the FBD Annual Meeting.
March 2012.....	The 2013 Association Program Chairs and the 2013 FBD General Program Chair start planning for the 2013 conference at the New Program Chairs meeting held on Saturday morning during the 2012 FBD conference.
April/May 2012.....	Program Committees/Track Chairs are selected by Association Program Chairs. Each Association sends out a Preliminary “Call For Papers” to current and prospective participants.
May/June 2012.....	FBD Officers and Association Program Chairs participate in FBD Boot Camp at hotel of the 2013 conference.
June 2012.....	FBD General Program Chair and each Association Program Chair send out “Call For Papers” reminders to current and prospective participants.
July/August 2012	Association Track Chairs continue soliciting manuscripts, special session proposals, tutorials and workshops for the 2013 FBD Conference.
Summer 2012.....	FBD Executive Director distributes postcard “Call for Papers” and prepares detailed online “Call for Papers.”
September 2012	Deadlines for receipt of papers, abstracts and proposals. Track Chairs for each Association initiate the review process and report the submission data to their Association Program Chairs.
October 2012.....	Track Chairs make acceptance/rejection decisions. Solicitation of nominees and judging of the candidates for the FBD Distinguished Paper and Outstanding Educator Awards occurs.
Early November 2012	Each Association Program Chair compiles, organizes and sends all program information to the 2013 FBD General Program Chair.
Early December 2012	FBD General Program Chair completes compilation of 2013 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.
January 2013	2013 FBD Program is posted on FBD Web site.
February 2013	Deadline for receipt of hotel reservations and pre-conference registration

2011 - 2012 FBD EXECUTIVE COUNCIL

EXECUTIVE COUNCIL

The FBD By-Laws, Article Five, provide that “The Executive Council shall consist of the President, FBD General Program Chair, Vice-President Program Chair Elect, Secretary-Treasurer, three (3) 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.”

Marsha Bayless, President
Stephen F. Austin State University

Larry Garner, Vice President & General Program Chair
Texas A&M University – Central Texas

Barbara Davis, Secretary-Treasurer
Centenary College of Louisiana

Michelle McEacharn, Past President
The University of Louisiana at Monroe

Tom Tolleson, Vice President and General Program Chair - Elect
Texas Wesleyan University

Betty Kleen, Nicholls State University
Executive Director

David Paul, Past President
Monmouth University

Ashish Chandra, Past President
University of Houston – Clear Lake

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*.

FBD 2012 ASSOCIATION PROGRAM CHAIRS

FBD Vice President and Program Chair

Larry Garner, Texas A&M University-Central Texas

FBD Vice President and Program Chair-Elect

Tom Tolleson, Texas Wesleyan University

Academy of International Business, U.S. Southwest Chapter

Chu V. Nguyen, University of Houston-Downtown

American Accounting Association, Southwest Region

Carolyn Conn, St. Edward's University

Association for Business Communication, Southwest U.S.

Lucia Sigmar, Sam Houston State University

Association of Business Information Systems

Ann Wilson, Stephan F. Austin State University

Association of Collegiate Marketing Educators

Vaidotas Lukosius, Tennessee State University

Decision Sciences Institute, Southwest Region

Janet Bailey, University of Arkansas – Little Rock

Southwest Academy of Management

Stephen Horner, Arkansas State University

Southwest Case Research Association

Irfan Ahmed, Sam Houston State University

Southwestern Finance Association

Dan French, University of Missouri

Southwestern Society of Economists

Nicholas Hill, Jackson State University

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

2011 - 2012 OFFICERS

Executive Committee:

Chapter Chair: **Anisul M. Islam**, University of Houston-Downtown
President: **Fazlul Miah**, King Fahd University of Petroleum and Minerals
Vice President, Programs: **Chu V. Nguyen**, University of Houston-Downtown
Vice Presidents, Membership: **Beena George**, University of St. Thomas
Secretary and Treasurer: **Melissa Najera Gonzalez**, University of Houston-Clear Lake

Program Chair: **Chu V. Nguyen**, University of Houston-Downtown

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

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

Recipients of the 2012 McGraw-Hill Distinguished Paper Award

Firm-Level Attributes and Performance of Micro-Finance Institutions

Ali Ashraf, University of New Orleans
M. Kabir Hassan, University of New Orleans

Runner-Up Paper

Executive Compensation of Chinese Managers: Do Political Connections Help?

Ohannes G. Paskelian, University of Houston-Downtown
Stephen Bell, Park University
Khursheed Omer, University of Houston-Downtown

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

**March 1, 2012
(Thursday)**

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

Bayside A

SESSION A Real Estate and Finance

Session Chair: **Mazhar M. Islam**, Florida A&M University

Discussants: **Mazhar M. Islam**, Florida A&M University
 Chu V. Nguyen, University of Houston – Downtown
 Vijau Vishwakarma, St. Francis Xavier University

Days on the Market of Listed Residential Properties: An Ordered Probit Model

Chu V. Nguyen, University of Houston – Downtown, US

Justo Marique, University of Houston – Downtown, US

Lead-Lag relationship of Macro-economic Factors and Canadian Real Estate Sector

Vijau Vishwakarma, St. Francis Xavier University, Canada

Speculative Bubble and the Crash of DSE: Lessons for Individual Investors

Mazhar M. Islam, Florida A&M University, US

8:30 a.m. – 10:00 a.m.

Bayside B

SESSION B Corporate Finance

Session Chair: **Ohannes G. Paskelian**, University of Houston-Downtown

Discussants: **Ohannes G. Paskelian**, University of Houston-Downtown
 Sumaiya Zaman, University of Liberal Arts Bangladesh
 Kevin Jones, University of Houston – Downtown

Growth of a Company is an Important Determinant of Its Dividend Policy, Is It True?

Focus on Listed Private Commercial Banks of Bangladesh

Sumaiya Zaman, University of Liberal Arts Bangladesh, Bangladesh

Market Efficiency on the Midwest Independent System Operator Electricity Exchange

Kevin Jones, University of Houston – Downtown, US

Determinants and Characteristics of Successful Mergers in the United States

Ohannes G. Paskelian, University of Houston-Downtown, US

Justin Meyer, University of Houston-Downtown, US

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

**March 1, 2012
(Thursday)**

8:30 a.m. – 10:00 a.m.

Edgewood A

SESSION C Issues in Business Education

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

Discussants: **Syed Harun**, Texas A&M-San Antonio
 Randy Mccamey, Tarleton COBA
 Barbara Mihm, University of Wisconsin-Stevens Point

Students' Perceptions of Blended Learning Environments

Randy Mccamey, Tarleton State University, US

Joanna Shaw, Tarleton State University, US

A Model for Globalizing the Business Curriculum

Barbara Mihm, University of Wisconsin-Stevens point, US

Electronic Portable Devices for Digital Learning: An Evaluation of a Pilot Program

Syed Harun, Texas A&M-San Antonio, US

Tracy Hurley, Texas A&M-San Antonio, US

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

Napoleon Exposition 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.*

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

**March 1, 2012
(Thursday)**

10:30 a.m. - 12:00 p.m.	Bayside A
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SESSION A AIBSW-AEDSB Joint Special Session: Bangladeshi Economics and Finance

Session Chair: **Matiur Rahman**, McNeese State University

Discussants: **Anisul M. Islam**, University of Houston-Downtown,
 M. Kabir Hassan, University of New Orleans
 Matiur Rahman, McNeese State University
 Muhammad Mustafa, South Carolina State University

Exchange Rate Pass-Through into Bangladesh Import Prices: Evidence for Bangladesh
Muhammad Mustafa, South Carolina State University, US
Matiur Rahman, McNeese State University, US

Growth and Development of the Bangladesh Financial Sector: An Evaluation
Anisul M. Islam, University of Houston-Downtown, US
Chu V. Nguyen, University of Houston-Downtown, US
Mahboob Ali, Presidency University, Bangladesh

The Potentials of Derivatives in Bangladesh
Saif Rahman, North-South University, Bangladesh
M. Kabir Hassan, University of New Orleans, US

Effects of Electricity Consumption, FDI and CO₂ Emissions on Economic Growth in Bangladesh
Prashanta K. Banerjee, Bangladesh Institute of Bank Management, Bangladesh
Matiur Rahman, McNeese State University, US

10:30 a.m. - 12:00 p.m.	Bayside B
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SESSION B Issues in International Commodities and Trade

Session Chair: **William Renforth**, Angelo State University

Discussants: **Jack Ewing**, University of Houston – Downtown
 Abdulaziz E. Alattar, Kuwait Petroleum Corporation, Houston
 William Renforth, Angelo State University

Is Natural Gas a Substitute or Complement to Crude Oil in the International Arena?
Abdulaziz E. Alattar, Kuwait Petroleum Corporation, Houston, US

What does Experience Teach Exporters?
William Renforth, Angelo State University, US

Copper Price and the Return on the US Stock Market: A Cointegration Analysis
Chu V. Nguyen, University of Houston – Downtown, US
Jack Ewing, University of Houston – Downtown, US
Lucille Pointer, University of Houston – Downtown, US

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

**March 1, 2012
(Thursday)**

10:30 a.m. - 12:00 p.m.

Edgewood A

SESSION C Issues in International Education

Session Chair: **Michelle Reina**, University of Mary Hardin-Baylor

Discussants: **Ndamukong Tangeh**, University of Houston – Downtown
 Michelle Reina, University of Mary Hardin-Baylor
 Nancy Leveille, University of Houston – Downtown

Foreign Language Requirements for International Business Students at Top Regional Universities
Michelle Reina, University of Mary Hardin-Baylor, US

Integrated Projects for Business Statistics Courses
Nancy Leveille, University of Houston – Downtown, US
Ron Barnes, University of Houston – Downtown, US

Afro Centric Education: Curriculum Development Perspectives
Ndamukong Tangeh, University of Houston – Downtown, US

10:30 a.m. - 12:00 p.m.

Edgewood B

SESSION D Issues in Finance

Session Chair: **Faiza Khoja**, University of Houston-Downtown

Discussants: **Carl McGowan**, Norfolk State University
 Akash Dania, Alcorn State University
 Chu V. Nguyen, University of Houston – Downtown

Consumer Sentiments and their Impact on Real Estate, Bond Market, and Stock Markets
Akash Dania, Alcorn State University, US

The Relationship between Opacity Index and Stock Market Development
John Kamiru, Norfolk State University, US
Carl McGowan, Norfolk State University, US

The Relationship between Price and Volume for Russian Trading System
Carl McGowan, Norfolk State University, US
Junaina Muhammad, Universiti Putra Malaysia, Malaysia

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

**March 1, 2012
(Thursday)**

1:30 p.m. - 3:00 p.m.	Bayside A
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SESSION A Vietnamese Banking and Finance

Session Chair: **Chu V. Nguyen**, University of Houston – Downtown

Discussants: **Chu V. Nguyen**, University of Houston – Downtown
 Muhammad Mustafa, South Carolina State University
 Chu V. Nguyen, University of Houston – Downtown

Exchange Rate Pass-Through into Import Prices of Vietnam and Spillovers into Its Consumer Price Index

Matiur Rahman, McNeese State University, US
Stephen Capes, McNeese State University, US
Muhammad Mustafa, South Carolina State University, US

Asymmetric Responses of Commercial Banks to Monetary Policy in a Transitional Economy: The Case of Vietnam

Chu V. Nguyen, University of Houston – Downtown, US

Vietnamese Stock Market and VND-Dollar Exchange Rate: A Causal Nexus

Muhammad Mustafa, South Carolina State University, US
Mitchell Adrian, McNeese State University, US
Matiur Rahman, McNeese State University, US

1:30 p.m. – 3:00 p.m.	Bayside B
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SESSION B Banking and Finance

Session Chair: **Anisul M. Islam**, University of Houston – Downtown

Discussants: **Anisul M. Islam**, University of Houston – Downtown
 Abu Khan, Cleveland State University
 Sumaiya Zaman, University of Liberal Arts Bangladesh

Are Banks with higher Diversification discounts are less efficient?

Abu Khan, Cleveland State University, US
M. Kabir Hassan, University of New Orleans, US
Neal Maroney, University of New Orleans, US

Is Profitability an Important Determinant of Dividend Policy of Listed Private Commercial Banks of Bangladesh: An Analysis?

Sumaiya Zaman, University of Liberal Arts Bangladesh, Bangladesh

Money Supply and Consumer Price Index in Bangladesh: A Preliminary Analysis Using Quarterly Time Series Data

Anisul M. Islam, University of Houston – Downtown, US
Muhammad Mahboob Ali, Presidency University, Bangladesh

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

**March 1, 2012
(Thursday)**

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

Edgewood A

SESSION C Miscellaneous Issues I

Session Chair: **Vijau Vishwakarma**, St. Francis Xavier University

Discussants: **Antoinette Christophe**, Texas Southern University
 Trevor Buck, Glasgow University
 Milicent Addo, Texas Southern University

What to Expect from Surveys in International Business: a Meta-Analysis of Response Rates and Techniques over Time

Trevor Buck, Glasgow University, UK
Anna Morgab-Thomas, Glasgow University, UK

Factor Influencing Implementation of Development Projects: An Empirical Study of Selected African Countries

Milicent Addo, Texas Southern University, US
Khashruzzaman Choudhury, Jackson State University, US

Managing Emergencies: The Business of Balancing Support and Accountability

Antoinette Christophe, Texas Southern University, US
Khashruzzaman Choudhury, Jackson State University, US

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

Edgewood B

SESSION D Issues in Entrepreneurship

Session Chair: **Yezdi H. Godiwalla**, University of Wisconsin-Whitewater

Discussants: **Isaura Flores**, University of North Texas at Dallas
 Yezdi H. Godiwalla, University of Wisconsin-Whitewater
 Kelly Fish, Arkansa State University

Towards the Measurement of Global Leadership Threshold Traits

Kelly Fish, Arkansa State University, US
Gauri Guha, Arkansa State University, US
Clint Relyea, Arkansa State University, US

Another Day, Alternative Way of Doing Business: Entrepreneurs Resilience under Violent Conditions in Developing Countries

Isaura Flores, University of North Texas at Dallas, US
A. Banu Goktan, University of North Texas at Dallas, US

Social Responsibility Strategies for Foreign Subsidiaries

Yezdi H. Godiwalla, University of Wisconsin-Whitewater, US

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

**March 1, 2012
(Thursday)**

3:00 p.m. – 3:30 p.m.

Napoleon Exposition 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.

Bayside A

SESSION A Chinese Economy and Finance

Session Chair: **Edison Moura**, Sul Ross State University

Discussants: **Edison Moura**, Sul Ross State University
 Stephen Bell, Park University
 Henry Migligore, Managing for Success

Executive Compensation of Chinese Managers: Do Political Connections Help?

Ohannes G. Paskelian, University of Houston-Downtown

Stephen Bell, Park University

Khursheed Omer, University of Houston-Downtown

Moon Dumpling China LTD

Henry Migligore, Managing for Success, US

Kayson Gregg, Paradies, US

Ivy Lark, Oklahoma Caring Foundation, US

China in 2011 and Beyond: A Comparison of the New and the Old Generation of Chinese Business Managers

Edison Moura, Sul Ross State University, US

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

**March 1, 2012
(Thursday)**

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

Bayside B

SESSION B Miscellaneous Issues II

Session Chair: **Beena George**, University of St. Thomas

Discussants: **Raul Gouvea**, University of New Mexico
 Kevin Jones, University of Houston – Downtown
 Richard Igwike, Dillard University

Market Efficiency on the Midwest Independent System Operator Electricity Exchange: An Inter Hub Annalysis

Kevin Jones, University of Houston – Downtown, US

The Impact of Corruption on Economic Development: A Panel Data Analysis

Richard Igwike, Dillard University, US

Mohammed Ershad Hussain, Dillard University, US

Abdullah Noman, University of New Orleans, US

Challenges and Opportunities Facing Brazilian Economy

Raul Gouvea, University of New Mexico, US

3:30 p.m. – 5:00 p.m.

Edgewood A

SESSION C Gender Issues in the International Workforce

Session Chair: **Alice Cavazoz Garza**, Texas A&M University-Kingsville

Discussants: **Yezdi H. Godiwalla**, University of Wisconsin-Whitewater
 Alice Cavazoz Garza, Texas A&M University-Kingsville
 Ann Langlois, Palm Beach Atlantic University

Is there a Difference in the Perception of Work and Family Conflict between American and Mexican Women?

Alice Cavazoz Garza, Texas A&M University-Kingsville, US

Kelly Fisher, Texas A&M University-Kingsville, US

The Development and Progress of Female Leadership in the United Arab Emirates

Ann Langlois, Palm Beach Atlantic University, US

Audy Johnston, Palm Beach Atlantic University, US

Gender in Informal Sector: Prospects and Challenges in View of Bangladesh

Abdullah Abusayed Khan, Khulna University, Bangladesh

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

**March 1, 2012
(Thursday)**

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

Crescent

SESSION D Special Topics in Marketing and Management

Session Chair: **Chin-Feng Lin**, National Pingtung Institute of Commerce

Discussants: **Chin-Feng Lin**, National Pingtung Institute of Commerce
 Taichiro Sahara, Senshu University
 Taichiro Sahara, Senshu University

Internationalization of Small Business – A Case of Traditional Lodging
Taichiro Sahara, Senshu University, Japan

Consumer Perception and Quality Characteristics of Restaurants: Implications of the Restaurant Section
Chin-Feng Lin, National Pingtung Institute of Commerce, Taiwan
Tzu-Li Chuang, National Pingtung Institute of Commerce, Taiwan

Personal Values Changes: A Means-End Chain Supply
Chin-Feng Lin, National Pingtung Institute of Commerce, Taiwan
Chen-Su Fu, National Pingtung Institute of Commerce, Taiwan

5:15 p.m. – 6:15 p.m.

Bayside A

AIB SOUTHWEST ANNUAL BUSINESS MEETING

Presiding: Fazlul Miah, King Fahd University of Petroleum and Minerals
President of AIB-SW

All members are invited

5:30 p.m. – 7:00 p.m.

Napoleon Exposition Hall

FBD Meet and Greet Social

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

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

**March 2, 2012
(Friday)**

8:30 a.m. – 10:00 a.m.	Bayside A
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SESSION A Issues in International Marketing and Management

Session Chair: **Ed Langlois**, Palm Beach Atlantic University

Discussants: **Simon S. M. Yuen**, HK Polytechnic University
 I-Chan Fang, National Cheng Kung University,
 Ed Langlois, Palm Beach Atlantic University

Internal Auditors Internal Morality and External Ethics affect the Decision Intention

Ming-Tien Tsai, National Cheng Kung University, Taiwan

I-Chan Fang, National Cheng Kung University, Taiwan

Marketing a United States Multinational Brand in the United Arab Emirates

Ed Langlois, Palm Beach Atlantic University, US

Danielle Havens, Palm Beach Atlantic University, US

Managing RFID Adoption in Retail Business Supply Chains in Hong Kong: A Conceptual Framework

Simon S. M. Yuen, HK Polytechnic University, Hongkong

8:30 a.m. - 10:00 a.m.	Bayside B
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SESSION B Banking and Finance

Session Chair: **Ohannes G. Paskelian**, University of Houston-Downtown

Discussants: **Ata Yesilyaprak**, Alabama A&M University
 Ohannes G. Paskelian, University of Houston-Downtown
 Akash Dania, Alcorn State University

Will Basel III Prevent a Future Financial Crisis? An Empirical Investigation

Ohannes G. Paskelian, University of Houston-Downtown

Stephen Bell, Park University

Measuring the Role of Financial Stress on Business and Financial Indicators

Akash Dania, Alcorn State University, US

Community Banks versus Large Commercial Banks

Ata Yesilyaprak, Alabama A&M University, US

John Theis, Columbus State University, US

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

**March 2, 2012
(Friday)**

8:30 a.m. – 10:00 a.m.

Edgewood A

SESSION C Student Paper Session on Economic Crisis and Outsourcing

Session Chair: **Matiur Rahman**, McNeese State University

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

Factor Contributing to the Recent Crisis in the US Financial Industry
Michele Medina, McNeese State University, US

US Brainpower Gain and Selected Trade Gain: Do They Correlate and Cause?
Joshna Maharjan, McNeese State University, US

US Outsourcing of Her Heart and Head: Boon or Bane?
Morgan Murray, McNeese State University, US

The Economic Evolution of Venezuela as a Third World Country
Thomas Blong, University of Houston - Downtown, US

8:30 a.m. - 10:00 p.m.

Edgewood B

SESSION D Bank Performance

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

Discussants: **M. Ershad Hussain**, Dillard University
 M. Kabir Hassan, University of New Orleans
 M. Ershad Hussain, Dillard University

Determinants of Credit Default Swaps in International Markets
M. Kabir Hassan, University of New Orleans, US
Thiti S. Ngow, University of New Orleans, US
Jung-Suk Yu, Dankook University, South Korea

Competition, Risk Taking and Efficiency in the US Commercial Banks Prior to 2008 Financial Crisis
M. Ershad Hussain, Dillard University, US
M. Kabir Hassan, University of New Orleans, US

Firm-level Attributes and Performance of Micro-Finance Institutions
Ali Ashraf, University of New Orleans, US
M. Kabir Hassan, University of New Orleans, US

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

**March 2, 2012
(Friday)**

10:00 a.m. – 10:30 a.m.

Napoleon Exposition 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.

Bayside A

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

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

Panelists: *Experience in implementing e-book and digital devices at Texas A&M -San Antonio*
Syed M. Harun, Texas A&M University-San Antonio, US

Experience in implementing digital Solutions by Cengage
Fritz Schanz, Director, Institutional Solutions, Academic & Professional Group
Cengage Learning, US

Experience in implementing blended and online programs at Tarleton State University
Joanna Shaw, Tarleton State University, US

12:00 p.m. – 3:00 p.m.

Oceana Grill

**AIB SOUTHWEST BUSINESS LUNCHEON
Fazlul Miah, AIB-SW President Presiding**

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

Important Notice: Unlike other years, AIBSW will have luncheon in an outside restaurant named Oceana Grill located at 739 Conti Street, New Orleans, LA, 70130 (From the intersection of Bourbon Street and Conti Street, take right on Conti Street and the Oceana Grill is on the RHS at 739 Conti Street).

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

**March 2, 2012
(Friday)**

3:00 p.m. – 3:30 p.m.

Napoleon Exposition 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.

Bayside A

SESSION A Invited Session: Micro Finance and Social Entrepreneurship.

Moderator: **Veena Prabhu**, California State University, Los Angeles

Panelists: **Ohannes G. Paskelian**, University of Houston-Downtown
Jack M. Ewing, University of Houston-Downtown
Veena Prabhu, California State University, Los Angeles

Mohammed Yunus: Contribution and Impact on Social Entrepreneurship through the Lenses of Academicians and Practitioners

Veena Prabhu, California State University, Los Angeles, US

A New Model of Entrepreneurial Intent: Evidence from a Multi-Country Study

Veena Prabhu, California State University, Los Angeles, US

Stephen McGuire, California State University, Los Angeles, US

Kern Kwong, California State University, Los Angeles, US

3:30 p.m. – 5:00 p.m.

Bayside B

SESSION B Special Topics in Business Management

Session Chair: **Kelly Fisher**, Texas A&M University Kingsville

Discussants: **Kelly Fisher**, Texas A&M University Kingsville
Simon S. M. Yuen, HK Polytechnic University
Hyuk Kim, Lourdes University

Strategic Procurement in Textile and Apparel Sourcing Companies in Hong Kong: A Petitioner's Perspective

Simon S. M. Yuen, HK Polytechnic University, Hongkong

Stakeholder Analysis for the Multinational Pharmaceutical Companies: Event Structure Analysis (ESA) and Qualitative Boolean Analysis

Hyuk Kim, Lourdes University, US

Making Sense of Cultural Distance for Expatriates Operating in an Extreme Context

Kelly Fisher, Texas A&M University Kingsville, US

Kate Hutchings, Griffith University, US

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

**March 2, 2012
(Friday)**

3:30 p.m. – 5:00 p.m.

Edgewood A

SESSION C International Finance

Session Chair: **Micheal Mcdernott**, Northern Kentucky University

Discussants: **Micheal Mcdernott**, Northern Kentucky University
 Tarek Miloud, Chambéry Business School
 Kathryn Huff, University of New Orleans

Earnings Management and Initial Public Offerings – Evidence from the French Market
Tarek Miloud, Chambéry Business School, France

A G-PPP Analysis of ASEAN +3
Kathryn Huff, University of New Orleans, US
M. Kabir Hassan, University of New Orleans, US
Benito Sanchez, Kean University, US

“De-Globalization and Foreign Divestment Theory and Practice: The case of Carrefour
Micheal Mcdernott, Northern Kentucky University, US

3:30 p.m. – 5:00 p.m.

Edgewood B

SESSION D Globalization and Attendant Economic Issues

Session Chair: **Janice Baldwin**, University of Texas at Arlington

Discussants: **Nataliya Acc-Nikmehr**, the University of Edinburgh
 Chu V. Nguyen, University of Houston-Downtown
 Beverly George, University of Texas at Arlington
 Chu V. Nguyen, University of Houston-Downtown

Pension Funding: The Global Challenge Confronting Economic Uncertainty
Janice Baldwin, University of Texas at Arlington, US
Beverly George, University of Texas at Arlington, US

Inward FDI and Trade: The Case of Ukrainian Merchandise Exports and Imports
Nataliya Acc-Nikmehr, the University of Edinburgh, UK
Matthias Beck, Queen’s University Belfast, UK

Export-Led Growth Hypothesis: Evidence for India
Chu V. Nguyen, University of Houston-Downtown, US
Thai Nguyen, Lone Star College, Cy-Fair, US

Strategic Dilemma of BRICS Countries: in Emerging New World Order
Oskar Kayasan, European Research Centre, UK

AMERICAN ACCOUNTING ASSOCIATION SOUTHWEST REGION

2011 - 2012 OFFICERS

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2011-2012 Section Regional Coordinators

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American Taxation Association:	Larry Crumbley, Louisiana State-Baton Rouge
Auditing:	James Hansen, University of New Mexico
Diversity:	Nicole McCoy, Louisiana Tech University
Financial Accounting and Reporting:	Derek Oler, Texas Tech University
Forensic & Investigative Accounting	Roselyn Morris, Texas State University-San Marcos
Gender Issues & Work/Life Balance:	Ellen Cook, University of Louisiana - Lafayette
Government and Nonprofit:	Rabih Zeidan, Texas A&M - Corpus Christi
Information Systems:	Kimberly Church, University of North Texas
International Accounting:	Carolyn Conn, St. Edward's University
Management Accounting:	Marty Steubs, Baylor University
Public Interest:	Brett Wilkinson, Baylor University
Strategic and Emerging Technologies:	L. Murphy Smith, Murray State University
Teaching, Learning and Curriculum:	Cathy Scott, Navarro College
Two-Year Colleges:	Cathy Scott, Navarro College

NOTES: (1) Paper and poster sessions were double-blind, peer-reviewed unless otherwise noted.
(2) Changes to the Program made after it goes to press will be updated on the AAA-SW website at: <http://aaahq.org/southwest/>

**AMERICAN ACCOUNTING ASSOCIATION
SOUTHWEST REGION**

2012 AWARDS

**McGraw-Hill Irwin
Distinguished Paper Award**

“An Examination of the Relative Deterrent Effects of Legislated Consequences on Attitudes about Financial Fraud: A Policy Capturing Approach”

Joseph C. Ugrin, Kansas State University

Stacy E. Kovar, Kansas State University

John M. Pearson, Southern Illinois University – Carbondale

**Federation of Business Disciplines
Outstanding Educator Award**

Roselyn Morris , Texas State University-San Marcos

**Teaching, Learning and Curriculum Section
Best Manuscript Award**

Christopher Paul Aquino , Niagara University

Paul J Vermette, Niagara University

Outstanding Doctoral Student Paper Award

“Non-GAAP Earnings and Conservatism in Financial Reporting”

Christian Kuate, University of Houston

**AMERICAN ACCOUNTING ASSOCIATION
SOUTHWEST REGION**

**March 1, 2012
(Thursday)**

8:30 a.m. – 10:00 a.m.	Specialized Knowledge) 1.5 CH	Poydras Room
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SESSION A Ernst & Young Academic Resource Center

Presenter: Catherine E. Banks, Program Director, Ernst & Young

An overview of resources from the Ernst & Young Academic Resource Center. Get access to the EYARC faculty portal & a live walkthrough of the site. Gain insights into the business drivers & practice issues setting the agenda for areas of curriculum investment. Topics include: IFRS, fair value (accounting & auditing), sustainability reporting, and professional judgment from an audit perspective.

8:30 a.m. – 10:00 a.m.	(Auditing) 1.5 CH	Salon 824
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SESSION B Auditing

Moderator & Discussant: Haeyoung Shin, University of Houston – Clear Lake

When Does Audit Quality Start to Decline in Firm Audit Tenure? An International Analysis
Li Brooks, C.S. Agnes Cheng, Kenneth Reichelt, Louisiana State University – Baton Rouge
Joseph Johnston, City University of Hong Kong

Auditor Tenure & Audit Quality
Li Brooks, Louisiana State University – Baton Rouge

8:30 a.m. – 10:00 a.m.	(Specialized Knowledge) 1.5 CH	Salon 825
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SESSION C Accounting Programs & Leadership

Moderator & Discussant: Roselyn Morris, Texas State University-San Marcos

Faculty Who Stay
Rodger Holland, Nicholls State University
Arnie Schneider, Georgia Institute of Technology
James Hasselback, University of West Florida

*Are the Accounting Departments at Texas Public Universities
Committed to Auditing and Ethics Education?*
Rob Walsh, Pat Eason, Joseph Oliveti, University of Dallas

**AMERICAN ACCOUNTING ASSOCIATION
SOUTHWEST REGION**

**March 1, 2012
(Thursday)**

8:30 a.m. – 10:00 a.m.

Salon 828

SESSION D Management Accounting

Moderator & Discussant: **David Dearman**, University of Arkansas-Little Rock

Optimized Simulation for Capital Budgeting

Dennis Togo, University of New Mexico

Long-Lived Asset Impairments in the SFAS No. 144 Regime:

Underlying Economics, Management Incentives, or Both?

E. Scott Johnson, Shawn Huang, Linda Myers, University of Arkansas-Fayetteville

8:30 a.m. – 10:00 a.m.

