

# OFFICIAL PROGRAM

## Forty-Fifth ANNUAL MEETING

March 7 – March 10, 2018



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

**National and International Constituency**

Compiled and Edited by M. Suzanne Clinton  
University of Central Oklahoma

With special thanks to David C. Leader and the 2018 FBD Association Program Chairs

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## **FEDERATION OF BUSINESS DISCIPLINES**

### **45<sup>th</sup> Annual Conference**

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

### **46<sup>th</sup> Annual Conference**

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

### **47<sup>th</sup> Annual Conference**

March 11 - 14, 2020  
Hyatt Regency San Antonio  
San Antonio, Texas

### **48<sup>th</sup> Annual Conference**

March 17 - 20, 2021  
Moody Gardens Hotel and Conference Center  
Galveston, Texas



For more information visit

**FEDERATION OF BUSINESS DISCIPLINES**

Website:

**<http://www.fbdonline.org>**

## EXHIBITORS

*The FBD Gratefully Acknowledges the Support of the Following Exhibitors:*

- Bloomberg for Education
- Cambridge Business Publishers
  - The Case Centre
  - EthicsGame
  - Ivey Publishing
- Interpretive Simulations
  - Stock-Trak, Inc.
  - Stukent
- Wiley CPAexcel

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



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

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**Make plans to join us in Houston, Texas for our 2019 conference.**



## **46th Annual Conference**

March 13 - 16, 2019

Hyatt Regency Houston

Houston, Texas

## PRESIDENT'S MESSAGE



OKLAHOMA CHRISTIAN UNIVERSITY

FBD 2018 Conference Participants:

Welcome to the 45th Conference of the Federation of Business Disciplines. On behalf of the Board of Directors, I wish you an enriching and rewarding conference.

We are excited to return to Albuquerque this year for the second time and look forward to everything this unique city has to offer. While in Albuquerque, enjoy its excellent museums and its Old Town, where you can go back in time to another century. Nearby are mountain activities at Sandia Peak and other resorts in the mountains of northern New Mexico. Snow Skiing should still be great. A short drive or train ride to the north takes you to Santa Fe, the oldest capital city in the USA, with many art shops, museums and wonderful restaurants.

I want to extend a special thanks to M. Suzanne Clinton, FBD Conference Program Chair, for her outstanding efforts in putting together the overall program. Suzanne, I know I got you into this, but nonetheless, great job! Also, special thanks to Michelle McEacharn, our Executive Director, who is largely responsible for the contractual arrangements with the hotels and convention center. It is a huge job and Michelle handles all of the details, and about 1,000 questions from me, with equanimity and devotion. Thank you, Michelle! The ten member associations have staffs of officers who have worked tirelessly to solicit and review papers and program proposals and then to pull all of that into a strong program, and I extend to them special thanks as well.

As you will see from this program book, there are many sessions and events planned to provide opportunities for you to enjoy collegiality and to exchange ideas within your discipline, as well as with other disciplines represented. Wednesday evening, FBD will host the annual Awards Reception and Banquet honoring our Distinguished Paper Award and Outstanding Educator winners. On Thursday evening, from 5:30 p.m. – 7:00 p.m., join me for the annual Presidential Welcome Reception, where we will enjoy some food and fellowship. Please remember to visit our exhibitors to review their latest instructional materials and to express your appreciation for their support of this conference. The exhibitors make a huge contribution to our meeting.

Make plans to join us for the 46<sup>th</sup> FBD Conference next year in the fantastic city of Houston, TX. Information about the venue and the enriching program planned by the FBD Program Chair Elect Vivek Natarajan will be available soon. Planning for the meeting will begin on Saturday morning at 8:00 a.m. at the New Program Chairs' meeting.

I am honored to have served as your president this year. The experience of serving, along with the relationships built while serving, has been very rewarding personally. May each of you have a wonderfully successful conference, and may each of you enjoy making new friends and seeing old ones.

Kimberly Merritt  
President, Federation of Business Disciplines

## GENERAL PROGRAM CHAIR'S MESSAGE



Welcome to Albuquerque and the 2018 FBD Annual Conference!

On behalf of the FBD Board of Directors, the association program chairs, and the staff of the Hyatt Regency and Albuquerque Convention Center, I welcome you to the 45<sup>th</sup> Annual Meeting of the Federation of Business Disciplines. FBD has a long history of providing an interdisciplinary forum for scholarly research, professional development and pedagogical insights. A team of your peers has invested many long hours and much effort to ensure that this year's conference is the most successful meeting possible.

Working with the ten associations that comprise FBD has been a rewarding experience for me. From their very first meeting in March 2017, through the intrigue of Boot Camp in July 2017, and throughout all of the challenges that creating a program of this magnitude entails, your program chairs accepted the challenge to make the conference outstanding. My sincere thanks and appreciation go out to all of our Program Chairs: Kelly N., Kelly G., Degan, Silvia, Khaled, Robert, Veena, Brian, Courtney, Marilyn, Roman, and Jan. Your hard work is evident in this program. Go Team Albuquerque!

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

I must seize this opportunity to thank the people who were my support and sanity keepers on this journey - the individuals who invested time, effort and patience in mentoring me over the past few years. Larry Garner, thank you for encouraging me to ascend to this level of leadership. From the SWAM Doctoral Consortium almost 30 years ago, until forever, I appreciate you! Michelle McEacharn, words cannot express my thanks to you, both in FBD and as a friend. Thank you for answering all the billions of questions I had, and helping me navigate the program process this year. You are FBD! Kimberly Merritt, thank you for your mentoring throughout this process, and your forever friendship! We have consistently proven ourselves to each other. No more crazy adventures like this, OK?!! David C. Leader, without your help, FBD still would not have a beautifully complete program! I thoroughly enjoyed mentoring you throughout your master's program. Little did I know that my efforts would be repaid more than one million-fold! I can never thank you enough for all that you did to help us this year! I appreciate your friendship. Finally, and most important, I wish to thank my family. Paul, thank you for listening and nodding as I talked to myself while ironing out various program issues! No matter which side of the issue I was arguing, you were always on my side! You kept me laughing throughout this process. I love you more! Josie, you are the future. You will far surpass my accomplishments, and I cannot wait to see the impact you will have on this world.

Our 45<sup>th</sup> annual conference location, Albuquerque, New Mexico, has something for everyone. The Museum of Art and History and the Petroglyph National Monument offer a glimpse into the rich history of the Southwest and its Native American heritage. Shoppers can stroll through "Old Town," or just take in the beautiful scenery. Enjoy indulging at some of the area's amazing restaurants and exhilarating nightlife. Albuquerque has something for everyone. It is my hope that each of you will "get out" and enjoy what this city has to offer.

Looking forward, please make plans to be with us for our 2019 conference in Houston. Vivek Natarajan and the team of association program chairs will certainly put together an exciting program for all of us to enjoy.

M. Suzanne Clinton, DBA, SPHR  
Vice President and General Program Chair

## **DISTINGUISHED PAPER AWARDS**

**The Federation of Business Disciplines is pleased to recognize the recipients of the  
2018 Federation of Business Disciplines Distinguished Paper Awards**

### **American Accounting Association, Southwest Region**

*Excess Insider Control and Corporate Social Responsibility: Evidence from Dual-class Firms*

**Barry R. Hettler**, State University of New York – Brockport  
**Arno Forst**, University of Texas - Rio Grande Valley  
**James Cordeiro**, State University of New York - Brockport

### **Association for Business Communication, Southwestern U.S.**

*Communications Strategies for Human Resource Managers and Other Counselors: Extensions and Applications of Equity Theory*

**N. Lamar Reinsch**, Lubbock Christian University  
**Vicki Gates**, Georgetown University

### **Association of Business Information Systems**

*Project Management Software: Development & Evaluation of the PMIS*

**J. Christopher Zimmer**, West Texas A & M University  
**Liang Chen**, West Texas A & M University  
**Jeremy C. Bellah**, West Texas A & M University

### **Association of Collegiate Marketing Educators**

*Study on the Factors that Favor Satisfaction in the Selection of a Smartphone Brand: Multi-Country Analysis*

**Enrique Marinao Artigas**, Universidad de Santiago de Chile  
**Karla Barajas-Portas**, Universidad de Anáhuac, México  
**Silvia L. Martin**, California State University, Los Angeles

### **Association of Small Business and Entrepreneurship**

*An Exploratory Examination of the Ethical Decision Making Process of Entrepreneurs through the Theory of Planned Behavior Lens: A Multi-Criteria Approach*

**Jacob A. Voegel**, Coastal Carolina University  
**Luke A. Voegel**, Saginaw Valley State University

## **DISTINGUISHED PAPER AWARDS (Continued)**

### **Decision Sciences Institute, Southwest Region**

*Avoiding Double Whammy in Case of Service Failure*

**Ahasan Harun**, University of North Texas

### **Southwest Academy of Management**

*Collective Mind: A Study of Development and Team Performance*

**Stephanie Solansky**, University of Houston - Victoria

**Donna Stringer**, University of Houston - Clear Lake

### **Southwest Case Research Association**

*Mears Power-T, Inc*

**Robert E. Stevens**, Southeastern Oklahoma State University

**Lawrence Silver**, Southeastern Oklahoma State University

**Martin Bressler**, Southeastern Oklahoma State University

**Courtney Kernek**, Southeastern Oklahoma State University

**David Loudon**, Samford University

### **Southwestern Finance Association**

*Preemptive Bidding in Common Value Takeover Auctions: Social Surplus and Seller's Revenue*

**Anna Dodonova**, University of Ottawa

**Yuri Khoroshilov**, University of Ottawa

### **Southwestern Society of Economists**

*Public Insurance and Birth Outcomes: Evidence from Medicaid Implementation*

**Xuanhao He**, University of New Mexico

**Xiaoxue Li**, University of New Mexico

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



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



## **OUTSTANDING EDUCATOR AWARDS**

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

### **2018 Federation of Business Disciplines Outstanding Educator Awards**

**American Accounting Association, Southwest Region**  
**Cheryl Prachyl**, University of Texas - Permian Basin

**Association for Business Communication, Southwestern U.S.**  
**Judith L. Biss**, Stephen F. Austin State University (**Awarded Posthumously**)

**Association of Business Information Systems**  
**Sherry Rodrigue**, Nicholls State University

**Association of Small Business and Entrepreneurship**  
**Kitty L. Campbell**, Southeastern Oklahoma State University

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

**Decision Sciences Institute, Southwest Region**  
**Carl M. Rebman Jr.**, University of San Diego

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

**Southwestern Finance Association**  
**John Glascock**, University of Connecticut

**Southwestern Society of Economists**  
**Chu Nguyen**, University of Houston-Downtown

## BREAKFASTS, LUNCHEONS, DINNERS, MEETINGS & RECEPTIONS

Wednesday, March 7, 2018

2:30 – 3:30 p.m. Santo Domingo	<b>SWDSI Workshop Refreshments</b> (participants only)
3:00 – 3:30 p.m. Nambe/Navajo Foyer	<b>SWAM Coffee Break</b> (SWAM members only)
6:30 p.m. – 7:30 p.m. Ballroom A	<b>FBD</b> Awards and Recognition Reception (by invitation/additional fee only)
7:30 p.m. – 9:30 p.m. Ballroom A	<b>FBD</b> Awards and Recognition Dinner (by invitation/additional fee only)

## BREAKFASTS, LUNCHEONS, DINNERS, MEETINGS & RECEPTIONS

**Thursday, March 8, 2018**

7:00 a.m. – 8:30 a.m. Ballroom B	<b>Decision Sciences Institute, Southwest Region</b> Officers and Directors Meeting (SWDSI officers and directors only)
7:30 a.m. – 8:30 a.m. Ballroom A	<b>Association for Business Communication – Southwestern U.S. and Association of Business Information Systems</b> Joint Breakfast (ABC-SWUS and ABIS presenters and members only)
8:30 a.m. – 10:00 a.m. Kiva Boardroom	<b>Southwest Academy of Management</b> SWAM Officers Meeting (SWAM officers only)
10:00 a.m. – 10:30 a.m. Exhibit Hall (Ballroom C)	<b>FBD Coffee Break</b> All Registered Conference Attendees
11:45 a.m. - 1:30 p.m. Maya	<b>Association for Business Communications - SWUS</b> Executive Board Meeting and Luncheon - by invitation
11:45 a.m. – 1:30 p.m. Kiva Boardroom	<b>Association of Business Information Systems</b> Executive Board Meeting and Luncheon – by invitation
12:00 p.m. – 1:30 p.m. Ballroom B	<b>American Accounting Association, Southwest Region</b> Luncheon and Keynote Speaker (SWAAA members only)
12:00 p.m. – 1:30 p.m. Ballroom A	<b>Southwest Academy of Management</b> SWAM Luncheon and Reception
12:00 p.m. - 1:30 p.m. Tesuque	<b>Southwest Case Research Association</b> Networking Luncheon and Special Guest Speaker
3:30 p.m. - 5:00 p.m. Apache	<b>Decision Sciences Institute, Southwest Region</b> SWDSI 2018 Business Meeting
3:30 p.m. - 5:00 p.m. Tesuque	<b>Southwest Case Research Association</b> 2018 Business Meeting and Program Planning
3:00 p.m. – 3:30 p.m. Exhibit Hall (Ballroom C)	<b>FBD Coffee Break</b> All Registered Conference Attendees
5:00 p.m. – 6:00 p.m. Zuni	<b>Southwest Academy of Management</b> Planning Meeting for SWAM 2019 Conference
5:00 p.m. – 6:00 p.m. Santo Domingo	<b>American Accounting Association, Southwest Region</b> SWAAA Officer Meeting (SWAAA officers only)
5:00 p.m. – 6:00 p.m. San Juan	<b>Southwestern Society of Economists</b> Executive Committee Meeting (SSE Executive Committee only)

## BREAKFASTS, LUNCHEONS, DINNERS, MEETINGS & RECEPTIONS

### Thursday, March 8, 2018 - Continued

5:30 p.m. - 7:00 p.m. Exhibit Hall (Ballroom C)	<b>Federation of Business Disciplines</b> FBD Presidential Welcome Reception (for all conference participants)
7:00 p.m. - 9:00 p.m. Andaluz Hotel	<b>Southwestern Finance Association</b> Annual Reception (SWFA members only)

### Friday, March 9, 2018

7:00 a.m. - 8:30 a.m. Anasazi	<b>Southwestern Finance Association</b> Board Meeting and Breakfast (SWFA Board members only)
7:30 a.m. - 8:30 a.m. Ballroom B	<b>Association for Business Communication – Southwestern U.S. and Association of Business Information Systems</b> Joint Breakfast (ABC-SWUS and ABIS members only)
7:30 a.m. - 8:30 a.m. Ballroom A	<b>Decision Sciences Institute, Southwest Region</b> Light Continental Breakfast (DSI members only)
7:30 a.m. - 8:30 a.m. Zuni	<b>Association of Small Business and Entrepreneurship</b> Welcome Breakfast and Meet the Leadership (ASBE members only)
8:00 a.m. - 10:00 a.m. Tesuque	<b>Southwestern Society of Economists</b> SSE Breakfast and Annual Business Meeting
8:30 a.m. - 10:00 a.m. Tewa	<b>Association of Business Information Systems</b> ABIS Business Meeting
10:00 a.m. - 10:30 a.m. Exhibit Hall (Ballroom C)	<b>FBD Coffee Break</b> All Registered Conference Attendees

## **BREAKFASTS, LUNCHEONS, DINNERS, MEETINGS & RECEPTIONS**

### **Friday, March 9, 2018 - Continued**

10:30 p.m. – 12:00 p.m. Sandia	<b>Southwest Academy of Management</b> Officers' Meeting (Board members only)
10:30 p.m. – 12:00 p.m. Hopi	<b>Association for Business Communication – Southwestern U.S</b> ABC Business Meeting (ABC members only)
12:00 p.m. – 1:00 p.m. Cochiti	<b>Southwest Academy of Management</b> Annual Business Meeting (SWAM members only)
12:00 p.m. – 1:15 p.m. Tesuque	<b>Association of Collegiate Marketing Educators</b> Business Luncheon and Awards Meeting
12:00 p.m. – 1:30 p.m. Ballroom A	<b>American Accounting Association, Southwest Region</b> Luncheon and Business Meeting (SWAAA members only)
12:00 p.m. – 1:30 p.m. Zuni	<b>Association of Small Business and Entrepreneurship</b> Business Meeting and Awards Luncheon (ASBE members only)
12:00 p.m. – 1:45 p.m. Ballroom B	<b>Southwestern Finance Association</b> Annual Business Meeting and Luncheon (SWFA members only)
3:00 p.m. – 3:30 p.m. Exhibit Hall (Ballroom C)	<b>FBD Coffee Break</b> All Registered Conference Attendees
5:00 p.m. – 6:30 p.m. Ballroom A	<b>Association of Small Business and Entrepreneurship</b> Reception (ASBE members only)

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Houston, Texas

## ANNUAL BUSINESS MEETINGS

FBD 2017-2018 Board of Directors Ballroom B	Wednesday, March 7, 2018 2:00 p.m. - 5:00 p.m.
FBD 2018-2019 New Program Chairs Tesuque	Saturday, March 10, 2018 8:00 a.m. - 9:00 a.m.
FBD 2018-2019 Board of Directors Tesuque	Saturday, March 10, 2018 9:00 a.m. - 11:00 a.m.
American Accounting Association, Southwest Region Ballroom A	Friday, March 9, 2018 12:00 p.m. - 1:30 p.m.
Association for Business Communication, Southwestern U.S. Hopi	Thursday, March 8, 2018 10:30 a.m. – 12:00 p.m.
Association of Business Information Systems Tewa	Friday, March 9, 2018 8:30 a.m. - 10:00 a.m.
Association of Small Business and Entrepreneurship Zuni	Friday, March 9, 2018 12:00 p.m. - 1:30 p.m.
Association of Collegiate Marketing Educators Tesuque	Friday, March 9, 2018 12:00 p.m. - 1:15 p.m.
Decision Sciences Institute, Southwest Region Apache	Thursday, March 8, 2018 3:30 p.m. - 5:00 p.m.
Southwest Academy of Management Cochiti	Friday, March 9, 2018 12:00 p.m. - 1:00 p.m.
Southwest Case Research Association Tesuque	Thursday, March 8, 2018 3:30 p.m. - 5:00 p.m.
Southwestern Finance Association Ballroom A	Friday, March 9, 2018 12:00 p.m. - 1:45 p.m.
Southwestern Society of Economists Tesuque	Friday, March 9, 2018 8:00 a.m. - 10:00 a.m.

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## FBD POSTER PRESENTATIONS

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

### **Session A**

#### **Thursday Coffee Break I**

**10:00 a.m. – 11:00 a.m. Exhibit Hall (Ballroom C)**

**Theme: Technology Issues**

#### ***American Accounting Association – Southwest Region***

*Effect of Mobile Technology Use on Learning Outcomes in Accounting Education*

**Afua Ataa Boakyewaa Agyekum**, Morgan State University

#### ***Southwest Academy of Management***

*An Exploration of Employee Voice and External Social Media: Is Anybody Listening?*

**Tricia Riedl**, Benedictine University

#### ***Association of Business Information Systems***

*Online Tools to Promote Learner-Learner and Instructor-Learner Interaction*

**James G. (Skip) Ward**, Fort Hayes State University

#### ***Southwest Academy of Management***

*New Media Changes Healthcare System*

**Jiayi (Elizabeth) Yu**, Benedictine University

## FBD POSTER PRESENTATIONS

### Session B

#### Thursday Coffee Break II

3:00 p.m. – 4:00 p.m. Exhibit Hall (Ballroom C)

Theme: Leadership and Communication

#### *Southwest Academy of Management*

*The Effect of Communication Method on Perceived Leadership Style*

**Loraine Young**, Our Lady of the Lake University

**Carol Wheeler**, Our Lady of the Lake University

*Compensatory Role of Non-Supervisory Mentoring and Leader-Member Exchange on Employee Career Outcomes*

**Prajya Vidyarthi**, University of Texas - El Paso

**Anand Raj**, University of Texas - El Paso

#### *Association of Business Communication*

*A Medium-Size Impact on a Huge Class with a Small Budget: Teaching Business Writing in a Required Interdisciplinary Sophomore-Year Course*

**Bonnie Auslander**, University of Colorado - Boulder

**August Ridley**, University of Colorado - Boulder

**Margot (Kiki) Adams**, University of Colorado - Boulder

**Rachel Austerfjord**, University of Colorado - Boulder

*Meeting the Leadership Communication Skills of our Students*

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

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



## FBD POSTER PRESENTATIONS

### Session C

#### Friday Coffee Break III

10:00 a.m. – 11:00 a.m. Exhibit Hall (Ballroom C)

Theme: Student Learning

#### *American Accounting Association – Southwest Region*

*Simulating Experiential Learning to Develop Soft Skills in Taxation*

**Maggie Schlerman**, Central College

*Using Monopoly to Teach Partnership Taxation*

**Ashley Phillips**, University of Central Arkansas

**Cale Turner**, Hogan Taylor

#### *Association of Business Information Systems*

*Benefits and Challenges of Half Semester Online Classes*

**Ashley Hall**, Stephen F. Austin State University

**Susan Evans Jennings**, Stephen F. Austin State University

#### *Southwest Academy of Management*

*Student Perceptions of the Effectiveness of Rubrics*

**David C. Leader**, University of Central Oklahoma

#### *Southwestern Finance Association*

*“Centenary College of Louisiana Student Managed Investment Fund 2004-2017”*

**Barbara J. Davis**, Centenary College of Louisiana

## FBD POSTER PRESENTATIONS

### Session D

#### Friday Coffee Break III

3:00 p.m. – 4:00 p.m. Exhibit Hall (Ballroom C)

Theme: Pedagogical Issues

#### *American Accounting Association – Southwest Region*

##### *Student Success in Intermediate I: Tip Sheet and Semester Take Away*

**Karen Marie Oxner**, University of Central Arkansas

**Stephanie Watson**, University of Central Arkansas

##### *The Impact of Flipped Classroom on Students' Self-Efficacy: An Investigation in Accounting*

**Mohammad Tavakolifar**, Morgan State University

##### *Sustainability & CSR: Team-Teaching with Dr. Seuss*

**Rick L. Crosser**, Metropolitan State University of Denver

**Brittany McKinley**, Metropolitan State University of Denver

##### *The Future of Cost Accounting Education*

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

**Yinghong Zhang**, University of Central Oklahoma

**Bambi A. Hora**, University of Central Oklahoma

##### *Financial vs Managerial – Which Should Be First?*

**Dorothy Davis**, University of Louisiana - Monroe

**Deborah Golemon**, University of Louisiana - Monroe

**Kathleen A. Kaminski**, University of Louisiana - Monroe

**Patricia Roshto**, University of Louisiana - Monroe

## FBD CHOICE PICK SESSIONS

FBD is the great conference it is because of the hard work associations do in putting together great programs. Below are some sessions we want to highlight to show off the great programs of our associations. These are sessions that are significant and interesting enough to deserve recognition as one of FBD's *Choice Pick* Sessions.

**Wednesday, March 7<sup>th</sup> – 8:00 a.m. – 9:00 a.m. – Tesuque**

*Southwest Case Research Association*

### **Special Guest Speaker**

**Richard Rice**, Treasurer of Albuquerque Balloon Fiesta, Inc.  
The History of the Balloon Fiesta

**Thursday, March 8<sup>th</sup> - 10:30 a.m. – 11:45 p.m. – Tewa**

*Association of Business Information Systems*

### **Improving the IS Curriculum**

**Session Chair: Shane Schartz**

*Undergraduate Management Information Systems Classes: A Pilot Study to Investigate Student Perspectives*

**Kimberly L. Merritt**, Oklahoma Christian University  
**K. David Smith**, Cameron University

*The Importance of Information Technology Certifications to Employers of Information Technology Graduates*

**Shane Schartz**, Fort Hays State University

*Web Design and Mobile App Skills for 2020*  
**Randall McCoy**, Morehead State University

*Approaching Recursively-Emergent Wicked Problems in Information Systems Design with a Designerly Epistemology of Practice*

**Jeffrey Babb**, West Texas A&M University  
**Leslie Waguespack**, Bentley University  
**David Yates**, Bentley University

## **FBD CHOICE PICK SESSIONS**

**Friday, March 9<sup>th</sup> - 10:30 a.m. – 12:00 p.m.– Navajo**

*Decision Sciences Institute, Southwest Region*

***Workshop:***

*How to Use Assessment Analysis to Improve Student and Instructor's Performance*

**Presenter: Mahmood A. Ahmed, Qatar University**

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



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

## FBD CHOICE PICK SESSIONS

**Friday, March 9<sup>th</sup> – 8:30 a.m. – 10:00 p.m. – Chaco**

*Southwestern Finance Association*

### **Corporate Finance 6 - Cash Flow and Capital Expenditure Issues**

**Session Chair:**     **Haowen Luo**, Indiana University-Purdue University Fort Wayne

*Capital Market Access and Cash Flow Allocation during the Financial Crisis*

**David Florysiak**, University of Southern Denmark

**Vidhan Goyal**, Hong Kong University of Science and Technology

Discussant: **Brian Ayash**, California Polytechnic State University

*Joint Informational Effects of Capital Expenditure Announcements, Insider Trading, and Ownership*

**Aron Gottesman**, Pace University

**Young Kim**, Northern Kentucky University

**Jouahn Nam**, Pace University

Discussant: **David Florysiak**, University of Southern Denmark

*Piercing the Veil: The Origin and Use of Cash Flow in LBOs*

**Brian Ayash**, California Polytechnic State University

Discussant: **Aron Gottesman**, Pace University

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## FBD CHOICE PICK SESSIONS

Thursday, March 8<sup>th</sup> - 10:30 a.m. – 12:00 p.m. – Zuni

*Southwest Academy of Management*

### Explorations of Commitment, Satisfaction, and Performance

**Session Chair:** Ethan P. Waples, University of Central Oklahoma

**Session Discussant:** Gayle Baugh, University of West Florida

*Loving What You Do? A Conceptual Model of Work as a Love Object*

**Brad Almond**, Texas A&M University - Central Texas

*The Elusive Satisfaction-Performance Relationship: Discrete Emotions as the Missing Link*

**Prajya Vidyarthi**, University of Texas - El Paso

**Satvir Singh**, Angelo State University

*Employee Commitment to a Self-Directed Work Team Transition: Self Determination Theory Observed in Direct Labor*

**John Hoffman**, Woodward Inc. & Georgia State University

**Nathan Bennett**, Georgia State University

Friday, March 9<sup>th</sup> - 8:00 a.m. – 10:00 a.m. – Hopi

*Association of Business Communication*

### Innovation and Advancement in Communication Education

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

*Continuous Improvement through the Assessment Process in a Business Communication Course: A Ten-Year Journey*

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

**Marsha L. Bayless**, Stephen F. Austin State University

*The Effect of Case Studies on Students' Audience Awareness*

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

**Vincent Robles**, University of North Texas

*The Influence of Coloring Mandalas on Students' Communication Anxiety*

**Leslie Ramos Salazar**, West Texas A&M University

*When in Doubt, Cite: Activities and Assignments for Teaching the Rules of APA*

**Marcel Marie Robles**, Eastern Kentucky University

**Billy Ackerman**, Eastern Kentucky University

*Making the Most of Limited Time: Using Focus Tools to Improve Grammar, Mechanics, and Style*

**Kathryn O'Neill**, Sam Houston State University

**Geraldine E. Hynes**, Sam Houston State University

## **FBD EXHIBITOR PRESENTATIONS**

**The Case Centre**

**Presenter: Paul Juras**

**Thursday, March 8<sup>th</sup>, 10:30 a.m. – Anasazi**

### **Using Case Studies: Bringing the Real World into your Classroom**

This workshop, led by a case method expert, is an invaluable opportunity to find out more about the case method and case teaching. A workshop format will be used and participants will take part in large group discussions and small group work, and will experience being a student again. The tutor will explain the key principles of the case method, discuss the benefits and pitfalls, share good practice, and encourage attendees to reflect on their own personal experiences.

