

OFFICIAL PROGRAM

FORTY-FIRST ANNUAL MEETING

March 11 – March 15, 2014



FEDERATION OF BUSINESS DISCIPLINES

(Formerly Southwestern Federation of Administrative Disciplines)

National and International Constituency

Compiled and Edited by Marshall J. Horton
Ouachita Baptist University

With special thanks to the 2014 FBD Association Program Chairs

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

FEDERATION OF BUSINESS DISCIPLINES

42nd Annual Conference

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

43rd Annual Conference

To be determined

44th Annual Conference

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



For more information visit

FEDERATION OF BUSINESS DISCIPLINES

Website:

<http://www.fbdonline.org>

EXHIBITORS

The FBD Gratefully Acknowledges the Support of the Following Exhibitors:

- To be determined

**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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PRESIDENT'S MESSAGE



Texas Wesleyan
UNIVERSITY

Dear FBD Participants:

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

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

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

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

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

Thomas D. Tolleson
President, Federation of Business Disciplines

GENERAL PROGRAM CHAIR'S MESSAGE



OUACHITA BAPTIST UNIVERSITY

Dear FBD 2014 Attendees:

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

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

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

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

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

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

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

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

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

DISTINGUISHED PAPER AWARDS

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

2014 McGraw-Hill/Irwin Distinguished Paper Awards

Academy of International Business, U.S. Southwest Chapter

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

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

American Accounting Association, Southwest Region

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

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

Association for Business Communication, Southwestern U.S.

Using Business Cases to Foster Critical Thinking

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

Association of Business Information Systems

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

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

Association of Collegiate Marketing Educators

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

Türkan Dursun-Kilic, West Texas A&M University

Decision Sciences Institute, Southwest Region

Using Hybrid Lexical Profiles to Find and Name Entities

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

DISTINGUISHED PAPER AWARDS (Continued)

Southwest Academy of Management

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

Joshua J. Daspit, Mississippi State University

Derrick E. D'Souza, University of North Texas

Southwest Case Research Association

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

Syed Tariq Anwar, West Texas A & M University

Southwestern Finance Association

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

Han Yu, University of Kansas

Zhaozhao He, University of Kansas

Southwestern Society of Economists

Does Regular Economic News from Emerging Countries Move Markets?

Evidence from Chinese Macro Announcements

Christopher F. Baum, West Virginia University

Marketa Halova, Boston College

Alexander Kurov, Washington State University

OUTSTANDING EDUCATOR AWARDS

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

2014 Federation of Business Disciplines Outstanding Educator Awards

Academy for International Business, U.S. Southwest Chapter

Matiur Rahman, McNeese State University

American Accounting Association, Southwest Region

Margaret M. Tanner, University of Arkansas – Fort Smith

Association for Business Communication, Southwestern U.S.

Margaret S. Kilcoyne, Northwestern State University

Association of Business Information Systems

Kimberly L. Merritt, Oklahoma Christian University

Association of Collegiate Marketing Educators

Gordon G. Mosley, Troy University

Decision Sciences Institute, Southwest Region

Peggy Lane, Emporia State University

Southwest Academy of Management

Donald Baack, Pittsburg State University

Southwest Case Research Association

Jeffrey Miller, Sam Houston State University

Southwestern Finance Association

Julia S. Kwok, Northeastern State University

Southwestern Society of Economists

Warren Matthews, Le Tourneau University

BREAKFASTS, LUNCHEONS, DINNERS, MEETINGS & RECEPTIONS

Wednesday, March 12, 2014

6:30 p.m. - 7:30 p.m.
Chaparral Preconvene

McGraw-Hill/Irwin
Awards and Recognition Reception (By Invitation/Additional Fee Only)

7:30 p.m. - 9:30 p.m.
Chaparral

McGraw-Hill/Irwin
Awards and Recognition Dinner (By Invitation/Additional Fee Only)

9:30 p.m. – 10:30 p.m.
President's Suite

Federation of Business Disciplines
President's Reception (By Invitation Only)

Thursday, March 13, 2014

7:00 a.m. - 8:15 a.m.
The Kitchen Table

Southwest Academy of Management
Officers Meeting and Breakfast (SWAM Officers Only)

7:00 a.m. – 7:45 a.m.
Houston Ballroom C

Southwest Case Research Association
Past Presidents Meeting (SWCRA Past Presidents Only)

7:45 a.m. – 9:00 a.m.
Houston Ballroom C

Southwest Case Research Association
Breakfast and Business Meeting (SWCRA Members Only)

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

Decision Sciences Institute, Southwest Region
Officers and Directors Meeting (SWDSI Officers and Directors Only)

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

Association for Business Communication – Southwestern U.S.
Breakfast (ABC-SWUS Members Only)

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

Association of Business Information Systems
Breakfast and Business Meeting

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

FBD Coffee Break

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

Southwest Academy of Management
Entrepreneurial Speaker Series Luncheon

12:00 p.m. – 1:30 p.m.
Chaparral (38th floor)

American Accounting Association, Southwest Region
Luncheon and Keynote Speaker (AAA-SW Members Only)

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

FBD Coffee Break

5:00 p.m. – 6:00 p.m.
State Room 1

Southwest Academy of Management
2015 Planning Meeting

5:30 p.m. – 6:30 p.m.
Executive Boardroom

Southwestern Society of Economists
Executive Committee Meeting (SSE Executive Committee Members Only)

5:30 p.m. - 7:00 p.m.
Lone Star Ballroom A1

Federation of Business Disciplines
Meet and Greet Social (for all conference participants)

BREAKFASTS, LUNCHEONS, DINNERS, MEETINGS & RECEPTIONS

Friday, March 14, 2014

7:00 a.m. – 9:00 a.m. The Kitchen Table	Southwestern Finance Association Board Meeting and Breakfast (SWFA Board Members only)
7:30 a.m. – 8:30 a.m. Lone Star Ballroom	Association for Business Communication – Southwestern U.S. and Association of Business Information Systems Joint Breakfast (ABC-SWUS and ABIS Members Only)
7:30 a.m. – 8:00 a.m. Majestic 7	Decision Sciences Institute, Southwest Region Continental Breakfast (DSI Members)
7:30 a.m. – 8:30 a.m. Entrance to Seminar Theatre	Association for Collegiate Marketing Educators ACME Breakfast and Special Time (ACME Members Only)
8:00 a.m. – 10:00 a.m. Chaparral (38 th floor)	Southwestern Society of Economists Annual Business Breakfast Meeting (SSE Members Only)
10:00 a.m. – 10:30 a.m. Lone Star Ballroom	FBD Coffee Break
12:00 p.m. – 3:00 p.m. The Kitchen Table	Academy of International Business, U.S. Southwest Chapter Luncheon (AIB-SW Members Only-RSVP required)
12:00 p.m. – 1:30 p.m. Lone Star Ballroom A1	American Accounting Association, Southwest Region Luncheon and Business Meeting (AAA-SW Members Only)
12:00 p.m. – 1:30 p.m. The Kitchen Table	Association for Business Communication – SWUS Executive Board Lunch – By Invitation
12:00 p.m. – 1:45 p.m. Chaparral	Southwestern Finance Association Luncheon and Business Meeting (SWFA Members Only)
12:00 p.m. – 1:15 p.m. Houston Ballroom C	Association for Collegiate Marketing Educators ACME Luncheon and Business Meeting (ACME Members and Invited Guests Only)
12:00 p.m. – 1:30 p.m. Chaparral Boardroom	Southwest Academy of Management Officers Meeting and Luncheon
12:30 p.m. – 1:30 p.m. Majestic 7	Decision Sciences Institute, Southwest Region Doctoral Consortium Luncheon (by invitation only)
1:30 p.m. – 3:00 p.m.	Academy of International Business, U.S. Southwest Chapter Business Meeting
3:00 p.m. – 3:30 p.m. Lone Star Ballroom	FBD Coffee Break
5:15 p.m. – 6:15 p.m. State Room 1	Southwest Academy of Management Annual Business Meeting
6:30 p.m. – 8:00 p.m. Chaparral	Southwest Academy of Management Annual Reception (SWAM Members Only)

BREAKFASTS, LUNCHEONS, DINNERS, MEETINGS & RECEPTIONS

Saturday, March 15, 2014

8:00 a.m. – 11:30 a.m.

Press Club

Federation of Business Disciplines

Breakfast and Meetings (FBD 2015 Program Chairs, Board and Officers)

ANNUAL BUSINESS MEETINGS

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

FBD EXHIBITOR PRESENTATIONS

LINKS Simulations

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

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

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

Interpretive Simulations

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

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

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

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

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

Additional whitepapers on these examples will be available after the session from our website.

FBD GENERAL INFORMATION

The FBD Meeting

The forty-first annual meeting of the Federation of Business Disciplines (formerly Southwestern Federation of Administrative Disciplines) takes place on March 11 – March 15, 2014, in Dallas, Texas. The Sheraton Downtown Dallas hotel serves as the conference venue and the conference hotel.

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

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

2014 FBD Conference Hotel

The Sheraton Dallas Downtown is serving as the Conference Hotel.

Special Accommodations

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

McGraw-Hill/Irwin Distinguished Paper Awards

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

FBD Outstanding Educator Awards

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

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



42nd Annual Conference

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

43rd Annual Conference

To be determined

44th Annual Conference

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

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 Lone Star Ballroom A. Participants may register on-site or pick up conference materials (name badges, receipts, programs/proceedings, etc.) at the registration area. Registration hours are:

Wednesday, March 12	11:00 a.m. - 5:30 p.m.
Thursday, March 13	8:00 a.m. - 5:00 p.m.
Friday, March 14	8:00 a.m. - 4:00 p.m.
Saturday, March 15*	7:30 a.m. - 9:00 a.m.

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

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

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

Academy of International Business, Southwest Region.....	\$75.00
American Accounting Association, Southwest Region.....	\$110.00
Association for Business Communication, Southwestern U.S.	\$40.00
Association of Business Information Systems	\$55.00
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	\$75.00
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 \$100 registration fee remains one of the lowest for any professional association. Contact the FBD Secretary-Treasurer for more details.

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

FBD GENERAL INFORMATION

Placement Service

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

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

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

Carla J. Barber

University of Central Arkansas
Conway, AR 72035

Exhibitors

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

Wednesday, March 12	2:00 p.m. – 5:30 p.m.
Thursday, March 13	8:00 a.m. – 5:00 p.m.
Friday, March 14	8:00 a.m. – 4:00 p.m.

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



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

Meeting Rooms

The locations of the various rooms can be found by referring to the floor plans in the back of this program. A basic overview of the conference room locations is as follows: The Kitchen Table is the hotel restaurant on the first floor and has two meeting rooms. Lone Star Ballroom A is located on the second floor of the Conference Center. Houston Ballroom A, B, and C, as well as the San Antonio Ballroom A and B, are located on the third floor of the Conference Center with State Rooms 1, 2, 3, and 4. Pearl 1, 2, 4, and 5 are located with Press Club, Atrium, Live Oak, the Executive Boardroom, and Seminar Theatre on the second floor of Center Tower. Majestic Rooms 1 through 11 are located on the 37th floor of the Center Tower. Chaparral (ballroom), Chaparral Boardroom, and Chaparral Preconvene are located on the 38th floor of Center Tower.

Smoking is not permitted in the meeting rooms.

GENERAL TIMETABLE FOR 2015 FBD MEETING

March 2014.....	FBD 2015 General Program Chair prepares a 2015 FBD “Call For Papers” for distribution at the FBD Annual Meeting.
March 2014.....	The 2015 Association Program Chairs and the 2015 FBD General Program Chair start planning for the 2015 conference at the New Program Chairs meeting held on Saturday morning during the 2014 FBD conference.
April/May 2014.....	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 2014.....	FBD Officers and Association Program Chairs participate in FBD Boot Camp at hotel of the 2015 conference.
June 2014.....	FBD General Program Chair and each Association Program Chair send out “Call For Papers” reminders to current and prospective participants.
July/August 2014.....	Association Track Chairs continue soliciting manuscripts, special session proposals, tutorials and workshops for the 2015 FBD Conference.
Summer 2014.....	FBD Executive Director distributes postcard “Call for Papers” and prepares detailed online “Call for Papers.”
September 2014	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 2014.....	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 2014.....	Each Association Program Chair compiles, organizes and sends all program information to the 2015 FBD General Program Chair.
Early January 2015	FBD General Program Chair completes compilation of 2015 FBD Program Book and sends it to the printer. Each Association Program Chair contacts hotel caterers to arrange for receptions, dinners, breakfasts and special events.
Late January 2015.....	2015 FBD Program is posted on FBD Web site.
February 2015.....	Deadline for receipt of hotel reservations and pre-conference registration

2013-2014 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 and Program Chair Elect, Secretary-Treasurer, two (2) most recent Past-Presidents of FBD who are willing to serve, and Executive Director. The President shall serve as Chair of the Executive Council and works closely with the Executive Director to establish the agenda. The Executive Director shall serve as a voting member of the committee and shall be responsible for meeting arrangements. The Executive Council shall consider issues of long-range significance to the Federation and make recommendations to the Board concerning both location and dates of the annual meetings of the Federation.”

Thomas D. Tolleson, President
Texas Wesleyan University

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

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

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

Michelle McEacharn, Executive Director
The University of Louisiana Monroe

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

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

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

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

FBD 2014 ASSOCIATION PROGRAM CHAIRS

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

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

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

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

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

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

Association of Collegiate Marketing Educators
Prashant Srivastava, Drexel University

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

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

Southwest Case Research Association
Robert Stevens, Southeastern Oklahoma State University

Southwestern Finance Association
John D. Stowe, Ohio University

Southwestern Society of Economists
Adnan Daghestani, Barry University



Academy of International Business **U.S. SOUTHWEST CHAPTER**

ACADEMY OF INTERNATIONAL BUSINESS U.S. SOUTHWEST CHAPTER

2013 - 2014 OFFICERS

Executive Committee:

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

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

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

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

Recipients of the 2014 McGraw-Hill/Irwin Distinguished Paper Award

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

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

Recipient of the 2014 Outstanding Educator Award

Matiur Rahman, McNeese State University

Recipients of the Best Paper Award in the Strategic Management Track

How Do International Acquisitions Affect the Competitiveness of Companies?

Omer Genc, Minnesota State University – Mankato

J. Jay Choi, Temple University

Arvind Parkhe, Temple University

Recipients of the Best Paper Award in the International Management Track

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

Veena Prabhu, California State University – Los Angeles

Stephen McGuire, California State University – Los Angeles

Kern Kwong, California State University – Los Angeles

Robert Tang, De La Salle College of Saint Benilde

Minghao Shen, Guandong University of Foreign Studies

Alexander Didenko, IFF Financial University

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

Study Abroad and Student Reflection: Strengthening Transformational Learning

Michelle Reina, University of Mary Hardin - Baylor

Roger Russell, University of Mary Hardin - Baylor

Recipients of the Best Paper Award in the Economics Track

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

Chu V. Nguyen, University of Houston – Downtown

Lucille Pointer, University of Houston - Downtown

Recipients of the Best Paper Award in the Finance Track

Returns Predictability in Emerging Real Estate Market

Bora Ozkan, Tulane University

M. Kabir Hassan, University of New Orleans

Ali Hepsen, Istanbul University

Recipients of the Best Paper Award in the International Business Track

Alliance Network Centrality, Board Composition and Corporate Social Performance

Craig Macaulay, University of Texas at Dallas

Orlando Richard, University of Texas at Dallas

Mike Peng, University of Texas at Dallas

Maria Hasenhuttl, University of Texas at Dallas

Charlie Hazzard, University of Texas at Dallas

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

**March 13, 2014
(Thursday)**

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

State Room 3

SESSION A Growth and Economic Development

Session Chair: **Carl McGowan**, Norfolk State University

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

Measuring The Relationship between Stock Market Development and Economic Growth and Development Using Hofstede's Cultural Dimensions

Carl McGowan, Norfolk State University, USA
Steven Papamarcos, Norfolk State University, USA

Relationship between Economic Growth and Debt

Mohammed Ershad Hussain, Dillard University, USA
Mahfuzul Haque, Indiana State University, USA
Richard Igwike, Dillard University, USA

Financial Development and Economic Growth: The Case of Latin America

Benito Sanchez, Kean University, USA

Through Which Channels Can Remittances Spur Economic Growth in MENA Countries?

Mohamed Sami Ben Ali, College of Business and Economics, Department of Finance and Economics - Qatar University, Qatar

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



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

**March 13, 2014
(Thursday)**

8:30 a.m. – 10:00 a.m.

State Room 4

SESSION B Ethics and Social Responsibility

Session Chair: **Yezdi Godiwalla**, University of Wisconsin – Whitewater

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

Conceptual Issues for Safeguarding Responsible Global Corporate Business Practices, Ethical Behavior and Fraud Prevention

Yezdi Godiwalla, University of Wisconsin – Whitewater, USA

Narrative Self and Leadership: Ethical Leadership within the Context of Personal Life Projects

Abiola Ogunyemi, Lagos Business School, Nigeria

Omowumi Ogunyemi, Pontifical University of the Holy-Cross, Italy

Alliance Network Centrality, Board Composition, and Corporate Social Performance

Craig Macaulay, University of Texas at Dallas, USA

Orlando Richard, University of Texas at Dallas, USA

Mike Peng, University of Texas at Dallas, USA

Maria Hasenhuttl, University of Texas at Dallas, USA

Charlie Hazzard, University of Texas at Dallas, USA

Future Russian Business Leaders and Ethical Behaviors: An Investigative Study

Marty Ludlum, University of Central Oklahoma, USA

Mitchell Stephenson, University of Central Oklahoma, USA

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

Lone Star Ballroom

FBD COFFEE BREAK

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

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

**March 13, 2014
(Thursday)**

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

State Room 3

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

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

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

The Readymade Garments Industry in Bangladesh- Challenges and Opportunities

Abdullah Shibli, Framingham State University, USA

Syed Ahmed, Cameron University, USA

Anisul Islam, University of Houston - Downtown, USA

Evaluating Bangladesh's Economic Growth – A Distributed Growth Perspective

Zaki Eusufzai, Loyola Marymount University, USA

Some Macroeconomic Perspectives of Expatriates' Remittances for Bangladesh

Matiur Rahman, McNeese State University, USA

Zakat and Food Security in Bangladesh

M. Kabir Hassan, University of New Orleans, USA

Tanvir Mahmud, World Fish, Bangladesh

Rezwatul Hasan Rana, American International University, Bangladesh

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

**March 13, 2014
(Thursday)**

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

State Room 4

SESSION B Issues in Mergers and Acquisitions

Session Chair: **Stephen Bell**, Park University

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

Do Mergers and Acquisitions Create Value to Shareholders? New Evidence from US mergers

Ohannes Paskelian, University of Houston - Downtown, USA

Stephen Bell, Park University, USA

Sunita Rao, Park University, USA

The Credit-Growth Nexus: New Evidence from Developing and Developed Countries

Mohamed Sami Ben Ali, Collge of Business and Economics, Department of Finance and Economics -
Qatar University, Qatar

Sassi Seifallah, IHEC Business School of Carthage, Tunisia

*Institutional Distance and Ownership Strategy: An Examination of Emerging Market Multinational
Companies' Cross-border M&As in a Developed Market*

Ru-Shiun Liou, California State University – Fresno, USA

Alan Ellstrand, University of Arkansas, USA

Mike Chen-Ho Chao, William Paterson University, USA

Kevin Lee, California State University – Fresno, USA

How Do International Acquisitions Affect the Competitiveness of Companies?

Omer Genc, Minnesota State University – Mankato, USA

J. Jay Choi, Temple University, USA

Arvind Parkhe, Temple University, USA

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



42nd Annual Conference

March 11 - 14, 2015

Hyatt Regency Hotel

Houston, Texas

43rd Annual Conference

To be determined

44th Annual Conference

March 8 - 11, 2017

Statehouse Convention Center/Marriott

Little Rock, Arkansas

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

**March 13, 2014
(Thursday)**

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

State Room 3

SESSION A Financial Literacy and Race Issues

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

Discussants: **Robert Kao**, Park University
 Kalpna Pai, Texas Wesleyan University
 Syed Harun, Texas A&M University – San Antonio
 Kevin Jones, University of Houston – Downtown

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

Ohaness Paskelian, University of Houston - Downtown, USA

Kevin Jones, University of Houston - Downtown, USA

Financial Literacy and Credit Score

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

Pablo Calafiore, Texas A&M University – San Antonio, USA

Josephine Sosa-Fey, Texas A&M University – San Antonio, USA

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

Ohaness Paskelian, University of Houston - Downtown, USA

Stephen Bell, Park University, USA

Robert Kao, Park University, USA

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

Kalpna Pai, Texas Wesleyan University, USA

Gokcen Ogruk, Texas Wesleyan University, USA

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

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

**March 13, 2014
(Thursday)**

1:30 p.m. – 3:00 p.m.

State Room 4

SESSION B Organizational Management Issues

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

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

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

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

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

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Little Rock, Arkansas

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

**March 13, 2014
(Thursday)**

1:30 p.m. – 3:00 p.m.

Houston Ballroom C

SESSION C Advances in Teaching and Learning

Session Chair: **Gail Emily Fey**, University of Arizona

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

Experiences in Teaching Business Writing Online

Gail Emily Fey, University of Arizona, USA

Cheryl Brodersen, University of Arizona, USA

Theory to Practice - Examining the Value of Cultural Competency Training in an Undergraduate Business Class

Chynette Nealy, University of Houston - Downtown, USA

A Statistical Analysis of Student Performance in Business Statistics I

Ron Barnes, University of Houston - Downtown, USA

Linda Becerra, University of Houston - Downtown, USA

Gary Greer, University of Houston - Downtown, USA

Carol Vobach, University of Houston - Downtown, USA

Generational Differences in USA and New Zealand Business Students: An Empirical Test of Deep versus Surface Learning Preferences

Michael Meeks, Louisiana State University Shreveport, USA

3:00 p.m. – 3:30 p.m.

Lone Star Ballroom

FBD COFFEE BREAK

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

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

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

**March 13, 2014
(Thursday)**

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

State Room 3

SESSION A African Business Issues

Session Chair: **Michael Taku**, Dillard University

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

The African Growth and Opportunity Act (AGOA): Progress, Challenges, and Implications for Future Success

Millicent Addo, Texas Southern University, USA

Global Aspirations and Strategies of Emerging Multi Africanas: The Case of Ecobank

Theresa Onaji-Benson, Federal University Lafia, Nigeria

Franklin Ngwu, Glasgow Caledonian University, United Kingdom

Ifedao Adeleye, Pan-African University, Nigeria

Do Remittances Promote Economic Growth and Reduce Poverty? Evidence from African Countries

E.M. Ekanayake, Bethune-Cookman University, USA

Access to Financing and Small Business Enterprise Performance: Strategy and Policy Implications for Ghana and Cameroon

Michael Taku, Dillard University, USA

Mohammed Ershad Hussain, Dillard University, USA

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

**March 13, 2014
(Thursday)**

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

State Room 4

SESSION B Issues Strategies and Management

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

Discussants: **Veena Prabhu**, California State University - Los Angeles
 Rebecca Mao, George Mason University
 Kirsten Foss, Norwegian School of Economics and Business
 Faiza Khoja, University of Houston - Downtown

Small Businesses and Triple Bottom Line: Can it be Worked Out?

Faiza Khoja, University of Houston – Downtown, USA

Creativity from the Neuroscience Perspective

Veena Prabhu, California State University - Los Angeles, USA

Xerxes Arsiwalla, Universitat Pompeu Fabra, Spain

Knowledge Brokering Strategies in the Pharmaceutical Industry: Business Strategies for Innovation

Rebecca Mao, George Mason University, USA

Sonia Ketkar, George Mason University, USA

Can Knowledge Transfers in Global, Multi Domestic and Transnational MNEs

Kirsten Foss, Norwegian School of Economics and Business, Norway

Waymond Rodgers, University of Texas - El Paso, USA

3:30 p.m. – 5:00 p.m.

Houston Ballroom B

SESSION C Issues in Financial Economics

Session Chair: **Priti Verma**, Texas A&M University-Kingsville

Discussants: **Edward Hoang**, University of Colorado - Colorado Springs
 Geungu Yu, Jackson State University
 Priti Verma, Texas A&M University-Kingsville
 Matiur Rahman, McNeese State University

Interest Rates and REITS Sensitivity

Priti Verma, Texas A&M University-Kingsville, USA

Cultural Distance and Stock Market Performance: Some Cross-Sectional Perspective

Matiur Rahman, McNeese State University, USA

Performance Consistency of DOW Stocks: 2009 to 2013

Geungu Yu, Jackson State University, USA

The Determinants of Payout Policy for Public Firms

Edward Hoang, University of Colorado - Colorado Springs, USA

Indrit Hoxha, Pennsylvania State University Harrisburg, USA

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

**March 13, 2014
(Thursday)**

3:30 p.m. – 5:00 p.m.

Houston Ballroom C

SESSION D Miscellaneous Issues in Management Education

Session Chair: **Chynette Nealy**, University of Houston – Downtown

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

Are Students Driven by Negative or Positive Perception about Sales Profession in France?

Eliane Karaklian, Sorbonne, France

Victor Bahhouth, University of North Carolina - Pembroke, USA

John Spillan, University of North Carolina – Pembroke, USA

Digital Collaboration

Chynette Nealy, University of Houston – Downtown, USA

Effects of Functional Diversity on Team – Based Projects: A Review of the Literature

Sujin Horwitz, University of St. Thomas, USA

5:30 p.m. – 7:00 p.m.

Lone Star Ballroom

FBD Meet and Greet Social

Everyone is invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers. Stop by to relax and wind down from the day's conference activities before heading out to other association events, dinner, or the surrounding artistic activities.

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*All FBD conference participants are eligible to have their work considered
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**ACADEMY OF INTERNATIONAL BUSINESS
U.S. SOUTHWEST CHAPTER**

**March 14, 2013
(Friday)**

8:30 a.m. – 10:00 a.m.

State Room 3

SESSION A Issues in International Business

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

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

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

Dina Abdelzaher, University of Houston – Clear Lake, USA
Angie Abdelzaher, American University of Cairo, Egypt

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

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

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

Daniel Glaser, Texas A&M University – San Antonio, USA
Anghel Laurentiu, Academia de Studii Economice, Romania
Syed Harun, Texas A&M University – San Antonio, USA

Lean Supplier Practices and the Indian Supplier Responsiveness Impact

Katrina Savitskie, Savannah State University, USA
Sandipan Sen, Southeast Missouri State University, USA
Sampathkumar Ranganathan, University of Wisconsin-Green Bay, USA

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

**March 14, 2013
(Friday)**

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

State Room 4

SESSION B International Marketing and Management

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

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

Knowledge and Capability Networks for International Sales Effectiveness

Michael Taku, Dillard University, USA

Multinational Enterprise Subsidiary Roles in New Zealand: a Developmental Perspective

Muhammad Mustafa Raziq, Massey University, New Zealand

Martin Perry, Massey University, New Zealand

Martina Battisti, Massey University, New Zealand

Should Corporations Adapt their HR Policies to Accommodate for Family Roles in Mexico?

Alicia Cavazos-Garza, Texas A&M University- Kingsville, USA

How a Firm's Pollution Choice Affects Other CSR Activities

Craig Macaulay, University of Texas at Dallas, USA

Orlando Richard, University of Texas at Dallas, USA

Mike Peng, University of Texas at Dallas, USA

Maria Hasenhuttl, University of Texas at Dallas, USA

Charlie Hazzard, University of Texas at Dallas, USA

8:30 a.m. – 10:00 a.m.

Houston Ballroom B

SESSION C Student Paper Session on Global Competitiveness

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

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

Does Workplace Diversity Contribute to US Global Competitive Gains?

Usha Gautam, McNeese State University, USA

US Global Competitiveness and Trade Balance: Correlation and Causality

Hoang Tran, McNeese State University, USA

How Does Technological Progress Enhance US Global Competitiveness?

Chao Chen, McNeese State University, USA

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

**March 14, 2014
(Friday)**

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

Houston Ballroom C

SESSION D Issues in Financial Economics

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

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

Returns Predictability in Emerging Real Estate Market

M. Kabir Hassan, University of New Orleans, USA

Bora Ozkan, Tulane University, USA

Ali Hepsen, Istanbul University, Turkey

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

Chu Nguyen, University of Houston – Downtown, USA

Lucille Pointer, University of Houston - Downtown, USA

The Impact of Foreign Exchange Rate Changes on the Valuation of Multinational Subsidiaries

Carl McGowan, Norfolk State University, USA

Demir Yener, Johns Hopkins University, USA

Portfolio Diversification Benefits from Investing in Pharmaceutical Sector

Akash Dania, Alcorn State University, USA

10:00 a.m. – 10:30 a.m.

Lone Star Ballroom

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

10:30 a.m. – 12:00 p.m.

State Room 3

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

Topic: Experience in Implementing Innovative Digital Learning Solutions from Different Perspectives

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

Panelists: **Sherita Love**, Senior Instructional Designer, Texas A&M University – San Antonio
 Anne Fry, Director of Business Development, Cengage Learning
 Syed M. Harun, Department Chair, Texas A&M University – San Antonio

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

**March 14, 2014
(Friday)**

12:00 p.m. – 3:00 p.m.

The Kitchen Table (First Floor)

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

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

1:30 p.m. – 3:00 p.m.

State Room 3

SESSION A Issues in International Finance

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

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

The Behavior of Taiwanese Consumer Loan, Deposit Rates and Consumer Loan Premium in Post 1997 Asian Financial Crisis

Chu V. Nguyen, University of Houston - Downtown, USA

Lucille Pointer, University of Houston - Downtown, USA

David Epstein, University of Houston - Downtown, USA

Time Varying Risk Premia of Taiwanese Equity Indices and Bonds

Vijay Vishwakarma, St. Francis Xavier University, Canada

Foreign Direct Investment in Georgia, Kyrgyz Republic and Mongolia

Ata Yesilyaprak, Alabama A&M University, USA

Tynchtyk Maldybaev, Developing World Markets, Kyrgyzstan

3:00 p.m. – 3:30 p.m.

Lone Star Ballroom

FBD COFFEE BREAK - Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support! Great Door Prize Drawings take place at **3:15 p.m.** in the Exhibit Area. *Must be present to win.*

3:30 p.m. – 5:00 p.m.

Lone Star Ballroom A1

AIB SOUTHWEST ANNUAL BUSINESS MEETING

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

All members are invited

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

**March 14, 2014
(Friday)**

3:30 p.m. – 5:00 p.m.