(Specialized Knowledge) 1.5 CH

Salon 829

SESSION E Enhancing Accounting Topics with Novels & Movies

Moderator & Panelist: **Larry Crumbley**, Louisiana State University – Baton Rouge

Panelist: **TBD**, University

Have you considered using novels, feature films, or television movies to add excitement and relevance to accounting courses? Your introductory accounting, auditing, or tax courses can be “brought to life” with novels written specifically for that purpose. A feature film may provide the best foundation for discussing ethical philosophies. Learn about such resources and how they are used to supplement traditional texts in an interesting way that achieves specific learning objectives in both undergraduate and graduate accounting courses.

10:00 a.m. – 10:30 a.m.

Napoleon Exposition 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. – noon

(Behavioral Ethics) 1.5 CH

Borgne

Ethical Leadership for the 21st Century
CYNTHIA COOPER
Keynote Speaker

Ms. Cooper will share her personal experiences and lessons learned. She will discuss: what each of us can do to promote ethical leadership; practical strategies to help sort through ethical dilemmas and make the right choices; the slippery slope (who commits fraud & why); and how each stakeholder can play a key role in building a strong ethical foundation that will lead to sustainable success.

**AMERICAN ACCOUNTING ASSOCIATION
SOUTHWEST REGION**

**March 1, 2012
(Thursday)**

1:30 p.m. – 3:00 p.m.	(Specialized Knowledge) 1.5 CH	Poydras
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SESSION A Teaching Learning & Curriculum

Moderator & Discussant: **Cheryl Prachyl**, University of North Texas
 Discussant: **Bambi Hora**, University of Central Oklahoma

Teaching Time Value of Money Using an Excel Retirement Model
Susan Rhame, Fernando Arellano, Liz Mulig, University of Dallas

An Online Course in Cost Accounting: Development, Performance & Perceptions
Amelia Baldwin, University of Arkansas – Fort Smith

Improving Teaching in a Freshman Managerial Accounting Class:
Collaboration Between Accounting & Education

Award Recipient: AAA-SW Teaching, Learning & Curriculum Section - Best Manuscript Award
Christopher Aquino & Paul Vermette, Niagara University

1:30 p.m. – 3:00 p.m.	(Behavioral Ethics) 1.5 CH	Salon 824
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SESSION B *The Restoration of Virtue:*
 Effective Mentoring Programs for the New Millennium

Moderator & Panelist: Robert Walsh, University of Dallas
 Panelists: **Roselyn Morris**, Texas State University – San Marcos
 Dan Torpey, Ernst and Young, Dallas

The mentor - protégé relationship dates back to the Renaissance guilds and earlier when apprentices trained under master craftsmen. The accounting profession still maintains a strong mentor - protégé framework. Learn how today's technology can be used to strengthen the mentor - protégée relationship and how this practice can be maintained and why virtue is still alive as Socrates words still hold true today: "Virtue is not learned through reading but by observing and copying the acts of others."

1:30 p.m. – 3:00 p.m.	(Accounting) 1.5 CH	Salon 825
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SESSION C Financial Accounting & Reporting
 Moderator & Discussant: **Mary Fischer**, University of Texas at Tyler
 Discussant: **E. Scott Johnson**, University of Arkansas

Non-GAAP Earnings & Conservatism in Financial Reporting
Award Recipient: AAA-SW Outstanding Doctoral Student Paper Award
Christian Kuate, University of Houston

Chief Financial Officer Power, Pay Duration, and Earnings Quality
Stacey Kaden & Juan Sanchez, University of Arkansas

So Who is Right – The FASB or My Accounting Students?
Michael Grayson, Texas A&M University – Kingsville

AMERICAN ACCOUNTING ASSOCIATION
SOUTHWEST REGION

March 1, 2012
(Thursday)

1:30 p.m. – 3:00 p.m.	Accounting) 1.5 CH	Salon 828
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SESSION D **Cost Accounting & Taxation**

Moderator & Discussant: **Dennis Togo**, University of New Mexico

Using DEA to Determine the Technical Efficiency of Product Costing Systems

Anne-Marie Lelkes, Texas A&M University – Corpus Christi

Empirical Analysis Using Simulations of Different Product Costing Systems

Anne-Marie Lelkes, Texas A&M University – Corpus Christi

Analysis of Investment Income Under Bush Era Tax Cuts

Chao M. Liu, Tarleton State University

1:30 p.m. – 3:00 p.m.	(Computer Science) 1.5 CH	Salon 829
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SESSION E **The Not-So-Silver Lining of Cloud Computing**

Moderator & Panelist: **Kim Church**, University of North Texas

Panelists: **TBD**

Even firms which have moved portions (or all) of their software processing to “the cloud” are sometimes hard-pressed to define “cloud computing.” Learn what it is, what it is not, and how it will forever change risk assessment and auditing. Although cloud computing can result in cost savings and more efficient use of resources, the security risks and access to data can have a “not-so-silver” lining.

3:00 p.m. – 3:30 p.m.	Napoleon Exposition Hall
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FBD COFFEE BREAK

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

AMERICAN ACCOUNTING ASSOCIATION SOUTHWEST REGION

**March 1, 2012
(Thursday)**

3:30 p.m. – 5:00 p.m.	(Accounting) 1.5 CH	Salon 821
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SESSION A Financial Reporting
 Moderator & Discussant: **Jennifer Yin**, University of Texas – San Antonio
 Discussant: **Juan Sanchez**, University of Arkansas

A Eulogy to the Matching Principle: An Unnecessary Ending
Pamela Baker, Texas Women’s University

Earnings Quality, Liquidity Risk, and the Post-Earnings-Announcement Drift
Hongbo Zhang, Louisiana State University

The Value Relevance of State Ownership in China
David Manry & Xi Wang, University of New Orleans

3:30 p.m. – 5:00 p.m.	(Specialized Knowledge) 1.5 CH	Salon 824
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SESSION B What Students Say It Takes to Be a Great Teacher

Moderator: **Angie Brocato Hoffer**, Loyola University – New Orleans
 Student Panelists: **TBD**, Loyola University – New Orleans
 TBD, Nicholls State University
 Javon Mead, Xavier University of Louisiana

“Outstanding Educator” and “Teacher of the Year” are accolades which most faculty members would welcome. We strive to have our courses ~~are~~ well-planned and to assure learning outcomes are accurately described -- with the goal of maximizing our students’ academic and professional achievements. We think we know what makes a great teacher. But, what do students think? Is it giving easy exams and extra credit? Or, having longer office hours? Or, not assigning homework? Come and get the “inside scoop” on what students say it takes to be a *great* teacher.

3:30 p.m. – 5:00 p.m.	(Accounting) 1.5 CH	Salon 825
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SESSION C Financial Reporting
 Moderator & Discussant: **Andrew Anabila**, University of Texas – Pan American
 Discussant: **Stacey Kaden**, University of Arkansas

Effect of Innovation on Value-Relevance of Capitalized R&D
Wei-Chuan (Sherry) Kao, Boston University

A Comparison of Earnings Persistence in High-Tech & Non High-Tech Firms
Jennifer Yin, University of Texas – San Antonio

Earnings Management Behavior Under Different Types of Accounting Standards
Yu Chen, Texas A&M International University

**AMERICAN ACCOUNTING ASSOCIATION
SOUTHWEST REGION**

**March 1, 2012
(Thursday)**

3:30 p.m. – 5:00 p.m.

Behavioral Ethics) 1.5 CH

Salon 828

SESSION D

Ethics

Moderator & Discussant: **Christian Kuite**, University of Houston
Discussant: **Jason MacGregor**, Baylor University

The Impact of Moral Identity & Societal Culture on Whistle-Blowing

Guy McClain, Auburn University

Deborah Seifert, Illinois State University

The State of Ethical Accounting Decisions in East Texas

Mary Fischer, University of Texas – Tyler

Treba Marsh & George Hunt, Stephen F. Austin State University

Earnings Management & Pro Forma Reporting: Do Managers Twist More than One Dial?

T. Taylor Joo, University of Arkansas

3:30 p.m. – 5:00 p.m.

(Computer Science) 1.5 CH

Salon 829

SESSION E

Technology, Student Learning, and You

Presenter: **Mark Friedman**, University of Miami

Technology by itself does not increase student learning. The instructor's skills must be modified to harness technology and corral its force into a meaningful tool which then can be used to increase the transfer of knowledge. During this session we will be looking at specific methods that you will be able to bring back to the classroom.

5:30 p.m. – 7:00 p.m.

Napoleon Exposition Hall

FBD Meet and Greet Social

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

AMERICAN ACCOUNTING ASSOCIATION SOUTHWEST REGION

**March 2, 2012
(Friday)**

7:00 a.m. – 8:30 a.m.

Nottoway

BREAKFAST & BUSINESS MEETING

“Challenges“

AWARDS

Robert Walsh, President

Karen Pincus, AAA President-elect

Carolyn Conn, Program Chair & SW President-elect

8:30 a. m. – 10:00 a.m.

Specialized Knowledge) 1.5 CH

Nottoway

SESSION A EFFECTIVE LEARNING STRATEGIES – POSTER SESSION

Board: #1 *A Model for Teaching Relationships Among Business Financial Statements*
Presenter: **Dorothy Davis, Patricia Roshto, Janis Weber**, University of Louisiana - Monroe
Description: Discover a concise (but comprehensive) way to present an overview of financial statement relationships and how they work together with clarity & precision.

Board: #2 *Self-Efficacy & the Study of Financial Accounting*
Presenter: **Jason MacGregor, Betsy Willis, Suzanne Abbe**, Baylor University
Description: Students may have difficulty in auditing because they *expect* to have difficulty. Learn an exercise that develops student confidence to help them achieve success.

Board: #3 *An Enhanced Method for Student Mastery of Articulation Between Fund & Government-wide Financial Statements*
Presenter: **Edward Walker, Bambi Hora, Katherine Terrell**, University of Central Oklahoma
Description: Interactive spreadsheets, with color-coded related cells & formula auditing tools help students learn transaction effects on fund and government-wide financials.

Board: #4 *A Comparison of the Transparency of Articulation & Checks & Balances Among Financial Statements Between the Present Format & Proposed New Format*
Presenter: **Edward Walker, Katherine Terrell, Robert L. Terrell**, University of Central Oklahoma
Description: Spreadsheets can assist students in understanding articulation as well as control checks and balances for the traditional and proposed new financial statements.

AMERICAN ACCOUNTING ASSOCIATION SOUTHWEST REGION

**March 2, 2012
(Friday)**

8:30 a. m. – 10:00 a.m.	Specialized Knowledge) 1.5 CH	Nottoway
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SESSION B EFFECTIVE LEARNING STRATEGIES – POSTER SESSION

- Board: #5** *Using the Seiler Model for Standard Costs Overhead Variance Analysis*
Presenter: **Carl Brewer, Gloria Grayless, Linda Sweeney**, Sam Houston State University
Description: A simple visual method helps students organize, calculate, and understand overhead variances. Your students will never have trouble -- even with complex details!
- Board: #6** *Teaching Accounting in 140 Characters or Less: Insights from the Twitter Generation*
Presenter: **Abbie Ricks**, Baylor University (Master's candidate)
Description: Learn simple ways to meet expectations of the "technology" generation which is so accustomed to YouTube & Twitter – while maintaining core teaching philosophies.
- Board: #7** *Techniques to Enhance Feedback, Foster Continuous Improvement, Structure Exam Review, & Prepare Students for Time-keeping in Public Accounting*
Presenter: **Bruce Runyan**, Western Carolina University
Description: Learn how an Excel spreadsheet can be a tool to encourage student responsibility, increase achievement, decrease drops, and prepare students for public accounting.
- Board: #8** *Student Perspectives on the Importance of Mentors*
Presenter: **John Hoy & Cameron Ross**, St. Edward's University (BBA candidates)
Description: If you ever wondered about the impact of mentoring, come hear what students have to say about it -- and, how your mentoring affects them academically & professionally.

8:30 a. m. – 10:00 a.m.	(Accounting) 1.5 CH	Salon 825
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SESSION C Financial Reporting

Moderator & Discussant: **Yu Chen**, Texas A&M International University

The Association of Earnings Quality with Financial Analysts' Earnings Forecast Attributes
Dorothy Alexander-Smith, Rutgers University-Newark

A Generalized Model to Evaluate Mortgage Refinancing
Fernando Arellano & Susan Rhame, University of Dallas
Anthony Sanchez, Intuit Inc.

AMERICAN ACCOUNTING ASSOCIATION SOUTHWEST REGION

**March 2, 2012
(Friday)**

8:30 a. m. – 10:00 a.m.	(Taxes) 1.5 CH	Salon 828
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SESSION D Taxation

Moderator & Discussant: **Valrie Chambers**, Texas A&M – Corpus Christi

Audit Technique Guide Addresses Guide Capitalization vs. Repair

Darlene Pulliam & Laura Kreissl, West Texas A&M University

*A Distributional Analysis of Substituting a National Value-Added Tax for
Federal Income, Payroll, and Estate & Gift Taxes*

Xizoyan Chu & Ted Englebrecht, Louisiana Tech University

8:30 a. m. – 10:00 a.m.	Accounting) 1.5 CH	Salon 829
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SESSION E *Lean Accounting – The Most Meaningful Information*

Moderator & Panelist: **Gerald DeBusk**, University of Tennessee at Chattanooga

Panelists: **Judith Cassidy**, University of Mississippi

Carolyn Conn, St. Edward’s University

Managerial and Cost Accounting courses have long taught the virtues of standard costs, variance analysis, and absorption costing. Yet, production managers have bemoaned the lack of information useful for decision-making. This has become even more critical because of the “lean” movement which emphasizes elimination of waste (including wasteful accounting processes). This panel will provide information about the basic concepts of lean accounting and its importance for our students, as well as business managers in all sectors. Suggested curriculum resources will also be provided.

10:00 a.m. – 10:30 a.m.

FBD COFFEE BREAK

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

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

**AMERICAN ACCOUNTING ASSOCIATION
SOUTHWEST REGION**

**March 2, 2012
(Friday)**

10:30 a.m. –11:20 a.m.	Communication) 1.0 CH	Salon 821
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SESSION A Teaching, Learning, & Curriculum

Moderator & Discussant: **TBD**

Teaching Written Communication Skills to Accounting Students: Whose Job is It?
Carolyn Conn & William Earnest, St. Edward's University

In addition to the presentation of the paper, time has been allotted for roundtable discussion among presenters and those attending this session.

10:30 a.m. –11:20 a.m.	(Social Environment) 1.0 CH	Salon 824
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SESSION B Gender Issues

Moderator & Discussant: **Melinda Kushniroff**, Millikin University

Education & Placement of Twenty Years of Women Accounting PhD Graduates: Second Among Equals
Amelia Baldwin & Margaret Tanner, University of Arkansas – Fort Smith
Margaret Lightbody, The University of South Australia

A Glass Ceiling for the Best & Brightest? A Multidimensional Study of the Role of Minority Status & Doctoral Training Quality in Initial Placement
Amelia Baldwin & Thomas Hayes, University of Arkansas – Fort Smith

10:30 a.m. –11:20 a.m.	(Specialized Knowledge) 1.0 CH	Salon 825
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SESSION C Teaching, Learning, & Curriculum

Moderator & Discussant: **Ed Walker**, University of Central Oklahoma

Predictors of Accounting Students' Academic Success
B. Brian Lee, Sukumar Debnath, Moosa Khan, Peter Sutanto, Prairie View A&M University

Do Students Reflect in Online Courses?
Robert Walsh & Blake Frank, University of Dallas

AMERICAN ACCOUNTING ASSOCIATION
SOUTHWEST REGION

March 2, 2012
(Friday)

10:30 a.m. –11:20 a.m.

(Specialized Knowledge) 1.0 CH

Salon 828

SESSION D

Engaging Students with Technology & In-class Activities

Moderator/Panelist:

Paula Miller, Collin Community College

Panelist:

Betty J. Ballanco, University of New Orleans

Bruce Runyan, Western Carolina University

Innovations occur so quickly, making it difficult to keep up with the educational technology. Possibly, you only recently introduced “clickers” as a way of elevating and measuring participation. Now, they are passé! Come, learn about telephone and other software applications for enhancing the engagement of your students. Panelists will also share their experience and results from using in-class activities for improving student engagement.

10:30 a.m. –11:20 a.m.

(Accounting) 1.0 CH

Salon 829

SESSION E

IFRS – Are we There Yet?

Moderator & Panelist:

Mary Fischer, University of Texas –Tyler

Panelist:

TBD, IFRS Foundation Board Member

Just like your kids used to do when you were on a long car trip, when you think about IFRS...you may be asking “Are we there yet?” Or, maybe the question should be “*Will we ever get there?*” This panel will provide an update on the status of IFRS, points of agreement, expected changes, and important decisions and decision dates.

11:30 p.m. – 1:00 p.m.

PALACE CAFÉ, 605 Canal (across from Sheraton)

AAA Luncheon

AMERICAN ACCOUNTING ASSOCIATION
SOUTHWEST REGION

March 2, 2012
(Friday)

1:30 p.m. – 3:00 p.m.

(Accounting) 1.5 CH

Salon 821

SESSION A

Financial Reporting

Moderator & Discussant:

Anne-Marie Lelkes, Texas A&M University, Corpus Christi

Discussant:

Susan Rhame, University of Dallas

Actuarial Independence, Client Importance & Pension Assumptions

Divya Anantharaman, Rutgers

A Capital Market Test of Representativeness

Irfan Safdar, Texas A&M University

Fair Value Accounting & Corporate Debt Structure

Haiping Wang, Concordia University (Montreal, Quebec, Canada)

Jing Zhang, McGill University (Montreal, Quebec, Canada)

1:30 p.m. – 3:00 p.m.

(Social Environment) 1.5 CH

Salon 824

SESSION B

Accounting Behavior & Organizations

Moderator & Discussant:

Mary Fischer, University of Texas at Tyler

Discussant:

Valrie Chambers, Texas A&M University – Corpus Christi

The Effects of Board Characteristics on Loan Covenants: An Empirical Analysis

Leann Rutherford & Sugato Chakravarty, Purdue University

The Impact on Student Marketability of Alternative Paths Taken to Meet the 150 Hour Requirement

Shawn Mauldin, Chuck Viosca, Michael Chiasson, Nicholls State University

Robert Braun, Southeastern Louisiana University

Accounting Department Leaders & Deans Rate Business School

Performance Using a Market Orientation Model

Robert Webster, Ouachita Baptist University

Kevin Hammond, University of Tennessee at Martin

**AMERICAN ACCOUNTING ASSOCIATION
SOUTHWEST REGION**

**March 2, 2012
(Friday)**

1:30 p.m. – 3:00 p.m.	(Accounting) 1.5 CH	Salon 825
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SESSION C Financial Reporting

Moderator & Discussant: **Dorothy Alexander-Smith**, Rutgers University
 Discussant: **TBD**

The Capital Market Consequences of Earnings Volatility: A New Measure & New Evidence
Robert Resutek, Dartmouth

Empire-building Incentives & the Effectiveness of Accrual Investment
Donglin Li, San Francisco State University

Forecasts & Value Implications of the Proportion of Non-Operating to Operating Income
Andrew Anabila, University of Texas – Pan American

1:30 p.m. – 3:00 p.m.	(Specialized Knowledge) 1.5 CH	Salon 828
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SESSION D Teaching, Learning, & Curriculum

The Exciting World of Case Teaching
Aundrea Kay Guess, St. Edward's University

Pack Manufacturing: Allocation of Manufacturing Overhead (a case study)
David Dearman, University of Arkansas-Little Rock

Presenters will serve as discussants for each other's presentation & the application to case teaching.

1:30 p.m. – 3:00 p.m.	(Accounting) 1.5 CH	Salon 829
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SESSION E Significant Financial Accounting & Reporting Developments:
An Update and Implementation Considerations (by Deloitte & Touche, LLP)

Panel Moderator: **Margaret Mulley**, Deputy Managing Partner, Deloitte & Touche LLP

Panelists: **Ignacio Perez Zaldivar**, Partner, Deloitte & Touche LLP
Patrick A. Casabona, Senior Manager, Deloitte & Touche LLP
Alejandro Rebollo, Senior Manager, Deloitte & Touche LLP
Cliff Mathews, Senior Manager, Deloitte & Touche LLP

The panel discussion will encompass the accounting guidance, issues, and implementation considerations related to new and forthcoming accounting standards. The changes will reshape financial statements. The accounting curriculum must be revised to reflect these changes in areas such as: fair value measurements, accounting for financial Instruments, lease accounting, revenue recognition, & other key FASB projects (e.g., other comprehensive income, troubled debt restructuring and consolidations).

AMERICAN ACCOUNTING ASSOCIATION SOUTHWEST REGION

**March 2, 2012
(Friday)**

3:00 p.m. – 3:30 p.m.

Napoleon Exposition 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.*

3:30 p.m. – 5:00 p.m.

Computer Science) 1.5 CH

Salon 821

SESSION A

From Sampling to an Entire Universe

Presenters:

Dana Newman, Audimation Services

Data mining software has (and will continue) to revolutionize the way auditors and accounting professionals audit, review, approve, and examine accounting transactions. In the past, the sheer volume of data for most businesses made sampling the only practical approach. We now have capabilities to evaluate the *entire* universe – not just a sample. This panel will discuss how such software should be changing auditing and accounting procedures. There will also be a demonstration and discussion of how such software can be utilized in the accounting curriculum.

3:30 p.m. – 5:00 p.m.

(Taxes) 1.5 CH

Salon 824

SESSION B

Taxation

Moderator & Discussant:

Chao Liu, Tarleton State University

Hobby Losses: Practitioners' Perceptions

George Hunt & Dale Spradling, Stephen F. Austin State University

Social Security Benefits Taxation: Issues & Present Status

Ralph Fritzsch, Midwestern State University

Neal VanZante, Neal VanZante, CPA, CFE

Do Individuals Spend & Save Lottery Winnings as They Would Tax Rebates?

Valrie Chambers & Marilyn Spencer, Texas A&M University – Corpus Christi

AMERICAN ACCOUNTING ASSOCIATION
SOUTHWEST REGION

March 2, 2012
(Friday)

3:30 p.m. – 5:00 p.m.

(Personal Development) 1.5 CH

Salon 825

SESSION C BALANCE – The Key to Preventing Professional Burnout

Session Chair: **Michelle McEacharn**, University of Louisiana – Monroe

Does it seem like the only "me" time you have is that slot between 2 and 4 am? Faculty members frequently admonish our students to learn how to establish priorities and to spend their time wisely. We need to heed our own advice. There are ways to find balance between your professional and personal lives, as well as within your professional life. Learn practical and effective strategies to help you prevent burnout!

3:30 p.m. – 5:00 p.m.

(Accounting) 1.5 CH

Salon 828

SESSION D Forensics & Auditing

Moderator & Discussant: **Kenneth Reichelt**, Louisiana State University – Baton Rouge
Discussant: **Li Brooks**, Louisiana State University – Baton Rouge

Audit Committee Expertise & Early Accounting Error Detection: Evidence from Financial Restatements
Michael Lacina, Haeyoung Shin, Zhaohui Xu, University of Houston - Clear Lake
Jin Zhang, California State University, Sacramento

Two Perspectives on Preventing Fraud
Gin Chong, Prairie View A&M University

Deterring Effects of Legislated Consequences on Attitudes about Financial Fraud
Award Recipient: McGraw-Hill Irwin Distinguished Paper Award
Joseph Ugrin, Stacy Kovar, Kansas State University
J. Pearson, Southern Illinois University - Carbondale

*Many thanks to the Section Coordinators, Reviewers, Presenters, Moderators,
Discussants, and Speakers who made the meeting a success.
See you next year in Albuquerque!*

**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

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CONGRATULATIONS!

Recipient of the 2012 McGraw-Hill Distinguished Paper Award

Status Update--We've Got a Problem: Leadership Communication in the Age of Social Media

En Mao, Nicholls State University

Marilyn Macik-Frey, Nicholls State University

Laura Lott Valenti, Nicholls State University

CONGRATULATIONS!

Recipient of the 2012 Federation of Business Disciplines Outstanding Educator Award

Marcel M. Robles, Eastern Kentucky University

ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES

March 1, 2012
(Thursday)

7:30 a.m. – 8:30 a.m.

Oak Alley

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.

Salon 817

SESSION A **Welcome by ABC-SWUS President Margaret Kilcoyne**

Crisis Communication & Cultural Issues

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

Winner of the 2012 McGraw-Hill Distinguished Paper Award

Status Update--We've Got a Problem: Leadership Communication in the Age of Social Media
En Mao, Nicholls State University
Marilyn Macik-Frey, Nicholls State University
Laura Lott Valenti, Nicholls State University

Crisis Communication in the MBA Classroom: A Step-by-Step Approach
Teresa T. Sekine, Purdue University
Diana M. Brown, Purdue University

*Coming and Going in Turn, and Don't Stretch Out Your Head to Watch Please: The Dilemma of
Literally Translating Signs into a Foreign Language*
Marcel M. Robles, Eastern Kentucky University

Using the Hermann Brain Dominance Model to Determine Communication Styles
Kathryn O'Neill, Sam Houston State University

10:00 a.m. – 10:30 a.m.

Napoleon Exposition 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 1, 2012
(Thursday)**

10:30 a.m. – 12:00 p.m.

Salon 817

SESSION A Workplace Issues in Business Communication

Session Chair: **Randall Waller**, Baylor University

Any Such Thing as Confidentiality in the Workplace?

Carolyn Ashe, University of Houston-Downtown

Deloris M. Wanguri, University of Houston-Downtown

The Velvet Jungle: A Facet of the Velvet Ghetto

Bobbie G. Schnepf, Southeastern Louisiana University

Julie J. Nunenmacher, Southeastern Louisiana University

Communication and Knowledge of Religious Accommodation Policies

Patricia C. Borstorff Jacksonville State University

Louise J. Clark, Jacksonville State University

Kimber L. Arlington, Jacksonville State University

Communication Technologies: What is Really Being Used by Business Managers?

Susan E. Jennings, Stephen F. Austin State University

1:30 p.m. – 3:00 p.m.

Salon 817

SESSION A Presentation Design and Discussion

Session Chair: **Traci Austin**, Stephen F. Austin State University

Presentations in Online Business Communication Courses: Faculty and Student Perceptions

Marsha Bayless, Stephen F. Austin State University

Betty S. Johnson, Stephen F. Austin State University

Judith Biss, Stephen F. Austin State University

Sharpening Students' Presentation Skills through Experiential Learning: Junior Achievement Day at Benjamin Franklin Charter School, New Orleans, Louisiana

Kelly A. Grant, Tulane University

Ashley K. Nelson, Tulane University

Archangels of Private Equity: Exploring the Role of "Gift Exchange" Rituals in Investor Presentations

Michael C. Porter, University of St. Thomas

Beyond Beauty: On "Designing" for Business Presentation Success

Monica Santaella, Texas A & M University-Kingsville

Agustina A. Cavazos-Garza, Texas A & M University-Kingsville

Barbara R. Oates, Texas A & M University-Kingsville

**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**March 1, 2012
(Thursday)**

3:00 p.m. – 3:30 p.m.

Napoleon Exposition 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.*

3:30 p.m. – 5:00 p.m.

Salon 817

SESSION A ABC-SWUS Business Meeting

Presiding: **Margaret Kilcoyne**, ABC-SWUS President
Northwestern State University

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

5:30 p.m. – 7:00 p.m.

Napoleon Exposition Hall

FBD Meet and Greet Social

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

ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES

March 2, 2012
(Friday)

7:30 a.m. – 8:30 a.m.

Oak Alley

ABC-SWUS and ABIS Joint Breakfast

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

8:30 a.m. – 10:00 a.m.

Oak Alley

SESSION A Social and Electronic Media

Session Chair: **Teresa T. Sekine**, Purdue University

Online, Face-to-Face, or Hybrid? Thoughts on Electronic Course Delivery
Paul Sawyer, Southeastern Louisiana University

Technology and the Millennial Learner: Implications for Instruction
Lisa Gueldenzoph Snyder, North Carolina A & T State University

What's New in E-Textbooks?
Carol Lehman, Mississippi State University
Debbie D. DuFrene, Stephen F. Austin State University

Social Media: Should Business Schools Engage or Not Engage?
Ashley K. Nelson, Tulane University

10:00 a.m. – 10:30 a.m.

Napoleon Exposition Hall

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**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**March 2, 2012
(Friday)**

10:30 a.m. – 12:00 p.m.

Salon 817

SESSION A General Issues in Communication

Session Chair: **Kathryn O'Neill**, Sam Houston State University

Innovative Tools for Engaging Students in the Global Classroom

Joselina Cheng, University of Central Oklahoma

Business Communication in Context: Exploring Ways to Deepen Student Connections Between Classroom Concepts and the Real World

Amanda Helm, Xavier University of Louisiana

Beverly Andry, Xavier University of Louisiana

ACEing B-Comm: A Pilot Course in Service Learning

Lucia S. Sigmar, Sam Houston State University

Sanjay S. Mehta, Sam Houston State University

Designing and Teaching a Graduate Course in Fundraising Communication

Carolyn Meyer, Ryerson University

1:30 p.m. – 3:00 p.m.

Salon 817

SESSION A Business Communication Curricula

Session Chair: **Faridah Awang**, Eastern Kentucky University

Written and Oral Communication Skills: Accounting Employers' Perception of Skills Needed by Accounting Graduates

Margaret Kilcoyne, Northwestern State University

Brenda Hanson, Northwestern State University

Thomas Hanson, Northwestern State University

Begona Perez-Mira, Northwestern State University

Nat Briscoe, Northwestern State University

Sue Champion, Northwestern State University

Comparative Results of Two Studies: Communication Skills, Software, Needed by College of Business Majors and Courses Taught to Prepare Students for these Skills

Phyllis C. Bunn, Delta State University

Rebecca Hochradel, Delta State University

Measuring Attitudes Toward Writing Among Undergraduate Business Students

Traci Austin, Stephen F. Austin State University

Judi Biss, Stephen F. Austin State University

Carol Wright, Stephen F. Austin State University

Challenges in the Business Communication Classroom: Identifying Antecedents in the Relationship Between Reading and Writing

Ashley J. Bennington, Texas A & M University-Kingsville

Barbara R. Oates, Texas A & M University-Kingsville

**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**March 2, 2012
(Friday)**

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Napoleon Exposition Hall

FBD Coffee Break

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3:30 p.m. – 5:00 p.m.

Salon 817

SESSION A Lagniappe

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

Handwriting: What Place Does it Hold in a Technological Age?