Paul Juras, Vander Wolk Professor of Managerial Accounting and Operational Performance at Babson College, is a Certified Management Accountant (CMA) and holds a Certified Public Accountant license (Inactive) from NY. His PhD is from Syracuse University and he earned both a BBA and MBA from Pact University. As a case writer, he has co-authored numerous cases with a cost management perspective. Dr. Juras also recently finished 10 years as an associate editor of the IMA Education Case Journal.

**StockTrak**

**Presenter: Tom Reti**

**Thursday, March 8<sup>th</sup>, 1:30 p.m. – Anasazi**

### **Building and Operating University Trading Rooms- A Crash Course for Dummies**

As the world's leading provider of educational and challenging multi language stock simulations for colleges, the investing public and university trading rooms. This 45 minute session hosted by Thomas Reti, Director of Global Education for StockTrak.com, will reveal many of the secrets behind what it really takes to get a trading room off the ground on a tight budget.

**Bloomberg for Education**

**Presenter: John Fox**

**Thursday, March 8<sup>th</sup>, 3:30 p.m. – Anasazi**

### **Experiential Learning with Bloomberg**

Over 850 universities provide students with access to Bloomberg Terminals on their campus, empowering them with the hand-on knowledge and real-world experience needed to compete in the world of business and finance. John Fox the Head of University Sales for Bloomberg for Education, will be sharing innovative ways to use Bloomberg on your campus, including Bloomberg Market Concepts (BMC) and the CFAPRO function, and the best tips and tricks to measure and maximize value from campus finance laboratories.

## FBD EXHIBITOR PRESENTATIONS

**Stukent**

**Presenter: Spencer Halford**

**Friday, March 9<sup>th</sup>, 10:30 a.m. – Anasazi**

### **5 Tips for Teaching Social Media Marketing**

Come learn how educators can keep up with the world of social media marketing. We will discuss industry experts to follow, current platforms that are relevant, curriculum and resources that are continuously updated, and a simulation for students to practice in.

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!



## FBD GENERAL INFORMATION

### **The FBD Meeting**

The forty-fifth annual meeting of the Federation of Business Disciplines (formerly Southwestern Federation of Administrative Disciplines) takes place on March 7 – March 10, 2018, in Albuquerque, New Mexico. The Hyatt Regency and Albuquerque Convention Center serve as the conference venue and the conference hotel.

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

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

### **2018 FBD Conference Hotel**

The Hyatt Regency of Albuquerque is serving as the Conference Hotel.

### **Special Accommodations**

Any individual who requires special accommodations for a specific disability should contact the conference hotel (Hyatt Regency of Albuquerque) or Albuquerque Convention Center at least two weeks prior to the conference.

### **FBD Distinguished Paper Awards**

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

### **FBD Outstanding Educator Awards**

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

**Make plans to join us in Houston, Texas, for our 2019 conference.**



### **46th Annual Conference**

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

## 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 21<sup>st</sup> 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-Elect, 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](http://www.fbdonline.org).

### Registration

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

Wednesday, March 7	11:00 a.m. - 5:30 p.m.
Thursday, March 8	7:00 a.m. - 5:00 p.m.
Friday, March 9	8:00 a.m. - 4:00 p.m.

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.

### 2018 Association Registration Fees (In addition to the \$100 Required FBD Fee)\*

American Accounting Association, Southwest Region.....	\$110.00
Association for Business Communication, Southwestern U.S. ....	\$50.00
Association for Small Business and Entrepreneurship.....	\$100.00
Association of Business Information Systems .....	\$55.00
Association of Collegiate Marketing Educators.....	\$90.00
Decision Sciences Institute, Southwest Region.....	\$85.00
Southwest Academy of Management.....	\$100.00
Southwest Case Research Association.....	\$65.00
Southwestern Finance Association .....	\$100.00
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, etc.). On-site registration costs include materials (e.g., badge holders), processing needs (e.g., internet connectivity and booth setup), staff personnel, security, and transportation costs.
- Placement Services. FBD covers the costs of placement services, including materials transportation, copying and printing, staffing, and other miscellaneous related expenditures.
- Exhibitors and Advertisers. Exhibitor lists purchases, solicitation material printing/mailing, and exhibit area promotions costs are incurred to provide a conference exhibit area.
- Design, Development and Printing of FBD Program. FBD absorbs the costs of development and printing costs each year so that the organization can provide each conference participant with a comprehensive program book detailing all conference activities and recognizing all conference participants.
- Audiovisual Equipment. FBD covers the costs of a standard set up 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 Drayage. FBD incurs costs for the rental of exhibit booths and for draping the exhibit area, as well as draping needs throughout other conference activities.
- Service Recognitions and Support. FBD provides recognition for the service of association representatives at the FBD Awards Reception and Banquet and provides support to an association representative through complimentary hotel night provisions.
- Board of Directors Meetings. Miscellaneous expenses are incurred in conducting two Board of Directors' meetings.
- Conference Planning Activities. FBD provides some support for each association's program chair to attend the FBD Boot Camp, an intensive program planning meeting. FBD also provides support to the Executive Director and FBD General Program Chair related to on-site inspections of hotel facilities in planning the use and allocation of meeting space.
- Site Selection Recommendations. FBD covers the travel costs of the Executive Director and partial support for Site Selection Committee travel so that potential convention sites can be effectively evaluated for recommendation to the Board of Directors.
- Printing and Mailings. FBD absorbs the costs of maintaining and updating mailing lists, printing the FBD Call for Papers, and printing and/or mailing other conference materials.
- Website Design and Maintenance. FBD covers the Fees to maintain a website address and the costs to provide for continuous maintenance of a website.
- Credit Card Processing and Banking. FBD incurs the full costs of credit card processing (e.g., credit card fees, banking and security requirements to process credit cards, etc.) for its member associations. FBD also incurs normal banking service charge costs and fees to handle the volume of financial transactions that occur as a result of its conference activities.
- Social Networking Events. FBD provides a number of social networking events for its conference participants. These events include the Awards Reception and Banquet for award winners and their guests, exhibit area coffee breaks, and the Presidential Welcome Reception.
- Miscellaneous Expenses. Such costs vary from year to year but may include officer transition costs, non-routine charges, accounting or auditing costs, etc.

## FBD GENERAL INFORMATION

### Placement Service

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

Wednesday, March 7	11:00 a.m. - 5:30 p.m.
Thursday, March 8	8:00 a.m. - 5:00 p.m.
Friday, March 9	8:00 a.m. - 4:00 p.m.

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

**Carla J. Barber**

University of Central Arkansas  
Conway, AR 72035

### Exhibitors

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

Wednesday, March 7	2:00 p.m. – 5:30 p.m.
Thursday, March 8	8:00 a.m. – 5:00 p.m.
Friday, March 9	8:00 a.m. – 4:00 p.m.

### Meeting Rooms

The locations of the rooms can be found by referring to the floor plans in the back of this program. There are two distinct properties for this conference: Hyatt Regency (HR) for hotel rooming space and the Albuquerque Convention Center (ACC) for meeting room and event space. An overview of the meeting and event space is as follows:

#### **Albuquerque Convention Center Rooms:**

Upper Level – West Wing: Ballroom A (280), Ballroom B (275), Ballroom C (270),  
Kiva Boardroom (290)

Upper Level – East Wing: La Cienega (240), Mesilla (235), Pecos (230), Ruidoso (220),  
San Miguel (215), Tijeras (210)

Lower Level – West Wing: Chaco (060), Hopi (070), Tewa (065), Anasazi (010), Acoma (016),  
Apache (017), Cochiti (018), Isleta (019), Jemez (021), Laguna (020),  
Nambe (023), Navajo (025),  
Picuris (027), Sandia (029), San Juan (022), Santa Ana (031),  
Santo Domingo (028), Taos (030), Tesuque (032), and Zuni (015).

*The Hyatt Regency (HR) and Albuquerque Convention Center (ACC) are 100% non-smoking facilities.*

## GENERAL TIMETABLE FOR 2018 FBD MEETING

February 2018 .....	FBD 2019 General Program Chair prepares a 2019 FBD “Call for Papers” for distribution at the FBD Annual Meeting.
March 2018 .....	The 2019 Association Program Chairs and the 2019 FBD General Program Chair start planning for the 2019 conference at the New Program Chairs meeting held on Saturday morning during the 2018 FBD conference.
April/May 2018.....	Program Committees/Track Chairs are selected by Association Program Chairs. Each Association sends out a Preliminary “Call for Papers” to current and prospective participants.
Summer 2018.....	FBD Officers and Association Program Chairs participate in FBD Boot Camp at hotel of the 2019 conference.
June 2018 .....	FBD General Program Chair and each Association Program Chair send out “Call for Papers” reminders to current and prospective participants.
July/August 2018.....	Association Track Chairs continue soliciting manuscripts, special session proposals, tutorials and workshops for the 2019 FBD Conference.
Summer 2018.....	FBD holds Program Chair Boot Camp.
September 2018.....	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 2018.....	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 2018 .....	Each Association Program Chair compiles, organizes and sends all program information to the 2019 FBD General Program Chair.
Early January 2019.....	FBD General Program Chair completes compilation of 2019 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 2019 .....	2019 FBD Program is posted on FBD Web site.
February 2019 .....	Deadline for receipt of hotel reservations and pre-conference registration.

## 2018-2019 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.”

**Kimberly L. Merritt**, President  
Oklahoma Christian University

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

**Vivek S. Natarajan**, VP/General Program Chair – Elect  
Lamar University

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

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

**Barbara J. Davis**, Immediate Past President  
Centenary College of Louisiana

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

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

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

# AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST 2018 ANNUAL MEETING

## 2017 - 2018 OFFICERS

<b>President:</b>	<b>Robert M. Cornell</b> , University of Nevada - Las Vegas
<b>Program Chair &amp; President Elect:</b>	<b>Kelly Noe</b> , Stephen F. Austin State University
<b>Program Chair Elect:</b>	<b>Cassy Henderson</b> , Sam Houston State University
<b>Secretary/Treasurer:</b>	<b>Calee Jo Holcombe</b> , Stephen F. Austin State University
<b>Historian:</b>	<b>Elaine Sanders</b> , University of Texas - San Antonio
<b>Webmaster:</b>	<b>Edward R. Walker</b> , University of Central Oklahoma
<b>Past President 2016-2017:</b>	<b>Derek K. Oler</b> , Texas Tech University
<b>Coordinating Committee Member At Large (2016):</b>	<b>Cheryl Prachyl</b> , University of Texas - Permian Basin
<b>Coordinating Committee Member At Large (2017):</b>	<b>Veronda F. Willis</b> , University of Texas - Tyler
<b>AAA Council Representative (2015-2018):</b>	<b>Mary Fischer</b> , University of Texas - Tyler

## 2017-2018 SECTION REGIONAL COORDINATORS

<b>Accounting, Behavior &amp; Organizations</b>	<b>Fengchun Tang</b> , Virginia Commonwealth University
<b>American Taxation Association</b>	<b>Shannon Jemiolo</b> , University of Oklahoma
<b>Auditing</b>	<b>Heather Carrasco</b> , Texas Tech University
<b>Diversity</b>	<b>Kirsten Cook</b> , Texas Tech University
<b>Financial Accounting and Reporting</b>	<b>Yan Zhang</b> , New Mexico State University
<b>Forensic &amp; Investigative Accounting</b>	<b>Christine Crawford Cheng</b> , Louisiana State University
<b>Gender Issues &amp; Work/Life Balance</b>	<b>TBA</b>
<b>Government and Nonprofit</b>	<b>Orry Swift</b> , Lamar University
<b>Information Systems</b>	<b>Randall Young</b> , Texas State University
<b>International Accounting</b>	<b>Kean Wu</b> , Rochester Institute of Technology
<b>Management Accounting</b>	<b>Laurie Burney</b> , Baylor University
<b>Public Interest</b>	<b>Marty Stuebs</b> , Baylor University
<b>Strategic and Emerging Technologies</b>	<b>Hui Du</b> , University of Houston - Clear Lake
<b>Teaching, Learning and Curriculum</b>	<b>Veronda F. Willis</b> , University of Texas - Tyler
<b>Teaching, Learning and Curriculum</b>	<b>Regina Brown</b> , Dallas Community College
<b>Two Year College</b>	<b>Sidney Askew</b> , City University of New York

**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST  
2018 ANNUAL MEETING**

**PAST PRESIDENTS**

<b>2016-2017</b>	<b>Derek K. Oler</b> , Texas Tech University
<b>2015-2016</b>	<b>Katherine Boswell</b> , University of Louisiana - Monroe
<b>2014-2015</b>	<b>Amelia A. Baldwin</b> , University of Arkansas - Fort Smith
<b>2013-2014</b>	<b>Thomas Carment</b> , Rogers State University
<b>2012-2013</b>	<b>Carolyn Conn</b> , Texas State University
<b>2011-2012</b>	<b>Robert Walsh</b> , University of Dallas
<b>2010-2011</b>	<b>Dennis Togo</b> , University of New Mexico
<b>2009-2010</b>	<b>Treba A. Marsh</b> , Stephen F. Austin State University
<b>2008-2009</b>	<b>Bambi A. Hora</b> , University of Central Oklahoma
<b>2007-2008</b>	<b>Roselyn Morris</b> , Texas State University - San Marcos

**2018 AWARDS**

**Federation of Business Disciplines  
Distinguished Paper Award**

*Excess Insider Control and Corporate Social Responsibility: Evidence from Dual-class Firms*

**Barry R. Hettler**, State University of New York - Brockport  
**Arno Forst**, University of Texas - Rio Grande Valley  
**James Cordeiro**, State University of New York - Brockport

*(Presented in Session B, Friday, 1:30 to 3:00 pm, Taos)*

**Federation of Business Disciplines  
Outstanding Educator Award**

**Cheryl Prachyl**, University of Texas - Permian Basin

**Outstanding Doctoral Student Paper Award**

*Peer Firm Behavior Preceding and Following SEC Enforcement Activity*  
**Michael C. Turner**, University of Texas - San Antonio

*(Presented in Session B, Thursday, 10:30 am to 12:00 pm, Taos)*

**Teaching, Learning and Curriculum Best Paper Award**

*The Effectiveness of Cost Accounting Education*  
**Edward R. Walker**, University of Central Oklahoma  
**Bambi A. Hora**, University of Central Oklahoma  
**Yinghong Zhang**, University of Central Oklahoma



**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST  
2018 ANNUAL MEETING**

**March 8, 2018  
(Thursday)**

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8:30 a.m. – 10:00 a.m.	(Accounting) 1.5 CH*	Santa Domingo
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**SESSION A            Disclosures/Firm Behavior**

**Moderator:**            **Stacy L. Chavez**, Texas Tech University

*Damage Control: Corporate Disclosures after Financial Misconduct*

**Rebecca Lynn Files**, University of Texas - Dallas

**Alex Holcomb**, University of Texas - El Paso

**Gerald Martin**, American University

**Paul Mason**, Baylor University

*Disclosure Quality and Innovation*

**Hila Fogel-Yaari**, Tulane University

*The Association between Executive Gender and Transparency of Corporate Financial Disclosure: Are Women Easier to Read?*

**Stacy L. Chavez**, Texas Tech University

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8:30 a.m. – 10:00 a.m.	(Accounting) 1.5 CH*	Taos
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**SESSION B            Internal Auditing**

**Moderator:**            **Caroline Claro Hayek**, Texas A&M University - Commerce

*Internal Audit Outsourcing – A Literature Synthesis and Future Directions*

**Grace Mubako**, University of Texas - El Paso

*Effects of Reporting Relationship and Type of Internal Control Deficiency on Internal Auditors' Internal Control Evaluations*

**Arnold Schneider**, Georgia Institute of Technology

**Audrey A. Gramling**, Colorado State University

*The Role of Compensation on Audit Committee Oversight*

**Caroline Claro Hayek**, Texas A&M University - Commerce

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10:00 a.m. – 10:30 a.m.	Exhibit Hall (Ballroom C)
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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.*

\* Session times throughout the conference are stated in clock time and should be converted to equivalent CPE using NASBA's 50-minute rule. For example, one 90-minute conference session equals 1.8 CPE hours measured in 50 minute increments. Your state board of accountancy is the final authority for the number of CPE hours allowed.

**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST  
2018 ANNUAL MEETING**

**March 8, 2018  
(Thursday)**

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10:30 a.m. – 12:00 p.m.	(Accounting) 1.5 CH	Santa Domingo
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**SESSION A            Earnings Management/Earnings Quality/Earnings Response**

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

*The Effects of Earnings Management on Stockholder and Bondholder Wealth*

**Robert Kieschnick**, University of Texas - Dallas

*The Opaque Earnings Quality of Equity Method Investments*

**Curtis Farnsel**, University of Oklahoma

*Do Financial Analysts Fully Incorporate the Future Earnings Implications of Really Dirty Surplus into Their Earnings Forecasts?*

**Thomas D. Dowdell**, North Dakota State University

**Sangwan Kim**, University of Massachusetts - Boston

**Steve C. Lim**, Texas Christian University

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10:30 a.m. – 12:00 p.m.	(Accounting) 1.5 CH	Taos
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**SESSION B            Firm Behavior**

**Moderator:**            **Michael C. Turner**, University of Texas - San Antonio

*Peer Firm Behavior Preceding and Following SEC Enforcement Activity*

**Michael C. Turner**, University of Texas - San Antonio

*Effect of Accounting Standards on Uniformity and Innovation in Accounting Practice: A Simulation Study*

**Skylar Anthony DeTure**, University of Texas - Austin

*The “Backfire Risk” of Disclosed CSR Commitment: A Comparison of Non-CSR versus CSR-Related Product Failures*

**Leila Emily Hickman**, University of New Mexico

**Bernard Wong-On-Wing**, Washington State University

**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST  
2018 ANNUAL MEETING**

**March 8, 2018  
(Thursday)**

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12:00 p.m. – 1:30 p.m.

(Accounting) 1.5 CH

Ballroom B

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**LUNCH and KEYNOTE SPEAKER**

**Mark C. Dawkins**

Mark C. Dawkins is a Professor of Accounting in the Coggin College of Business at the University of North Florida. He holds a Ph.D. in Accounting from Florida State University (1994), MBA (1987) and Masters of Accounting (1988) degrees from the University of Florida, and a B.S. in Management (1985) from the Georgia Institute of Technology.

He joined UNF and the Coggin College of Business in June 2015 after serving 21 years on the faculty in the Terry College of Business at the University of Georgia (UGA). From 2008-2014 he served as the Associate Dean for Academic Programs in the Terry College, and from 2004-2008 he served as the Director of Diversity Relations. He teaches undergraduate and graduate financial accounting classes, and has taught Intermediate Accounting, MBA Financial Accounting, and Intermediate Accounting for Non-Majors. He also has taught undergraduate and graduate accounting and college-level internship classes.

He has published in The Journal of Finance, the Journal of Financial & Quantitative Analysis, the Journal of Accounting, Auditing and Finance, the Journal of Business, Finance & Accounting, the Journal of Banking and Finance, the Journal of Managerial Issues, Sociological Inquiry, the Academy of Accounting and Financial Studies Journal, Management Accounting Quarterly, and other journals or newsletters.

He was a co-recipient of the 2006 and 2003 Beta Alpha Psi Outstanding Teacher of the Year award at UGA, and received the 2006 and 2003 Alpha Kappa Psi Accounting Teacher of the Year Award. He is a member of the American Accounting Association, the American Institute of Certified Public Accountants, the National Association of Accountants, the Florida Society of CPAs, the PhD Project ([www.phdproject.org](http://www.phdproject.org)), and the Accounting Doctoral Student Association. In August 2009, he was one of five recipients of the inaugural Ernst & Young Inclusive Excellence Award for Accounting and Business School Faculty. In January of 2014, he received the 2014 UGA President's Fulfilling the Dream Award at the MLK Freedom Breakfast at UGA. He is the current Council Past-Chair for the American Accounting Association.

**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST  
2018 ANNUAL MEETING**

**March 8, 2018  
(Thursday)**

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1:30 p.m. – 3:00 p.m.	(Accounting) 1.5 CH	Santa Domingo
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**SESSION A                      Claims Denied from Natural Disasters: Should There be An Accounting?**

**Moderator:**                      **Carolyn Conn**, Texas State University

**Panelists:**                      **Matthew DiSalvo**, St. Edward's University  
   **Alexander Cannon**, Texas State University

GAAP principles such as historical cost and disclosure concepts have long guided the accounting profession in reporting what we can measure and confirm. However, possibly we should deviate from those long-held practices when it comes to property insurance claims that are denied after natural disasters. This panel will examine whether it would be beneficial for the users of financial statements to have such information disclosed.

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3:00 p.m. – 3:30 p.m.	Exhibit Hall (Ballroom C)
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**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!!!***

**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST  
2018 ANNUAL MEETING**

**March 8, 2018  
(Thursday)**

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3:30 p.m. – 5:00 p.m.	(Accounting) 1.5 CH	Santa Domingo
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**SESSION A            Auditing and Financial Reporting**

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

*Accounting Information Quality and the Clustering of Stock Prices*  
**Jie Hao**, University of Texas - San Antonio

*The Geography of REIT Audit Service Investments*  
**Yin Yu-Thompson**, Oakland University  
**Ran Lu-Andrews**, California Lutheran University

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3:30 p.m. – 5:00 p.m.	(Accounting) 1.5 CH	Taos
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**SESSION B            Disclosures/Market Response**

**Moderator:**            **Ling Zhou**, University of New Mexico

*Textual Disclosure and Managerial Myopia: Signaling Innovation*  
**Hila Fogel-Yaari**, Tulane University  
**Luminita Enache**, Dartmouth College

*The Intraday Timing of Rating Changes*  
**Pepa Kraft**, New York University  
**Yuan Xie**, Fordham University  
**Ling Zhou**, University of New Mexico

*A New Metric of Market Under-reaction to Earnings Announcements*  
**Kee H. Chung**, State University of New York - Buffalo  
**Oliver Kim**, University of Maryland - College Park  
**Steve C. Lim**, Texas Christian University  
**Sean Yang**, Oregon State University

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5:00 p.m. – 6:00 p.m.	Santo Domingo
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**AAA Officer Meeting**

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5:30 p.m. – 7:00 p.m.	Exhibit Hall (Ballroom C)
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**FBD Presidential Welcome Reception**

Everyone is invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers. 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.

**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST  
2018 ANNUAL MEETING**

**March 9, 2018  
(Friday)**

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8:30 a.m. – 10:00 a.m.	(Accounting) 1.5 CH	Santa Domingo
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**SESSION A**                      **Idea to Publication: Mentoring Emerging Research or So you have finished your dissertation. Now what?**

**Moderator:**                      **Barbara W. Scofield**, Washburn University

**Panelists:**                      **Carolyn Conn**, Texas State University  
   **Mary Fischer**, University of Texas - Tyler  
   **Jennifer Altamuro**, Villanova University  
   **Yuan Zhang**, University of Texas - Dallas

This panel session will combine the expertise of senior researchers with the ideas of new researchers to discuss how to move from idea to proposal to working paper to publication. Understanding how a researcher moves through these stages involves both practical advice on making decisions that lead to publication success and behavioral advice on motivation and teamwork. Papers drawn from submissions to the Southwest American Accounting Association meeting will be presented for the panelists' discussion and advice.

**Emerging Research Papers:**

Characteristics of Firms that Early Adopt Topic 606 Revenue Recognition

**Sunita Rao**, Washburn University

**Barbara W. Scofield**, Washburn University

Finance Director Expertise and Local Government Financial Stability

**Casey Camors**, Texas Tech University

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10:00 a.m. – 10:30 a.m.	Exhibit Hall (Ballroom C)
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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.*

**Make plans to join us in Houston for our 2019 conference.**



**46<sup>th</sup> Annual Conference**

March 13-16, 2019

Hyatt Regency Houston

Houston, TX

**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST  
2018 ANNUAL MEETING**

**March 9, 2018  
(Friday)**

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10:30 a.m. –12:00 p.m.	(Accounting) 1.5 CH	Santa Domingo
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**SESSION A            Lender Behavior/Short Selling/CSR Rating**

**Moderator:**            **Bryan Graden**, Southern Utah University

*Do Lenders Uniformly Capitalize Operating Leases in Debt Covenants?*  
**Bryan Graden**, Southern Utah University

*Short Selling Activity as a Predictor of Firm Acquisition Abandonment*  
**Eo Jin Lee**, Texas Tech University

*A Reexamination of the Relation between CSR and Firm Performance: The Effect of KLD and ASSET4 Databases*  
**Teresa A. Lightner**, University of North Texas  
**Gene Brooks Elrod**, University of Texas - Arlington  
**Linh Le**, University of North Texas

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10:30 a.m. –12:00 p.m.	(Accounting) 1.5 CH	Taos
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**SESSION B            Forensic and Investigative Accounting/Healthcare Deliver/Taxation**

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

*The Birth of a Fraudster*  
**Richard G. Brody**, University of New Mexico  
**Ryan C. Knight**, University of New Mexico  
**Jessica N. Nunez**, University of New Mexico

*Local County Hospital: Review of Challenges and Opportunities*  
**Mary Fischer**, University of Texas - Tyler  
**Treba A. Marsh**, Stephen F. Austin State University

*The Relation between Abnormal Tax Aggressiveness and Tax-Related Restatements*  
**Christine Crawford Cheng**, Louisiana State University  
**Norman Massel**, Louisiana State University  
**Pradeep Sapkota**, Louisiana State University

**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST  
2018 ANNUAL MEETING**

**March 9, 2018  
(Friday)**

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12:00 p.m. – 1:30 pm

Ballroom A

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**LUNCH and BUSINESS MEETING**

**Robert M. Cornell, President**

Robert M. Cornell is an Associate Professor and Chair of the Department of Accounting in the Lee Business School at University of Nevada – Las Vegas. Previously he was on the faculty at Oklahoma State University beginning in 2006 and served as Head of the School of Accounting from 2012-2016. He earned a Ph.D. in Accounting at University of Utah, a Bachelor of Science in Accounting from Truman State University, and is a Certified Management Accountant. Professor Cornell teaches managerial and cost accounting at both the undergraduate and graduate levels. He also taught for several years in the Oklahoma State University Summer in London program. Professor Cornell's research interests include agency theory, motivation and incentives, ethics and fraud, and judgment and decision making involving auditing and public policy.