Houston Ballroom C

SESSION A Financial Economics

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

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

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

M. Kabir Hassan, University of New Orleans, USA

William J. Hippler III, University of New Orleans, USA

An Analysis of Market Efficiency for Exchange-Traded Foreign Exchange Options on an Intraday Basis

Peter Ren, University of Houston – Downtown, USA

Impact of U.S. Stock Market Implied Volatility on Emerging Markets Equity Market Volatility and Returns

Akash Dania, Alcorn State University, USA

D.K. Malhorta, Philadelphia University, USA

Gain or Loss: An Analysis of Bank Efficiency of the FDIC Failed-Bank Acquisitions

M. Kabir Hassan, University of New Orleans, USA

Ali Ashraf, Frostburg State University, USA

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FBD Journal at <https://www.fbdonline.org/journal/>



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

**March 14, 2014
(Friday)**

3:30 p.m. – 5:00 p.m.

State Room 3

SESSION B Miscellaneous Issues

Session Chair: **Anisul Islam**, University of Houston - Downtown

Discussants: **Michael Meeks**, Louisiana State University Shreveport
 Chu V. Nguyen, University of Houston-Downtown
 Zafar U. Ahmed, Lebanese American University, Lebanon
 Kalpana Pai, Texas Wesleyan University

The Big Four's Global Affiliate Networks: Examples of "Parental Abandonment" When the Going Gets Rough

Kalpana Pai, Texas Wesleyan University, USA

Thomas D. Tolleson, Texas Wesleyan University, USA

The Family Dinner Ritual: A Comparison of American and New Zealand Family Businesses

Michael Meeks, Louisiana State University Shreveport, USA

Factors Influencing the US Aggregate Personal Consumption: An Econometric Analysis

Chu V. Nguyen, University of Houston-Downtown, USA

Perceived Consumer Power and Consumer Complaint Behavior: The Direct and Indirect Influences of Consumer Awareness of their Rights

Shahid N. Bhuian, Qatar University, Qatar

Zafar U. Ahmed, Lebanese American University, Lebanon

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

**March 14, 2014
(Friday)**

3:30 p.m. – 5:00 p.m.

Live Oak

SESSION C Issues in Higher Education

Session Chair: **Ohaness Paskelian**, University of Houston – Downtown

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

Study Abroad and Student Reflection: Strengthening Transformational Learning

Roger Russell, University of Mary Hardin – Baylor, USA

Michelle Reina, University of Mary Hardin – Baylor, USA

The Transition from Education to Employment: An Alternate Perspective

Alex Sharland, University of South Alabama, USA

Competition and the Performance of Public Schools

Arif Sultan, Saginaw Valley State University, USA

Gender Differences in Saudi Business Students' Values and Needs

Sadrudin Ahmed, Telfer School of Management, Canada

Ebtasam Al-Babtain, Telfer School of Management, Canada

AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST 2014 ANNUAL MEETING

2013 - 2014 OFFICERS

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Gender Issues & Work/Life Balance:	D. Larry Crumbley , Louisiana State University
Government and Nonprofit:	Rabih Zeidan , Texas A&M – Corpus Christi
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2007-2008	Roselyn Morris , Texas State University – San Marcos
2006-2007	Robert Webster , Ouachita Baptist University

2014 AWARDS

**McGraw-Hill Irwin
Distinguished Paper Award**

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

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

(Presented in Session 5C)

**Federation of Business Disciplines
Outstanding Educator Award**

Margaret M. Tanner, University of Arkansas – Fort Smith

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

Teaching to the Test: Implications for College Accounting Learning

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

(Presented in Session 6B)

Outstanding Doctoral Student Paper Award

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

(Presented in Session 4D)

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

March 13, 2014 (Thursday)

8:30 a.m. –10:00 a.m.	(Accounting) 1.5 CH	Pearl 5
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WORKSHOP 1A Using an Online Business Simulation to Teach Management Accounting

Organizer: **Stephen Brian Salter**, University of Texas at El Paso

8:30 a.m. –10:00 a.m.	(Accounting) 1.5 CH	Pearl 4
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SESSION 1B Diversity Issues in Accounting

Moderator: **Uchenna Akpom**, University of West Alabama

Impact of Audit Committee Gender Diversity on Bank Risk

Shengxiong Wu, Texas Wesleyan University

Mary Jane Lenard, Meredith College

Bing Yu, Meredith College

E. Anne York, Meredith College

Prestige and Placement in Accounting Academia: Putting Women and Minorities in Their Places...?

Amelia A. Baldwin, University of Arkansas – Fort Smith

Rebecca Grasser, Lakeland Community College

Disclosing Material Weakness in Internal Controls:

Does Gender of the CFO and Audit Committee Members Matter?

Yun-Chia Yan, University of Texas at Brownsville

Robert James Parker, University of New Orleans

Mai Dao, University of Toledo

Hua-Wei Huang, National Cheng Kung University

8:30 a.m. –10:00 a.m.	(Accounting) 1.5 CH	Pearl 2
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SESSION 1C Information Systems

Moderator: **Calee Jo Holcombe**, Louisiana Tech University

Bring Your Own Device (BYOD)--Who Is Running Organizations?

James Scott Magruder, University of Southern Mississippi

Stanley X. Lewis, Troy University

Eddy J. Burks, Troy University

Carl Smolinski, Louisiana State University – Shreveport

An Investigation of Software Piracy among African American Students using ETPB

Koffi Dodor, Jackson State University

Information Technology Integration in a Post-Merger Environment

Gloria Williams, Walden University

Roger W. Mayer, SUNY College at Old Westbury

Wen-Wen Chien, SUNY College at Old Westbury

Cecil Williams, Walden University

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

March 13, 2014 (Thursday)

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

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

Equity Compensation and Stock Repurchases: The Impact of Stock Option Expensing

Salil K. Sarkar, University of Texas – Arlington

Bonnie R. Quillin, University of Texas – Arlington

The Role of CEO Inside Debt Holdings in Affecting Corporate Pension Funding and Future Investment

Seong Yeon Cho, Oakland University

Liang Fu, Oakland University

Yin Yu, Oakland University

Did Mergers & Acquisitions Replace R&D in the Past?

George L. Schmidt, University of Arkansas – Fort Smith

10:00 a.m. – 10:30 a.m.	Lone Star Ballroom
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FBD Coffee Break Visit the exhibits for information on the latest books and newest educational technologies. Tell our exhibitors how much we appreciate their presence and their continuing support!

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

10:30 a.m. – Noon	(Accounting) 1.5 CH	Pearl 5
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SESSION 2A International Accounting

Moderator: **Mohan Kuruvilla**, Houston Baptist University

Reverse Mergers, A Method For Access to Private Investment in Public Equity for Research and Development Activities

Amy Foshee Holmes, University of Texas – Arlington

Will Firms' Changes in Fair Value Affect the Audit Fees? Evidence from the Chinese Listed Firms

Jianwei Ma, Beijing Technology and Business University

Fujen Hsiao, University of Minnesota – Duluth

Chao Liang, Beijing Technology and Business University

Multinational Diversification and Performance: A Reevaluation of the Evidence

Philip Harris Siegel, McCurry and Co. CPAs

Khondkar E. Karim, University of Massachusetts – Lowell

Jeffrey P. Lessard, Rochester Institute of Technology

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AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2014 ANNUAL MEETING

March 13, 2014 (Thursday)

10:30 a.m. – 12:00 p.m.	(Accounting) 1.5 CH	Pearl 4
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SESSION 2B Teaching Approaches

Moderator: **D. Larry Crumbley**, Louisiana State University

What Resources are Available to Help Accounting Professors Teach Writing?

Chuong Do, The University of Tulsa

Elizabeth Goad Oliver, Washington and Lee University

Karen S. Cravens, University of Tulsa

Jax Seafood Inc. An Instructional Case on Accounting for Inventory Transactions Among Related Parties

Harriet Lynn Stallworth, Appalachian State University

Unpaid Internships: Free Labor or Valuable Learning Experience?

Robert J. Tepper, University of New Mexico

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

Moderator: **Govind Iyer**, University of North Texas

Tax Treatment of Small Companies with Startup Cost that Failed to Start Up

Linval Frazer, SUNY Old Westbury

Tax Compliance in a Social Setting: The Influence of Social Norms on Taxpayer Compliance

Peggy Jimenez, University of North Texas

Evaluation of Interest Charge-Domestic International Sales Corporation (IC-DIS)

Chao M. Liu, Tarleton State University

Li Juan Sun, University of Texas – Pan American

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

March 13, 2014 (Thursday)

10:30 a.m. – 12:00 p.m.	(Accounting) 1.5 CH	Pearl 1
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SESSION 2D Financial Accounting and Reporting

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

Successful Effort Versus Full Cost Accounting: Accounting Choice and a Size-Based Misconception?

Cristina Bailey, Texas Tech University

Steve Buchheit, Texas Tech University

William L. Buslepp, Texas Tech University

Gary Martin Fleischman, University of Wyoming

A Literature Review of Financial Transparency in Reporting for Gift Cards

Julie Wright, University of Arkansas – Fort Smith

Off Balance Sheet Assets

Mary Fischer, University of Texas – Tyler

Treba A. Marsh, Stephen F. Austin State University

12:00 p.m. – 1:30 pm	(Accounting) 1.0 CH	Chaparral (38 th floor)
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LUNCH and KEYNOTE SPEAKER

**Karen Pincus, President
American Accounting Association**

Karen Pincus is the Doyle Z. and Maynette Derr Williams Professor of Accounting at the University of Arkansas. Her research, which appears in U.S. and international journals, focuses on audit judgment, fraud detection, and accounting education; she has been a member of the editorial boards of *Auditing: A Journal of Practice and Theory*, *Behavioral Research in Accounting*, and *Issues in Accounting Education*. Professor Pincus received the AAA's Innovation in Accounting Education award for developing an innovative introductory accounting course, the AICPA's Distinguished Achievement in Accounting Education and Special Recognition awards, and the AWSCPA's Educator of the Year award.

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42nd Annual Conference

March 11 - 14, 2015

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43rd Annual Conference

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Statehouse Convention Center/Marriott

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

March 13, 2014 (Thursday)

1:30 p.m. – 3:00 p.m.	(Computer Science) 1.5 CH	Pearl 5
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PANEL 3A Technology: Does it Help Students Learn Accounting?

Moderator: **Chris Aquino**, Niagara University

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

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

1:30 p.m. – 3:00 p.m.	(Accounting) 1.5 CH	Pearl 4
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SESSION 3B Performance and Planning

Moderator: **Shanshan Pan**, Louisiana State University

Judgment Performance in Business Planning

David T. Dearman, University of Arkansas – Little Rock

Using Benefits to Support Organizational Strategies: Are Pension Plans and Safer Driving Related in the U.S. Trucking Industry?

Christian Sobngwi Kuiate, University of Houston

Thomas R. Noland, University of Houston

Arthur J. Francia, University of Houston

Steve Werner, University of Houston

The Association Between Long-Term Performance Plan Use and Corporate Performance

Derek K. Oler, Texas Tech University

James Francis Waagelein, Emporia State University

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AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2014 ANNUAL MEETING

March 13, 2014 (Thursday)

1:30 p.m. – 3:00 p.m.

(Accounting) 1.5 CH

Pearl 2

SESSION 3C

Audit Quality and Conservatism

Moderator:

Hock Chong, Prairie View A&M University

How do Audit Internships Influence the Commitment and Turnover Intentions of Public Accounting New-Hires?

Matthew T. Hart, Texas Tech University

Joleen Kremin, Texas Tech University

William R. Pasewark, Texas Tech University

Effect of Financial Crisis on Auditor Conservatism

Yun-Chia Yan, University of Texas at Brownsville

Joseph D. Beams, University of New Orleans

1:30 p.m. – 3:00 p.m.

(Accounting) 1.5 CH

Pearl 1

SESSION 3D

Financial Analysts and Forecasts

Moderator:

Yu Zhang, University of Texas – Arlington

Crowdsourcing Forecasts: Competition for Sell-side Analysts?

Rick Johnston, Purdue University

Tony Kang, Oklahoma State University

Michael Christopher Wolfe, Oklahoma State University

Investors' Reactions to Management Forecasts and Analysts' Information Environment

Youngdeok Lim, University of New South Wales

Hyungil Oh, Columbia University

The Effect of Income-Increasing Earnings Management on Analysts' Stock Recommendations in Overvalued Firms

Jomo Sankara, Illinois State University

Terrance R. Skantz, University of Texas – Arlington

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

March 13, 2014 (Thursday)

3:00 p.m. – 3:30 p.m.

Lone Star Ballroom

FBD Coffee Break

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

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

3:30 p.m. – 5:00 p.m.

(Accounting) 1.5 CH

Exhibit Hall Foyer

SESSION 4A

Poster Session

Effects of Auditors' Networking on Their Performance and Ethical Behaviors

Gin Chong, Prairie View A&M University

Financial Statement Racing

Nikki Shoemaker, Stephen F. Austin State University

Marie Kelly, Stephen F. Austin State University

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

Edward R. Walker, University of Central Oklahoma

Katherine P. Terrell, University of Central Oklahoma

Robert Terrell, University of Central Oklahoma

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

Dale Spradling, Stephen F. Austin State University

Engaged Learning in the Intermediate Accounting Class

Kalpana Pai, Texas Wesleyan University

3:30 p.m. – 5:00 p.m.

(Computer Science) 1.5 CH

Pearl 4

SESSION 4B

Teaching and Technology

Moderator:

David Dearman, University of Arkansas – Little Rock

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

Pamela S. Baker, Texas Woman's University

Why Do Some Students Prefer Online to F2F Classes?

Yong-Gyo Lee, University of Houston – Victoria

Donna Stringer, University of Houston – Victoria

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

D. Larry Crumbley, Louisiana State University

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

March 13, 2014 (Thursday)

3:30 p.m. – 5:00 p.m.	(Accounting) 1.5 CH	Pearl 2
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SESSION 4C Public and Governmental Issues

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

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

Texas Water Ownership
Douglas Brown, University of Texas – Tyler

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

3:30 p.m. – 5:00 p.m.	(Accounting) 1.5 CH	Pearl 1
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SESSION 4D Forecasts and Earnings

Moderator: **Janie R. Gregg**, University of West Alabama

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

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

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

5:30 p.m. – 7:00 p.m.	Lone Star Ballroom
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FBD Meet and Greet Social

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

ENJOY YOUR EVENING IN DALLAS!

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

March 14, 2014 (Friday)

8:30 a.m. – 10:00 a.m.

(Accounting) 1.5 CH

Pearl 5

SESSION 5A

Critical Thinking and Accounting

Moderator:

Treba A. Marsh, Stephen F. Austin State University

Prevalence of Explicit Critical-Thinking Models Used in Top-Ranked Accounting Undergraduate Programs?

Laura R. Barthel, Eastern Kentucky University

Training Tomorrow's Critical Thinkers: Adapting the Casebook Method to Tax Courses

John Gamino, Texas State University

The Current State of CPA Education: Experience and the 150-Hour Education Requirement Trade-Off

Dennis S. Ortiz, University of Texas – Pan American

John O'Shaughnessy, San Francisco State University

Philip Harris Siegel, McCurry and Co. CPAs

8:30 a.m. – 10:00 a.m.

(Accounting) 1.5 CH

Pearl 4

PANEL 5B

Bells and Whistles: Best Practices in Teaching Accounting Principles

Moderator:

Thomas Carment, Rogers State University

Panelists:

Joseph Krupka, Texas A&M University – Commerce

Bruce W. Runyan, Western Carolina University

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

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

March 14, 2014 (Friday)

8:30 a.m. – 10:00 a.m.

(Accounting) 1.5 CH

Pearl 2

SESSION 5C

IFRS

Moderator: **Art Gilbert**, Northeastern State University

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

Li-Chin Jennifer Ho, University of Texas – Arlington

Qunfeng Liao, University of Texas – Arlington

Martin E. Taylor, University of Texas – Arlington

Religiosity and Earnings Management: International Evidence from the Banking Industry

Kiridaran Kanagaretnam, McMaster University

Gerald Lobo, University of Houston

Chong Wang, University of Kentucky

Factors Affecting a Firm's Decision to File IFRS Financial Statements in the United States: Evidence from Foreign Private Issuers

Jennifer Lynn Yardley, University of Texas at Arlington

8:30 a.m. – 10:00 a.m.

(Accounting) 1.5 CH

Pearl 1

SESSION 5D

Earnings Announcements and Returns

Moderator: **Mutlu Sunay**, University of Texas at Dallas

Aggregate Market Attention and Earnings Announcements

Abdullah Kumas, University of Richmond

Down but Not Out: Investigating Returns for Negative Retained Earnings Firms

Kevin Kim, Texas Tech University

Derek K. Oler, Texas Tech University

Mitchell J. Oler, Virginia Polytechnic Institute & State University

10:00 a.m. – 10:30 a.m.

Lone Star Ballroom

FBD Coffee Break

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

March 14, 2014 (Friday)

10:30 a.m. – 12:00 p.m.	(Accounting) 1.5 CH	Pearl 5
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SESSION 6A Internal Control Issues

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

Internal Control versus Deviation in Organizations

Linval Frazer, SUNY -- Old Westbury

The Effect of the Information Technology Environment on Tax-Related Material Weaknesses and Tax Planning

Jaclyn Prentice, University of Arkansas – Fayetteville

Sabrina Chi, University of Arkansas – Fayetteville

The Benefits of Auditors' Attestation on Internal Control: Evidence from Annual Report Misstatements

Yuping Zhao, University of Houston

10:30 a.m. – 12:00 p.m.	(Accounting) 1.5 CH	Pearl 4
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SESSION 6B Teaching, Learning & Curriculum

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

The Learning Styles of College Business Students

Nikki Shoemaker, Stephen F. Austin State University

Marie Kelly, Stephen F. Austin State University

Lessons Learned from Integrating iPads into the Accounting Classroom

Amelia A. Baldwin, University of Arkansas – Fort Smith

Margaret M. Tanner, University of Arkansas – Fort Smith

George Schmidt, University of Arkansas – Fort Smith

Teaching to the Test: Implications for College Accounting

Carolyn Conn, St. Edward's University

Paul Vermette, Niagara University

Cindy Kline, Niagara Catholic Junior-Senior High School

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

March 14, 2014 (Friday)

10:30 a.m. – 12:00 p.m.	(Accounting) 1.50 CH	Pearl 2
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SESSION 6C Management Accounting

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

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

Jerry B. Hays, Nova Southeastern University

Randall Wesley Rentfro, University of Tampa

Donald Lamar Ariail, Southern Polytechnic State University

Paul Dion, Susquehanna University

Beyond Coordination and Systems: Management Controls at an Amusement Park

Kalinga Jagoda, Mount Royal University

Kelsey Williamson, Mount Royal University

Rafik Kurji, Mount Royal University

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

Daniel Reimsbach, University of Düsseldorf

Bastian Hauschild, University of Düsseldorf

10:30 a.m. – 12:00 p.m.	(Accounting) 1.50 CH	Pearl 1
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SESSION 6D Industries and Regulation

Moderator: **Clara Richardson**, McMurtry University

Intra-Industry Connectedness and the Corporate Information Environment

Che-Wei Chiu, University of Texas – Dallas

Regulatory Influence on Bad Debt Estimation

Matthew Alan Cobabe, University of Oklahoma

Frances L. Ayres, University of Oklahoma

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

Maggie Hao, Lamar University

Emeka T. Nwaeze, University of Texas-San Antonio

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

March 14, 2014 (Friday)

12:00 p.m. – 1:30 pm

Lone Star Ballroom A1

LUNCH and BUSINESS MEETING
Thomas Carment, President

1:30 p.m. – 3:00 p.m.

(Accounting) 1.5 CH

Pearl 5

SESSION 7A Accounting Education

Moderator: **Dale Spradling**, Stephen F. Austin State University

Academic Integrity Policies: Has Your Institution Implemented an Effective Policy?

Julia Bristor, Texas A&M – Commerce

Megan Burke, Texas A&M – Commerce

Moral Disengagement in Accounting Majors: An Exploratory Study

Suzanne N. Cory, St. Mary's University

Incorporate XBRL and Footnote Disclosure in Financial Accounting Courses

Nancy Manzheng Fan, California State Polytechnic University – Pomona

1:30 p.m. – 3:00 p.m.

(Accounting) 1.5 CH

Pearl 4

PANEL 7B Editors' Panel

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

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

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



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

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

March 14, 2014 (Friday)

1:30 p.m. – 3:00 p.m.	(Accounting) 1.5 CH	Pearl 2
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SESSION 7C Ethics, Auditing, and the Law

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

Ethical Decision-Making within the Accounting Profession

Caroline C. Hayek, Texas A&M University – Commerce

The In Pari Delicto Defense For Auditors in Professional Negligence Cases: The Imputation of Managers' Unlawful Acts To A Client Corporation

Stephen Blythe, Abu Dhabi University

The Impact of Auditor Reputation on Juror's Assessment of Auditor Liability in a Limited Liability Regime: Financially Important Nonpublic Clients

Reginald Wilson, Southern University at Baton Rouge

1:30 p.m. – 3:00 p.m.	(Accounting) 1.5 CH	Pearl 1
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SESSION 7D Executive Compensation

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

The Association Between Shielding, Equity Compensation, Corporate Governance And R&D Investment

Paul Arthur San Miguel, Western Michigan University

Investor Sentiment and Stock Option Vesting Terms

Shawn X. Huang, Arizona State University

Sami Keskek, University of Arkansas – Fayetteville

Juan Manuel Sanchez, Texas Tech University

Executive Compensation and Tax Havens

Chialing Hsieh, University of Texas – Tyler

Veronda F Willis, University of Texas – Tyler

3:00 p.m. – 3:30 p.m.	Lone Star Ballroom
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FBD Coffee Break

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

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

AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2014 ANNUAL MEETING

March 14, 2014 (Friday)

3:30 p.m. – 5:00 p.m.

(Accounting) 1.5 CH

Pearl 5

SESSION 8A

Novel Teaching Approaches

Moderator:

Edward R. Walker, University of Central Oklahoma

Don't Spoonfeed Your Students: Try an Ethically Novel Approach

D. Larry Crumbley, Louisiana State University

Christopher Gil Jones, California State University – Northridge

Stacy Ann Mastrolia, Bucknell University

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

D. Larry Crumbley, Louisiana State University

Some Tales from the Far Side of Forensic Accounting

D. Larry Crumbley, Louisiana State University

3:30 p.m. – 5:00 p.m.

(Accounting) 1.5 CH

Pearl 4

SESSION 8B

Accounting for Sustainability

Moderator:

Pamela S. Baker, Texas Woman's University

The Readability of Sustainability Reports

Stephanie Farewell, University of Arkansas – Little Rock

Ingrid E. Fisher, SUNY – Albany

Cynthia M. Daily, University of Arkansas – Little Rock

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

Wenxiang Lu, University of Texas – Arlington

Martin E. Taylor, University of Texas – Arlington

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

Anne M.A. Sergeant, Grand Valley State University

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for the low submission fee of \$40.*

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

March 14, 2014 (Friday)

3:30 p.m. – 5:00 p.m.

(Accounting) 1.5 CH

Pearl 2

SESSION 8C

Auditing

Moderator:

Lili Sun, University of North Texas

The Determinants of Auditing Fees: A Review of Recent Knowledge

Uchenna Akpom, University of West Alabama

Young Dimkpah, Virginia State University

The Effects of Accountability on Individual Brainstorming Performance

Shani Nicole Robinson, Sam Houston State University

Jan Taylor Morris, Sam Houston State University

Cassy Henderson, Sam Houston State University

Firm Type, Scope of Services, and Financial Reporting

Reginald Wilson, Southern University at Baton Rouge

3:30 p.m. – 5:00 p.m.

(Accounting) 1.5 CH

Pearl 1

SESSION 8D

Financial Accounting and Reporting

Moderator:

Laura R. Barthel, Eastern Kentucky University

What is the Impact of Say on Pay on Executive Compensation? A Meta-Analysis of the Empirical Evidence

Stephani Mason, Rutgers University

Dan Palmon, Rutgers University

Ephraim Sudit, Rutgers University

Testing versus Building Accounting Theory with Experimental Research – Insights from Management Research

Daniel Reimsbach, University of Düsseldorf

Bastian Hauschild, University of Düsseldorf

A Primary Market Examination of Securitization Characteristics and Risk

Arthur L. Wharton, Towson University

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CONGRATULATIONS!

Recipient of the 2014 McGraw-Hill Distinguished Paper Award

Using Business Cases to Foster Critical Thinking

Kathryn S. O'Neill, Sam Houston State University

Gary L. May, Clayton State University

Recipient of the 2014 Federation of Business Disciplines Outstanding Educator Award

Margaret S. Kilcoyne, Northwestern State University

**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**March 13, 2014
(Thursday)**

8:00 a.m. – 8:30 a.m.

San Antonio Ballroom B

ABC – SWUS Breakfast

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

8:30 a.m. – 10:00 a.m.

San Antonio Ballroom B

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

Innovations in Business Communications Pedagogy

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

Winner of the 2014 McGraw-Hill Distinguished Paper Award

Using Business Cases to Foster Critical Thinking

Kathryn S. O’Neill, Sam Houston State University

Gary L. May, Clayton State University

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

Robert N. Yale, University of Dallas

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

Beverly A. Block, Missouri Southern State University

Michelle L. Dawson, Missouri Southern State University

10:00 a.m. – 10:30 a.m.

Lone Star Ballroom

FBD Coffee Break

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

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

**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**March 13, 2014
(Thursday)**

10:30 a.m. – 12:00 p.m.

San Antonio Ballroom B

SESSION A Preparing Students for the Workplace

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

Perception of Employers on the Competencies that Students and Graduates of the College of Business Administration Demonstrate in Business Environments

Aida Andino Pratts, University of Puerto Rico, Rio Piedras Campus

Zoraida Fajardo Heyliger, University of Puerto Rico, Rio Piedras Campus

Leticia M. Fernandez, University of Puerto Rico, Rio Piedras Campus

Adapting Employment Materials to Validate Alternative Educational Experience

Kenneth R. Price, University of Wisconsin-River Falls

What Does It Take to Get Hired in a Small Town? A Comparison of Soft Skills

Carol Wright, Stephen F. Austin State University

1:30 p.m. – 3:00 p.m.

San Antonio Ballroom B

SESSION A Exploring the Language of Business Communication

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

Can Sentence Work Based on Transformational Grammar Help Students Write Better? Results of a Pilot Study

Kathy Rentz, University of Cincinnati

Codeswitching in the Business Communication Classroom: A Case Study

Rebecca Setliff, Savannah State University

The Logical Ordering of Language for Pre-Law Majors

Phillip Mink, University of Delaware

The State of Business Communication Courses in the United States

Farrokh Moshiri, University of California at Riverside

Peter W. Cardon, University of Southern California

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**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**March 13, 2014
(Thursday)**

3:00 p.m. – 3:30 p.m.

Lone Star Ballroom

FBD Coffee Break

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

3:30 p.m. – 5:00 p.m.

San Antonio Ballroom B

SESSION A ABC – SWUS Business Meeting

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

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

5:30 p.m. – 7:00 p.m.

Lone Star Ballroom

FBD Meet and Greet Social

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

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



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**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**March 14, 2014
(Friday)**

7:30 a.m. – 8:30 a.m.

Lone Star Ballroom A1

ABC – SWUS and ABIS Joint Breakfast

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

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

Lone Star Ballroom A1

SESSION A Communication Connections: ABC AND ABIS JOINT SESSION

Session Chair: **Kelly Grant**, Tulane University

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

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

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

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

10:00 a.m. – 10:30 a.m.

Lone Star Ballroom

FBD Coffee Break

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for the low submission fee of \$40.*

**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**March 14, 2014
(Friday)**

10:30 a.m. – 12:00 p.m.

San Antonio Ballroom B

SESSION A Communication Without Borders

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

Business Communication in China: Still the Same as Before?

Yong-Kang Wei, University of Texas at Brownsville

An Analysis of Asian Business Student Learning Styles

William McPherson, Indiana University of Pennsylvania

The Future of International Business Consulting

Sydel Sokuvitz, Babson College

10:30 a.m. – 12:00 p.m.

State Room 4

SESSION B Innovations in Business Communication Pedagogy, II

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

A Business Communication Exercise in Participation and Analytical Thinking

Elizabeth W. Bidwell, Oklahoma State University

Kristina Schaap, Oklahoma State University

Uniquely Qualified: Building Students' Professional Brand for Job Placement and Career Management

Gail Johnson, The University of Texas at Tyler

Rockell McWhorter, The University of Texas at Tyler

Bridging the Profit Gap: A Business Communication Perspective Toward Working in Interdisciplinary and Transdisciplinary Teams

Bradley S. Wesner, Sam Houston State University

Legal Writing in Business Communication

Beth Sindaco, University of Scranton

12:00 p.m. – 1:30 p.m.

The Kitchen Table

ABC – SWUS Executive Board Lunch – By Invitation

**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**March 14, 2014
(Friday)**

1:30 p.m. – 3:00 p.m.

San Antonio Ballroom B

SESSION A The Future of Business Communication

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

Panel Discussion: Launching a New Business Major: Business Communication and Corporate Education

Marsha L. Bayless, Stephen F. Austin State University

S. Ann Wilson, Stephen F. Austin State University

M. Gail Weatherly, Stephen F. Austin State University

Susan E. Jennings, Stephen F. Austin State University

Companies Facing the Challenge of Communicating the Goals of the Strategic Plan

Laura R. Barthel, Eastern Kentucky University

3:00 p.m. – 3:30 p.m.

Lone Star Ballroom

FBD Coffee Break

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.

San Antonio Ballroom B

SESSION A Communication Skills Assessment and Development

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

Student Self-Assessment vs. Actual Performance of Communication Skills

Marcel Robles, Eastern Kentucky University

Everyone's Got an Opinion

John N. Davis, Hardin-Simmons University

Terry Minami, Hardin-Simmons University

Tim B. Chandler, Hardin-Simmons University

How to Execute Real-World Service Learning Projects In Business Communication Courses Without Them Taking Over the Entire Course

Lorelei Ortiz, St. Edward's University

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ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

**March 13, 2014
(Thursday)**

CONGRATULATIONS!

Recipient of the 2014 McGraw-Hill Distinguished Paper Award

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

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

Recipient of the 2014 FBD Outstanding Educator Award

Kimberly Merritt, Oklahoma Christian University

8:00 a.m. – 10:00 a.m.

San Antonio Ballroom A

SESSION A Buffet Breakfast, Business Meeting and Distinguished Paper Presentation

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

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

Yearly Business Meeting: Old and New Business of ABIS

2014 McGraw-Hill Distinguished Paper Presentation

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

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

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

Lone Star Ballroom

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

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 13, 2014
(Thursday)

10:30 a.m. – 12:00 p.m.

San Antonio Ballroom A

SESSION A Online Teaching & Learning

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

Who Are These Online Students and Where Are They Coming From?