Harold A. Hurry, Sam Houston State University

Valued Business Intelligence: A Case for Examining Senior Management Perceptions of Media vs. Interpersonal Information Sources

Michael Porter, University of St. Thomas

Corporate Consulting for Fun and Profit (Panel Discussion)

Geraldine E. Hynes, Sam Houston State University

Kathryn O'Neill, Sam Houston State University

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

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ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

**March 1, 2012
(Thursday)**

CONGRATULATIONS!

Recipient of the 2012 McGraw-Hill Distinguished Paper Award

Online Course Design – An Analysis of Student Feedback Related to Quality Matters™ Standards

Betty A. Kleen, Nicholls State University

Lori Soule, Nicholls State University

Recipient of the 2012 Federation of Business Disciplines Outstanding Educator Award

Marcel M. Robles, Eastern Kentucky University

8:30 a.m. – 10:00 a.m.

Salon 816

SESSION A Business Meeting and Distinguished Paper Presentation

Session Chair: **Roslyn Lisenby-Turner**, Southern Arkansas University Tech, ABIS President

Yearly Business Meeting: Old and New Business of ABIS

2012 McGraw-Hill Distinguished Paper Presentation

Online Course Design – An Analysis of Student Feedback Related to Quality Matters™ Standards

Betty A. Kleen, Nicholls State University

Lori Soule, Nicholls State University

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

**March 1, 2012
(Thursday)**

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

Napoleon Exposition 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.

Salon 816

SESSION A Addressing IT Issues in the Classroom

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

Appropriate Use of Portable Technology in Academic, Professional and Social Settings: A Preliminary Study

Karen Hardin, Cameron University

Kimberly L. Merritt, Oklahoma Christian University

Business Practices and Procedures Regarding Smartphone Security

Michael York, BBA Student, Stephen F. Austin State University

Courtney Short, MBA Student, Stephen F. Austin State University

Ann Wilson, Stephen F. Austin State University

A Dozen Useful Websites for Educators

Marcel Robles, Eastern Kentucky University

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 1, 2012
(Thursday)

1:30 p.m. – 3:00 p.m.

Salon 816

SESSION A Investigating Security and Legal Issues in IT

Session Chair: **Beverly Oswald**, University of Central Arkansas

Self-disclosure vs. Privacy in the Context of Online Social Networking – A Theoretical Review and Integrative Analysis

Zie Zhang, Midwestern State University

Xin Luo, The University of New Mexico

Legal Issues Surrounding Cloud Computing

Robert B. Mitchell, University of Arkansas at Little Rock

Are We Communicating or Instilling Trust Among our Stakeholders: An Examination of Post-Secondary Education Institutions Websites' Privacy Policy

Begona Perez-Mira, Northwestern State University

Margaret S. Kilcoyne, Northwestern State University

Brenda Hanson, Northwestern State University

Thomas Hanson, Northwestern State University

Charlie Penrod, Northwestern State University

Phil Habig, Northwestern State University

Sue Champion, Northwestern State University

3:00 p.m. – 3:30 p.m.

Napoleon Exposition Hall

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ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

**March 1, 2012
(Thursday)**

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

Salon 816

SESSION A Updating Your Information Technology Program

Session Chair: **Carla Barber**, University of Central Arkansas

A 2011 Course Syllabi Review of Introductory Computer Courses Required in Colleges of Business in the Southwestern Region of the U. S.

Betty A. Kleen, Nicholls State University

Sherry Rodrigue, Nicholls State University

Ronnie Fanguy, Nicholls State University

Comparative Results of Two Studies: New Technological and Social Media Needed by College of Business Majors and Courses Taught to Prepare Students for These Skills

Phyllis C. Bunn, Delta State University

Rebecca Hochradel, Delta State University

Help! My Students Failed a Problem-Solving Objective!

Daniel D. Friesen, University of North Texas at Dallas

Project Activities for Preparing Business Information Systems Educators

Randall McCoy, Morehead State University

5:30 p.m. – 7:00 p.m.

Napoleon Exposition Hall

FBD Meet and Greet Social

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

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 2, 2012
(Friday)

7:30 a.m. – 8:30 a.m.

Oak Alley

ABIS and ABC-SWUS Joint Breakfast

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

8:30 a.m. - 10:00 a.m. -- **Meet with ABC-SWUS**

Oak Alley

SESSION A Social and Electronic Media

Session Chair: **Teresa T. Sekine**, Purdue University

Online, Face-to-Face, or Hybrid? Thoughts on Electronic Course Delivery
Paul Sawyer, Southeastern Louisiana University

Technology and the Millennial Learner: Implications for Instruction
Lisa Gueldenzoph Snyder, North Carolina A & T State University

What's New in E-Textbooks?
Carol Lehman, Mississippi State University
Debbie D. DuFrene, Stephen F. Austin State University

Social Media: Should Business Schools Engage or Not Engage?
Ashley K. Nelson, Tulane University

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

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ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 2, 2012
(Friday)

10:30 a.m. – 12:00 p.m.

Salon 816

SESSION A **Building Pedagogical Solutions**

Session Chair: **Daniel Friesen**, University of North Texas at Dallas

Letting Go of My Legos: Engaging Students in Online Instruction

Matthew D. Lindsey, Stephen F. Austin State University

Betty S. Johnson, Stephen F. Austin State University

Your IS Classroom: Your Critical Questions that Lead to Students' Critical Thinking

Jim Larsgaard, Eastern Kentucky University

Strategies for Facilitating Successful Group Interaction in Online Courses

Kimberly L. Merritt, Oklahoma Christian University

Mike Estep, Cameron University

K. David Smith, Cameron University

Personal Technology: To Ban or Not to Ban? Is There a Balance?

Marsha Bayless, Stephen F. Austin State University

Timothy Clipson, Stephen F. Austin State University

Ann Wilson, Stephen F. Austin State University

1:30 p.m. – 3:00 p.m.

Salon 816

SESSION A **Coordinating Trends in IT Use**

Session Chair **Kimberly Merritt**, Oklahoma Christian University

HTML5: A Response to Markup Madness in the Wide World of Web Development

Carla J. Barber, University of Central Arkansas

Beverly Oswalt, University of Central Arkansas

Lea Anne Smith, University of Central Arkansas

A Review of Knowledge Management Techniques for Crisis and Relief Management

Jeffrey Babb, West Texas A&M University

Sumana Sharma, Information Systems Research Institute

Doing an About Face on Facebook Use?

Susan Evans Jennings, Stephen F. Austin State University

An Innovative Solution for building Digital Forensics Skills

Joselina Cheng, University of Central Oklahoma

Michelle Hepner, University of Central Oklahoma

ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

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Congratulations!

Recipient of the 2012 McGraw-Hill Distinguished Paper Award

Creating Sustainable Competitive Advantage in Marketing

Change And Stability Management As A Source Of Competitive Advantage For Organizations

Jorge Humberto Mejia, Autonomous Technological Institute of Mexico

Recipient of the 2012 Federation of Business Disciplines Outstanding Educator Award

Maxwell Hsu, University of Wisconsin-Whitewater

ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

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Assurance of Learning - Nancy Albers-Miller

Pharmaceutical & Healthcare Marketing - Ashish Chandra

Global & Cross-Cultural Marketing - Gordon Mosley

New Media, Advertising & Marketing Communications - Sharon Thach

Not-For-Profit Marketing & Social Marketing - Maxwell Hsu

Marketing Research - Sanjay Mehta

B-To-B & New Product Development - Prashant Srivastava

Arts And Music Marketing - Clyde Rolston

Marketing Strategy & Entrepreneurship - John Newbold

Consumer Behavior & Customer Relationship Management - Vivek S. Natarajan, Kishwar Joonas

Marketing Education - Renee Gravois Lee, Nacef Mouri

Experiential & Service Learning - Patrick D. “Pat” Fountain, Lynn Murray

Personal Selling & Sales Management - Michael Pass

Retailing & Services Marketing - Ramaprasad Unni

Ethics, Legal & Public Policy - John C. Knapp

Student Papers - Nancy Albers-Miller

Logistics & Supply Chain Management (Idea Academic & Practitioner Tracks) - Bimal Nepal, Ismail Capar

Creating Sustainable Competitive Advantage in Marketing- Silvia L. Martin

Technology Transfer & Commercialization - Kimball P. Marshall

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

CONGRATULATIONS!

BEST OF TRACK PAPER AWARD WINNERS

Advertising and Personal Selling

*The Moderating Effects Of Consumer Involvement, Concern About Air Pollution, And Materialism
On Consumer Decision-Making For A Hybrid Automobile: A Retail Advertising Analysis*

William T. Neese, Nicholls State University

Monica J. Favia, Bloomsburg University

Creating Sustainable Competitive Advantage in Marketing

Change And Stability Management As A Source Of Competitive Advantage For Organizations

Jorge Humberto Mejia, Autonomous Technological Institute of Mexico

Logistics and Supply Chain Management

Crisis management among Industrial Distributors: Scale development, analysis and insights

Arunachalam Narayanan, Texas A&M University

Daniel F. Jennings, Texas A&M University

Ismail Capar, Texas A&M University,

Malini Natarajarithinam, Texas A&M University

Marketing Strategy & Entrepreneurship

A Conceptual Foundation for New Technology Business Firms to Adopt a Marketing Orientation

Sandra Potter, Bryant University

Pharmaceutical & Healthcare Marketing

Evaluating an Innovative Approach in Patient-Centric Care: The Laborist Model

Asoke Dey, The University of Akron

Jessica Clemons, The University of Akron

Retailing & Services Marketing

Understanding The Impact Of Product Return Policies On Consumers

Lynn C. Dailey, Capital University

M. Ali Ülkü, Capital University

Technology Transfer & Commercialization

The “E” In “Eservice Learning”

Sue Y. McGorry, DeSales University

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 1, 2012
(Thursday)

8:30 a.m. – 10:00 a.m.

Borgne

SESSION A Advertising and Personal Selling

Session Chair: **Sharon Thach**, Tennessee State University

Brand Development And Management In The Bed And Breakfast Industry
Grant Aguirre, New Mexico State University

The Moderating Effects Of Consumer Involvement, Concern About Air Pollution, And Materialism On Consumer Decision-Making For A Hybrid Automobile: A Retail Advertising Analysis
William T. Neese, Nicholls State University
Monica J. Favia, Bloomsburg University

U.S. Advertising In WWI And WWII
Tom Smith, Texas Wesleyan University
Sandra Hile Hart, Texas Wesleyan University

Outsourcing The Sales Function: The Influence Of Communication And Customer Orientation
Michael W. Pass, Sam Houston State University

8:30 a.m. – 10:00 a.m.

Southdown

SESSION B Student Papers I

Session Chair: **Nancy D. Albers-Miller**, Berry College

The Perception Of Consumers In Relation To How A Corporation Makes A Contribution
Tricia Staudenmaier, Berry College
Nancy D. Albers-Miller, Berry College

Eagle Scout: Long-Term Career And Personal Impacts
Nancy D. Albers-Miller, Berry College
Travis D. Miller, Rome, GA

Eco-Friendly Marketing In The Cosmetics Industry
Alisha Dosani, Berry College
Nancy D. Albers-Miller, Berry College

Food Deserts: Consumer Behavior Decisions Associated With The Selection Of Healthy Food Alternatives
Ari Mincey, Berry College
Nancy D. Albers-Miller, Berry College

Divorce, Who Initiates It, And The Effect It Has On Future Relationships
Caroline E. Tait, Berry College
Nancy D. Albers-Miller, Berry College

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 1, 2012
(Thursday)

8:30 a.m. – 10:00 a.m.

Maurepas

SESSION C Consumer Behavior

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

An Introductory Study Of The Relationship Between Materialism And Social Media

David K. Amponsah, Troy University

Ingyu Lee, Troy University

Gordon Mosley, Troy University

Understanding Shopping Preferences of Teen Consumers: An Analysis of Fashion Interest and Patronage Behavior

Anna A. Magie, Texas Woman's University

Deborah D. Young, Texas Woman's University

Self-regulatory Focus: The Impact on Long-term Consumer Compliance Behavior **Stephanie Dellande**, Menlo College

Prashanth Nyer, Chapman University

10:00 a.m. – 10:30 a.m.

Napoleon Exposition Hall

FBD COFFEE BREAK

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**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 1, 2012
(Thursday)**

10:30 a.m. – 12:00 p.m.

Maurepas

SESSION A Healthcare Marketing

Session Chair: **Ashish Chandra**, University of Houston- Clearlake

Obesity: A Social Marketing Approach

Dennis Emmett, Marshall University

Ashish Chandra, University of Houston-Clear Lake

Evaluating an Innovative Approach in Patient-Centric Care: The Laborist Model

Asoke Dey, The University of Akron

Jessica Clemons, The University of Akron

What do Health Care Administration Faculty Think about their IRBs? An Empirical Investigation

David P. Paul, Monmouth University

Ashish Chandra, University of Houston-Clear Lake

10:30 a.m. – 12:00 p.m.

Southdown

SESSION B Marketing Education and Service Learning

Session Chair: **Nacef Mouri**, George Mason University

Marketing Majors' Attitudes Toward Education

Sandra McKay, Southeastern Louisiana University

Jeff W. Totten, McNeese State University

Marketing Marketing Textbooks

Kristen M. Maceli, Pittsburg State University

Donald Baack, Pittsburg State University

Determinants Of Successfully Marketing Study Abroad Programs

Vaidotas Lukosius, Tennessee State University

Breaking Down The Silos: Combining Management And Marketing Experiential Learning Classes

Dan Horne, Providence College

Tom King, Providence College

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 1, 2012
(Thursday)**

10:30 a.m. – 12:00 p.m.

Salon 828

SESSION C Marketing Strategy and Entrepreneurship

Session Chair: **John Newbold**, Sam Houston State University

Student Incubators: New Aspects on Entrepreneurship

Monica Santella, Texas A & M University-Kingsville

Barbara R. Oates, Texas A & M University-Kingsville

Ruth Chaterlain-Jardon, Ruth Chaterlain-Jardon

A Conceptual Foundation for New Technology Business Firms to Adopt a Marketing Orientation

Sandra Potter, Bryant University

The Effect of Declining Lead Times on first Mover Advantage: A Twenty Year Empirical Study of New Product Announcements

Michael Polletti, Fayetteville State University

Mary Beth Hogan, Fayetteville State University

Howard Ling, University of North Carolina - Pembroke

1:30 p.m. – 3:00 p.m.

Borgne

SESSION A Ethics, Legal and Public Policy

Session Chair: **John Knapp**, Samford University

Post-Secondary Education Institutions Websites' Privacy Policies - Is Our Content Missing The Mark?

Begoña Pérez-Mira, Northwestern State University

Margaret S. Kilcoyne, Northwestern State University

Brenda Hanson, Northwestern State University,

Thomas Hanson, Northwestern State University

The Role Of Social Marketing And Social Media In Cultural Adaptation: Implications For The Marketing Ethic

Joseph Stasio, Merrimack College

Constructing Service Ethic - Consequence - Value Chains To Develop Effective Internal And External Marketing Strategies

Chin-Feng Lin, National Pingtung Institute of Commerce

Yu-Lin Lo, National Pingtung Institute of Commerce

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 1, 2012
(Thursday)**

1:30 p.m. – 3:00 p.m.

Maurepas

SESSION B Roundtable Discussion I: Study Abroad Programs

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

Presenters: **Tará Burnthorne Lopez**, Southeastern Louisiana University
 Mike Budden, Southeastern Louisiana University
 Rusty Juban, Southeastern Louisiana University
 Mike Jones, Southeastern Louisiana University
 Russell McKenzie, Southeastern Louisiana University

3:00 p.m. – 3:30 p.m.

Napoleon Exposition 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.

3:30 p.m. – 5:00 p.m.

Cornet

SESSION A Technology Transfer: Preparing the Marketplace

Session Chair: **William S. Piper**, Alcorn State University

The Nexus Needs Of Technology Transfer And Commercialization: The Troubled Case Of the Solar Energy Industry

Kimball P. Marshall, Alcorn State University
Yashasvi Redd Patlolla, Alcorn State University

A Nexus For Technology Transfer And Commercialization: A Marketing Emphasis Approach

William S. Piper, Alcorn State University
Zulfiquar Dogar, Alcorn State University

Challenges And Barriers For Small Business Success

Daryush Ila, Fayetteville State University

Toward A Philosophy Of Technology

William Kilbourne, Clemson University

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 1, 2012
(Thursday)

3:30 p.m. – 5:00 p.m.

Borgne

SESSION B Services Marketing and Retailing

Session Chair: **Ramaprasad Unni**, Tennessee State University

Smarter Escalation Of Technical Support Calls

Randy Ryker, Nicholls State University

R. Charles Viosca, Jr., Nicholls State University

K. Chris Cox, Indiana University Southeast

Understanding The Impact Of Product Return Policies On Consumers

Lynn C. Dailey, Capital University

M. Ali Ülkü, Capital University

Attitudes Toward Donations Of Used Clothing - Implications For Thrift Stores

Ramaprasad Unni, Tennessee State University

Julie Roberts, Tennessee State University

3:30 p.m. – 5:00 p.m.

Maurepas

SESSION C Special Session: Great Assignments and Teaching Ideas

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

Marketing Assignments That Work: An In-Class Sales Competition With A Local Employer

Julie Haworth, University of Texas at Dallas

Critical Thinking In Marketing: Using In-Class Debates

Sanjay S. Mehta, Sam Houston State University

“Thinking” Assignments to Motivate “Thinking”

Renée Gravois Lee, Sam Houston State University

Carroll Ferguson Nardone, Sam Houston State University

Approaches in Teaching Research at the Undergraduate Level: From Didactic to Experiential

Russ Henley, The University of West Alabama

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 1, 2012
(Thursday)

3:30 p.m. – 5:00 p.m.

Edgewood B

SESSION D Student Papers II

Session Chair: **Nancy D. Albers-Miller**, Berry College

Service Responsiveness And Customer Satisfaction In The Banking Industry

Sara Lujan, Sam Houston State University

Irfan Ahmed, Sam Houston State University

A Relationship Between Cultural Impact And Influence Of Social Media Marketing On Consumer

Ye Eun An, Berry College

Nancy D. Albers-Miller, Berry College

Standardized Nutrition Labels: The Impact On Consumer Comprehension

Cailtyn A. Miller, Berry College

Nancy D. Albers-Miller, Berry College

The Role Of Celebrity Spokespersons In Brand Community Leadership

Ryan B. Gambrell, Berry College

Jon Littlefield, Berry College

Importance Of Qualifications Within Particular Golf Industries: A Comparison Of Becoming A Golf Course Pro And Graduate Assistant College Coach

John C. Hall, Berry College

Nancy D. Albers-Miller, Berry College

5:30 p.m. – 7:00 p.m.

Napoleon Exposition Hall

FBD Meet and Greet Social

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

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 2, 2012
(Friday)

7:30 a.m. – 8:30 a.m.

Borgne

ACME Coffee and Pastries

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

8:30 a.m. – 10:00 a.m.

Borgne

SESSION A Logistics and Supply Chain Management

Session Chair: **Manoj Vanajakumari**, Texas A&M University

The Solar Supply Chain And Market Driver Analysis

Nicholas Martinez, Texas A&M University

Krishna Patwari, Texas A&M University

Logistics In The Oil And Gas Industry

Cristina Herrera, Texas A&M University

Krishna Patwari, Texas A&M University

Coordination In Multi-Player Environment

Himanshu Thapa, Texas A&M University

U.V. Manoj, Texas A&M University

Global Sourcing – Procurement During An Economic Crisis

Lauren Rosenkraz, Texas A&M University

Bimal Nepal, Texas A&M University

8:30 a.m. – 10:00 a.m.

Maurpas

SESSION B Qualtrics Workshop

Session Chairs: **Vaidotas Lukosius**, Tennessee State University
 Ramaprasad Unni, Tennessee State University

Presenter: **Bryce Winkelman**, Qualtrics

In this virtual workshop, attendees will become familiar with Qualtrics survey platform, the basics of building survey , launching it, gathering data and presenting results. To get the most out of this workshop, bring your own laptop!

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 2, 2012
(Friday)

8:30 a.m. – 10:00 a.m.

Southdown

SESSION C Creating Sustainable Competitive Advantage in Marketing: IT Perspectives

Session Chair: **Sylvie Lozano**, Lynchburg College

*I.T. Small Business Competing In A Highly Concentrated Environment: Going Back To Marketing Basics
In The U.S. Aerospace Industry*

Hector Gomez MacFarland, Technological Institute of Superior Studies of Monterrey

Marketing Program Creativity In High Technology Ventures

Silvia L. Martin, Lynchburg College

Joe Turek, Lynchburg College

A Competitive Advantage Through It/Business Alignment,

Mauricio Corona, La Salle University, Mexico City

10:00 a.m. – 10:30 a.m.

Napoleon Exposition 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.

Borgne

SESSION A Logistics and Supply Chain Management: Industry Practices

Session Chair: **Bimal Nepal**, Texas A&M University

Best Practices In Distribution And Logistics: Womack Machine Supply

Brad Vance, Womack Machine Supply

Best Practices In Distribution And Logistics: Wilson Supply

Tony Glynn, Wilson Supply, A Schlumberger Company

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 2, 2012
(Friday)

10:30 a.m. – 12:00 p.m.

Maurepas

SESSION B Special Topics in Marketing

Session Chair: **Clyde Philip Rolston**, Belmont University

Cd Or Not Cd: The Media Preferences Of Classical Music Consumers

John Cicala, Texas A&M University – Kingsville

Valerie L. Bartelt, Texas A&M University – Kingsville

Factors Contributing To A Successful Debut Album: A Regression Analysis

Clyde Philip Rolston, Belmont University

Terry Tompkins, Drexel University

Marietta Velikova, Belmont University

Imperative For Green Marketing In India: A Conceptual Research Of Beliefs And Attitudes Of Business Students

Kishwar Joonas, Prairie View A&M University

Vivek S. Natarajan, Lamar University

Exploring The Similarity Of Cognitive Variables To Understand The Perception Gap Between Sellers And Consumers

Chin-Feng Lin, National Pingtung Institute of Commerce, Taiwan

10:30 a.m. – 12:00 p.m.

Southdown

SESSION C Roundtable Discussion II: Study Abroad Programs

Session Chair: **Vaidotas Lukosius**, Tennessee State University

Presenters: **Vaidotas Lukosius**, Tennessee State University
 Pamela L. Mickelson, Morningside College
 Nancy D. Miller, Berry College
 Barbara Oates, Texas A&M University-Kingsville.
 Troy Festervand, Middle Tennessee State University

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 2, 2012
(Friday)**

12:00 p.m. – 1:15 p.m.

Nottoway

ACME Luncheon and Business Meeting

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

**This event is open ONLY to ACME Members and invited guests. Others will be charged \$50.
Check should be made out to Association of Collegiate Marketing Educators.**

1:30 p.m. – 3:00 p.m.

Borgne

SESSION A Logistics and Supply Chain Management: Workshops

Session Chair: **Ismail Capar**, Texas A&M University

In-Season Transshipments

Metin Cakanyildirim, University of Texas at Dallas

Using An Open-Source ERP To Teach Business Process Integration

Minh Huynh, Southeastern Louisiana University

Nilish Chitrakar, Southeastern Louisiana University

1:30 p.m. – 3:00 p.m.

Maurepas

SESSION B Technology Transfer: Unanticipated Applications

Session Chair: **Kimball P. Marshall**, Alcorn State University

"Mapping" Charitable Gaming In Kentucky: An Exploratory Analysis Using GIS

Janet M. Ratliff, Morehead State University

Michelle B. Kunz, Morehead State University

The Challenges Facing Salespeople When Introducing New Technologies

John Barnes, SUNY- Institute of Technology

The "E" In "Eservice Learning"

Sue Y. McGorry, DeSales University

Consumer Reaction To Business Firms' Responses To New Technologies In Communications: Emails Of Praise And Complaint

Michael M. Pearson, Loyola University New Orleans

Thomas M. Hickman, Loyola University New Orleans

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 2, 2012
(Friday)**

1:30 p.m. – 3:00 p.m.

Southdown

SESSION C Special Panel Session: Issues in Accreditation and Assessment

Session Chair: **Prashant Srivastava**, University of Akron

Presenters: **Sharon Thach**, Tennessee State University
 Nancy D. Albers-Miller, Berry College

1:30 p.m. – 3:00 p.m.

Bayside A

WORKSHOP: **Advances in Online Teaching**

Trainers:

Gopala Ganesh, University of North Texas
Kishwar Joonas, Prairie View A&M University
Vivek Natarajan, Lamar University

Workshop Description:

The Workshop covers in great detail, the experience of carrying out a semester-long Online market research project in the MBA market research class. In addition, major issues related to Hybrid and Online Marketing courses at the graduate as well as undergraduate level including Service-Learning projects will be discussed.

3:00 p.m. – 3:30 p.m.

Napoleon Exposition 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.*

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 2, 2012
(Friday)**

3:30 p.m. – 5:00 p.m.

Borgne

SESSION A Creating Sustainable Competitive Advantage in Marketing

Session Chair: **Sylvie Lozano**, Lynchburg College

Change And Stability Management As A Source Of Competitive Advantage For Organizations
Jorge Humberto Mejia, Autonomous Technological Institute of Mexico

Developing Sustainable International Entrepreneurial Ventures: The Case Of Mexican Culinary Art In France
Fernanda Arreola, Fundação Getulio Vargas, Sao Paulo, Brazil

NPD Project Portfolio, Environment, And Performance
Prashant Srivastava, University of Akron
Asoke Dey, University of Akron
Desale Habtzghi, University of Akron
Gary L. Frankwick, University of Texas at El Paso

3:30 p.m. – 5:00 p.m.

Southdown

SESSION B Logistics and Supply Chain Management

Session Chair: **Minh Huynh**, Southeastern Louisiana University

Supplier Stratification Management: Cases From Industry
Xiaoming Li, Tennessee State University
Festus Olorunniwo, Tennessee State University
Joel Jolayemi, Tennessee State University
Chunxing Fan, Tennessee State University
William Krechel, Boeing Research and Technology

Crisis management among Industrial Distributors: Scale development, analysis and insights
Arunachalam Narayanan, Texas A&M University
Daniel F. Jennings, Texas A&M University
Ismail Capar, Texas A&M University,
Malini Natarajarathinam, Texas A&M University

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 2, 2012
(Friday)

3:30 p.m. – 5:00 p.m.

NAPOLEON B-1

SESSION C Student Papers III

Session Chair: **Nancy D. Albers-Miller**, Berry College

Perceived Product Freshness: Exploring Consumers' Negative Reactions To Self-Touched Products
Devdeep Maity, Oklahoma State University

Search: An Expense Or An Experience? Exploring The Impact Of Search On Product Return Intentions
Devdeep Maity, Oklahoma State University

Status Is Everything: How Facebook Statuses Used By Business Pages Affect Purchase Intention And Consumer Attitudes

Megan C. Uebersax, Berry College

Nancy D. Albers-Miller, Berry College

Consumer Behavior Research: Change In Consumption Behavior In The Fashion Market From High School To College

Nikki N. Taylor, Berry College

Nancy D. Albers-Miller, Berry College

New Guitar Consumers: Inexperienced Consumers Lack Experience Correlating To Interpersonal Interactions

Alex Willoughby, Berry College

Nancy D. Albers-Miller, Berry College

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

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SOUTHWEST REGION**

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Quantitative Methods & Quality:	Francis Kofi Andoh-Baidoo , U of Texas Pan American
Student Track:	Nalini Govindarajulu , Creighton University
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**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

2012 SPECIAL EVENTS

WORKSHOPS & PANELS

Making Money with Windows Phone Development **Wed Feb 29, 2012, 1:00-5:00 p.m.**
Dr. Bradley K. Jensen, Principal Academic Relationship Manager, Microsoft
Aaron Rothberg, Microsoft Student Partner

Data Analytics- Industry Speaks **Thurs Mar 1, 2012, 10:30 a.m.-12:00 p.m.**
Dr Jie Cheng, VP, Global Analytics and Consumer Insights, Acxiom
Steven Lamey, ISD Supply Chain and E-Commerce Manager, Walmart
Dr. Bradley Jensen, Principal Academic Relationship Manager, Microsoft
Alex McLeod, Program Manager, University Alliances US Central Region, SAP

Decision Making Using Business Analytics Tools (Microsoft, SAP, IBM, Teradata, & SAS) to Analyze Real-World Enterprise System Datasets (Sam's Club, Dillard's, Tyson Foods, WalMart)

Thurs Mar 1, 2012, 1:30-3:00 p.m.
Janet Bailey, University of Arkansas at Little Rock
David Douglas, University of Arkansas
Bradley K. Jensen, Microsoft
Jerry Oglesby, SAS

PAPERS & MEETINGS

SWDSI 2012 Business Meeting, **Thurs, March 1, 2012 3:30 p.m. - 5:00 p.m.**

Over one hundred and twenty paper presentations sessions scheduled: Thursday, February 29, and Friday, March 1, 2012 from 8:30 a.m. to 5:00 p.m. daily, and on Saturday, March 3, 2012, from 8:30 a.m. to 12:00 a.m.

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

CONGRATULATIONS!!!

**RECIPIENT OF THE
2012 FEDERATION OF BUSINESS DISCIPLINES OUTSTANDING EDUCATOR AWARD**

Kai Koong
University of Texas at Pan American

RECIPIENT OF THE 2012 MCGRAW-HILL DISTINGUISHED PAPER AWARD

The Impact of Culture, Gender, and Age on Employee Perceptions of Individual and Organizational Commitment to the Green Movement

Lillian Y. Fok
University of New Orleans

Susan M. L. Zee
Southeastern Louisiana University

Daisy Fok
University of Southern California

Sandra J. Hartman
University of New Orleans

**RECIPIENT OF THE 2012
ALPHA IOTA DELTA INNOVATIVE EDUCATION PAPER AWARD**

The Integration of Portable Technology to Enhance Lifelong Learning Skills

Nick-Naser Manochchri
Qatar University

Nicolas Gromik
Qatar University

Swee Liang Aw
Qatar University

RECIPIENT OF THE 2012 BEST STUDENT PAPER AWARDS

User Acceptance of Social Networking: Employees' Perspective

Murad Moqbel
Texas A&M International University

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

February 29, 2012
(Wednesday)

1:00 p.m. – 5:00 p.m.

Oak Alley

Making Money with Windows Phone Development

Presenters: **Bradley K. Jensen,**
Principal Academic Relationship Manager, Microsoft Corporation
Aaron Rothberg,
Microsoft Student Partner, University of Arkansas at Little Rock

Want to get students interested in coding or perhaps just recruit them for your major? An informal poll showed 75% of students are interested in learning how to write applications for their mobile devices. Why not use this interest to get them hooked on a technology degree and provide them a way to supplement their income at the same time? This hands-on workshop will take attendees through the process of creating a Phone 7 application ready for deployment to the Marketplace. Provided classroom-ready instructions can be used stand-alone in an introductory class or as a first assignment in a mobile-development class. Links to free downloadable development ebooks and information on Microsoft support for mobile-development coursework will be provided.