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



*All FBD conference participants are eligible to have their work considered  
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**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST  
2018 ANNUAL MEETING**

**March 9, 2018  
(Friday)**

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1:30 p.m. – 3:00 p.m.	(Accounting) 1.5 CH	Santa Domingo
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**SESSION A            Cost Accounting Education/ Developing Soft Skills in the Classroom**

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

*The Effectiveness of Cost Accounting Education*

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

**Bambi A. Hora**, University of Central Oklahoma

**Yinghong Zhang**, University of Central Oklahoma

*Developing Soft Skills: Simulating Leadership Concepts in the Accounting Classroom*

**Maggie Schlerman**, Central College

**Allison Owens**, Central College

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1:30 p.m. – 3:00 p.m.	(Accounting) 1.5 CH	Taos
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**SESSION B            Leadership**

**Moderator:**            **Arno Forst**, University of Texas - Rio Grande Valley

*Accounting Department Head: The Road Less Traveled*

**Thomas G. Noland**, College of Charleston

**Shawn Mauldin**, Mississippi State University

**Robert L. Braun**, Southeastern Louisiana University

*Using Embodied Conversational Agents and Audio-Assisted Self-Interviewers in Accounting Interviews*

**Todd Palmer White**, University of New Mexico

**Matthew D. Pickard**, University of New Mexico

**Catherine Roster**, University of New Mexico

*Excess Insider Control and Corporate Social Responsibility: Evidence from Dual-class Firms*

**Barry R. Hettler**, State University of New York College - Brockport

**Arno Forst**, University of Texas - Rio Grande Valley

**James Cordeiro**, State University of New York College - Brockport

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3:00 p.m. – 3:30 p.m.	Exhibit Hall (Ballroom C)
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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  
2018 ANNUAL MEETING**

**March 9, 2018  
(Friday)**

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3:30 p.m. – 5:00 p.m.	(Accounting) 1.5 CH	Santa Domingo
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**SESSION A            Intermediate and Ethics Accounting Education**

**Moderator:**            **Pamela Baker**, Texas Woman's University

*A Case Study of Three Methods of Teaching Intermediate Accounting II*

**Pamela Baker**, Texas Woman's University

*Financial Accounting Reboot: A New Version of the Intermediate I Bootcamp*

**Karen Marie Oxner**, University of Central Arkansas

**Stephanie Watson**, University of Central Arkansas

*An Empirical Study of Accounting Curriculum Settlement Influence on Professional Ethics Judgment*

**Zhuo Zhang**, Macau University of Science Technology

**Meifang Xiang**, University of Wisconsin - Whitewater

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3:30 p.m. – 5:00 p.m.	(Accounting) 1.5 CH	Taos
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**SESSION B            Forensic Accounting/Compensation Clawback/Chaos Theory**

**Moderator:**            **Michael C. Turner**, University of Texas - San Antonio

*End of Days Malware*

**Richard G. Brody**, University of New Mexico

**Harold U. Chang**, University of New Mexico

**Erich S. Schoenberg**, University of New Mexico

*Risks and Incentives of Compensation Clawback*

**Hanni Liu**, University of Texas - San Antonio

**Michael C. Turner**, University of Texas - San Antonio

*Chaos Theory - An Aid in Model Selection*

**Kathleen A. Kaminski**, University of Louisiana - Monroe

**Make plans to join us in Houston for our 2019 conference.**



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**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST  
2018 ANNUAL MEETING**

**Poster Presentations**

**Session A**

**Thursday, March 8 – Coffee Break I**

**10:00 a.m. – 11:00 a.m. – Exhibit Hall (Ballroom C)**

**Theme: Technology Issues**

*Effect of Mobile Technology Use on Learning Outcomes in Accounting Education*

**Afua Ataa Boakyewaa Agyekum**, Morgan State University

**Session C**

**Friday, March 9 – Coffee Break III**

**10:00 a.m. – 11:00 a.m. – Exhibit Hall (Ballroom C)**

**Theme: Student Learning**

*Simulating Experiential Learning to Develop Soft Skills in Taxation*

**Maggie Schlerman**, Central College

*Using Monopoly to Teach Partnership Taxation*

**Ashley Phillips**, University of Central Arkansas

**Cale Turner**, HoganTaylor

**Session D**

**Friday, March 9 – Coffee Break III**

**3:00 p.m. – 4:00 p.m. – Exhibit Hall (Ballroom C)**

**Theme: Pedagogical Issues**

*Student Success in Intermediate I: Tip Sheet and Semester Take Away*

**Karen Marie Oxner**, University of Central Arkansas;

**Stephanie Watson**, University of Central Arkansas

*The Impact of Flipped Classroom on Students' Self-Efficacy: An Investigation in Accounting*

**Mohammad Tavakolifar**, Morgan State University

*Sustainability & CSR: Team-Teaching with Dr. Seuss*

**Rick L. Crosser**, Metropolitan State University of Denver

**Brittany McKinley**, Metropolitan State University of Denver

*The Future of Cost Accounting Education*

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

**Yinghong Zhang**, University of Central Oklahoma

**Bambi A. Hora**, University of Central Oklahoma

*Financial vs Managerial – Which Should Be First?*

**Dorothy Davis**, University of Louisiana - Monroe

**Deborah Golemon**, University of Louisiana - Monroe

**Kathleen A. Kaminski**, University of Louisiana - Monroe

**Patricia Roshto**, University of Louisiana - Monroe

**ASSOCIATION FOR BUSINESS COMMUNICATION  
SOUTHWESTERN UNITED STATES**

**2017-2018 OFFICERS**

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**CONGRATULATIONS!**

**Recipient of the 2018 Federation of Business Disciplines Paper Award**

*Communications Strategies for Human Resource Managers and Other Counselors: Extensions and Applications of Equity Theory*

**N. Lamar Reinsch**, Lubbock Christian University

**Vicki Gates**, Georgetown University

**Recipient of the 2018 Federation of Business Disciplines Outstanding Educator Award**

**Judith L. Biss**, Lecturer

Stephen F. Austin State University

awarded posthumously

Deceased, June 24, 2017

**ASSOCIATION FOR BUSINESS COMMUNICATION  
SOUTHWESTERN UNITED STATES**

**March 8, 2018  
(Thursday)**

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7:30 a.m. – 8:30 a.m.

Ballroom A

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**ABC – SWUS and ABIS Joint Breakfast**

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

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

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8:30 a.m. – 10:00 a.m.

Joint Session with ABIS

Ballroom A

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**ABC-SWUS and ABIS Joint Session**

**Co-Session Chairs/Association Vice Presidents and Conference Chairs:**

**Kelly A. Grant**, Tulane University

**Degan Kettles**, Brigham Young University

**ABC-SWUS Best Paper:** *Communications Strategies for Human Resource Managers and Other Counselors: Extensions and Applications of Equity Theory*

**N. Lamar Reinsch**, Lubbock Christian University

**Vicki Gates**, Georgetown University

**ABIS Best Paper:** *Project Management Software: Development and Evaluation of the PMIS*

**J. Christopher Zimmer**, West Texas A&M University

**Liang Chen**, West Texas A&M University

**Jermey C. Bellah**, West Texas A&M University

*Don't Bite my Bytes: A Burkeian Analysis of Corporate Responses to Data Theft in Cyberattacks*

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

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

**Reagan Escude**, Northwestern State University

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10:00 a.m. – 10:30 a.m.

Exhibit Hall (Ballroom C)

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**FBD Coffee Break**

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

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

**ASSOCIATION FOR BUSINESS COMMUNICATION  
SOUTHWESTERN UNITED STATES**

**March 8, 2018  
(Thursday)**

10:30 a.m. – 11:45 a.m.

Hopi

**Communication and Career Readiness**

**Session Chair: Kayla Sapkota**, University of Arkansas - Little Rock

*Workplace Manners and Civility: Students' Perceptions and Experiences*

**Sandra H. Bevell**, Arkansas State University

**Karen McDaniel**, Arkansas State University

*The Persistent Gap: Why do Business Graduates' Soft Skills Continue to Defy Employer Expectations and How Can Business Curriculum Reshape to make up the Difference*

**Lorelei Amanda Ortiz**, St. Edward's University

**Catherine MacDermott**, St. Edward's University

*Connecting with Companies for Experiential Learning*

**Donna Greenwald**, Bowling Green State University

*A Study on Former Dancing Stars' Transferable Skills, Career Transition Support, and New Career Satisfaction*

**Leslie Ramos Salazar**, West Texas A&M University

*Students' Expectations for the Undergraduate Business Communications Course*

**Julie McDonald**, Northwestern State University

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

11:45 a.m. – 1:30 p.m.

**Lunch on your own**

Maya

**ABC – SWUS Executive Board Meeting and Luncheon  
By Invitation Only**

1:30 p.m. – 3:00 p.m.

Hopi

**Change Your Perspective; Change Your Experience - Perspectives on Communication**

**Session Chair: Ashley Hall**, Stephen F. Austin State University

*Faculty Views of Communication Issues with Students at a Traditional University*

**Eddie Horton**, Northwestern State University

*Ethical Implications of Communicating Mass School Shooting Information*

**Ashley Katherine Yuckenberg**, George Mason University

*What Communication Barriers Hinder Innovation Diffusion Within Universities?*

**Rochelle Daniel**, Bowie State University

*Leading with a Two-edged Sword: An Existentialist View of Organizational Storytelling*

**Laural Adams**, Virginia Commonwealth University

*Nonverbal Contrast in the Contemporary Egalitarian Commercials: An Analysis of Popular Indian Advertisements*

**Swatantra**, Indian Institute of Management - Indore

**ASSOCIATION FOR BUSINESS COMMUNICATION  
SOUTHWESTERN UNITED STATES**

**March 8, 2018  
(Thursday)**

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3:00 p.m. – 3:30 p.m.

Exhibit Hall (Ballroom C)

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**FBD Coffee Break**

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

---

3:30 p.m. – 5:00 p.m.

Hopi

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**Breaking the Mold - Challenging Norms in Communication**

**Session Chair:** Carol S. Wright, Stephen F. Austin University

*Gamification in the College Classroom - Student Responses to Megapoint Opportunities*

**Gerald Plumlee, Jr.**, Southern Arkansas University

*Self-Regulated Learning in a Graduate Business Communications Course: A Qualitative Inquiry*

**Catherine Flynn**, Kaplan University

**Joel Olson**, Kaplan University

**Michelle Reinhardt**, Kaplan University

*Academic Persistence within Professional Communication Programs at Hispanic-Serving Institutions*

**Kenneth Robert Price**, Texas A&M University - Kingsville

*The Roles of Foreign Language in Business Administration*

**Kalu Bernard Orji**, Adeyemi College of Education Ondo

**Claudia Anne Kalil**, University of Cape Town

*Going for (the) Broke: Assembling an Open Educational Resources Textbook Equivalent for Business Communications*

**Craig Rinne**, Florida Atlantic University

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5:30 p.m. – 7:00 p.m.

Exhibit Hall (Ballroom C)

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**FBD Presidential Welcome Reception**

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*Enjoy your evening in Albuquerque!*

**ASSOCIATION FOR BUSINESS COMMUNICATION  
SOUTHWESTERN UNITED STATES**

**March 9, 2018  
(Friday)**

---

7:30 a.m. – 8:30 a.m.

Ballroom B

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**ABC-SWUS and ABIS Joint Breakfast**

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

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

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8:30 a.m. – 10:00 a.m.

Hopi

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**FBD/ABC-SWUS Choice Pick Session**

**Innovation and Advancement in Communication Education**

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

*Continuous Improvement through the Assessment Process in a Business Communication Course: A Ten-Year Journey*

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

**Marsha L. Bayless**, Stephen F. Austin State University

*The Effect of Case Studies on Students' Audience Awareness*

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

**Vincent Robles**, University of North Texas

*The Influence of Coloring Mandalas on Students' Communication Anxiety*

**Leslie Ramos Salazar**, West Texas A&M University

*When in Doubt, Cite: Activities and Assignments for Teaching the Rules of APA*

**Marcel Marie Robles**, Eastern Kentucky University

**Billy Ackerman**, Eastern Kentucky University

*Making the Most of Limited Time: Using Focus Tools to Improve Grammar, Mechanics, and Style*

**Kathryn O'Neill**, Sam Houston State University

**Geraldine E. Hynes**, Sam Houston State University

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10:00 a.m. – 10:30 a.m.

Exhibit Hall (Ballroom C)

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**FBD Coffee Break**

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**ASSOCIATION FOR BUSINESS COMMUNICATION  
SOUTHWESTERN UNITED STATES**

**March 9, 2018  
(Friday)**

---

10:30 a.m. – 12:00 p.m. ABC Business Meeting

Hopi

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**ABC SWUS Business Meeting (all members welcome)**

**Presiding:**            **Laura Lott Valenti**, ABC-SWUS President  
Nicholls State University

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

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1:30 p.m. – 3:00 p.m.

Hopi

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**Navigating 21<sup>st</sup> Century Communication**

**Session Chair:** **Ashly Smith**, Sam Houston State University

*Managerial Communication and Employee Job Satisfaction during Times of Organizational Change within the Healthcare Industry*

**Ashley Hall**, Stephen F, Austin State University

*Integrating the 21<sup>st</sup> Century Skills Framework as a Route to Job Preparedness in the Communications Industry*

**Kayla Sapkota**, University of Arkansas - Little Rock

*Make Room for Generation Z*

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

*An Examination of the Effect of Collaborative Technologies on Team Development and Function*

**Traci Austin**, Sam Houston State University

**Lucia Sigmar**, Sam Houston State University

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SOUTHWESTERN UNITED STATES**

**March 9, 2018  
(Friday)**

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3:00 p.m. – 3:30 p.m.

Exhibit Hall (Ballroom C)

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**FBD Coffee Break**

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---

3:30 p.m. – 5:00 p.m.

Hopi

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**Leading the Way with Communication**

**Session Chair: Danica L. Schieber**, Sam Houston State University

*Improving Perceived Career Readiness: Student Responses to Service-Learning Projects in Business Courses*

**Ashly Smith**, Sam Houston State University

**Mary Funck**, Sam Houston State University

*Downward Relational Maintenance in the Workplace*

**Kevin Sager**, University of Alaska - Fairbanks

*Conflating Leadership: The Role of Age and Experience on Perceptions of Leadership*

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

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

**Reagan Escude**, Northwestern State University

**Dalton Boyd**, Northwestern State University

*Promoting Cross-functional Team Interactions within General Business Classes*

**Christopher McKenna**, Stephen F. Austin State University

*Thinking Visually: Students Connect Textual and Visual Resources in Business Communication*

**Lindsay Camille Clark**, Sam Houston State University

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**

**Poster Presentation**

**Session B**

**Thursday, March 8 – Coffee Break II**

**3:00 p.m. – 4:00 p.m. – Exhibit Hall (Ballroom C)**

**Theme: Leadership and Communication**

*A Medium-Size Impact on a Huge Class with a Small Budget: Teaching Business Writing in a Required  
Interdisciplinary Sophomore-Year Course*

**Bonnie Auslander**, University of Colorado - Boulder

**August Ridley**, University of Colorado - Boulder

**Margot (Kiki) Adams**, University of Colorado - Boulder

**Rachel Austerfjord**, University of Colorado - Boulder

*Meeting the Leadership Communication Skills of our Students*

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

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

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## Officers

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<b>Executive Director</b>	<b>William Jackson</b> Stetson University

## Program Schedule Synopsis

### Thursday March 8, 2018

1:30 p.m. – 3:00 p.m.	Executive Board Meeting (by invitation only)
3:30 p.m. – 5:00 p.m.	Workshop: Forays Into Teaching and Consulting
5:30 p.m. – 7:00 p.m.	FBD Presidential Welcome Reception

### Friday March 9, 2018

7:30 a.m. – 8:30 a.m.	Welcome Breakfast and Meet the Leadership Team
8:30 a.m. – 10:00 a.m.	Paper Session: Capitalizing on the Winds of Change
10:00 a.m. – 10:30 a.m.	FBD Coffee Break
10:30 a.m. – 12:00 p.m.	Paper Session: Forming or Conforming to the Tides of Change
Noon – 1:30 p.m.	ASBE Business Meeting and Awards Luncheon
1:30 p.m. – 3:00 p.m.	Panel: Winds of Change in Entrepreneur and Small Business Research
3:30 p.m. – 5:00 p.m.	Paper Session: Stirring up change via Research
5:00 p.m. – 6:30 p.m.	Reception

**CONGRATULATIONS!**

**Recipient of the 2018 Federation of Business Disciplines Paper Award**

*An Exploratory Examination of the Ethical Decision Making Process of Entrepreneurs through the Theory of Planned Behavior Lens: A Multi-Criteria Approach*

**Jacob A. Voegel**, Coastal Carolina University  
**Luke A. Voegel**, Saginaw Valley State University

**Recipient of the 2018 Federation of Business Disciplines Outstanding Educator Award**

**Kitty L. Campbell**, Southeastern Oklahoma State University

**March 8, 2018**  
**(Thursday)**

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1:30 p.m. – 3:00 p.m.

Kiva Boardroom

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Executive Board Meeting  
 (By invitation only)

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3:00 p.m. – 3:30 p.m.

Exhibit Hall (Ballroom C)

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**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!!!***

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3:30 p.m. – 5:00 p.m.

Isleta

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**WORKSHOP**

Forays Into Teaching and Consulting

**Session Chair:**

**Janice A. Black**, Coastal Carolina University

*Are Entrepreneurs Ready for a Natural Disaster? – Ready, Reset, Reconnect!*

**Manuel G. Guerrero**, Stephen F. Austin University

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

**Christopher McKenna**, Stephen F. Austin University

**Krista K. Guerrero**, Woden Independent School District

**Brandy Pipes**, Stephen F. Austin University

*Exploring the Impact of Climate Change and Extreme Weather Events on Small Businesses: A SWOT Approach*

**Brent H. Kinghorn**, University of Montana - Billings

*Practical Tips on Dealing with Difficult Employees*

**Cindy Strickler**, University of Louisiana - Monroe

5:30 p.m. – 7:00 p.m.

Exhibit Hall (Ballroom C)

### **FBD Presidential Welcome Reception**

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

For a premier publishing opportunity, check out the peer-reviewed  
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for the low submission fee of \$40.*

**Make plans to join us in Houston for our 2019 conference.**



**46<sup>th</sup> Annual Conference**  
March 13-16, 2019  
Hyatt Regency Houston  
Houston, TX

## ASSOCIATION OF SMALL BUSINESS AND ENTREPRENEURSHIP

March 9 2018  
(Friday)

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7:30 a.m. – 8:30 a.m.

Zuni

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### ASBE Breakfast and Meet the Leadership Team

**Mary Jo Jackson (President)**, Stetson University

**Courtney Kernek (President-Elect)**, Southeastern Oklahoma State University

**Janice A. Black (Vice President- Programs)**, Coastal Carolina University

**Eugenie Ardoin (Vice President-Membership)**, University of Louisiana Monroe

**Randall Croom (Secretary/Treasurer)**, Stetson University

**Henry Cole (Immediate Past President)**, University of Louisiana - Monroe

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8:30 a.m. – 10:00 a.m.

Zuni

**PAPER SESSION** Capitalizing on the Winds of Change: Issues in Growth and Startups

**Session Chair:** **Jacob A. Voegel**, Coastal Carolina University

*Closing the Loop on Change: The Start Up of a Private Non-Profit School*

**Janice A. Black**, Coastal Carolina University

*Antecedents to Social Entrepreneurship Intention: The Big Five and Social Entrepreneurial Intention*

**Luke A. Voegel**, Saginaw Valley St. University

**Jacob A. Voegel**, Coastal Carolina University

*The Nitty Gritty of Personal Branding*

**Courtney Kernek**, Southeastern Ok. St. University

**Leslie A. Toombs**, Texas A&M University - Commerce

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10:00 a.m. – 10:30 a.m.

Exhibit Hall (Ballroom C)

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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.

## ASSOCIATION OF SMALL BUSINESS AND ENTREPRENEURSHIP

March 9 2018  
(Friday)

---

10:30 a.m. – 12:00 p.m.

Zuni

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### PAPER SESSION

Forming or Conforming to the Tides of Change: People & Ethics in Entrepreneurship

#### Session Chair:

**Lori D. Paris**, California State University, Sacramento

#### *Self-perception and Small Business*

**Cindy Strickler**, University of Louisiana – Monroe

**Henry Cole**, University of Louisiana - Monroe

**Eugenie Ardoin**, University of Louisiana - Monroe

#### *Leadership Studies and Entrepreneurial Leadership*

**Lori D. Paris**, California State University, Sacramento

**Brent H. Kinghorn**, University of Montana, Billings

#### *Are Entrepreneurs with High Levels of Political Skill Better Equipped to Handle Change?*

**Kendra L. Ingram**, Texas A&M University - Commerce

#### *The Impact of Commodity Checkoff Programs on Small Producers*

**Zachary M. Moore**, University of Louisiana - Monroe

**Laurie A. Babin**, University of Louisiana - Monroe

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12:00 p.m. -1:30 p.m.

Zuni

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### ASBE Business Meeting and Awards Luncheon

(All members are invited)

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1:30 p.m. – 3:00 p.m.

Zuni

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### PANEL

Winds of Change in Entrepreneur & Small Business Research

#### Panelists:

**J. Kay Keels (Case Editor, ETP)**, Coastal Carolina University

**William Jackson (Managing Editor, JBE)**, Stetson University

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3:00 p.m. – 3:30 p.m.

Zuni

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### FBD COFFEE BREAK

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## ASSOCIATION OF SMALL BUSINESS AND ENTREPRENEURSHIP

March 9 2018  
(Friday)

---

3:30 p.m. – 5:00 p.m.

Zuni

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### PAPER SESSION

Stirring up Change via Research

#### Session Chair:

**Brent H. Kinghorn**, University of Montana, Billings

*Entrepreneurs' Attitudes towards Technology: Differences Between Adopters and Non-Adopters*

**Claire Allison Stammerjohan**, University of Louisiana - Monroe

**Thomas DeNardin**, University of Louisiana - Monroe

**Finola Reed**, University of Louisiana – Monroe

**William W. Stammerjohan**, Louisiana Tech University

*An Exploratory Examination of the Ethical Decision-Making Process of Entrepreneurs through the Theory of Planned Behavior Lens: A Multi-Criteria Approach*

**Jacob A. Voegel**, Coastal Carolina University

**Luke A. Voegel**, Saginaw Valley State University

*Pre-commitment Strategies and Entrepreneurship Intentional Destruction of Secondary Options*

**C. W. Von Bergen**, Southeastern Oklahoma State University

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5:00 pm– 6:30 pm

Ballroom A

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### ASBE Reception

All members

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## ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

### 2017 - 2018 OFFICERS

President	<b>Sherry Rodrigue</b> , Nicholls State University
Vice President/Program Chair	<b>Degan Kettles</b> , Brigham Young University
Secretary	<b>Shane Schartz</b> , Fort Hays State University
Treasurer	<b>Carla J. Barber</b> , University of Central Arkansas
Proceedings Editor	<b>Clive Muir</b> , Stephen F. Austin State University
Past President	<b>James G. (Skip) Ward</b> , Fort Hays State University
Historian/Parliamentarian	<b>Marsha L. Bayless</b> , Stephen F. Austin State University
Journal Editor	<b>Lori Soule</b> , Nicholls State University
Reviewers	<b>Akhilesh Bajaj</b> , University of Tulsa <b>Carla J. Barber</b> , University of Central Arkansas <b>Warren Dickson</b> , University of Central Oklahoma <b>Brenda Hanson</b> , Northwestern State University <b>Karen Hardin</b> , Cameron University <b>Aurore Kamssu</b> , Tennessee State University <b>Carmella Parker</b> , Northwestern State University <b>Curtis Penrod</b> , Northwestern State University <b>Begona Perez-Mira</b> , Northwestern State University <b>Jason Powell</b> , Northwestern State University <b>Marcel Marie Robles</b> , Eastern Kentucky University <b>Sherry Rodrigue</b> , Nicholls State University <b>Shane Schartz</b> , Fort Hays State University <b>Lori Soule</b> , Nicholls State University <b>James G. (Skip) Ward</b> , Fort Hays State University <b>S. Ann Wilson</b> , Stephen F. Austin State University <b>Richard Woolridge</b> , University of Arkansas - Little Rock <b>Carol S. Wright</b> , Stephen F. Austin State University <b>Sarah Wright</b> , Northwestern State University

**CONGRATULATIONS!**

**Recipients of the ABIS 2018 Federation of Business Disciplines  
Distinguished Paper Award**

*Project Management Software: Development & Evaluation of the PMIS*

**J. Christopher Zimmer**, West Texas A&M University

**Liang Chen**, West Texas A&M University

**Jeremy C. Bellah**, West Texas A&M University

**CONGRATULATIONS!**

**Recipient of the 2018 FBD Outstanding Educator Award**

**Sherry Rodrigue**, Nicholls State University



Association of Business  
Information Systems

**ABIS 2018 Program Overview**

**Thursday March 8, 2018**

7:30 a.m. – 10:00 a.m.

**8:00 a.m. – ABIS & ABC – SWUS Joint Breakfast**

**8:30 a.m. - ABC-SWUS & ABIS Joint Session -  
Best Paper Presentations**

10:30 a.m. – 11:45 a.m.

Session: **Improving the IS Curriculum**

11:45 a.m. – 1:30 p.m.

**Lunch on your own**

**\*Executive Board Meeting**

1:30 p.m. – 3:00 p.m.

Session: **Teaching about Social Media**

3:30 p.m. – 5:00 p.m.

Session: **Communication Issues in an IT-enabled world**

5:30 p.m. – 7:00 p.m.

**FBD Presidential Welcome Reception**

**Friday March 9, 2018**

7:30 a.m. – 8:30 a.m.

**ABIS & ABC – SWUS Joint Breakfast**

8:30 a.m. – 10:00 a.m.

**ABIS Business Meeting** \* All Members Welcome \*

10:30 a.m. – 12:00 p.m.

Session: **Business Analytics 1**

Noon – 1:30 p.m.

**Lunch on your own**

1:30 p.m. – 3:00 p.m.

Session: **Business Analytics 2**

3:30 p.m. – 5:00 p.m.