Lori Soule, Nicholls State University

Role of the Video Support in Online Classes to Improve the Cognition Level of the Students of Higher Education: Case Study of Qatar.

Habib Ullah Khan, Qatar University

Are Web Bugs Bugging Business Faculty and Students?

Carla J. Barber, University of Central Arkansas

Beverly Oswalt, University of Central Arkansas

Lea Anne Smith, University of Central Arkansas

Linoit: An Emerging Digital Technology in the Teaching of Business Communication

Skip Ward, Fort Hays State University

Noon – 1:30 pm

Lunch on your own

1:30 p.m. – 3:00 p.m.

San Antonio Ballroom A

SESSION A Social Media & Cloud Computing

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

Respectful Business Communication: A Project on Skype

Kemi Ogunyemi, Lagos Business School

The Role of Social Media in Business Communication: Why and How is Social Media Use by Employees being Positively and Successfully Managed?

Marilyn Macik-Frey, Nicholls State University

Social Networking Site Attitudes and Behaviors: Examining the Role of Individualism-Collectivism Orientation and Emotional Intelligence

Anushri Rawat, Nicholls State University

En Mao, Nicholls State University

Knowledge of Cloud Computing Among College of Business Faculty and Students

Carla J. Barber, University of Central Arkansas

Beverly Oswalt, University of Central Arkansas

Lea Anne Smith, University of Central Arkansas

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

**March 13, 2014
(Thursday)**

3:00 p.m. – 3:30 p.m.

Lone Star Ballroom

FBD Coffee Break

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

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

San Antonio Ballroom A

SESSION A Preparing Students for Success

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

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

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

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

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

5:30 p.m. – 7:00 p.m.

Lone Star Ballroom

FBD Meet and Greet Social

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ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 14, 2013
(Friday)

7:30 a.m. – 8:30 a.m.

Lone Star Ballroom A1

ABIS and ABC - SWUS Joint Breakfast

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

8:30 a.m. - 10:00 a.m. –**Joint Session**

Lone Star Ballroom A1

SESSION A Communication Connections: ABC AND ABIS JOINT SESSION

Session Chair: **Kelly Grant**, Tulane University

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

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Ashley A. Hall, Stephen F. Austin State University
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S. Ann Wilson, Stephen F. Austin State University

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Lone Star Ballroom

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ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

**March 15, 2013
(Friday)**

10:30 a.m. – 12:00 p.m.

San Antonio Ballroom A

SESSION A Program Integration & Assessment

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

Creating a New Program: Business Intelligence, Quality, and Logistics

Daniel D. Friesen, University of North Texas

Develop a Mentoring Program to Retain Your Information Systems Majors

Jim Larsgaard, Eastern Kentucky University

Analyzing a Decade of Assessment Data: Mining for Trends in Student Learning

David Smith, Cameron University

Kimberly L. Merritt, Oklahoma Christian University

Integration of Business Analytics Tools and Processes into the Business Core

Robert B. Mitchell, University of Arkansas

Richard W. Woolridge, University of Arkansas

1:30 p.m. – 3:00 p.m.

San Antonio Ballroom A

SESSION A Information Technology & K16

Session Chair: **Michelle Hepner**, University of Central Oklahoma

Using Systems Analysis Skills to Design Mobile Applications: The Problem of Food Waste at Capers Buffet

Degan Kettles, University of Central Oklahoma

Disaster Planning and Recovery for Small and Medium Sized Businesses: A Guide to Success

Jennifer Stone, University of Central Oklahoma

Sajana Shrestha, University of Central Oklahoma

Michelle Hepner, University of Central Oklahoma

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

Sarah Wright, Northwestern State University

Julie McDonald, Northwestern State University

Margaret S. Kilcoyne, Northwestern State University

Sue Champion, Northwestern State University

Professors and Students: Perceptions of the Use of PowerPoint and Other Technologies in the Classroom

Marcel Robles, Eastern Kentucky University

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 15, 2013
(Friday)

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

Lone Star Ballroom

FBD Coffee Break

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

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

San Antonio Ballroom A

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

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

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

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

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

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Congratulations!

Recipient of the 2014 McGraw-Hill Distinguished Paper Award

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

Türkan Dursun-Kilic
West Texas A&M University

Recipient of the 2014 Federation of Business Disciplines Outstanding Educator Award

Gordon G. Mosley
Troy University

AcessCapon 2014 Innovative Marketing Teacher of the Year Award

Kimball P. Marshall
Alcorn State University

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

Marketing Research Sanjay S. Mehta, Sam Houston State University

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

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

Student Papers Thomas W. Lanis, East Central University

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

Marketing Strategy & Entrepreneurship Silvia L. Martin, Lynchburg College

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

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

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

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

Retailing & Services Marketing Ramaprasad Unni, Tennessee State University

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

Pharmaceutical & Healthcare Marketing Michael Howley, Drexel University

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

CONGRATULATIONS!

BEST OF TRACK PAPER AWARD WINNERS

Global and Cross Cultural Marketing

*A Cross-Cultural Perspective on Consumer Perceptions of
Service Failures Severity: A Pilot Study*

Haithem Zourrig, University of Regina

Kamel El Hedhli, Abu Dhabi University

Jean-Charles Chebat, HEC Montreal

Ethics, Legal and Public Policy

*Ethical Consumption Behavior and Materialism –
A Study of Consumers in a Super-rich Market*

Khurram Jahangir Sharif, Qatar University

Logistics and Supply Chain Management

Ethics in Supply Chain Management: Educators' Perspective

Grant Aguirre, University of Central Oklahoma

Stefan Genchev, University of Central Oklahoma

Darrell Goudge, University of Central Oklahoma

Marketing Strategy and Entrepreneurship

Drivers and Outcomes of Individual Customer Orientation: A Holistic Approach

Türkan Dursun-Kilic, West Texas A&M University

Consumer Behavior and Customer Relationship Management

Decision-making Style, College Loan Debt, and Credit Card Misuse

Sarath A. Nonis, Arkansas State University

Xiankui Hu, Arkansas State University

Gail I. Hudson, Arkansas State University

Melodie Philhours, Arkansas State University

Personal Selling and Sales Management

An Application of Leadership and Management Concepts to Sales Management

Kristen Maceli, Pittsburg State University

Donald Baack, Pittsburg State University

Retail and Services Marketing

Shopping Well-Being: Is it Just a Matter of Pleasure or Doing the Task?

Kamel El Hedhli, Abu Dhabi University

Haithem Zourrig, University of Regina

Jean-Charles Chebat, HEC Montreal

Branding and Brand Management

*Creation of Brand Equity and Its Effects on Consumer Intentions
in the Purchase of Consumer Durable Goods in Turkey*

Ravi K. Jillapalli, Texas State University-San Marcos

Regina Jillapalli, Texas State University-San Marcos

Student Track

Is Source Credibility a Central or a Peripheral Element?

Mari Matiuos Kasbar Ouhani, Abu Dhabi University

Kamel El Hedhli, Abu Dhabi University

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 13, 2014
(Thursday)**

8:30 a.m. – 10:00 a.m.

Atrium

SESSION A Ethics, Legal and Public Policy

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

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

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

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

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

8:30 a.m. – 10:00 a.m.

Seminar Theatre

SESSION B Retailing and Services Marketing

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

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

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

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

Gamification and Service Marketing
Mario Cortes Garay, Monterrey Institute of Technology
Roger Conaway, Monterrey Institute of Technology

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 13, 2014
(Thursday)**

8:30 a.m. – 10:00 a.m.

Lone Star Ballroom A1

SESSION C Logistics and Supply Chain Management

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

Ethics in Supply Chain Management: Educators' Perspective

Grant Aguirre, University of Central Oklahoma

Stefan Genchev, University of Central Oklahoma

Darrell Goudge, University of Central Oklahoma

How to Pay the Transporter: The Effect of Type of Contracts on Optimal Logistics Decisions

Thanh V. Tran, University of Central Oklahoma

Stefan Genchev, University of Central Oklahoma

Darrell Goudge, University of Central Oklahoma

Capabilities, Collaboration and Supply Chain Performance

Prashant Srivastava, Drexel University

Karthik NS Iyer, University of Northern Iowa

Mohammed A. Rawwas, University of Northern Iowa

10:00 a.m. – 10:30 a.m.

Lone Star Ballroom

FBD COFFEE BREAK

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

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

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



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

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 13, 2014
(Thursday)**

10:30 a.m. – 12:00 p.m.

Atrium

SESSION A Marketing Education: Strategies to Challenge and Engage Students

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

Technology Readiness and Learning Goals as Antecedents to Student Satisfaction and Learning Outcomes

in Online and Traditional Settings: A Preliminary Empirical Investigation

Vivek S. Natarajan, Lamar University

Lynn Godkin, Lamar University

Thinking Outside the Box: Using Supplemental Reading and Presentation Assignments to Increase Rigor, Student Engagement, and Student Responsibility for Learning

William F. Spear, Colby-Sawyer College

Advancing Student Learning Beyond Summarizing: Creating Secondary Research Assignments to Foster Evaluation and Synthesis Skills

Pamela L. Mickelson, Morningside College

Renée Gravois Lee, Sam Houston State University

Do Entrepreneurial Camp Programs Influence Entrepreneurial Intention Of Participants?

A Proposed Study of An Experiential Learning Approach to Creating New Entrepreneurs

Stacey Bolin, East Central University

Patrick D. “Pat” Fountain, East Central University

10:30 a.m. – 12:00 p.m.

Seminar Theatre

SESSION B Marketing Strategy and Entrepreneurship

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

Entrepreneurial Network Development: the Case of French Immigrants in Mexico

Jorge H. Mejia-Morelos, Insituto Tecnologico Autonomo de Mexico

Scientific Conceptual Inquiry of International New Ventures: A Review and Suggestions for Developing the Field

Silvia L. Martin, Lynchburg College

Carolina Medina, Lynchburg College

Drivers and Outcomes of Individual Customer Orientation: A Holistic Approach

Türkan Dursun-Kilic, West Texas A&M University

From an Entrepreneurial Strategy to Business Models:

A Comparative Model from Practitioners' Perspective

Hector Macfarland, Instituto Tecnológico de Estudios Superiores de Monterrey

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 13, 2014
(Thursday)**

1:30 p.m. – 3:00 p.m.

Atrium

SESSION A Marketing Education: Great Assignments and Teaching Ideas

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

Conducting Large Scale Project-Based Learning Assignments

Julie Haworth, The University of Texas at Dallas

New Product Development Assignment for Principles of Marketing

Sanjay S. Mehta, Sam Houston State University

Creating Transformative Learning Experiences for Students in a Basic International Marketing Course

Sarath Nonis, Arkansas State University

Principles of Marketing Class: Multi-Format Design Solutions for Diverse Student Body

Vaidas Lukosius, Tennessee State University

1:30 p.m. – 3:00 p.m.

Seminar Theatre

SESSION B Branding and Brand Management

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

Creation of Brand Equity and Its Effects on Consumer Intentions in the Purchase of Consumer Durable Goods in Turkey

Ravi K. Jillapalli, Texas State University-San Marcos

Regina Jillapalli, Texas State University-San Marcos

An Analysis for the Effects of UN Global Compact on Company Reputation

Meltem Yaman, Bahcesehir University, Istanbul, Turkey

Can Human Brand Extensions Transform To Brands?

Buket Besen, Nisantasi University, Istanbul, Turkey

The Effect of Corporate Name Changes on Firm Value

Ceyhan Kilic, Independent Marketing Consultant, Amarillo, TX

Türkan Dursun-Kilic, West Texas A&M University

3:00 p.m. – 3:30 p.m.

Lone Star Ballroom

FBD COFFEE BREAK

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

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

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 13, 2014
(Thursday)**

3:30 p.m. – 5:00 p.m.

Atrium

SESSION A New Media, Advertising and Marketing Communications

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

Social Media: A Business Imperative

William S. Piper, Alcorn State University

P.J. Forrest, Alcorn State University

The Impact of Gender and National Culture on Electronic Word of Mouth Communication

Wendy Shen, University of Denver

Kristen M. Maceli, Pittsburg State University

Yue Zhao, University of Denver

Daniel W. Baack, University of Denver

Donald R. Bacon, University of Denver

The Use of Eco-Labels as a Marketing or Promotional Tool: Analysis of the Impact of Eco-Labels on the Attitude Towards the Product or Brand Carrying the Label

Sven Gross, University of Applied Sciences Trier, Germany

Phillip Wilson, Midwestern State University

Chris Shao, Midwestern State University

Jie Zhang, Midwestern State University

Incremental Revenue from an Entertainment Venue

James Rauch, East Central University

3:30 p.m. – 5:00 p.m.

Seminar Theatre

SESSION B Workshop: Student Development and Assessment of Learning through Research and Service-Learning

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

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

For a premiere publishing opportunity, check out the peer-reviewed
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*All FBD conference participants are eligible to have their work considered
for the low submission fee of \$40.*

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 13, 2014
(Thursday)**

3:30 p.m. – 5:00 p.m.

Lone Star Ballroom A1

SESSION C Consumer Behavior and Customer Relationship Management

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

Decision-making Style, College Loan Debt, and Credit Card Misuse

Sarath A. Nonis, Arkansas State University

Xiankui Hu, Arkansas State University

Gail I. Hudson, Arkansas State University

Melodie Philhours, Arkansas State University

Marketing of Financial Services by Indian Universal Banks: A study on State Bank of India

Sanjay Arora, Kurushetra University

Vishal Kumar, Panjab University

Sachin Sethi, Bharati Vidyapeeth University

Marketing Practices in Rural India: A Study of Haryana State

Sanjay Arora, Kurushetra University

Vishal Kumar, Panjab University

Akshta Dhingra, Kurushetra University

Shopping Mall Motivation of Indian Consumers

Suresh K Chadha, Panjab University

Sneha Sharma, Panjab University

A Descriptive Study of the Impact of Self-Regulatory Focus on Long-Term Compliance Behavior in Higher Education

Kishwar Joonas, Prairie View A&M University

Stephanie Dellande, Menlo College

5:30 p.m. – 7:00 p.m.

Lone Star Ballroom

FBD Meet and Greet Social

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

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



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

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 14, 2014
(Friday)**

7:30 a.m. – 8:30 a.m.

Entrance to Seminar Theatre

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.

Seminar Theatre

SESSION A Marketing Metrics Workshop

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

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

Workshop Description:

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

10:00 a.m. – 10:30 a.m.

Lone Star Ballroom

FBD COFFEE BREAK

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Great Door Prize Drawings take place at **10:15 a.m.** in the Exhibit Area.

Must be present to win.

10:30 a.m. – 12:00 p.m.

Seminar Theatre

SESSION A Keynote Address: Professor Noel Capon, Columbia University

Managing Global Accounts: Strategies for Global Account Management

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 14, 2014
(Friday)**

12:00 p.m. – 1:15 p.m.

Houston Ballroom C

ACME Business Luncheon and Awards Meeting

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

**This event is open ONLY to ACME Members and invited guests. Others
will be charged \$50.**

**Checks should be payable to Association of Collegiate Marketing
Educators.**

1:30 p.m. – 3:00 p.m.

Atrium

SESSION A Panel Discussion: Marketing Metrics

Moderator: Vivek S. Natarajan, Lamar University

Discussant:

Gopala “GG” Ganesh, University of North Texas

Thomas W. Lanis, East Central University

Kimball P. Marshall, Alcorn State University

Kabir Sen, Lamar University

Irfan Ahmed, Sam Houston State University

1:30 p.m. – 3:00 p.m.

Seminar Theatre

SESSION B Being an ACME Track Chair

Session Chair: Prashant Srivastava, Drexel University

Description:

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

3:00 p.m. – 3:30 p.m.

Lone Star Ballroom

FBD COFFEE BREAK

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

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

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 14, 2014
(Friday)**

3:30 p.m. – 5:00 p.m.

Atrium

SESSION A Personal Selling and Sales Management

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

Mail-in Rebate Redemption: A Conceptual Model

Alma Mintu-Wimsatt, Texas A & M University – Commerce

Chris Myers, Texas A & M University – Commerce

Ruilang Yan, Texas A & M University – Commerce

An Application of Leadership and Management Concepts to Sales Management

Kristen Maceli, Pittsburg State University

Donald Baack, Pittsburg State University

Business Model Enablement through IT/Business Alignment

Mauricio Corona, La Salle University, Mexico

Use of Social Media for Sales Force Motivation

Dennis A. Kopf, University of Wisconsin – Whitewater

3:30 p.m. – 5:00 p.m.

Seminar Theatre

SESSION B Global and Cross Cultural Marketing

Session Chair: **David K. Amponsah**, Troy University

A Cross-Cultural Perspective on Consumer Perceptions of Service Failures Severity: A Pilot Study

Haithem Zourrig, University of Regina

Kamel El Hedhli, Abu Dhabi University

Jean-Charles Chebat, HEC Montreal

The Importance of Different Attractions to Prospective Tourists to Africa

David Amponsah, Troy University

Gordon Mosley, Troy University

Frank Thompson, Troy University

The Applied Dimensions Of Relationship Marketing and Their Impact on Customer Retention Levels

Zafar U. Ahmed, Lebanese American University, Lebanon

Jamil Bojei, University Putra Malaysia, Malaysia

Che Aniza Binti Che Wel, University Kebangsaan, Malaysia

Craig C. Julian, Southern Cross University, Queensland, Australia

Marketing Standardization: Democratic Development and Cultural Values

Russell Adams, University of Texas Brownsville

Clara Downey, University of Texas Brownsville

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

2013 – 2014 OFFICERS

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Accounting	Mary Fischer , Univeristy of Texas at Tyler
Business Analytics	Ronald Freeze , Emporia State University
Cloud Computing	James Parrish , Nova Southeastern University
Decision Making/DSS/ES/KM	Lai Liu , University of Texas – Pan American
Economics, Health Care and Quality	Barbara A. Hewitt , Texas A&M University – San Antonio
E-Commerce and Mobile	June Lu , University of Houston – Victoria
E-Government/Non-Profit	Mary Fischer , Univeristy of Texas at Tyler
Enterprise Resource Planning	Jennifer Kreie , New Mexico State University
Entrepreneurship	Saurabh Ahluwalia , University of New Mexico
Finance	Francis Kofi Andoh-Baidoo , University of Texas – Pan American
Information Security and Privacy	Khaled A. Alshare , Qatar University
Information Technology & Business Innovation	Terence Saldanha , Emporia State University
Innovative Education	Kai Koong , University of Texas – Pan American
International Business	Mark McMurtrey , University of Central Arkansas
Law, Ethics & Cross-Cultural Studies	David Douglas , University of Arkansas
Management and Org Behavior	Murad Moqbel , University of Kansas Medical Center
Management Information Systems	Binshan Lin , Louisiana State University in Shreveport
Marketing	John Seydel , Arkansas State University
Online Learning	Ravi Nath , Creighton University
Operations & Supply Chain Mgmt	Trevor Hale , University of Houston – Downtown
Quantitative Methods and Quality	Robert Pavur , University of North Texas
Research Pedagogy	Mohan Rao , Texas A&M University – Corpus Christi
Special Panels	Brian Reithel , University of Mississippi
Student Track	Victor R. Prybutok , University of North Texas
Proceedings Editor	Mohan Rao , Texas A&M University – Corpus Christi

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

SPECIAL EVENTS, WORKSHOPS & PANELS

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

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

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

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

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

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

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

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

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

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

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

SPECIAL EVENTS, WORKSHOPS & PANELS, Continued

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

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

PAPERS & MEETINGS

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

Over one hundred and fifty paper presentations sessions scheduled:

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

CONGRATULATIONS!!!

RECIPIENT OF THE 2014 MCGRAW-HILL DISTINGUISHED PAPER AWARD

Using Hybrid Lexical Profiles to Find and Name Entities

Daniel McDonald, Utah State University

Hsinchun Chen, University of Arizona

Olivia R. Liu Sheng, University of Utah Global Knowledge Management Center

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

Peggy Lane, Emporia State University

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

Thomas Jones, University of Arkansas

RECIPIENTS OF THE 2014 BEST STUDENT PAPER AWARDS

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

Brandon Phillips, University of North Texas

Development of an Enterprise Dynamic Capabilities Framework

Xianghui Peng, University of North Texas

The Logistics of Healthcare Consumption: A Visual Model

Rebecca A. Scott, University of North Texas

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 12, 2014
(Wednesday)**

1:00 p.m. – 5:00 p.m.

Houston Ballroom B

Microsoft Windows 8 Workshop

Presenter: **Paul DeCarlo**, Technical Evangelist, Microsoft Corporation

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

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

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

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

DSI and SWDSI Awards:

- DSI Dennis E. Grawoig Distinguished Service Award (2010)
- DSI Fellow (2008)
- SWDSI Outstanding Educator Award (2008)
- SWDSI Distinguished Service Award (1994)
- SWDSI Distinguished Paper Award (1984, 1991)

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 13, 2014
(Thursday)**

7:00 a.m. – 8:30 a.m.

Chaparral Boardroom

MEETING: Officers and Directors Meeting

Presiding: Janet Bailey, University of Arkansas - Little Rock

Agenda: Officers Reports

Old Business – Various Committee Reports

New Business – To be Determined

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

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



42nd Annual Conference

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

43rd Annual Conference

To be determined

44th Annual Conference

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

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 13, 2014
(Thursday)**

8:30 a.m. – 10:00 a.m.

Majestic 8

SESSION A MIS-I

Session Chair: **June Wei**, University of West Florida

Impact of Social Media on Service Operations

Run Niu, Webster University

Ying Fan, University of Colorado Colorado Springs

Business-to-Customer Solutions in the Commercial Banking

Calvin Crenshaw, University of West Florida

June Wei, University of West Florida

Xiangnan Lu, Zhejiang University

Infusing Innovation in Real Estate e-Business

Delvin Grant, DePaul University

Emna Cherif, DePaul University

SME's Internationalization as a Balancing Act Between Rationality, Emotion, and Intuition

Frank Dievernich, Lucerne University of Applied Sciences and Arts

Jie Gong, Lucerne University of Applied Sciences and Arts

Claus Schreier, Lucerne University of Applied Sciences and Arts

8:30 a.m. – 10:00 a.m.

Majestic 9

SESSION B E-COMMERCE AND MOBILE – I

Session Chair: **Vishal Shah**, University of Arkansas

Investigation of Product Quality Components Using Text Mining within Online Customer Product Reviews

Benjamin George, University of North Texas

Bartłomiej Hanus, University of North Texas

Victor R. Prybutok, University of North Texas

A Comprehensive Model of Quality in E-commerce Based on the Consumer Decision Making Process

Chao Wen, Eastern Illinois University

Jiaming Fang, University of Electronic Science and Technology of China

Victor R. Prybutok, University of North Texas

Impact of Social Media on Brand Relationship Quality : Exploring Different Product Types

Vishal Shah, University of Arkansas

A Crowd-funding Case Study: The link between Social Networking and Crowd-funding success

Kenneth R. Walsh, University of New Orleans

Sathiadev Mahesh, University of New Orleans

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 13, 2014
(Thursday)**

8:30 a.m. – 10:00 a.m.

Majestic 10

SESSION C OPERATIONS & SUPPLY CHAIN MANAGEMENT - I

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

The Moderating Influence of Project Management on ERP System Integration

Arun Madapusi, Drexel University

Daniel Ortiz, Universidad Autónoma del Estado de México

An Integrated Joint Economic Lot Size Model with Carbon Emission

Zhi Tao, Arkansas Tech University

Alfred Guiffrida, Kent State University

Felix Offodile, Kent State University

A Technical Helath Visual Framework for IT Portfolio Decisions

Richard Woolridge, University of Arkansas at Little Rock

8:30 a.m. – 10:00 a.m.

Majestic 11

SESSION D QUANTITATIVE METHODS AND QUALITY - I

Session Chair: **Matthew Lindsey**, Stephen F Austin State University

An Exploratory Study of the Performance of Modified Procedures of Croston's Method and a Proposed Forecasting Methodology for Time Series with Shifts in Demand Pattern

Matthew Lindsey, Stephen F Austin State University

Robert Pavur, University of North Texas

Testing Mediation Effects in PLS PM Models: Full or Partial Mediation?

Yuliya Yurova, Nova Southeastern University

Cindy Rippé, Embry-Riddle Aeronautical University

Suri Weisfeld-Spolter, Nova Southeastern University

Modeling Statistical Software Adoption Attitudes of Undergraduate Business Students

Julia Frink, Tarleton State University

Robert Pavur, University of North Texas

An Examination of the Use and Justification of Dichotomization

Mohammed Alkhars, University of North Texas

Robert Pavur, University of North Texas

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 13, 2014
(Thursday)

8:30 a.m. – 10:00 a.m.

Majestic 7

SESSION E MICROSOFT DREAMSPARK WORKSHOP

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

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

8:30 a.m. – 10:00 a.m.

Houston Ballroom B

SESSION F PANEL – HIGHER EDUCATION BUBBLE

Session Chair: **Brian Reithel**, University of Mississippi

Topic: *Higher Education Bubble*

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

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

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

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



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SOUTHWEST REGION**

**March 13, 2014
(Thursday)**

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

Lone Star Ballroom

FBD Coffee Break

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

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

10:30 a.m. – 12:00 p.m.

Majestic 7

SESSION A MIS – II

Session Chair: **James Parrish**, Nova Southeastern University

An Examination of SLA Attributes that Influence Cloud Computing Adoption

Howard Hamilton, Nova Southeastern University

James Parrish, Nova Southeastern University

Personal Cloud User Acceptance: The Role of Trust and Perceived Risk in the Technology Acceptance Model

Murad Moqbel, University of Kansas Medical Center

Valerie Bartelt, Texas A&M University - Kingsville

John Cicala, Texas A&M University - Kingsville

Security Factors Affecting Organizational Knowledge Management Efforts

Queen Booker, Minnesota State University Mankato

Carl Rebman, University of San Diego

Behavioral and Social Issues in IT Development and Adoption

Purnendu Mandal, JCU Singapore

Kallol Bagchi, University of Texas at El Paso

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42nd Annual Conference

March 11 - 14, 2015

Hyatt Regency Hotel

Houston, Texas

43rd Annual Conference

To be determined

44th Annual Conference

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DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 13, 2014
(Thursday)

10:30 a.m. – 12:00 p.m.

Majestic 8

SESSION B INNOVATIVE EDUCATION - I

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

An Analysis of Qualifications of Faculty Who Teach Information Systems Courses in Business Schools

Robert Vinaja, Texas A&M University - San Antonio

“High Touch” and Assessment Outcomes

Kai S. Koong, University of Texas - Pan American

Lai C. Liu, University of Texas - Pan American

Bin Wang, University of Texas - Pan American

Why Care about Faculty Diversity?

Denise Philpot, University of North Texas

Performance Analysis of Universities: Examining the Role of Teaching, Research and Service

Aurore Kamssu, Tennessee State University

Jeffrey Siekpe, Tennessee State University

10:30 a.m. – 12:00 p.m.

Majestic 9

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

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

Topic: *SWDSI: Past, Present, and Future*

Panelists: **Paul Cronan**, University of Arkansas

Tom Jones, University of Arkansas

Frank Landrum, West Texas A&M University

Robert Pavur, University of North Texas

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

For a premiere publishing opportunity, check out the peer-reviewed
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SOUTHWEST REGION

March 13, 2014
(Thursday)

10:30 a.m. – 12:00 p.m.

Majestic 10

SESSION D OPERATIONS & SUPPLY CHAIN MANAGEMENT - II

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

Incorporating Project Management Tools and Techniques to Manage Student Team Projects

Thomas Bell, Texas Wesleyan University

Trisha Anderson, Texas Wesleyan University

Lessons Learned Using Government Resources to Support Project Management Education

Herbert Remidez, University of Dallas

A Systems Perspective of Project Management to Support Service Learning Projects

Jeremy Bellah, Sam Houston State University

Determining the Effects of Using Project Management Software

Robert Burdwell, Texas A&M University-San Antonio

Barbara Hewitt, Texas A&M University-San Antonio

10:30 a.m. – 12:00 p.m.

Majestic 11

SESSION E QUANTITATIVE METHODS AND QUALITY - II

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

Total Management Quality Assessment Indicators

Kazuhiro Esaki, HOSEI University, Japan

Assessing the Influence of the Categories of the Malcolm Baldrige National Quality Award on the Results within a Municipal Government

Xianghui Peng, University of North Texas

Victor R. Prybutok, University of North Texas

E-Learning: Where Are We Now?

Leslie Toombs, Texas A&M Commerece

Balasundram Maniam, Sam Houston State University

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March 13, 2014
(Thursday)

1:30 p.m. – 3:00 p.m.

Majestic 7

SESSION A JOURNAL EDITORS PANEL

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

Topic: *Successful Publishing Strategies – Insights from Editors*

Panelists: **Khaled A. Alshare**, *Studies in Business and Economics*
Mark Chun, *The Graziadio Business Review*
Mary Fischer, *Federation of Business Disciplines Journal*
Amir Kia, *Journal of Business Inquiry*
Kai Koong, *International Journal of Services and Standards*
Binshan Lin, *Industrial Management and Data Systems*
June Wei, *International Journal of Mobile Communications*

1:30 p.m. – 3:00 p.m.

Majestic 8

SESSION B ETHICS

Session Chair: **Krish Muralidhar**, University of Kentucky

The Utility of Differentially Private Imputed Microdata

Krish Muralidhar, University of Kentucky

Rathindra Sarathy, Oklahoma State University

Study on Solving the Problem Associated with a Patent Infringement by Multiple Independent Parties in Japan

Miyuki Tsuyuki, Teikyo University, Japan

Can a Series of Lectures on Computer Security and Privacy Effect Test Scores and Perception of Mobile Computing Devices?

Donna Lohr, University of North Texas

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**March 13, 2014
(Thursday)**

1:30 p.m. – 3:00 p.m.

Majestic 9

SESSION C FINANCE

Session Chair: **Carl McGowan**, Norfolk State University

Determinants of CEO Compensation in Manufacturing Industry

Banamber Mishra, McNeese State University

Prasad Vemala, McNeese State University

Herding in Internet Shopping Behaviors

Jiang Wu, Southwestern University of Finance and Economics, China

Weihua Shi, University of Southern Mississippi

Daimin Shi, Southwestern University of Finance and Economics

Tzong-Ru Tsai, Tamkang University, Taiwan

Valuing Intellectual Property Using the Pure-Play Method of Valuing Assets

Carl McGowan, Norfolk State University

A Model for Examination of the Impact of Individual Characteristics upon Student Debt

Dennis Richardson, University of North Texas

Sue Olusanya, University of North Texas

Benjamin George, University of North Texas

Victor R. Prybutok, University of North Texas

1:30 p.m. – 3:00 p.m.