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

**March 1, 2012
(Thursday)**

8:30 a.m. – 10:00 a.m.

Crescent Board Room

MEETING: **Officers and Directors Meeting**

Presiding: **Roderick Posey,** University of Arkansas

Agenda: Officer's Reports

Old Business – Various Committee Reports

New Business – To be Determined

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 1, 2012
(Thursday)

8:30 a.m. – 10:00 a.m.

NAPOLEON B-1

SESSION A MANAGEMENT INFORMATION SYSTEMS – I

Session Chair: **Daniel Peak**

Information Systems as a Reference Discipline for Visual Design

Daniel Peak, University of North Texas

Victor Prybutok, University of North Texas

Michael Gibson, University of Houston

Chenyan Xu, University of North Texas

Information Technology Credential Value – from the Perspective of Industry Employers

David Wierschem, Texas State University-San Marcos

Guoying Zhang, Midwestern State University

Charles Johnston, Midwestern State University

Innovation's Role as a Boundary Between Cognitive Schemas

Sameer Dutta, Grambling State University

8:30 a.m. – 10:00 a.m.

NAPOLEON A-3

SESSION B E-COMMERCE – I

Session Chair: **Lu, June**

An Empirical Investigation of Online Word-of-Mouth Dynamics in Different Online Communities

Li Qin, Fairleigh Dickinson University

Does Social Presence On E-Commerce Web Sites Influence The Initial Trust Of Asian Online Shoppers?

Quy Dang, Texas A&M University – Corpus Christi

Robert Cutshall, Texas A&M University – Corpus Christi

Mobile Commerce in the Eyes of Mobile Users

June Lu, University of Houston-Victoria

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 1, 2012
(Thursday)

8:30 a.m. – 10:00 a.m.

Cornet

SESSION C DSS/EXPERT SYSTEMS/KNOWLEDGE MANAGEMENT – I

Session Chair: **Joyce Jackson**

A Study on the Comparative Advantages Of Concept Map Construction and Self-Explanation

Sungwoo Cho, Korea Telecom

Mun Yi, Korea Advanced Institute of Science & Technology

Joyce Jackson, University of Texas - Pan American

Effects of Changes In VND-Dollar Exchange Rate on Exports, Imports, and Trade Balance: Evidence From Vietnam.

Banamber Mishra, McNeese State University

Matiur Rahman, McNeese State University

Tracking the Eye to Uncover Unconscious Preference

Abhishek Dalvi, University of Houston

Michael Gibson, University of Houston

Bhavin Sheth, University of Houston

Robert Zant, University of Houston

8:30 a.m. – 10:00 a.m.

SALON 820

SESSION D ONLINE LEARNING – I

Session Chair: **James Wilbanks**

E-Mentoring: Examining the Feasibility of Electronic, Online, or Distance Mentoring

James Wilbanks, University of Arkansas at Little Rock

Hybrid Approach for Automatic Short Answer Marking

Shaha Alotaibi, Princess Nora Bint Abdul Rahman University

Abdulrahman Mirza, King Saud University

Student Podcast Adoption: An Empirical Study

Mohammad I. Merhi, University of Texas Pan American

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 1, 2012
(Thursday)

8:30 a.m. – 10:00 a.m.

SALON 821

SESSION E ENTREPRENEURSHIP & FINANCE - I

Session Chair: **Sid Ewer**

An Examination of the Financial Results of the Consolidated Financial Reports of the United Government for the Fiscal Years 1995 Through 2010

Sid Ewer, Missouri State University

Going Backwards: Would a Mexican Company Relocate to the U.S and Even Export to China?

Sergio Palacios, Transnational Minds

The Impact of Metacognition and Cultural Value on Entrepreneurial Orientation

Young Sik Cho, University of Texas - Pan American

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

Napoleon Exposition 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.

NAPOLEON B-1

SESSION A INNOVATIVE EDUCATION – I

Session Chair: **James Parrish**

Cloud Computing: Should We Use It, Teach It, Or Let It Drift Away?

Jim Larsgaard, Eastern Kentucky University

Graduate Student Retention Modeling In A Large Public University

Chao Wen, chao.wen@unt.edu University of North Texas

James Meernik, University of North Texas

Victor Prybutok, University of North Texas

The Imagine Cup Software Development Invitational: Implications For Use In The IS Capstone Course

James Parrish, Nova Southeastern University

Janet Bailey, University of Arkansas at Little Rock

Bradley Jensen, Microsoft

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 1, 2012
(Thursday)

10:30 a.m. – 12:00 p.m.

Cornet

SESSION B EMTREPRENEURSHIP AND FINANCE - II

Session Chair: **Mohammed Safa**

AIG's Announcements, Fed's Innovation, Contagion and Systemic Risk in the Financial Industry

Mohammad F. Safa, University of New Orleans

M. Kabir Hassan, University of New Orleans

Neal C. Maroney, University of New Orleans

LP Product-Mix Models Including Financing Costs

Dennis Togo, University of New Mexico

*Reform of Consumer Credit Protection: An Examination of The Credit Card Accountability
Responsibility and Disclosure Act of 2009*

S. Keith Lowe, Jacksonville State University

10:30 a.m. – 12:00 p.m.

SALON 820

SESSION C INTERNATIONAL BUSINESS- I

Session Chair: **Taichiro Sahara**

A Case of the Bangalore Machine Tool Equipment Industry

Dn Murthy, University of Washington

Mohammed Khurram Bhutta, Ohio University

Adnan Omar, SUNO New Orleans

A Research on International Tourism In Japan - Cultivating Inbound Tourism

Taichiro Sahara, Senshu University

Do Improved Accounting Rules in Korea Deter Earning Management?

B. Brian Lee, Prairie View A&M University

Dong Wuk Kim, Jeju National University, Korea

Michael Lacina, University of Houston – Clear Lake

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 1, 2012
(Thursday)

10:30 a.m. – 12:00 p.m.

SALON 821

SESSION D MANAGEMENT INFORMATION SYSTEMS - II

Session Chair: **Summer Bartczak**

Green IT/IS Education and Training an Assessment of Curriculum Content

Summer Bartczak, University of Central Arkansas

Ellen England, University of Central Arkansas

Level of SNS Use: Effect of Perceived Risk and Benefit

Gina Harden, Univ of north Texas

Alaa Al Beayez, University of North Texas

Anna Sidorova, University of North Texas

Surviving the Tides: The Need for Effective Program Accreditation for Information Systems Programs

Amjad Abdullat, West Texas A&M University

Jeff Babb, West Texas A&M University

10:30 a.m. – 12:00 p.m.

SALON 824

SESSION E INFORMATION SECUTIRTY & PRIVACY - I

Session Chair: **Francis Andoh-Baidoo**

A Framework to Analyze Intrusion Detection Systems in Academic Institutions

Tanus Sacin, University of Houston

Edward Crowley, University of Houston

Cheryl Willis, University of Houston

Michael Gibson, University of Houston

Password Security: Exploring Factors that Influence Good Password Practices

Troy Touchette, San Antonio College

Barbara Hewitt, Texas A&M University-San Antonio

Mark Huson, Texas A&M University-San Antonio

Understanding the Impact of Internet Security Breach on Market Value: Management Deterrence Policies Perspective

Francis Andoh-Baidoo, University of Texas-Pan American

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 1, 2012
(Thursday)

10:30 a.m. – 12:00 p.m.

SALON 829

SESSION F BUSINESS ENVIRONMENT, LAW, ETHICS & CROSS CULTURAL STUDIES- I

Session Chair: **Lillian Fok**

Exploring The Impact of IT on Learning and Teaching Styles: A Cross Cultural Study

Khaled Alshare, Qatar University

Peggy Lane, Emporia State University

Does Pretty Matter? An Exploratory Study of Beauty and Roles Assigned to Workers in the Hospitality Industry.

Gary Poe, Grambling State University

Berkita Bradford, Grambling State University

The Impact of Culture, Gender, and Age on Employee Perceptions of Individual and Organizational Commitment to The Green Movement

Lillian Fok, University of New Orleans

Susan Zee, Southeastern Louisiana University

Daisy Fok, University of Southern California

Sandra Hartman, University of New Orleans

1:30 p.m. – 3:00 p.m.

NAPOLEON B-1

SESSION A E-GOVERNMENT/NON-PROFIT- I

Session Chair: **Jim Courtney**

Creating Singerian Inquiring Organizations Through Employee Empowerment

Jim Courtney, Louisiana Tech University

Kristen Brewer, Eastern Kentucky University

Bryan Fuller, Louisiana Tech University

Public Privatization: An Examination Of Reinventing Government On Organizational Climate And Job Satisfaction

Somporn Khunwishit, University of North Texas

Josh Daspit, University of North Texas

Web-Based Accountability In The Nonprofit Sector: A Literature Review

Lise Anne Slatten, University of Louisiana at Lafayette

Brandi Guidry Hollier, University of Louisiana at Lafayette

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 1, 2012
(Thursday)

1:30 p.m. – 3:00 p.m.

Cornet

SESSION B MANAGEMENT INFORMATION SYSTEMS - II

Session Chair: **Cynthia Barnes**

A Successful Curriculum Strategy to Increase MIS Enrollment

Cynthia Barnes, Lamar University

Kakoli Bandyopadhyay, Lamar University

M-Commerce and the Elderly: The Current State of Affairs

Ronald McGaughey, University of Central Arkansas

Steven Zeltmann, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas,

James Downey, University of Central Arkansas

Web Design Skills for the 21st Century

Randall McCoy, Morehead State University

1:30 p.m. – 3:00 p.m.

SALON 820

SESSION C INNOVATIVE EDUCATION- II

Session Chair: **David Dearman**

Toward a Decision Making Framework for IT Portfolio Decisions

James Parrish, Nova Southeastern University

Richard Woolridge, University of Arkansas at Little Rock

Are Your Students Job Ready? Presenting the SAP University Alliances Program

Alex Mcleod, SAP

Cross-Referencing Organizational Processes Specified by Baldrige Award Criteria and Suggested by AACSB Standards

David Dearman, University of Arkansas at Little Rock

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 1, 2012
(Thursday)

1:30 p.m. – 3:00 p.m.

SALON 821

SESSION D INFORMATION SECURITY & PRIVACY- II

Session Chair: **Joseph H. Schuessler**

Data Mining for Private Treasure: Successful Business Policies Incorporate Ethics

Dinah Payne, University of New Orleans

Brett Landry, University of Dallas

Public Key Infrastructure Features: A Cross-Vendor Comparison

Kai Koong, University of Texas - Pan American

Lai Liu, University of Texas - Pan American

Jun Sun, University of Texas - Pan American

Threats And Countermeasures of the Realm in 2011

Joseph H. Schuessler, Tarleton State University

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

Napoleon Exposition 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.

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 1, 2012
(Thursday)**

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

OAK ALLEY

BUSINESS MEETING: SOUTHWEST DECISION SCIENCES INSTITUTE

Presiding: **Roderick Posey**, University of Arkansas

**Decision Sciences Institute – Southwest Region
Business Meeting
Officer’s and Committee Reports
Announcements and Presentation of Awards**

5:30 p.m. – 7:00 p.m.

Napoleon Exposition Hall

FBD Meet and Greet Social

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

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



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

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 2, 2012
(Friday)

8:30 a.m. – 10:00 a.m.

Poydras

MEETING: **Microsoft Enterprise Consortium Board Meeting**

8:30 a.m. – 10:00 a.m.

SALON 821

SESSION A INNOVATIVE EDUCATION III

Session Chair: **Richard Woolridge**

Lecture Capture Technology: Does it Help in Student Performance

David Lewis, University of Massachusetts Lowell

Thomas Sloan, University of Massachusetts Lowell

Project Management Rubric: Measuring Project Management Student Outcomes

Richard Woolridge, University of Arkansas at Little Rock

The Integration of Portable Technology to Enhance Lifelong Learning Skills,

Nick-Naser Manochchhri, Qatar University

Nicolas Gromik, Qatar University

Swee Liang Aw, Qatar University

8:30 a.m. – 10:00 a.m.

SALON 824

SESSION B MANAGEMENT AND ORGANIZATIONAL BEHAVIOR - I

Session Chair: **Ola Al Laymoun**

A Critical Analysis of Internal Social Capital and Its' Effect on Labour Turnover in the Hospitality Industry

Felicity Asiedu-Appiah, Kwame Nkrumah University of Science And Technology

David Asamoah, Kwame Nkrumah University of Science And Technology

Jonathan Annan, Kwame Nkrumah University of Science And Technology

The Mediating Effect of Investment in Commitment Level Prediction (Student Paper)

Kwabena Boakye, University of North Texas

Charles Blankson, University of North Texas

Victor Prybutok, University of North Texas

Developing a Unified Stage-Theoretical Framework for Diffusion of Innovation

Ola Al Laymoun, University of Texas at Arlington

Philip L. Bond, University of Texas at Arlington

James T.C. Teng, University of Texas at Arlington

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 2, 2012
(Friday)

8:30 a.m. – 10:00 a.m.

Cornet

SESSION C MANAGEMENT INFORMATION SYSTEMS - IV

Session Chair: **Obyung Kwun**

An Empirical Investigation of the Link Between Performance and Corporate Social Responsibility in the Information Technology and Telecommunications Industry

Monica Parzinger, St. Mary's University

Adrain Cowan, St. Mary's University

Sandra Welch, University of Texas San Antonio

Orion Welch, St. Mary's University

Explaining User Acceptance of Social Networking: Employees' Perspective (Student Paper)

Murad Moqbel, Texas A&M International University

Help-Seeking Behaviors by Small Businesses for IT Problems

Obyung Kwun, Southern University at New Orleans

H. Kevin Fulk, , Southern University at New Orleans

Ghasem Alijani, , Southern University at New Orleans

8:30 a.m. – 10:00 a.m.

SALON 820

SESSION D OPERATIONS & SUPPLY CHAIN MANAGEMENT - I

Session Chair: **Matthew Kebulis**

Capacity Planning in a Virtual Call Center Using Auctions to Perform Rostering

Matthew Kebulis, University of Dallas

Impact Of RFID and Information Sharing on JIT, TQM, and Operational Performance

Pamela Zelbst, Sam Houston State University

Kenneth Greenk, Southern Arkansas University

Victor Sower, Sam Houston State University

Roger Abshire, Sam Houston State University

Quality, Queueing and Capacity

Matthew Kebulis, University of Dallas

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 2, 2012
(Friday)

8:30 a.m. – 10:00 a.m.

CRESCENT BOARD ROOM

SESSION E QUANTITATIVE METHODS & QUALITY I

Session Chair: **Robert Pavur**

A forecasting Intermittent Demand with Seasonality: A Simulation Study

Matthew Lindsey, Stephen F Austin State University

Robert Pavur, Univeristy of North Texas

Control Charts for Customer Comments: A Case Study and a Research Agenda

Triss Ashton, University of North Texas

Nick Evangelopoulos, University of North Texas

Impact of Service and Food Quality on Customer Behavioral Intentions at Ethnic Fast Food Restaurants in the USA

Subramaniam Ponnaiyan, University of North Texas

Chao Wen, University of North Texas

Victor Prybutok, University of North Texas

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

Napoleon Exposition 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.*

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

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 2, 2012
(Friday)

10:30 a.m. – 12:00 p.m.

Cornet

SESSION A INNOVATIVE EDUCATION IV

Session Chair: **Kim Troboy**

A Decision Support Framework for Business Coursework
John Seydel, Arkansas State University

Broken Trust: Control Breakdowns in a Governmental Setting
Constance A. Mcknight, University of Central Arkansas
Kim Troboy, Arkansas Tech University
Tracy S. Manly, University of Tulsa

Data Mining Across the Business Curriculum
Cuong Le, , Arkansas State University
John Seydel, Arkansas State University

10:30 a.m. – 12:00 p.m.

SALON 820

SESSION B BUSINESS INTELLIGENCE PANEL

Data Analytics- Industry Speaks

Featured Speakers: **Dr Jie Cheng**, VP, Global Analytics and Consumer Insights, Axiom
 Steven Lamey, ISD Supply Chain and E-Commerce Manager, Walmart
 Dr. Bradley Jensen, Principal Academic Relationship Manager, Microsoft
 Alex McLeod, Program Manager, University Alliances US Central Region, SAP

Coordinators: **Frank Landram**, West Texas A&M
 Janet Bailey, University of Arkansas at Little Rock
 Robert Pavur, University of North Texas
 Paul Cronan, University of Arkansas, Fayetteville

Today's businesses use "business analytics" to empower management to stay informed about the business, populate dashboards, determine prices, forecast demand, make predictions, and much more. Business Analytics is the application of [technology](#), [operations research](#), and [statistics](#) to solve problems in business and industry. It is concerned with extracting useful properties about the data using statistical methods & data mining and typically involves extracting properties from large datasets. Common methods used include regression, logistic regression, decision trees, neural networks, cluster analysis, market basket, and forecasting. Companies expect business graduates to have the tools necessary to analyze data, interpret the data revealed, and make strategic decisions accordingly. Everyone agrees business analytics is important but few understand the necessary interaction of all the components.

Joining us for this interactive panel are leaders from two of the largest consumers of business intelligence, Axiom and Walmart. Come and hear first hand from these industry executives what skill sets students need to have in today's fast-paced environment. Also represented are two of the largest corporations providing subsidized or free support to academia as we work to prepare students for industry, SAP and Microsoft. Questions from the audience are welcome.

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 2, 2012
(Friday)

10:30 a.m. – 12:00 p.m.

Poydras

SESSION C ONLINE LEARNING II

Session Chair: **Barbara Hewitt**

An Adoption Model To Predict Student Acceptance Of E-Books

Barbara Hewitt, Texas A&M University -- San Antonio

Tracy Hurley, Texas A&M University-San Antonio

Digital Versus Print: Which Is Winning The Information Battle? (Student Paper)

Marlena Crenshaw, UWM

Perceptions And Acceptance Of Online Education: Do Online Classes Pass The Muster?

Deborah Kelly, University of San Diego

Carl Rebman, University of San Diego

10:30 a.m. – 12:00 p.m.

CRESCENT BOARD ROOM

SESSION D OPERATIONS & SUPPLY CHAIN MANAGEMENT II

Session Chair: **June Wei**

Business To Business Relationship Management in E-Investment Management

Raisa Overstreet, University of West Florida

June Wei, University of West Florida

Contemporary Issues in Forecasting and Planning

Pavel Bondarev, Telus Telecommunications

Andrey Fendyur, University of Calgary

Trade Offs in Operations

Rajat Mishrar, University of Texas at Arlington

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 2, 2012
(Friday)

1:30 a.m. – 3:00 p.m.

Poydras

SESSION A QUANTITATIVE METHODS & QUALITY II

Session Chair: **Binshan Lin**

Effects of Tacit and Explicit Knowledge Signaling on Perceived Product Quality

Benjamin George, University of North Texas

Nick Evangelopoulos, University of North Texas

Enhancing Decision Making of Critical Information Systems Through Optimization Models and the Improved Parallel Conjugate Method Algorithm

Babajide Osatuyi, New Jersey Institute of Technology

Francis Andoh-Baidoo, University of Texas-Pan American

Leigh Little, The College at Brockport: State University of New York

Relationships Among TQM Practices, Role Conflict, and Role Ambiguity: A Review and Empirical Study

Binshan Lin, LSU Shreveport

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



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DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 2, 2012
(Friday)

1:30 p.m. – 3:00 p.m.

SALON 820

SESSION B BUSINESS ANALYTICS WORKSHOP

Decision Making Using Business Analytics Tools (Microsoft, SAP, IBM, Teradata, & SAS) to Analyze Real-World Enterprise System Datasets (Sam's Club, Dillard's, Tyson Foods, Wal-Mart)

Workshop Coordinator: **Timothy Paul Cronan**, University of Arkansas

Workshop Leaders: **Janet Bailey**, University of Arkansas at Little Rock
 David Douglas, University of Arkansas
 Bradley Jensen, Microsoft Enterprise Consortium
 Jerry Oglesby, SAS

This practical workshop includes a presentation and use of examples and exercises related to University of Arkansas Sam M. Walton College of Business Enterprise Systems resources which include Microsoft, SAS Enterprise Miner, and IBM SPSS. Industry partners of the Enterprise Systems program at the Sam M. Walton College of Business have donated computing systems and multiple, large-scale datasets for instructional use – Sam's Club (6 tables and over 250 million rows of POS transactions for 18 stores), Dillard's Department Stores (5 tables with a transactions table of 120 million rows), Tyson Foods, and Walmart RFID data sets. UA Enterprise Systems is a member of and shares resources with the Microsoft Enterprise Consortium, SAP University Alliance, SAS Institute, IBM Academic Initiative, and Teradata University Network.

The workshop provides faculty with a forum to discuss (as well as utilize) enterprise-level skills and understand what will be needed for knowledge workers into the future. Participants will not only learn about available resources for their classes and students, but will be given access to these resources for their future-oriented, enterprise-oriented classes. Workshop leaders will describe various faculty developed networks and resources (business problems, tutorials, and data warehouse infrastructures built using these datasets) as well as their availability for use in a variety of courses. Also included are such topics as data analysis and data mining. Finally, access to these resources by faculty and students world-wide will be described.

This workshop is intended for faculty teaching business analytics who wish to have access to real-world systems and data. Faculty interested in enhancing their courses and curricula with enterprise-level business analytics resources for business intelligence, business objects, data warehouses, SAS, and/or MS applications as well as hands-on opportunities with large, real dataset are encouraged to attend.

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 2, 2012
(Friday)

1:30 p.m. – 3:00 p.m.

Cornet

SESSION C ENTREPRENEURSHIP AND FINANCE II

Session Chair: **Tamela Ferguson**

An Historical Look at Entrepreneurial Savvy and the Organizational Legitimacy Development of Hadacol

Tamela Ferguson, University of Louisiana at Lafayette

Hans Heinen, Heinen Construction

Small Business Sustainability: What is the CPA's Role?

Thomas Hodge, University of Louisiana at Monroe

Kimberly Webb, Texas Wesleyan University

The Role of National Culture in the Transnational Entrepreneurship Process

A. Banu Goktan, University of North Texas at Dallas

Isaura Flores, University of North Texas at Dallas

1:30 p.m. – 3:00 p.m.

CRESCENT BOARD ROOM

SESSION D INTERNATIONAL BUSINESS I

Session Chair: **Eugenie Goodwin**

Potential Impact On Real GDP of the United States: Exporting Ability of the Small and Medium Size Manufacturers.

Eugenie Goodwin, University of Louisiana at Monroe

Virendra Chhikara, University of Louisiana at Monroe

Financial Crisis of 2007 and Co-integration of Global Markets (Student Paper)

Ali Ashraf, University of New Orleans

Role of Market Microstructure in the Relationship Between Market Co-Movement and Market Efficiency

Xiaofei Zhang, University of Lethbridge

Ebenezer Asem, University of Lethbridge

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 2, 2012
(Friday)

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

Napoleon Exposition 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.

3:30 p.m. – 5:00 p.m.

Cornet

SESSION A OPERATIONS & SUPPLY CHAIN MANAGEMENT III

Session Chair: **Craig Williams**

A Many-To-Many (M:N) Relational Model to Improve Requirements Traceability
Craig Williams, St. Edwards University

ISO 14001 Research Streams in Operations and Supply Chain Management: An Overview
Randall Napier, The University of Texas at Arlington
Rajat Mishra, The University of Texas at Arlington

The Relationship Between Buyer's Financial Stability and Supplier's Performance for Innovative Development

Tacuk Kang, The University of Texas at Arlington
Gurkan Akalin, The University of Texas at Arlington

3:30 p.m. – 5:00 p.m.

SALON 816

SESSION B MARKETING I

Session Chair: **Joyceia Banner**

A Comparison of Marketplace Metacognition Between Online and Traditional Retailing Environments.
Kenneth Henrie, Texas A&M University-San Antonio
Christian Gilde, University of Montana Western

Angry Birds: Corporate Response Strategies to Customer Complaints on Twitter
Joyceia Banner, St. Edward's University

Forecasting Competition Under the Efficient Market
Louie Ren, University of Houston-Victoria
Peter Ren, University of North Texas

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 2, 2012
(Friday)

3:30 p.m. – 5:00 p.m.

SALON 820

SESSION C MOBILE APPLICATIONS I

Session Chair: **Eugenie Goodwin**

The Role of Mobile Apps in Increasing Small Businesses Sales and Revenue,

Eugenie Goodwin, University of Louisiana at Monroe

Kamal Soan, University of Louisiana at Monroe

The Mobile Phone – An Inevitable Learning Tool for Higher Education (Student Paper)

Fuxin Yu, University of Central Arkansas

Developing Mobile Application Development Course For IS Program Using Disruptive Technologies Paradigm

Amjad Abdullat, West Texas A&M University

Jeffry Babb, West Texas A&M University

3:30 p.m. – 5:00 p.m.

NAPOLEON A-1

SESSION D ECONOMICS, HEALTH CARE AND QUALITY I

Session Chair: **Warren Matthews**

Financing Home Mortgages in the 21st Century

Warren Matthews, LeTourneau University

Robert Driver, LeTourneau University

Electronic Health Records (EHR) Meaningful Use: Implications on EHR Definition, Implementation and Critical Success Factors (Student Paper)

Madison Ngafeeson, University of Texas-Pan American

Manipulating Medical Images: A Hands-Off Approach (Student Paper)

Aaron Rothberg, University of Arkansas at Little Rock

Janet Bailey, University of Arkansas at Little Rock

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 2, 2012
(Friday)

3:30 p.m. – 5:00 p.m.

NAPOLEON A-2

SESSION E ONLINE LEARNING III

Session Chair: **Shohreh Hashemi**

E-Learning in Rural Environments

Alyne Rothberg, University of Arkansas Division of Agriculture, Research and Extension

Janet Bailey, University of Arkansas- Little Rock

Karen Ballard, University of Arkansas Division of Agriculture, Research and Extension

Data Warehousing Tool Evaluation – ETL Focused (Student Paper)

Kent Lawson, UTPA

Nestor Rodriguez UTPA,

Eddie Molina, UTPA

Jeremiah Gutierrez, UTPA

Microsoft Enterprise Consortium Resources to Enhance Teaching Data Warehouses, Business Intelligence and Dimensional Reporting

Shohreh Hashemi, UHD

Jennifer Kreie, New Mexico State University

3:30 p.m. – 5:00 p.m.

NAPOLEON A-3

SESSION F OPERATIONS & SUPPLY CHAIN MANAGEMENT IV

Session Chair: **Victor Prybutok**

Ghana Cocoa Value Chain - Implication for the Smallholder Farmer in Ghana

David Asamoah, Kwame Nkrumah University of Science & Technology

Felicity Asiedu-Appiah, Kwame Nkrumah University of Science & Technology

Dawuni Mohammed, Kwame Nkrumah University of Science & Technology

The Effect of the TPL Supplier's Information Service Quality on the Online Shopper's Perception of Supply Chain Performance: Evidences from an Exploratory Study

Bo Han, University of North Texas

Chao Wen, University of North Texas

Victor Prybutok, University of North Texas

Modelling of Simple Relief Supply Chains

David Asamoah, Kwame Nkrumah University of Science & Technology

Francis Tabi Oduro, Kwame Nkrumah University of Science & Technology

Jonathan Annanj, Kwame Nkrumah University of Science & Technology

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 2, 2012
(Friday)

3:30 p.m. – 5:00 p.m.

SALON 829

SESSION G MANAGEMENT AND ORGANIZATIONAL BEHAVIOR II

Session Chair: **Clay Posey**

The Influence of Present and Future Time Perspective on Job Satisfaction and Organizational Commitment

Daniel A. Cernas Ortiz, Universidad Autónoma del Estado de México

The Influence of Psychological Capital on Motivating Employees to Perform Protective Motivated Behaviors

A. J. Burns, Louisiana Tech University

Clay Posey, University of Arkansas at Little Rock

Tom Roberts, Louisiana Tech University

James Courtney, Louisiana Tech University

The Role of Organizational Justice in Applying General Deterrence Theory to Curb Internal Computer Abuse

Prabashi Nanayakkara, United States

Tom Roberts, United States

Clay Posey, United States

Bryan Fuller, United States

James Courtney, United States

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 3, 2012
(Saturday)

8:30 a.m. – 12:00 a.m.

SALON 829

SALON 829

GRADUATE STUDENT/NEW FACULTY CONSORTIUM

8:30 a.m. – 10:00 a.m.

SALON 824

SESSION A MANAGEMENT AND ORGANIZATIONAL BEHAVIOR III

Session Chair: **Julia Graham**

Implications for Real Project Management Success: A Study of Avatar Identity as an Antecedent of Virtual Team Trust

Michael Lohle, Nova Southeastern University

Steven Terrell, Nova Southeastern University

Team Member Expectations of Leaders in Complex Global Virtual Environments

Leslie Tworoger, Nova Southeastern University

Cynthia Ruppel, Nova Southeastern University

Baiyun Gong, Nova Southeastern University

The Fairness of Telecommuting

Julia Graham, Louisiana Tech University

8:30 a.m. – 10:00 a.m.

SALON 817

SESSION B ACCOUNTING I

Session Chair: **Erick Valentine**

Benford's Law and Earnings Management of Korean Firms

B. Brian Lee, Prairie View A&M University

Michael Lacina, University of Houston-Clear Lake

Dong Wuk Kim, National University

Regional Medical: An Environmental Analysis

Michala Ashley, (Student Paper)

Mary Fischer, The University of Texas at Tyler

Privacy and Harm and the Accountant's Standard of Care

Gary Poe, Grambling State University

Erick Valentine, Grambling State University

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 3, 2012
(Saturday)

8:30 a.m. – 10:00 a.m.

SALON 820

SESSION C MANAGEMENT INFORMATION SYSTEMS V

Session Chair: **Thomas Bell**

Assimilating Project Management Institute's Project Management Professional Certification Objectives into a Graduate Course Curriculum: The Encounters of Teaching Theory and Certification Objectives
Thomas Bell, Texas Wesleyan University

The Effect of Traditional Personality Traits on Individual Behavior in Online Social Networks
Prabhashi Nanayakkara, Louisiana Tech University
T. Selwyn Ellis, Louisiana Tech University

8:30 a.m. – 10:00 a.m.