**Roundtable Discussion of IS Topics**

## ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 8, 2018  
(Thursday)

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7:30 a.m. – 10:00 a.m. Joint Session with ABC

Ballroom A

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**7:30 AM – 8:30 AM**

### **ABIS and ABC – SWUS Joint Breakfast**

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

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

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**8:30 AM**

Ballroom A

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

**Session Co-Chairs/Association Presidents:**      **Kelly A. Grant and Degan Kettles**

#### **ABC-SWUS Best Paper:**

*Communications Strategies for Human Resource Managers and Other Counselors: Extensions and Applications of Equity Theory*

**N. Lamar Reinsch**, Lubbock Christian University

**Vicki Gates**, Georgetown University

#### **ABIS Best Paper:**

*Project Management Software: Development and Evaluation of the PMIS*

**J. Christopher Zimmer**, West Texas A&M University

**Liang Chen**, West Texas A&M University

**Jeremy C. Bellah**, West Texas A&M University

*Don't Bite my Bytes: A Burkeian Analysis of Corporate Responses to Data Theft in Cyberattacks*

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

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

**Reagan Escude**, Northwestern State University

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10:00 a.m. – 10:30 a.m.

Exhibit Hall (Ballroom C)

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### **FBD Coffee Break**

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

## ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

**March 9, 2018**  
**(Thursday)**

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10:30 a.m. – 11:45 a.m.

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### FBD / ABIS Choice Pick Session

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#### **SESSION B      Improving the IS Curriculum**

**Session Chair:**      **Shane Schartz**

*Undergraduate Management Information Systems Classes: A Pilot Study to Investigate Student Perspectives*

**Kimberly L. Merritt**, Oklahoma Christian University

**K. David Smith**, Cameron University

*The Importance of Information Technology Certifications to Employers of Information Technology Graduates*

**Shane Schartz**, Fort Hays State University

*Web Design and Mobile App Skills for 2020*

**Randall McCoy**, Morehead State University

*Approaching Recursively-Emergent Wicked Problems in Information Systems Design with a Designerly Epistemology of Practice*

**Jeffry Babb**, West Texas A&M University

**Leslie Waguespack**, Bentley University

**David Yates**, Bentley University

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11:45 a.m. – 1:30 p.m.

**Lunch on your own...**

Kiva Boardroom

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### **ABIS Executive Board Meeting and Luncheon      By Invitation Only**

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1:30 p.m. – 3:00 p.m.

Tewa

#### **SESSION C      Teaching Social Media**

**Session Chair:**      **Marsha L. Bayless**

*A Class Assignment: Helping Business Students Learn about Protecting Their Identities in a Technological Age*

**Betty Kleen**, Nicholls State University

**Lori Soule**, Nicholls State University

**Sherry Rodrigue**, Nicholls State University

*Social Media: Suggested Guidelines for Business Use*

**Marsha L. Bayless**, Stephen F. Austin State University

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

*Using Twitter in Business and Education: What the Tweet is that?*

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

**Laurie S. Rogers**, Stephen F. Austin State University

**Amanda Smith**, Lufkin Independent School District

## ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

**March 9, 2018**  
**(Thursday)**

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3:00 p.m. – 3:30 p.m.

Exhibit Hall (Ballroom C)

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### **FBD Coffee Break**

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

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3:30 p.m. – 5:00 p.m.

Tewa

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### **SESSION D      Communication Issues in an IT-enabled World**

**Session Chair:**      **S. Ann Wilson**

*Electronic Communication's Role in the Success of Minority and Women-Owned Businesses*

**Manuel G. Guerrero**, Stephen F. Austin State University

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

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5:30 p.m. – 7:00 p.m.

Exhibit Hall (Ballroom C)

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### **FBD Presidential Welcome Reception**

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*Enjoy your evening in Albuquerque!*

# ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 9, 2018  
(Friday)

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7:30 a.m. – 8:30 a.m.

Ballroom B

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## ABIS and ABC–SWUS Joint Breakfast

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

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

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8:30 a.m. – 10:00 a.m. ABIS Business Meeting

Tewa

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**SESSION E      ABIS Business Meeting**

**\* All Members Welcome \***

**Session Chair/ ABIS President:**      **Sherry Rodrigue**

*All members are invited to join us for our annual business meeting.*

The meeting agenda includes:

Election of Officers and Executive Board positions

Discussion of topics related to our Journal of Research in Business Information Systems (JRBIS)

Information and discussion on next year's conference

General discussion on topics introduced by general membership

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

Tewa

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## FBD Coffee Break

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## ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 10, 2018  
(Friday)

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10:30 a.m. – 12:00 p.m.

Tewa

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**SESSION F      Business Analytics I**

**Session Chair:**      **Robert Mitchell**, University of Arkansas - Little Rock

*Implications of Cultural Components of the Data Analytics Corporate Environment*

**Robert Mitchell**, University of Arkansas - Little Rock

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

**Vess Johnson**, University of Arkansas - Little Rock

*Efficacy of Text Mining Techniques on IS Curriculum Content Decisions using Job Posting Data*

**Richard Kumi**, University of Arkansas - Little Rock

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

*Data Visualization Adoption at Life.Church: A Case Study*

**Degan Kettles**, Brigham Young University

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12:00 p.m. – 1:30 p.m.

**Lunch on your own**

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**Don't forget to stay connected with ABIS between conferences!**

**Follow us at:**      <https://www.facebook.com/AssocBusInfoSys/>

<http://www.abis-fbd.org/>

**Contact us at:**      [ABIS.FBD@gmail.com](mailto:ABIS.FBD@gmail.com)



Association of Business  
Information Systems

## ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 10, 2018  
(Friday)

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1:30 p.m. – 3:00 p.m.

Tewa

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### SESSION G      **Business Analytics II**

**Session Chair:**      **Daniel Friesen**

*Data Mining and Analytics: Revenue Growth*

**Marcel Marie Robles**, Eastern Kentucky University

**Jim Larsgaard**, Eastern Kentucky University

*Data Analytics Curriculum Issues*

**Daniel Friesen**, University of North Texas - Dallas

**Theodore Larson**, University of North Texas - Dallas

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

Exhibit Hall (Ballroom C)

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### **FBC Coffee Break**

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## ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

**March 10, 2018  
(Friday)**

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

Tewa

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### **SESSION H      Round Table Discussion of IS Topics**

Guided discussion on current issues in our discipline, such as creating business analytics programs, online teaching, enhancing enrollment in our major, and research methods.

**Topic Coordinators:**      **As Assigned**



**Make plans to join us in Houston for our 2019 conference.**



### **46<sup>th</sup> Annual Conference**

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

Poster Presentation

**Session A**

**Thursday, March 8 – Coffee Break I**

**10:00 a.m. – 11:00 a.m. – Exhibit Hall (Ballroom C)**

**Theme: Technology Issues**

*Online Tools to Promote Learner-Learner and Instructor-Learner Interaction*

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

**Session C**

**Friday, March 9 – Coffee Break III**

**10:00 a.m. – 11:00 a.m. – Exhibit Hall (Ballroom C)**

**Theme: Student Learning**

*Benefits and Challenges of Half Semester Online Classes*

**Ashley Hall**, Stephen F. Austin State University

**Susan Evans Jennings**, Stephen F. Austin State University

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**46<sup>th</sup> Annual Conference**

March 13-16, 2019

Hyatt Regency Houston

Houston, TX

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

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**Renée Gravois**, Sam Houston State University

**CONGRATULATIONS!**

**2018 Federation of Business Disciplines Distinguished Paper Award**

*Study on the Factors that Favor Satisfaction in the Selection of a Smartphone Brand: Multi-Country Analysis*

**Enrique Marinao Artigas**, Universidad de Santiago de Chile  
**Karla Barajas-Portas**, Universidad de Anáhuac, México  
**Silvia L. Martin**, California State University, Los Angeles

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**Track Chairs**

*Branding and Brand Management*

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

*Consumer Behavior and Customer Relationship Management*

**Kishwar Joonas**, Prairie View A&M University

*Ethics, Legal, and Public Policy*

**Grant C. Aguirre**, University of Central Oklahoma

*Global and Cross-Cultural Marketing*

**Yi-Chia Wu (Shair)**, Tarleton State University

**Haithem Zourrig**, Kent State University

*Marketing Education and Experiential and Service Learning*

**Marilyn Eastman**, Morningside College

*Marketing Research*

**Sanjay S. Mehta**, Sam Houston State University

*Marketing Strategy and Innovation*

**Silvia L. Martin**, California State University - Los Angeles

**Paloma Bernal**, Universidad Rey Juan Carlos, Madrid Georgetown University

*New Media, Advertising, and Marketing Communications*

**Priyanka Khandelwal**, West Texas A&M University

*Student Research*

**Pamela L. Mickelson**, Morningside College

*Supply Chain Management and Business to Business Marketing*

**Mel F. Zuberi**, Saint John Fisher College

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**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**2018 Reviewers: Thank you very much for your service to ACME!**

**Grant C. Aguirre**, University of Central Oklahoma

**David K. Amponsah**, Troy University

**Jeffrey Anderson**, California State University

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

**Marilyn Eastman**, Morningside College

**Asri Jantan**, Edinboro University

**Kishwar Joonas**, Prairie View A&M University

**Priyanka Khandelwal**, West Texas A&M University

**Ceyhan Kilic**, Tarleton State University, Texas A&M

**Enrique Marinao Artigas**, Universidad de Santiago de Chile

**Sanjay S. Mehta**, Sam Houston State University

**Savita Hanspal**, State University of New York, Potsdam, NY

**Silvia L. Martin**, California State University - Los Angeles

**Pamela L. Mickelson**, Morningside College

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**Sergiy Spivakovsky**, Higher Colleges of Technologies, UAE

**Idrisha Tamuly**, Gauhati Commerce College, India

**Laura Lott Valenti**, Nicholls State University

**Yi-Chia Wu (Shair)**, Tarleton State University

**Meltem Yaman**, Nisantasi University, Turkey

**Haithem Zourrig**, Kent State University

**Mel F. Zuberi**, Saint John Fisher College

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 8, 2018  
(Thursday)**

**CONGRATULATIONS!**

**BEST OF TRACK PAPER AWARD WINNERS**

**Branding and Brand Management Track**

*Antecedents of Independent Living: A Conceptual Framework for the Laboratory for Wellness and Motor Behavior – A New Branding Concept*

**Chris Shao**, Tartleton State University, Texas A&M

**Ceyhan Kilic**, Tartleton State University, Texas A&M

**Consumer Behavior and Customer Relationship Management Track**

*Are Consumers Rational in the Use of Medications? Examining Consumer Awareness, Attitudes and Behaviors Related to Medicine Use in Turkey*

**Dilaver Tengilimoğlu**, Atılım University, Turkey

**Perihan Şenel Tekin**, Ankara University, Turkey

**Aysu Kurtuldu**, Trakya University, Turkey

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

**Ethics, Legal, and Public Policy Track**

*A Framework for Exploring Chinese Business Ethics*

**Tony Yan**, New Mexico State University

**Michael R. Hyman**, New Mexico State University

**Jiani Jiang**, New Mexico State University

**Global and Cross-Cultural Marketing Track**

*Changes in Refugees' Consumption Patterns and Well-Being: A Theoretical Framework and Implications for Service Providers*

**Haithem Zourrig**, Kent State University

**Marketing Education, Experiential and Service Learning Track**

*How Important are the Learning Styles of Marketing Students?*

**Gregory S. Black**, Metropolitan State University - Denver

**Marketing Strategy Track**

*Study on the Factors that Favor Satisfaction in the Selection of a Smartphone Brand: Multi-Country Analysis*

**Enrique Marinao Artigas**, Universidad de Santiago de Chile

**Karla Barajas-Portas**, Universidad de Anáhuac, - México

**Silvia L. Martin**, California State University - Los Angeles

**New Media, Advertizing, and Marketing Communications Track**

*The Evolving Nature of Service Recovery: Examining the Impact of a Digital World*

**Donald Baack**, Pittsburg State University



**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 8, 2018  
(Thursday)**

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8:30 a.m. – 10:00 a.m.

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**SESSION A            Marketing Education, Experiential and Service Learning**

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

*How Important are the Learning Styles of Marketing Students?*

**Gregory S. Black**, Metropolitan State University of Denver

*Suggestions to Increase Course Evaluation Response Rates in Online Courses*

**Denise T. Ogden**, Penn State University - Lehigh Valley

**James R. “Doc” Ogden**, Kutztown University of Pennsylvania

*Segmenting Present Day Undergraduate College Students Using Values and Behaviors: Relationship*

**Sarath A. Nonis**, Arkansas State University

**Gail I. Hudson**, Arkansas State University

**Melodie Philhours**, Arkansas State University

*Student Satisfaction with Online Courses: Antecedents and Implications for Program Design and Marketing*

**Irfan Ahmed**, Sam Houston State University

**Vivek S. Natarajan**, Lamar University

**Sanjay S. Mehta**, Sam Houston State University

**Gopala Ganesh**, University of North Texas

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8:30 a.m. – 10:00 a.m.

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**SESSION B            Ethics, Law, and Public Policy**

**Session Chair:**        **Grant C. Aguirre**, University of Central Oklahoma

*Measuring the Efficacy of Online Education in Marketing Ethics*

**Stefan Genchev**, University of Central Oklahoma

**Grant C. Aguirre**, University of Central Oklahoma

*From Classical Democratic Theory to Elite Theory and the Need for a New Paradigm in Political Marketing in the Age of Trump*

**Grant C. Aguirre**, University of Central Oklahoma

*A Framework for Exploring Chinese Business Ethics*

**Tony Yan**, New Mexico State University

**Michael R. Hyman**, New Mexico State University

**Jiani Jiang**, New Mexico State University

*Creating Shared Value: Interpretation and Integration in Asia, and Strategic Research and Practice Development*

**Rebecca Chunghee Kim**, Ritsumeikan Asia Pacific University Japan

**Akira Saito**, Chuo University Japan

**Avvari V. Mohan**, Nottingham University Business School Malaysia

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 8, 2018  
(Thursday)**

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10:00 a.m. – 10:30 a.m.

Exhibit Hall (Ballroom C)

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**FBD COFFEE BREAK**

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

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

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10:30 a.m. – 12:00 p.m.

Picuris

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**SESSION A            Marketing and Advertising Research**

**Session Chair:**        **Priyanka Khandelwal**, West Texas A&M University,

*The Evolving Nature of Service Recovery: Examining the Impact of a Digital World*  
**Donald Baack**, Pittsburg State University

*Feasibility of the 2020 U.S. On-line Census: Lessons Learnt from the 2016 Australian Census*  
**Sanjay S. Mehta**, Sam Houston State University - Huntsville  
**Mark R. Leipnik**, Sam Houston State University - Huntsville

*The Effects of Advertising Valence on Comparative Advertising*  
**Tommy Hsu**, Tarleton State University, Texas A&M

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10:30 a.m. – 12:00 p.m.

Sandia

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**SESSION B            Consumer Behavior and Customer Relationship Management**

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

*Are Consumers Rational in their Use of Medications? Examining Consumer Awareness, Attitudes and Behaviors Related to Medicine Use in Turkey.*

**Dilaver Tengilimoğlu**, Atilim University, Turkey  
**Perihan Şenel Tekin**, Ankara University, Turkey  
**Aysu Kurtuldu**, Trakya University, Turkey  
**Türkan Dursun-Kilic**, West Texas A&M University

*Mexican Consumers' Flow Search Experience: A Study Proposal*

**Kishwar Joonas**, Prairie View A&M University  
**Ahmed Mahfouz**, Prairie View A&M University  
**Diana Dávila Ruiz**, Universidad Anáhuac, México  
**Claudia Jaquelina González Trujillo**, Universidad de Monterrey, México

*Determinants of Recall of a Cognitive Learning Task in Mexico: A Theoretical Approach*

**Kishwar Joonas**, Prairie View A&M University  
**Ahmed Mahfouz**, Prairie View A&M University  
**Claudia Jaquelina González Trujillo**, Universidad de Monterrey, México  
**Diana Dávila Ruiz**, Universidad Anáhuac, México

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 8, 2018  
(Thursday)**

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12:00 p.m. – 1:30 p.m.

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**Lunch on Your Own**

Get together with some ACME colleagues and enjoy lunch!

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1:30 p.m. – 3:00 p.m.

Picuris

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**SESSION A      Marketing Strategy and Innovation**

**Session Chair:**      **Silvia L. Martin**, California State University - Los Angeles  
                                 **Paloma Bernal**, Universidad Rey Juan Carlos, Madrid.  
                                 Georgetown University - Washington, DC

*The Dynamics of Status of Handloom Industries in Haryana; A Study in Retrospects and Prospects*  
**Sanjay Arora**, Guru Nanak Khalsa College Yamuna Nagar, India

*The Moderating Effect of Culture on a Firm's Competitive Advantage: The Fast Food Chain.*  
**Yi Chia Wu (Shair)**, Tarleton State University

*Impact of Strategy on New Product Development and Performance: Small Business Success*

**Denisse Olivas**, University of Texas - El Paso  
**Gary Frankwick**, University of Texas - El Paso  
**Danaris Medina**, University of Texas - El Paso  
**Art Diaz**, University of Texas - El Paso

*Streamlining Maintenance Crew Capacity and Utilization to Improve Aircraft Availability*

**Christopher Chadler**, Texas A&M University  
**Malini Natarajarithnam**, Texas A&M University

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1:30 pm - 3:00 pm

Sandia

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**SESSION B      AxxessCapon Teaching Innovation Competition – Finalist Presentations**

**Session Chair:**      **Grant C. Aguirre**, University of Central Oklahoma

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

*ACME expresses its tremendous gratitude to AxxessCapon for once again sponsoring an ACME teaching award. AxxessCapon specializes in marketing textbooks and international business textbooks with an innovative variety of formats and prices. Visit [www.axxesscapon.com](http://www.axxesscapon.com) for information.*

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3:00 p.m. – 3:30 p.m.

Exhibit Hall (Ballroom C)

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**FBD COFFEE BREAK**

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Great door prize drawings take place at **3:15 p.m.** in the Exhibit Area. *Must be present to win.*

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 8, 2018  
(Thursday)**

3:30 p.m. – 5:00 p.m.

Picuris

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**SESSION A            Marketing Strategy and Innovation**

**Session Chair:**        **Silvia L. Martin**, California State University - Los Angeles  
                                 **Paloma Bernal**, Universidad Rey Juan Carlos, Madrid.  
                                 Georgetown University - Washington, DC

*The Influence of Customer and Supplier Network Ties on International Diversification*

**Jeffrey Anderson**, California State University - Los Angeles

**Silvia L. Martin**, California State University - Los Angeles

**Ruby P. Lee**, Florida State University

*Study on the Factors that Favor Satisfaction in the Selection of a Smartphone Brand: Multi-Country Analysis*

**Enrique Marinao Artigas**, Universidad de Santiago de Chile

**Karla Barajas-Portas**, Universidad de Anáhuac, México

**Silvia L. Martin**, California State University - Los Angeles

*Using Perceptions and Marketing Communication of AACSB's New Standards to Entice Impact*

**Laura Lott Valenti**, Nicholls State University

*New Developments in Marketing Capabilities during Turbulent Times*

**Silvia L. Martin**, California State University - Los Angeles

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3:30 p.m. – 5:00 p.m.

Sandia

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**SESSION B            Global and Cross-Cultural Marketing**

**Session Chair:**        **Yi-Chia Wu (Shair)**, Tarleton State University

*Online and offline shopping behavior in Indian Market*

**Sergiy Spivakovsky**, Higher Colleges of Technology, UAE

**Idrisha Tamuly**, Gauhati Commerce College, India

*Bribery and Corruption: A Qualitative Content Analysis of Students' Perceptions of a Bribery and Corruption Case Scenario*

**David K. Amponsah**, Troy University

*Changes in Refugees' Consumption Patterns and Well-Being: A Theoretical Framework and Implications for Service Providers*

**Haithem Zourrig**, Kent State University

*Challenges Inhibiting Malaria Aid in the Democratic Republic of the Congo*

**Brittany T. Gardner**, Texas A&M University

**Wei Lu**, Texas A&M University

**Malini Natarajarathinam**, Texas A&M University

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 8, 2018  
(Thursday)**

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5:30 p.m. – 7:00 p.m.

Exhibit Hall (Ballroom C)

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**FBD Presidential Welcome Reception**

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

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



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

**Make plans to join us in Houston for our 2019 conference.**



**46<sup>th</sup> Annual Conference**  
March 13-16, 2019  
Hyatt Regency Houston  
Houston, TX

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 9, 2018  
(Friday)**

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8:30 a.m. – 10:00 a.m.

Picuris

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**SESSION A      Best Practices in Service Learning and Community Engagement Courses**

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

*A Model for Academic Community Engagement*

**Sanjay S. Mehta**, Sam Houston State University

**Irfan Ahmed**, Sam Houston State University

*Building a Pipeline of Clients: Engaging Students with the Community*

**Julie B. Haworth**, University of Texas - Dallas

**Daniel Rajaratnam**, University of Texas - Dallas

*Client Roles in Student Projects*

**Renée Gravois**, Sam Houston State University

**Pamela L. Mickelson**, Morningside

*Evaluation of Service Learning*

**Kishwar Joonas**, Prairie View A&M University

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8:30 a.m. – 10:00 a.m.

Sandia

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**SESSION B      Marketing Advances**

**Session Chair:**      **Haithem Zourrig**, Kent State University

*Satisfying State Residents with Fewer Inputs: A Data Envelopment Analysis*

**Chien-Chung Chen**, New Mexico Highland University

*Analytical Study of Market Acceptability & Market Response of Pepsi & Coca Cola.*

**Anshul Sharma**, Vinayak Institute of Management, Karnal, Haryana (India)

*Exploring Attitudes towards Animals: Cases in Taiwan and the United States*

**Yi Chia Wu (Shair)**, Tarleton State University

*Purchase Planning for Obsolete and Discontinued products for Nuclear Power Plants*

**Christopher Walker**, Texas A&M University

**Malini Natarajarathinam**, Texas A&M University

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10:00 a.m. – 10:30 a.m.

Exhibit Hall (Ballroom C)

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**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.*

ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS

March 9, 2018  
(Friday)

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10:30 a.m. – 12:00 p.m.

Picuris

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**PLENARY SESSION:**

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

*“Get Carried Away” – Marketing the Albuquerque International Balloon Fiesta*

**Don’t miss our ACME Plenary Session, featuring representatives from the Albuquerque International Balloon Fiesta, the world’s premier balloon event! ACME members and members of all of our FBD sister organizations are invited to attend.**

*Plenary Session Overview:*

The Albuquerque International Balloon Fiesta is the largest balloon event in the world, held each year in Albuquerque beginning the first weekend in October. From its first gathering of 13 balloons in 1972, the festival now features almost 600 balloons and pilots and more than 850,000 guests.

ACME is delighted to welcome a team of marketing and communications professionals from the Balloon Fiesta to share “high-lights of marketing the event.

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



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

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 9, 2018  
(Friday)**

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12:00 p.m. – 1:15 p.m.

Tesuque

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***ACME Business Luncheon and Awards Meeting***

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

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

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1:30 p.m. – 3:00 p.m.

Picuris

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**SESSION A            Branding and Brand Management**

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

*Drivers of NFP Brand Equity for Millennials*

**Andrea Finchum**, West Texas A&M University

*Do Smartphone Applications Create Brand Continuance?*

**Delmer Nagy**, Tarleton State University, Texas A&M

**Jacob Hutson**, Tarleton State University, Texas A&M

**Justin Johnson**, Tarleton State University, Texas A&M

*Antecedents of Independent Living: A Conceptual Framework for the Laboratory for Wellness and Motor Behavior – A New Branding Concept*

**Chris Shao**, Tarleton State University, Texas A&M

**Ceyhan Kilic**, Tarleton State University, Texas A&M

*A Comparison of Customer Satisfaction for Online and In-Store Retailers: A Case of High Tech Product Purchases*

**Ceyhan Kilic**, Tarleton State University, Texas A&M

**Türkan Dursun-Kiic**, West Texas A&M University

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1:30 p.m. – 3:00 p.m.

Sandia

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**SESSION B            PANEL SESSION: Taking Sides, Changing Sides: Incorporating Diverse Perspectives in Marketing Education**

**Session Chair:**        **Irfan Ahmed**, Sam Houston State University  
                         **Sanjay S. Mehta**, Sam Houston State University  
                         **Irfan Ahmed**, Sam Houston State University  
                         **Mel F. Zuberi**, Saint John Fisher College



**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 9, 2018  
(Friday)**

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3:00 p.m. – 3:30 p.m.

Exhibit Hall (Ballroom C)

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**FBD COFFEE BREAK**

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3:30 p.m. – 5:00 p.m.

Picuris

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**WORKSHOP**

**Getting Your Students Better Prepared to Use Excel and Marketing Metrics**

**Session Chair:**

**Gopala Ganesh,** University of North Texas

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3:30 p.m. – 5:00 p.m.