Majestic 10

SESSION D MIS - III

Session Chair: **Long Li**, Grambling State University

Examining Facebook Users Intended Image Online: The Case of Adults

Samer Takieddine, University of Texas - Pan American

Virtual vs. Social Presence in Virtual World: Antecedents and Consequences

Mohammadreza Mousavizadeh, University of North Texas

Dan Kim, University of North Texas

An Examination of Peoples' Social Network Sites Usage

Long Li, Grambling State University

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 13, 2014
(Thursday)

1:30 p.m. – 3:00 p.m.

Majestic 11

SESSION E E-COMMERCE AND MOBILE – II

Session Chair: **Simon Lee**, Eastern Illinois University

Managing Customer Complaints

Simon Lee, Eastern Illinois University

Does Purchase Intention Influence Conversion Rates in E-Commerce? An Empirical Study

Naveen Gudigantala, University of Portland

Mike Taein Eom, University of Portland

Does Culture Play a Role in Online Shopping Activities? A Cross-Cultural Longitudinal Empirical Investigation

Somnath Mukhopadhyay, University of Texas El Paso

Kallol Bagchi, University of Texas El Paso

How do Chinese and Saudi Customers Perceive Online Service Quality? A Comparative Study

Habib Ullah Khan, Qatar University

Mehmoud A. Awan, SolBridge International School of Business, Daejeon, S.Korea

Wenqing Zhang, SolBridge International School of Business, Daejeon, S.Korea

Han Chiang Ho, SolBridge International School of Business, Daejeon, S.Korea

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

Lone Star Ballroom

FBD Coffee Break

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March 13, 2014
(Thursday)

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

Majestic 8

SESSION A ACCOUNTING

Session Chair: **Vikram Bhadauria**, Southern Arkansas University

Joint Venture Formation Effects on Accounting Performance: Are Manufacturing Deals Equally Valuable than Marketing Ones?

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

Rosa M. Nava Rogel, Universidad Autónoma del Estado del México

Miguel O. Caballero Santín, Universidad Autónoma del Estado del México

Can Accounting and IS Maintain Confidential Information and Privacy if There is a "Person of Interest"?

James Magruder, University of Southern Mississippi

Stanley Lewis, Troy University

Eddy Burks, Troy University

Carl Smolinski, Louisiana State University Shreveport

How to Teach Ethical Decision Making to Accounting Students? – An Exploratory Case Study

Vikram Bhadauria, Southern Arkansas University

Shane Warrick, Southern Arkansas University

Standards Quality, Incentives, and Earnings Management

B. Brian Lee, Prairie View A&M University

Qiang Fei, Prairie View A&M University

Dong W. Kim, Jeju National University, Korea

Vijaya Vemuri, Prairie View A&M University

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**March 13, 2014
(Thursday)**

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

Majestic 9

SESSION B MIS - IV

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

Management Students' Values and Opinions about CSR

Marek Pawlak, The John Paul II Catholic University of Lublin

Shang-Chia Liu, FuJen Catholic University, Taiwan

Vesselina Dimitrova, University of Economics-Varna, Bulgaria

Improvement of CSR Communication Strategy through Social Media

Reza Jamali, Tarbiat Modares University (TMU), Iran

Mehran Nejati, Universiti Sains Malaysia (USM)

Azadeh Shafaei, Universiti Sains Malaysia (USM)

Azam Sazvar, Nima Higher Education Institute, Iran

Rural Broadband Connectivity

Sathiadev Mahesh, University of New Orleans

Kenneth Walsh, University of New Orleans

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

Nisha Kulangara, University of Texas at Arlington

Edmund Prater, University of Texas at Arlington

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

Majestic 10

SESSION C FINANCE - II

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

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

Long Zhang, China University of Geosciences

Steven Shwiff, Texas A&M University - Commerce

Capital Structure Decisions of Hispanic Businesses

Alicia Rodriguez de Rubio, University of the Incarnate Word

Determinants of Corporate Performance in Emerging Market: Evidence From Qatar

Rami Zeitun, Qatar University

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

Kevin McGarry, Texas Wesleyan University

Thomas D. Tolleson, Texas Wesleyan University

Shengxiong Wu, Texas Wesleyan University

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 13, 2014
(Thursday)**

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

Majestic 11

SESSION D BUSINESS MEETING: SOUTHWEST DECISION SCIENCES INSTITUTE

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

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

5:30 p.m. – 7:00 p.m.

Lone Star Ballroom

FBD Meet and Greet Social

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

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DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 14, 2014
(Friday)

7:30 a.m. – 8:00 a.m.

Majestic 7

Light Continental Breakfast

8:00 a.m. – 10:00 a.m. (note the beginning time)

Majestic 7

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

Presenter: **Paul Newton**, IBM Consulting IT Specialist

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

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

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

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DECISION SCIENCES INSTITUTE
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March 14, 2014
(Friday)

8:30 a.m. – 10:00 a.m.

Majestic 8

SESSION B International Business

Session Chair: **Khaled Alshare**, Qatar University

Developing an Evaluation Indexation System for a Chinese State-Owned Enterprise: The Case of Liaohe Oil Field

Long Zhang, China University of Geosciences

Edwin Mensah, University of North Carolina - Pembroke

Huili Zhu, China University of Geosciences (Beijing)

John Parnell, University of North Carolina - Pembroke

Office Ergonomics Awareness in Qatari Organizations

Asmaa Alsayed, Qatar University

Lolwa Al-Mansoori, Qatar University

Mahra Al Qahtani, Qatar University

Maryam Alsada, Qatar University

Noora Al Qahtani, Qatar University

Khaled Alshare, Qatar University

Doing Business in Bahrain

Ammar Albaqali, Arkansas State University

Ahmad Syamil, Arkansas State University

An Application of Expert Systems for Inheritance and Zakah Rules in the Islamic Law

Dareen Al-Alami, Qatar University

Wadha Al-Lakhen, Qatar University

Shayma Al-Marri, Qatar University

Saara Bumadian, Qatar University

Khaled Alshare, Qatar University

Adam Fadlalla, Qatar University

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**March 14, 2014
(Friday)**

8:30 a.m. – 10:00 a.m.

Majestic 9

SESSION C MIS-V

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

Comparison of the Effectiveness of Social Media as a Health Information Channel about Binge Drinking Among Honors and Non-honors Students

Alexandra Ruuska, University of North Texas

Gayle L. Prybutok, University of North Texas

Victor R. Prybutok, University of North Texas

Benjamin George, University of North Texas

Critically Determinant Attributes of College Major Choice in Transitional Economies

Amna Mabrouk, Qatar University

Jennifer Ziegelmayer, Qatar University

Examining the Influence of Social Information Sources on Students' Choice of a Major

Jeffrey Siekpe, Tennessee State University

Aurore Kamssu, Tennessee State University

8:30 a.m. – 10:00 a.m.

Majestic 10

SESSION D E-COMMERCE AND MOBILE – III

Session Chair: **June Lu**, University of Houston-Victoria

Is Tablet Computer a Good Platform for User Involvement in Mobile Commerce?

June Lu, University of Houston-Victoria

June Wei, University of West Florida

User Perceptions of Using Mobile Commerce on the Smartphone Platform

June Wei, University of West Florida

June Lu, University of Houston-Victoria

Mobile Commerce Users in Great Houston Area

Adeyinka Ariyo, University of Houston-Victoria

June Lu, University of Houston-Victoria

Collaborating with Microsoft to Launch Student Entrepreneurs

Janet Bailey, University of Arkansas at Little Rock

Bradley Jensen, Microsoft

Paul DeCarlo, Microsoft

Ravi Thambusamy, University of Arkansas at Little Rock

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 14, 2014
(Friday)

8:30 a.m. – 10:00 a.m.

Majestic 11

SESSION E ONLINE LEARNING

Session Chair: **Qinyu Liao**, University of Texas at Brownsville

All-Digital Content Delivery Programs – Are We Ready for it?

Qinyu Liao, University of Texas at Brownsville

There is Rigor in Online Education

Babajide Osatuyi, University of Texas-Pan American

Aram Flores, University of Texas-Pan American

Leonel Rodriguez, University of Texas-Pan American

Maintaining Academic Honesty in Online Classes

Kakoli Bandyopadhyay, Lamar University

Cynthia Barnes, Lamar University

8:30 a.m. – 10:00 a.m.

San Antonio Ballroom A

SESSION F OPERATIONS & SUPPLY CHAIN MANAGEMENT - III

Session Chair: **Richard Miller**, University of Dallas

Service Positioning in Professional Services: a Resource-Based Analysis

Randall Napier, University of Texas at Arlington

Rajat Mishra, Quinnipiac University

A Modified Risk Priority Number to Address Supply Chain Risk Management

Richard Miller, University of Dallas

Supplier Selection for Effective Acquisition on Remanufacturing

Taeuk Kang, The University of Tennessee at Martin

Greg Frazier, The University of Texas at Arlington

Evaluating the Petroleum Downstream Supply Chain Management Practices in the Oil and Gas Industry of Ghana

Abdul Samed Muntaka, Kwame Nkrumah University of Science and Technology, Ghana

John Frimpong Manso, Kwame Nkrumah University of Science and Technology, Ghana

Frank Tsotorme, Kwame Nkrumah University of Science and Technology, Ghana

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**March 14, 2014
(Friday)**

8:30 a.m. – 10:00 a.m.

Atrium

SESSION G MARKETING

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

The Study of the Perceived Value of 7-11 Convenience Stores

Yuan-Du Hsiao, Chungyu Institute of Technology, Taiwan

Teng-Chiao Lin, National Taipei University of Technology, Taiwan

Dar-Chin Rau, Oriental Institute of Technology, Taiwan

Kuang-Yen Chung, Chungyu Institute of Technology, Taiwan

Wen-Shuo Hu, Chungyu Institute of Technology, Taiwan

Fair Trade Branding as a Tool for the Marketing of Developing Society Crafts

Alberto Rubio-Sanchez, University of the Incarnate Word

Esmeralda de Los Santos, University of the Incarnate Word

Am I Celebrity Online? I Don't Know, But You Can Test It: The Development Of The Online Self-Celebritization Scale

Arne Baruca, Sacred Heart University

Michal Minor, University of Texas Pan American

Roberto Saldivar, University of Texas Pan American

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

Lone Star Ballroom

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

10:30 a.m. – 12:00 p.m.

Majestic 7

SESSION A BUSINESS ANALYTICS - I

Session Chair: **Richard Segall**, Arkansas State University

Data Visualization and Information Quality by Supercomputing

Richard Segall, Arkansas State University

Jeffrey Cook, Independent Researcher

Big Business, Big Brother: Data Mining, Privacy, and Cyber Safeguards

Kamlesh Mehta, National University

Jim Keefe, Texas State University

Vivek Shah, Texas State University

Usability Evaluation of North Dakota Newspapers' Websites

Iman Akour, Wiley College

Mining Quantitative Association Rules of Seismic Data

Usman Qamar, College of E&ME, NUST, Pakistan

Aqdas Ikram, College of E&ME, NUST, Pakistan

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 14, 2014
(Friday)**

10:30 a.m. – 12:00 p.m.

Majestic 8

SESSION B MICROSOFT DREAMSPARK WORKSHOP

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

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

10:30 a.m. – 12:00 p.m.

Majestic 9

SESSION C INNOVATIVE EDUCATION – II

Session Chair: **Amy Wren**, Louisiana State University Shreveport

The Peoples' Wisdom Can be Used in Business Classes

Carl Smolinski, Louisiana State University Shreveport

Amy Wren, Louisiana State University Shreveport

Stanley Lewis, Troy University

Presentation Skills as a Component of Doctoral Education

Daniel Peak, University of North Texas

Teaching MIS Majors How to Calculate the Value of Additional Information

Pinyarat Sirisomboonsuk, Texas Tech University

James Burns, Texas Tech University

Clicking to Make Students Ticking

Mohan Rao, Texas A&M University - Corpus Christi

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SOUTHWEST REGION**

**March 14, 2014
(Friday)**

10:30 a.m. – 12:00 p.m.

Majestic 10

SESSION D ENTERPRISE RESOURCE PLANNING

Session Chair: **Michael Lane**, Missouri Western State University

ERP Performance Payoffs for SMEs

Arun Madapusi, Drexel University

Daniel Ortiz, Universidad Autónoma del Estado de México

Quo vadis, ERP? – Explicating and Modeling Dimensions of ERP Success

James Teng, University of Texas at Arlington

Ganapathiraman Raman, University of Texas at Arlington

Yoon Sang Lee, University of Texas at Arlington

Kriti Chauhan, University of Texas at Arlington

An Investigation into the Effects of ERP Systems on Competitive Strategy

Oscar F. Bustinza, University of Granada, Spain

Nieves Perez-Arostegui, University of Granada, Spain

Daniel Arias, University of Granada, Spain

Accidental Assessment: The Case for Simulations

Michael R. Lane, Missouri Western State University

Peggy L. Lane, Emporia State University

10:30 a.m. – 12:00 p.m.

Majestic 11

SESSION E MIS - VI

Session Chair: **Jennifer Kreie**, New Mexico State University

Using Hybrid Lexical Profiles to Find and Name Entities

Daniel McDonald, Utah Valley University

Hsinchun Chen, University of Arizona

Olivia Sheng, University of Utah

What Are Colleges Offering to Meet the Demand for Data Analytics?

Jennifer Kreie, New Mexico State University

Carlo Monge-Mora, New Mexico State University

Integrating Social Cognitive Theory and Choice Theory to Extend IS Training Research: Exploring Role of Individual and Situational Factors

Vishal Shah, University of Arkansas

DECISION SCIENCES INSTITUTE
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March 14, 2014
(Friday)

10:30 a.m. – 12:00 p.m.

Atrium

SESSION F ECONOMICS, HEALTHCARE AND QUALITY - I

Session Chair: **Tom Roberts**, Louisiana Tech University

Healthcare Information Privacy and Security: Suggestions for Future Research

Prabhashi Nanayakkara, Louisiana Tech University

Tom Roberts, Louisiana Tech University

James Courtney, Louisiana Tech University

Timothy Ellis, Louisiana Tech University

Health Care Risk: Loss of Personal Health Information (PHI) and Electronic Health Care Information (ePHI) by Physical Breach and Authorized Insiders

Sandra J. Blanke, University of Dallas

Elizabeth McGrady, Appalachian State University

From Building Legos to Implementing Lean in Healthcare: A Student's Perspective on Transferring Lean in the Classroom to a Hospital in India

Nirisha Chalapati, University of Dallas

Richard Miller, University of Dallas

12:30 p.m. – 5:00 p.m.

Majestic 7

SESSION A DOCTORAL CONSORTIUM – By Invitation Only

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

Agenda:

12:30 – 1:30 Lunch for participants only

1:30 – 2:20 Getting the proposal done and looking for your first position at the same time

Ben George, University of North Texas

Gayle L. Prybutok, University of North Texas

2:30 – 3:30 Now that you have a faculty position how do you get started

Gina Harden, Steve F. Austin University

Lucian Visinescu, Texas State University

Thiagarajan (Ram) Ramakrishnan, Texas A&M Prairie View

3:30 – 4:45 Tips on being a good colleague from department chair and dean

Michael R. Lane, Missouri Western State University

Peggy L. Lane, Emporia State University

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 14, 2014
(Friday)**

1:30 p.m. – 3:00 p.m.

Majestic 8

SESSION B USING LEGO CARS TO TEACH LEAN WORKSHOP

Presenter: **Richard Miller**, University of Dallas

For the typical Operations Management class, the learning points are the following:

- Introduction to balance and takt time
- Push vs. pull
- Single piece flow
- Kanban
- Kitting
- Mass customization with the above points
- Visual factory and other non-verbal communication tools

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

1:30 p.m. – 3:00 p.m.

Majestic 9

SESSION C BUSINESS ANALYTICS - II

Session Chair: **Paul Cronan**, University of Arkansas

Business Analytics Graduate Certificate Program – Are We All On The Same Page?

Paul Cronan, University of Arkansas

David Douglas, University of Arkansas

Role of Healthcare Analytics in Creating Sustainable Competitive Advantage: A Knowledge Based Theory of the Firm

Venugopal Gopalakrishna- Remani, The University of Texas at Tyler

Robert Jones, The University of Texas at Tyler

Barbara Wooldridge, The University of Texas at Tyler

Business Analytics: Investigation into Required Skills and Implications for Educational Programs

Nicholas Evangelopoulos, University of North Texas

Anna Sidorova, University of North Texas

Yulia Wati, University of North Texas

Putthachat Angnakoon, University of North Texas

Business Analytics: The Need for Visual Data Discovery

Janet Bailey, University of Arkansas at Little Rock

Shawn Baar, University of Arkansas at Little Rock

**DECISION SCIENCES INSTITUTE
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**March 14, 2014
(Friday)**

1:30 p.m. – 3:00 p.m.

Majestic 10

SESSION D MANAGEMENT AND ORG BEHAVIOR

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

How to Establish a PM in a Balanced Matrix Organization?

Neslihan Neşe Aldıkaçtı, EVYAP, Turkey

An Empirical Investigation of Helping Behavior: The Roles of Perceived Dissimilarity and Manifest Needs

Shih Yung Chou, University of Texas of the Permian Basin

Tree Chang, Southern Illinois University Carbondale

Bo Han, Texas A&M University - Commerce

Conflict Management and Communication Medium

Brooke Wilson, Tarleton State University

Randy McCamey, Tarleton State University

Theorizing the Link between Citizenship Behavior and Six Sigma Team Performance: The Moderating Role of Six Sigma Adoption Practices

Nalini Govindarajulu, Creighton University

Bonnie Daily, New Mexico State University

Jim Bishop, New Mexico State University

John Ross, New Mexico State University

1:30 p.m. – 3:00 p.m.

Majestic 11

SESSION E MIS - VII

Session Chair: **Sankara Subramanian Srinivasan**, Idaho State University

Are There Differences Between Men and Women in Information Technology Innovation Adoption Behaviors: A Theoretical Study

Sameer Dutta, Grambling State University

Do Men Ever Tell Women Anything? Resolving Information Divide in Customer Support Team Networks Through Centrality Affordance

Sankara Subramanian Srinivasan, Idaho State University

Women's Earnings, Race, Age, and Education in the U.S.

Lu Xu, University of Texas-Pan American

The Millennial Entrepreneur: An Exploratory Study

Michael Meeks, Louisiana State University Shreveport

If this session interests you, be sure to attend the panel in the next session, "Women in IT: Are We There Yet?"

DECISION SCIENCES INSTITUTE
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March 14, 2014
(Friday)

1:30 p.m. – 3:00 p.m.

State Room 4

SESSION F E-COMMERCE AND MOBILE - IV

Session Chair: **John Windsor**, University of North Texas

Understanding Antecedents of Anti-malware Use on Mobile Devices

Arash Negahban, University of North Texas

John Windsor, University of North Texas

Location Based Services: A Multi-Entity Trust View

Russell Torres, University of North Texas

Vess Johnson, University of North Texas

Arash Rahnamaee, University of North Texas

Brandon Phillips, University of North Texas

Examining Cyber Counter Attacks From an Ethical Perspective

Brett Landry, University of Dallas

Dinah Payne, University of New Orleans

Critical Skills Required of Health Information Technology Professionals

Andrea R. Diaz, University of Texas - Pan American

Catalina R. Cantu, University of Texas - Pan American

Kai S. Koong, University of Texas - Pan American

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

Lone Star Ballroom

FBD Coffee Break

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

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

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



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**March 14, 2014
(Friday)**

3:30 p.m. – 5:00 p.m.

Majestic 7

SESSION A DOCTORAL CONSORTIUM – By Invitation Only

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

Agenda:

- 1:30 – 2:20 Getting the proposal done and looking for your first position at the same time
 Ben George, University of North Texas
 Gayle L. Prybutok, University of North Texas
- 2:30 – 3:30 Now that you have a faculty position how do you get started
 Gina Harden, Steve F. Austin University
 Lucian Visinescu, Texas State University
 Thiagarajan (Ram) Ramakrishnan, Texas A&M Prairie View
- 3:30 – 4:45 Tips on being a good colleague from department chair and dean
 Michael R. Lane, Missouri Western State University
 Peggy L. Lane, Emporia State University

3:30 p.m. – 5:00 p.m.

Majestic 8

SESSION B MIS – VIII

Session Chair: **Binshan Lin**, Louisiana State University Shreveport

Crowdsourcing for Big Data Processing: A Research Review

Binshan Lin, Louisiana State University Shreveport

The Software Development Method For Offshoring

Gon Yi, Axiom Corporation

Mark McMurtrey, University of Central Arkansas

Toward Extending the Cognitive Continuum Theory to Crowd-Based Decision Making

Herbert Remidez, University of Dallas

Sourcing Solutions for Organizational Growth

Babajide Osatuyi, University of Texas – Pan American

Mariano Garza, University of Texas – Pan American

Robert Bocanegra, University of Texas – Pan American

Noe Arzola, University of Texas – Pan American

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 14, 2014
(Friday)**

3:30 p.m. – 5:00 p.m.

Majestic 9

SESSION C ENTREPRENEURSHIP

Session Chair: **Michael Meeks**, Louisiana State University Shreveport

Family Business Strategic Plans: The Relationship Between Brevity and Perceived Value

Michael Meeks, Louisiana State University Shreveport

The Impact of a Family Constitution on Perceived Family Harmony and Business Prosperity

Michael Meeks, Louisiana State University Shreveport

John A. Vassar, Louisiana State University Shreveport

Microsoft Student Partners: Developing Student Excitement, Engagement, and Excellence

Alec Crow, University of Arkansas at Little Rock

Janet Bailey, University of Arkansas at Little Rock

The Accounting Labor Market: Needed Skills and Experience

Grace Koong, University of Texas Pan American

Victoria Lopez, University of Texas Pan American

Hong Qin, University of Texas Pan American

3:30 p.m. – 5:00 p.m.

Majestic 10

SESSION D ECONOMICS, HEALTH CARE AND QUALITY - II

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

A Study of the Lag Effect of Information Technology Investment on the Hospital Profitability: A Longitudinal Perspective

Mehrdad Koohikamali, University of North Texas

Dan Kim, University of North Texas

Medicaid Expansion and Quality of Care

David Puente, University of Texas - Pan American

Robert Palomares, University of Texas - Pan American

Jovelli De Leon, University of Texas - Pan American

Edith Hernandez, University of Texas - Pan American

Daniela Morales, University of Texas - Pan American

Bin Wang, University of Texas - Pan American

Hong Qin, University of Texas - Pan American

Patient Motivations and Patient Barriers for Online Health Information Seeking and Sharing

Ravi Thambusamy, University of Arkansas at Little Rock

Electronic Health Record (EHR) Adoption: Failure or Success?

Madison Ngafeeson, Northern Michigan University

DECISION SCIENCES INSTITUTE
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March 14, 2014
(Friday)

3:30 p.m. – 5:00 p.m.

Majestic 11

SESSION E INFORMATION SECURITY AND PRIVACY

Session Chair: **John Windsor**, University of North Texas

Whistleblowing & Information Security: Suggestions for Future Research

Jacob Young, Louisiana Tech University

Tom Roberts, Louisiana Tech University

Timothy Ellis, Louisiana Tech University

Jim Courtney, Louisiana Tech University

Information Security Policy (ISP) Violations: An Empirical Study

Hasan Mkahhal, Qatar Foundation

Khaled Alshare, Qatar University

Employing Honeynets in Cybersecurity Labs

Brett Landry, University of Dallas

Role of Social Norms in Information Security Policy Compliance

Adel Yazdanmehr, University of Texas at Arlington

Kriti Chauhan, University of Texas at Arlington

Jingguo Wang, University of Texas at Arlington

3:30 p.m. – 5:00 p.m.

State Room 4

SESSION F PANEL - WOMEN IN IT: ARE WE THERE YET?

Joint Session with ABIS

Session Chairs: **Lynn R. Heinrichs**, Elon University (SWDSI) , Co-Moderator

Betty Kleen, Nicholls State University (ABIS), Co-Moderator

Panelists: **Joselina Cheng**, University of Central Oklahoma

Paul Cronan, University of Arkansas

Jennifer Kreie, New Mexico State University

Brian Reithel, The University of Mississippi

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

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

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 15, 2014
(Saturday)

8:30 a.m. – 10:00 a.m.

Majestic 8

SESSION A INNOVATIVE EDUCATION - III

Session Chair: **John Vassar**, Louisiana State University Shreveport

Using Technology to Enhance Information System Courses: Implementation Issues

Robert Vinaja, Texas A&M University - San Antonio

The Roles of Perceived Trust, Risk, and Quality Standards in User Acceptance of Web-based Learning

John Vassar, Louisiana State University Shreveport

Michael Meeks, Louisiana State University Shreveport

Amy Wren, Louisiana State University Shreveport

Cloud Computing Adoption Model for Micro, Small, Medium, and Large Size Enterprises

Babajide Osatuyi, University of Texas Pan American

Gilbert DeLeon, University of Texas Pan American

8:30 a.m. – 10:00 a.m.

Majestic 10

SESSION B AWARD WINNING STUDENT PAPERS

Session Chair: **Rebecca Scott**, University of North Texas

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

Brandon Phillips, University of North Texas

Development of an Enterprise Dynamic Capabilities Framework

Xianghui Peng, University of North Texas

The Logistics of Healthcare Consumption: A Visual Model

Rebecca Scott, University of North Texas

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FBD Journal at <https://www.fbdonline.org/journal/>



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**DECISION SCIENCES INSTITUTE
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**March 15, 2014
(Saturday)**

8:30 a.m. – 10:00 a.m.

Majestic 9

SESSION C QUANTITATIVE METHODS AND QUALITY - III

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

New Combination Rule Based on Weight of Evidence

Zhu Weidong, Hefei University of Technology, China

Sun Yibo, Hefei University of Technology, China

Wang Jin, Hefei University of Technology, China

Zhu Ying, Hefei University of Technology, China

Comparison of Ensemble Algorithms for Tools Condition Monitoring

Sanidhya Painuli, VIT University, India

M Elangovan, Anna University, India

V Sugumaran, VIT University, India

Economic Statistical Design of Simple Linear Profiles with Variable Sample Size

Rassoul Noorossana, Iran University of Science and Technology

S.T.A. Niaki, Sharif University, Iran

Mohamad R. Nayeypour, DeVry University

Mohammad J. Ershadi, Iran University of Science and Technology

Effect of Estimation Error on the Performance of EWMA/R Control Charts when Monitoring Simple Linear Profiles

Rassoul Noorossana, Iran University of Science and Technology

Mohammad R. Nayeypour, DeVry University

Mozhdeh Aminmadani, Islamic Azad University - South Tehran Branch, Iran

Yaser Zerehsaz, Islamic Azad University - South Tehran Branch, Iran

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42nd Annual Conference

March 11 - 14, 2015

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Houston, Texas

43rd Annual Conference

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44th Annual Conference

March 8 - 11, 2017

Statehouse Convention Center/Marriott

Little Rock, Arkansas

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 15, 2014
(Saturday)

8:30 a.m. – 10:00 a.m.

Majestic 11

SESSION D TEACHING PROJECT SCHEDULING WITH POWERPOINT WORKSHOP

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

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

10:30 a.m. – 12:00 p.m.

Majestic 8

SESSION A STUDENT PAPERS –II

Session Chair: **Brooke Wilson**, Tarleton State University

Conflict Management and Communication Medium
Brooke Wilson, Tarleton State University

*Resource Based View of the Firm: Resources and Capabilities as Drivers of Performance in the US
Frozen Yogurt Industry*

Sergio Palacios, New Mexico State University
Marcus Valenzuela, New Mexico State University

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

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

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for the low submission fee of \$40.*

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 15, 2014
(Saturday)**

10:30 a.m. – 12:00 p.m.

Majestic 9

SESSION B STUDENT PAPERS -III

Session Chair: **Yolanda Obaze**, University of North Texas

Strategic Logistics Alliances: Demand Complexities for an Oil and Gas Company

Yolanda Obaze, University of North Texas

Understanding the Complexity of Pilgrimage/ Hajj using a Casual Loop Approach and Providing a Transportation Plan

Mohammad Baitalmal, University of North Texas

An Inventory of Doctors: Applying a Newsvendor Model in Health Care

Mohammad Baitalmal, University of North Texas

Yolanda Obaze, University of North Texas

Saba Pourrezajourshari, University of North Texas

10:30 a.m. – 12:00 p.m.

Majestic 10

SESSION C MIS - IX

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

What do People Want from Their Jobs? Worker Motivation in Thailand and the U.S.

Randy McCamey, Tarleton State University

Betsy Ball, Tarleton State University

The Perceived Importance of Workplace Competencies by MIS Students, Recent MIS Graduates, and Business Employers

Guoying Zhang, Midwestern State University

Chuck Johnston, Midwestern State University

Chris Shao, Midwestern State University

Knowledge Sharing and Collaboration among Employees Using Enterprise Social Software

Gina Harden, Stephen F. Austin State University

A Study of Required Job Skills for Entry-Level Information Technology Professionals

Lai Liu, University of Texas Pan American

Victoria Olivarez, University of Texas Pan American

Evelyn Ramirez, University of Texas Pan American

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 15, 2014
(Saturday)**

10:30 a.m. – 12:00 p.m.

Majestic 11

SESSION D DECISION MAKING/DSS/ES/KM

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

A Method for Spatial Planning Decision Support System Based on Digital Garden City

Zhiyuan Yuan, China University of Geoscience (Beijing)

Xinqi Zheng, China University of Geoscience (Beijing)

The Role of Exports in Economic Development, A Neural Network Approach

Ata Yesilyaprak, Alabama A&M University

Chu Nguyen, University of Houston Downtown

John Theis, Sneis

Decision Tree Evaluation A Criteria Framework

Jose Anzaldua, University of Texas - Pan American

Gilbert De Leon, University of Texas - Pan American

Francis Andoh-Baidoo, University of Texas - Pan American

A Decision Support System for Efficiency Evaluation of Bank Branches

Azizollah Memariani, University of Economic Sciences, Iran

Leila Karamal, Islamic Azad University, Sharerey Branch

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CONGRATULATIONS!