SALON 821

SESSION D INNOVATIVE EDUCATION V

Session Chair: **Brett Landry**

Are We Seeking the Same Goals? A Study of University Learning Goals and Objectives and Students Learning Goals and Objectives
Les Singletary, Grambling State University
Gary Poe, Grambling State University
Long Li, Grambling State University

Citizenship Policy as a Classroom Management Technique
Guy Posey, Alabama A & M University
Roderick Posey, University of Southern Mississippi

Creating Visceral Cybersecurity Learning Labs
Brett Landry, University of Dallas

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 3, 2012
(Saturday)

10:30 a.m. – 12:00 p.m.

SALON 824

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

Session Chair: **Khaled Alshare**

Using an Online Simulation to Teach Ethical Decision-Making

Tracy Cole, Arkansas Tech University College of Business

Kim Troboy, Arkansas Tech University College of Business

Loretta Cochran, Arkansas Tech University College of Business

Small Business Ethics: Risks to the Firm from Bad Ethical Choices

Dot Davis, University of Louisiana – Monroe

Katherine Boswell, University of Louisiana – Monroe

The Usage of Decision Support Systems (DSS) in the Academic Environment: A Cross Cultural Study

Khaled Alshare, Qatar University

Helmi Hammami, Qatar University

Peggy Lane, Emporia State

10:30 a.m. – 12:00 p.m.

SALON 817

SESSION B INNOVATIVE EDUCATION VI

Session Chair: **Lynn Heinrichs**

Designing a Data Fundamentals Course

Lynn Heinrichs, Elon University

Financial Statements Analysis for Managers Using ERP Software – A Simulation Based Approach Using ERP – Sim

Ohannes Paskelian, University of Houston Downtown

Peter Devries, University of Houston Downtown

Leonie Karkoviata, University of Houston Downtown

Student Engagement: An Experimental Approach Utilizing Bloom's Taxonomy

Rosemond Moore, South Texas College

Cynthia Sanchez, South Texas College

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 3, 2012
(Saturday)

10:30 a.m. – 12:00 p.m.

SALON 820

SESSION C INFORMATION SECURITY & PRIVACY III

Session Chair: **Long Li**

A Social Information Processing Analysis of Coworkers' Influence on IT Secure Usage in the Workplace
Long Li, Grambling State University

Exploring the Changes to the CISSP Domains
Brett Landry, University of Dallas
Sandra Blanke, University of Dallas

Revisiting Connectivity Threats in Securing Knowledge Management Systems
Brett Landry, University of Dallas
M. Scott Koger, NOAA

10:30 a.m. – 12:00 p.m.

SALON 821

SESSION D OPERATIONS & SUPPLY CHAIN MANAGEMENT V

Session Chair: **Kimberly Whitehead**

Using Simulated Projects to Teach Project Management Skills
Craig Williams, St. Edwards University
John Loucks, St. Edwards University

Role of Reverse Logistics in Operations
Rajat Mishrar, University of Texas at Arlington

Sustainable Operations Management: Institutional Barriers to Execution
Kimberly Whitehead, University of Texas at Arlington

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

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CONGRATULATIONS!

Recipient of the 2012 McGraw-Hill Distinguished Paper Award

Is there a trinity of Knightian uncertainty, innovation and control strategies?

Jan Schlueter, RWTH Aachen University

Recipient of the

2012 Southwest Academy of Management Outstanding Educator Award

S. Gayle Baugh, University of West Florida

Recipient of the 2012 Southwest Academy of Management Best Reviewer Award

Josh Daspit, University of North Texas

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

2012 TRACK CHAIRS

Strategy / Public & Nonprofit / Health Care Management	James Langabeer, University of Texas - Houston
Entrepreneurship & Small Business	Manjula Salimath, University of North Texas
Organizational Behavior	Stephanie Pane-Haden, Texas A & M-Commerce
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General Management / Technology / Management Education	Dorothy M. Kirkman, University of Houston - Clear Lake
Organizational Development / Conflict Management	Therese Yaeger, Benedictine University Peter Sorensen, Benedictine University
Professional Development Workshops	Tim Peterson, North Dakota State University
Developmental Papers	S. Gayle Baugh, University of West Florida

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**February 29, 2012
(Wednesday)**

1:30 p.m. –3:00 p.m.

NAPOLEON A-1

TRACK TITLE **DEVELOPMENTAL PAPERS**

SESSION TITLE **Mentoring Session** (By invitation only)

TRACK CHAIR: **S. Gayle Baugh**, University of West Florida

This invitation only session features seasoned scholars who will work with developing scholars on a specific manuscript with the goal of preparing the manuscript for acceptance at a future conference or in an upcoming journal. Authors of submitted works-in-progress will meet one-on-one with an assigned mentor to receive suggestions for improving their work.

Mentors: **Terri A. Scandura**, University of Miami
 S. Gayle Baugh, University of West Florida
 Ronald J. Salazar, University of Houston – Victoria
 Janice A. Black, Coastal Carolina University

Upper Echelon Theory and the Role of National Culture
Codou Samba, University of Houston

Cliques, Centrality, and Performance
Tiffany Maldonado, University of Houston

Is Diversity the Opposite of Similarity?
Charles Engelhardt, Saint Leo University
Patrick Draves, Saint Leo University

Intangibles, Real Options, and the Resource Based View: The Impact of Market Frictions on Valuing Distinct Resources
Daniel Reimsbach, Heinrich Heine University, Düsseldorf
Bastian Hauschild, Heinrich Heine University, Düsseldorf

A Bayesian Approach to Real Options Theory for the Strategic Management Literature
Furkan Amil Gur, Louisiana State University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**February 29, 2012
(Wednesday)**

1:30 p.m. –3:00 p.m.

NAPOLEON A-2

TRACK TITLE	ORGANIZATIONAL DEVELOPMENT / CONFLICT MANAGEMENT
TRACK CHAIRS	Therese Yaeger , Benedictine University Peter Sorensen , Benedictine University
PANEL TITLE	Contemporary Trends in OD: Current Topics and Perspectives
Session Chair:	Peter Sorensen , Benedictine University
Panelists:	Gina Lowdermilk , Benedictine University Deborah Taber , Benedictine University Erin Judice , Benedictine University Meghan Wright , Benedictine University

1:30 p.m. –3:00 p.m.

NAPOLEON A-3

TRACK TITLE	ORGANIZATIONAL DEVELOPMENT / CONFLICT MANAGEMENT
PANEL TITLE	Leadership: Four Generations of Organizational Effectiveness
Panel Chair:	Tiffany Yates , Benedictine University-Springfield
Panelists:	Michelle Ferguson , Benedictine University-Springfield Angelia Foster , Benedictine University-Springfield Heather Winkler , Benedictine University-Springfield

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**February 29, 2012
(Wednesday)**

3:30 p.m. –5:00 p.m.

NAPOLEON A-1

TRACK TITLE DEVELOPMENTAL PAPERS

SESSION TITLE Mentoring Session (By invitation only)

Mentors: **Madeline Crocitto**, State University of New York – Old Westbury
 Alix Valenti, University of Houston – Clear Lake

Strategy Implementation: An Investigation into the “Black Box” between Staffing and Firm Performance

Codou Samba, University of Houston

Cohesion and Knowledge Sharing in Virtual Teams: Redefining Cohesion in the Virtual World
Brooklyn Mackenna Cole, University of North Texas

The Relationship between the Perceived Fairness of Social Networks on Social Exchange Relationships
Tiffany Maldonado, University of Houston

More Information is Good, Right? Increasing the Use of Bayesian Statistics for Decision-Making in the Strategic Management Literature
Josh Bendickson, Louisiana State University

Increased Firm Homogeneity: An Unintended Consequence of Industry Deregulation
Marcus Z. Cox, University of North Texas
Josh Daspit, University of North Texas
Raymond J. Jones, III, University of North Texas
Phillip Davis, University of North Texas

3:30 p.m. –5:00 p.m.

NAPOLEON A-2

TRACK TITLE ORGANIZATIONAL DEVELOPMENT / CONFLICT MANAGEMENT

SESSION TITLE Global Outlook: OD on the Horizon

Track Chair: **Therese Yaeger, Ph.D.**, Benedictine University
Panelists: **Jan Kirby, Ph.D.**, Benedictine University
 Tiffany Yates, Ph.D., Benedictine University
 Robert O. Harris, Benedictine University
 Amy Alfermann, Ph.D., Monsanto Company
 Joanna Rakowski, Benedictine University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 1, 2012
(Thursday)**

7:00 a.m. – 8:15 a.m.

Ellendale Board Room

SWAM OFFICERS' MEETING

Presiding: **Janice A. Black**, Coastal Carolina University
President, Southwest Academy of Management

8:30 a.m. – 10:00 a.m.

NAPOLEON A-1

TRACK TITLE **INTERNATIONAL / ORGANIZATIONAL THEORY / SOCIAL ISSUES**

SESSION TITLE **Organizational Social Responsibility**

Session Chair: **Ronald J. Salazar**, University of Houston - Victoria

Discussant: **Russ Henley**, University of West Alabama

Organizational Logics: The Role of Image and Identity in Economic versus Social Responsibility
Julie Hancock, University of Memphis

Standardizing Social Responsibility? New Perspectives on Guidance Documents and Management System Standards for Sustainable Development
Rüdiger Hahn, University of Düsseldorf, Germany

Corporate Accountability in Socially Responsible Reporting: A Historical Review
Duffy Morf, University of Mississippi
Dale Flesher, University of Mississippi
Mario Hayek, Texas A&M University-Commerce
Stephanie Pane, Texas A&M University-Commerce
Caroline Hayek, Texas A&M University-Commerce

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



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

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 1, 2012
(Thursday)**

8:30 a.m. – 10:00 a.m.

NAPOLEON A-2

TRACK TITLE

DEVELOPMENTAL PAPERS

SESSION TITLE

Mentoring Session (By invitation only)

Mentors:

Terri A. Scandura, University of Miami
Christine Miller, Tennessee Technological University
Jon Beard, George Mason University
S. Gayle Baugh, University of West Florida
Sherry E. Sullivan, Bowling Green State University
M. Suzanne Clinton, University of Central Oklahoma

Workforce Motivation in the 21st Century: An Integration of Expectancy Theory and Perceived Organizational Support

Codou Samba, University of Houston

How Much Flexibility is Need for Satisfaction with Flexible Benefits?

Tiffany Maldonado, University of Houston

Implementing New Information Technology: The Role of Workplace Values, Climate, and Technology Perceptions on Quality and Consistency of Technology Use

Patricia J. Holahan, Stevens Institute of Technology

Kai Wang, Stevens Institute of Technology

The Role of Authentic Leadership for Military Leaders in an Extreme and Cross-Cultural Context

Kelly Fisher, Texas A & M University – Kingsville

Will Female Leadership Styles be More Effective than Male Leadership Styles over the Next 30 Years?

Shannon Brown, Benedictine University

Using Social Networking Sites for Job Search: Evidence from Generation Y Job Seekers

Laxmikant Manroop, York University

Julia Richardson, York University

10:00 a.m. – 10:30 a.m.

Napoleon Exposition 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.*

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 1, 2012
(Thursday)**

10:30 a.m. – Noon

NAPOLEON A-1

TRACK TITLE **INTERNATIONAL / ORGANIZATIONAL THEORY / SOCIAL ISSUES**

SESSION TITLE **The Global Marketplace and Effects on Organizations**

Session Chair: **Ronald J. Salazar**, University of Houston – Victoria

Discussant: **Russ Henley**, University of West Alabama

Revisiting Hofstede's Dimensions: Examining the cultural convergence of the United States and Japan
Blaise J. Bergiel, University of West Georgia

Effects of National Culture on Joint Venture Performance and Duration: A Meta-Analysis
Furkan Amil Gur, Louisiana State University

The "Intelligent Expatriate": The Role of Cultural Intelligence and Social Exclusion in Expatriate Turnover
Tobias Michael Huning, Columbus State University
John Finley, Columbus State University
Eva-Maria Huning, Columbus State University

10:30 a.m. – Noon

NAPOLEON A-3

TRACK TITLE **ORGANIZATIONAL BEHAVIOR**

SESSION TITLE **Leadership in Organizations**

Session Chair: **John Humphreys**, Texas A&M University-Commerce

Discussants: **Olga Chapa**, University of Houston Sugar Land
 Marcus Z. Cox, University of North Texas
 Stephanie Pane Haden, Texas A&M University-Commerce

Leadership Sagacity and Its Relationship with Individual Creative Performance and Innovation
Aneika L. Simmons, Sam Houston State University
Victor E. Sower, Sam Houston State University

The Educated Worker: An Empirical Investigation of Expectations of Leadership
Charles Russell Salter, Schreiner University

Extraversion and Transformational Leadership: A Multivariate Study of Personality, Gender, Intelligence and Leadership
Carol A. Wheeler, Our Lady of the Lake University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 1, 2012
(Thursday)**

1:30 p.m. – 3:00 p.m.

NAPOLEON A-1

TRACK TITLE **INTERNATIONAL / ORGANIZATIONAL THEORY / SOCIAL ISSUES**

SESSION TITLE **Organizations: Beliefs and Behaviors**

Session Chair: **Ronald J. Salazar**, University of Houston - Victoria

Discussants: **Janie Gregg**, University of West Alabama

Charity: Cash and Non-Cash Donations and Thrift Store Shopping Behavior

Robert Epstein, University of Central Oklahoma

M. Suzanne Clinton, University of Central Oklahoma

The Influence of Codes of Ethics on Ethical Behaviors in Corporate America

Anne M Fiedler, Nova Southeastern University

Organization Development and Religion: An Examination of Fit or Mis-fit

Therese F. Yaeger, Benedictine University

1:30 – 3:00 p.m.

NAPOLEON A-2

TRACK TITLE **PROFESSIONAL DEVELOPMENT WORKSHOP**

SESSION TITLE **Using Coaching as a Teaching Method**

Workshop facilitator: **Larry Garner**, Texas A&M Univ. - Central Texas

Coaching is a methodology for facilitating learning and skill development. It is perhaps most associated with the development of athletic skill and the management of teams sports. However, as a teaching methodology it has many applications in the development of managerial skill. It is useful in settings where Andragogy is the prevailing philosophy of teaching. In this workshop, the participants will be presented with a short introduction to some of the research on coaching, to be followed with a discussion of some examples of coaching in action in the classroom. Participants will then be coached on uses of coaching in their own teaching.

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 1, 2012
(Thursday)**

1:30 p.m. – 3:00 p.m.

NAPOLEON A-3

TRACK TITLE Organizational Behavior

SESSION TITLE: Deviant and Aggressive Behavior in Organizations

Session chair: **John D. Davis**, Hardin-Simmons University
Discussants: **Stephanie Pane Haden**, Texas A&M University-Commerce
 Juliana Lilly, Sam Houston State University
 Sonia Taneja, Texas A&M University-Commerce

Antecedents of Leader Deception: The Organizational Context of Lying
James Carey, Rogers State University

Lying, Cheating, and Stealing: I'm Just Trying to Help My Organization!
Julia Herchen, University of North Texas
Marcus Z. Cox, University of North Texas
Mark A. Davis, University of North Texas

Hard Influence Tactics as Retaliation in the Power Distance Context: Evidence from China and the United States
Yingchun Wang, University of Houston Downtown
Baiyin Yang, Tsinghua University

3:00 p.m. – 3:30 p.m.

Napoleon Exposition 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.

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 1, 2012
(Thursday)**

3:30 p.m. – 5:00 p.m.

NAPOLEON A-1

TRACK TITLE **INTERNATIONAL / ORGANIZATIONAL THEORY / SOCIAL ISSUES**

SESSION TITLE: **Organizations and Context: Shifting Paradigms**

Session Chair: **Ronald J. Salazar**, University of Houston - Victoria

Discussant: **Janie Gregg**, University of West Alabama

An agency explanation for international technology transfer through royalty payments

Peter J. Sher, National Chi Nan University

Chien-Hsin Lin, Yu Da University,

Beryl L Kuo, National Chengchi University

Bringing International Operations Back Home: A Framework and Model for “Reshoring”

Fernando Angel Garza, The University of Louisiana at Monroe

Adam Sedlmajer, The University of Louisiana at Monroe Graduate School

Evaluating the Role of Risk in the Decision to Go Private: A Behavioral Approach

Alix Valenti, University of Houston - Clear Lake

Marguerite Schneider, New Jersey Institute of Technology

3:30 p.m. – 5:00 p.m.

NAPOLEON A-2

TRACK TITLE **PROFESSIONAL DEVELOPMENT WORKSHOPS**

SESSION TITLE: **The Heart and Soul of Teaching**

Facilitator: **Tim O. Peterson**, North Dakota State University
2011 Southwest Academy of Management Outstanding Educator

In this workshop, rather than exploring the questions of what we should teach (content) or how we should teach (technique), we will examine the deeper questions of why we teach (heart) and who we are to call ourselves teachers (soul). This workshop is for anyone who teaches, desires to teach, or hears the faint call to teach.

SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

March 1, 2012
(Thursday)

3:30 p.m. – 5:00 p.m.

NAPOLEON A-3

TRACK TITLE **STRATEGY / PUBLIC & NONPROFIT/ HEALTH CARE MANAGEMENT**

TRACK CHAIR: **James Langabeer**, University of Texas - Houston

SESSION TITLE **Strategy and Mergers and Acquisitions**

Learning from Successes and Failures in Mergers and Acquisitions

Yu Zhang, University of California, Irvine

Yan Gong, University of California, Irvine

The Competitive Advantage of Private Ownership: Evidence from Competitors' Stock Price Reactions to Going-Private Transaction Announcements

Yu Zhang, University of California, Irvine

Differential Effects of Pre- and Post-Acquisition R&D Expenditures on Post-Acquisition Performance

Son A Le, Louisiana Tech University

Khai T Nguyen, Louisiana Tech University

Kyungmoon Kim, Louisiana Tech University

5:00 p.m. – 6:00 p.m.

Napoleon A-1

PLANNING MEETING FOR THE 2013 CONFERENCE

Presiding: **Janie Gregg**, University of West Alabama
 Program Chair-Elect, Southwest Academy of Management

Help shape SWAM's 2013 meeting to be held in Albuquerque! Join in a thoughtful exchange of ideas and creative suggestions, as we seek to continually improve the SWAM conference-going experience.

5:30 p.m. – 7:00 p.m.

Napoleon Exposition Hall

FBD Meet and Greet

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

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 2, 2012
(Friday)**

7:30 a.m. – 12:00 p.m.

NAPOLEON B-1

**SOUTHWEST ACADEMY OF MANAGEMENT
2012 DOCTORAL CONSORTIUM**

Presiding: **M. Suzanne Clinton**, University of Central Oklahoma
Immediate Past President of SWAM

8:30 a.m. – 10:00 a.m.

NAPOLEON A-1

TRACK TITLE

STRATEGY / PUBLIC & NONPROFIT/ HEALTH CARE MANAGEMENT

SESSION TITLE

Innovation, Environmental Change, and Social Networks

Intreprenurial Leaders and Performance

Janice Black, Coastal Carolina University

Nicholas W. Twigg, Coastal Carolina University

Michael Latta, Coastal Carolina University

Balancing Medicaid, Uncompensated Care and Quality

Jeffrey Helton, University of Texas School of Public Health

Sometimes Connect: Circuits and the Culture of Social Networks

Jonathon Mote, Southern Illinois University

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



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

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 2, 2012
(Friday)**

8:30 a.m. – 10:00 a.m.

NAPOLEON A-2

TRACK TITLE	HUMAN RESOURCES/CAREERS/GENDER & DIVERSITY
TRACK CHAIR:	Alix Valenti , University of Houston – Clear Lake
SESSION TITLE	Training and Careers: An Organizational Behavior Perspective
Session chair:	Sherry E. Sullivan , Bowling Green State University
<i>Discussants:</i>	Veena P. Prabhu , California State University, Los Angeles Khai T. Nguyen , Louisiana Tech University Tun-Chun Huang , National Changhua University of Education, Taiwan

Antecedents of Pre-Training Motivation: A View from a Situational Perspective

Khai T. Nguyen, Louisiana Tech University

Kyungmoon Kim, Louisiana Tech University

Impression Management in Employment Interviews: Current Knowledge and Important Areas for Future Research

Wei-Chi Tsai, National Chengchi University, Taiwan

Tun-Chun Huang, National Changhua University of Education, Taiwan

Proactive Personality and Career Future: Testing a Conceptual Model and Exploring Potential Mediators and Moderators

Veena P. Prabhu, California State University, Los Angeles

8:30 a.m. – 10:00 a.m.

NAPOLEON A-3

TRACK TITLE	PROFESSIONAL DEVELOPMENT WORKSHOPS
SESSION TITLE	Seeing the Forest AND the Trees: A Systems-Focused Experiential Exercise
Facilitators:	Jon W. Beard , George Mason University Barbara Allan , Hull University

We all know that viewing organizations from a system's perspective improves our students understanding of the complexity and interdependence of organizational functioning. As John Muir said, "When we try to pick out anything by itself, we find it hitched to everything else in the Universe." Peter Senge posits that systems thinking is a critical discipline in building a learning origination (organization?). Robert Heifetz posits that for a leader to adapt, the leader must be able to see both the forest and the trees and encourages leaders to get up on the balcony so the leader can see the whole and not just the moving parts of the organization. So, if systems thinking is so important, why don't we do more of it in class?. We think the reason is that there are not many good systems-focused experiential exercises. This session will provide you just such an experiential exercise and material to debrief it.

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 2, 2012
(Friday)**

8:30 a.m. – 10:00 a.m.

NAPOLEON B-2

TRACK TITLE Organizational Behavior

SESSION TITLE The Role of Personality and Attitudes in Organizational Behavior

Session Chair: **Charles Russell Salter**, Schreiner University

Discussants: **Julia Herchen**, University of North Texas
 John Humphreys, Texas A&M University-Commerce
 Tobias Michael Huning, Columbus State University
 Jennifer D. Oyler, Texas A&M University-Commerce

Self-Defeating Behavior, the Big-Five, and Perceived Supervisor Support

Robert W. Renn, University of Memphis
Robert Steinbauer, University of Memphis
Jonathan Biggane, University of Memphis
Kulraj Singh, University of Memphis
David Emerson, Virginia Commonwealth University

Goal Orientation and Self-Defeating Behavior: The Mediating Role of Adaptive and Maladaptive Processes

Tobias Michael Huning, Columbus State University
Robert W. Renn, University of Memphis

Proactive Personality and Citizenship Behaviors: Exploring the Moderating Effects of Perceived Job Characteristics

Benjamin D. McLarty, Louisiana State University
Eric Liguori, California State University-Fresno
Jeffrey Muldoon, Louisiana State University

Folk Conceptualization of Psychological Capital: A Historicist Narrative Analysis of Dale Carnegie's Works

Mario Hayek, Texas A&M University-Commerce
Milorad Novicevic, University of Mississippi
Russell Clayton, University of North Carolina-Asheville
Foster Roberts, University of Mississippi

10:00 a.m. – 10:30 a.m.

Napoleon Exposition 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.*

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 2, 2012
(Friday)**

10:30 a.m. – Noon

NAPOLEON A-1

TRACK TITLE **JOINT SESSION: HUMAN RESOURCES, CAREERS AND GENDER & DIVERSITY/ORGANIZATIONAL BEHAVIOR**

SESSION TITLE **Diversity in Organizations: Antecedents, Effects and Perceptions**

Session chair: **Dorothy Kirkman**, University of Houston-Clear Lake

Discussants: **Kelly L. Fisher**, Texas A&M University-Kingsville
 Tobias M. Huning, Columbus State University
 Olga Chapa, University of Houston Sugar Land
 Marcus Z. Cox, University of North Texas

Relocation: A Study of Gender, Cultural Dimensions, Time and Situational Based Variables
Olga Chapa, University of Houston Sugar Land
Grace K. Dagher, Lebanese American University

A Multi-Level Analysis of Corporate Social Responsibility: Gender Differences and Corporate Strategies
Raymond J. Jones, University of North Texas
Brooklyn M. Cole, University of North Texas
Marcus Z. Cox, University of North Texas

Multigenerational Differences in the Puerto Rican Workforce.
Maritza Ivette Soto, University of Puerto Rico Rio Piedras
Maria V. Lugo, Bridgewater College

Empowerment and Gender Equality: The Retention and Promotion of Women in the Workforce
Sonia Taneja, Texas A&M University-Commerce
Mildred Golden Pryor, Texas A&M University-Commerce
Jennifer D. Oyler, Texas A&M University-Commerce
Sunita Longchot, Texas A&M University-Commerce

10:30 a.m. – Noon

NAPOLEON A-2

TRACK TITLE **PROFESSIONAL DEVELOPMENT WORKSHOPS**

SESSION TITLE **Student Rudeness on the Rise: Possible Causes of and Strategies for Handling Classroom Incivility**

Facilitator: **Katherine Karl**, University of Tennessee at Chattanooga

This session will focus on the issue of student incivility in colleges and universities. The session facilitator will provide a framework of how student incivility is defined and discuss student, faculty, and college/university factors that can contribute to such behavior. Workshop participants will read several scenarios of incidents of student incivility and then, in groups, will discuss various ways of effectively managing such situations, as well as factors that may limit the use of certain strategies. As a result of the session, participants will have a greater understanding of factors that contribute to student incivility, reflect on how they might handle incidences of such behavior, and be a possible resource for colleagues who may be struggling with this issue.

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 2, 2012
(Friday)**

10:30 a.m. – Noon

NAPOLEON A-3

TRACK TITLE ORGANIZATIONAL BEHAVIOR

SESSION TITLE Interpersonal Interactions in Organizational Contexts

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

Discussants: **Kendra Ingram**, Texas A&M University-Commerce
 Aneika L. Simmons, Sam Houston State University
 Carol A. Wheeler, Our Lady of the Lake University

Person-Organization Forgiveness Motive Fit: Thriving With Congruence and Feigning Without
Bryant Thompson, University of South Carolina
Travis Simkins, Thunderbird School of Global Management

Coping Mechanisms in a Natural Disaster Context: A Multi-Focal Perspective of the Social Exchange Relationship
Juliana Lilly, Sam Houston State University
Meghna Virick, San Jose State University

Which Ties Bind? A Case Study of Multiplexity in Organizational Networks
Jonathon Mote, Southern Illinois University-Carbondale
Jerald Hage, University of Maryland

10:30 a.m. – Noon

Bayside B

TRACK TITLE PROFESSIONAL DEVELOPMENT WORKSHOP

SESSION TITLE Social Entrepreneurship: Challenges and Opportunities as an Instructional Strategy

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

The emerging field of social entrepreneurship utilizes entrepreneurial skills to provide creative, sustainable, scalable solutions to our most imperative social challenges. It is an interdisciplinary field at the cross roads of business, nonprofit, and government, to solve social, political and ecological problems. This workshop will help attendees enrich their understanding and advance their knowledge of social entrepreneurship. The workshop will focus on the challenges and opportunities in this field and using it as instructional strategy. I will discuss several examples—seek out examples from audience as well to provide a vivid image of the various challenges and opportunities in this field.

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 2, 2012
(Friday)**

Noon - 1:30 p.m.

Ellendale Board Room

SWAM OFFICERS' MEETING

Presiding: **Christine Miller**, Tennessee Tech University
President, Southwest Academy of Management

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



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

1:30 p.m. – 3:00 p.m.

NAPOLEON A-1

TRACK TITLE	ORGANIZATION DEVELOPMENT/ CONFLICT MANAGEMENT
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SESSION TITLE	Organization Development: Projects, Paradox, and Paradigms
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OD and Social Entrepreneurship: The Pursuit of Social and Organizational Virtue, Do Well By Doing Good

Ylonda Glover, Benedictine University

Contextual Influences on Team Effectiveness & Consultant Identity: Implications for Consulting & Consultation

Lachlan Robert Whatley, Benedictine University

Heidi Kliewer, Trinity Western University

Looking for OD Projects in All the Wrong Places: Private Equity Consultation

Bill Doucette, Benedictine University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 2, 2012
(Friday)**

1:30 p.m. – 3:00 p.m.

NAPOLEON A-2

TRACK TITLE ORGANIZATION DEVELOPMENT/ CONFLICT MANAGEMENT

**SESSION TITLE Large-Scale Organization Development: Universities, Africa,
Environment**

Prepare to Adapt: Environmental Impacts That Challenge Organization Inertia
Leslie McKnight, Benedictine University-Springfield

South Africa Case Study: Capacity Building and Clean Water Sustainability
Robert O. Harris, Benedictine University

Stress and Coping Mechanisms of International Student-Athletes in American Universities
Raymundo Arturo Rodriguez, The University of Louisiana at Monroe

1:30 p.m. – 3:00 p.m.

NAPOLEON A-3

TRACK TITLE GENERAL MANAGEMENT/ TECHNOLOGY/ MANAGEMENT EDUCATION

**SESSION TITLE Applied Practices in Academic Settings: Simulations, KSA's, and
Motivation**

Session Chair: **Nichole Phillips**, Virginia Technical University

Discussant:: **Leonard Love**, Texas A&M - San Antonio

Simulation for Strategy Courses: Comparing US and EU courses
Larry Chasteen, University of Texas at Dallas

Extrinsic or Intrinsic Motivational Influences in an MBA Program: Differences between First-year MBA Students and those who Graduate?

Robert Epstein, University of Central Oklahoma

M. Suzanne Clinton, University of Central Oklahoma

Using knowledge, skills, and abilities (KSA) and stakeholder analysis

Janice Black, Coastal Carolina University

J. Kay Keels, Coastal Carolina University

Darla Domke-Damonte, Coastal Carolina University

Barbara Ritter, Coastal Carolina University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 2, 2012
(Friday)**

1:30 p.m. – 3:00 p.m.

NAPOLEON B-1

TRACK TITLE **ENTREPRENEURSHIP & SMALL BUSINESS**

TRACK CHAIR: **Manjula Salimath**, University of North Texas

SESSION TITLE **Theoretical Explorations of Uncertainty, Identity and Ethics in Entrepreneurship**

Session chair: **Brooklyn Cole**, University of North Texas

Discussant: **Joshua Bendickson**, Louisiana State University

Identity and the micro-business

Janice Black, Coastal Carolina University

Carol Megehee, Coastal Carolina University

Confidence in Ethical Decision Making in Entrepreneurs: An Integrative Model using Temporal Motivation Theory

Dara Gale Schniederjans, Texas Tech University

Chris Michael Starkey, Texas Tech University

3:00 p.m. – 3:30 p.m.

Napoleon Exposition 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.*

SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

March 2, 2012
(Friday)

3:30 p.m. – 5:00 p.m.