Sandia

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**SESSION B**

**Student Research Symposium**

**Session Chair:**

**Pamela L. Mickelson,** Morningside College

*Truth or Consequences, New Mexico: Lost History, Emerging Opportunities*

**Connor Matheson,** McMurry University

**Ann Liprie-Spence,** McMurry University

**Patricia A. Lapoint,** McMurry University

*Online Shopping, Word of Mouth, and the Differences between Platforms: Social-based versus Retail-based Platforms*

**Trever Field,** University of Central Oklahoma

**Thanh Tran,** University of Central Oklahoma

Please join us for the 2019 ACME Conference!  
March 13-16, 2019 ♦ Houston, Texas  
Hyatt Regency Houston

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

<b>President</b>	<b>Mohan Rao</b> , Texas A&M University - Corpus Christi
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<b>Program Chair</b>	<b>Khaled A. Alshare</b> , Qatar University
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<b>Past President</b>	<b>Hong Qin</b> , University of Texas - Rio Grande Valley

## 2018-2018 TRACK CHAIRS

<b>Accounting</b>	<b>Mary Fischer</b> , University of Texas - Tyler
<b>Business Analytics</b>	<b>Adam M. Fadlalla</b> , Qatar University
<b>DSS &amp; ES</b>	<b>Binshan Lin</b> , Louisiana State University - Shreveport
<b>E-Commerce &amp; Mobile</b>	<b>Robert Cutshall</b> , Texas A&M University - Corpus Christi
<b>Enterprise Systems (ERP)</b>	<b>Gina Harden</b> , Stephen F. Austin State University
<b>Finance</b>	<b>M. Kabir Hassan</b> , University of New Orleans
<b>Healthcare &amp; Economics</b>	<b>Venugopal Gopalakrishna-Remani</b> , University of Texas - Tyler
<b>Info Security and Privacy</b>	<b>Mohammad I. Merhi</b> , Indiana University - South Bend
<b>Innovative Education</b>	<b>Kai S. Koong</b> , Tuskegee University
<b>International Business</b>	<b>Yasir Fadol</b> , Qatar University
<b>Internet of Things &amp; Big Data</b>	<b>John Seydel</b> , Arkansas State University
<b>Management &amp; Org Behavior</b>	<b>Michael Meeks</b> , Louisiana State University - Shreveport
<b>Management Info Systems</b>	<b>Michael Ellis</b> , University of Central Arkansas
<b>Marketing</b>	<b>Thiagarajan Ramakrishnan (Ram)</b> , Prairie View A&M University
<b>Operations Management</b>	<b>Balaji Janamanchi</b> , Texas A&M International University
<b>Quality and Lean Six Sigma</b>	<b>Matthew Lindsey</b> , Stephen F. Austin State University
<b>Quantitative Methods</b>	<b>Robert Pavur</b> , University of North Texas
<b>Social Media &amp; Networking</b>	<b>Habibullah Khan</b> , Qatar University
<b>Supply Chain, Logistics UAVs</b>	<b>Krishan Rana</b> , Alabama A&M University
<b>Business Environment, Law, Ethics, and Cross Cultural Studies</b>	<b>Andrew Mazen Dahdal</b> , Qatar University
<b>Student Track</b>	<b>Victor Prybutok</b> , University of North Texas
<b>Special Panels</b>	<b>S. Mantravadi</b> , University of West Florida
<b>Proceedings Editor</b>	<b>Mohan Rao</b> , Texas A&M University - Corpus Christi

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**SPECIAL EVENTS, WORKSHOPS & PANELS**

*Workshop: Introduction to Predictive Analytics*

**Wednesday, March 7, 2018, 1:00 p.m. - 5:00 p.m.**

**Presenter: David E. Douglas**, University of Arkansas

*Journal Editors Panel*

**Thursday, March 8, 2018, 1:30 p.m. - 3:00 p.m.**

**Binshan Lin**, Expert Systems with Applications, **Moderator**

**Khaled A. Alshare**, Studies in Business and Economics

**Mary Fischer**, Federation of Business Disciplines Journal

**Kai S. Koong**, International Journal of Services and Standards

*Workshop:*

*Structural equation modeling with WarpPLS: A focus on publication in top-tier decision sciences and information systems journals*

**Friday, March 9, 2018, 8:30 a.m. – 10:00 a.m.**

**Presenter: Ned Kock**, Texas A&M International University

*Deans Panel*

**Friday, March 9, 2018, 10:30 a.m. – 12:00 p.m.**

*The Challenges and the Future Role of Universities: Is It the Time to Change a Long-Standing Tradition?*

**Khaled A. Alshare**, Qatar University, **Moderator**

**Peggy Lane**, University of Louisiana - Monroe, **Moderator**

**Michael Lane**, Missouri Western State University

**Khalid Shams**, Qatar University

**Victor Prybutok**, University of North Texas

***FBD/SWDSI Choice Pick Session***

*Workshop:*

*How to Use Assessment Analysis to Improve Student and Instructor's Performance*

**Friday, March 9, 2018, 10:30 a.m. – 12:00 p.m.**

**Presenter: Mahmood A. Ahmed**, Qatar University

*Workshop: Hadoop Framework and Cloud Computing: A Hands-On*

**Friday, March 9, 2018, 1:30 p.m. – 3:00 p.m.**

**Presenter: Thuan Nguyen**, University of North Texas

*Doctoral Consortium*

**By Invitation Only**

**Friday, March 9, 2018, 12:30 p.m. – 5:00p.m.**

**MEETINGS**

**SWDSI 2018 Business Meeting**

**Thursday, March 8, 2018 3:30 p.m. - 5:00 p.m.**

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**CONGRATULATIONS!!!**

**RECIPIENT OF THE 2018 FEDERATION OF BUSINESS DISCIPLINES  
DISTINGUISHED PAPER AWARD**

*Avoiding Double Whammy in Case of Service Failure*  
**Ahasan Harun**, University of North Texas

**RECIPIENT OF THE 2018 FEDERATION OF BUSINESS DISCIPLINES  
OUTSTANDING EDUCATOR AWARD**

**Carl M. Rebman Jr.**, University of San Diego

**RECIPIENT OF THE SWDSI 2018 LIFETIME ACHIEVEMENT AWARDS**

**David E. Douglas**, University of Arkansas  
**Michael E. Hanna**, University of Houston - Clear Lake

**RECIPIENTS OF THE 2018 BEST STUDENT PAPER AWARDS**

**Alpha Iota Delta Best Student Paper Award**

*Avoiding Double Whammy in Case of Service Failure*  
**Ahasan Harun**, University of North Texas

*A Two-Stage Deep Neural Network Technique for Predicting the Insurance Cross-Selling  
Opportunity*

**Xiaoguang Tian**, University of North Texas

*The Role of Organizational Commitment and Pay Satisfaction in Employee Retention*  
**Abdulla Abdulziz Turki Alsubaie**, Qatar University

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 7, 2018  
(Wednesday)**

1:00 p.m. – 5:00 p.m.

Santa Domingo

***Workshop: Introduction to Predictive Analytics***

**Presenters:**         **David E. Douglas**, University of Arkansas

Participants in this hands-on workshop will walk-away with predictive analytics examples that they can immediately incorporate into their classes. Predictive models will be created using the more popular predictive models including multilinear regression and classification models including decision trees and neural networks as well as more advanced techniques such as random forests. This workshop will be valuable for faculty that are just starting into predictive analytics, new to the software, or just need an example to run as part of a class. IBM SPSS Modeler is the software that will be used for the workshop. It is a drag-and-drop GUI that allows building powerful models without programming.

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



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

**Make plans to join us in Houston, Texas for our 2019 conference.**



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Houston, Texas

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 8, 2018  
(Thursday)**

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7:00 a.m. – 8:30 a.m.

Ballroom B

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**MEETING                      Officers and Directors Meeting**

**Presiding:** **Mohan Rao**, Texas A&M University - Corpus Christi

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

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

Apache

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**SESSION A                      Operations Management-I**

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

*Relative Importance of Environmental Awareness and Vehicle-Related Factors in a Decision-Making Model*

**Lu Xu**, University of North Texas

**Victor Prybutok**, University of North Texas

*Operationalizing Project Governance and Information Technology Governance: Implications of an Empirical Study of Impacts on Project Governance*

**Pinyarat Sirisomboonsuk**, University of Massachusetts - Dartmouth

**James Burns**, Texas Tech University

**Ray Qing Cao**, University of Houston - Downtown

**Vicky Gu**, University of Houston - Clear Lake

*Estimating Probability of Project Completion: Parkinson's Law vs. Theory of Constraints*

**Balaji Janamanchi**, Texas A&M International University

*Using the PPP Model to Analyze Performance at a Micro-Irrigation Company*

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

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



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

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 8, 2018  
(Thursday)**

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

Isleta

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**SESSION B                    Internet of Things and Big Data-I**

**Session Chair:**        **Mobark Aldossari**, University of North Texas

*IoT in The Future: How It Will Shape Business Today.*

**Daniel Mankey**, University of Central Arkansas

**Mark McMurtrey**, University of Central Arkansas

**James Downey**, University of Central Arkansas

*Examining the Individual Acceptance of the Internet of Things (IoT) Technologies*

**Mobark Aldossari**, University of North Texas

**Anna Sidorova**, University of North Texas

*Overcoming Inaccuracy with Clustering Based Sentiment Analysis*

**Aleck Nash**, University of the Incarnate Word

*The Moderating Effect of Cultural Dimensions on the Adoption of Internet of Things*

**Khaled A. Alshare**, Qatar University

**Osaid Al Samarah**, Qatar University

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

Jemez

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**SESSION C                    Innovative Education-I**

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

*A Probability Activity for Business Statistics Classes*

**Michael Ellis**, University of Central Arkansas

**Geoffrey Hill**, University of Central Arkansas

**Carla J. Barber**, University of Central Arkansas

*Web Scraping to Inform Curriculum Decisions: An Exploratory Study*

**Joseph H. Schuessler**, Tarleton State University

**Dennis Jones**, Tarleton State University

*The Role of Educator Preparation Programs, Goals, and Motivation in Technology Use in Math-Based Courses*

**Leslie Ramos Salazar**, West Texas A&M University

**Elsa Diego-Medrano**, West Texas A&M University

*The Impact of Blockchain in Business Curriculum*

**Jack Crumbly**, Tuskegee University

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 8, 2018  
(Thursday)**

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

Nambe

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**SESSION D            Enterprise Systems (ERP)**

**Session Chair:**        **Denise Philpot**, University of North Texas

*Predictors of Students' Perceived Learning Outcomes in Sap-Enabled Courses: A System View of Students, Instructor, and the Software*

**Yu Zhao**, Lamar University

**Kakoli Bandyopadhyay**, Lamar University

**Cynthia Barnes**, Lamar University

*Lessons Learned Before, During and Post ERP Implementation: Case Study of A Manufacturing Firm*

**Peggy Lane**, University of Louisiana - Monroe

**Kirill Yurov**, Missouri Western State University

*Stickley or Ikea? Contrasting ERP Academic Alliance Philosophies*

**J. Christopher Zimmer**, West Texas A&M University

**Denise Philpot**, University of North Texas

*Use of an Equipment Acquisition Plan for Teaching Supply Chain Management*

**George L. Edwards**, Tuskegee University

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

Navajo

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**SESSION E            Innovative Education-II**

**Session Chair:**        **Charfeddine Lanouar**, Qatar University

*Understanding Self-Regulated Learning of Historically Black Colleges and Universities (HBCU) Students*

**Obyung Kwun**, Southern University - New Orleans

**Ghasem S. Alijani**, Southern University - New Orleans

*The ITC/CIS Assessment Model*

**Elizabeth Prejean**, Northwestern State University

*Applications of Engagement Theory as a Retention Tool*

**Faye Jackson**, Tuskegee University

**Tiombe Jones**, Tuskegee University

**Cassandra Thomas**, Tuskegee University

*Exploring Factors Affecting the Adoption of E-Learning in GCC Countries: Integrating Individuals Values to the UTAUT Model*

**Charfeddine Lanouar**, Qatar University

**Ferchichi Asma**, Manouba University - Tunisia



**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 8, 2018  
(Thursday)**

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

Exhibit Hall (Ballroom C)

**FBD Coffee Break**

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

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

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



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**46<sup>th</sup> Annual Conference**  
March 13 - 16, 2019  
Hyatt Regency Houston  
Houston, Texas

## SWDSI Lifetime Achievement Award

David E. Douglas, PhD



**David Douglas**, Emeritus Professor, has been an active member of Decision Sciences and Southwest Decision Sciences (SWDSI) since 1985. He retired August 2017 after 42 years on faculty with the University of Arkansas with his initial appointment in Industrial Engineering in 1975. He moved to what is now the Information Systems Department in 1978 and served as Department Chair from 1985 to 1997 and again as interim Department Chair in 2010. The Department implemented its PhD program and its Master of Information Systems program during his time as Department Chair. Dr. Douglas relished teaching, working with industry and applied research. He has taught in 5 different countries—Australia, China, France, Greece, and Vietnam. He is the recipient of several teaching and service awards. As Director of Enterprise Systems, he was instrumental in obtaining gifts in kind in excess of \$200 million from Enterprise Systems platform partners – IBM, Microsoft, SAP, Teradata and SAS. He received IBM Faculty Awards in 2007 and 2013 and Teradata Pioneer Award in 2017. Publications have appeared in various journals including *Communications of the ACM*, *Decision Sciences Journal of Innovative Education*, *Ethics and Behavior*, the *Journal of Business Ethics*, the *Journal of Computer Information Systems*, the *Journal of Organizational and End User Computing*, *Information and Management*, and the *Journal of Management Information Systems*, as well as international, national and regional *Proceedings* of various Conferences.

David has been active in the Decision Sciences Institute DSI and Southwest Decision Sciences Institute as well as the Federation of Business Disciplines (FBD) since 1986. He has served in many capacities including President of SWDSI in 1996-97 and President of FBD in 2004-2005. He is the recipient of the SWDSI Outstanding Educator of the Year award in 2000 and the FBD Sam Bruno Lifetime Achievement Award in 2012. David continues to be involved with FBD and SWDSI focusing on data analytics.

Dr. Douglas received his PhD in Industrial Engineering from the University of Arkansas. He teaches in a wide variety of information systems areas with emphasis on data analytics, data mining, business intelligence, enterprise systems, and global IT. Research includes impact of data analytics and cognitive computing. He has taught in several countries and presents workshops worldwide. He has received a number of honors and awards including International Educator of the year (IACIS), 2010 Majdi Najm Outstanding Service Award (SAP University Alliances), IBM International Professor of the month, two IBM faculty awards and NSF co-principal investigator for Enterprise Computing Community. In addition to the Co-Director and Director positions at the University of Arkansas, Douglas serves on the Executive Committee of the Information Technology Research Institute as well as serving on the Teradata University Network Board, the SAP University Alliances Board and on the Editorial Board of the *Journal of Global Communications*. His work with industry partners' results in hardware/software gifts valued at more than \$20 million dollars annually.

SWDSI is indebted to David for his many valuable years of service to our organization. He has always been a great mentor, colleague and friend.

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 8, 2018  
(Thursday)**

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

Apache

**SESSION A            DSS & Expert Systems – I**

**Session Chair:**     **Carl M. Rebman Jr.**, University of San Diego

*A Review of the Theoretical Views of the Firm – The Foundation of Research on the Impact of Knowledge Management and Intellectual Capital on Organizational Performance*

**Thuan Nguyen**, University of North Texas

*Structure of Scholarly Collaboration Networks and Research Productivity Patterns in Louisiana: Using Scopus as a Tool*

**Binshan Lin**, Louisiana State University - Shreveport

*Using ANN with Geodesic Acceleration to Maximize Smart Energy Management*

**Queen Booker**, Minnesota State University - Mankato

**Carl M. Rebman Jr.**, University of San Diego

**Hayden Wimmer**, Georgia Southern University

**Fred Kitchens**, Ball State University

*Detecting Mobile Advertising Click Fraud Using TensorFlow*

**Guoying Zhang**, Midwestern State University

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

Isleta

**SESSION B            Information Security and Privacy**

**Session Chair:**     **Sandra Blanke**, University of Dallas

*A Comparative Study of Concerns for Health Information Privacy Issues in Taiwan and China*

**Hsin Ginn Hwang**, National Chiao Tung University

**Yun Lin**, National Chiao Tung University

*How Should a Chief Information Security Officer (CISO) Answer the Question from the Board: “How Secure Are We?”*

**Sandra Blanke**, University of Dallas

**Brian Wrozek**, University of Dallas

*Privacy Policy Evaluation of Universities in Saudi Arabia: Policy Ease of Access and Readability*

**Majed Aljazaeri**, Towson University

**Yuanqiong Wang**, Towson University

*Understanding Security Awareness Impacts on Healthcare Technology Avoidance Behavior*

**Bahae Samhan**, Illinois State University

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 8, 2018  
(Thursday)**

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

Jemez

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**SESSION C            Innovative Education-III**

**Session Chair:**        **Jack Crumbly**, Tuskegee University

*Collaboration with Corporate Partners in the Implementation of Innovation in Business Curriculums*  
**Jack Crumbly**, Tuskegee University

*Challenges of Visual Analytics Course*  
**Anil Aggarwal**, University of Baltimore

*An Excel-Based Active Learning Exercise for Introducing Linear Programming*  
**George Boger**, Texas A&M University - Texarkana  
**Gary Stading**, Texas A&M University - Texarkana  
**Brian Matthews**, Texas A&M University - Texarkana

*Investigating Evolving Linguistic Styles and Politeness - A Millennial Perspective*  
**Vikram Bhadauria**, Texas A&M University - Texarkana  
**Gerald Plumlee Jr.**, Southern Arkansas University  
**Lina Marie De La Garza**, Texas A&M International University

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

Nambe

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**SESSION D            Finance-I**

**Session Chair:**        **Terry Dancer**, Arkansas State University

*Foreign Exchange Rate Forecasting, Risk Premium Factor, and Carry Trade: Opportunities and Applications*  
**Gokcen Ogruk**, Texas Wesleyan University  
**Shengxiong Wu**, Texas Wesleyan University  
**Sinan Yildirim**, Texas Wesleyan University

*Dodd-Frank Repeal: Assessing the Change in the Day-To-Day Activities of Financial Institutions*  
**Terry Dancer**, Arkansas State University  
**Dwayne Powell**, Arkansas State University

*Impact of Prolonged Low Oil Prices on the Efficiency and Productivity of Banks in Saudi Arabia, UAE and Qatar*  
**Eung Jin Kim**, Imam Abdulrahman Bin Faisal University

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 8, 2018  
(Thursday)

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

Navajo

**SESSION E            E-Commerce & Mobile**

**Session Chair:**        **Samer Takieddine**, Eastern New Mexico University

*Does Amazon's Purchase of Whole Foods Signal Rejuvenated Interest in e-Grocery?*

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

**Vess Johnson**, University of Arkansas - Little Rock

*Integrating Means-end Chain and Migration Theories to Reveal the Young People's Cognitive Structure toward Social Networking Sites*

**Chin-Feng Lin**, National Pingtung University

**Chen-Su Fu**, National Cheng Kung University

*Factors Affecting Mobile Shoppers' Loyalty: The Mediating Role of Perceived Value*

**Ruoqing Zhang**, New Mexico State University

**Eugene Sull**, New Mexico State University

**Minjoon Jun**, New Mexico State University

*A Comparative Analysis of E-Government Implementation between Mena Region Countries and Lebanon*

**Majdi Abed**, Sagesse University

**Samer Takieddine**, Eastern New Mexico University

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Houston, Texas

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 8, 2018  
(Thursday)

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

Apache

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**SESSION A      JOURNAL EDITORS PANEL**

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

**Topic:**      Things to do & Things not to do?

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

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

Isleta

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**SESSION B      Marketing**

**Session Chair:**      **Thiagarajan Ramakrishnan (Ram)**, Prairie View A&M University

*Service Capacity Allocation for Advance and Spot Selling Under Uncertain Demand*

**Hongkai Zhang**, East Central University

**Jiehui Ma**, University of Wisconsin - Whitewater

**James Rauch**, East Central University

*Cross-Cultural Intentions to Engage in Physical Activity*

**Najam Saqib**, Laurentian University

*3D Printing and Craftsman Tools, a Branding Case Study*

**Charlotte Allen**, Stephen F. Austin State University

**Gina Harden**, Stephen F. Austin State University

**Warren Fisher**, Stephen F. Austin State University

*The Role of Information Technology (IT) in Disaster Management (DM)*

**Louis Ngamassi**, Prairie View A&M University

**Thiagarajan Ramakrishnan (Ram)**, Prairie View A&M University

**Shahedur Rahman**, Prairie View A&M University

**Tracy Jones**, Prairie View A&M University

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 8, 2018  
(Thursday)**

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

Jemez

**SESSION C            DSS & Expert Systems - II**

**Session Chair:**     **Aadel Darrat**, Louisiana State University - Shreveport

*A Decision Support Framework for Designing Multi-Server Queues with Finite Capacities*  
**Daniel Myers**, Rollins College

*Ethical Considerations in the Usage of Artificial Intelligence*  
**John Vassar**, Louisiana State University - Shreveport

*Confirmation Bias and Belief Perseverance: A Theory Hierarchy*  
**Aadel Darrat**, Louisiana State University - Shreveport  
**Bruce Alford**, Louisiana Tech University

*Diving into the Darknet: Using Tableau to Shed Some Light on Data Analysis*  
**Ton Don**, Georgia Southern University  
**Hayden Wimmer**, Georgia Southern University  
**Carl M. Rebman Jr.**, University of San Diego  
**Scott Scheidt**, Armstrong University

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

Nambe

**SESSION D            Management and Org Behavior-I**

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

*An Examination of Career Mentorship among Faculty in Institutions of Higher Education*  
**Leslie Ramos Salazar**, West Texas A&M University  
**Elsa Diego-Medrano**, West Texas A&M University

*A Reverse Innovation Case from a Turkish Company: VESTEL*  
**Ahu TuĖba Karabulut**, Istanbul Commerce University

*Team versus Individual Performance in Capstone Strategic Management Course*  
**Karen Fowler**, Colorado State University - Pueblo  
**Kristyn White**, Colorado State University - Pueblo

*Intra-Organizational Factors and Employee Job Practice Area Affecting Turnover Intention*  
**Muhammad Hossain**, Prince Mohammad Bin Fahd University

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 8, 2018  
(Thursday)

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

Navajo

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**SESSION E            International Business**

**Session Chair:**     **Peggy Lane**, University of Louisiana - Monroe

*Small School Short-Term Study Away: A Novice's Guide*

**Michael Lane**, Missouri Western State University

**Peggy Lane**, University of Louisiana at Monroe

*Education for Responsible Future Leaders: International Experience and Civic Engagement*

**Ru-Shiun Liou**, University of Tampa

**Agnes Tang**, Texas A&M University - Central Texas

**Brandon Griggs**, Texas A&M University - Central Texas

*Globalization, Corruption, Economic Freedom, and Foreign Direct Investment*

**Banamber Mishra**, McNeese State University

*Social Capital and Success of Minority Entrepreneurialism*

**Alexander Chen**, University of Central Arkansas

**Michael Blanchett**, University of Central Arkansas

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3:00p.m. – 3:30 p.m.

Exhibit Hall (Ballroom C)

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**FBD Coffee Break**

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**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 8, 2018  
(Thursday)**

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

Apache

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**SWDSI 2018 Business Meeting**

Light Refreshments sponsored by the College of Business and Economics- Qatar University

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5:30 p.m. – 7:00 p.m.

Exhibit Hall (Ballroom C)

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

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Hyatt Regency Houston  
Houston, Texas

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 9, 2018  
(Friday)**

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7:30 a.m. – 8:30 a.m.

Ballroom A

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**Light Continental Breakfast**

Sponsored by the College of Business and Economics-Qatar University

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

Apache

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**SESSION A            Social Media & Social Networking**

**Session Chair:**        **Gayle Prybutok**, University of North Texas

*Formal Theory of Social Networking Sites with Proposed Application in Teaching and Learning*

**Murtaza Mohiuddin Junaid Farooque**, Dhofar University

**Manik Kadam**, Allana Institute of Management Sciences

**Haridas Acharya**, Allana Institute of Management Sciences

*Role of Social Media in Women's Health – BOON or BANE*

**V. V. Madhavi Lalitha**, IIHMR University

**Jinugu Anjaneyulu**, Universitat Oberta De Catalunya, Spain

**Karanam Hima Bindu**, Hamad Medical Corporation, Qatar

*A Case Study of Entrepreneurship among Transgender and Intersex Socioeconomic Backward Communities in India*

**Guruprasad Gadgil**, University of North Texas

**Victor Prybutok**, University of North Texas

**Gayle Prybutok**, University of North Texas

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

Isleta

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**SESSION B            Accounting-I**

**Session Chair:**        **Thomas D. Tolleson**, Texas Wesleyan University

*Greedy Grannies: A Case Study*

**Dwayne Powell** Arkansas State University

**Rodney Carmack**, Arkansas State University

**Tina Quinn**, Arkansas State University

*Corporate Social Responsibility Disclosure and Firm Value*

**Linh Le**, University of North Texas

**Anh Ta**, University of North Texas

**Victor Prybutok**, University of North Texas

*ABCs and Criminogenic Markets: Analyzing Corporate Fraud*

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

**Shana Hellinger**, Capella University

*The Ethics of the AICPA Meets the AICPA's Ethics*

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

**Mindy Henderson**, Texas Wesleyan University

**Jillian Scott**, Texas Wesleyan University

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 9, 2018  
(Friday)

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

Jemez

**SESSION C      Management Information Systems I**

**Session Chair:**      **Mohammad I. Merhi**, Indiana University – South Bend

*Health Information Sharing on Online Social Networks*

**Han Li**, University of New Mexico

**Jie Zhang**, Midwestern State University

*A Case Study in Online Reputation Management*

**Yasir Chohan**, University of Central Arkansas

**Michael Ellis**, University of Central Arkansas

*Strengthening Supply Chains through the Utilization of Big Data*

**Dylan Howell**, University of Central Arkansas

**Mark McMurtrey**, University of Central Arkansas

*An Investigation of the Factors Impacting the Implementation of Cloud-Based Electronic Health Record Systems*

**Mohammad I. Merhi**, Indiana University – South Bend

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## SWDSI Lifetime Achievement Award

**Michael E. Hanna, PhD**



**Dr. Michael E. Hanna** is a Professor of Decision Sciences at University of Houston-Clear Lake (UHCL) and is retiring with over 38 years of dedication and service to academia. He holds a Ph.D. in Operations Research, an M.S. in Mathematics, and a B. A. in Economics from Texas Tech University. He has taught courses in statistics, management science, forecasting, and other quantitative methods. His dedication to the profession has been recognized by various awards, including the UHCL Beta Alpha Psi teaching award, the Beta Gamma Sigma Outstanding Scholar Award, and the UHCL President's Distinguished Service Award.

He has authored best-selling books in quantitative methods including the 13<sup>th</sup> edition of *Quantitative Analysis for Management*. He served as vice-president and member of the board of directors of the Decision Sciences Institute (DSI) and as President of the Southwest DSI. His research interests include applications of mathematical models to branches of business research.

Dr. Hanna has been an active member of Southwest Decision Sciences (SWDSI) since 1979 and a member of Decision Sciences Institute (DSI) since 1978. He served both the region and the institute in various capacities and his service and recognitions include the following:

SWDSI Program Chair, President-Elect, and President in 1994

SWDSI Outstanding Educator Award in 1996

SWDSI Distinguished Service Award in 1997

SWDSI Archivist 2014 – 2018

Chair and/or member of numerous SWDSI committees including Outstanding Educator Committee and Distinguished Service Award Committee on many occasions

Regionally elected vice president of DSI

Board of Directors of the Decision Sciences Institute (1999-2001 and 2003-2005)

Member of DSI's Innovative Education Committee, Regional Advisory Committee, and Nominating Committee

Chair and long-time member of the SWDSI Strategic Planning Committee

SWDSI is indebted to Mike for his many valuable years of service to our organization. He has always been a great mentor, colleague and friend.