Recipient of the 2014 McGraw-Hill Distinguished Paper Award

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

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

2014 SWAM Outstanding Educator

Donald Baack, Pittsburg State University

Recipient of the 2014 Southwest Academy of Management Best Reviewer Award

William Carter, University of North Texas

**SOUTHWEST ACADEMY OF MANAGEMENT
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2014 TRACK CHAIRS

**Entrepreneurship, Small Business
and Innovation**

Gregory Tapis, Augustana College
Vallari Chandna, University of North Texas

**Organizational Theory, Strategy
and International Business**

Faiza Khoja, University of Houston – Downtown
D. Christopher Taylor, University of Houston

**Organizational Behavior
and Leadership**

John N. Davis, Hardin Simmons University
Phyllis Duncan, Our Lady of the Lake University

**Human Resources, Careers
and Diversity**

Alix M. Valenti, University of Houston - Clear
Lake
Veena P. Prabhu, California State University -
Los Angeles

**Hospitality, Health Care
and Operations Management**

Pamela J. Zelbst, Sam Houston State University

**Social Issues, Ethics and
Corporate Social Responsibility**

Ethan Waples, University of Central Oklahoma

**Organizational Development and
Conflict Management**

Peter F. Sorensen, Jr., Benedictine University
Therese Yaeger, Benedictine University
Henry Williams, Purdue University - North Central

**Management Education
and General Management**

Brian Kulik, Hawaii Pacific University

Innovative Teaching Workshops

Tina T. Fields, Texas State University – San
Marcos

Professional Development Workshops

M. Suzanne Clinton, University of Central
Oklahoma
Lee Tyner, University of Central Oklahoma

Research Pipeline

Mario Hayek, Texas A&M University-Commerce

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 12, 2014
(Wednesday)**

1:30 p.m. – 3:00 p.m.

San Antonio Ballroom A

**WELCOME TO SOUTHWEST ACADEMY OF MANAGEMENT
MEETING**

Stephen V. Horner, 2014 SWAM President

TRACK TITLE **Management Education and General Management**

SESSION TITLE **Management Education: Enhancing the Student Experience**

Session chair: **Gerald Burch**, Tarleton State University

Student Wellness and Personal Change Projects in the Management Classroom

Jp Julie Palmer-Schuyler, Webster University

Carolyn Gardner, Kutztown University

Discussant: **Jana Burch**, Davinci Studies

The Role of Positive Psychological States in Online Learning: Integrating Psychological Capital into the Community of Inquiry Framework

Joshua J. Daspit, Mississippi State University

Staci M. Zavattaro, Mississippi State University

T. C. Mims, University of Texas - Permian Basin

Discussant: **Thomas Bradley**, Tarleton State University

Analyzing Student Experiential Learning Insights to Inform the Design of a CyberSecurity Course

Sandra J. Blanke, University of Dallas

Rosemary Maellaro, University of Dallas

Discussant: **Tanjia Coleman**, Benedictine University

Evolution and Revolution in Higher Education: Applications to Business Colleges and Management Departments

Donald Baack, Pittsburg State University

Daniel W. Baack, University of Denver

Daniel R. Jordan, Columbia College Chicago

Discussant: **Sandra J. Blanke**, University of Dallas

1:30 p.m. – 3:00 p.m.

San Antonio Ballroom B

TRACK TITLE **Professional Development Workshop**

WORKSHOP TITLE **The Truth Behind MOOCs: What it IS and What it is NOT?**

Facilitator: **Veena Prabhu**, California State University - Los Angeles

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 12, 2014
(Wednesday)**

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

State Room 1

SWAM COFFEE BREAK

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

State Room 1

TRACK TITLE **Organizational Development and Conflict Management**

SESSION TITLE **CEO, Conflict And Culture: OD & Conflict Issues**

Session chair **Peter Sorensen**, Benedictine University

Discussant: **Therese Yaeger**, Benedictine University

CEO Duality: Economic and Socio-Psychological Determinants
Mario Krenn, Southern University - New Orleans

Conscious Capitalism as the Catalyst to a Positive Cultural Transformation Initiative
Tanjia Coleman, Benedictine University

Husbands Blaming Wives for Damaging Conflict in Family Businesses
Sinan Caykoylu, New York Institute Technology - Vancouver

Impact of Virtualization and Social Media in Creating a Sustainable Future for OD Practitioners
Sarah Peacey, Benedictine University

The Impact of Utilizing Privatization to Improve Quality in School Organizations
Marlon Cummings, University of Illinois – Chicago

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Little Rock, Arkansas

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 12, 2014
(Wednesday)**

3:30 p.m. –5:00 p.m.

State Room 2

TRACK TITLE	Social Issues, Ethics and Corporate Social Responsibility
SESSION TITLE	Individuals and their Potential to Influence Ethics and Corporate Social Responsibility

Session chair **Craig Macaulay**, University of Texas – Dallas

Discussant: **Dina Abdelzaher**, University of Houston – Clear Lake

Reflections on the Influence of Sustainability and Accounting Coursework on Business Students' Critical Handling of Sustainability Information

Daniel Reimsbach, University of Duesseldorf

Rüdiger Hahn, University of Kassel

The Impact of Psychological Distance on Moral Behavior

Randi Sims, Nova Southeastern University

Baiyun Gong, Nova Southeastern University

The Impact of Entrepreneurs' Environmental Attitudes on the Environmental CSR Activities of the Firm: A Conceptual Framework

Vallari Chandna, University of North Texas

The Effect of Perceived Ethical Climate on the Organizational Commitment of Full -Time Faculty Members

Heather Moore, East Tennessee State University

Tom Moore, East Tennessee State University

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 12, 2014
(Wednesday)**

3:30 p.m. –5:00 p.m.

San Antonio Ballroom A

TRACK TITLE **Organizational Development and Conflict Management**

PANEL TITLE **Stewardship Theory: Theoretical Advances and Practitioner Quandaries**

Discussants: **Dane D'Alessandro**, Benedictine University
 Tanjia Coleman, Benedictine University
 John Tourangeau, Benedictine University
 Blair Tiger, Benedictine University

3:30 p.m. –5:00 p.m.

San Antonio Ballroom B

TRACK TITLE **Organizational Development and Conflict Management**

PANEL TITLE **The Effects of Mentoring and Coaching Future Leaders: A Domestic and Global Perspective**

Discussants: **Henry Williams**, Purdue - North Central
 Gardenia Burks, Berry College
 Elizabeth Christo-Baker, Purdue - North Central
 Marlon Cummings, University of Illinois – Chicago

3:30 p.m. –5:00 p.m.

State Room 4

TRACK TITLE **Organizational Development and Conflict Management**

PANEL TITLE **Leadership and OD: Creating Sustainable Organizations**

Discussants: **Janet Kirby**, Benedictine University
 Doris Martin, Strayer University
 Gardenia Burks, Berry College
 Meghan Wright, Wright Consulting

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



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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 13, 2014
(Thursday)**

7:00 a.m. -8:15 a.m.	The Kitchen Table (First Floor)
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SPECIAL SESSION **SWAM Officers' Meeting & Breakfast**

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

8:30 a.m. – 10:00 a.m.	State Room 1
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TRACK TITLE **Professional Development Workshop**

WORKSHOP **Preparing Business Students for their Futures: The Role of Sustainability in the Curriculum and Programs of Universities**

Facilitators **John Camey**, Cameron University
Suzanne Clinton, University of Central Oklahoma
Kimberly Merritt, Oklahoma Christian University

8:30 a.m. – 10:00 a.m.	State Room 2
------------------------	--------------

TRACK TITLE **Organizational Development and Conflict Management**

SESSION TITLE **Challenges In Organization Development: Consulting, Change and Trust**

Session chair **Janet Kirby**, Benedictine University

Separating Responses to Change Outcomes from Responses to Change Processes: Is it the Destination or the Journey?

Walter Scott Sherman, Texas A&M University – Corpus Christi

Alternate Conceptions of Value in Client Consulting Relationships: Helpful and Impactful

Dane D'Alessandro, Benedictine University

Quality of Trust

Blair Tiger, Benedictine University

Building a SEAM Community in North America: A Case Study in Group Dynamics

Eric Sanders, Benedictine University

Lachlan Whatley, Trinity Western University

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 13, 2014
(Thursday)**

8:30 a.m. – 10:00 a.m.

Houston Ballroom A

TRACK TITLE **Research Pipeline**

SESSION TITLE **Research Pipeline**

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

We are the Same, so Let us Share: Cluster Identification and Knowledge Sharing

Nina Geilinger, ETH Zurich

Stefan Haefliger, City University London

Georg von Krogh, ETH Zurich

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

Sustainability Measurements: An Evaluation of P&G's Supplier Collaboration Approach

Paul Brown, Clark Atlanta University

Marcia Daley, Clark Atlanta University

Lynne Patten, Clark Atlanta University

Discussant: **Stephanie Pane**, Texas A&M University-Commerce

Practice-based Evidence: An "Experimental" Approach to the Theory-Practice Gap in Management

Brandon Randolph-Seng, Texas A&M University-Commerce

J. Ian Norris, Berea College

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

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

Lone Star Ballroom

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

10:30 a.m. – 12:00 p.m.

Majestic 6

TRACK TITLE **Entrepreneurship, Small Business and Innovation**

SESSION TITLE **The Good and Bad of Entrepreneurship**

Session chair **Gregory Tapis**, Augustana College

Corruption Pervasiveness, Arbitrariness, and Entrepreneurship

Sergey Lebedev, University of Texas - Dallas

Small Business and Corporations: A Proposed African Relationship Framework

Erastus Ndinguri, Framingham State University

Ye-Sho Chen, Louisiana State University

Kenneth Kungu, Tennessee State University

Signaling Social Entrepreneurial Venture Legitimacy: The Role of Administrative Innovation Adoption

William Ritchie, James Madison University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 13, 2014
(Thursday)**

10:30 a.m. – 12:00 p.m.

State Room 2

TRACK TITLE **Human Resources, Careers and Diversity**

SESSION TITLE **HRM, Leadership and Careers**

SESSION CHAIR **Veena P. Prabhu**, California State University - Los Angeles

Examining the Relationship Between Age, Time Stress and Occupations

Olga Chapa, University of Houston – Victoria

Grace Dagher, Lebanese American University

Rebecca Gonzalez, University of North Carolina - Pembroke

Discussant: **Barbara Dastoor**, Nova Southeastern University

Emotional Intelligence and Transformational Leadership Foster Sustainability

Barbara Alston, Nova Southeastern University

Barbara Dastoor, Nova Southeastern University

Claudette Chin-Loy, Nova Southeastern University

Discussant: **Brian Martinson**, Tarleton State University

LMX and HR System Strength as Antecedents to HR Practice Awareness, Job Satisfaction, and Work Unit Performance

Brian Martinson, Tarleton State University

John De Leon, University of Texas -Arlington

Discussant: **Olga Chapa**, University of Houston

Job-crafting in Entrepreneurial Start-ups: A Conceptual Process Model

Vallari Chandna, University of North Texas

Discussant: **Claudette Chin-Loy**, Nova Southeastern University

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 13, 2014
(Thursday)**

10:30 a.m. – 12 p.m.

Houston Ballroom A

TRACK TITLE **Organizational Theory, Strategy and International Business**

SESSION TITLE **Validating Resource-Based View**

Session chair **Sherman Scott**, Texas A&M – Corpus Christi

Everything is Relative: (Re-) Connecting RBV Theory and Method

Mario Krenn, Southern University – New Orleans

Discussant: **David Epstein**, University of Houston – Downtown

Core Competencies and Core Rigidities: Some Concerns with the Current use of the RBV Model

Christopher Cassidy, Sam Houston State University

Discussant: **Joshua J. Daspit**, Mississippi State University

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

Joshua J. Daspit, Mississippi State University

Derrick E. D'Souza, University of North Texas

Discussant: **Sherman Scott**, Texas A&M – Corpus Christi

10:30 a.m. – 12 p.m.

Houston Ballroom B

TRACK TITLE **Social Issues, Ethics and Corporate Social Responsibility**

SESSION TITLE **Lending, Blending, and Cheating?**

Session chair **Craig Macaulay**, University of Texas – Dallas

Discussant: **Daniel Reimsbach**, University of Duesseldorf

Is Microlending a Macro Failure? Why Endogenous Growth Theory Suggests it Should Work and a Contextual Explanation for Why it Doesn't

Robert Hirth, University of Arkansas

Creed Tumblison, University of Arkansas

A Cross-Disciplinary Approach to Corporate Social Responsibility

Per Bylund, Baylor University

Andrew Borodin, University of Memphis

Nicholas Rhew, University of Memphis

Culture, Corruption, and Sexual Harassment

Nicholas Rhew, University of Memphis

Cost and Game Analysis of the Weakening Social Responsibility of MNC Subsidiaries in China

Jifu Wang, University of Houston – Victoria

Ronald Salazar, University of Houston – Victoria

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 13, 2014
(Thursday)**

12:00 p.m. – 1:30 p.m.

Lone Star Ballroom A1

TRACK TITLE	Luncheon
SESSION TITLE	Entrepreneurial Speaker Series Luncheon (tickets needed)
Presiding	Manjula S. Salimath , University of North Texas Program Chair, Southwest Academy of Management
Discussant	Jake Williams , PMI Research Administrator
Entrepreneurial Speaker	TBA

Must have a ticket to participate. Tickets must be purchased with your FBD package in advance by 5:00 pm CST, Saturday, February 22, 2014.

Sponsored in part by Project Management Institute Research Program



1:30 p.m. – 3:00 p.m.

State Room 1

TRACK TITLE	Professional Development Workshop
WORKSHOP	Gender Differences in Email Communication: A Pilot Study of Student Email to Faculty
Presenters	Suzanne Clinton , University of Central Oklahoma Kimberly Merritt , Oklahoma Christian University Katelynn Burns , MidFirst Bank

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 13, 2014
(Thursday)**

1:30 p.m. – 3:00 p.m.

State Room 2

TRACK TITLE **Organizational Theory, Strategy and International Business**

SESSION TITLE **Influential Role of Top Management Team**

Session chair **Gregory Dess**, University of Dallas

Top Management Team Power Dimensions and Internationalization Behavior

Rusty Karst, University of North Texas

Discussant: **David Epstein**, University of Houston – Downtown

Antecedents of Turnover in the Compensation Committee

Maria Hasenhuttl, University of Texas – Dallas

Discussant: **Gene Easley**, University of Houston – Clear Lake

Substitutes or Complements? Integrating Agency and Resource Dependence Theories to Test the Effects of Shareholders and Board of Directors on CEO - Chairperson Duality

Shobha Das, Qatar University

Krishna Udayasankar, Nanyang Technological University

Discussant: **Trip Knoche**, University of Central Oklahoma

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



42nd Annual Conference

March 11 - 14, 2015

Hyatt Regency Hotel

Houston, Texas

43rd Annual Conference

To be determined

44th Annual Conference

March 8 - 11, 2017

Statehouse Convention Center/Marriott

Little Rock, Arkansas

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 13, 2014
(Thursday)**

1:30 p.m. – 3:00 p.m.

Houston Ballroom A

TRACK TITLE	Human Resources, Careers and Diversity
SESSION TITLE	HRM and Diversity: Individual Influences and Cultural Issues
Session chair	Alix Valenti , University of Houston – Clear Lake

Sex, Gender Role Identity and Values among Korean Men and Women

A. Banu Goktan, University of North Texas – Dallas

Hyung Rok Yim, Hanyang University

Vishal K. Gupta, State University of New York – Binghamton

Discussant: **Nancy Kucinski**, Hardin-Simmons University

Predictors of Hispanics' Intentions to Purchase Health Care Insurance: A Conceptual Model

Elizabeth Muniz, University of North Texas – Dallas

Raquel Hodge, University of North Texas – Dallas

Isaura Flores, University of North Texas – Dallas

Subhro Mitra, University of North Texas – Dallas

Discussant: **Demetria Henderson**, University of Texas – Arlington

Discrimination Buffers and the Mediating Effect of Resilience on Minority Group Members

Demetria Henderson, University of Texas – Arlington

Discussant: **Tracey Rockett**, Texas Christian University

The Glass Ceiling in Fortune 500 Companies

Ali Soylu, Cameron University and Ipek University

Elizabeth Day, Cameron University

Discussant: **Karen Middleton**, Texas A&M – Corpus Christi

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 13, 2014
(Thursday)**

1:30 p.m. – 3:00 p.m.

Houston Ballroom B

TRACK TITLE **Social Issues, Ethics and Corporate Social Responsibility**

SESSION TITLE **Top Down: How Corporate Governance Influences CSR**

Session chair **Vallari Chandna**, University of North Texas

Discussant: **Nicholas Rhew**, University of Memphis

Exploring the Role of Fit in the Implementation Process of Corporate Governance Best Practices
Mario Krenn, Southern University - New Orleans

How a Firm's Pollution Choice Affects Other CSR Activities

Craig Macaulay, University of Texas – Dallas

Orlando Richard, University of Texas – Dallas

Mike Peng, University of Texas – Dallas

Maria Hasenhuttl, University of Texas – Dallas

Charlie Hazzard, University of Texas – Dallas

Are Green Intentions Enough? The Impact of Corporate Green Mission Statements and Green Policy on Actual and Perceived Green Competence

Dina Abdelzaher, University of Houston - Clear Lake

William Newburry, Florida International University

Alliance Network Centrality, Board Composition, and Corporate Social Performance

Craig Macaulay, University of Texas – Dallas

Orlando Richard, University of Texas – Dallas

Mike Peng, University of Texas – Dallas

Maria Hasenhuttl, University of Texas – Dallas

Charlie Hazzard, University of Texas – Dallas

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

Lone Star Ballroom

FBD Coffee Break Sponsored by

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 13, 2014
(Thursday)**

3:30 p.m. – 5:00 p.m.

State Room 1

TRACK TITLE **Organizational Theory, Strategy and International Business**

SESSION TITLE **Idiosyncrasies, Constraints, and Demands of Different Industry**

Session chair **Deli Yang**, Trinity University

Too Similar to Fail? An Investigation into Factors Leading to Firms Receiving Relief

Lee Brown, University of Texas – Arlington

John De Leon, University of Texas – Arlington

Discussant: **Deli Yang**, Trinity University

Symbols that Constrain: Identity, Institutions and Sense-making in the United States Public Radio Industry

Oliver Stoutner, University of Alabama

Discussant: **John De Leon**, University of Texas – Arlington

In the Eye of the Beholder: Examining Idiosyncrasies in Critical, Professional and Popular Recognition of Movies in the UK Motion Picture Industry

Joseph Lampel, Cass Business School

Shiva Nadavulakere, Saginaw Valley State University

Anushri Rawat, Nicholls State University

Discussant: **Christopher Cassidy**, Sam Houston State University

3:30 p.m. – 5:00 p.m.

State Room 2

TRACK TITLE **Professional Development Workshop**

SESSION TITLE **Business Management of Environmental Issues for a Sustainable Future: Multi-Sector Panel Discussion of Environmental Management System (EMS) Implementation and Management – The Way Forward**

Facilitators: **Marla Potess**, Hardin-Simmons University
 Rick Hammer, Hardin-Simmons University
 John N. Davis, Hardin-Simmons University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 13, 2014
(Thursday)**

5:00 p.m. – 6:00 p.m.

State Room 1

SPECIAL SESSION

Planning Meeting For the 2015 Conference

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

Help shape SWAM's next meeting to be held in Houston, Texas - March 10-14, 2015. Join in a thoughtful exchange of ideas and creative suggestions as we seek to continually improve the SWAM conference experience.

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 14, 2014
(Friday)**

8:30 a.m. – 10:00 a.m.

State Room 1

TRACK TITLE **Innovative Teaching Workshop**

SESSION TITLE **Panel Discussion on Innovative Teaching**

Session chair **Tina Fields, Texas State University**

NOTE: Panelists will have 15 minutes to discuss unique methodologies they have used in their specific workshops and then there will be a 30 minute roundtable discussion (question/answer) on innovative teaching.

PANEL TITLE **Back to the Future: Using Books to Supplement Students' Learning**

Panelists: **Lee Tyner, University of Central Oklahoma**
Suzanne Clinton, University of Central Oklahoma
Robert Epstein, University of Central Oklahoma
Abbie Lambert, University of Central Oklahoma

PANEL TITLE **Innovative Teaching Workshop for Management Educators:
Creative Tools for Teaching Diversity**

Panelist: **Maritza Soto, University of Puerto Rico – Rio Piedras**

PANEL TITLE **The Art of Teaching Management: Using Everything from
Impressionism to Improv to Teach Students How to Manage**

Panelists: **Eric Sanders, Benedictine University**
Blair Tiger, Benedictine University

PANEL TITLE **Utilizing Technology in the Pursuit of Collaborative Research**

Panelists: **Bobbie Kite, University of Texas School of Public Health**
Casey McKinney, Texas State University

8:30 a.m. – 10:00 a.m.

State Room 2

TRACK TITLE **Professional Development Workshop**

SYMPOSIUM TITLE **Leveraging Sustainability in Academia: Role of Universities**

Organizers: **Manjula S. Salimath, University of North Texas**
Vallari Chandna, University of North Texas

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 14, 2014
(Friday)**

8:30 a.m. – 10:00 a.m.

Houston Ballroom A

TRACK TITLE **Management Education and General Management**

SESSION TITLE **Innovative Management Principles and Concepts**

Session chair **Joshua J. Daspit**, Mississippi State University

Global Call Centers

Tanjia Coleman, Benedictine University

Discussant: **Jp Julie Palmer-Schuyler**, Webster University

Biblically-based Analysis of Planning and Management Principles

Henry Migliore, Managing for Success

Jeffrey Horvath, Horvath and Associates

Discussant: **Rosemary Maellaro**, University of Dallas

Increasing Student Contributions Through Conceptual Understanding: Introducing a Curriculum for Conceptual Understanding Model

Gerald Burch, Tarleton State University

Jana Burch, Davinci Studies

Thomas Bradley, Tarleton State University

Discussant: **Donald Baack**, Pittsburg State University

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

Lone Star Ballroom

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

10:30 a.m. – 12:00 p.m.

State Room 1

TRACK TITLE **Organizational Theory, Strategy and International Business**

SESSION TITLE **Corporate Governance in the Forefront**

Session chair **Gene Easley**, University of Houston – Clear Lake

Board Faultiness and Firm Performance: An Investigation of Board Demographic Dispersion

Creed Tumilson, University of Arkansas

Robert Hirth, University of Arkansas

Discussant: **Rusty Karst**, University of North Texas

Does Internal Context Matter? A Comparison of Public-to-Private Transactions, Pre and Post the Economic Crisis

Alix Valenti, University of Houston – Clear Lake

Marguerite Schneider, New York Institute of Technology

Discussant: **James Vardaman**, Mississippi State University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 14, 2014
(Friday)**

10:30 a.m. – 12:00 p.m.

State Room 2

TRACK TITLE	Organizational Behavior and Leadership
SESSION TITLE	Shepherds and Servants: Thinking about Leadership
Session chair	Nancy Kucinski , Hardin-Simmons University
Discussant:	John N. Davis , Hardin-Simmons University

Servant Leadership: Approaching the Paradox from the Life-Stories of Ping Fu

John Humphreys, Texas A&M University – Commerce

Stephanie Pane Haden, Texas A&M University – Commerce

Mario Hayek, Texas A&M University – Commerce

Mildred Pryor, Texas A&M University – Commerce

Brandon Randolph-Seng, Texas A&M University – Commerce

Alex Williams, Texas A&M University – Commerce

“I am among you” Using Biblical Metaphors as Models of Authentically Engaged Leadership

J. Lee Whittington, University of Dallas

Empathic Leadership: The Role of Interactive Empathy on Leader Performance and Employee Engagement

Gerald Burch, Tarleton State University

John Batchelor, University of West Florida

Ronald Humphrey, Virginia Commonwealth University

Scripted Behavior: A Model of Entitlement Activation and Outcomes in the Workplace

Creed Tumblison, University of Arkansas

Sustainability Requires Strong Leadership Support: Evidence from Abu Dhabi Vision 2030

Larry Chasteen, University of Texas – Dallas

Abdulla Alhammadi, Sustainability Program Management for Abu Dhabi

10:30 a.m. – 12:00 p.m.

Houston Ballroom A

TRACK TITLE	Professional Development Workshop
PANEL TITLE	Sustainability Implementation: Insights from Business and Research
Organizers	Manjula S. Salimath , University of North Texas William Carter , University of North Texas

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 14, 2014
(Friday)**

12:00 p.m. – 1:30 p.m.

Chaparral Boardroom

SPECIAL SESSION

SWAM Officers' Meeting and Luncheon

Presiding

Janie R. Gregg, The University of West Alabama
President-Elect, Southwest Academy of Management

1:30 p.m. – 3:00 p.m.

State Room 1

TRACK TITLE

Organizational Theory, Strategy and International Business

SESSION TITLE

The Strategic Impact of Internalities and Externalities

Session chair

John De Leon, University of Texas – Arlington

The Impact of Human Capital on Organizational Legitimacy via Strategic Conformity and Persistence

O. Volkan Ozbek, University of Texas – Arlington

Discussant:

MaryRose L. Hart, Rogers State University

The Strategic Impact of IT on Market Orientation

Gabriela Flores, University of Texas – El Paso

Saul Valdiviezo, University of Texas – El Paso

Felix Flores, University of Texas – El Paso

Discussant:

Maria Hasenhuttl, University of Texas – Dallas

1:30 p.m. – 3:00 p.m.

Chaparral Boardroom

TRACK TITLE

Professional Development Workshop

WORKSHOP TITLE

Recognizing Stressful Signs and Using Quick Fixes: Stress 101 For Professors

Facilitators

Janie R. Gregg, The University of West Alabama
Daniel Doss, The University of West Alabama

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 14, 2014
(Friday)**

1:30 p.m. – 3:00 p.m.

State Room 2

TRACK TITLE **Organizational Behavior and Leadership**

SESSION TITLE **Organizational Behavior Grab Bag**

Session chair **Stephanie Pane Haden**, Texas A&M University – Commerce

Discussant: **Doug McIntyre**, Hardin-Simmons University

Specialists, Advocates, and Stewards: Process Role Identities in Top Management Teams and their Influence on Team Performance

William Carter, University of North Texas

Discussant: **Doug McIntyre**, Hardin-Simmons University

Conduits or Clogs? An Experimental Examination of Middle Manager Communication

Darel Hargrove, Texas A & M University

Wonjoon Chung, University of Illinois

Doug Franklin, Texas A & M University

Christina Frye, University of Illinois

T. Brad Harris, University of Illinois

Adam Stoverink, University of Northern Illinois

Toward and Expanded Analysis of Organizational Culture CVF Scores: Method and Illustration

Jp Julie Palmer-Schuyler, Webster University

Chris Gourdine, Accounting and Logistics Services, Inc.

Examining the Relationships among Work Centrality, Type of Work, and Life Satisfaction in a Global Context

Vallari Chandna, University of North Texas

Arash Negahban, University of North Texas

Relating Employees' Self-Referential Organizational Ties to Justice and Trust

Therese Sprinkle, University of Dallas

Joshua Knapp, University of Lethbridge

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 14, 2014
(Friday)**

1:30 p.m. – 3:00 p.m.

Houston Ballroom B

TRACK TITLE **Entrepreneurship, Small Business and Innovation**

SESSION TITLE **The Impact of Individual-Level Factors on Entrepreneurship**

Session chair **Michele Medina**, University of North Texas

Reality of Ownership: The Role of Human Resources in our Entrepreneurship Curriculum

T. C. Mims, University of Texas Permian Basin and Texas Woman's University

Erin McLaughlin, Nova Southeastern University

Stephanie Reynolds, Fort Worth Independent School District

The Effects of Founding Teams' Knowledge and Types of Strategies on New Venture's Performance

Kyungmoon Kim, Southeastern Louisiana University

Manifestations of Entrepreneurial Intent and Proactive Personality: Testing an Empirical Model with Evidence from a Multi-Country Study

Veena Prabhu, California State University – Los Angeles

Stephen McGuire, California State University – Los Angeles

Kern Kwong, California State University – Los Angeles

Robert Tang, De La Salle College of Saint Benilde

Minghao Shen, Guandong University of Foreign Studies

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

Lone Star Ballroom

FBD Coffee Break

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 14, 2014
(Friday)**

3:30 p.m. – 5:00 p.m.

State Room 1

TRACK TITLE **Hospitality, Health Care and Operations Management**

SESSION TITLE **Issues in Health Care and Hospitality**

Session chair **MaryRose L. Hart**, Rogers State University

Outcomes of Health Information Technology Utilization in Nursing Homes

Darla Hamann, University of Texas – Arlington

Karabi Bezboruah, University of Texas – Arlington

Comparing Sustainability Practices among Costa Rican and Nicaraguan Small and Medium-sized Hotels

Susan Clark Muntean, Ball State University

Alan Yen, Ball State University

Danielle Dunn, Ball State University

The Patient Protection and The Affordable Care Act: Does “ObamaCare”? Or Not?

Ali Soylu, Cameron University and Ipek University

Kevin Cherilus, Cameron University

3:30 p.m. – 5:00 p.m.

State Room 2

TRACK TITLE **Professional Development Workshop**

WORKSHOP TITLE **Management Lessons from a Major League Baseball Club**

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

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**March 14, 2014
(Friday)**

3:30 p.m. – 5:00 p.m.

Houston Ballroom A

TRACK TITLE **Organization Theory, Strategy and International Business**

SESSION TITLE **Macro and Micro Perspectives**

Session chair **Stephen V. Horner**, Pittsburg State University

A Review and Test of the Emerging Markets Concept

Nicholas Rhew, University of Memphis

Robert Wiggins, University of Memphis

Frances Fabian, University of Memphis

Discussant: **Stephen V. Horner**, Pittsburg State University

Is CEDAW Effective in Promoting Health Care Equity in Developing Countries? Evidence of its Positive Influence

Karen Middleton, Texas A&M- Corpus Christi

Deniz Gevrek, Texas A&M- Corpus Christi

Discussant: **Christopher Cassidy**, Sam Houston State University

The Effects of Social Structure on Actions: A Social Cognition and Social Structure Approach

Trip Knoche, University of Central Oklahoma

Discussant: **Volkan Ozbeck**, University of Texas – Arlington

The Faith-Friendly Workplace: A Contextual Consideration of Organizational Frames in Light of Increased Religious Opacity, Diversity and Expression at Work

David Miller, Princeton University

Timothy Ewest, Wartburg College

Discussant: **Robert Hirth**, University of Arkansas

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 14, 2014
(Friday)**

3:30 p.m. – 5:00 p.m.

Houston Ballroom B

TRACK TITLE **Best Paper Session**

SESSION TITLE **Recognition of the SWAM 2014 Award Winners**

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

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

Joshua J. Daspit, Mississippi State University

Derrick E. D'Souza, University of North Texas

Winner 2014 McGraw-Hill Distinguished Paper Award

Donald Baack, Pittsburg State University
2014 SWAM Outstanding Educator

William Carter, University of North Texas
Recipient of the 2014 Southwest Academy of Management Best Reviewer Award

5:15 p.m. – 6:15 p.m.

State Room 1

SWAM Annual Business Meeting

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

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

6:30 p.m. – 8:00 p.m.

Chaparral

SWAM Annual Reception

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

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CONGRATULATIONS!