Maurepas

TRACK TITLE SPECIAL SESSION

SESSION TITLE Recognition of the SWAM 2012 Award Winners

Presiding: **Christine Miller**, Tennessee Tech University
President Elect, Southwest Academy of Management

Presenters: **Jan Schlueter**, RWTH Aachen University
Winner of 2012 McGraw-Hill SWAM Distinguished Paper Award

Tim O. Peterson, North Dakota State University
2011 FBD Distinguished Educator
Strengths Training for Teachers

2012 SWAM DISTINGUISHED EDUCATOR AWARD

S. Gayle Baugh, University of West Florida

2012 McGraw-Hill SWAM DISTINGUISHED PAPER AWARD

Is there a trinity of Knightian uncertainty, innovation and control strategies?

Jan Schlueter, RWTH Aachen University

BEST REVIEWER

Josh Daspit, University of North Texas

5:15 p.m. – 6:15 p.m.

Maurepas

SOUTHWEST ACADEMY OF MANAGEMENT ANNUAL BUSINESS MEETING

Presiding: **Christine Miller**, Tennessee Tech University
2012 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.

Borgne

SOUTHWEST ACADEMY OF MANAGEMENT ANNUAL RECEPTION

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

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 3, 2012
(Saturday)**

8:30 a.m. – 10:00 a.m.

NAPOLEON B-1

SWAM Saturday Survivors' Breakfast

A breakfast celebration open to all SWAM members who have “survived” to the last day. Here is a last chance to network with friends and colleagues.

SOUTHWESTERN CASE RESEARCH ASSOCIATION
A Division of NACRA

PROGRAM OVERVIEW

Wednesday, February 29

2:00 p.m. – 3:00 p.m.	The Role and Value of Descriptive Case Studies and Critical Incidents
3:00 p.m. – 3:30 p.m.	SWCRA Refreshment Break
3:30 p.m. – 5:00 p.m.	Team-Based Case Writing: Tales From a Project Manager and Team Member
6:00 p.m. – 8:30 p.m.	Dinner and Getting to Know Your Fellow Case Writers

Thursday, March 1

7:00 a.m. – 7:45 a.m.	Past President's Meeting
7:45 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.	2013 Program Planning Meeting
5:30 p.m. – 7:00 p.m.	Hospitality Gathering

Recipient of the 2012 McGraw-Hill Distinguished Paper Award

A Downtown Stadium for the Augusta GreenJackets Baseball Team
Simon Medcalfe, Augusta State University

Honorable Mention

Veet: Facing the Cultural Challenge in Pakistan
Saima Husain, Institute of Business Administration, Karachi
Kanza Naheed, Institute of Business Administration, Karachi
Mahrugh Isa, Institute of Business Administration, Karachi

Recipient of the 2012 Federation of Business Disciplines Outstanding Educator Award

Alex Sharland, University of South Alabama

SOUTHWESTERN CASE RESEARCH ASSOCIATION
A Division of NACRA

February 29, 2012
(Wednesday)

2:00 p.m. – 3:00 p.m.

Nottoway

SESSION A The Role and Value of Descriptive Case Studies and Critical Incidents

Short Abstract: While decision cases have become the norm in the field of case research and pedagogy, descriptive case studies – cases that illustrate various aspects of business operations – serve a pedagogical purpose of their own. Also, Critical Incidents are being recognized as valuable pedagogical tools, and also as an avenue for case writers to diversify their writing efforts. In this session, the panel will discuss the role and value of descriptive cases and what constitutes good descriptive cases, as well as the nature of critical incidents and the attributes of good critical incidents. The process of developing descriptive cases and critical incidents will also be discussed.

Session Chair: **Irfan Ahmed**, Sam Houston State University
Panelists: **Joe Kavanaugh**, Editor, The Journal of Applied Case Research
 Syed Tariq Anwar, West Texas A&M University

3:00 p.m. – 3:30 p.m.

Nottoway

SWCRA Refreshment Break

3:30 p.m. – 5:00 p.m.

TBD

SESSION A Team-Based Case Writing: Tales From a Project Manager and Team Member

Short Abstract: Team Based case writing is an evolving trend in case writing circles e.g., Universal Specialty Polymers special edition of *Journal of Applied Case Research* (2007), Loftin Distribution Company Case Writing Competition (2010-2011 SWCRA) and Daktronics 360 Degree Analysis (2010 NACRA Grant). While the output for these teams has been, and continues to be, promising, the process of interaction between Project Manager and Team Member(s) is a key success factor for this type of research going forward. Panelists in this session will discuss the process of team-based case research from both a Project Manager and Team Member perspective. The Symposium will focus on best practices, pitfalls to avoid, and future research implications.

Presenters: **Carol J. Cumber**, South Dakota State University
 Charles M. Carson, Samford University

6:00 p.m. – 8:30 p.m.

To be decided

SWCRA Social Dinner (on your own expense) and Getting to Know Your Fellow Case Writers

Short Abstract: This is an opportunity to get the inside scoop on case writing in an informal setting. Join us! **Meet in hotel lobby and walk to restaurant.**

SOUTHWESTERN CASE RESEARCH ASSOCIATION
A Division of NACRA

March 1, 2012
(Thursday)

7:00 a.m. – 7:45 a.m.

Crescent Board Room

Past President's Meeting

7:45 a.m. – 9:00 a.m.

Nottoway

SOUTHWEST CASE RESEARCH ASSOCIATION BREAKFAST AND BUSINESS MEETING

All SWCRA Members invited. Business meeting starts at 7:45 a.m.

9:00 a.m. – 12:00 p.m.

Nottoway

SESSION A Accounting / Economics/Finance

Session Chairs: **Judy Lewis**, Texas A&M University – San Antonio
 Simon Medcalfe, Augusta State University

Bookcase: A Capital Budgeting Decision for a Public Library

Victoria Javine, University of South Alabama

Don Mosley, University of South Alabama

Gwendolyn Pennywell, University of South Alabama

Recipient of the 2012 McGraw-Hill Distinguished Paper Award

A Downtown Stadium for the Augusta GreenJackets Baseball Team

Simon Medcalfe, Augusta State University

Michael Milken. Friend or Foe to the Financial Markets?

Mary H. Kelly, Texas A&M University – Central Texas

Wilke D. English, Texas A&M University – Central Texas

PepsiCo's Segment Reporting

Sue Cullers, Buena Vista University

Judy Lewis, Texas A&M University – San Antonio

SOUTHWESTERN CASE RESEARCH ASSOCIATION
A Division of NACRA

March 1, 2012
(Thursday)

9:00 a.m. – 12:00 p.m.

Nottoway

SESSION B Non-Profit Management, Ethics, and Services

Session Chairs: **Don Grunewald**, Iona College
 Jeri Rubin, University of Alaska Anchorage

Acme College of Technology
Don Grunewald, Iona College

Corpus Christi Estate Planning Council Faces Challenges in the 2011-2012 Fiscal Year
Eugene Bland, Texas A&M University- Corpus Christi

Even in Death
Thomas (Tom) Tolleson, Texas Wesleyan University
Justin Lytle, Whitley Penn, LLP

The Kiwanis' Pancake Day Business Case
Andy Tiger, Union University
Robert Howard, Southeastern Oklahoma State University
G. Jane Hicks, Southeastern Oklahoma State University

9:00 a.m. – 12:00 p.m.

Nottoway

SESSION C Human Resource Management/Organizational Behavior

Session Chair: **Carol Cumber**, South Dakota State University

Custom Wiring Harness, Inc.: A Case of Turnover
Rodney C. Vandever, Purdue University
Michael Menefee, University of North Carolina at Pembroke

Honest or Prudent – Is Honesty Really the Best Policy?
Mildred Golden Pryor, Texas A&M University – Commerce
John Humphreys, Texas A&M University – Commerce
Leslie A. Toombs, The University of Texas at the Permian Basin
Jennifer Oyler, Texas A&M University – Commerce

SOUTHWESTERN CASE RESEARCH ASSOCIATION
A Division of NACRA

March 1, 2012
(Thursday)

9:00 a.m. – 12:00 p.m.

Nottoway

SESSION D Strategic Management/Business Policy

Session Chair: **Sue Cullers**, Buena Vista University

Allied Medical Waste Transportation: Veterinarian Division

Robert Stevens, Southeastern Oklahoma State University

Lawrence Silver, Southeastern Oklahoma State University

C. W. VonBergen, Southeastern Oklahoma State University

Dollar General – Today's Neighborhood Store

Sue Cullers, Buena Vista University

S. Stephen Vitucci, Texas A&M University – Central Texas

McDonald's Corporation

R. Henry Migliori, Managing for Success

Tekeisha Zimmerman, University of North Texas

9:00 a.m. – 12:00 p.m.

Nottoway

SESSION E Small Business/Entrepreneurship/Operations Management

Session Chairs: **Timothy Wise**, Southern Arkansas University
 Pamela J. Zelbst, Sam Houston State University

Able Carpenter (B)

Randall Florey, Texas A&M University – Central Texas

Accomplished Printing, Inc.

Leslie A. Toombs, The University of Texas of the Permian Basin

Mildred Golden Pryor, Texas A&M University – Commerce

Trevor Stribling, The University of Texas of the Permian Basin

Moonbot Studios

Timothy Wise, Southern Arkansas University

Perque Flooring: A Case Study of Multiple Successors in the Family Business

John James Cater III, Nicholls State University

SOUTHWESTERN CASE RESEARCH ASSOCIATION
A Division of NACRA

March 1, 2012
(Thursday)

9:00 a.m. – 12:00 p.m.

Nottoway

SESSION F International Business/Marketing

Session Chairs: **Syed Tariq Anwar**, West Texas A&M University
 Alex Sharland, University of South Alabama

Emerging Markets, HSBC, Retrenchment and Global Strategy
Syed Tariq Anwar, West Texas A&M University

Jinantonxy II
Alex Sharland, University of South Alabama
Don Mosley, University of South Alabama

Tom, Dick and Harry Contemplate What Price to Charge for a Fund-Raising Calendar
Wilke D. English, Texas A&M University – Central Texas
Harry Sweet, The University of Mary Hardin Baylor

Veet: Facing the Cultural Challenge in Pakistan
Saima Husain, Institute of Business Administration, Karachi
Kanza Naheed, Institute of Business Administration, Karachi
Mahrukh Isa, Institute of Business Administration, Karachi

9:00 a.m. – 12:00 p.m.

Nottoway

SESSION G Case Development

Session Chair: **Michael Menefee**, University of North Carolina – Pembroke

This session will include cases at the early stages of development.

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!

SOUTHWESTERN CASE RESEARCH ASSOCIATION
A Division of NACRA

March 1, 2012
(Thursday)

10:00 a.m. – 10:30 a.m.

Napoleon Exposition 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.*

1:30 p.m. – 3:00 p.m.

Nottoway

2013 Program Planning Meeting

Session Chair: **Rodney Vandever**, Purdue University

Everyone is invited to attend this meeting and help prepare for 2013. All persons interested in being in the 2013 program as track chair, reviewer, discussant, etc. are encouraged to attend and share ideas to grow and further develop the art of case writing.

3:00 p.m. – 3:30 p.m.

Napoleon Exposition 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.*

5:30 p.m. – 7:00 p.m.

Napoleon Exposition Hall

FBD Meet and Greet Social

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

SOUTHWESTERN FINANCE ASSOCIATION

2011 - 2012 OFFICERS

President:	Natalya (Natasha) Delcoure , University of St. Thomas-Houston
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Julia Kwok , Northeastern State University, Oklahoma	
Tim Michael , University of Houston, Clear Lake	

SOUTHWESTERN FINANCE ASSOCIATION

Congratulations to Award Winners!

2012 Irwin-McGraw-Hill Distinguished Paper in Finance

An Equilibrium Model with Buy and Hold Investors

Tao Wu, Illinois Institute of Technology

2012 Federation of Business Disciplines Outstanding Educator Award

John D. Stowe, Ohio University

AAII Best Paper in Investments

On the Relation between EGARCH Idiosyncratic Volatility and Expected Stock Returns

Hui Guo, University of Cincinnati

Haim Kassa, University of Cincinnati

Michael Ferguson, University of Cincinnati

SWFA Best Paper in M&A

Stock Price Correlation and the Method of Payment in Corporate Acquisitions

Vineet Bhagwat, Kellogg School of Management

Robert Dam, Kellogg School of Management

SWFA Best Paper in Investments

Does Risk-Neutral Skewness Predict the Cross-Section of Equity Option Portfolio Returns?

Turan Bali, Baruch College

Scott Murray, Baruch College

SWFA Best Paper in International Finance

Systematic, Default and Systemic Risk Effects of International Bank Mergers – Empirical Evidence

Gregor Weiss, TU Dortmund University

Sascha Neumann, Ruhr – Universität Bochum

Denefa Bostandzic, Ruhr – Universität Bochum

SWFA Best Paper in Corporate Finance

Capital Structure Deviation and Speed of Adjustment

Tarun Mukherjee, University of New Orleans

Wei Wang, University of New Orleans

SWFA Best Paper in Financial Institutions

Collectivism and Corruption in Bank Lending

Xiaolan Zheng, University of South Carolina

Sadok El Ghoul, University of Alberta

Omrane Guedhami, University of South Carolina

Chuck Kwok, University of South Carolina

SWFA Outstanding Doctoral Student Paper in Corporate Finance

Profits, Financial Leverage and Corporate Governance

Umar Butt, DeGroote School of Business, McMaster University

SWFA Outstanding Doctoral Student Paper in Investments

Institutional Ownership, Retail Trading and Stock Return Comovement

Si Cheng, National University of Singapore

SWFA Outstanding Doctoral Student Paper in International Finance

Stock Market Fragility and the Quality of Governance of the Country

Chunmei Lin, National University of Singapore

Massimo Massa, INSEAD

Hong Zhang, INSEAD

SOUTHWESTERN FINANCE ASSOCIATION

SWFA Special Events

Day	Time	Event	Room
Thursday	12:00 p.m. - 1:15 p.m.	Doctoral Student Luncheon (for SWFA registered doctoral students)	Oak Alley
Thursday	5:00 p.m. - 7:00 p.m.	Southwestern Finance Association Reception	Crescent City Brewhouse
Friday	7:00 a.m. - 9:00 a.m.	Southwestern Finance Association Board Meeting	Crescent
Friday	12:00 p.m. - 1:45 p.m.	Southwestern Finance Association Luncheon and Business Meeting	Oak Alley

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



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SOUTHWESTERN FINANCE ASSOCIATION

**March 1, 2012
(Thursday)**

8:30 a.m. – 10:00 a.m.

Oakley

SESSION A Corporate Finance

Session Chair: **Barbara J. Davis**, Centenary College of Louisiana

Discussants: **Wei Wang**, University of New Orleans
 Christian Rauch, Goethe University – Frankfurt
 Frank Li, University of Arizona
 Pieter De Jong, University of North Florida

The Impact of ISO 14001 Certification on Corporate Performance: An Empirical Analysis within the United States

Pieter De Jong, University of North Florida
Antony Paulraj, University of North Florida
Constantin Blome, Université Catholique Louvain
An Empirical Assessment of Empirical Corporate Finance
Frank Li, Arizona State University
Jeffrey Coles, Arizona State University

Capital Structure Deviation and Speed of Adjustment

Tarun Mukherjee, University of New Orleans
Wei Wang, University of New Orleans

The Good – or the Bad and the Ugly? Corporate Governance and Risk Taking in Banks

Christian Rauch, Goethe University-Frankfurt

8:30 a.m. – 10:00 a.m.

Gallier A

SESSION B Residential Real Estate

Session Chair: **Avis Devine**, University of Cincinnati

Discussants: **Bruce Gordon**, University of North Alabama
 David Javakhadze, University of Missouri
 Avis Devine, University of Cincinnati
 Ramya R. Aroul, University of Texas, Arlington
 Ramya R. Aroul, University of Texas, Arlington

Rental Tenure Type and MSA-level House Price Recovery from the Great Recession

Avis Devine, University of Cincinnati

The Predictive Power of Household's Expectation in the Housing Nonlinear Dynamics

Meichi Huang, Yuan Ze University

The Role of Dual Pane Windows and Improvement Age in Explaining Residential Property Value

Ramya R Aroul, University of Texas, Arlington
Andrew Hansz, California State University, Fresno

Rights of Redemption and Their Effect on Real Estate Market Prices

Bruce Gordon, University of North Alabama
Daniel Winkler, University of North Carolina, Greensboro

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 1, 2012
(Thursday)**

8:30 a.m. – 10:00 a.m.

Gallier B

SESSION C Real Estate Mortgage Finance

Session Chair: **Harald Scheule**, University of Technology, Sydney

Discussants: **Hong Lee**, Louisiana State University
 Harald Scheule, University of Technology, Sydney
 Shuang Zhu, Louisiana State University
 Bruce Gordon, University of North Alabama

Systematic Risk and Credit Ratings: How Bonds and Mortgage Securitizations are Different

Harald Scheule, University of Technology, Sydney

Daniel Roesch, Leibniz University of Hannover

Modeling Interdependent Real Estate Decisions

Shuang Zhu, Louisiana State University

R. Kelley Pace, Louisiana State University

Mortgage Pricing: What Does Sex have to do With It?

Kristen Van Rensselaer, University of North Alabama

Tanja Blackstone, University of North Alabama

Bruce Gordon, University of North Alabama

Jerry Crabb, IBM

Investment Mistakes in the Mortgage Market: Sluggish Refinancing and Curtailment

Hong Lee, Louisiana State University

8:30 a.m. – 10:00 a.m.

Evergreen

SESSION D Emerging Markets

Session Chair: **Saint Kuttu**, Hanken School of Economics

Discussants: **Shu Tian**, Massachusetts Maritime Academy
 Saint Kuttu, Hanken School of Economics
 Vivek Rajvanshi, Indian Institute of Management, Calcutta
 Pawan Jain, University of Memphis

Time Varying Conditional Discrete Jumps in Emerging African Equity Markets

Saint Kuttu, Hanken School of Economics

Determinants of Intraday Volatility in Indian Futures

Vivek Rajvanshi, Indian Institute of Management, Calcutta

Predicting Future Price Volatility: Empirical Evidence from an Emerging Limit Order Market

Pawan Jain, University of Memphis

Christine Jiang, University of Memphis

Liquidity, Macro Factors and U.S. Equity Flows to Emerging Markets

Shu Tian, Massachusetts Maritime Academy

Peihwang Wei, University of New Orleans

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 1, 2012
(Thursday)**

8:30 a.m. – 10:00 a.m.

Esterwood

SESSION E Evidence on Stock Returns

Session Chair: **Yaqoub Alabdullah**, University of Missouri

Discussants: **Pradosh Simlai**, University of North Dakota
 Jiun-Lin Chen, University of Adelaide
 Jinho Jeong, Korea University
 Xiaofei Zhao, University of Toronto

Information Intensity and the Cross-Section of Stock Returns
Xiaofei Zhao, University of Toronto

Modified Beta and Cross-Sectional Stock Returns
Steven Dennis, University of North Dakota
Pradosh Simlai, University of North Dakota
Steven Smith, University of North Dakota

Do Financial Conglomerates Influence Their Client Firm Stock Prices?
Jiun-Lin Chen, University of Adelaide
Wei-Ling Song, Louisiana State University

Stock market Integration in Northeast Asian Countries: The Case of China, Japan, and Korea
Jinho Jeong, Korea University

8:30 a.m. – 10:00 a.m.

Bayside C

SESSION F Bond Markets

Session Chair: **Thomas Thompson**, Lamar University

Discussants: **Umar Butt**, DeGroote School of Business, McMaster University
 Jessica Wang, University of Texas at Dallas
 Qianqian Yu, University of British Columbia

Revisiting Bond Risk Premia
Guoshi Tong, University of British Columbia
Chao Xiong, University of British Columbia
Qianqian Yu, University of British Columbia

Debt Covenant Violation and Cost of Borrowing: Evidence from quarterly bond Issue
Umar Butt, DeGroote School of Business, McMaster University

Bondholder Reactions to Bank Loan Covenant Violations and the Evolution of Bank Loan Covenants
Jessica Wang, University of Texas at Dallas

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 1, 2012
(Thursday)**

10:00 a.m. – 10:30 a.m.

Napoleon Exposition 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.

Oakley

SESSION A Mutual Fund Returns

Session Chair: **John Adams**, University of Texas, Arlington

Discussants: **Andrew Lynch**, University of Missouri
 Ulf Herrmann, University of Erlangen-Nürnberg
 Takeshi Nishikawa, University of Colorado, Denver

Bond Fund Disappearance: What's Return got to do with it?

Martin Rohleder, Catholic University of Eichstaett-Ingolstadt

Hendrik Scholz, University of Erlangen-Nürnberg

Marco Wilkens, University of Augsburg

Liquidity, Liquidity Risk, and the Cross Section of Mutual Fund Returns

Andrew Lynch, University of Missouri

Short-Term Persistence in Hybrid Mutual Fund Performance: The Role of Style Shifting Abilities

Ulf Herrmann, University of Erlangen-Nürnberg

Hendrik Scholz, University of Erlangen-Nürnberg

Affiliated Agents, Boards of Directors, and Mutual Fund Security Lending Returns

John Adams, University of Texas, Arlington

Takeshi Nishikawa, University of Colorado, Denver

Sattar Mansi, Virginia Tech University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 1, 2012
(Thursday)**

10:30 a.m. – 12:00 p.m.

Gallier A

SESSION B International Fund Returns

Session Chair: **Reza Houston**, University of Missouri

Discussants: **Jesus Gutierrez**, Texas A&M International University
 Wei Hua, University New Orleans
 Antonio Miguel, ISCTE – IUL
 Gunnar Lang, ZEW Centre for European Economic Research

What Explains Mutual Fund Performance Persistence? International Evidence

Miguel Ferreira, Universidade Nova de Lisboa

Aneel Keswani, Cass Business School

Antonio Miguel, ISCTE – IUL

Sofia Ramos, ISCTE – IUL

Performance of International and Global Equity Mutual Funds: Country and Sector Momentum Matter

Bernhard Breloer, University of Erlangen-Nürnberg

Hendrik Scholz, University of Erlangen-Nürnberg

Marco Wilkens, University of Augsburg

How Does the Domiciliation Decision Affect Mutual Fund Fees?

Gunnar Lang, ZEW Centre for European Economic Research and University of Stuttgart

Dr. Matthias Koehler, Deutsche Bundesbank

Performance Evaluation of Mutual Funds in India: DEA Approach

Nikhat Afshan, University of Memphis

10:30 a.m. – 12:00 p.m.

Gallier B

SESSION C Insiders, Managerial Entrenchment, and Corporate Governance

Session Chair: **Jorge Brusa**, Texas A&M International University

Discussants: **Zhichuan Li**, Arizona State University
 Umar Butt, DeGroote School of Business, McMaster University
 Yihua Zhao, University of Texas at Dallas

Does Entrenched Manager Like Bond?

Yihua Zhao, University of Texas at Dallas

Lin Zou, Texas Women's University

Mutual Monitoring and Corporate Governance

Zhichuan Li, Arizona State University

Profits, Financial Leverage and Corporate Governance

Umar Butt, DeGroote School of Business, McMaster University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 1, 2012
(Thursday)**

10:30 a.m. – 12:00 p.m.

Evergreen

SESSION D Acquisitions and Divestitures

Session Chair: **Steve Cole**, University of North Texas

Discussants: **Qingqing Wu**, Arizona State University
 Thomas Thompson, Lamar University
 Mike Impson, University of North Texas

Three-stage Carve-outs

Thomas Thompson, Lamar University

Information Conduit of Agency Cost: Top Management and Director Interlock between Target and Acquirer

Qingqing Wu, Arizona State University

Reacquired Carve-Outs: Divestiture Gain or Short against the Box?

Thomas Thompson, Lamar University

10:30 a.m. – 12:00 p.m.

Esterwood

SESSION E Regulatory Issues for Financial Institutions

Session Chair: **Chien-Ting Lin**, Deakin University

Discussants: **Havva Dursun**, Vienna Graduate School of Finance
 Chien-Ting Lin, Deakin University

Book-to-Market Equity, Operating Risk, and Asset Correlations: Implications for Basel Capital Requirement

Chien-Ting Lin, Deakin University

Lee Shih-Cheng, Yuan Ze University

Regulating the Amount of Short-Term Debt

Havva Özlem Dursun, Vienna Graduate School of Finance

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 1, 2012
(Thursday)**

10:30 a.m. – 12:00 p.m.

Bayside C

SESSION F Market Microstructure

Session Chair: **Steve Sears**, Texas A&M International University

Discussants: **Senol Oztekin**, FIU
 Sean Byrne, Texas A&M International University
 Lalatendu Misra, University of Texas at San Antonio
 Steve Sears, Texas A&M International University

Intraday Evidence of Trading in Fragmented Markets: An Analysis Post MiFID

Ulli Friedrich Paul Spankowski, Chair of Banking and Finance, University of Hohenheim
Martin Wagener, Karlsruhe Institute of Technology

Information Asymmetry around Operational Loss Announcements in U.S. Financial Firms

Ahmed Barakat, University of Frankfurt
Anna Chernobai, Syracuse University
Mark Wahrenburg, University of Frankfurt

An Empirical Analysis of Order Flow prior to the Announcement of Major Negative Information

Naoto Isaka, Sophia University

Information Horizon and Informed Trader's Order Choices

Hsiao-Fen Yang, University of Wisconsin, La Crosse

12:00 p.m. – 1:15 p.m.

Oak Alley

SWFA Doctoral Student Luncheon

**All Ph.D. students registered for SWFA are invited to the lunch. It will be held in
Oak Alley**

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



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continued support!

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 1, 2012
(Thursday)**

1:30 p.m. – 3:00 p.m.

Southdown

Session A International Capital Markets

Session Chair: **Natalya Delcoure**, University of St. Thomas

Discussants: **Hiroyuki Aman**, Konan University
 Yaqoub Alabdullah, University of Missouri
 Peihwang Wei, University of New Orleans
 David Javakhadze, University of Missouri

Earnings Management of Foreign Firms in the U.S.

Chia-Sheng Chen, University of New Orleans

Peihwang Wei, University of New Orleans

Financial Market Contagion and Co-Integration during Global Financial Crisis: International Evidence

Sabur Mollah, Stockholm University

Goran Zafirov, Stockholm University School of Business

Shahiduzzaman Qureshi, Swedish Agency for Growth Policy Analysis

Volatility and Public Information Flows: Evidence from Disclosure and Media Coverage in the Japanese Stock Market

Hiroyuki Aman, Konan University

Hiroshi Moriyasu, Nagasaki University

Value Creation after State Share Transfers: New Evidence from China

Haibo Yao, Mississippi State University

Wei He, Mississippi State University

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



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**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 1, 2012
(Thursday)**

1:30 p.m. – 3:00 p.m.

Oakley

SESSION B Issues in Financial Institutions

Session Chair: **Dan W. French**, University of Missouri

Discussants: **David Stolin**, Toulouse Business School
 Stefan Jacewitz, Federal Deposit Insurance Corporation
 John D. Stowe, Ohio University
 Michael Gibbs, University of Missouri

Credit Union Diversification and Cost Efficiency
Wei Hua, University of New Orleans

Squandering home field advantage? Financial Institutions' investing in their own industries
Aneel Keswani, Cass Business School
David Stolin, Toulouse Business School

The Marginal Costs, Capture Costs, and Franchise Value of Banks
Jonathan Pogach, Federal Deposit Insurance Corporation
Stefan Jacewitz, Federal Deposit Insurance Corporation
Paul Kupiec, Federal Deposit Insurance Corporation

Price Dynamics of Emission Allowance with Inter-Period Banking and Compensating Delivery
Sha He, Goethe University Frankfurt

1:30 p.m. – 3:00 p.m.

Gallier A

SESSION C Exchange Rates

Session Chair: **Scott O'Brien**, University of Missouri

Discussants: **Anand B. S. Gulati**, Hanken School of Economics
 Ramya R Aroul, University of Texas, Arlington
 Rasmus Fatum, University of Alberta
 Priti Verma, Texas A&M University, Kingsville

Linkages between the Foreign Exchange Markets of BRIC Countries—Brazil, Russia, India and China—and the US
Ramya R Aroul, University of Texas, Arlington
Peggy E Swanson, University of Texas, Arlington

The Intraday Effects of Central Bank Intervention on Exchange Rate Spreads
Rasmus Fatum, University of Alberta

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 1, 2012
(Thursday)**

SESSION C (Continued)

Time Varying Exchange Rates, Interest Rates and Bank Stock Returns Asymmetry: Evidence from U.S. Banks

Priti Verma, Texas A&M University, Kingsville

Quantile Regression Analysis of Exchange Rate Exposure in Cross-Country Sector Portfolios

Anand B. S. Gulati, Hanken School of Economics

1:30 p.m. – 3:00 p.m.

Gallier B

SESSION D Corporate Governance I

Session Chair: **Shastri Sandy**, University of Missouri

Discussants: **Pawan Jain**, University of Memphis
 Dishant Pandya, Cleveland State University
 Wenyn Shi, University of Texas at Dallas

The Governance Role of Accounting Conservatism in Financial Reporting

Wenyn Shi, The University of Texas at Dallas

Corporate Governance and Market Liquidity: An Empirical Analysis

Pawan Jain, University of Memphis

Christine Jiang, University of Memphis

Mohamed Mekhaimer, University of Memphis

Board of Directors and Listing Requirements: Long-Run Operating Performance of Traditionally Insider Control Board

Dishant Pandya, Cleveland State University

Chenchu Bathala, Cleveland State University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 1, 2012
(Thursday)**

1:30 p.m. – 3:00 p.m.

Evergreen

SESSION E Asset Pricing

Session Chair: **Humnath Panta**, Lindenwood University

Discussants: **Humnath Panta**, Lindenwood University
 Mohammad Uddin, University of Texas at Arlington
 Srinivas Nippani, Texas A&M University – Commerce
 Tao Wu, Illinois Institute of Technology

Optimal Consumption and Portfolio Choice for Long-Horizon Investors with Non-tradable Labor Income When Asset Returns Are Predictable

Hui-Ju Tsai, Washington College

Yangru Wu, Rutgers University

State-dependent Dependencies: A Continuous-time Dynamics for Correlations

Christoph Becker, Frankfurt School of Finance & Management

Wolfgang M. Schmidt, Frankfurt School of Finance & Management

An Equilibrium Model with Buy and Hold Investors

Tao Wu, Illinois Institute of Technology

Asset Pricing in an International Lucas Orchard with Dynamic Learning under Agents' Heterogeneous Expectations and Preferences

Oliver Berndt, Goethe University Frankfurt

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**SOUTHWESTERN FINANCE
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**March 1, 2012
(Thursday)**

1:30 p.m. – 3:00 p.m.