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 9, 2018  
(Friday)**

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

Nambe

**SESSION D                      Management Information Systems-II**

**Session Chair:**            **Olu Omolayole**, Grambling State University

*The Three-Way Interaction Investigation of Turbulent Scenario in the Relationship between Strategic IS and Firm Performance*

**Adilson Carlos Yoshikuni**, Fundação Getulio Vargas - EAESP

**Jose Eduardo R. Favaretto**, Fundação Getulio Vargas - EAESP

**Alberto L. Albertin**, Fundação Getulio Vargas - EAESP

**Fernando De Souza Meirelles**, Fundação Getulio Vargas – EAESP

*Relevance versus Rigor in IS Research - A Review of Major Arguments and Directions for the Future*

**Sameer Dutta**, McKendree University

**Olu Omolayole**, Grambling State University

*Comparing Online Cart Abandonment Reasons between USA and Asia*

**Robert Cutshall**, Texas A&M University - Corpus Christi

**Chuleeporn Changchit**, Texas A&M University - Corpus Christi

*Critical Factors Affecting Revenue of Social Coupon Websites*

**Lucian Visinescu**, Texas State University

**Gina Harden**, Stephen F. Austin State University

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

Navajo

**SESSION E                      Healthcare and Economics - I**

**Session Chair:**            **Mark McMurtrey**, University of Central Arkansas

*Supply Chain Management: Managing the Supply Chain in Pediatric Healthcare*

**Brittany Hart**, University of Central Arkansas

**Mark McMurtrey**, University of Central Arkansas

*An Extension of the UTAUT Model to Willingness of Adopting Gene Repair Technology for End-Users*

**Xinyu Wei**, University of North Texas

**Victor Prybutok**, University of North Texas

**Xianghui Peng**, Eastern Washington University

*The Use of LSA in E-Health Education Analysis*

**Gayle Prybutok**, University of North Texas

**Heng Xie**, University of North Texas

**Victor Prybutok**, University of North Texas

*Revealing User Perception toward Online Registration System of Hospitals: Analyses of Means-End Chains and Kano Model*

**Liang-Shiun Lin**, Kaohsiung Medical University

**Yin-Chih Fu**, Kaohsiung Medical University

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 9, 2018  
(Friday)**

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

San Juan

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**SESSION F                      Operations Management - II**

**Session Chair:**        **John Seydel**, Arkansas State University

*Modeling Pitfalls when Simulating Human Behavior*

**Farhad Moeeni**, Arkansas State University

**Karen Yanowitz**, Arkansas State University

**John Seydel**, Arkansas State University

*Pharmaceutical Applications for RFID's*

**Daniel Mankey**, University of Central Arkansas

**Mark McMurtrey**, University of Central Arkansas

*Linear Programming Applications for Wood Procurement Systems*

**Matt Reynnders**, University of Central Arkansas

**Mark McMurtrey**, University of Central Arkansas

*Parsimonious Measurement of Service Quality in Higher Education*

**William Senn**, Texas Woman's University

**Kittipong Boonme**, Texas Woman's University

**Victor Prybutok**, University of North Texas

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

Santa Ana

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**SESSION G                      *Workshop: Structural Equation Modeling with WarpPLS: A Focus on Publication  
in Top-tier Decision Sciences and Information Systems Journals***

**Presenters:**            **Ned Kock**, Texas A&M International University

In this 90-minute session, Dr. Ned Kock will discuss how to conduct a structural equation modeling (SEM) analysis using the software WarpPLS. Dr. Kock is the original developer of this software, which is one of the leading SEM tools today, used by thousands of researchers from a wide variety of disciplines, and from many different countries. This session will be hands-on and interactive. The following topics, among others, will be covered: Running a Full SEM Analysis; Assessing the Quality of the Measurement Model via a Confirmatory Factor Analysis; Testing Hypotheses by Assessing the Structural Model; Exploring Full Latent Growth; Conducting a Moderating Effects Analysis; Viewing Moderating Effects via 3D and 2D Graphs; Creating and Using Second Order Latent Variables; Viewing Indirect and Total Effects; Conducting a Factor-Based SEM Analysis; and Exploring Statistical Power and Minimum Sample Sizes.

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

Exhibit Hall (Ballroom C)

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DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 9, 2018  
(Friday)

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

Apache

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**SESSION A**

***Deans Panel: The challenges and the Future Role of Universities: Is It the Time to Change a Long-Standing Tradition?***

It has been reported that when students graduate they will retain only about 25% of what they have learned, most of it will be related to the skills they learned and applied during their study. In his article, "Do We Need Universities Anymore? What If They Ran Out Of Customers?" Jim Clifton reported that Google and Ernst & Young are hiring employees without college degrees. Do organizations see less value in the traditional college degree? The panelists will discuss the challenges and the future role of universities.

**Khaled A. Alshare**, Qatar University, **Moderator**

**Peggy Lane**, University of Louisiana - Monroe, **Moderator**

**Michael Lane**, Missouri Western State University

**Khalid Shams**, Qatar University

**Victor Prybutok**, University of North Texas

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

Isleta

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**SESSION B      Healthcare and Economics - II**

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

*Health Information Technology Courses Offered by Accredited U.S. Universities*

**Marco Villarreal**, Texas A&M University - Central Texas

**Ferdi Eruysal**, Texas A&M University - Central Texas

*Understanding Factors for Mobile Applications Continuance: Extended Expectation-Confirmation Model*

**Javier Flores**, Emporia State University

**Juan Chavarria**, Emporia State University

*Examining the Influence of Sustainability Management and the Moderating Effect of Statistical Process Control on Level of Environmental Sustainability Adoption and Firm Environmental Performance*

**Venugopal Gopalakrishna-Remani**, University of Texas - Tyler

**Robert Paul Jones**, University of Texas - Tyler

*Application of Sports Ranking Models to Quality Management Cause-Effect Analysis*

**Don Pope**, Abilene Christian University

**Ryan Jessup**, Abilene Christian University

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 9, 2018  
(Friday)**

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

Jemez

**SESSION C                      Management and Org Behavior-II**

**Session Chair:**        **Kaye McKinzie**, University of Central Arkansas

*Toward an Integrative Model of Expatriation Effectiveness: A Synthesis of Expatriate Competence, Intelligence, Adaptability, Work-Role Demand, and Organizational Support*

**Lee Li-Yueh**, Kun Shan University

**Nguyen Phuoc Thien**, Nanhua University

*Self-Initiated Expatriates' Self-Determination, Person-Environment Fit, and Turnover Intention: A PLS-SEM Study*

**Shih Yung Chou**, Midwestern State University

**Tree Chang**, Tatung Institute of Technology

*An Integrative Model of Service Innovation from Service-Dominant Logic Perspective*

**Wu Wann-Yih**, Nanhua University

**Chen Yu-Min**, Nanhua University

**Nguyen Ha-Giang**, Tunghai University

*Impact of Industry Experience on Classroom Effectiveness in US Business Schools*

**Vance Lewis**, University of Central Arkansas

**Kaye McKinzie**, University of Central Arkansas

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

Nambe

**SESSION D                      Student Track-I**

**Session Chair:**        **Xiaoguang Tian**, University of North Texas

*A Two-Stage Deep Neural Network Technique for Predicting the Insurance Cross-Selling Opportunity*

**Xiaoguang Tian**, University of North Texas

*Investigating Responsible Impression Management of Students on Social Networking Site*

**Guruprasad Gadgil**, University of North Texas

*Avoiding Double Whammy In Case of Service Failure*

**Ahasan Harun**, University of North Texas

*Investigating the Influence of Completing a Formal Nutrition Course on Young Adults Reported Consumption Behaviors*

**Hillary Stark**, University of North Texas

*The Role of Organizational Commitment and Pay Satisfaction in Employee Retention*

**Abdulla Abdulziz Turki Alsubaie**, Qatar University



DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 9, 2018  
(Friday)

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

Navajo

**SESSION E**      *Workshop: How to Use Assessment Analysis to Improve Student and Instructor's Performance*

**Presenters:**      **Mahmood A. Ahmed**, Qatar University

The purpose of using different assessment tools is to get substantive and objective judgment about strengths and weaknesses of both students and instructors' performance. Based on performance evaluation, recommendations for improving teaching and learning processes are considered. Therefore, assessment tools should be objective, accurate, and explicit (reliable and valid) in order to make the right decisions. This workshop will focus on assessment analysis, starting from calculating the different types of validity and reliability of assessment tools, through calculating the difficulty and discrimination index of test items, and ending by interpreting the results and preparing improvement action plan.

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12:30 p.m. - 5:00 p.m.

Anasazi

**Doctoral Consortium**      **by Invitation Only**

Light lunch provided and open to doctoral students only. Sponsored by the College of Business and Economics - Qatar University.

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 9, 2018  
(Friday)**

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

Apache

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**SESSION A            Finance-II**

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

*The Impact of Business Group Affiliation on Stock Price Informativeness: Evidence from an Emerging Market*

**Doug Dyer**, Texas A&M University - Central Texas

**Mel Kullu**, University of Central Florida

**Gokhan Yilmaz**, University of Florida

*Disposition Effect and Momentum Impact in Stock Investing*

**M. Kabir Hassan**, University of New Orleans

*Is Tech-based Economy killing Fed's Notion of Inflation?*

**Sudip Ghosh**, Penn State University

**Ujjal Chatterjee**, American University at Sharjah

*Forecasting Realised Volatility Using ARFIMA and HAR Models*

**Marwan Izzeldin**, Lancaster University

**M. Kabir Hassan**, University of New Orleans

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

Isleta

---

**SESSION B            Supply Chain, Logistics and UAVs**

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

*Application of Data Envelopment Analysis to Relief Logistics Facility Location-Allocation Decisions*

**Jae-Dong Hong**, South Carolina State University

**Ki-Young Jeong**, University of Houston - Clear Lake

*Effect of Multiple Generation in Workforce on Supply Chain Productivity*

**Krishan Rana**, Alabama A&M University

**Rashida Wilson**, Alabama A&M University

*Unmanned Aerial Vehicles (UAVs) and Healthcare*

**Krishan Rana**, Alabama A&M University

**Emeka Dunu**, Alabama A&M University

*Effect of Multi-Cultures on Supply Chain Management*

**Krishan Rana**, Alabama A&M University

**Kendra Harris**, Alabama A&M University

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 9, 2018  
(Friday)

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

Jemez

**SESSION C      Management and Org Behavior-III**

**Session Chair:**      **Iris Johnson**, Louisiana State University - Shreveport

*An Evaluation of the Impact Culture and Motivation in Central America and the Americas with an Evaluation of Service, Manufacturing, Retail, Government and the Public Sector*

**Rickey Casey**, Campbellsville University

**Robert Hilton**, Missouri Southern State University

*Flip-Flopping, Memory and the Impact on Perceived Leadership Ability*

**Michael Chikeleze**, Louisiana State University - Shreveport

**Melissa Hawthorne**, Louisiana State University - Shreveport

**Iris Johnson**, Louisiana State University - Shreveport

*Entrepreneurial Loyalty: Applications of Corporate Organizational Commitment Research*

**Ryan Bailey**, University of Tulsa

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

*Closer to Engaging: A Survey of the Two Dominant Views of Engagement*

**Logan Jones**, Missouri Western State University

**Dongni Wan**, Missouri Western State University

**Phillip Frank**, Missouri Western State University

For a premier publishing opportunity, check out the peer-reviewed  
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for the low submission fee of \$40.*

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 9, 2018  
(Friday)**

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

Nambe

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**SESSION D                  Student Track - II**

**Session Chair:**        **Keya Sen**, University of North Texas

*The Value of a Community Based Mobility Improvement Program in Addressing Social Isolation Among the Elderly.*

**Keya Sen**, University of North Texas

**Gayle Prybutok**, University of North Texas

*Goodness of Fit Indices and Interaction Terms in an Ehealth Behavioral Intention Model for Assessing PLS-SEM and CB-SEM*

**Anh Ta**, University of North Texas

*Appraising Motivation and Health Benefits of an Innovative Physical Activity Program for Older Adults: A Case Study at The Seniors in Motion Fitness Center, Denton, Texas*

**Theresa Abah**, University of North Texas

**Gayle Prybutok**, University of North Texas

*Impact of Employees' Perceived Corporate Social Responsibility (PCSR) on Their Organizational Citizenship Behavior (OCB): A Moderation Study*

**Tahniyath Fatima**, Qatar University

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

Navajo

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**SESSION E                  Internet of Things and Big Data—II**

**Workshop: Hadoop Framework and Cloud Computing: A Hands-On Workshop**

**Presenter:**            **Thuan Nguyen**, University of North Texas

The main objective of this workshop is to learn and practice the steps to set up a Hadoop system that includes Hadoop Distributed File System (HDFS), MapReduce, Apache Yarn, Apache Hive, and the database PostgreSQL. The skills can be applied to teaching, learning, and performing big data analytics including data visualization.

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

Exhibit Hall (Ballroom C)

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**FBD Coffee Break**

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

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

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 9, 2018  
(Friday)

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

Apache

**SESSION A      Accounting - II**

**Session Chair:**      **Osama Mah'D**, Qatar University

*Jones Energy: A Case Study*

**Dwayne Powell**, Arkansas State University

**Tina Quinn**, Arkansas State University

**Rodney Carmack**, Arkansas State University

*The Relationship between Evidence Characteristics and Audit Efficiency and Effectiveness: Evidence from Middle Eastern Countries*

**Osama Mah'D**, Qatar University

**Manal Ali**, Applied Science University

**Ghassan Mardini**, Qatar University

*California: Why It's Not Just About Water*

**Colton Montgomery**, Stephen F. Austin State University

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

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

*How Millennial Managers Communicate: A Re-examination of Communication Media Choice by Today's Managers*

**Jennifer L. Ziegelmayer**, IÉSEG School of Management

**Laurie Barfitt**, Western New Mexico University

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DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 9, 2018  
(Friday)

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

Isleta

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**SESSION B            Management Information Systems-III**

**Session Chair:**        **Gayle Prybutok**, University of North Texas

*Measuring Smart Cities Awareness: City of Denton Case Study*

**Abdulrahman Habib**, University of North Texas

**Victor Prybutok**, University of North Texas

**Gayle Prybutok**, University of North Texas

*Can Smart Cities Meet Millennials Expectations?*

**Abdulrahman Habib**, University of North Texas

**Victor Prybutok**, University of North Texas

**Gayle Prybutok**, University of North Texas

*Users' Continuance Intention towards Smart Devices*

**Xiaotong Liu**, University of North Texas

**Edoardo Rubino**, University of Wisconsin - Platteville

**Victor Prybutok**, University of North Texas

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

Jemez

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**SESSION C            Quantitative Methods**

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

*Revisiting the Assumption of Geometric Distribution in Modeling Intermittent Demand*

**Matthew Lindsey**, Stephen F. Austin State University

**Robert Pavur**, University of North Texas

*An Optimization Model for the Package Assignment Problem for Online Retailers*

**Cenk Caliskan**, Utah Valley University

*Behavioral Examination of Inventory Risk Effects on Channel Competency: An Empirical Study*

**Ahasan Harun**, University of North Texas

*Airline Overbooking Model: Then and Now*

**John Seydel**, Arkansas State University

**Mingdelun Chen**, Texas A&M University

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 9, 2018  
(Friday)**

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

Nambe

**SESSION D      Business Environment, Law, Ethics, and Cross-Cultural Studies**

**Session Chair:**      **Andrew Mazen Dahdal**, Qatar University

*Young Family Members in the Management Boards and Boards of Directors on Non-Public Family Firms Incorporated in Poland*

**Marek Pawlak**, John Paul II Catholic University of Lublin

*What is Old is New Again: Are There Pitfalls in Returning to Racial Appeals in Union Organizing Campaigns?*

**Robert Robinson**, University of Mississippi

**Sam Cousley**, University of Mississippi

**Dave Nichols**, University of Mississippi

*The Rule of Law, Governance and Political Corruption*

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

**Shengxiong Wu**, Texas Wesleyan University

**Mindy Henderson**, Texas Wesleyan University

*Student Perceptions of Cheating: A Comparison of Business and Non-Business Students*

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

**Audrey Showalter**, Texas Wesleyan University

*Cross Jurisdictional Corporate Governance in Qatar*

**Andrew Mazen Dahdal**, Qatar University

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

Navajo

**SESSION E      Innovative Education-IV**

**Session Chair:**      **Russell (Rusty) Calk**, Texas A&M University – Central Texas

*Teaching in an Interdisciplinary Graduate Program: Building Connections between Courses*

**Denise Philpot**, University of North Texas

*Some Observations on the ABDC List*

**Kai S. Koong**, Tuskegee University

**Lai C. Liu**, University of Texas - Rio Grande Valley

**Haoyu Wen**, Xidian University - China

**Yuntao Zhang**, Xidian University - China

*Education Innovation and Achievement: A Comparative Study of the Us, China, France, and Cameroon*

**Yvette Essounga**, Virginia State University

**Maurice Fouda Ongodo**, Higher School of Economics and Commerce - Cameroon

**Ayse Balas**, Virginia State University

**Yvette Y. Njan**, Abraham Lincoln School of Law

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 9, 2018  
(Friday)

3:30 p.m. - 5:00 p.m. (cont.)

Navajo

**SESSION E            Innovative Education-IV**

*Students' Expectations within the College of Business Classroom*

**Angela Patrick**, Texas A&M University - Central Texas

**Rick Simmons**, Texas A&M University - Central Texas

**Russell (Rusty) Calk**, Texas A&M University - Central Texas

*A Taxonomy of Methods for Increasing Students Knowledge Retention*

**Khaled A. Alshare**, Qatar University

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



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**Make plans to join us in Houston for our 2019 conference.**



**46<sup>th</sup> Annual Conference**

March 13-16, 2019

Hyatt Regency Houston

Houston, TX



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(SWAM)**

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<b>Immediate Past President</b>	<b>John N. Davis</b> , Hardin-Simmons University

**CONGRATULATIONS!**

**Recipient of the Distinguished Paper Award - Federation of Business Disciplines**

*Collective Mind: A Study of Development and Team Performance*

**Stephanie Solansky**, University of Houston - Victoria

**Donna Stringer**, University of Houston - Clear Lake

**Recipient of the 2018 Southwest Academy of Management Best Reviewer Award**

**Candace TenBrink**, University of Houston - Downtown

**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**2018 TRACK CHAIRS**

**Entrepreneurship / Small Business / Innovation**

**Manjula Salimath**, University of North Texas

**Ethics / Corporate Social Responsibility**

**Brian W. Kulik**, Angelo State University

**Guclu Atinc**, Texas A&M University, Commerce

**General Management / International Management**

**Nancy Kucinski**, Hardin-Simmons University

**Meghan C. Wright**, Texas Wesleyan University

**Health Care Management**

**Vallari Chandna**, University of Wisconsin - Green Bay

**Human Resources / Careers**

**Lee Tyner**, University of Central Oklahoma

**Military Management**

**Shane Bertolio**, Angelo State University

**Karen Leonard**, University of Arkansas - Little Rock

**Organizational Behavior and Leadership**

**Ethan P. Waples**, University of Central Oklahoma

**Organizational Development / Conflict Management**

**Peter Sorensen**, Benedictine University

**Therese Yaeger**, Benedictine University

**Organizational Theory / Strategy / Sustainability**

**David Epstein**, University of Houston - Downtown

**Marcia Hardy**, Northwestern State University of Louisiana

**Project Management / Operations Management**

**Natasa Christodoulidou**, California State University - Dominguez-Hills

**Professional Development Workshops**

**Lee Tyner**, University of Central Oklahoma

**M. Suzanne Clinton**, University of Central Oklahoma

**Teaching and Learning Conference**

**Karen Leonard**, University of Arkansas - Little Rock

**Veena P. Prabhu**, California State University - Los Angeles

**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 7, 2018  
(Wednesday)**

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1:30 p.m. – 3:00 p.m.

Nambe

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**WELCOME TO THE SOUTHWEST ACADEMY OF MANAGEMENT ANNUAL MEETING**

**Robert H. Epstein, 2018 SWAM President**

**TRACK TITLE      General Management / International Management**

**SESSION A            Management Issues and Leadership**

**Session Chair:      Meghan C. Wright, Texas Wesleyan University**

*The Process of Managerial Issue Definition: An Investigative Foray*  
**William Martello, St. Edward's University**

*An Undergraduate and Graduate Student Assessment of Perceived Leader Integrity*  
**Phillip Lewis, Oklahoma Christian University**  
**Jody Jones, Oklahoma Christian University**

*Gender and Authority Bias in Leadership*  
**Phillip Lewis, Oklahoma Christian University**

*The Good Life and Preference for Leadership: An International Survey of Young Adults*  
**Stephen J. J. McGuire, California State University - Los Angeles**  
**Veena P. Prabhu, California State University - Los Angeles**  
**Kern K. Kwong, California State University - Los Angeles**  
**Robert L. Tang, De La Salle College of Saint Benilde**  
**Minghao Shen, Guangdong University of Foreign Studies**  
**Yang Zhang, New York University**

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1:30 p.m. – 3:00 p.m.

Navajo

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**TRACK TITLE      Professional Development Workshops**

**SESSION B            Student Mentoring and Retention**

*Expected and Unexpected Outcomes of an Undergraduate Mentoring Program*  
**M. Suzanne Clinton, University of Central Oklahoma**  
**Holly Osburn, University of Central Oklahoma**  
**Christina Alexander, University of Central Oklahoma**

*Factors Affecting Student Retention in Higher Education*  
**Nautica Greene, University of Central Oklahoma**  
**M. Suzanne Clinton, University of Central Oklahoma**  
**Susanne Currier, University of Central Oklahoma**

**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 7, 2018  
(Wednesday)**

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1:30 p.m. – 3:00 p.m.

San Juan

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**TRACK TITLE**      **Teaching and Learning Conference**

**SESSION C**            **Teaching and Disruptive Innovation**

**Session Chair:**      **Karen Leonard**, University of Arkansas - Little Rock

*Comparing Secondary and Post-Secondary Student Learning Preferences: Implication for Future Entrepreneurship Courses*

**Julia Truitt Poynter**, Transylvania University

*Infusing Experiential Learning in Strategy* **\*\*Best in Track\*\***

**Candace TenBrink**, University of Houston - Downtown

**Artem Malinin**, University of Houston - Downtown

*Effective Rubric Design: A Ten-Step Guide*

**David C. Leader**, University of Central Oklahoma

---

12:00 p.m. – 1:30 p.m.

Zuni

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**SPECIAL SESSION**

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

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**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 7, 2018  
(Wednesday)**

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3:00 p.m. – 3:30 p.m.

Nambe/Navajo Foyer

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**SWAM COFFEE BREAK**

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3:30 p.m. – 5:00 p.m.

Nambe

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**TRACK TITLE**     **Entrepreneurship / Small Business / Innovation**

**SESSION A**            **Different Facets of Entrepreneurship**

**Session Chair:**     **Vallari Chandna**, University of Wisconsin – Green Bay

**Discussants:**        **Jamie Keen**, Webster University  
                              **Oscar Montiel**, Universidad Autonoma de Ciudad Juarez

*The Dark Side of Entrepreneurship: A Reflection on Their Multidimensionality*  
**Oscar Montiel**, Universidad Autonoma de Ciudad Juarez  
**Mark Clark**, University of North Texas

*Lifestyle Entrepreneur: Choice or Last Resort?*  
**Jamie Keen**, Webster University  
**Julie Palmer**, Webster University

---

3:30 p.m. – 5:00 p.m.

Navajo

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**TRACK TITLE**     **Professional Developmental Workshop**

**SESSION B**            **Critical Thinking**

*Engaging Students in Critical Thinking*  
**Meghan C. Wright**, Texas Wesleyan University  
**Chris Parker**, Texas Wesleyan University

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3:30 p.m. – 5:00 p.m.

San Juan

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**TRACK TITLE**     **Teaching and Learning Conference**

**SESSION C**            **Professional and Career Development of Instructors**

*Faculty Retention: Holding on to What We've Got*  
**Karen Leonard**, University of Arkansas - Little Rock

**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 8, 2018  
(Thursday)**

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8:30 a.m. – 10:00 a.m.	Acoma
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**TRACK TITLE      Organizational Development / Conflict Management**

**SESSION A            Panel on OD Horizons: Management and Networking**

**Session Chair:**      **Therese Yaeger**, Benedictine University

**Discussant:**        **Peter Sorensen**, Benedictine University

**Panelists:**          **John Tourangeau**, St. Norbert  
                          **Jiayi (Elizabeth) Yu**, Benedictine University  
                          **DJ Himstedt**, Benedictine University

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8:30 a.m. – 10:00 a.m.	Cochiti
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**TRACK TITLE      Professional Development Workshops**

**SESSION B            Recruiting and Retaining Female Faculty**

*Re-entry Women: Why University Business Schools Need to Focus on Recruiting and Retaining Them*

**Janie Gregg**, University of West Alabama

**Mitzi Green**, University of West Alabama

**Uchenna Akpom**, University of West Alabama

**Sharon Stipe**, University of West Alabama

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8:30 a.m. – 10:00 a.m.	Laguna
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**TRACK TITLE      Human Resources / Careers**

**SESSION C            Careers**

**Session Chair:**      **Brian Martinson**, Tarleton State University

*Age and the Digital Divide*

**Dianna C. Krueger**, Tarleton State University

**Kimberly M. Lukaszewski**, Wright State University

**Dianna L. Stone**, University of New Mexico, University of Albany, and Virginia Tech

*Cognitive and Non-Cognitive Human Capital Predictors of Employee Behaviors and Work Performance*

**Brian Martinson**, Tarleton State University

*Ethnicity and Job Interviews*

**Julio Canedo**, University of Houston - Downtown

**Christopher Langford**, University of Mary Hardin-Baylor

**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 8, 2018  
(Thursday)**

---

8:30 a.m. – 10:00 a.m.

Zuni

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**TRACK TITLE      Organizational Behavior and Leadership**

**SESSION D          Influencing the Millennial Generation**

**Session Chair:**      **Gayle Baugh**, University of West Florida

**Session Discussant:** **Stephanie Solansky**, University of Houston - Victoria

*Ingratiation Behavior in Social Networking Services*

**Samantha Murray**, Wayland Baptist University

**M. Suzanne Clinton**, University of Central Oklahoma

*Research Note: A Model of the Millennial Cohort and Work Commitment*

**Stephen Jaros**, Southern University and A&M College

**Xiaohan Gao-Urhahn**, Robert Bosch GmbH

*Generational Differences in the Workplace*

**Samantha Murray**, Wayland Baptist University

**Janet Jones**, Wayland Baptist University

**Shelley Tap**, Wayland Baptist University

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8:30 a.m. – 10:00 a.m.

Kiva Boardroom

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**SPECIAL SESSION  
SWAM Officers' Meeting**

**Presiding:**      **Robert H. Epstein**, University of Central Oklahoma

President, Southwest Academy of Management, 2017-2018

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10:00 a.m. – 10:30 a.m.