Recipient of the 2014 McGraw-Hill Distinguished Paper Award

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

Syed Tariq Anwar, West Texas A & M University

Recipient of the 2014 SWCRA Outstanding Educator Award

Jeffrey Miller, Sam Houston State University

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

2014 TRACK CHAIRS

Strategic Management/ Business Policy	Steve Vitucci , Texas A&M – Central Texas
Small Business/Entrepreneurship	Timothy Wise , Southern Arkansas University
Human Resource Management/ Organizational Behavior	Alix Valenti , University of Houston – Clear Lake
International Business	Syed Tariq Anwar - West Texas A&M University
Case Development	Michael Menefee , University of North Carolina at Pembroke
Accounting/Finance/Economics	Judy Lewis , Texas A&M University – San Antonio
Non-Profit Management/Ethics	Robert Howard , Southeastern Oklahoma State University
Marketing	Lawrence Silver , Southeastern Oklahoma State University

PROGRAM OVERVIEW

Wednesday, March 13

1:30 p.m. – 3:00 p.m.	Case Writing Clinic: The ABCs of Writing Cases Types of cases Getting ideas for cases Writing the case
3:00 p.m. – 3:30 p.m.	Break
3:30 p.m. – 4:30 p.m.	Case Writing Clinic: The ABCs of Writing Case Teaching Notes
4:30 p.m. – 5:00 p.m.	Critical Incident Cases: SWCRA's New Frontier

Thursday, March 14

7:00 a.m. – 7:30 a.m.	Past Presidents Breakfast
7:30 a.m. – 9:00 a.m.	SWCRA Breakfast and Business Meeting
9:00 a.m. – 12:00 p.m.	Case Sessions
1:30 p.m. – 3:00 p.m.	2015 Program Planning Meeting
3:00 p.m. – 3:30 p.m.	FBD Coffee Break

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

March 12, 2014
(Wednesday)

1:30 p.m. – 3:00 p.m.

Houston Ballroom C

SESSION A Case Writing Clinic: The ABCs of Writing Cases

Short Abstract: This session will focus on different types of cases, getting ideas for cases, and then preparing the actual case. Attendees will get insight into how experienced case writers prepare cases including how to develop ideas for cases from various sources and how to develop a complete case that will meet the objectives of the case writer and capture the interest of readers.

Panel: Jeff Miller

Joe Kavanaugh
Tim Wise
Rodney Vandever
Irfan Ahmed

Break

3:30 p.m. – 5:00 p.m.

Houston Ballroom C

SESSION B Case Writing Clinic: The ABCs of Writing Case Teaching Notes

Short Abstract: This session will focus on different approaches to writing a teaching note including ideas on how to prepare a teaching note that includes the elements most sought by instructors using a case and the essential “dos and don’ts” in preparing the teaching note. Joe Kavanaugh and Jeff Miller will also provide an overview of writing critical incidents.

Panel: Jeff Miller

Joe Kavanaugh
Tim Wise
Rodney Vandever
Irfan Ahmed

4:30pm-5:00pm **Critical Incident Cases: SWCRA’s New Frontier**

Panel: Jeff Miller

Joe Kavanaugh

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SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

March 13, 2014
(Thursday)

7:00 a.m. – 7:30 a.m.

Houston Ballroom C

Past President's Meeting

7:30 a.m. – 9:00 a.m.

Houston Ballroom C

SOUTHWEST CASE RESEARCH ASSOCIATION BREAKFAST AND BUSINESS MEETING

All SWCRA Members invited. Business meeting starts at 7:30 a.m.

9:00 a.m. – 12:00 p.m.

Houston Ballroom C

SESSION C Small Business/Entrepreneurship

Session Chairs: **Timothy Wise**, Southern Arkansas University

Tadpoles Marine, LLC

Robert Stevens, Southeastern Oklahoma State University

Lawrence Silver, Southeastern Oklahoma State University

Stephanie Metts, Southeastern Oklahoma State University

Alcorn McBride: Electronic Wizardry and Creative Mojo

Timothy Wise, Southern Arkansas University

9:00 a.m. – 12:00 p.m.

Houston Ballroom C

SESSION D Non-Profit Management/Ethics

Session Chair: **Robert Howard**, Southeastern Oklahoma State University

What Should A Convenience Store Do to Protect against Embezzlement? An Ethical 'Critical Incident'

Wilke D. English, Texas A&M University – Central Texas

Elizabeth Brown, Texas A&M University – Central Texas

Divided Loyalties: A Tough Choice

Kemi Ogunyemi, Pan-Atlantic University

Dr. Howard Stevens' Ethical Dilemma: Textbook Buyers

Stephanie Metts, Southeastern Oklahoma State University

Robert Howard, Southeastern Oklahoma State University

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

March 13, 2014
(Thursday)

9:00 a.m. – 12:00 p.m.

Houston Ballroom C

SESSION E Accounting and Finance Track

Session Chair: **Judy Lewis**, Texas A&M University – San Antonio

Debi's Calendars

Deborah Combs, Southeastern Oklahoma State University

Hewlett-Packard and the Acquisition of Autonomy

Sue Cullers, Buena Vista University

Judy Lewis, Texas A&M University – San Antonio

Curtain Call Executive Services

Steven D. Dolvin, Butler University

Alltech FEI World Equestrian Games

Simon Medcalfe, Georgia Regents University

Caroliegh Frentzel, Clarke Parke Morgans

Island Tropics Boutique

Thomas D. Tolleson, Texas Wesleyan University

Shana Hellinger, Texas Wesleyan University

Lori Burks, District Attorney's Office, Tarrant County, Texas

9:00 a.m. – 12:00 p.m.

Houston Ballroom C

SESSION F Human Resource Management/Organizational

Session Chair: **Alix Valenti**, University of Houston – Clear Lake

Trinity Classical Academy: Small Market Conflicts

Bradley A. Almond, Texas A&M University – Central Texas

Target Corp.: Making Work Fun, Fast, and Friendly

Alix Valenti, University of Houston – Clear Lake

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SOUTHWEST CASE RESEARCH ASSOCIATION
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March 14, 2014
(Thursday)

9:00 a.m. – 12:00 p.m.

Houston Ballroom C

SESSION G Marketing/International/Strategy

Session Chairs: **Syed Tariq Anwar**, West Texas A&M University
 Lawrence Silver, Southeastern Oklahoma State University
 Steve Vitucci, Texas A&M – Central Texas

Time Catcher Photography

Rodney C. Vandever, Purdue University
Michael Menefee, University of North Carolina at Pembroke

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

Syed Tariq Anwar, West Texas A&M University

Herman Miller, Inc.: People, Patents, and Pollution

John K. Masters, Cameron University

9:00 a.m. – 12:00 p.m.

Houston Ballroom C

SESSION H Case Development

Session Chair: **Michael Menefee**, University of North Carolina – Pembroke

Operation Help a Soldier: Managing a Volunteer Workforce

Kana Ng, Texas A and M University – Central Texas
Brad Almond, Texas A and M University – Central Texas

A Surgeon with Scruples

Suzanne Box, Texas Wesleyan University
Thomas D. Tolleson, Texas Wesleyan University

Regional Branding of Lake Texoma

Kathy Hendrick, Southeastern Oklahoma State University

Productivity Ratios: The Missing Tool in Financial Analysis

A Critical Incident Showing the Power of Student Experiences

Mary H. Kelly, Texas A&M University – Central Texas
Wilke D. English, Texas A&M University – Central Texas

Are They Dead Yet?

Angela Walker, Texas Wesleyan University
Thomas D. Tolleson, Texas Wesleyan University

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

March 14, 2014
(Thursday)

10:00 a.m. – 10:30 a.m.

Lone Star Ballroom

FBD COFFEE BREAK

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

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

1:30 p.m. – 3:00 p.m.

Chaparral Boardroom

SESSION I: 2015 Program Planning Meeting

Session Chair: **Simon Medcalfe**, Georgia Regents University

Everyone is invited to attend this meeting and help prepare for 2015. Anyone interested in being the 2015 programs track chair, reviewer, discussant, etc. are encouraged to attend and share ideas to grow and further the art of case writing.

For a premiere publishing opportunity, check out the peer-reviewed
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42nd Annual Conference

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

43rd Annual Conference

To be determined

44th Annual Conference

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

SOUTHWESTERN FINANCE ASSOCIATION

2013 - 2014 OFFICERS

President:	Julia S. Kwok , Northeastern State University
Vice President & Program Chair:	John D. Stowe , Ohio University
Vice President – Events:	Susan J. Crain , Missouri State University
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	Thomas Thompson , Lamar University
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William H. Dare , Oklahoma State University	Lalatendu Misra , University of Texas at San Antonio
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Lynn Kendall , University of North Texas	Michael F. Toyne , Northeastern State University
Julia S. Kwok , Northeastern State University	Marilyn K. Wiley , University of North Texas
Shinhua Liu , University of Texas at Brownsville	Susana Yu , Montclair State University

**These Individuals also served on the Best Paper Awards Subcommittee*

**SOUTHWESTERN FINANCE
ASSOCIATION**

Congratulations to Award Winners!

2014 Federation of Business Disciplines Outstanding Educator Award

Julia S. Kwok, Northeastern State University

2014 McGraw-Hill/Irwin Distinguished Paper Award

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

Han Yu, University of Kansas

Zhaozhao He, University of Kansas

AAII (American Association of Individual Investors) Best Paper in Investments

Performance Measurement with Market and Volatility Timing and Selectivity

Wayne Ferson, University of Southern California

Haitao Mo, Louisiana State University

SWFA Best Paper in Corporate Finance

The Determinants of Director Compensation

James Linck, Southern Methodist University

Viktar Fedaseyev, Bocconi University

Hannes Wagner, Bocconi University

SWFA Best Paper in Financial Institutions

Time-varying Dependence in Sovereign and Bank Credit Spreads: Evidence from Europe

Christian Meine, Ruhr-University Bochum

SWFA Outstanding Paper Award

What Drives Takeover Activity in the Banking Industry?

Robert Loveland, California State University, East Bay

Kevin Okoeguale, Saint Mary's College of California

SWFA Outstanding Paper Award

Growth Options and Financial Leverage: Evidence from Mergers and Acquisitions

Jeffrey Coy, University of Central Florida

Luis Garcia-Feijoo, Florida Atlantic University

SWFA Outstanding Paper Award

Investment Income Taxes and Firms' Going Private Decision

Paul Mason, University of Texas at Dallas

Alex Holcomb, University of Texas at Dallas

Dupinderjeet Kaur, University of Texas at Dallas

Harold Zhang, University of Texas at Dallas

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Congratulations to Award Winners! (Continued)

We are grateful to the following sponsors for sponsoring outstanding paper awards and doctoral student travel grants:

Federated Business Disciplines for sponsoring the Outstanding Educator Award

McGraw-Hill Irwin for sponsoring the McGraw-Hill Irwin Distinguished Paper Award

The Center for Real Estate and Urban Economic Studies at the University of Connecticut for sponsoring the SWFA real estate session.

AAII (American Association of Independent Investors) for sponsoring the Best Paper in Investments Award

Northeastern Oklahoma University for sponsoring several doctoral student travel awards.

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SOUTHWESTERN FINANCE ASSOCIATION

SWFA Special Events

Day	Time	Event	Room
Thursday	10:30 a.m. – 12:00 p.m.	Panel Presentation for SWFA registered doctoral students	State Room 1
Thursday	6:00 p.m. – 8:00 p.m.	Southwestern Finance Association Reception	Gilley's
Friday	7:00 a.m. – 9:00 p.m.	Southwestern Finance Association Board Meeting	The Kitchen Table
Friday	12:00 p.m. – 1:45 p.m.	Southwestern Finance Association Luncheon and Business Meeting**	Chapparral
Friday	3:30 p.m. – 5:00 p.m.	Tutorial Session on Islamic Finance	Chapparral
Saturday	11:00 a.m. – 2:00 p.m.	SWFA Saturday Event	Dallas Museum of Art

Panel Presentation for SWFA registered doctoral students: Panel presentation and open discussion of issues facing new faculty in finance. Our panelists include Steve Sears, Ramesh Rao, Scott Heine, and Andrew Lynch, who are, respectively, a college of business dean, a senior finance faculty member, an editor of our finance journal, and a junior finance faculty member.

SWFA Thursday reception: The reception will be held at Gilley's, a bar/honky tonk founded in 1971 by country singer Mickey Gilley in Pasadena, Texas. The Dallas Gilley's is close by at 1135 S. Lamar St. Everyone has a good time visiting with long-time friends and making new ones. Heavy hors d'oeuvres will be served. A limited number of drink tickets will be distributed. A Cash Bar is also available. All registered SWFA attendees are cordially invited to attend.

SWFA Friday Luncheon and Business Meeting: Our annual luncheon includes our business meeting, presentations of awards, and keynote address by Sheridan Titman (Walter W. McAllister Centennial Chair in Financial Services at The University of Texas) on Investment Externalities

Friday Tutorial Session: M. Kabir Hassan will present a tutorial session on Global Financial Malaise, Islamic Finance, and Economic Development. He reviews the roles of conventional and Islamic finance in economic crises and economic development.

SWFA Saturday Event: The Dallas Museum of Art features an outstanding collection of more than 22,000 works of art from around the world, including ancient to contemporary works from America, Africa, Asia, Europe, the Mediterranean, and the Pacific islands. Exhibitions in March 2014 will feature Robert Smithson in Texas, The Erosion Series by Alexandre Hogue, Concentrations 56 by Stephen Lapthisophon, and dye-decorated cloths from Africa. Meet us at the Museum (1717 N Harwood St.) or depart with us from the hotel around 10:45 a.m. An admission ticket purchase is required.

Please RVSP through the SWFA on-line registration.

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**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 13, 2014
(Thursday)**

8:30 a.m. – 10:00 a.m.

Chaparral

SESSION A Mergers and Acquisitions I

Session Chair: **Marcin Krolikowski**, University of South Florida

Discussants: **Yasser Alhenawi**, University of Evansville
 Marcin Krolikowski, University of South Florida
 Tae-Nyun Kim, Frostburg State University
 Jeffrey Coy, University of Central Florida

Inter-firm Linkages and M&A Returns

Marcin Krolikowski, University of South Florida

Determinants of Acquirer-Target Distance in M&A

Bumseok Chun, Georgia Institute of Technology

Tae-Nyun Kim, Frostburg State University

Growth Options and Financial Leverage: Evidence from Mergers and Acquisitions

Jeffrey Coy, University of Central Florida

Luis Garcia-Feijoo, Florida Atlantic University

Impact of Merger Synergies on Performance and Value

Yasser Alhenawi, University of Evansville

Sudha Krishnaswami, University of New Orleans

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**SOUTHWESTERN FINANCE
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**March 13, 2014
(Thursday)**

8:30 a.m. – 10:00 a.m.

Majestic 1

SESSION B International Governance

Session Chair: **Scott Miller**, Pepperdine University

Discussants: **Scott Miller**, Pepperdine University
 Bochen Li, University of Cincinnati
 Mitsuru Mizuno, Nihon University
 Bhavik Parikh, University of Memphis

Agency Problems and Internal Capital Market Inefficiency: Evidence from the World

Yong Kim, University of Cincinnati

Bochen Li, University of Cincinnati

Comparative Study of the Influence of Institutional Investors on Corporate Governance and Firm Performance in Japan and France

Mitsuru Mizuno, Nihon University

Corporate Tax Rates-Labor Cost Trade-Offs in a Competitive-Interdependent Global Economy

Bhavik Parikh, University of Memphis

Ronald Spahr, University of Memphis

Pankaj Jain, University of Memphis

Fariz Huseynov, North Dakota State University

The Institutional Impact of Entry Mode Decisions by Emerging Market and Advanced Market MNCs

Ru-Shiun Liou, California State University, Fresno

Kevin Lee, California State University, Fresno

Scott Miller, Pepperdine University

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**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 13, 2014
(Thursday)**

8:30 a.m. – 10:00 a.m.

Majestic 2

SESSION C Socially Responsible Investing

Session Chair: **Greg Richey**, California State University, San Bernardino

Discussants: **Trang Thai**, University of Texas at Arlington
 Greg Richey, California State University, San Bernardino
 Jose Francisco Rubio, University of New Orleans

An Empirical Test on the Relationship between Corporate Social Responsibility and Corporate Financial Performance

Trang Thai, University of Texas at Arlington

Will Bad Habits Make Us Rich? An Empirical Investigation of U.S. "Vice Stocks"

Greg Richey, California State University, San Bernardino

Methods to Estimate Performance of Mutual Funds: A DEA and Coskewness Based Measurement of the Performance of Socially Responsible Investing

Jose Francisco Rubio, University of New Orleans

M. Kabir Hassan, University of New Orleans

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**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 13, 2014
(Thursday)**

8:30 a.m. – 10:00 a.m.

Majestic 3

SESSION D Business/Macroeconomic Risks

Session Chair: **Susan Ji**, Governors State University

Discussants: **Susan Ji**, Governors State University
 Fazlul Miah, King Fahd University of Petroleum and Minerals
 Ping-Wen Sun, Jiangxi University of Finance and Economics
 Mohamed Mekhaimer, University of Memphis

Rationality of Survey Based Interest Rate Expectations of Thirty Developed and Emerging Economies

Fazlul Miah, King Fahd University of Petroleum and Minerals

Ahmed Khalifa, Qatar University

Do Short-Term Institutional Investors Hold Riskier Stock Portfolios?

Jiun-Lin Chen, University of Adelaide

Shih-Cheng Lee, Yuan-Ze University

Chien-Ting Lin, Deakin University

Ping-Wen Sun, Jiangxi University of Finance and Economics

Commonality in Liquidity: Evidence from the First Transatlantic Exchange

Mohamed Mekhaimer, University of Memphis

Pankaj Jain, University of Memphis

Sandra Mortal, University of Memphis

Macroeconomic Risk and Momentum Profits

Susan Ji, Governors State University

J. Spencer Martin, University of Melbourne

Chelsea Yao, Lancaster University

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Little Rock, Arkansas

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 13, 2014
(Thursday)**

8:30 a.m. – 10:00 a.m.

Majestic 4

SESSION E Asset Pricing I

Session Chair: **Thomas Thompson**, Lamar University

Discussants: **Paulo Maio**, Hanken School of Economics
 Thomas Thompson, Lamar University
 Haim Kassa, Miami University, Ohio
 Nikolaos Artvanis, University of Massachusetts Amherst

Survivability following Reverse Stock Splits: What Determines the Fate of Non-Surviving Firms?

Karyn Neuhauser, Lamar University

Thomas Thompson, Lamar University

Lottery Preferences and the Time Series Variation of the Idiosyncratic Volatility Puzzle

Doina Chichernea, University of Toledo

Haim Kassa, Miami University, Ohio

Steve Slezak, University of Cincinnati

On The Estimation of Systematic Downside Risk

Nikolaos Artvanis, University of Massachusetts Amherst

Macro Factors and the Cross-Section of Stock Returns

Paulo Maio, Hanken School of Economics

Dennis Philip, Durham University Business School

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**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 13, 2014
(Thursday)**

8:30 a.m. – 10:00 a.m.

Majestic 5

SESSION F Four Great Papers

Session Chair: **Lawrence Awopetu**, University of Arkansas Pine Bluff

Discussants: **Saurabh Ahluwalia**, University of New Mexico
 Peter Wui, University of Arkansas Pine Bluff
 Barkat Ullah, University of Texas at El Paso
 Cristhian Mellado, University of Texas Pan American

Working Capital Investing Policy under an Economic Recession: Focusing on Small-Medium Size Companies

Lawrence Awopetu, University of Arkansas Pine Bluff

Peter Wui, University of Arkansas Pine Bluff

ISO Certification, Financial Constraints, and Firm Performance in Latin American Countries

Barkat Ullah, University of Texas at El Paso

Zuobao Wei, University of Texas at El Paso

Feixue Xie, University of Texas at El Paso

The Effects of the Latin American Integrated Market (MILA) on the Foreign Exchange of Colombia, Peru and Chile

Cristhian Mellado, University of Texas Pan American

Sergio Garcia, University of Texas Pan American

Retail Investors and Asset Prices

Saurabh Ahluwalia, University of New Mexico

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**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 14, 2014
(Thursday)**

8:30 a.m. – 10:00 a.m.

Majestic 6

SESSION G Four Great Papers

Session Chair: **Hua-Hsin Tsai**, University of North Texas

Discussants: **Hua-Hsin Tsai**, University of North Texas
 Lijuan Sun, University of Texas – Pan American
 Edward Lawrence, Florida International University
 Ally Quan Zhang, Swiss Finance Institute and University of Zurich

College Students! Are You Aware of Your Credit Card Debts and Ability to Pay Your Debt?

Hua-Hsin Tsai, University of North Texas

Chao Wen, Eastern Illinois University

Victor R. Prybutok, University of North Texas

Quantitative Investigation of College Students' Financial Behavior

Lijuan Sun, University of Texas – Pan American

Hong Qin, University of Texas – Pan American

Dave Jackson, University of Texas – Pan American

Analytical Option Pricing under a Displaced Double Gamma Jump-Diffusion Model

Matthias Thul, University of New South Wales

Ally Quan Zhang, Swiss Finance Institute and University of Zurich

The Prevalence, Cause and Implications of Regime Shifts in Stock Returns

Ann Marie Hibbert, West Virginia University

Edward Lawrence, Florida International University

Arun Prakash, Florida International University

10:00 a.m. – 10:30 a.m.

Lone Star Ballroom

FBD COFFEE BREAK

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**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 13, 2014
(Thursday)**

10:30 a.m. – 12:00 p.m.

Majestic 1

SESSION A Mergers and Acquisitions II

Session Chair: **Yasser Alhenawi**, University of Evansville

Discussants: **Nathan Walcott**, Southern Methodist University
 Hari Adhikari, University of South Florida
 Yasser Alhenawi, University of Evansville

The Power of Control: The Acquisition Decisions of Newly Public Dual-Class Firms
Hari Adhikari, University of South Florida

The Role of Pre-merger Performance of Acquirers in Post-merger Performance of Conglomerates
Yasser Alhenawi, University of Evansville

The Role of Skewness in Mergers and Acquisitions
Jared Delisle, Washington State University
Nathan Walcott, Southern Methodist University

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**March 13, 2014
(Thursday)**

10:30 a.m. – 12:00 p.m.

Majestic 2

SESSION B Firm Risk

Session Chair: **Shofiqur Rahman**, University of Texas at El Paso

Discussants: **Shuming Bai**, University of Texas of the Permian Basin
 Yang Yang, Louisiana State University
 Shofiqur Rahman, University of Texas at El Paso

The Effects of Default Risk and Liquidity Risk on Implied Cost of Capital
Yang Yang, Louisiana State University

Labor Unemployment Risk and Firm Risk
Erik Devos, University of Texas at El Paso
Shofiqur Rahman, University of Texas at El Paso

Currency Hedging by Multinationals Under Financial Crisis
Bina Parajuli, University of Texas of the Permian Basin
Christie Ryan, University of Texas of the Permian Basin
Shuming Bai, University of Texas of the Permian Basin

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ASSOCIATION**

**March 13, 2014
(Thursday)**

10:30 a.m. – 12:00 p.m.

Majestic 3

SESSION C Shorting and Congress

Session Chair: **Grace Qing Hao**, University of Texas at Arlington

Discussants: **Michael Gibbs**, University of Missouri-Columbia
 Ramya Rajajagadeesan Aroul, University of Texas at Arlington
 Serkan Karadas, West Virginia University

Misvaluation and Financial Distress

Ramya Rajajagadeesan Aroul, University of Texas at Arlington

Informed Trading at Capitol Hill: Evidence from Congressional Trading

Serkan Karadas, West Virginia University

Short Selling around the Expiration of IPO Share Lockups

Michael Gibbs, University of Missouri-Columbia

Grace Qing Hao, University of Texas at Arlington

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**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 13, 2014
(Thursday)**

10:30 a.m. – 12:00 p.m.

Majestic 4

SESSION D Anomalies I

Session Chair: **Aaron Lin**, Louisiana State University

Discussants: **Sina Marquardt**, University of St. Gallen
 Aaron Lin, Louisiana State University
 Atif Ikram, Wayne State University

Effects of Growth Options on Post-Earnings Announcement Drift
Aaron Lin, Louisiana State University

Industry-Specific Discretionary Accruals and the Accruals Anomaly
Atif Ikram, Wayne State University

Irrational Mutual Fund Managers: Explaining Differences in their Behavior
Sina Marquardt, University of St. Gallen

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**SOUTHWESTERN FINANCE
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**March 13, 2014
(Thursday)**

10:30 a.m. – 12:00 p.m.

Majestic 5

SESSION E Investment Performance

Session Chair: **Wayne Ferson**, University of Southern California

Discussants: **Line Goss**, University Of New Orleans
 David Stowe, Ohio University
 Wayne Ferson, University of Southern California
 Timothy Krause, University of Texas San Antonio

Implied Volatility Dynamics among Exchange Traded Funds and their Largest Component Stocks

Timothy Krause, University of Texas San Antonio

Donald Lien, University of Texas San Antonio

Performance Measurement with Market and Volatility Timing and Selectivity

Wayne Ferson, University of Southern California

Haitao Mo, Louisiana State University

Decomposing and Re-parameterizing Active Share

David Stowe, Ohio University

Dynamics of Multi-Market Trading

Line Goss, University of New Orleans

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10:30 a.m. – 12:00 p.m.

State Room 1

SESSION F Panel Presentation and Discussion for Doctoral Students and Friends

All Ph.D. students registered for SWFA are invited to participate.

Our panelists include a college of business dean, a senior finance faculty member, a junior finance faculty member, and an editor of our finance journal. They will each provide their perspectives on the finance profession and the roles we can play in academia and beyond. Basically, what they would like to do if they were in your shoes.

The floor will be open for a lively discussion.

Our panelists are:

Ramesh Rao, Professor and Paul C. Wise Chair in Finance, Oklahoma State University

R. Stephen Sears, Dean & Killam Distinguished Professor, A.R. Sanchez, Jr. School of Business, Texas A&M International University

Scott E. Hein, Professor, Robert C. Brown Chair of Finance, Texas Tech University, Editor of the *Journal of Financial Research*

Andrew Lynch, Assistant Professor of Finance, Binghamton University

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**March 13, 2014
(Thursday)**

1:30 p.m. – 3:00 p.m.

Majestic 1

SESSION A Debt Management

Session Chair: **Randy Beavers**, University of Alabama

Discussants: **Halil Kaya**, Northeastern State University
 William McCumber, Louisiana Tech University
 Shage Zhang, Trinity University
 Randy Beavers, University of Alabama

CFO Network Centrality and Private Debt

Kathy Fogel, Suffolk University

Tomas Jandik, University of Arkansas

William McCumber, Louisiana Tech University

Institutional Arrangements and Debt Financing Choice

Shage Zhang, Trinity University

CEO Inside Debt in Initial Public Offerings

Randy Beavers, University of Alabama

The Capital Structure Implications of Hot Market Debt Financing Activities

Halil Kaya, Northeastern State University

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**March 13, 2014
(Thursday)**

1:30 p.m. – 3:00 p.m.

Majestic 2

SESSION B Deals

Session Chair: **Inga Chira**, Oregon State University

Discussants: **Li Xu**, University of New Orleans
 Inga Chira, Oregon State University
 Alejandro Serrano, University of Texas – Pan American
 Christian Rauch, Goethe University Frankfurt

Reference Point Theory and Pursuit of Deals

Inga Chira, Oregon State University

Jeff Madura, Florida Atlantic University

Venture Capital Rounds, Delisting, and SOX

Gang Dong, Columbia University

Alejandro Serrano, University of Texas – Pan American

The Role of Deal-Level Compensation in Leveraged Buyout Performance

Christian Rauch, Goethe University Frankfurt

Marc Ueber, Frankfurt School of Finance and Management

Sven Fuerth, Goethe University Frankfurt

Comparing Value of Cash for ADR Firms and U.S. Firms

Li Xu, University of New Orleans

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1:30 p.m. – 3:00 p.m.

Majestic 3

SESSION C Monetary and Fiscal Effects

Session Chair: **Paul Docherty**, The University of Newcastle

Discussants: **Paul Docherty**, The University of Newcastle
 Cedric T Mbanga, Louisiana Tech University
 Thanh Nguyen, University of Wisconsin, Eau Claire

Fiscal Policy and the U. S. Stock Market

Cedric T. Mbanga, Louisiana Tech University

Ali F. Darrat, Louisiana Tech University

Information Content of Stock Price during Divided Government versus Unified Government

Hari Adhikari, University of South Florida

Thanh Nguyen, University of Wisconsin, Eau Claire

The Differential Impact of Monetary Policy Announcements and Explanatory Minutes Releases on the Australian Interest Rate Futures Market.

Paul Docherty, The University of Newcastle

Steve Easton, The University of Newcastle

Bronwyn McCredie, The University of Newcastle

Katherine Uylangco, The University of Newcastle

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1:30 p.m. – 3:00 p.m.

Majestic 4

SESSION D Anomalies II

Session Chair: **David Suk**, Rider University

Discussants: **Kevin Brady**, Florida Atlantic University
 Andrew Lynch, Binghamton University
 Ki Han, Suffolk University

Institutions and the Turn-of-the-Year Effect: Evidence from Actual Institutional Trades

Andrew Lynch, Binghamton University

Sterling Yan, University of Missouri

Andy Puckett, University of Tennessee

Beyond the 52-Week High

Ki Han, Suffolk University

Abu Jalal, Suffolk University

Suk Lee, Loyola University Chicago

David Suk, Rider University

Causes and Effects of Special Dividend Distributions in 2010 and 2012

Kevin Brady, Florida Atlantic University

Inga Chira, Oregon State University

Jeff Madura, Florida Atlantic University

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Majestic 5

SESSION E Investment Companies

Session Chair: **Monika Rabarison**, The University of Texas – Pan American

Discussants: **Palani-Rajan Kadapakkam**, University of Texas – San Antonio
 Martin Rohleder, University of Augsburg
 Monika Rabarison, The University of Texas – Pan American
 Kok Keng Siaw, University of New South Wales

Luck Bias and Skill Performance of Individual Mutual Funds

Martin Rohleder, University of Augsburg

Marco Wilkens, University of Augsburg

New Insights into Mutual Fund Brokerage Commissions

Monika Rabarison, The University of Texas – Pan American

Empirical Test of The Liquidity-Based Theory of Closed-End Funds

Kok Keng Siaw, University of New South Wales

Jerry Parwada, University of New South Wales

Machine over Mind? Clustering of ETF prices

Sougata Das, University of Texas – San Antonio

Palani-Rajan Kadapakkam, University of Texas – San Antonio

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1:30 p.m. – 3:00 p.m.