Esterwood

SESSION F Institutional Ownership

Session Chair: **Imre Karafiath**, University of North Texas

Discussants: **Imre Karafiath**, University of North Texas
 Ramya R. Aroul, University of Texas at Arlington
 John Adams, University of Texas at Arlington

Institutional Ownership, Retail Trading and Stock Return Co-movement
Si Cheng, National University of Singapore

The Impact of insider Ownership Level on Equity Market Timing Decisions
Frank D'Souza, Loyola University, Maryland
Surya Chelikani, Quinnipiac University

Dividends and Institutional Ownership
Lina Bichara, Bank of America
Michael Impson, University of North Texas

1:30 a.m. – 3:00 p.m.

Bayside C

SESSION G Market Efficiency I

Session Chair: **Nilakshi Borah**, Louisiana Tech University

Discussants: **Shekar Shetty**, Gulf University for Science & Technology
 Stephan Meyer, Karlsruhe Institute of Technology (KIT)
 Saskia Laser, University of Rostock

Luck Favors the Prepared-Especially Those Who Placed Stop-loss Orders
Stephan Meyer, Karlsruhe Institute of Technology (KIT)

Published Stock Recommendations as Institutional Investor Sentiment in the Near-term Stock Market
Frank Dreher, Goethe University – Frankfurt
Saskia Laser, University of Rostock
Nico Singer, University of Rostock

The Subprime Crisis and the Efficiency of the Junk Bond Market: Evidence from the Microstructure Theory
Ehab Yamani, University of Texas at Arlington

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 1, 2012
(Thursday)**

3:00 p.m. – 3:30 p.m.

Napoleon Exposition 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.

Southdown

SESSION A Equity Valuation

Session Chair: **Michael Impson**, University of North Texas

Discussants: **Tibebe Assefa**, University of Texas – Pan American
 Steven Cole, University of North Texas
 Imre Karafiath, University of North Texas

Does the Industrial Uncertainty affect Firm Valuation? An Empirical Analysis

Wei Du, Louisiana State University

Hue Wang, Louisiana State University

Evolution of Firm Value

Hue Wang, Louisiana State University

Wei Du, Louisiana State University

Behavioral Finance: Overreaction Evidence from Large-Cap Stocks

Tibebe Assefa, University of Texas, Pan American

Omar Esqueda, University of Texas, Pan American

Linking Bank Spread with the Management of Equity Valuation

Steven Cole, University of North Texas

Imre Karafiath, University of North Texas

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**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 1, 2012
(Thursday)**

3:30 p.m. – 5:00 p.m.

Oakley

SESSION B Effects of Analysts

Session Chair: **Melissa Williams**, University of Houston – Clear Lake

Discussants: **Keming Li**, University of Texas at Arlington
 Ping-Wen Sun, LSU
 Ching-Hung Chang, Arizona State University
 Melissa Williams, University of Houston - Clear Lake

Stock Market Liquidity, Aggregate Analyst Forecast Errors, and the Economy
Ping-Wen Sun, LSU

Analysts and Corporate Liquidity Policy
Ching-Hung Chang, Arizona State University

Role of Analysts: Following Momentum or Creating Momentum?
Keming Li, University of Texas at Arlington
Mohammad Uddin, University of Texas at Arlington

The Short Term Prediction of Analysts' forecast error: Model and Trading Profitability
Kris Boudt, Lessius & KULeuven & VU University, Amsterdam
Peter De Goeij, Tilburg University
James Thewissen, KULeuven & HUBrussel
Geert Van Campenhout, HUBrussel & KULeuven

3:30 p.m. – 5:00 p.m.

Gallier A

SESSION C Market Efficiency II

Session Chair: **Ivelina Pavlova**, University of Houston – Clear Lake

Discussants: **Dan French**, University of Missouri
 Yihua Zhao, University of Texas at Dallas
 Jeffrey Hobbs, Appalachian State University

Re-assess the Analyst Forecast Dispersion Puzzle
Yexiao Xu, University of Texas at Dallas
Yihua Zhao, University of Texas at Dallas

Reexamining Stock Returns When Investors Disagree
Vivek Sharma, University of Michigan, Dearborn
Jeffrey Hobbs, Appalachian State University

The Informational Asymmetry Effect on Stock Prices of Financial Firms: Stock Split Announcements
Seondeog Jang, University of North Texas

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 1, 2012
(Thursday)**

3:30 p.m. – 5:00 p.m.

Gallier B

SESSION D Security Price Behavior

Session Chair: **Xiaofei Zhao**, University of Toronto
Discussants: **Xiaofei Zhao**, University of Toronto

Stock Splits and Conditional Value Premium

Qing Bai, University of Cincinnati
Hui Guo, University of Cincinnati

Do Jumps Contribute to the Dynamics of the Equity Premium?

Xiaofei Zhao, University of Toronto
Tom McCurdy, University of Toronto
John Maheu, University of Toronto

Is Disclosure Regulation a Zero-sum game? An Examination of Large and Small Trades

Sanjiv Sabherwal, The University of Texas at Arlington
Salil Sarkar, The University of Texas at Arlington
Helen Hurwitz, Columbia University
Xu Wang, Saint Louis University

Financial Crises and the Global Value Premium: Revisiting Fama-French

Ehab Yamani, University of Texas at Arlington
Dr Peggy Swanson, University of Texas at Arlington

3:30 p.m. – 5:00 p.m.

Evergreen

SESSION E Value of Corporate Decisions

Session Chair: **Laura Gonzalez**, Fordham University

Discussants: **Laura Gonzalez**, Fordham University
 Reza Houston, University of Missouri

Intra-Industry Effects of IPOs on Stock Repurchase Decisions

Thanh Nguyen, University of South Florida

The Value of Corporate Diversification in High-Tech Industries

Nilakshi Borah, Louisiana Tech University
Liu Pan, Louisiana Tech University
Jung Chul Park, Auburn University
Nan Shao, Louisiana Tech University

Capital Structure as a Strategic Negotiating Tool: Evidence from Shareholders' Class Action Lawsuits

Shastri Sandy, University of Missouri

Reorganizing Human Capital Theory: Investment Decisions under the Effect of Innovation Probability

Koray Sayili, Queen's University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 1, 2012
(Thursday)**

3:30 p.m. – 5:00 p.m.

Esterwood

SESSION F REITs

Session Chair: **Sina Ehsani**, University of Texas at San Antonio

Discussants: **Michael Gibbs**, University of Missouri
 David Javakhadze, Robert J. Trulaske College of Business, University of Missouri
 Yaquob Alabdullah, Robert J. Trulaske College of Business, Univ. of Missouri
 John Clinebell, University of Northern Colorado

REITs: A Study of Macroeconomic Effects on Liquidity

Ran Lu, University of the Pacific

John Glascock, University of Connecticut

Time Variation in the Inflation-Hedging Properties of Gold, REITS, and Equities

John Clinebell, University of Northern Colorado

Douglas Kahl, University of Akron

Jerry Stevens, University of Richmond

Do Cultural Variances affect Dividend Behavior in Asian REITs

Michael Gibbs, University of Missouri

Scott O'Brien, University of Missouri

Dividend Policy of European REITs

David Javakhadze, Robert J. Trulaske College of Business, University of Missouri

Yaquob Alabdullah, Robert J. Trulaske College of Business, University of Missouri

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**SOUTHWESTERN FINANCE
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**March 1, 2012
(Thursday)**

3:30 a.m. – 5:00 p.m.

Bayside C

SESSION G Corporate Liquidity

Session Chair: **Lalatendu Misra**, University of Texas at San Antonio

Discussants: **Joseph French**, University of Northern Colorado
 Haibo Yao, Mississippi State University
 Amine Tarazi, Université de Limoges, LAPE
 Yongli Luo, The University of Texas-Pan American

Bank Capital Buffer and Liquidity: Evidence from US and European Publicly Traded Banks

Isabelle Distinguin, Université de Limoges, LAPE

Caroline Roulet, Université de Limoges and JPLC

Amine Tarazi, Université de Limoges, LAPE

Liquidity and Control, CEO Compensation under Imperfect Investor Protection Institution

Yongli Luo, The University of Texas-Pan American

The Relationship between Liquidity, Corporate Governance, and Firm Valuation: Evidence from Russia

Wei-Xuan Li, The Richard Stockton College of New Jersey

Chia-Sheng Chen, University of New Orleans

Joseph French, University of Northern Colorado

The Impact of Monetary Policy on the Corporate Balance Sheet

Haibo Yao, Mississippi State University

Kenneth Roskelley, Mississippi State University

5:30 p.m. – 7:00 p.m.

Napoleon Exposition Hall

FBD Meet and Greet Social

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

5:00 p.m. – 7:00 p.m.

SWFA reception will be held at Crescent City Brewhouse. All registered SWFA attendees are cordially invited to attend.

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 2, 2012
(Friday)**

7:00 a.m. – 9:00 a.m.

Ellendale Board Room

SWFA Board Meeting and Breakfast

8:30 a.m. – 10:00 a.m.

Oakley

SESSION A Finance in India

Session Chair: **Vijay Vishwakarma**, St. Francis Xavier University

Discussants: **Lalatendu Misra**, University of Texas at San Antonio
 Ajay Mishra, IBS, Hyderabad
 Nemiraja Jادیappa, Oklahoma State University
 Vijay Vishwakarma, St. Francis Xavier University

The Association between Market, Exchange Rate Risks & Interest Rate and Accounting Variables: A Study on Indian Banking Sector
Ajay K Mishra, IBS, Hyderabad

Financial Reforms and Capital Structure changes in India: An Industry Level Analysis
Nemiraja Jادیappa, Oklahoma State University

Evidence of Threshold and Asymmetric adjustments in Indian Real Estate Market
Vijay Vishwakarma, St. Francis Xavier University

Changing Capital Structure in a Developing Country: India
Lalatendu Misra, University of Texas at San Antonio
Sina Ehsani, University of Texas at San Antonio

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**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 2, 2012
(Friday)**

8:30 a.m. – 10:00 a.m.

Gallier A

SESSION B CEOs

Session Chair: **Karyn Neuhauser**, Lamar University

Discussants: **Fawzi Hyder**, Lebanese American University
 Rakesh Bharati, Southern Illinois University, Edwardsville
 Candra Chahyadi, Eastern Illinois University
 Nilakshi Borah, Louisiana Tech University

Stock Ownership Guidelines for CEOs: Do they (not) meet expectations?

Bradley W. Benson, Louisiana Tech University

Qin Lian, Louisiana Tech University

Qiming Wang, Louisiana Tech University

Nilakshi Borah, Louisiana Tech University

The Role of Education and Experience in CFO Career and Compensation

Candra Chahyadi, Eastern Illinois University

Bahaa Abusalim, Eastern Illinois University

Market Reaction to Capital Expenditures of Powerful CEOs

Anwar Boumosleh, Lebanese American University

Fawzi Hyder, Lebanese American University

Elias Raad, Lebanese American University

CEO Compensation and Risk Taking: Evidence from the Pre-Crisis Banking Industry

Rakesh Bharati, Southern Illinois University, Edwardsville

Jingyi Jia, Southern Illinois University, Edwardsville

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**SOUTHWESTERN FINANCE
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**March 2, 2012
(Friday)**

8:30 a.m. – 10:00 a.m.

Gallier B

SESSION C Issues in Bank Lending and Borrowing

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

Discussants: **Ramesh Adhikary**, University of New Orleans
 Youngha Ki, University of New Orleans
 Ziyu Li, University of New Orleans
 Abdullah Noman, University of New Orleans

Credit Risk Spillovers among Financial Institutions around the Global Credit Crisis: Firm-Level Evidence

Jian Yang, University of Colorado, Denver

Yinggang Zhou, Chinese University of Hong Kong

Banking during Bubbles: Effect on Post-bubble Lending

Laura Gonzalez, Fordham University

Collectivism and Corruption in Bank Lending

Xiaolan Zheng, University of South Carolina

Sadok El Ghoul, University of Alberta

Omrane Guedhami, University of South Carolina

Chuck Kwok, University of South Carolina

Herding Behavior in Bank Lending: Evidence from U.S. Commercial Banks

Chen Liu, Queen's University

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**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 2, 2012
(Friday)**

8:30 a.m. – 10:00 a.m.

Evergreen

SESSION D Mergers

Session Chair: **Kathryn Huff**, University of New Orleans

Discussants: **Bridgette Bain**, University of New Orleans
 Bora Ozkan, University of New Orleans
 Giovanni Perez, University of New Orleans

Systematic, Default and Systemic Risk Effects of International Bank Mergers – Empirical Evidence
Gregor Weiss, TU Dortmund University
Sascha Neumann, Ruhr-Universität Bochum
Denefa Bostandzic, Ruhr-Universität Bochum

Stock Price Movement around the Merger Announcements: Insider Trading or Market Anticipation?
Pawan Jain, University of Memphis
Mark Sunderman, University of Memphis

Euronext Merger and Equity Premium
Mohamed Mekhaimer, University of Memphis

8:30 a.m. – 10:00 a.m.

Esterwood

SESSION E IPOs and SEOs

Session Chair: **Nancy Ursel**, University of Windsor

Discussants: **Duc Anh Ngo**, The University of Texas at El Paso
 Wei Wang, University of New Orleans
 Nancy Ursel, University of Windsor
 Halil Kaya, Eastern Kentucky University

Accelerated Seasoned Equity offerings: Motives and Issuer-Underwriter Interactions
Erdal Gunay, University of Windsor
Nancy Ursel, University of Windsor

Interest Rates and the Timing of Initial Public Offerings
Halil Kaya, Eastern Kentucky University

Market Conditions, Seasoned Equity Offerings and Capital Structure
Halil Kaya, Eastern Kentucky University

The Effects of Ownership Structure on Payout Policy: Evidence from Seasoned Equity Offerings (SEOs)
Duc Anh Ngo, The University of Texas at El Paso

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 2, 2012
(Friday)**

8:30 a.m. – 10:00 a.m.

Bayside C

SESSION F Futures Markets

Session Chair: **Lin Gao**, University of St. Gallen

Discussants: **Russ Ray**, University of Louisville
 Chia-Sheng Chen, University of New Orleans
 Lin Gao, University of St. Gallen
 Jian Yang, University of Colorado-Denver

Extreme Correlation of Stock and Bond Futures Markets: International Evidence

Chin-Man Chui, Xiamen University
Jian Yang, University of Colorado, Denver

Managing Financial Risks via Prediction Markets

Russ Ray, University of Louisville

Does a More Liquid Currency Futures Market Tend to Be More Informative?

Chia-Sheng Chen, University of New Orleans
Peihwang Wei, University of New Orleans
Wei-Xuan Li, The Richard Stockton College of New Jersey

Market Sentiment in Commodity Futures Returns

Lin Gao, University of St. Gallen
Stephan Süß, University of St. Gallen

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

Napoleon Exposition 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.

**SOUTHWESTERN FINANCE
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**March 2, 2012
(Friday)**

10:30 a.m. – 12:00 p.m.

Oakley

SESSION A Financial Services Industry

Session Chair: **Srinivas Nippani**, Texas A&M University

Discussants: **John D. Stowe**, Ohio University
 Srinivas Nippani, Texas A&M University
 Francisco Rubio, University of New Orleans

The Information Asymmetry and Earnings Surprises: Evidence from the US Insurance Industry

Carmen Cotei, University of Hartford

Joseph Farhat, Central Connecticut State University

Mercedes Miranda, The University of Michigan-Dearborn

Asset Securitization and Bank Risk Taking

Lai Vo, Louisiana State University

Huong Le, Louisiana State University

The Relationship between Boards of Directors and Firm Performance: Evidence from Bank Holding Companies

Jennifer O’Sullivan, University of New Orleans

Kabir Hassan, University of New Orleans

Abdullah Mamun, University of Saskatchewan

The Value of Industrial Shareholdings in a Universal Bank: The Case of Deutsche Bank in the 1990s

Stephan Spaethe, Center for Financial Studies

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**SOUTHWESTERN FINANCE
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**March 2, 2012
(Friday)**

10:30 a.m. – 12:00 p.m.

Gallier A

SESSION C Market Liquidity

Session Chair: **Shastri Sandy**, University of Missouri

Discussants: **Susana Yu**, Montclair State University
 Omar Esqueda, University of Texas, Pan American
 Yosra Ghabri, Institut des Hautes Etudes Commerciales, IHEC Carthage
 Senol Oztekin, Florida International University

Control Enhancement Devices and Stock Market Liquidity: The Case of Tunisia
Yosra Ghabri, Institut des Hautes Etudes Commerciales, IHEC Carthage

A Multivariate Analysis of Additions to the Nasdaq-100 Index: Does Liquidity Matter?
Susana Yu, Montclair State University
Gwendolyn Webb, Baruch College - CUNY
Kishore Tandon, Baruch College – CUNY

Liquidity and Market Depth in US Electronic Futures Markets
Senol Oztekin, Florida International University
Suchi Mishra, Florida International University
Robert Daigler, Florida International University

Corporate Governance and Liquidity Implications on the Value of Cross-listed Firms
Omar Esqueda, University of Texas, Pan American

10:30 a.m. – 12:00 p.m.

Gallier B

SESSION D Small Business Finance

Session Chair: **Andrew Lynch**, University of Missouri

Discussants: **Burak Dolar**, Augustana College

The Impact of Market Concentration on the Availability of Credit to Small Businesses in the Aftermath of the Financial Crisis of 2007-2008: A Market-Level Analysis
Burak Dolar, Augustana College

Determinants of Success in Online Social Lending: A Peak at US Prosper & UK Zopa
Laura Gonzalez, Fordham University

The Role of Collateral and Relationship Lending in Loan Pricing of Small Firms: Evidence from United Kingdom SMEs
Ana Paula Matias Gama, University of Beira Interior and NECE – Research Unit in Business Science
Fábio Duarte, University of Beira Interior

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 2, 2012
(Friday)**

10:30 a.m. – 12:00 p.m.

Evergreen

SESSION E Commercial Banking

Session Chair: **Linus Wilson**, University of Louisiana - Lafayette

Discussants: **Inga Chira**, Florida Atlantic University
 Jian Yang, University of Colorado Denver
 Joseph Mohr, University of South Florida
 Linus Wilson, University of Louisiana - Lafayette

Toxic Asset Subsidies and the Early Redemption of TALF Loans
Linus Wilson, University of Louisiana - Lafayette

Does Receiving TARP Funds make it easier to roll your Commercial Paper onto the Fed?
Linus Wilson, University of Louisiana - Lafayette
Yan Wendy Wu, Wilfrid Laurier University

The Impact of Auditors' and Analysts' Bad News on Bank Performance during the 2008 Financial Crisis
Inga Chira, Florida Atlantic University

Too Big to Fail: Big Banks and the Cost of Funds Paradox
Joseph Mohr, University of South Florida
Tih Koon Tan, The University of Tampa

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**SOUTHWESTERN FINANCE
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**March 2, 2012
(Friday)**

10:30 a.m. – 12:00 p.m.

Esterwood

SESSION F Executive Compensation

Session Chair: **Sheng Huang**, Singapore Management University

Managerial Attributes, Incentives, and Performance
Zhichuan Li, Arizona State University

Executive Pensions, Compensation Leverage, and Firm Risk
Reilly White, University of Connecticut
Assaf Eisdorfer, University of Connecticut
Carmelo Giaccotto, University of Connecticut

Relationship between Top Executive Compensation Structure and Corporate Governance: Evidence from Japanese Public Disclosed Data
Hideaki Sakawa, Nagoya City University
Keisuke Moriyama, Nagoya City University
Naoki Watanabel, Toyo University

Executive Compensation and Horizon Incentives: An Empirical Investigation of Corporate Cash Payout
Sheng Huang, Singapore Management University

10:30 a.m. – 12:00 p.m.

Edgewood A

SESSION G Options

Session Chair: **Tao Wu**, Illinois Institute of Technology
Discussants: **Timothy Krause**, University of Texas at San Antonio
 Tao Wu, Illinois Institute of Technology
 Scott Murray, Baruch College

A Margin Requirement Based Return Calculation for Portfolios of Short Option Positions
Scott Murray, Baruch College

Does Risk-Neutral Skewness Predict the Cross-Section of Equity Option Portfolio Returns?
Turan Bali, Baruch College
Scott Murray, Baruch College

Implied Volatility Skew in ETFs and Component Stocks
Timothy Krause, University of Texas at San Antonio

Pricing and Hedging the Smile with SABR: Evidence from the Interest Rate Caps Market
Tao Wu, Illinois Institute of Technology

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 2, 2012
(Friday)**

10:30 a.m. – 12:00 p.m.

Edgewood B

SESSION H Academic Publishing

Moderator: **James Philpot**, Missouri State University

Panelists: Editors of the *Journal of Financial Research*:
 Drew Winters, Texas Tech University
 Jeff Mercer, Texas Tech University

12:00 p.m. – 1:45 p.m.

Oak Alley

Annual Business Meeting and Lunch

Keynote Speaker
Laura Starks, University of Texas

2:00 p.m. – 3:30 p.m.

Oakley

SESSION A Corporate Social Responsibility

Session Chair: **Christian Rauch**, Goethe University - Frankfurt

Discussants: **Kais Bouslah**, University of Quebec – Montreal
 Hitochi Takehara, Waseda University
 Christian Rauch, Goethe University – Frankfurt
 Abdelmajid Hmaittane, UQAM

Corporate Social Performance and Family Businesses: The Case of Japanese Firms

Michikazu Aoi, Meiji University

Keiichi Kubota, Chuo University

Hitoshi Takehara, Waseda University

Does Social Commitment Alleviate Corporate Financial Constraints?

Abdelmajid Hmaittane, UQAM

Lawrence Kryzanowski, Concordia University

Bouchra Mzali, University of Quebec - Montreal

Firm Risk and Social Performance

Kais Bouslah, University of Quebec - Montreal

Lawrence Kryzanowski, Concordia University

Bouchra Mzali, University of Quebec – Montreal

Private Equity Shareholder Activism

Christian Rauch, Goethe University - Frankfurt

Marc Ueber, Frankfurt School of Finance & Management

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 2, 2012
(Friday)**

2:00 p.m. – 3:30 p.m.

Gallier A

SESSION B Financial Education

Session Chair: **Melissa Williams**, University of Houston – Clear Lake

Discussants: **Dan French**, University of Missouri
 Julia Kwok, Northeastern State University
 Melissa Williams, University of Houston – Clear Lake
 Adam Lei, Midwestern State University

Using Bloomberg Terminals in a Security Analysis and Portfolio Management Course
Adam Lei, Midwestern State University
Huihua Li, St. Cloud State University

Box Office Blockbusters: Using Hollywood Films to Illustrate the Foundations of Finance
Helen B. Sikes, Centenary College of Louisiana
Barbara J. Davis, Centenary College of Louisiana

On the Use of Cell Phones and Other Electronic Devices in the Classroom: Evidence from a Survey of Faculty and Students
William Baker, Appalachian State University
Edward Lusk, SUNY Plattsburgh
Karyn Neuhauser, Lamar University

Group Assessment of Learning: Test the Class, Not the Students
Julia Kwok, Northeastern State University
Teko Jan Ernst Bekkering, Northeastern State University
David Kern, Northeastern State University

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**SOUTHWESTERN FINANCE
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**March 2, 2012
(Friday)**

2:00 p.m. – 3:30 p.m.

Gallier B

SESSION C Miscellaneous Issues in Finance

Session Chair: **Michael Impson**, University of North Texas

Discussants: **Salil Sarkar**, University of Texas at Arlington
 Mingsheng Li, Bowling Green State University
 Svetlana Orlova, Oklahoma State University

Empirical Analysis of ETF Intraday Trading

Mingsheng Li, Bowling Green State University

Dan Klein, Bowling Green State University

Jessica Xin Zhao, Penn State University - Erie

Reliance on External Financing and Heterogeneity of the Capital Structure

Svetlana Orlova, Oklahoma State University

Accounting Irregularities and Failure to Deliver: An Examination of the Relationship between Naked Short Sales and Restatements

Naomi Boyd, West Virginia University

Ann Marie Hibbert, West Virginia University

Ivelina Pavlova, University of Houston – Clear Lake

Corporate Governance and the Diversification Discount: The implications of the Sarbanes-Oxley Act

Anwar Boumosleh, Lebanese American University

Brandon Cline, Mississippi State University

Fawzi Jaber Hyder, Lebanese American University

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**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 2, 2012
(Friday)**

2:00 p.m. – 3:30 p.m.

Evergreen

SESSION D International Banking

Session Chair: **John Glascock**, University of Connecticut
Discussants: **Ran Lu**, University of the Pacific
 Frederic Schweikhard, Goethe University – Frankfurt
 Shekar Shetty, Gulf University for Science and Technology
 Nacasius U. Ujah, Texas A&M International University

International Investigation on Foreign Bank's Post Entering Performance-The Differential Impact of Entry Mode Choice

Sheng-Hung Chen, Department of Finance, Nanhua University
Peng-Wen Chen, Department of Finance, Nanhua University

Bank Performance, Bank Earnings Management, and Bank Market Structure-Evidence from the Emerging and the Frontier Markets

Nacasius Ujah, Texas A&M International University
Collins Okafor, Texas A&M International University

The Internalization of Systemic Risk – An Analysis of the German Bank Levy

Frederic Schweikhard, Goethe University – Frankfurt

The Last Efficiency Seen before the Economic Crisis: Case of GCC Banking Industry

Jamal Ali Al-Khasawneh, Gulf University for Science & Technology
Shekar Shetty, Gulf University for Science & Technology

2:00 p.m. – 3:30 p.m.

Esterwood

SESSION E Mergers and Acquisitions

Session Chair: **Reza Houston**, University of Missouri
Discussants: **Jeffrey Oxman**, University of St. Thomas
 Andrew Lynch, University of Missouri
 Jeffrey Coy, Florida Atlantic University

Heterogeneous Market Responses and the Listing Effect in M&A

Qingzhong Ma, Cornell University
Wei Zhang, Ithaca College

Offer Premiums, Target Shareholder Wealth Effects, and the Likelihood of Management Involvement: Evidence from the 2002-2007 LBO Wave

Jeffrey Coy, Florida Atlantic University

The role of bondholders' Coordination in Freeze-out Exchange Offers

Flavio Bazzana, University of Trento
Eleonora Broccardo, University of Trento

The Effects of LBO Events on Industry Rivals

Jeffrey Oxman, University of St. Thomas
Yildirim Yildirim, Syracuse University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 2, 2012
(Friday)**

2:00 p.m. – 3:30 p.m.

Bayside C

SESSION F Derivatives and Hedging

Session Chair: **Scott O'Brien**, University of Missouri

Discussants: **Kabir Hassan**, University of New Orleans
 Abdullah Mamun, Edwards School of Business, University of Saskatchewan
 Yanhao Fang, Dept. of Finance, Louisiana State University
 Wei-Han Liu, La Trobe University

Index Price Discovery in the Cash Market

Yanhao Fang, Dept. of Finance, Louisiana State University

Estimating Optimal Hedge Ratio and Hedge Effectiveness via Fitting the Multivariate Skewed Distributions

Wei-Han Liu, La Trobe University

Credit Default Swaps and Sovereign Debt Markets

Kabir Hassan, University of New Orleans

Geoffrey Ngene, University of New Orleans

Jung-Suk Yu, Dankook University

Credit Derivatives and Loan Pricing

Abdullah Mamun, Edwards School of Business, University of Saskatchewan

George Tannous, Edwards School of Business, University of Saskatchewan

Nimita Azam, School of Business, Independent University

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

Napoleon Exposition 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.

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 2, 2012
(Friday)**

3:30 p.m. – 5:00 p.m.

Oakley

SESSION A Risk-Return Tradeoff and International Evidence

Session Chair: **Dan French**, University of Missouri

Discussants: **Jorge Brusa**, Texas A&M International University
 Peng Chen, University of Kansas

Time-Varying Risk-Return Tradeoff in the Stock Market

Hui Guo, University of Cincinnati

Zijun Wang, Texas A&M University

Jian Yang, University of Colorado - Denver

The Other January Effect and Risk

Jorge Brusa, Texas A&M International University

Rodrigo Hernandez, Radford University

Pu Liu, University of Arkansas

Uncertainty, Risk and its Effect on Stock Returns: International Evidence

Bhavik Parikh, University of Memphis

Christine Jiang, University of Memphis

Comovements of International Stock Market Returns

Peng Chen, University of Kansas

3:30 p.m. – 5:00 p.m.

Gallier A

SESSION B Risk

Session Chair: **David Stowe**, University of Missouri

Discussants: **Scott O'Brien**, University of Missouri
 Galin Todorov, Florida International University

On the Relation between EGARCH Idiosyncratic Volatility and Expected Stock Returns

Hui Guo, University of Cincinnati

Haim Kassa, University of Cincinnati

Michael Ferguson, University of Cincinnati

Analyzing the Changing Term Structure and Expectations of US Treasury Default Risk

Srinivas Nippani, Texas A&M University – Commerce

Stanley D. Smith, University of Central Florida

The Relative Leverage Premium

Filippo Ippolito, Universitat Pompeu Fabra

Roberto Steri, Bocconi University

Claudio Tebaldi, Bocconi University

Time-Variation in Correlations and Risk

Galin Todorov, Florida International University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 2, 2012
(Friday)**

3:30 p.m. – 5:00 p.m.

Gallier B

SESSION C Dividends

Session Chair: **Helen Sikes**, Centenary College

Discussants: **Pawan Jain**, University of Memphis
 Barbara Davis, Centenary College of Louisiana
 Bo, Zhao, The George Washington University
 Karyn Neuhauser, Lamar University

Idiosyncratic Volatility Discount: Dividend Matters

Bo Zhao, The George Washington University

Robert Savickas, The George Washington University

Market Sentiment and Dividend Policy Cross Sectional Evidence

Bo Zhao, The George Washington University

When no-news is bad news: Failing to increase dividends

David Michayluk, Univ Technology Sydney

Karyn Neuhauser, Lamar University

Scott Walker, Univ Technology Sydney

A Global Investigation of Dividend Yields: Shareholder Demand, Agency Problems, and Market Quality

Pawan Jain, University of Memphis

Quentin Chu, University of Memphis

Ahmed Elnahas, University of Memphis

3:30 p.m. – 5:00 p.m.