Exhibit Hall (Ballroom C)

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**FBD Coffee Break**

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

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

**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 8, 2018  
(Thursday)**

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10:30 a.m. – 12:00 p.m.	Acoma
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**TRACK TITLE      Doctoral Consortium**

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

**Presiding:**            **John N. Davis**, Hardin-Simmons University  
 Consortium Director & Past President, Southwest Academy of Management

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10:30 a.m. – 12:00 p.m.	Cochiti
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**TRACK TITLE      Professional Development Workshops**

**SESSION B            Social Media and Learning**

*Assessing the Effects Social Media has on Online Learning*

**Sheron Lawson**, Wayland Baptist University

**Samantha Murray**, Wayland Baptist University

**Thomas Taylor**, Lindsey Wilson College

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10:30 a.m. – 12:00 p.m.	Laguna
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**TRACK TITLE      Organizational Theory / Strategy / Sustainability**

**SESSION C            Corporate and Academic Strategies**

**Session Chair:**      **Candace TenBrink**, University of Houston-Downtown

**Discussants:**        **Candace TenBrink**, University of Houston-Downtown

*Post-Restructuring Governance: An Examination of Interlocking Directorates* **\*\*Best in Track\*\***

**Luke Cashen**, Nicholls State University

**Ken Chadwick**, Nicholls State University

*Taxonomies and Corporate Name Differences in Contestable Markets: The Case of Executive Search Firms*

**Amanda Evert**, Southwestern Oklahoma State University

**Carlos Baldo**, Colorado Mesa University

**Shelbey Trawick**, Southwestern Oklahoma State University

*Organizational Change*

**Ellen Winter**, Benedictine University



**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 8, 2018  
(Thursday)**

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10:30 a.m. – 12:00 p.m.

Zuni

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*Choice Pick Session*

**TRACK TITLE**     **Organizational Behavior and Leadership**

**SESSION D**        **Explorations of Commitment, Satisfaction, and Performance**

**Session Chair:**     **Ethan P. Waples**, University of Central Oklahoma

**Session Discussant:** **Gayle Baugh**, University of West Florida

*Loving What You Do? A Conceptual Model of Work as a Love Object*

**Brad Almond**, Texas A&M University - Central Texas

*The Elusive Satisfaction-Performance Relationship: Discrete Emotions as the Missing Link*

**Prajya Vidyarthi**, University of Texas - El Paso

**Satvir Singh**, Angelo State University

*Employee Commitment to a Self-Directed Work Team Transition: Self Determination Theory Observed in Direct Labor*

**John Hoffman**, Woodward Inc. & Georgia State University

**Nathan Bennett**, Georgia State University

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12:00 p.m. – 1:30 p.m.

Ballroom A

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**TRACK TITLE**     **SWAM Luncheon and Reception**

**SESSION**           **Speaker Series**

**Presiding:**        **Brian W. Kulik**, Angelo State University  
Program Co-Chair, Southwest Academy of Management, 2017-18

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**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 8, 2018  
(Thursday)**

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1:30 p.m. – 3:00 p.m.

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Acoma

**TRACK TITLE**      **Organizational Development / Conflict Management**

**SESSION A**            **Panel on the Era of Technology and Networking: OD Opportunities**

**Session Chair:**      **Peter Sorensen**, Benedictine University

**Discussants:**        **Therese Yaeger**, Benedictine University

**Panelists:**            **Peng Zhang**, Benedictine University  
                              **Tricia Riedl**, Benedictine University  
                              **Bryan McCusker**, Benedictine University  
                              **Donna Ogle**, Benedictine University

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1:30 p.m. – 3:00 p.m.

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Cochiti

**TRACK TITLE**      **Round Table Discussion**

**SESSION B**            **An Era of Social Networking: Past President Reflections**

**Session Chair:**      **Manjula Salimath**, University of North Texas

**Presiding:**            **Manjula Salimath**, University of North Texas

**Panelists:**            **Donna Ledgerwood**, University of North Texas  
                              **Gayle Baugh**, University of West Alabama  
                              **Donald Baack**, Pittsburg State University  
                              **Janie Gregg**, University of West Alabama  
                              **M. Suzanne Clinton**, University of Central Oklahoma

SWAM Past-Presidents will give their views on the health and wellness of the SWAM organization and share ideas about how we should grow the organization with disruptive innovations. This PDW is a unique opportunity for current SWAM members and leaders to hear from those who have served SWAM as past leaders. Former SWAM presidents will share their experiences, perspectives, and insights regarding the strengths of SWAM as a regional AOM affiliate. A panel of past presidents will talk about their tenure with the organization, discuss key challenges, and provide some guidance and insight for current officers and members. They will take suggestions and questions from the participants.

*This session is open for all SWAM members!*

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**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 8, 2018  
(Thursday)**

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1:30 p.m. – 3:00 p.m.	Laguna
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**TRACK TITLE      Human Resources / Careers**

**SESSION C            Recruitment and Selection**

**Session Chair:      Dianna C. Krueger**, Tarleton State University

*Follow Me: The Use of Social Media in Recruitment*

**Delores Alarcon** , Texas A&M University - San Antonio

**Angela Villarreal**, Texas A&M University - San Antonio

**Anna Waller**, Texas A&M University - San Antonio

**Sandra Degrassi**, Texas A&M University - San Antonio

**Heather Staples**, Texas A&M University - San Antonio

*Social Media and Selection: The Role of Attractiveness, Self-Promotion, and Privacy Setting*

**Rahul Chauhan**, West Texas A&M University

*Selecting Personnel for Sales: An Examination of Physical Traits, Personality, and Entrepreneurial Skills*

**Robert H. Epstein**, University of Central Oklahoma

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1:30 p.m. – 3:00 p.m.	Zuni
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**TRACK TITLE      Organizational Behavior and Leadership**

**SESSION D            Is it Good, Bad, or Both? Looking at Both Sides of the Conceptual Coin**

**Session Chair:      Samantha Murray**, Wayland Baptist University

*Deviance Redefined: Characterizing Positive Deviance*

**Candace TenBrink**, University of Houston - Downtown

**David Epstein**, University of Houston - Downtown

*Prosocial, Antisocial or Withdrawal: A Dual-Systems Model of Employee Responses to Workplace Ostracism*

**Francee Preston**, University of Memphis

**Robert Renn**, University of Memphis

*From Bad to Worse: How Followers React to Escalating Unethical Behaviors of Leaders*

**Holly Osburn**, University of Central Oklahoma

**Ethan P. Waples**, University of Central Oklahoma

**Victoria McKee**, University of Central Oklahoma

**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 8, 2018  
(Thursday)**

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3:00 p.m. – 3:30 p.m.

Exhibit Hall (Ballroom C)

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**FBD Coffee Break**

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

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

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3:30 p.m. – 5:00 p.m.

Acoma

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**TRACK TITLE     Doctoral Consortium**

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

**Presiding:**         **John N. Davis**, Hardin-Simmons University  
Consortium Director & Past President, Southwest Academy of Management

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3:30 p.m. – 5:00 p.m.

Cochiti

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**TRACK TITLE     Professional Development Workshops**

**SESSION B         Student Integrity in the Digital Age**

*The State of the Art in Student Cheating*

**Robert H. Epstein**, University of Central Oklahoma

**David C. Leader**, University of Central Oklahoma

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3:30 p.m. – 5:00 p.m.

Laguna

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**TRACK TITLE     Teaching and Learning Conference**

**SESSION C         Pedagogy**

*Socratic Dialogues in the Management Classroom*

**Brad Almond**, Texas A&M University - Central Texas

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



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for the low submission fee of \$40.*

**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 8, 2018  
(Thursday)**

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3:30 p.m. – 5:00 p.m.

Zuni

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**TRACK TITLE      Organizational Theory / Project Management**

**SESSION D            Current Issues**

**Session Chair:**      **Vishal K. Gupta**, University of Alabama

*Towards a Framework for Creating Sustainable Supply Chains*  
**Mysore Ramaswamy**, Southern University and A&M College

*Strategic Innovation within Hybrid-Enterprises*  
**Mark Clark**, University of North Texas  
**Oscar Montiel**, Universidad Autonoma de Ciudad Juarez

*Global Organization Identity*  
**Ellen Winter**, Benedictine University

*Digging for the Truth: Replication and Extension of Hill, Upadhyay, and Beekun (2015)'s Work on CEO Gender Gap*  
**Vishal K. Gupta**, University of Alabama  
**Sandra Mortal**, University of Alabama  
**Xiaohu Guo**, University of Alabama

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5:00 p.m. – 6:00 p.m.

Zuni

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**SPECIAL SESSION**  
**Planning Meeting for the SWAM 2019 Conference**  
*Houston, Texas, March 13-16, 2019*

**Presiding:**            **Brian W. Kulik**, Angelo State University  
Program Chair-Elect, Southwest Academy of Management, 2017-18

Help shape SWAM's next meeting to be held in Houston, Texas, at the Hyatt Regency Houston, March 13-16, 2019. Join in a thoughtful exchange of ideas and creative suggestions as we seek to continually improve the SWAM conference experience.

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5:30 p.m. – 7:00 p.m.

Exhibit Hall (Ballroom C)

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**FBD Presidential Welcome Reception**

Everyone is invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers. 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.

**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 9, 2018  
(Friday)**

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8:30 a.m. – 10:00 a.m.

Acoma

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**TRACK TITLE      Organizational Development / Conflict Management / Healthcare Management**

**SESSION A            Organizational Development and Data Decisions**

**Session Chair:      DJ Himstedt, Benedictine University**

*Big Data, Decision-Making, and Organizational Culture*  
**Donna Ogle**, Benedictine University

*Applying Western Organization Development in China: A Brief Introduction of a Revolutionary Change, Mobil E-Commerce, in China*  
**Peng Zhang**, Benedictine University

*Connecting Healthcare in China and US through Social Networking*  
**Jiayi (Elizabeth) Yu**, Benedictine University

*Social Media in Healthcare: A Means to Enhance Safe, Quality Patient Outcomes*  
**Agnes Therady**, Benedictine University

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8:30 a.m. – 10:00 a.m.

Cochiti

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**TRACK TITLE      Professional Development Workshops**

**SESSION B            Making the Learning Experience Meaningful**

*The Elevator Speech: Practical Ways to Help Your Students “Get it”*  
**John N. Davis**, Hardin-Simmons University

*Selecting Books for Your Next Course*  
**Lee Tyner**, University of Central Oklahoma

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



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

**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 9, 2018  
(Friday)**

---

8:30 a.m. – 10:00 a.m.

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Laguna

**TRACK TITLE      Ethics / Corporate Social Responsibility**

**SESSION C            CSR and Organization**

**Session Chair:**      **Manjula Salimath**, University of North Texas

*A Model Code of Ethics for Decision Making in Accounting Professions*

**Dinah Payne**, University of New Orleans

**Christy Corey**, University of New Orleans

**Cecily Raiborn**, Texas State University

*Manipulative Businesses Part II: Manipulative Businesses and Society*

**Brian W. Kulik**, Angelo State University

**Michelle Alarcon**, Hawaii Pacific University

**Manjula Salimath**, University of North Texas

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8:30 a.m. – 10:00 a.m.

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Taos

**TRACK TITLE      Best Paper Session**

**SESSION D            Recognition of the SWAM 2018 Award Winners**

**Presiding:**            **Veena P. Prabhu**, California State University, Los Angeles  
President Elect, Southwest Academy of Management, 2017-18

**Recipient of the Distinguished Paper Award – Federation of Business Disciplines**

*Collective Mind: A Study of Development and Team Performance* **\*\*Best in Track\*\***

**Stephanie Solansky**, University of Houston - Victoria

**Donna Stringer**, University of Houston - Clear Lake

**Recipient of the 2018 Southwest Academy of Management Best Reviewer Award**

**Candace TenBrink**, University of Houston - Downtown

**Remarks by 2017 SWAM Outstanding Educator**

**Stephen V. Horner**, Pittsburg State University

**Recipient of the 2017 Outstanding Educator Award**

**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 9, 2018  
(Friday)**

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10:00 a.m. – 10:30 p.m.

Exhibit Hall (Ballroom C)

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**FBD Coffee Break**

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

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

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10:30 a.m. – 12:00 p.m.

Acoma

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**TRACK TITLE      Organizational Development / Conflict Management**

**SESSION A            Motivations and Generations: OD Opportunities**

**Session Chair:      Donna Ogle**, Benedictine University

*Motivational Theory in a Brave New World*

**Jessica Himstedt**, Benedictine University

*Generational Differences: Understanding and Exploring Generation Z*

**Meghan C. Wright**, Texas Wesleyan University

**Thomas Nichols**, Texas Wesleyan University

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10:30 a.m. – 12:00 p.m.

Cochiti

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**TRACK TITLE      Professional Development Workshops**

**SESSION B            Social Network Analysis**

*Social Network Analysis: An Introduction*

**Brad Almond**, Texas A&M University - Central Texas

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



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



**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 9, 2018  
(Friday)**

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10:30 a.m. – 12:00 p.m.

Laguna

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**TRACK TITLE     Human Resources / Careers**

**SESSION C         Recruitment and Selection**

**Session Chair:     Gayle Baugh**, University of West Florida

**Session Discussant: Julio Canedo**, University of Houston - Downtown

*Career Readiness Education Program*

**Elizabeth Muniz**, University of North Texas - Dallas

**Priya Eimerbrink**, University of North Texas - Dallas

**Christopher Dickman**, University of North Texas - Dallas

**Danielle Zanzalari**, University of North Texas - Dallas

*Development Networks and Expatriate Adjustment*

**Gayle Baugh**, University of West Florida

*The Moderating Impact of Work Arrangement on the Climate-Attitude Relationship*

**Prajya Vidyarthi**, University of Texas - El Paso

**Satvir Singh**, Angelo State University

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10:30 a.m. – 12:00 p.m.

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**SPECIAL SESSION  
SWAM Officers' Meeting**

**Presiding:         Robert H. Epstein**, University of Central Oklahoma  
President, Southwest Academy of Management, 2017-2018  
Meeting with the 2017-2018 Board.

**SPECIAL SESSION  
SWAM Officers' Meeting**

**Presiding:         Veena P. Prabhu**, California State University - Los Angeles  
2018-2019 President, Southwest Academy of Management  
Meeting with the 2018-2019 Board.

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12:00 p.m. – 1:00 p.m.

Cochiti

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**SPECIAL SESSION  
SWAM Annual Business Meeting**

**Presiding:         Veena P. Prabhu**, California State University - Los Angeles  
2018-2019 President, Southwest Academy of Management  
**Robert H. Epstein**, University of Central Oklahoma  
President, Southwest Academy of Management, 2017-18

All members are encouraged to attend our annual business meeting. We look forward to seeing you there.  
*Refreshments served*

**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**Poster Presentations**

**Session A**

**Thursday, March 8 – Coffee Break I**

**10:00 a.m. – 11:00 a.m. – Exhibit Hall (Ballroom C)**

**Theme: Technology Issues**

*An Exploration of Employee Voice and External Social Media: Is Anybody Listening?*

**Tricia Riedl**, Benedictine University

*New Media Changes Healthcare System*

**Jiayi (Elizabeth) Yu**, Benedictine University

**Session B**

**Thursday, March 8 – Coffee Break II**

**3:00 p.m. – 4:00 p.m. – Exhibit Hall (Ballroom C)**

**Theme: Leadership and Communication**

*The Effect of Communication Method on Perceived Leadership Style*

**Loraine Young**, Our Lady of the Lake University

**Carol Wheeler**, Our Lady of the Lake University

*Compensatory Role of Non-Supervisory Mentoring and Leader-Member Exchange on Employee Career Outcomes*

**Prajya Vidyarthi**, University of Texas - El Paso

**Anand Raj**, University of Texas - El Paso

**Session C**

**Friday, March 9 – Coffee Break III**

**10:00 a.m. – 11:00 a.m. – Exhibit Hall (Ballroom C)**

**Theme: Student Learning**

*Student Perceptions of the Effectiveness of Rubrics*

**David C. Leader**, University of Central Oklahoma

**Make plans to join us in Houston for our 2019 conference.**



**46<sup>th</sup> Annual Conference**

March 13-16, 2019

Hyatt Regency Houston

Houston, TX

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**SOUTHWEST CASE RESEARCH ASSOCIATION**  
**A Division of NACRA**

**2017-2018 OFFICERS**

<b>President</b>	<b>Timothy D. Wise</b> , Southern Arkansas University
<b>President Elect</b>	<b>Martin Bressler</b> , Southeastern Oklahoma State University
<b>Vice President, Programs</b>	<b>Courtney Kernek</b> , Southeastern Oklahoma State University
<b>Secretary</b>	<b>Robert Howard</b> , Southeastern Oklahoma State University
<b>Treasurer</b>	<b>Julia Kwok</b> , Northeastern State University
<b>Vice President, Technology</b>	<b>Gerald Kohers</b> , Sam Houston State University
<b>Vice President, Publications (Proceedings Editor)</b>	<b>Irfan Ahmed</b> , Sam Houston State University
<b>Historian and Archivist</b>	<b>Daniel F. Jennings</b> , Texas A&M University - College Station
<b>Immediate Past President</b>	<b>Lawrence Silver</b> , Southeastern Oklahoma State University

**CONGRATULATIONS!**

**Recipient of the 2018 Federation of Business Disciplines Distinguished Paper Award**

*Mears Power-T, Inc.*

**Robert E. Stevens**, Southeastern Oklahoma State University  
**Lawrence Silver**, Southeastern Oklahoma State University  
**Martin Bressler**, Southeastern Oklahoma State University  
**Courtney Kernek**, Southeastern Oklahoma State University  
**David Loudon**, Samford University

**Recipient of the 2018 FBD Outstanding Educator Award**

**Lawrence Silver**, Southeastern Oklahoma State University

**SOUTHWEST CASE RESEARCH ASSOCIATION**  
A Division of NACRA

**2017-2018 TRACK CHAIRS**

<b>Accounting/Finance/Economics</b>	<b>Julia Kwok</b> , Northeastern State University <b>Brian Walkup</b> , University of Tulsa
<b>Human Resource Management/ Organizational Behavior</b>	<b>Timothy D. Wise</b> , Southern Arkansas University
<b>International Business</b>	<b>Syed Tariq Anwar</b> - West Texas A&M University
<b>Non-Profit Management/Ethics</b>	<b>Robert Howard</b> , Southeastern Oklahoma State University
<b>Marketing</b>	<b>Amanda Evert</b> , Southwestern Oklahoma State University
<b>Small Business/Entrepreneurship</b>	<b>Martin Bressler</b> , Southeastern Oklahoma State University
<b>Strategic Management/ Business Policy</b>	<b>Robert E. Stevens</b> , Southeastern Oklahoma State University
<b>Student</b>	<b>Lawrence Silver</b> , Southeastern Oklahoma State University

**PROGRAM OVERVIEW**

**Thursday, March 9**

7:30 a.m. – 8:00 a.m.	Breakfast Honoring Past Presidents
8:00 a.m. – 9:00 a.m.	Special Guest Speaker Richard Rice, Treasurer of Albuquerque Balloon Fiesta, Inc. The History of the Balloon Fiesta
9:00 a.m. – 12:00 p.m.	Case Sessions
12:00 p.m. – 1:30 p.m.	Networking Lunch & Special Guest Speaker Anderson-Abruzzo International Balloon Museum Foundation
1:30 p.m. – 3:00 p.m.	Case Writing Workshop 101: The Beginners Guide to Writing and Publishing Cases Leslie A. Toombs, Texas A&M University - Commerce
3:00 p.m. – 3:30 p.m.	FBD Coffee Break
3:30 p.m. – 5:00 p.m.	2018 Business Meeting & Program Planning

**SOUTHWEST CASE RESEARCH ASSOCIATION**  
**A Division of NACRA**

**March 8, 2018**  
**(Thursday)**

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7:30 a.m. – 8:00 a.m.

Tesuque

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**BREAKFAST HONORING PAST PRESIDENTS**

*All SWCRA Members invited.*

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8:00 a.m. – 9:00 a.m.

Tesuque

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**FBD/SWCRA Choice Pick Session**

**SESSION A**

**Special Guest Speaker**

**Richard Rice**, Treasurer of Albuquerque Balloon Fiesta, Inc.  
The History of the Balloon Fiesta

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9:00 a.m. – 12:00 p.m.

Tesuque

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**SESSION B      Accounting and Finance Track**

**Session Chairs:**    **Julia Kwok**, Northeastern State University  
                              **Brian Walkup**, University of Tulsa

*Corporate Finance Courses and Public Policy: Teaching the Close Connection - A Critical Incident*  
**Mary H. Kelly**, Texas A&M University - Central Texas

*Investing in Tax-Free versus Taxable Bonds*  
**Halil D. Kaya**, Northeastern State University  
**Julia Kwok**, Northeastern State University

*Fitness Fanatics, LLC*  
**Rhonda J. Richards**, Southeastern Oklahoma State University

*A Downtown Stadium for the Augusta GreenJackets Baseball Team (B*  
**Simon Medcalfe**, Augusta University  
**Salinla Tulyasatien**, Augusta University  
**Nick Zivkovic**, Credit Suisse Securities USA

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**SOUTHWEST CASE RESEARCH ASSOCIATION**  
**A Division of NACRA**

**March 8, 2018**  
**(Thursday)**

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9:00 a.m. – 12:00 p.m.

Tesuque

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**SESSION C                      Marketing Track / Small Business and Entrepreneurship Track / Student Track**

**Session Chairs:**

**Amanda Evert**, Southwestern Oklahoma State University  
**Martin Bressler**, Southeastern Oklahoma State University  
**Lawrence Silver**, Southeastern Oklahoma State University

*The Birthday Gift*

**Yulia Fedko**, MBA

**Alex Sharland**, University of South Alabama

*Matt's Ziebart Tidy Car*

**Martin Bressler**, Southeastern Oklahoma State University

*Mears Power-T, Inc.*

**Robert E. Stevens**, Southeastern Oklahoma State University

**Lawrence Silver**, Southeastern Oklahoma State University

**Martin Bressler**, Southeastern Oklahoma State University

**Courtney Kernek**, Southeastern Oklahoma State University

**David Loudon**, Samford University

*Z's Bees*

**Russell (Rusty) Calk**, Texas A&M University - Central

**Angela Patrick**, Texas A&M University - Central

*Ducky's Donuts*

**Martin Bressler**, Southeastern Oklahoma State University

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9:00 a.m. – 12:00 p.m.

Tesuque

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**SESSION D                      Strategic Management Track**

**Session Chair:              Robert E. Stevens**, Southeastern Oklahoma State University

*Orchids Paper Company 2014-2015*

**John K. Masters**, Cameron University

**Pamela Rogers**, Stephen F. Austin State University

*Amazon Whole Foods: When E-Commerce Met Brick-and-Mortar and Saved the Brand of Conscientious Capitalism*

**Keith Regester**, MBA, University of Texas - Tyler

**Shane Martin**, MBA, University of Texas - Tyler

**Chad Nixon**, MBA, University of Texas - Tyler

**Brittany Senior**, MBA, University of Texas - Tyler

**Roger N. Conaway**, University of Texas - Tyler

**SOUTHWEST CASE RESEARCH ASSOCIATION**  
**A Division of NACRA**

**March 8, 2018**  
**(Thursday)**

**Session D – continued**

*Pakistan Super League (PSL): Marketing and Growth Strategies in T20 Cricket*  
**Syed Tariq Anwar**, West Texas A&M University

*Joel Manby, SeaWorld, and the Blackfish Controversy*  
**Timothy D. Wise**, Southern Arkansas University

*Grayson Christian School: Selective Growth Strategy*  
**Robert E. Stevens**, Southeastern Oklahoma State University  
**Lawrence Silver**, Southeastern Oklahoma State University  
**Martin Bressler**, Southeastern Oklahoma State University  
**Courtney Kernek**, Southeastern Oklahoma State University  
**David Loudon**, Samford University

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9:00 a.m. – 12:00 p.m.

Tesuque

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**SESSION E                      International Business Track**

**Session Chairs:**        **Syed Tariq Anwar**, West Texas A&M University

*Managing Complex Global Projects and Technology Marvels: From Hubble to James Webb*  
**Syed Tariq Anwar** - West Texas A&M University

*Walmart's Failures in Entering Three Developed Markets: Institutionalized Misunderstanding*  
**F. Robert Buchanan**, Indiana University of Pennsylvania  
**Hussam Al-Shammari**, Indiana University of Pennsylvania

*Marketing Coca-Cola in Honduras: Corporate Social Responsibility Issues*  
**Mary Anne Doty**, Texas A&M University - Commerce

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9:00 a.m. – 12:00 p.m.

Tesuque

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**SESSION F                      Organizational Behavior and Human Resource Management Track / Non-Profit Management/Ethics Track**

**Session Chairs:**        **Timothy D. Wise**, Southern Arkansas University  
                                 **Robert Howard**, Southeastern Oklahoma State University

*The "Amazon" Way or No Way: A Case Study on Strong Cultures versus Cults*  
**Brian Matthews**, Texas A&M University - Texarkana  
**Jamie Daigle**, Texas A&M University - Texarkana; University of Liverpool  
**James Harbin**, Texas A&M University - Texarkana

*You Made It: You Are Now a Manager*  
**Joseph Kavanaugh**, Sam Houston State University  
**Chandra Kill**, Kress Employment Screening

*Dickinson State University Foundation: For Students or For Profit?*  
**Mindy Henderson**, MBA Student  
**Thomas D. Tolleson**, Texas Wesleyan University

**SOUTHWEST CASE RESEARCH ASSOCIATION**  
**A Division of NACRA**

**March 8, 2018**  
**(Thursday)**

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10:00 a.m. – 10:30 a.m.

Exhibit Hall (Ballroom C)

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**FBD COFFEE BREAK**

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

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

---

12:00 p.m. – 1:30 p.m.

Tesuque

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**NETWORKING LUNCHEON**  
*All SWCRA Members invited*

**SESSION G**

**Special Guest Speaker**

Anderson-Abruzzo International Balloon Museum Foundation

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1:30 p.m. – 3:00 p.m.

Tesuque

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**SESSION H                      Case Writing Workshop 101**

*The Beginners Guide to Writing and Publishing Cases*

**Presenter: Leslie A. Toombs,** Texas A&M University - Commerce

Whether you're looking to implement cases in your courses, write cases for the classroom or for publication this workshop provides critical elements of the case method to help you get started. This hour-long workshop will cover topics including: an introduction to the types of cases, the "anatomy" of a case, how to prepare for writing a case, the teaching note, and getting your case published (how and where). If you missed Case Writing 101, or just want to improve your case writing this workshop is a must! The final 30 minutes will be an open Q&A session.

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3:00 p.m. – 3:30 p.m.

Exhibit Hall (Ballroom C)

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**FBD COFFEE BREAK**

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**SOUTHWEST CASE RESEARCH ASSOCIATION**  
**A Division of NACRA**

**March 8, 2018**  
**(Thursday)**

---

3:30 p.m. – 5:00 p.m.

Tesuque

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**SESSION I      Business Meeting & 2019 Program Planning Meeting**

**Session Chair:**      **Martin Bressler**, Southeastern Oklahoma State University

All SWCRA members are invited to attend this business meeting. Attend and help prepare for our 2019 program. Anyone interested in being a track chair, reviewer, discussant, etc. are encouraged to attend and share ideas to grow and further the art of case writing.