Majestic 6

SESSION F Specific Markets

Session Chair: **Lalatendu Misra**, University of Texas at San Antonio

Discussants: **Katsushi Suzuki**, Kobe University
 Nik Volkov, Florida Atlantic University
 Ronnie Shaw, Oklahoma City University
 Lalatendu Misra, University of Texas at San Antonio

Oil Price Shocks and Conditional Exchange Rate Volatility

Nik Volkov, Florida Atlantic University

Ky-Hyang Yuhn, Florida Atlantic University

Analysis of the Investment Potential of Platinum Group Metals

James Mccown, Toltec Group

Ronnie Shaw, Oklahoma City University

Changes in Corporate Governance Processes following Reputation Damaging Revelations: The Case of Option Backdating

Atul Gupta, Bentley University

Lalatendu Misra, University of Texas at San Antonio

Yilun Shi, Elon University

Hedge Fund as Monitor or Last Resort Investor? Evidence from Japanese PIPE market

Katsushi Suzuki, Kobe University

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3:00 p.m. – 3:30 p.m.

Lone Star Ballroom

FBD COFFEE BREAK

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

3:30 p.m. – 5:00 p.m.

Majestic 1

SESSION A Some Board Issues

Session Chair: **Stephan Spathe**, Center for Financial Studies

Discussants: **Mujtaba Zia**, University of North Texas
 Stephan Spathe, Center for Financial Studies
 Umar Butt, College of Business, Zayed University
 Zi Jia, E.J. Ourso College of Business, Louisiana State University

How to Evaluate the Share Price Performance During CEO Tenure: The Case of Josef Ackermann's Stewardship at Deutsche Bank

Stephan Spathe, Center for Financial Studies

Accrual Manipulation and Real Earnings Management Activities around Debt Covenant Violation

Umar Butt, College of Business, Zayed University

Trevor Chamberlain, DeGroote College of Business, McMaster University

Sudipto Sarkar, DeGroote College of Business, McMaster University

Dividend Equivalents - Does the Dividend Income on CEOs' Unearned Shares Affect Firms' Payout Policies

Zi Jia, E.J. Ourso College of Business, Louisiana State University

A Cross Analysis of the Target and the Acquirer Board Composition in Mergers and Acquisitions

Mujtaba Zia, University of North Texas

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3:30 p.m. – 5:00 p.m.

Majestic 2

SESSION B Repurchases/Dividends

Session Chair: **Mahfuz Raihan**, University of Utah

Discussants: **June Pham**, Shippensburg University
 Lauren Lore, Aston University
 Ramesh Rao, Oklahoma State University

Time Series Analysis of Macroeconomic Factors and Corporate Payouts

Lauren Lore, Aston University
Mahfuz Raihan, University of Utah

Real Earnings Management around Stock Repurchases

Jimmy Downes, Oklahoma State University
Lauren Gorman, Oklahoma State University
Ramesh Rao, Oklahoma State University

IPO Intra-Industry Effects on Firm Stock Repurchases

June Pham, Shippensburg University
Thanh Nguyen, University of Wisconsin-Eau Claire

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**March 13, 2014
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3:30 p.m. – 5:00 p.m.

Majestic 3

SESSION C National Culture and Finance

Session Chair: **John Goodell**, University of Akron

Discussants: **Erdem Ucar**, Eastern Kentucky University
 John Goodell, University of Akron
 Elsayed Elsiefy, Qatar Foundation
 Joon Park, University of Arkansas Pine Bluff

Cross-National Differences in Access to Finance: Influence of Culture and Institutional Environments

Raj Aggarwal, University of Akron

John Goodell, University of Akron

Does Culture Affect Dividend Demand and Payout Policy? Local Culture and Dividends

Erdem Ucar, Eastern Kentucky University

Impacts of Financial Crisis on Regional Efficiency of Banking Industry

Joon Park, University of Arkansas Pine Bluff

Jawook Baek, Changwon National University

Determinants of Profitability of Conventional and Islamic Banks: Evidence from Qatar

Elsayed Elsiefy, Qatar Foundation

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Majestic 4

SESSION D International Financial Markets

Session Chair: **Geoffrey Ngene**, Mercer University

Discussants: **Carl McGowan**, Norfolk State University
 Mohamed Ibrahim Mugableh, Irbid National University
 Geoffrey Ngene, Mercer University

Long Memory or Structural Breaks: Some Evidence for African Stock Markets

Geoffrey Ngene, Mercer University

Kenneth Tah, Louisiana Tech University

Ali Darrat, Louisiana Tech University

Foreign Direct Investment Function in Malaysia: Unconditional Error Correction Approach

Mohamed Ibrahim Mugableh, Irbid National University

An examination of the Random Walk Model and Technical Trading Rules of the Islamic-Compliant Stocks in Malaysia

Andi Nurul Hamimam Halidek, Universiti Kebangsaan Malaysia

Noor Azuddin Yakob, Universiti Kebangsaan Malaysia

Carl McGowan, Norfolk State University

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**March 13, 2014
(Thursday)**

3:30 p.m. – 5:00 p.m.

Majestic 5

SESSION E Market Functioning I

Session Chair: **Yi Liu**, University of North Texas

Discussants: **Yi Liu**, University of North Texas
 Ping-Wen Sun, Jiangxi University of Finance and Economics
 Vadhindran Rao, Metropolitan State University

Stock Price Delay and Business Cycle

Ji-Chai Lin, Louisiana State University

Ping-Wen Sun, Jiangxi University of Finance and Economics

The Dollar-Rupee Covered Interest Differential

Vadhindran Rao, Metropolitan State University

Is Sustainable Competitive Advantage an Advantage for Stock Investors?

Yi Liu, University of North Texas

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3:30 p.m. – 5:00 p.m.

Majestic 6

SESSION F Bank Capital

Session Chair: **Daniel Heddergott**, MLU – University Halle – Wittenberg

Discussants: **Thomas Hogan**, Troy University
 Wei Chi Lin, Yuan Zu University
 Daniel Heddergott, MLU – University Halle – Wittenberg
 Ibrahim Siraj, University of New Orleans

The Determinants of Bank Liquidity Buffer

I-Ju Chen, Yuan Zu University
Nguyen Lan Phuong, Yuan Zu University
Wei Chi Lin, Yuan Zu University

Competitive Effects of Bank Supervision under Basel III

Daniel Heddergott, MLU – University Halle – Wittenberg
Yassine Labidi, MLU – University Halle – Wittenberg

Geographic Dispersion and the Cost of Bank Loans

Ibrahim Siraj, University of New Orleans
M. Kabir Hassan, University of New Orleans

Evaluating Risk-based Capital Regulation

Thomas Hogan, Troy University
Neil Meredith, West Texas A&M University
Xuhao Pan, George Mason University

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6:00 p.m. – 8:00 p.m.

SWFA reception

The reception will be held at Gilley's, a bar/honky tonk founded in 1971 by country singer Mickey Gilley in Pasadena, Texas. The Dallas Gilley's is close by at 1135 S. Lamar St. Everyone has a good time visiting with long-time friends and making new ones. Heavy hors d'oeuvres will be served. A limited number of drink tickets will be distributed. A Cash Bar is also available. All registered SWFA attendees are cordially invited to attend.

**SOUTHWESTERN FINANCE
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**March 13, 2014
(Thursday)**

5:30 p.m. – 7:00 p.m.

Lone Star Ballroom

FBD Meet and Greet Social

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

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**March 14, 2014
(Friday)**

7:00 a.m. – 9:00 a.m.

The Kitchen Table (First Floor)

SWFA Board Meeting and Breakfast

8:30 a.m. – 10:00 a.m.

Majestic 1

SESSION A Reorganization Issues

Session Chair: **Thanh Nguyen**, University of Wisconsin – Eau Claire

Discussants: **June Pham**, Shippensburg University
 Paul Mason, University of Texas at Dallas
 Ying-Chou Lin, Missouri University of Science and Technology

Investment Income Taxes and Firms' Going Private Decision

Paul Mason, University of Texas at Dallas

Alex Holcomb, University of Texas at Dallas

Dupinderjeet Kaur, University of Texas at Dallas

Harold Zhang, University of Texas at Dallas

Motives for Corporate Spinoffs: Evidence from Ex-Ante Misvaluation

Ying-Chou Lin, Missouri University of Science and Technology

Kenneth Yung, Old Dominion University

Asset Sell-off versus Equity Carve-out: The Choice of Divestiture Method and Long-run Performance

June Pham, Shippensburg University

Thanh Nguyen, University of Wisconsin – Eau Claire

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**March 14, 2014
(Friday)**

8:30 a.m. – 10:00 a.m.

Majestic 2

SESSION B Innovation and Splits

Session Chair: **Won Seok Choi**, University of North Texas

Discussants: **Mujtaba Zia**, University of North Texas
 Daniel Reimsbach, University of Duesseldorf
 Ahmed Elnahas, The University of Memphis
 Hari Adhikari, University of South Florida

Modeling Sequential R&D Investments: A Binomial Compound Option Approach

Bastian Hauschild, University of Duesseldorf
Daniel Reimsbach, University of Duesseldorf

Employee Satisfaction and Firm Innovation

Hari Adhikari, University of South Florida
Won Seok Choi, University of North Texas
Incheol Kim, University of New Orleans

Forward Splits Followed by Reverse Splits! Misfortune or Complex Shenanigans

Ahmed Elnahas, The University of Memphis
Pankaj Jain, The University of Memphis
Thomas McInish, The University of Memphis

Consumption, Credit Cards, and Monetary Policy

Mujtaba Zia, University of North Texas

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**March 14 2013
(Friday)**

8:30 a.m. – 10:00 a.m.

Majestic 3

SESSION C Returns in Emerging Markets

Session Chair: **Yongli Luo**, Wayland Baptist University

Discussants: **Yongli Luo**, Wayland Baptist University
 Tibebe Assefa, Kentucky State University
 Alma Hales, Tennessee Tech University

African Stock Market Returns and Liquidity Premia

Tibebe Assefa, Kentucky State University

Andre Mollick, University of Texas – Pan American

Liquidity Spillovers: The Impact of ADR Trading on Latin American Stocks

Alma Hales, Tennessee Tech University

Andre Mollick, University of Texas – Pan American

Economic Freedom, Financial Crisis and Stock Volatilities in Emerging Markets

Yongli Luo, Wayland Baptist University

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(Friday)**

8:30 a.m. – 10:00 a.m.

Majestic 4

SESSION D Sovereign Debt

Session Chair: **Marcela Giraldo**, Southern Methodist University

Discussants: **Walt Pohl**, University of Zurich
 Marcela Giraldo, Southern Methodist University
 Christian Meine, Ruhr-University Bochum
 David Sun, Kainan University

A Dynamic Model of Sovereign Debt and Defaults: Understanding the Incentives of the Borrower.
Marcela Giraldo, Southern Methodist University

Time-varying Dependence in Sovereign and Bank Credit Spreads: Evidence from Europe
Christian Meine, Ruhr-University Bochum

Modeling Sovereign Debt with Default Threshold: A Barrier Option Approach
David Sun, Kainan University
Da-Ching Chow, Yuan Ze University

Long-run UIP Holds Even in the Short Run
Fabian Ackermann, Zurich Kantonal Bank
Karl Schmedders, University of Zurich
Walt Pohl, University of Zurich

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8:30 a.m. – 10:00 a.m.

Majestic 5

SESSION E Market Functioning II

Session Chair: **Yvonne Kreis**, University of Mainz

Discussants: **Samar Ashour**, University of Texas at Arlington
 Atanas Mihov, University of Florida
 Paulo Maio, Hanken School of Economics
 Yvonne Kreis, University of Mainz

Returns to Hedge Fund Activism and Divergence of Investor Opinion
Atanas Mihov, University of Florida

Does the Stock Market Lead the Economy?
Paulo Maio, Hanken School of Economics
Dennis Philip, Durham University Business School

Designated Market Maker Affiliation and Earnings Forecast Quality
Yvonne Kreis, University of Mainz

Does Gold Love Bad News? Hedging and Safe Haven of Gold Against Stocks and Bonds
Samar Ashour, University of Texas at Arlington

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8:30 a.m. – 10:00 a.m.

Majestic 6

SESSION F Vital Banking Issues

Session Chair: **Nicholas Crain**, Vanderbilt University

Discussants: **Amine Tarazi**, Université de Limoges, LAPE
 Raluca Roman, University of South Carolina
 Robert Loveland, California State University, East Bay
 Nicholas Crain, Vanderbilt University

Shareholder Activism in Banking

Raluca Roman, University of South Carolina

What Drives Takeover Activity in the Banking Industry?

Robert Loveland, California State University, East Bay

Kevin Okeoguale, Saint Mary's College of California

Venture Capital and Career Concerns

Nicholas Crain, Vanderbilt University

Excess Control Rights, Financial Crisis and Bank Profitability

Amine Tarazi, Université de Limoges, LAPE

Nadia Zedek, Université de Limoges, LAPE

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**March 14, 2014
(Friday)**

8:30 a.m. – 10:30 a.m.

Live Oak

SESSION G International Banking

Session Chair: **Ali Ashraf**, Frostburg State University

Discussants: **Xiao Wang**, The People's Bank of China
 Ali Ashraf, Frostburg State University
 Christian Farruggio, University of Bochum
 Natalya Delcoure, Texas A&M University – Kingsville

Loan Loss Provisioning in OIC Countries: Evidence from Conventional vs. Islamic Banks

Ali Ashraf, Frostburg State University

M. Kabir Hassan, University of New Orleans

Determinants of Loan Securitization in European Banking

Christian Farruggio, University of Bochum

Modern Commercial Banking in Russia

Natalya Delcoure, Texas A&M University – Kingsville

Bank Failure Prediction: Empirical Evidence from US & UK Banks—Impact of Derivatives and Other Balance Sheet Items

Xiao Wang, The People's Bank of China

Zhihong Ji, The People's Bank of China

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

Lone Star Ballroom

FBD Coffee Break

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**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 14, 2014
(Friday)**

10:30 a.m. – 12:00 p.m.

Majestic 1

SESSION A Governance Issues

Session Chair: **Leonidas Barbopoulos**, University of St. Andrews

Discussants: **Aslihan Korkmaz Cicek**, Cleveland State University
 Ibrahim Siraj, University of New Orleans
 Leonidas Barbopoulos, University of St. Andrews
 Jonathan Kalodimos, University of Washington

Product Demand Cyclicalities and Corporate Performance of Firms with Different Organizational Forms
Ibrahim Siraj, University of New Orleans
M. Kabir Hassan, University of New Orleans

Regulations and CBA Premium
Leonidas Barbopoulos, University of St. Andrews
Andrew Marshall, University of Strathclyde
Krishna Paudyal, University of Strathclyde

How Important is Governance? Evidence from Heart Attack Survival
Jonathan Kalodimos, University of Washington

Corporate Governance and Seasoned Equity Offerings
Aslihan Korkmaz Cicek, Cleveland State University
Qingzhong Ma, Cornell University
Haigang Zhou, Cleveland State University

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Majestic 2

SESSION B Corporate Finance Issues

Session Chair: **Katarzyna Platt**, Baruch College

Discussants: **Steven Zheng**, University of Manitoba
 Han Yu, University of Kansas
 Katarzyna Platt, Baruch College

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

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

European Union Enlargement and Corporate Valuations

Katarzyna Platt, Baruch College

IPO Valuation and Offering Size

Chuntai Jin, University of Manitoba
Steven Zheng, University of Manitoba

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**March 14, 2014
(Friday)**

10:30 a.m. – 12:00 p.m.

Majestic 3

SESSION C Asian Markets

Session Chair: **Pei-Shan Wu**, Chien Hsin University

Discussants: **Pei-Shan Wu**, Chien Hsin University
 Christoph J. Boerner, Heinrich-Heine-Universitaet Duesseldorf
 Thomas Coe, Quinnipiac University

Underpricing and Long-term Performance of IPOs in China 2001-2011

Christoph J. Boerner, Heinrich-Heine-Universitaet Duesseldorf

Phil Pezus, Heinrich-Heine-Universitaet Duesseldorf

Can Individual Investors Use Technical Trading Rules to Beat the Asian Markets?

Thomas Coe, Quinnipiac University

Kittipong Laoethakul, Sacred Heart University

The Effects of Investment Deregulation of B-shares on China's Stock Market: Perspectives of Firms' Dual-class Shares

Chun-Da Chen, Tennessee State University

Pei-Shan Wu, Chien Hsin University

Chih-Chun Chen, National Ilan University

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Majestic 4

SESSION D Bonds

Session Chair: **Alex Holcomb**, University of Texas at Dallas

Discussants: **Yalin Gunduz**, Deutsche Bundesbank
 Ehab Yamani, DeVry University
 Alex Holcomb, University of Texas at Dallas
 Keri Manakyan, Salisbury University

The Subprime Crisis and the Efficiency of the Junk Bond Market: Evidence from Microstructure Theory
Ehab Yamani, DeVry University

The Effect of IPOs on Bond Prices
Paul Mason, University of Texas at Dallas
Alex Holcomb, University of Texas at Dallas
Dupinder Kaur, University of Texas at Dallas

A Note on Capital IQ's Credit Line Data
Keri Manakyan, Salisbury University

Market Transparency and the Marking Precision of Bond Mutual Fund Managers
Gjergji Cici, College of William and Mary
Scott Gibson, College of William and Mary
Yalin Gunduz, Deutsche Bundesbank
John J. Merrick, College of William and Mary

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(Friday)**

10:30 a.m. – 12:00 p.m.

Majestic 5

SESSION E Market Episodes

Session Chair: **Mohammad Nejad**, University of Texas – Pan American

Discussants: **Mohammad Nejad**, University of Texas – Pan American
 Garrett Smith, Florida Atlantic University
 Khoa Nguyen, University of Texas – Pan American
 Lu Zhang, University of Alberta

Are Cash Holdings King after a Volatile Market?

Garrett Smith, Florida Atlantic University

Global Stock and Bond Markets Spillover Effects: Evidence from the 2007-2009 Financial Crisis

Xu Sun, University of Texas – Pan American

Khoa Nguyen, University of Texas – Pan American

Creative Destruction and Firm-Specific Return Variation – Evidence from the 1920s and 1930s

Lu Zhang, University of Alberta

Investor Sentiment, Recessions and Financial Industry Returns

Mohammad Nejad, University of Texas – Pan American

Daniel Huerta, College of Charleston

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(Friday)

10:30 a.m. – 12:00 p.m.

Majestic 6

SESSION F **Cash Holdings**

Session Chair: **Zhaozhao He**, University of Kansas

Discussants: **Svetlana Orlova**, Oklahoma State University
 I-Ju Chen, Yuan Zu University
 Zhaozhao He, University of Kansas
 Habio Yao, Eastern Kentucky University

Corporate Governance and Cash Holdings: Empirical Evidence from an Emerging Market

I-Ju Chen, Yuan Zu University

Bei-Yi Wang, Yuan Zu University

R&D and High Cash Holdings in U.S.

Zhaozhao He, University of Kansas

Corporate Cash Holdings and Monetary Shocks

Habio Yao, Eastern Kentucky University

Cash Holdings Speed of Adjustment

Svetlana Orlova, Oklahoma State University

12:00 p.m. – 1:45 p.m.

Chaparral

Annual Business Meeting and Luncheon

Keynote Speaker

Sheridan Titman*, University of Texas

Topic: *Investment Externalities*

Financial markets are characterized by a mix of various private and public financing vehicles. Will the mix that naturally evolves be socially optimal? I will discuss how the mix of financing vehicles preferred by suppliers of capital influence corporate investment choices and how those investment choices can have both positive and negative externalities.

*Sheridan Titman is a professor in the Department of Finance where he holds the Walter W. McAllister Centennial Chair in Financial Services. Professor Titman is the director of the Energy Management and Innovation Center at UT. His research interests include both investments and corporate finance, and he has published and consulted in both of these areas. He currently blogs on energy policy from a financial economist's perspective. Having co-authored a leading advanced corporate finance textbook entitled "Financial Markets and Corporate Strategy," he has served on the editorial boards of leading academic journals. He is a past director of the American Finance Association and a current director of both the Asia Pacific Finance Association and the Western Finance Association. Professor Titman holds a B.S. from the University of Colorado and an M.S. and Ph.D. from Carnegie Mellon University. He has served on the faculties of UCLA, the Hong Kong University of Science and Technology, and Boston College. He has also worked in Washington D.C. as special assistant to the Assistant Secretary of the Treasury for Economic Policy. He is a research associate of the National Bureau of Economic Research.

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**March 14, 2014
(Friday)**

1:45 p.m. – 3:15 p.m.

Majestic 1

SESSION A Compensation

Session Chair: **James Linck**, Southern Methodist University

Discussants: **Stephani Mason**, Rutgers University
 James Linck, Southern Methodist University
 Dan Xu, Gonzaga University
 Mohammad Safa, McKendree University

The Determinants of Director Compensation
James Linck, Southern Methodist University
Viktar Fedaseyeu, Bocconi University
Hannes Wagner, Bocconi University

Shareholders Have a Say on Executive Compensation: Evidence from Say-on-Pay in the United States
Dan Xu, Gonzaga University
Marinilka Kimbro, Seattle University

Governance Structure and Executive Compensation in Banking and Non-Banking Industries
Mohammad Safa, McKendree University
M. Kabir Hassan, University of New Orleans
Abdullah Mamun, Edwards School of Business, University of Saskatchewan

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

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Majestic 2

SESSION B Corporate Issues

Session Chair: **William Procasky**, Texas A&M International University

Discussants: **Nacasius Ujah**, Texas A&M International University
 Leonidas Barbopoulos, University of St Andrews
 Ahmed Elnahas, The University of Memphis
 Ghada Ismail, The University of Memphis

The Islamic Liquidity Ratio: Towards a Sharia Compliant Corporate Liquidity Measure

Ahmed Elnahas, The University of Memphis

Ghada Ismail, The University of Memphis

Staven Jordan, The University of Memphis

Corporate Governance, Compensation Plans and Financial Reporting Frauds: Doral Financial Corporation Case Study.

Ahmed Elnahas, The University of Memphis

Pankaj Jain, The University of Memphis

Thomas McInish, The University of Memphis

Agreeing to Participate or Disagreeing to Implement It?

Leonidas Barbopoulos, University of St Andrews

Dimitris Alexakis, University of St Andrews

Funds from Operations to Total Debt: A More Efficient Proxy of Capital Structure

William Procasky, Texas A&M International University

Nacasius Ujah, Texas A&M International University

Zubair Raja, Texas A&M International University

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Majestic 3

SESSION C International Markets

Session Chair: **Mohamed Mekhaimer**, University of Memphis

Discussants: **Mohamed Mekhaimer**, University of Memphis
 Xu Sun, University of Texas – Pan American
 Michaela Honig, Goethe University Frankfurt
 Hideaki Sakawa, Nagoya City University

The Within-week Reversal on Stock Market: International Evidence
Xu Sun, University of Texas – Pan American

New Regulation of OTC-Markets and its Impact on German Banks
Michaela Honig, Goethe University Frankfurt
Dilek Bulbul, Goethe University Frankfurt

Market Liquidity and Bank-dominated Corporate Governance: Evidence from Japan
Hideaki Sakawa, Nagoya City University
Masato Ubukata, Koshiro Public University of Economics
Naoki Watanabel, Ritsumeikan University

Commonality in Global Markets' Liquidity: High Frequency Trading, Investor Behavior, and Market Characteristics
Pawan Jain, Central Michigan University
Mohamed Mekhaimer, University of Memphis
Ronald Spahr, University of Memphis
Mark Sunderman, University of Memphis

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Majestic 4

SESSION D Asset Pricing

Session Chair: **Wenyun Shi**, The University of Texas at Dallas

Discussants: **Hannah Lea Huehn**, Friedrich-Alexander-Universität Erlangen-Nürnberg
 Wenyun Shi, The University of Texas at Dallas
 Ehab Yamani, DeVry University
 Yasser Alhenawi, University of Evansville

Size Still Matters!

Wenyun Shi, The University of Texas at Dallas
Yexiao Xu, The University of Texas at Dallas

What Explains Investment Puzzle: Fundamental Beta or Financial Beta?

Ehab Yamani, DeVry University

On the Interaction between Momentum Effect and Size Effect

Yasser Alhenawi, University of Evansville

Alpha Momentum and Price Momentum

Hannah Lea Huehn, Friedrich-Alexander-Universität Erlangen-Nürnberg
Hendrik Scholz, Friedrich-Alexander-Universität Erlangen-Nürnberg

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Majestic 5

SESSION E Risk, Return, Illiquidity, and Regulation

Session Chair: **Carl Larsson**, University of Texas at San Antonio

Discussants: **Arthur Wharton**, Towson University
 Karan Bhanot, University of Texas at San Antonio
 Chanatip Kitwiwattanachai, University of Connecticut
 Lu Zhang, University of Alberta

"Uncovering" the Cost of Regulatory Uncertainty

Carl Larsson, University of Texas at San Antonio

Karan Bhanot, University of Texas at San Antonio

The Illiquidity of CDS Market: Evidence from Index Inclusion

Chanatip Kitwiwattanachai, University of Connecticut

Neil Pearson, University of Illinois

Stock Return Comovement and the Business Cycle

Lu Zhang, University of Alberta

A Primary Market Examination of Securitization Characteristics and Risk

Arthur Wharton, Towson University

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1:45 p.m. – 3:15 p.m.

Majestic 6

SESSION F Earnings Management and Disclosure

Session Chair: **Susana Yu**, Montclair State University

Discussants: **Carl McGowan**, Norfolk State University
 Susana Yu, Montclair State University
 Hui Wang, Louisiana State University
 Nacasius Ujah, Texas A&M International University

Informational or Opportunistic? Causes and Consequences of Earnings Management in the Context of Overvalued Equity

Hui Wang, Louisiana State University

On the Effect of a Golden Parachute on Managed Earnings

Nacasius Ujah, Texas A&M International University

Earnings Surprises, Industry Effects, and Regulation Fair Disclosure

Susana Yu, Montclair State University

Financial Analysis of Coca-Cola Corporation for 2001-2011 Using Internet Data Downloads in a Hyperlinked Power Point Presentation

John Gardner, University of New Orleans

Carl McGowan, Norfolk State University

Susan Moeller, Eastern Michigan University

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1:45 p.m. – 3:15 p.m.

Houston Ballroom B

SESSION G Financial Institutions

Session Chair: **Jeff Hooke**, self

Discussants: **Wei Hua**, Nanjing Audit University
 Yue Sun, Graduate School of Economics, Kyushu University
 Mohammad Safa, McKendree University
 Jeff Hooke, self

Strategic Investments of Bank-Affiliated Venture Capitalists: Evidence from Japan

Yue Sun, Graduate School of Economics, Kyushu University

Konari Uchida, Faculty of Economics, Kyushu University

Bank Risk and Executive Compensation

Mohammad Safa, McKendree University

M. Kabir Hassan, University of New Orleans

Wall Street Fees and State Pension Fund Investment Returns

Jeff Hooke, self

John Walters, self

An Analysis in Efficiency and Diversification of U.S. Credit Unions

Wei Hua, Nanjing Audit University

M. Kabir Hassan, University of New Orleans

Wei Zhang, Nanjing Audit University

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

Lone Star Ballroom

FBD Coffee Break

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3:30 p.m. – 5:00 p.m.

Majestic 1

SESSION A Equity Valuation Issues

Session Chair: **Jorge Brusa**, Texas A&M International University Laredo

Discussants: **Jorge Brusa**, Texas A&M International University Laredo
 Philip Baird, Duquesne University
 Julia Kwok, Northeastern State University

Earnings Management: Evidence from Value Line Forecast Errors
Philip Baird, Duquesne University

What Went Wrong with Starbucks? Financial Analysis and Business Evaluation
Julia Kwok, Northeastern State University
Elizabeth Rabe, Northeastern State University
Gene Kozlowski, Northeastern State University

Risk and the other January Effect
Jorge Brusa, Texas A&M International University Laredo
Rodrigo Hernandez, Radford University
Pu Liu, University of Arkansas Fayetteville

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Majestic 2

SESSION B Mispricing

Session Chair: **Keming Li**, University of Texas at Arlington

Discussants: **Keming Li**, University of Texas at Arlington
 Adam Usman, Oklahoma State University
 Nan Qin, Virginia Tech

Short Sales, Liquidity, and Mispricing

Adam Usman, Oklahoma State University

Effect of Random Mispricing on Idiosyncratic Risk and Stock Returns

Nan Qin, Virginia Tech

Information Uncertainties and Asset Pricing Puzzles: Risk or Mispricing?

Keming Li, University of Texas at Arlington

John Diltz, University of Texas at Arlington

Mohammad Uddin, University of Texas at Arlington

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**March 14, 2014
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3:30 p.m. – 5:00 p.m.

Majestic 3

SESSION C Diversification

Session Chair: **Dan French**, University of Missouri

Discussants: **Nazli Sila Alan**, Baruch College, City University of New York
 Natalya Delcours, Texas A&M University – Kingsville
 Garrett Smith, Florida Atlantic University
 Dan French, University of Missouri

Gains from International Diversification Revisited: Closed-end Country Funds vs. ETFs
Natalya Delcours, Texas A&M University – Kingsville

Corporate Diversification and Firm Value during Economic Downturns
Nik Volkov, Florida Atlantic University
Garrett Smith, Florida Atlantic University

Avoiding Unpriced Risk Using a Probability-Based Approach to Security Selection
Dan French, University of Missouri
David Javakhadze, University of Missouri

Fragmented Equity Markets: Do They Pass the Test?
Nazli Sila Alan, Baruch College, City University of New York

3:30 p.m. – 5:00 p.m.

Majestic 4

SESSION D Asset Pricing and Anomalies

Session Chair: **Jitka Hilliard**, Auburn University

Discussants: **Craig Haberstumpf**, Florida Atlantic University
 Jitka Hilliard, Auburn University
 Geoffrey Ngene, Mercer University
 Louis Piccotti, Rutgers University

Size and Price-to-Book Effects: Evidence from the Chinese Stock Markets
Jitka Hilliard, Auburn University
Haoran Zhang, Auburn University

Random Walk Tests in Presence of Multiple Structural Breaks: Evidence from Emerging Markets
Geoffrey Ngene, Mercer University

Financial Contagion Risk and the Stochastic Discount Factor
Louis Piccotti, Rutgers University

Do High Dividend Yielding Stocks Enjoy Lower Volatility than their Nonpaying Counterparts?
Craig Haberstumpf, Florida Atlantic University

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3:30 p.m. – 5:00 p.m.