Evergreen

SESSION D Asset Prices

Session Chair: **Thomas Thompson**, Lamar University

Discussants: **Hyoseok Hwang**, Louisiana State University
 Minjie Shao, University of Central Florida
 Viviana Fernandez, Universidad Adolfo Ibanez (UAI)- Business School

Trends in Commodity Real Prices: How real is real?

Viviana Fernandez, Universidad Adolfo Ibanez (UAI) –Business School

The Predictability Implied by Consumption-Based Asset Pricing Models: A Review of the Theory and Empirical Evidence

Hyoseok Hwang, Louisiana State University

Multi-unit Auctions with Noncompetitive Bidding: An Experimental Examination

Minjie Shao, University of Central Florida

Charles Schnitzlein, University of Central Florida

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 2, 2012
(Friday)**

3:30 p.m. – 5:00 p.m.

Esterwood

SESSION E Financial Distress and Bankruptcy

Session Chair: Shekar Shetty, Gulf University for Science & Technology
Discussants: **Ramya R Aroul**, University of Texas at Arlington
 Mohammad Safa, University of New Orleans
 Natalya Delcoure, University of St. Thomas
 Reza Houston, University of Missouri

Competitive Strategy and Industry Contagion Following Traditional Chapter 11 Bankruptcy Announcements

Kenneth Hunsader, University of South Alabama
Natalya Delcoure, University of St. Thomas
Gwendolyn Pennywell, University of South Alabama

Operational Risk, Financial Distress Risk and Equity Returns

Ramya R Aroul, University of Texas at Arlington
Mishuk A Chowdhury, University of Texas at Arlington
Peggy E Swanson, University of Texas at Arlington

Predicting Failure in the Commercial Banking Industry

Reza Houston, University of Missouri
John Tatom, Indiana State University

AIG's Announcements, FED's Innovation, Contagion and Systemic Risk in the Financial Industry

Mohammad Safa, University of New Orleans
M. Kabir Hassan, University of New Orleans
Neal C. Maroney, University of New Orleans

3:30 p.m. – 5:00 p.m.

Bayside C

SESSION F Security Markets

Session Chair: **Andrew Lynch**, University of Missouri
Discussant: **Thanh Nguyen**, University of South Florida

Transmigration across Price Discovery Categories: Evidence from the U.S. CDS and Equity Markets

Michael Tuan Shew Chng, Deakin University
Victor Fang, Monash University
Vincent Xiang, Monash University

Sunshine Trading: Flashes of Trading Intent at the NASDAQ

Elvira Sojli, RSM, Erasmus University
Wing Wah Tham, Erasmus School of Economics, Erasmus University
Johannes Skjeltorp, Norges Bank

Post-open Market Stock Repurchase Announcement Drifts and Firms' Earnings Performance

Thanh Nguyen, University of South Florida

**SOUTHWESTERN SOCIETY
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OFFICERS

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**SOUTHWESTERN SOCIETY
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CONGRATULATIONS!

**Recipients of the
2012 McGraw-Hill Distinguished Paper Award**

*A Financial Profile of those Firms that Significantly Increased Executive Compensation Packages in a
Period of Economic Recession and the Effects of Those Increases on the Value of the Firm*

Adnan Daghestani, Barry University
Anne Fiedler, Nova University
Bruce C. Payne, Barry University

**Recipients of
First Runner-up for the 2012 McGraw-Hill Distinguished Paper Award**

Economic Freedom, Development and Bank Intermediation Spreads

Fadzlan Sufian, International Islamic University Malaysia
M. Kabir Hassan, University of New Orleans

CONGRATULATIONS!

**Recipient of the
2012 Federation of Business Disciplines Outstanding Educator Award**

Marshall Horton, Ouachita Baptist University
Chair of the Department of Business Administration, Professor and Regions Bank Chair of
Economics and Finance, Hickingbotham School of Business

**SOUTHWESTERN SOCIETY
OF ECONOMISTS**

**March 1, 2012
(Thursday)**

8:30 a.m. – 10:00 a.m.

NAPOLEON B-2

SESSION A Monetary Policy and Banking

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

Discussants: **Ali Ashraf**, University of New Orleans
 M. Kabir Hassan, University of New Orleans

Monetary Policy Responses to 2008 Financial Crisis: Quantitative Easing evidence in United Kingdom

Ali Ashraf, University of New Orleans

M. Kabir Hassan, University of New Orleans

(First Runner-up for the 2012 McGraw-Hill Distinguished Paper Award)

Economic Freedom, Development and Bank Intermediation Spreads

Fadzlan Sufian, International Islamic University Malaysia

M. Kabir Hassan, University of New Orleans

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**SOUTHWESTERN SOCIETY
OF ECONOMISTS**

**March 1, 2012
(Thursday)**

8:30 a.m. – 10:00 a.m.

NAPOLEON B-3

SESSION B Macroeconomics

Session Chair: **Yu Hsing**, Southeastern Louisiana University

Discussants: **Yu Hsing**, Southeastern Louisiana University
 Blakely Fox Fender, Millsaps College
 Michael C. Budden, Southeastern Louisiana University

Test of the Relationship between Output and Exchange Rates
Yu Hsing, Southeastern Louisiana University

Constructing Age-Earnings Profiles to Predict Future Earnings.
Carl G Brooking, Millsaps College
Blakely Fox Fender, Millsaps College

Macroeconomic Determinants of the Stock Market Index for a Major Latin American Country and Policy Implications
Yu Hsing, Southeastern Louisiana University
Michael C. Budden, Southeastern Louisiana University
Antoinette S. Phillips, Southeastern Louisiana University

10:00 a.m. – 10:30 a.m.

Napoleon Exposition 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.*

**SOUTHWESTERN SOCIETY
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**March 1, 2012
(Thursday)**

10:30 a.m. – 12:00 p.m.

NAPOLEON B-2

SESSION A Special Topics in Economics

Session Chair: **Nicholas Hill**, Jackson State University

Discussants: **Susanne L. Toney**, Hampton University

U.S. Manufacturing Unemployment in the Recession: The Impact of Offshoring and Unauthorized Resident Populations

Tyechia Paul, Hampton University

Leslie West, Hampton University

Disparities in Credit Rating of Municipalities

Larry Day, Jackson State University

Superstar Effects in Professional Basketball: A Preliminary Study?

Yeong Nain Chi, The University of Texas at Brownsville

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**SOUTHWESTERN SOCIETY
OF ECONOMISTS**

**March 10, 2012
(Thursday)**

10:30 a.m. – 12:00 p.m.

NAPOLEON B-3

SESSION B Financial Economics

Session Chair: **Galin Todorov**, Florida International University

Discussants: **David Harris**, West Virginia University
 Galin Todorov, Florida International University
 Shawn Mauldin, Nicholls State University

Time-Varying Financial Spillovers from the US to Frontier Markets

Galin Todorov, Florida International University

Prasad Bidarkota, Florida International University

A Necessary Limitation for Models of Capital and Capital Markets

David Harris, West Virginia University

Advising Clients on Investing in Turbulent Times: An Analysis of Alternative Asset Allocation Models

Shawn Mauldin, Nicholls State University

Shari Lawrence, Nicholls State University

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**SOUTHWESTERN SOCIETY
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**March 10, 2012
(Thursday)**

1:30 p.m. – 3:00 p.m.

NAPOLEON B-2

SESSION A Public Economics

Session Chair: **Daren Conrad**, Bowie State University

Discussants: **James Harriss**, Campbell University
 Daren Conrad, Bowie State University
 Orlando Kilcrease, Jackson State University

Some Facts and Effects on Taxing Individuals with Incomes of \$250,000 and Above

James Harriss, Campbell University

Oris Odom, Campbell University

The Distributional Effects of a Recession on Tax Burdens: Washington DC 2007 to 2009

Daren Conrad, Bowie State University

Betty Alleyne, Office of Revenue Analysis

Daniel Muhammad, Office of Revenue Analysis

Kelly Dinkins, Office of Revenue Analysis

State Fiscal Stress and Cutback Budgeting

Orlando Kilcrease, Jackson State University

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**SOUTHWESTERN SOCIETY
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**March 1, 2012
(Thursday)**

1:30 p.m. – 3:00 p.m.

NAPOLEON B-3

SESSION B Financial Economics

Session Chair: **Warren Matthews**, LeTourneau University

Discussants: **Warren Matthews**, LeTourneau University
 Matiur Rahman, McNeese State University
 James Slaydon, Lamar University

Global Indexed Universal Life Insurance: Does This Policy Offer a Unique Investment to Investors?

James Slaydon, Lamar University

Carl Montano, Lamar University

Ashraf El Houbi, Lamar University

Effects of Credit Standards and Unemployment on US Housing Price Index

Matiur Rahman, McNeese State University

Muhammad Mustafa, South Carolina State University

Teaching Real Time Macroeconomics using the 2008 Recession: Living with our Policy Choices

Warren Matthews, LeTourneau University

Robert Driver, LeTourneau University

3:00 p.m. – 3:30 p.m.

Napoleon Exposition Hall

FBD COFFEE BREAK

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**SOUTHWESTERN SOCIETY
OF ECONOMISTS**

**March 1, 2012
(Thursday)**

3:30 p.m. – 5:00 p.m.

NAPOLEON B-2

SESSION A Labor Economics

Session Chair: **Julie Beugnot**, CIRPEE - Université Laval

Discussants: **Julie Beugnot**, CIRPEE - Université Laval
 Xuelian Zhang, Rutgers, The State University of New Jersey
 Sherif Khalifa, California State University, Fullerton

Binding Minimum Wage as an Equilibrium Selection Device

Julie Beugnot, CIRPEE - Université Laval

Does Personality Matter in the Labor Market? Lessons from the United Kingdom

Xuelian Zhang, Rutgers, The State University of New Jersey

Labor Mismatch, Skill Obsolescence, and Unemployment Persistence

Sherif Khalifa, California State University, Fullerton

3:30 p.m. – 5:00 p.m.

NAPOLEON B-3

SESSION B Firms and Entrepreneurship

Session Chair: **Bruce C. Payne**, Barry University

Discussants: **Bruce C. Payne**, Barry University
 Mihai Nica, University of Central Oklahoma
 Adnan Daghestani, Barry University

(2012 McGraw-Hill Distinguished Paper Award)

A Financial Profile of those Firms that Significantly Increased Executive Compensation Packages in a Period of Economic Recession and the Effects of those Increases on the Value of the Firm

Adnan Daghestani, Barry University

Anne Fiedler, Nova University

Bruce C. Payne, Barry University

Taxonomy of the Determinants of Entrepreneurial Activity

Mihai Nica, University of Central Oklahoma

Internationalization Strategies Followed by Three Mexican Pioneer Companies Grupo Modelo, Grupo Bimbo and Cemex Issues and Challenges

José G. Vargas-Hernández, University of Guadalajara

**SOUTHWESTERN SOCIETY
OF ECONOMISTS**

**March 1, 2012
(Thursday)**

5:30 p.m. – 7:00 p.m.

Napoleon Exposition Hall

FBD Meet and Greet Social

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

5:00 p.m. – 6:00 p.m.

Ellendale Board Room

SSE Executive Committee Meeting

Presiding: **Mihai Nica**, University of Central Oklahoma

All current officers and the three most recent past presidents should attend. All other past presidents are invited to attend as well.

**SOUTHWESTERN SOCIETY
OF ECONOMISTS**

**March 2, 2012
(Friday)**

8:00 a.m. – 10:00 a.m.

NAPOLEON B-3

SSE Annual Business Breakfast Meeting

Presiding: **Mihai Nica**, University of Central Oklahoma

10:00 a.m. – 10:30 a.m.

Napoleon Exposition 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.

NAPOLEON B-2

SESSION A Special Issues in Economics

Session Chair: **Mihai Nica**, Central Oklahoma

Discussants: **Neil E. Metz**, University of Central Oklahoma
Mariya Burdina, University of Central Oklahoma
Donald Price, Lamar University

Spatial Income Inequality and Crime

Neil E. Metz, University of Central Oklahoma

Qualified but not Enrolled: Coloradans and Medicaid

Mariya Burdina, University of Central Oklahoma

Use of High School Efficiency Measures to Predict Retention of First Year College Students

Donald Price, Lamar University

**SOUTHWESTERN SOCIETY
OF ECONOMISTS**

**March 2, 2012
(Friday)**

10:30 a.m. – 12:00 p.m.

NAPOLEON B-3

SESSION B Educational Economics

Session Chair: **Don Causey**, Jackson State University

Discussants: **Samuel N. Perkins**, Jackson State University
 Shonda Allen, Jackson State University
 Don Causey, Jackson State University

An Investigation on the Inequity among Public School Districts in the State of Mississippi
Samuel N. Perkins, Jackson State University

Organizational Effectiveness: A Precursor to Innovative Learning Strategies & Policy Implications
Shonda Allen, Jackson State University

A Descriptive Analysis of Entrepreneurship Education at Historically Black Colleges and Universities
Donald Causey, Jackson State University
Valerie White, Louisiana Technical College
Mary M. White, Jackson State University
John Calhoun, Jackson State University

**SOUTHWESTERN SOCIETY
OF ECONOMISTS**

**March 2, 2012
(Friday)**

1:30 p.m. – 3:00 p.m.

NAPOLEON B-2

SESSION A Health Economics

Session Chair: **Mxolisi Siwatu**, Texas Southern University

Discussants: **N.R. Vasudeva Murthy**, Creighton University
 Donald Causey, Jackson State University
 Mxolisi Siwatu, Texas Southern University

Predicting Colorectal Cancer Screening: An Analysis of Behavioral and Socioeconomic Factors

Mxolisi Siwatu, Texas Southern University

Nicholas Hill, Jackson State University

Lysha Lewis, Howard University

Testing for Unit Roots in Three-Regime SETAR Models: Application to the United States Real Health Care Expenditure Time Series

N.R. Vasudeva Murthy, Creighton University

Relative Prices of Long-Term Care in Mississippi

Donald Causey, Jackson State University

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**SOUTHWESTERN SOCIETY
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**March 2, 2012
(Friday)**

1:30 p.m. – 3:00 p.m.

NAPOLEON B-3

SESSION B Urban Economics

Session Chair: **Vincent Mangum**, Grambling State University

Discussants: **Vincent Mangum**, Grambling State University
 Adrian Price, Philander Smith College
 Nicholas Hill, Jackson State University

Trying to fill the gap. Income Disparities and Crime Rates for Counties in MS.
Nicholas Hill, Jackson State University

Hip-Hop and Crime Rates,
Vincent Mangum, Grambling State University
Nicholas Hill, Jackson State University

Health Care Reform Act of 2009: The Re-insurance Program for Retires and Cost to Small Business
Adrian Price, Philander Smith College

3:00 p.m. – 3:30 p.m.

Napoleon Exposition Hall

FBD COFFEE BREAK

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**SOUTHWESTERN SOCIETY
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**March 2, 2012
(Friday)**

3:30 p.m. – 5:00 p.m.

NAPOLEON B-2

SESSION A Risk and Volatility

Session Chair: **Geungu, Yu**, Jackson State University

Discussants: **Geungu, Yu**, Jackson State University
 Alina Klein, Lynchburg College
 Bruce Payne, Barry University

A Keyboard Macro for HP 12C Program to Calculate Implied Volatilities
Geungu Yu, Jackson State University

Capitalization as a Factor in the Risk-Return Tradeoff Characteristic of Companies During a Recession
Nancy C. Rumore, University of Louisiana
Bruce Payne, Barry University

3:30 p.m. – 5:00 p.m.

NAPOLEON B-3

SESSION B Urban Economics

Session Chair: **Susanne L. Toney**, Hampton University

Discussants: **Susanne L. Toney**, Hampton University
 Daffney J. Felton, Grambling State University
 Sharron Mangum, Loyola University of New Orleans

Understanding Crime: A look at Mississippi
Daffney J. Felton, Grambling State University

An Examination of the Impact of Amenities on County-Level Migration within Virginia: An Intra-MSA Study
Susanne L. Toney, Hampton University

2nd Chance Employment: A deterrent to the re-arrest, conviction, and incarceration of ex-offenders
Sharron Mangum, Loyola University of New Orleans

FBD HISTORY

The Federation of Business Disciplines (FBD) – a 21st century designation for its organizational primogenitor, the Southwestern Federation of Administrative Disciplines (SWFAD) – has developed into one of the largest annual meetings for those disciplines common to business administration.

SWFAD was an outgrowth of the business disciplines in the Southwestern Social Science Association (SSA). The founders of SWFAD met in Dallas, Texas, April of 1973 and defined the purposes of SWFAD: (1) to foster professional development in each of the academic disciplines common to business administration, (2) to provide an annual meeting in the Southwest for each of the academic disciplines and (3) to provide a common general program in which all the disciplines participate together.

Eight disciplinary groups founded SWFAD. They were the Academy of Management, Southwest Division (now Southwest Academy of Management), American Accounting Association (Southwest Region), American Business Communication Association, Southwest Region (now Association for Business Communications, Southwest Region), American Institute for Decision Sciences, Southwest Region (now Decision Sciences Institute, Southwest Region), Southern Regional Business Law Association, Southwestern Business Administration Association (later Southwestern Business Dean's Association), Southwestern Finance Association, and the Southwestern Marketing Association (now Association of Collegiate Marketing Educators).

At the first annual meeting held in Dallas in March of 1974, the Southern Case Research Association (now Southwest Case Research Association) was admitted to membership. Successive disciplines were affiliated: Southwestern Society of Economics (1975), Southwestern Small Business Institute Association (1976) (later Association for Small Business and Entrepreneurship), and the Southwest Administrative Services Association (1979) (now Association of Business Information Systems). In 1989 the Board of Directors voted to permit the Academy of International Business, Southwest, to meet with the 1990 session. This discipline was admitted to membership in 1991.

In 2004 the Industrial Distribution Educator's Association asked to meet with FBD as a guest association, and in 2005 the Organizational Systems Research Association also asked to meet with FBD as a guest association. Since 2008, FBD has met with 10 associations.

Executive Director

Sam Bruno served as the Executive Director of the Association from 1982-2009. Betty Kleen was selected as Executive Director in 2009 and currently holds the position.

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 2004 - 2011 meetings was as follows:

	2004	2005	2006	2007	2008	2009	2010	2011
Academy of International Business-SW	53	61	72	76	67	52	55	68
American Accounting Association, SW	0	69	129	0	108	110	105	128
Association for Business Communication, SWUS	58	50	36	45	43	42	53	54
Association of Business Information Systems	37	39	40	28	36	36	36	29
Association of Collegiate Marketing Educators	79	87	67	77	100	68	109	65
Decision Sciences Institute, SW Region	266	131	135	157	154	140	144	140
Industrial Distribution Educator's Association	18	4	3	8	-	-	-	-
Organizational Systems Research Association	-	38	20	21	-	-	-	-
Southwest Academy of Management	126	135	141	110	146	108	135	144
Southwest Case Research Association	27	45	36	24	34	36	44	31
Southwestern Finance Association	113	99	113	120	131	157	157	167
Southwestern Society of Economists	72	48	51	48	64	42	60	61
Total	849	806	843	714	883	791	898	887

FBD HISTORY

The officers for each of the annual meetings in FBD's history are as follows:

<u>Year</u>	<u>Location</u>	<u>Officers</u>
1974	Adolphus Hotel Dallas, Texas	Henry H. Hays, President Ridley J. Gros, Vice President
1975	Hyatt Regency Houston, Texas	Ridley J. Gros, President Donald R. Williams, Vice President George F. Pinches, Secretary/Treasurer
1976	Hilton Palacio Del Rio San Antonio, Texas	Donald R. Williams, President R. Conrad Doenges, Vice President Sam J. Bruno, Secretary/Treasurer
1977	Hyatt Regency New Orleans, Louisiana	R. Conrad Doenges, President John J. Willingham, Vice President Sam J. Bruno, Secretary/Treasurer
1978	Fairmont Hotel Dallas, Texas	John J. Willingham, President Van C. McGraw, Vice President Sam J. Bruno, Secretary/Treasurer
1979	Hyatt Regency Houston, Texas	Van C. McGraw, President Sam J. Bruno, Vice President Jack M. Starling, Secretary/Treasurer* Peter M. Ginter, Coordinator of Registration
1980	Hilton Palacio Del Rio San Antonio, Texas	Sam J. Bruno, President Gaylord A. Jentz, Vice President Jack M. Starling, Secretary/Treasurer* Peter M. Ginter, Coordinator of Registration
1981	Fairmont Hotel New Orleans, Louisiana	Gaylord A. Jentz, President John D. Pettit, Jr., Vice President Jack M. Starling, Secretary/Treasurer* Peter M. Ginter, Coordinator of Registration
1982	Hyatt Regency Dallas, Texas	John D. Pettit, Jr. President Jack M. Starling, Vice President* Peter M. Ginter, Secretary/Treasurer Linda E. Swayne, Coordinator of Registration Sam J. Bruno, Executive Director
1983	Hyatt Regency Houston, Texas	Jack M. Starling, President* William T. Flannery, Vice President Peter M. Ginter, Secretary/Treasurer Linda E. Swayne, Coordinator of Registration Sam J. Bruno, Executive Director

FBD HISTORY

<u>Year</u>	<u>Location</u>	<u>Officers</u>
1984	Hyatt Regency San Antonio, Texas	William T. Flannery, President Paul A. Dierks, Vice President Peter M. Ginter, Secretary/Treasurer Linda E. Swayne, Coordinator of Registration Sam J. Bruno, Executive Director
1985	Sheraton New Orleans, Louisiana	Paul A. Dierks, President Thomas W. Jones, Vice President Linda E. Swayne, Secretary/Treasurer Andrew C. Rucks, Coordinator of Registration Sam J. Bruno, Executive Director
1986	Hyatt Regency Dallas, Texas	Thomas W. Jones, President Robert McGlashan, Vice President Linda E. Swayne, Secretary/Treasurer Andrew C. Rucks, Coordinator of Registration Sam J. Bruno, Executive Director
1987	Hyatt Regency Houston, Texas	Robert McGlashan, President Peter M. Ginter, Vice President Linda E. Swayne, Secretary/Treasurer Andrew C. Rucks, Coordinator of Registration Sam J. Bruno, Executive Director
1988	Hyatt Regency San Antonio, Texas	Peter M. Ginter, President Linda E. Swayne, Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration Sam J. Bruno, Executive Director
1989	Sheraton New Orleans, Louisiana	Linda E. Swayne, President Tom S. Sale, III, Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration Sam J. Bruno, Executive Director
1990	Hyatt Regency Dallas, Texas	Tom S. Sale, III, President David E. R. Gay, Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration Sam J. Bruno, Executive Director
1991	Hyatt Regency Houston, Texas	David E. R. Gay, Vice President W. Jack Lord, Jr., Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration Sam J. Bruno, Executive Director

FBD HISTORY

<u>Year</u>	<u>Location</u>	<u>Officers</u>
1992	Hyatt Regency San Antonio, Texas	W. Jack Lord, Jr., President Marlin C. Young, Vice President Robert J. Olney, Secretary/Treasurer Anita S. Bednar, Coordinator of Registration Sam J. Bruno, Executive Director
1993	Sheraton New Orleans, Louisiana	Marlin C. Young, President Thomas R. McKinnon, Vice President Robert J. Olney, Secretary/Treasurer Anita S. Bednar, Coordinator of Registration Sam J. Bruno, Executive Director
1994	Hyatt Regency Dallas, Texas	Thomas R. McKinnon, President Robert J. Olney, Vice President Timothy Paul Cronan, Secretary/Treasurer Steven D. White, Coordinator of Registration Sam J. Bruno, Executive Director
1995	Hyatt Regency Houston, Texas	Robert J. Olney, President James T. Hood, Vice President Timothy Paul Cronan, Secretary/Treasurer Steven D. White, Coordinator of Registration Sam J. Bruno, Executive Director
1996	Marriott Riverwalk San Antonio, Texas	James T. Hood, President Charlotte D. Sutton, Vice President Timothy Paul Cronan, Secretary/Treasurer Steven D. White, Coordinator of Registration Sam J. Bruno, Executive Director
1997	Sheraton New Orleans, Louisiana	Charlotte D. Sutton, President Timothy Paul Cronan, Vice President Steven D. White, Secretary/Treasurer Doug Rusth, Coordinator of Registration Sam J. Bruno, Executive Director
1998	Hyatt Regency Dallas, Texas	Timothy Paul Cronan, President John M. Norwood, Vice President Steven D. White, Secretary/Treasurer Debasish Banerjee, Coordinator of Registration Sam J. Bruno, Executive Director
1999	Hyatt Regency Houston, Texas	John N. Norwood, President Wilda F. Meixner, Vice President David E. Douglas, Secretary/Treasurer Debasish Banerjee, Coordinator of Registration Sam J. Bruno, Executive Director

FBD HISTORY

<u>Year</u>	<u>Location</u>	<u>Officers</u>
2000	Hyatt Regency San Antonio, Texas	Wilda F. Meixner, President Mary Fischer, Vice President David E. Douglas, Secretary-Treasurer Debasish Banerjee, Coordinator of Registration Sam J. Bruno, Executive Director
2001	Sheraton New Orleans	Mary Fischer, President C. Aaron Kelley, Vice President David E. Douglas, Secretary-Treasurer Peggy Lane, Coordinator of Registration Sam J. Bruno, Executive Director
2002	Adam's Mark St. Louis, Missouri	C. Aaron Kelley, President Lou E. Pelton, Vice President David E. Douglas, Secretary-Treasurer Peggy Lane, Coordinator of Registration Sam J. Bruno, Executive Director
2003	Hyatt Regency Houston, Texas	Lou E. Pelton, President Diana Reed, Vice President R. Wayne Headrick, Secretary-Treasurer Peggy Lane, Coordinator of Registration Sam J. Bruno, Executive Director
2004	Caribe Royale Orlando, Florida	Diana Reed, President David Douglas, Vice President R. Wayne Headrick, Secretary-Treasurer Sam J. Bruno, Executive Director
2005	Hyatt Regency Dallas, Texas	David Douglas, President Keith Tudor, Vice President R. Wayne Headrick, Secretary-Treasurer Sam J. Bruno, Executive Director
2006	Renaissance Hotel Oklahoma City, Oklahoma	Keith Tudor, President Wolfgang Hinck, Vice President E. Michelle McEacharn, Secretary-Treasurer Sam J. Bruno, Executive Director
2007	Town and Country Resort San Diego, California	Wolfgang Hinck, President Betty Kleen, Vice President E. Michelle McEacharn, Secretary-Treasurer Sam J. Bruno, Executive Director

FBD HISTORY

2008	Hyatt Regency Houston, Texas	Betty Kleen, President Ashish Chandra, Vice President E. Michelle McEacharn, Secretary-Treasurer Sam J. Bruno, Executive Director
2009	Renaissance Hotel Oklahoma City, Oklahoma	Ashish Chandra, President David P. Paul, III, Vice President Thomas D. Tolleson, Secretary-Treasurer Sam J. Bruno, Executive Director
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

FBD HISTORY

Year	<u>Program</u>		<u>Placement</u>	
	Registrants	Participants	Positions	Applicants
1974	834	459		
1975	991	806	201	104
1976	1,153	876	231	85
1977	1,280	1,053	264	120
1978	1,445	1,063	396	156
1979	1,556	1,306	438	166
1980	1,731	1,166	461	167
1981	1,579	1,485	473	188
1982	1,763	1,584	464	196
1983	1,619	1,397	379	174
1984	1,839	1,666	385	171
1985	1,765	1,655	429	202
1986	1,778	1,272	351	239
1987	1,636	1,154	310	194
1988	1,727	1,296	394	189
1989	1,884	1,411	306	225
1990	2,076	1,431	269	246
1991	1,703	1,831	164	252
1992	2,164	2,256	121	248
1993	1,921	1,509	141	221
1994	1711	1348	105	234
1995	1,575	1,335	80	180
1996	1,815	1,562	105	190
1997	1,405	1,365	158	142
1998	1,449	1,233	179	110
1999	1,110	1,285	187	95
2000	1,349	1,340	215	92
2001	1,241	1,100	206	77
2002	963	782	71	51
2003	1054	888	76	44
2004	849	715	60	34
2005	806	662	55	28
2006	843	727	43	45
2007	714	647	17	28
2008	883	786	37	11
2009	791	719	32	23
2010	898	767	12	23
2011	887	795	NA	NA

HOTEL FLOOR / ROOM MAP

3rd Floor



Napoleon Exposition Hall and Ballroom

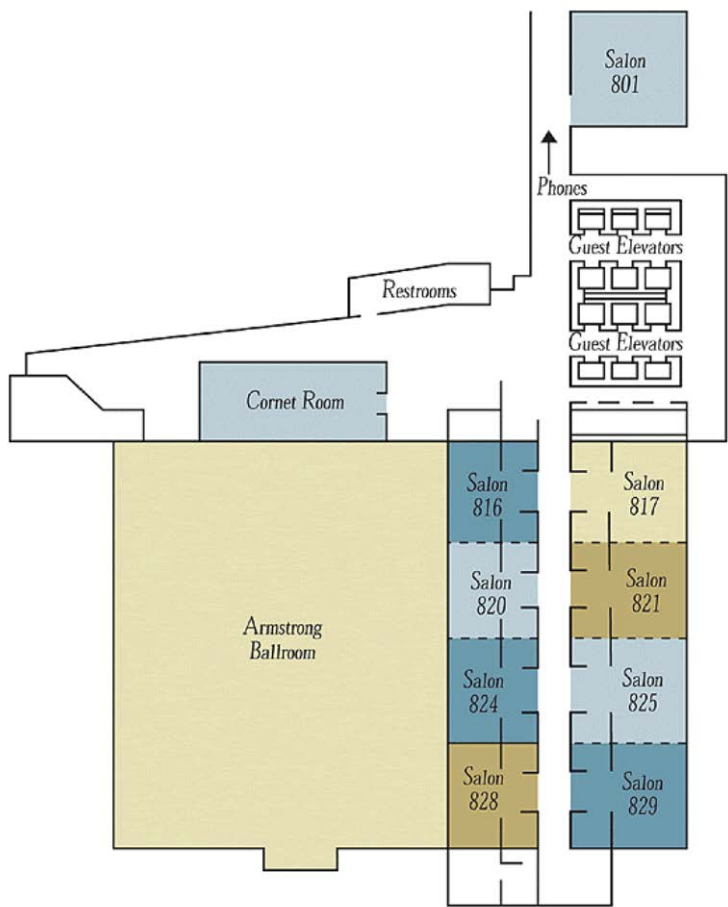
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4th Floor



HOTEL FLOOR / ROOM MAP

8th Floor



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