Majestic 5

SESSION E Recent Banking Regulation Issues

Session Chair: **Jenny Gu**, University of Dallas

Discussants: **Abdullah Mamun**, University of Saskatchewan
 Robert Loveland, California State University, East Bay
 Arjan Premti, Florida Atlantic University
 Jenny Gu, University of Dallas

Regulatory Forbearance during the Financial Crisis: A Market Valuation Approach
Robert Loveland, California State University, East Bay

Impact of the Volcker Rule on Bank Valuations and Risk
Jeff Madura, Florida Atlantic University
Arjan Premti, Florida Atlantic University

Are Banks Really Opaque? Evidence from the Last Two Decades
Jenny Gu, University of Dallas
Jeffrey Jones, Missouri State University
Wayne Lee, University of Arkansas

What Explains the Disappearing Influence of Monetary Policy on Bank Holding Companies?
Abdullah Mamun, University of Saskatchewan
M. Kabir Hassan, University of New Orleans

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Majestic 6

SESSION F Education

Session Chair: **Susan J. Crain**, Missouri State University

Discussants: **Rashiqa Kamal**, University of Wisconsin –Whitewater
 Susan J. Crain, Missouri State University
 Dachao Ruan, Louisiana State University
 William Hudson, St. Cloud State University

Creating an Online Course in Intermediate Financial Management: One Professor's Experience
Susan J. Crain, Missouri State University

*Impact of College Football Teams' Performance and Market Segmentation in Higher Education:
Findings from A New Measure of Football Performance*
Dachao Ruan, Louisiana State University

*A Classroom Demonstration of a Relative Value Trade Using Treasury Bonds and AAA-Rated Corporate
Bonds*
William Hudson, St. Cloud State University
Niranjan Tripathy, University of North Texas

Integrating Critical Thinking in Finance through Process Writing Approach
Rashiqa Kamal, University of Wisconsin –Whitewater

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3:30 p.m. – 5:00 p.m.

Chaparral

SESSION G TUTORIAL

Global Financial Malaise, Islamic Finance, and Economic Development

Presenter: M. Kabir Hassan, Professor of Finance, University of New Orleans, USA

Islamic finance has enjoyed a steady and consistent horizontal as well as the vertical growth since the concept was put into practice some 40 years ago. It has endured the implications of the global financial crisis and remained relatively positive in the midst of the crisis and emerged as a more equitable and efficient system. The profile of Islamic finance has been raised and underscores its capacity to bring stability to the global financial system. World economies are yet to devise prudent strategies on how to deal with the crisis, let alone to recuperate and overcome its vindictive aftermath. The endeavor, therefore, is to extend the search for an alternative that is potentially capable of limiting, if not eliminating, the sources of such crises, and bringing stability to the market. Carrying out systemic analysis of the causes of the crisis and measuring these causes against the intrinsic principles of the Islamic financial system reveals that such crisis could have been prevented should Islamic financial principles were prevalent. Along with the enormous challenges that the crisis has created to the conventional financial system, it has presented the Islamic finance industry with abundance of opportunities to demonstrate its relevance.

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**March 15, 2014
(Saturday)**

8:30 a.m. – 10:30 a.m.

Majestic 4

SESSION A Market Efficiency

Session Chair: **Daphne Wang**, The University of Texas – Pan American

Discussants: **Ping Wang**, University of Arizona
 Ogonna Nneji, University of Reading
 Daphne Wang, The University of Texas – Pan American
 Hongyu Song, Radford University

Liquidity Shocks and Stock Bubbles

Ogonna Nneji, University of Reading

Idiosyncratic Risks, Bailout, and Financial Crisis: A Copula Approach

Daphne Wang, The University of Texas – Pan American

Khoa Nguyen, The University of Texas – Pan American

Revisiting the Bid-ask Spread Using Competitive Search

Hongyu Song, Radford University

Chung Chen, Syracuse University

Size-performance and Flow-performance Relations: Evidence from Fund Mergers

Ping Wang, University of Arizona

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March 15, 2014
(Saturday)

8:30 a.m. – 10:30 a.m.

Majestic 5

SESSION B Oil and Gas, Ya'll

Session Chair: **Gwendolyn Pennywell**, University of South Alabama

Discussants: **Line Goss**, University of New Orleans
 Geoffrey Ngene, Mercer University
 Yifeng Zhu, Department of Economics, Emory University
 Gwendolyn Pennywell, University of South Alabama

Fundamentals versus Speculation: What Really Drives Spillovers and Informed Trading in Futures and Spot Markets of Refined Petroleum products?

Geoffrey Ngene, Mercer University

Peter Tauchner, Mercer University

Crude Oil Price Prediction

Yifeng Zhu, Department of Economics, Emory University

Hydraulic Fracturing Global Legislation and its Impact on Energy Firms' Stock Returns

Kenneth Hunsader, University of South Alabama

Gwendolyn Pennywell, University of South Alabama

Ross Dickens, University of Tennessee at Martin

Analyst Forecast Impact on Futures Prices of Light Sweet and Brent Crude Oil

Line Goss, University of New Orleans

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(Saturday)**

8:30 a.m. – 10:30 a.m.

Majestic 6

SESSION C Real Estate
(Sponsored by the Center for Real Estate and Urban Economic Studies at the University of Connecticut)

Session Chair: **Ran Lu**, University of Connecticut

Discussants: **Gerd Welke**, California State Polytechnic University, Pomona
 Jinsuk Yang, University of Texas at Arlington
 Bora Ozkan, Tulane University
 Joetta Forsyth, Pepperdine University

Does Regulation Change Play a Role in Dividend Policy? Empirical Study of REITs
Jinsuk Yang, University of Texas at Arlington

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

Income Falsification on Mortgage Applications during the Housing Bubble
Joetta Forsyth, Pepperdine University
James Dilello, Pepperdine University

The Role of Price Appreciation in Reverse Mortgage Terminations
Thomas Davidoff, Sauder School of Business, University of British Columbia
Gerd Welke, California State Polytechnic University, Pomona

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



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

43rd Annual Conference
To be determined

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

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 15, 2014
(Saturday)**

8:30 a.m. – 10:30 a.m.

Majestic 7

SESSION D Banking Performance

Session Chair: **Benjamin Doering**, University of Cologne

Discussants: **Kazuo Yamada**, Ritsumeikan University
 Venkateshwarlu Masuna, National Institute of Industrial Engineering
 Benjamin Doering, University of Cologne
 Phillip Tew, Arkansas State University

Determinants of Bank Performance: A Non-Linear Framework
Venkateshwarlu Masuna, National Institute of Industrial Engineering
Ramesh Thimmaraya, National Institute of Industrial Engineering

What Can Systemic Risk Measures Predict?
Benjamin Doering, University of Cologne
Thomas Hartmann-Wendels, University of Cologne
Claudio Gewel, University of Cologne

The Predictability of Future Bank Performance by Internet Search Engine Activity
Phillip Tew, Arkansas State University

Blockholder and Firm Performance: Quasi-experiment using Japanese Bank Mergers
Kazuo Yamada, Ritsumeikan University

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**SOUTHWESTERN SOCIETY
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Executive Committee

Nicholas J. Hill, Jackson State University
Anne Macy, West Texas A&M University
Mihai Nica, University of Central Oklahoma
Geungu Yu, Jackson State University
Susanne L. Toney, Savannah State University

CONGRATULATIONS!

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

*Does Regular Economic News from Emerging Countries Move Markets?
Evidence from Chinese Macro Announcements*
Christopher F. Baum, West Virginia University
Marketa Halova, Boston College
Alexander Kurov, Washington State University

**Recipients of SSE Runner-up Award for the 2014 Distinguished Paper
Hedging benefits of Gold Futures: A Regime Switching Model Approach**
Ali Ashraf, Frostburg State University
M. Kabir Hassan, University of New Orleans

CONGRATULATIONS!

**Recipient of the
2014 Federation of Business Disciplines Outstanding Educator Award**

Warren Matthews, Le Tourneau University

**SOUTHWESTERN SOCIETY
OF ECONOMISTS**

**March 13, 2014
(Thursday)**

8:30 a.m. – 10:00 a.m.

Executive Boardroom

SESSION A International Economics I

Session Chair: **Ronald J. Balvers**, McMaster University

Discussants: **Michelle Woodruff**, University of Denver
 Jose G. Vargas Hernandez, University of Guadalajara
 Shari Lawrence, Nicholls State University
 Alina F. Klein, Lynchburg University

Planning for Retirement: An Analysis of Retirement Savings Levels for Individuals Participating in State Funded Retirement Plans

Shari Lawrence, Nicholls State University

John Lajaunie, Nicholls State University

Norbert Michel, Heritage Foundation

J-Curve and Kulkarni Hypothesis: Evidence from Transition and Developing Countries

Michelle Woodruff, University of Denver

Kishore Kulkarni, Metropolitan State University of Denver

Currency Risk Premia and Uncovered Interest Parity in the International CAPM

Ronald J. Balvers, McMaster University

Alina F. Klein, Lynchburg University

Analysis of Strategies That Promote The Development of BRICS

Jose G. Vargas Hernandez, University of Guadalajara

8:30 a.m. – 10:00 a.m.

Live Oak

SESSION B Financial Economics I

Session Chair: **Selima Ben Mrad**, Barry University

Discussants: **Geoffrey Ngene**, Mercer University
 Bruce Payne, Barry University
 Okechukwu D. Anyamele, Jackson State University

On The Level of Validity for Indices of Shareholder Rights and Their Effect of the Value of Firms

Adnan Daghestani, Barry University

Selima Ben Mrad, Barry University

Bruce Payne, Barry University

Trends in Stock Markets in Selected Sub-Saharan African Countries

Okechukwu D. Anyamele, Jackson State University

Short Term Predictability of Commodity Futures Returns

Geoffrey Ngene, Mercer University

Charles A. Lambert, Mercer University

**SOUTHWESTERN SOCIETY
OF ECONOMISTS**

**March 13, 2014
(Thursday)**

10:00 a.m. – 10:30 a.m.

Lone Star Ballroom

FBD COFFEE BREAK

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10:30 a.m. – 12:00 p.m.

Executive Boardroom

SESSION A Microeconomics

Session Chair: **Larry Allen**, Lamar University

Discussants: **Donald Price**, Lamar University
 Jose G. Vargas Hernandez, University of Guadalajara
 Larry Allen, Lamar University
 Yeong Nain Chi, The University of Texas at Brownsville

*Analysis of Rural Entrepreneurship Under the Theoretical Approach of Resources and Capabilities:
The Case of a Rural Microbusiness*
Jose G. Vargas Hernandez, University of Guadalajara

The Effect of Monetary Growth on the Relative Price of Coal
Larry Allen, Lamar University
Howell Lynch, Lamar University

Superstar Phenomenon in the Movie Industry
Yeong Nain Chi, The University of Texas at Brownsville

Concentration in College Football: An Examination of External Revenues by Conference Affiliation
Disparities in Credit Rating of Municipalities
Donald Price, Lamar University
Kabir C. Sen, Lamar University

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**SOUTHWESTERN SOCIETY
OF ECONOMISTS**

**March 13, 2014
(Thursday)**

10:30 a.m. – 12:00 p.m.

Live Oak

SESSION B Special Topics in Economics I

Session Chair: **Manuel J. Tejada** Barry University

Discussants: **Shishu Zhang**, University of the Incarnate Word
 Chen-Yuan Tung, National Chengchi University
 David Fike, University of the Incarnate Word
 Gladys Dejesus, Chowan University

Predicting Prediction Markets With Combined Forecasts

Shu-Heng Chen, National Chengchi University
Chen-Yuan Tung, National Chengchi University
Chung-Ching Tai Tungh University
Bin-Zong Chi, Tamkang University
Hung Wen Lin, Ph.D. Candidate

Comparing Student's Perceptions of an Ideal Teacher in Two Universities

Shishu Zhang, University of the Incarnate Word
David Fike, University of the Incarnate Word
Gladys Dejesus, Chowan University

Exploring Geo-Tagged Photographic Resources to Estimate Cuba's Racial Composition

Manuel J. Tejada Barry University

Transfer of Business Knowledge: Franchise Business Opportunities in Mexico

Jose G. Vargas Hernandez, University of Guadalajara

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**SOUTHWESTERN SOCIETY
OF ECONOMISTS**

**March 13, 2014
(Thursday)**

1:30 p.m. – 3:00 p.m.

Executive Boardroom

SESSION A Macroeconomics

Session Chair: **Warren Matthews**, LeTourneau University

Discussants: **Matiur Rahman**, McNeese State University
 Nicholas J. Hill, Jackson State University
 Mohamed I. Mugableh, Ibrid National University, Jordan
 Muhammed Mustaf, South Carolina State University

Economic Growth and Financial Market Development in Malaysia: A Panel Granger Causality Analysis
Mohamed I. Mugableh, Ibrid National University, Jordan

Home Mortgage Finance in the Aftermath of the Financial Crisis
Warren Matthews, LeTourneau University
Robert Driver, DeVry University

Triangular Dynamic Causal Relationships, Exports, FDI, and Exchange Rates: The India-US Case
Matiur Rahman, McNeese State University
Muhammed Mustaf, South Carolina State University

Risky Business! Examining the Link Between the Risk Preference of Entrepreneurs
Nicholas J. Hill, Jackson State University

1:30 p.m. – 3:00 p.m.

Live Oak

SESSION B International Economics II

Session Chair: **Nichole M. Castater**, Barry University

Discussants: **Manual J. Tejada**, Barry University
 Sassi Seifallah, University of Carthage, Tunisia
 Peihwang Wei, University of New Orleans
 David Gomtsyan, University of Turin

The Credit Growth Nexus: New Evidence From Developing and Developed Countries
Sassi Seifallah, University of Carthage
Ben Ali Mohamed Sami, Qatar University

Cuba Libre? Cuba's Economic Conditions Five Years After New Reforms
Nichole M. Castater, Barry University
Manuel J. Tejada, Barry University

The Effect of Foreign Investments on Emerging Business Cycles
David Gomtsyan, University of Turin

The Relative Informativeness of Regular and E-Mini Euro/Dollar Futures Contracts and the Role of Trader Types
Jatin Malhotra, American University in Dubai
Peihwang Wei, University of New Orleans

**SOUTHWESTERN SOCIETY
OF ECONOMISTS**

**March 13, 2014
(Thursday)**

3:00 p.m. – 3:30 p.m.

Lone Star Ballroom

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3:30 p.m. – 5:00 p.m.

Executive Boardroom

SESSION A Financial Economics II

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

Discussants: **Ali Ashraf**, Frostburg State College
 Christopher F. Baum, Boston College
 Roman Wong, Barry University

Safety in Financial Numbers: A Financial Profile to Identify “Safe” Firms

Roman Wong, Barry University

Nichole M. Castater, Barry University

Bruce Payne, Barry University

Hedging Benefits of Gold Futures: A Regime Switching Model Approach

Ali Ashraf, Frostburg State University

M. Kabir Hassan, University of New Orleans

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

Christopher F. Baum, Boston College

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Alexander Kurov, West Virginia University

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**SOUTHWESTERN SOCIETY
OF ECONOMISTS**

**March 13, 2014
(Thursday)**

3:30 p.m. – 5:00 p.m.

Live Oak

SESSION B Agricultural Economics

Session Chair: **James D. Harriss**, Campbell University

Discussants: **Miriana Sanez**, University of Nebraska
 Oris L. Odom, Cameron University
 Jose G. Vargas-Hernandez, University of Guadalajara

Bank Risk Grading of Commercial Agricultural Loans – Strengths and Weaknesses

James D. Harriss, Campbell University

Oris L. Odom, Cameron University

Reputational Capital as an Ethical Questioning of Technological Innovation: The Case of Monsanto

José G. Vargas-Hernández, University of Guadalajara

Gender and Policy Roles in Farm Household Diversification in Zambia

Mariana Sanez, University of Nebraska

5:00 p.m. – 6:00 p.m.

Executive Boardroom

SSE Executive Committee Meeting

Presiding: **Susanne L. Toney**, Savannah State University

All current and past officers are invited to attend.

5:30 p.m. – 7:00 p.m.

Lone Star Ballroom

FBD Meet and Greet Social

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

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



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

**SOUTHWESTERN SOCIETY
OF ECONOMISTS**

**March 14, 2014
(Friday)**

8:00 a.m. – 10:00 a.m.

Chaparral

SSE Annual Business Breakfast Meeting

Presiding: **Susanne L. Toney**, Savannah State University
All SSE members should attend.

10:00 a.m. – 10:30 a.m.

Lone Star Ballroom

FBD COFFEE BREAK

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

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

10:30 a.m. – 12:00 p.m.

Executive Boardroom

SESSION A Economics in the Public Sector

Session Chair: **Susanne L. Toney**, Savannah State University

Discussants: **Chu V. Nguyen**, University of Houston – Downtown
 Yvonne Ellis, Columbus State University
 Sami Ben Mim, IHEC Business School, Sousse, Tunisia
 Susanne L. Toney, Savannah State University

An Empirical Investigation of the Impact of County Government Financial Health on Migration Within the East South Central Region: An Intra-MSA Study

Susanne L. Toney, Savannah State University

Yvonne Ellis, Columbus State University

Causalities Among U.S. Countercyclical Policies and their Impacts on the Economy

Chu V. Nguyen, University of Houston – Downtown

Bankruptcy in the Local Government Sector: A Study of Jefferson County Alabama

Yvonne Ellis, Columbus State University

Susanne L. Toney, Savannah State University

Through Which Channels Can Remittances Spur Economic Growth in MENA Countries?

Sami Ben Mim, IHEC Business School, Sousse, Tunisia

**SOUTHWESTERN SOCIETY
OF ECONOMISTS**

**March 14, 2014
(Friday)**

10:30 a.m. – 12:00 p.m.

Live Oak

SESSION B Financial Economics III

Session Chair: **Ibrahim Siraj**, University of New Orleans

Discussants: **M. Kabir Hassan**, University of New Orleans
 Simon Medcalfe, Georgia Regents University
 Zhongkui Wang, University of Buffalo
 Ibrahim Siraj, University of New Orleans

A Statistical Explanation of the Rocket and Feather Effect
Zhongkui Wang, University of Buffalo

Geographic Dispersion and the Cost of Bank Loan
Ibrahim Siraj, University of New Orleans
M. Kabir Hassan, University of New Orleans

Are Bidders in Auctions Anchored by Their Bidder Number?
Simon Medcalfe, Georgia Regents University

Asymmetries in Responses of Commercial Banks to Monetary Policy: The Case of Taiwan
Chu V. Nguyen, University of Houston – Downtown

10:30 a.m. – 12:00 p.m.

Houston Ballroom B

SESSION C Special Topics in Economics II

Session Chair: **Marshall J. Horton**, Ouachita Baptist University

Discussants: **Vasudeva N.R. Murthy**, Creighton University
 Dee M. Wellan, Louisiana State University (Retired)
 Saundra Thompson McFarland, Jackson State University
 Nicholas J. Hill, Jackson State University

The Role of Leapovers in Economic Development
Marshall J. Horton, Ouachita Baptist University
W. Hunter Wolf, Ouachita Baptist University

The Impact of Child Support Laws on the Measured Outcomes of Children
Saundra Thompson McFarland, Jackson State University
Nicholas J. Hill, Jackson State University

Some Determinants of Life Expectancy in the United States: A Cointegration Analysis
Vasudeva N.R. Murthy, Creighton University

Bitcoin: A Twenty-First Century Decentralized Digital Currency
Dee M. Wellan, Louisiana State University (Retired)

**SOUTHWESTERN SOCIETY
OF ECONOMISTS**

**March 14, 2014
(Friday)**

1:30 p.m. – 3:00 p.m.

Live Oak

SESSION A International Economics III

Session Chair: **Geungu Yu**, Jackson State University

Discussants: **John Lovett**, Texas Christian University
 Cephas B. Naanwaab, North Carolina A & T State University
 Sheng Ye, Barry University
 Roman Wong, Barry University

Economic Freedom, Foreign Investments, and Human Capital Accumulation in Developing Countries
Cephas B. Naanwaab, North Carolina A & T State University

Geography, War, and Economic Development in Early Modern Europe
John Lovett, Texas Christian University

Comparative Innovation Capacity of a Nation: Another Way of Looking at Global Innovation Index
Roman Wong, Barry University
Wei Feng, WYTH Financial, LLC
Sheng Ye, Barry University

Do Dow Index Changes in September 2013 Support Price-Measure Hypothesis?
Geungu Yu, Jackson State University
Phillip Fuller, Jackson State University
Patricia A. Freeman, Jackson State University

1:30 p.m. – 3:00 p.m.

Executive Boardroom

SESSION B Microeconomics Theory and Practice

Session Chair: **Abu Kahn**, Old Dominican University

Discussants: **Abu Kahn**, Old Dominican University
 A. Michael Cantor, University of Michigan
 Saad Ahmad, University of Arkansas

Reexamining Nonlinear Taylor Rules With Real Time Data
Saad Ahmad, University of Arkansas

Efficiency, Value Addition, and Performance of U.S. Bank Mergers
Abu Kahn, Old Dominican University
M. Kabir Hassan, University of New Orleans
Neal Maroney, University of New Orleans

Proximity, Population, and Wealth: Support for the Seahawk Stadium Referendum
Michael Cantor, University of Michigan
Brady Horn, University of New Mexico
Rodney Fort, University of Michigan

FBD HISTORY

The Federation of Business Disciplines (FBD) – a 21st century designation for its organizational primogenitor, the Southwestern Federation of Administrative Disciplines (SWFAD) – has developed into one of the largest annual meetings for those disciplines common to business administration.

SWFAD was an outgrowth of the business disciplines in the Southwestern Social Science Association (SSA). The founders of SWFAD met in Dallas, Texas, April of 1973 and defined the purposes of SWFAD: (1) to foster professional development in each of the academic disciplines common to business administration, (2) to provide an annual meeting in the Southwest for each of the academic disciplines and (3) to provide a common general program in which all the disciplines participate together.

Eight disciplinary groups founded SWFAD. They were the Academy of Management, Southwest Division (now Southwest Academy of Management), American Accounting Association (Southwest Region), American Business Communication Association, Southwest Region (now Association for Business Communications, Southwest Region), American Institute for Decision Sciences, Southwest Region (now Decision Sciences Institute, Southwest Region), Southern Regional Business Law Association, Southwestern Business Administration Association (later Southwestern Business Dean's Association), Southwestern Finance Association, and the Southwestern Marketing Association (now Association of Collegiate Marketing Educators).

At the first annual meeting held in Dallas in March of 1974, the Southern Case Research Association (now Southwest Case Research Association) was admitted to membership. Successive disciplines were affiliated: Southwestern Society of Economics (1975), Southwestern Small Business Institute Association (1976) (later Association for Small Business and Entrepreneurship), and the Southwest Administrative Services Association (1979) (now Association of Business Information Systems). In 1989 the Board of Directors voted to permit the Academy of International Business, Southwest, to meet with the 1990 session. This discipline was admitted to membership in 1991. In 2004 the Industrial Distribution Educator's Association asked to meet with FBD as a guest association, and in 2005 the Organizational Systems Research Association also asked to meet with FBD as a guest association. Since 2008, FBD has met with 10 associations.

Executive Director

Sam Bruno served as the Executive Director of the Association from 1982-2009. Betty Kleen was selected as Executive Director in 2009 and held the position until May of 2012. Michelle McEacharn assumed the role of Executive Director on June 1, 2012.

FBD HISTORY

FBD meetings consist of the professional programs of various business disciplines. The number of registrations for these member (and guest) associations at our 2006 - 2013 meetings was as follows:

	2006	2007	2008	2009	2010	2011	2012	2013
Academy of International Business-SW	72	76	67	52	55	68	54	43
American Accounting Association, SW	129	0	108	110	105	128	111	82
Association for Business Communication, SWUS	36	45	43	42	53	54	44	43
Association of Business Information Systems	40	28	36	36	36	29	34	28
Association of Collegiate Marketing Educators	67	77	100	68	109	65	82	52
Decision Sciences Institute, SW Region	135	157	154	140	144	140	128	164
Industrial Distribution Educator's Association	3	8	-	-	-	-	-	-
Organizational Systems Research Association	20	21	-	-	-	-	-	-
Southwest Academy of Management	141	110	146	108	135	144	101	123
Southwest Case Research Association	36	24	34	36	44	31	30	35
Southwestern Finance Association	113	120	131	157	157	167	175	195
Southwestern Society of Economists	51	48	64	42	60	61	41	46
Total	843	714	883	791	898	887	800	679

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

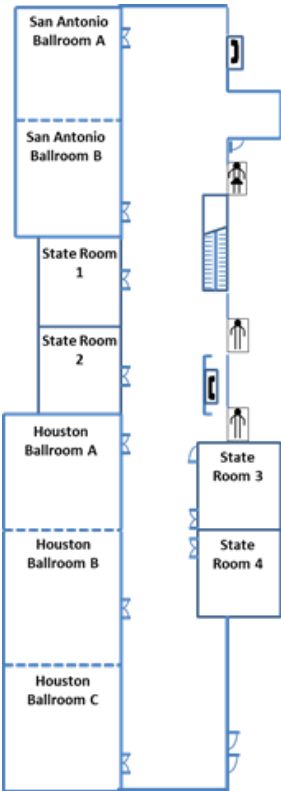
<u>Year</u>	<u>Location</u>	<u>Officers</u>
2000	Hyatt Regency San Antonio, Texas	Wilda F. Meixner, President Mary Fischer, Vice President David E. Douglas, Secretary-Treasurer Debasish Banerjee, Coordinator of Registration Sam J. Bruno, Executive Director
2001	Sheraton New Orleans	Mary Fischer, President 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

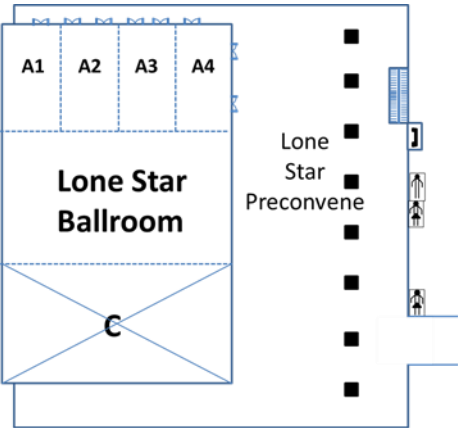
<u>Year</u>	<u>Location</u>	<u>Officers</u>
2008	Hyatt Regency Houston, Texas	Betty Kleen, President Ashish Chandra, Vice President E. Michelle McEacharn, Secretary-Treasurer Sam J. Bruno, Executive Director
2009	Renaissance Hotel Oklahoma City, Oklahoma	Ashish Chandra, President David P. Paul, III, 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
2013	Albuquerque Convention Center, Albuquerque, New Mexico	Larry Garner, President Thomas D. Tolleson, Vice President Barbara Davis, Secretary-Treasurer Michelle McEacharn, Executive Director
2014	Sheraton Downtown Dallas, Texas	Thomas D. Tolleson, President Marshall J. Horton, Vice President Barbara Davis, Secretary-Treasurer Michelle McEacharn, Executive Director

FBD HISTORY

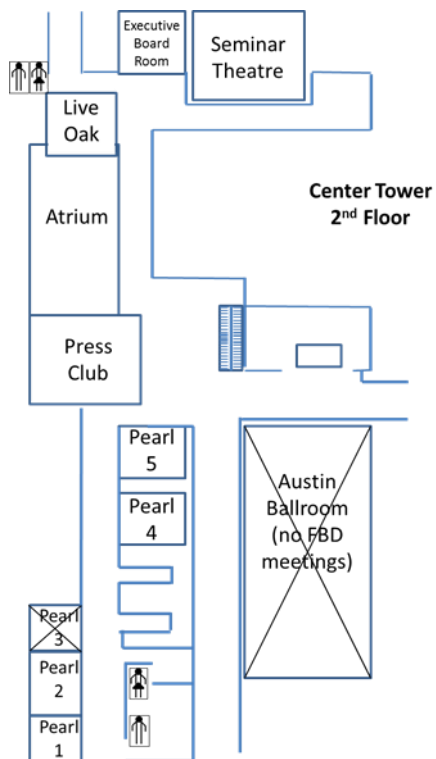
Year	<u>Program</u>		<u>Placement</u>	
	Registrants	Participants	Positions	Applicants
1974	834	459		
1975	991	806	201	104
1976	1,153	876	231	85
1977	1,280	1,053	264	120
1978	1,445	1,063	396	156
1979	1,556	1,306	438	166
1980	1,731	1,166	461	167
1981	1,579	1,485	473	188
1982	1,763	1,584	464	196
1983	1,619	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	11	15
2012	800	738	12	18
2013	746	679	8	6

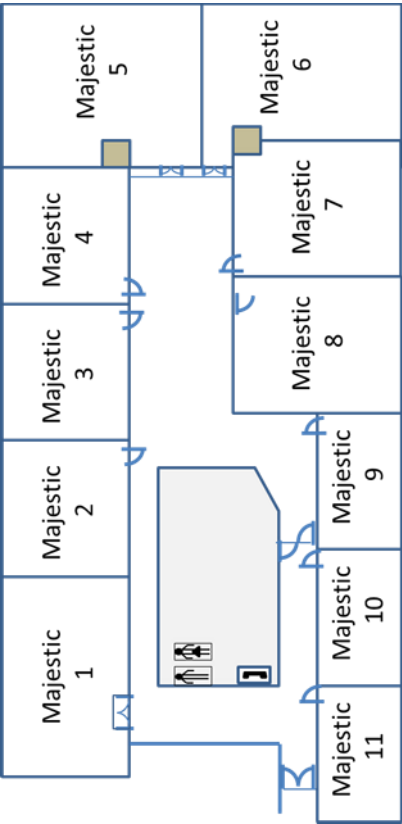


Conference Center
3rd Floor

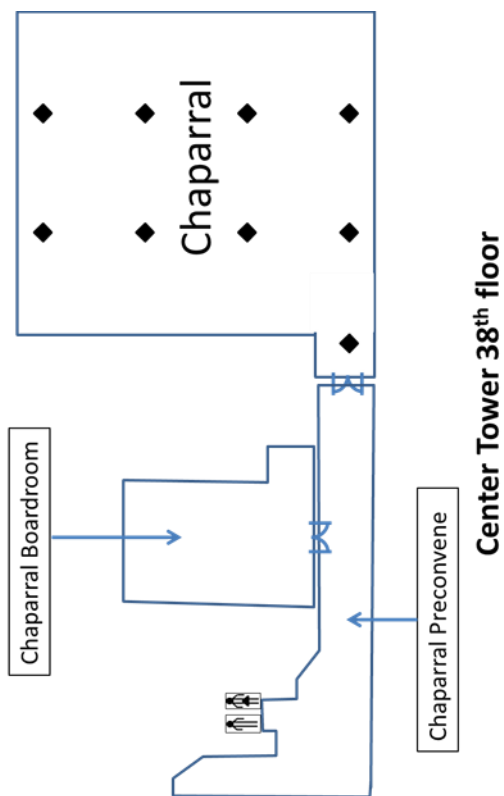


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