**Make plans to join us in Houston for our 2019 conference!**



**46<sup>th</sup> Annual Conference**  
March 13-16, 2019  
Houston, Texas  
Hyatt Regency Houston

For a premier publishing opportunity, check out the peer-reviewed  
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**SOUTHWESTERN FINANCE  
ASSOCIATION**

**2017 - 2018 OFFICERS**

<b>President:</b>	<b>Susana Yu</b> , Montclair State University
<b>Vice President and Program Chair:</b>	<b>Marilyn Wiley</b> , University of North Texas
<b>Vice President – Events:</b>	<b>Maria De Boyrie</b> , New Mexico State University
<b>Secretary/Treasurer:</b>	<b>Thomas Thompson</b> , University of Texas - Arlington
<b>Webmaster:</b>	<b>Dan W. French</b> , University of Missouri
<b>Directors:</b>	<b>John Banko</b> , University of Florida
	<b>Susan J. Crain</b> , Missouri State University
	<b>M. Kabir Hassan</b> , University of New Orleans
	<b>William C. Hudson</b> , St. Cloud State University
	<b>Shari Lawrence</b> , Nicholls State University
	<b>Andrew Lynch</b> , University of Mississippi

**CONGRATULATIONS!**

**Recipient of the 2018 Federation of Business Disciplines Distinguished Paper Award**

*Preemptive Bidding in Common Value Takeover Auctions: Social Surplus and Seller's Revenue*

**Anna Dodonova**, University of Ottawa

**Yuri Khoroshilov**, University of Ottawa

**Recipient of the 2018 FBD Outstanding Educator Award**

**John Glascock**, University of Connecticut

## **SOUTHWESTERN FINANCE ASSOCIATION**

### **Program Committee:**

**Mahtab Athari**, University of Toledo  
**Mo Chaudhury**, McGill University  
**Susan J. Crain**, Missouri State University  
**Wanling Huang**, University of Texas - Rio Grande Valley  
**Nguyen Huong**, University of Mount Olive  
**Subramanian R. Iyer**, University of New Mexico  
**Ajeet Jain**, Alabama A&M University  
**Susan Ji**, Governor's State University  
**Arati Kale**, University of Texas - Arlington  
**Lynn Kendall**, University of Dallas  
**Anzhela Knayazeva**, U. S. Securities and Exchange Commission  
**Diana Knayazeva**, U. S. Securities and Exchange Commission  
**Ran Lu-Andrews**, California Lutheran University  
**Haowen Luo**, Indiana University Purdue University - Ft. Wayne  
**Andrew Lynch**, University of Mississippi  
**Qingzhong Ma**, California State University, Chico  
**Anna D. Martin**, St. John's University  
**Natalia Matanova**, Pennsylvania State University  
**Karyn Neuhauser**, Lamar University  
**Geoffrey M. Ngene**, Mercer University  
**Ivelina Pavlova**, University of Houston - Clear Lake  
**James D. Philpot**, Missouri State University  
**Gabriel Power**, Laval University, Canada  
**Xiao Qiao**, SummerHaven Investment Management  
**Ramesh Rao**, Oklahoma State University  
**Kemal Saatcioglu**, Rhode Island College  
**James R. Scott**, Missouri State University  
**R. Stephen Sears**, Texas A&M International University  
**Anand Shah**, Task Consultancy Services  
**Vivek Singh**, University of Michigan - Dearborn  
**John D. Stowe**, Ohio University  
**Tih Koon Tan**, University of the District of Columbia  
**Thomas Thompson**, University of Texas - Arlington  
**Nacasius Ujah**, South Dakota State University  
**Priti Verma**, Texas A&M University - Kingsville  
**Jing Hua Wang**, Stockton University  
**Marilyn Wiley**, University of North Texas  
**Susana Yu**, Montclair State University  
**Christina Zhang**, California State University - Monterey Bay

## SOUTHWESTERN FINANCE ASSOCIATION

### SWFA Special Events

Day	Time	Event	Room
Thursday	1:30 p.m. – 3:00 p.m.	Panel Presentation for SWFA registered doctoral students	Mesilla
Thursday	3:30 p.m. – 5:00 p.m.	Panel on Pension Fund Management	Chaco
Thursday	7:00 p.m. – 9:00 p.m.	SWFA Reception	Andaluz Hotel
Friday	7:00 a.m. – 8:30 a.m.	Southwestern Finance Association Board Meeting and Breakfast	Anasazi
Friday	3:30 p.m. – 5:00 p.m.	Current Issues in Energy Markets	Mesilla
Friday	12:00 p.m. – 1:45 p.m.	Southwestern Finance Association Luncheon and Business Meeting	Ballroom B

Thursday Panel Presentation for SWFA Registered Doctoral Students: Panel Presentation and Open Discussion of Issues Facing New Faculty in Finance. Our panelists include **James D. Philpot** (Director of the Financial Planning Program at Missouri State University), **Tarun K. Mukherjee** (Editor of *Review of Financial Economics*), **M. Kabir Hassan** (Editor of *The Global Journal of Finance and Economics*), **R. Stephen Sears** (Dean of the School of Business at Texas A&M International University), and **Marilyn Wiley** (Dean of the College of Business at University of North Texas).

Thursday Panel Presentation on Pension Fund Management. This dynamic panel, “Sovereign Wealth Management with a focus on Investment Management,” will be led by Robert “Vince” Smith, CFA, CEO, of the New Mexico State Investment Council and will feature other pension fund managers within New Mexico.

SWFA Thursday Reception: All registered SWFA attendees are welcome to attend the reception

Friday special session on Current Issues in Energy Markets: **Betty Simkins** (Professor and Williams Companies Chair of Finance, Oklahoma State University) will moderate presentations on energy markets and energy investing.

SWFA Friday Luncheon and Business Meeting: Our annual luncheon includes our business meeting, presentations of awards, and keynote address by **Dr. Betty Simkins**, Professor and Williams Companies Chair of Finance, Oklahoma State University.

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 8, 2018  
(Thursday)**

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8:30 a.m. – 10:00 a.m.

La Cienega

---

**SESSION A            Behavioral Finance**

**Session Chair:**        **Qingzhong Ma**, California State University - Chico

*Dynamics of Music Sentiment*

**Hisam Sabouni**, Claremont Graduate University

Discussant: **Carina Cuculiza**, University of Miami

*Hispanic Culture, Local Return Chasing, and Momentum Returns*

**Carina Cuculiza**, University of Miami

Discussant: **Patricio Torres-Palacio**, University of St. Thomas

*Financial Predictions Based on Investor Sentiments*

**Daniel Perez**, University of St. Thomas - Houston

**Patricio Torres-Palacio**, University of St. Thomas

**Sidika Bayram**, University of St. Thomas - Houston

Discussant: **Jimmy Torrez**, University of Puerto Rico

*Mass Shooting and Stock Returns*

**Jimmy Torrez**, University of Puerto Rico

Discussant: **Hisam, Sabouni**, Claremont Graduate University

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8:30 a.m. – 10:00 a.m.

Mesilla

---

**SESSION B            Securitization**

**Session Chair:**        **Diana Knayazeva**, US Securities and Exchange Commission

*The Role of Securitization and Foreign Funds in Bank Liquidity Management*

**Darius Martin**, Western Washington University

**Mohsen Saad**, American University of Sharjah

**Ali Termos**, American University of Sharjah

Discussant: **Abdullah Yavas**, University of Wisconsin - Madison

*Banking Competition and Securitization “Hand-In-Hand” Toward Reducing Bank Risk*

**Antonio Bayeh**, University of Grenoble Alpes

Discussant: **Darius Martin**, Western Washington University

*On the Interaction between Competition and Securitization: Is it good for Bank Capital Structure?*

**Antonio Bayeh**, University of Grenoble Alpes

Discussant: **He Ren**, University of North Texas

*Adverse Selection in Private Mortgage Securitization - Evidence from Loss Given Default*

**Shuang Zhu**, Kansas State University

**Abdullah Yavas**, University of Wisconsin - Madison

**Eric Higgins**, Kansas State University

Discussant: **Antonio Bayeh**, University of Grenoble Alpes

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 8, 2018  
(Thursday)**

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8:30 a.m. – 10:00 a.m.

Pecos

---

**SESSION C            Capital Structure**

**Session Chair:**        **Anzhela Knayazeva**, Financial Economist

*Leverage, Debt Maturity, and Social Capital*

**Kershen Huang**, Bentley University

**Chenguang Shang**, Bentley University

Discussant: **M. Kabir Hassan**, University of New Orleans

*Managing for Ratings: Real Effects of a Corporate Ratings Criteria Change*

**Emmanuel Alanis**, Texas State University

**Janet Payne**, Texas State University

Discussant: **Chenguang Shang**, Bentley University

*Incorporating Active Adjustment into a Financing Based Model of Capital Structure*

**M. Kabir Hassan**, University of New Orleans

Discussant: **Janet Payne**, Texas State University

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8:30 a.m. – 10:00 a.m.

Ruidoso

---

**SESSION D            International Finance 1 - Country Risk and Corruption**

**Session Chair:**        **Anna D. Martin**, St. John's University

*Regulatory Reforms and Changes in Capital and Risk in Indian Banks*

**Usha Reichert**, Georgia Institute of Technology

**Vijaya Subrahmanyam**, Mercer University - Atlanta

**Srikar Polasanapalli**, Birla Institute of Technology and Science - Pilani

Discussant: **Jan Hanousek**, CERGE-EI

*Scottish Independence Referendum: Risky or Not?*

**Mehmet Dicle**, Loyola University New Orleans

**Betul Dicle**, Unaffiliated

Discussant: **Xin Liu**, University of Hong Kong

*Self-Enrichment or Preferential Access: An International Examination of Corporate Corruption*

**Stephen Ferris**, University of Missouri

**Jan Hanousek**, CERGE-EI

**Jiri Tressl**, Central Michigan University

Discussant: **Mehmet Dicle**, Loyola University New Orleans

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 8, 2018  
(Thursday)**

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8:30 a.m. – 10:00 a.m.

San Miguel

---

**SESSION E            Corporate Governance 1 - Board Composition**

**Session Chair:**        **Wanling Huang**, University of Texas - Rio Grande Valley

*The Externality in the CEO Market and Regulating Board Independence*

**Zhan Li**, University of Winnipeg

Discussant: **Nilakshi Borah**, University of Wisconsin - La Crosse

*From Playground to Boardroom: Endowed Social Status and Managerial Performance*

**Fangfang Du**, Arizona State University

Discussant: **Zhan Li**, University of Winnipeg

*The Effectiveness of Board Independence in High-Discretion Industries*

**Nilakshi Borah**, University of Wisconsin - La Crosse

**Hui James**, University of Texas - Tyler

Discussant: **Fangfang Du**, Arizona State University

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8:30 a.m. – 10:00 a.m.

Tijeras

---

**SESSION F            Corporate Finance 2 - Working Capital Management**

**Session Chair:**        **Mo Chaudhury**, McGill University

*Working Capital Management and Bondholder Wealth*

**Robert Kieschnick**, University of Texas - Dallas

**Rabih Moussawi**, Villanova University

Discussant: **Hsuan-Chi Chen**, University of New Mexico

*Asset Efficiency and Asset Growth Anomaly*

**Rachel (Kyungyeon) Koh**, University of Massachusetts - Amherst

Discussant: **Robert Kieschnick**, University of Texas - Dallas

*Misvaluation and Corporate Cash Holdings*

**Hsuan-Chi Chen**, University of New Mexico

**Robin Chou**, National Chengchi University

**Chien-Lin Lu**, National Chengchi University

Discussant: **Rachel (Kyungyeon) Koh**, University of Massachusetts - Amherst

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 8, 2018  
(Thursday)**

---

8:30 a.m. – 10:00 a.m.

Chaco

---

**SESSION G      Investments 1 - Politics, Business Cycles and and Investing**

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

*Political Speeches and Stock Market Outcomes*

**Anastasios Maligkris**, University of Miami

Discussant: **Kristopher Kemper**, Ball State University

*Political Connections, Government Procurement Contracts, and the Cost of Debt*

**Reza Houston**, Indiana State University

**David Maslar**, Haslam College of Business, University of Tennessee

**Kuntara Pukthuanthong**, University of Missouri

Discussant: **Anastasios Maligkris**, University of Miami

*Does it Pay to Forecast the Business Cycle? A U.S. Update and an International Perspective*

**James Conover**, University of North Texas

**David Dubofsky**, University of Louisville

**Marilyn Wiley**, University of North Texas

Discussant: **Reza Houston**, Indiana State University

*Procyclical Ratings and Market Reactions*

**Kristopher Kemper**, Ball State University

**Kristian Mortenson**, University of St. Thomas

Discussant: **Marilyn Wiley**, University of North Texas

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**46<sup>th</sup> Annual Conference**

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**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 8, 2018  
(Thursday)**

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8:30 a.m. – 10:00 p.m.

Tewa

---

**SESSION H      Socially Responsible Investing**

**Session Chair:**      **Mahtab Athari**, University of Toledo

*Corporate Social Responsibility and Stock Splits*

**Maretno Harjoto**, Graziadio School of Business and Management

**Dongshin Kim**, Pepperdine University

**Richard Walton**, Graziadio School of Business & Management

Discussant: **Kevin Lee**, University of Tampa

*Corporate Social Responsibility, Firm Value and External Corporate Governance*

**Bonnie Buchanan**, Seattle University

**Cathy Cao**, Seattle University

**Chongyang Chen**, Pacific Lutheran University

Discussant: **Richard Walton**, Graziadio School of Business & Management

*Doing Good to Do Well? Does Corporate Social Performance Improve Financial Performance for Emerging Market Multinational Corporations Entering Developed Markets?*

**Kevin Lee**, University of Tampa

**Ru-Shiun Liou**, University of Tampa

**Nai Lamb**, University of Tennessee at Chattanooga

Discussant: **Leila Emily Hickman**, University of New Mexico

*Agency Problems, Information Asymmetry, and Socially Responsible Investing in the Wake of Citizens United: A Call for the Disclosure of Corporate Political Contributions in the United States*

**Leila Emily Hickman**, University of New Mexico

**Gerhard Barone**, Gonzaga University

Discussant: **Bonnie Buchanan**, Seattle University

---

10:00 a.m. – 10:30 a.m.

Exhibit Hall (Ballroom C)

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

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 8, 2018  
(Thursday)**

---

10:30 a.m. – 12:00 p.m.

La Cienega

---

**SESSION A      Corporate Finance 1 - Pension Issues**

**Session Chair:**      **Lynn Kendall**, University of Dallas

*Financial Implications of Discretionary Retirement Benefits: Evidence from India*  
**Arnab Bhattacharya**, IIMI

**Brijesh Mishra**, Indian Institute of Management Indore  
Discussant: **Ting Zhang**, University of Dayton

*Evaluating the Funded Status of Pension Plans: A New Approach*  
**Robinson Reyes Pena**, Florida International University  
**Krishnan Dandapani**, Florida International University  
**Edward Lawrence**, Florida International University  
Discussant: **Brijesh Mishra**, Indian Institute of Management Indore

*Pension Risk Overhang and the Cost of Debt*  
**Ruiqing Shao**, Shanghai Lixin University of Accounting and Finance  
**Qingyin Tang**, Shanghai Lixin University of Accounting and Finance  
**J. Wang**, CUHK  
**C. Wu**, State University of New York  
**Ting Zhang**, University of Dayton  
Discussant: **Robinson Reyes Pena**, Florida International University

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**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 8, 2018  
(Thursday)**

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10:30 a.m. – 12:00 p.m.

Mesilla

---

**SESSION B            International Banking Issues**

**Session Chair:**        **Andrew Lynch**, University of Mississippi

*Effects of Deposit Insurance on Bank Funding and Lending: Evidence from Global Banks during the 2008 Financial Crisis*

**Gaiyan Zhang**, University of Missouri - St. Louis

Discussant: **Joon Park**, University of Arkansas at Pine Bluff

*Measuring Efficiency of Foreign Banks in the United States*

**Joon Park**, University of Arkansas at Pine Bluff

Discussant: **Omrane Guedhami**, University of South Carolina

*State Ownership, Liquidity and Valuation: Evidence from Privatization*

**Narjess Boubakri**, American University of Sharjah

**Ruiyuan Chen**, University of South Carolina

**Sadok El Ghouli**, University of Alberta

**Omrane Guedhami**, University of South Carolina

Discussant: **Gaiyan Zhang**, University of Missouri - St. Louis

---

10:30 a.m. – 12:00 p.m.

Pecos

---

**SESSION C            International Finance 2 - Portfolio Effects**

**Session Chair:**        **Anna D. Martin**, St. John's University

*Price Clustering and Economic Freedom: The Case of Cross-Listed Securities*

**Ahmed Baig**, Texas Tech University

**Benjamin Blau**, Utah State University

**Ryan Whitby**, Utah State University

Discussant: **Ki Han**, Suffolk University

*Commodities and Emerging Markets Stocks in International Portfolios: Measuring Hedging Effectiveness*

**Pornchai Chunhachinda**, Thammasat University

**Maria De Boyrie**, New Mexico State University

**Ivelina Pavlova**, University of Houston - Clear Lake

Discussant: **Benjamin Blau**, Utah State University

*Investment in Frontier Markets from the Perspective of U.S. Investors*

**Ki Han**, Suffolk University

**Suk Lee**, Loyola University Chicago

**David Suk**, Rider University

**Hyunmo Sung**, Handong Global University

Discussant: **Maria de Boyrie**, New Mexico State University

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 8, 2018  
(Thursday)**

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10:30 a.m. – 12:00 p.m.

Ruidoso

---

**SESSION D            Corporate Governance 2 - CEO Compensation and Succession Issues**

**Session Chair:**        **Wanling Huang**, University of Texas - Rio Grande Valley

*CEO Equity-Based Incentives and Shareholder Say-on-Pay in the U.S.*

**Denton Collins**, Texas Tech University

**Blair Marquardt**, Texas Tech University

**Xu Niu**, Texas Tech University

Discussant: **Renee Oyotode**, Texas A&M International University

*Impact of Gender Diverse Boards on Bondholders*

**Renee Oyotode**, Texas A&M International University

Discussant: **Dishant Pandya**, Spalding University

*CEO Compensation and Board Structure: The Long-run Effect of Regulatory Changes of 2002 on CEO Compensation*

**Dishant Pandya**, Spalding University

Discussant: **Xu Niu**, Texas Tech University

---

10:30 a.m. – 12:00 p.m.

San Miguel

---

**SESSION E            Corporate Finance 3 - Impact of Institutional Investors**

**Session Chair:**        **Jinghua Wang**, Pacific Lutheran University

*Monitoring Role of Institutional Investors: Geographical Proximity and Investment Horizon*

**Xiaoqiong Wang**, Indiana University Kokomo

**Siqi Wei**, Oklahoma State University

Discussant: **Chao Yin**, University of Reading

*Institutional Underperformance: Should Managers Listen to the Sell-Side Before Trading?*

**Jeff Hobbs**, Appalachian State University

**Vivek Singh**, University of Michigan - Dearborn

Discussant: **Siqi Wei**, Oklahoma State University

*Are Institutional Investors Under-Investing in Family Controlled Corporations?*

**Marie Racine**, University of Saskatchewan

Discussant: **Jeff Hobbs**, Appalachian State University

*Institutional Investor Monitoring Motivation and the Marginal Value of Cash*

**Charles Ward**, Reading University

**Chao Yin**, University of Reading

**Yeqin Zeng**, ICMA Centre, Henley Business School, University of Reading

Discussant: **Marie Racine**, University of Saskatchewan

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 8, 2018  
(Thursday)**

10:30 a.m. – 12:00 p.m.

Tijeras

**SESSION F                  Investments 2 - Analysts and Ratings**

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

*Stocks without Sustainability Rating: Characteristics and Performance Impact on Socially Responsible Portfolios*

**Benjamin Huebel**, Friedrich-Alexander-Universität Erlangen

**Hendrik Scholz**, University of Erlangen-Nürnberg

Discussant: **Gang Wang**, Shanghai University of Finance and Economics

*Identifying Herding Among Financial Analysts*

**Kun Li**, Australian National University

**Gang Wang**, Shanghai University of Finance and Economics

Discussant: **Cyrus Ramezani**, Orfalea College of Business

*The Impact of Predicted Earnings Surprises on Equity Returns*

**Sanuel Frame**, California Polytechnic State University

**Cyrus Ramezani**, Orfalea College of Business

**Mahdi Rastad**, California Polytechnic State University

Discussant: **Benjamin Huebel**, Friedrich-Alexander-Universität Erlangen

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**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 8, 2018  
(Thursday)**

---

1:30 p.m. – 3:00 p.m.

La Cienega

---

**SESSION A            Volatility**

**Session Chair:**        **Natalia Matanova**, Pennsylvania State University

*US Volatility Effect on International Returns*

**Mehmet Dicle**, Loyola University - New Orleans

Discussant: **Fei Fang**, University of Massachusetts Amherst

*Forecasting Realized Volatility Using ARFIMA and HAR Models*

**M. Kabir Hassan**, University of New Orleans

Discussant: **Mehmet Dicle**, Loyola University - New Orleans

*Jump Risk and the Cross-section of Expected Stock Returns*

**Fei Fang**, University of Massachusetts - Amherst

Discussant: **M. Kabir Hassan**, University of New Orleans

---

1:30 p.m. – 3:00 p.m.

Mesilla

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**SESSION B            SWFA Doctoral Student Panel Presentation**

All Ph.D. students registered for SWFA are required to participate.

Panel presentation and open discussion of issues facing new faculty in finance. Panelists (representing several perspectives and stages of the academic career) share insights from experience. Topics include: getting and keeping a job, the tenure/promotion battle, publishing, becoming a “university citizen”, service to the profession, and others.

The panel will entertain questions from participants.

**Moderator:** **James D. Philpot**, Director of the Financial Planning Program, Missouri State University

Our panelists are:

**M. Kabir Hassan**, Editor of *the Global Journal of Finance and Economics* and Professor, University of New Orleans

**Marilyn Wiley**, Dean of College of Business at University of North Texas

**Tarun K. Mukherjee**, Editor of *Review of Financial Economics* and Professor, University of New Orleans

**R. Stephen Sears**, Dean & Killam Distinguished Professor, Texas A&M International University

**SOUTHWESTERN FINANCE  
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**March 8, 2018  
(Thursday)**

---

1:30 p.m. – 3:00 p.m.

Pecos

---

**SESSION C            Banking and Financial Crises**

**Session Chair:**        **Andrew Lynch**, University of Mississippi

*Opacity, Financial Crisis, and Bank Valuation*

**Yi Zheng**, University of North Texas

Discussant: **Brian Gendreau**, University of Florida

*Bank Emergency Borrowing around the Great Recession*

**Mujtaba Zia**, Southern Arkansas University

Discussant: **Yi Zheng**, University of North Texas

*The Discount Window and the Great Depression*

**Brian Gendreau**, University of Florida

Discussant: **David Johnk**, Rogers State University

*Uncertainty and Bank Profits*

**Robert Killins**, Seneca College of Applied Arts and Technology

**Peter Egly**, University of Texas – Pan American

**David Johnk**, Rogers State University

Discussant: **Mujtaba Zia**, Southern Arkansas University

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1:30 p.m. – 3:00 p.m.

Ruidoso

---

**SESSION D            International Finance 3 - Market Issues**

**Session Chair:**        **Ivelina Pavlova**, University of Houston - Clear Lake

*The Impact of Post-Trade Transparency: Evidence from an Emerging Stock Market*

**Cheng-Huei Chiao**, Missouri Western State University

**Chiou-Fa Lin**, National Formosa University

Discussant: **Omrane Guedhami**, University of South Carolina

*CSR - Related Stock Performance and the Strength of Relations Outside in Japan*

**Yoko Shirasu**, Aoyama Gakuin University

**Hidetaka Kawakita**, Kyoto University

Discussant: **Cheng-Huei Chiao**, Missouri Western State University

*Dynamic Macroeconomic Effects on the German Stock Market Before and After the Financial Crisis*

**Kaan Celebi**, Frankfurt University

Discussant: **Yoko Shirasu**, Aoyama Gakuin University

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 8, 2018  
(Thursday)**

---

1:30 p.m. – 3:00 p.m.

San Miguel

---

**SESSION E            Corporate Governance 3 - Executive Compensation**

**Session Chair:**     **Ajeet Jain**, Alabama A&M University

*How Can We Pay to Get Out of This? Executive Compensation and Bank Risk during the Financial Crisis*

**Katherine Hollingsworth**, University of New Mexico

**Reilly White**, University of New Mexico

Discussant: **Yongli Luo**, Houston Baptist University

*A Comprehensive Analysis of Employee's Option Compensation on Firm's Litigation*

**Isarin Durongkadej**, Oklahoma State University

**Siqi Wei**, Oklahoma State University

Discussant: **Reilly White**, University of New Mexico

*Board Characteristic and Executive Compensation in Chinese State-Owned and Non-State-Owned Firms*

**Yongli Luo**, Houston Baptist University

Discussant: **Siqi Wei**, Oklahoma State University

---

1:30 p.m. – 3:00 p.m.

Tijeras

---

**SESSION F            Corporate Finance 4 - Mergers and Acquisitions**

**Session Chair:**     **Huong Nguyen**, University of Mount Olive

*Management Quality and Acquisition Performance: New Evidence Based on Accounting Profitability*

**Qingfeng Liu**

**Hui Sono**, James Madison University

**Wei Zhang**, California State University - Chico

Discussant: **Haowen Luo**, Indiana University Purdue University Fort Wayne

*Are Volatile Firms Better at Acquiring?*

**Qingzhong Ma**, California State University - Chico

**David Whidbee**, Washington State University

**Wei Zhang**, California State University - Chico

Discussant: **Ren He**, University of North Texas

*What Explains Abnormal Returns during Mergers and Acquisitions*

**Wonseok Choi**, University of North Texas Health Science Center

**Haowen Luo**, Indiana University Purdue University Fort Wayne

Discussant: **Wei Zhang**, California State University – Chico



**SOUTHWESTERN FINANCE  
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**March 8, 2018  
(Thursday)**

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1:30 p.m. – 3:00 p.m.

Chaco

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**SESSION G            Investments 3 - Mutual Funds**

**Session Chair:**        **Karyn Neuhauser**, Lamar University

*Asset Pricing Implications of your Mutual Fund Manager's Constraints*

**Brian Ayash**, California Polytechnic State University

**Ziemowit Bednarek**, California Polytechnic State University

**Pratish Patel**, California Polytechnic State University at San Luis Obispo

Discussant: **Ying Wang**, State University of New York - Albany

*Performance Dispersion among Target Date Funds*

**Ann Marie Hibbert**, West Virginia University

**Ivelina Pavlova**, University of Houston - Clear Lake

Discussant: **Brian Ayash**, California Polytechnic State University

*Does Portfolio Concentration Affect Performance? Evidence from Corporate Bond Mutual Funds*

**Nan Qin**, Northern Illinois University

**Ying Wang**, State University of New York - Albany

Discussant: **Ann Marie Hibbert**, West Virginia University

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3:00 p.m. – 3:30 p.m.

Exhibit Hall (Ballroom C)

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**March 8, 2018  
(Thursday)**

---

3:30 p.m. – 5:00 p.m.

La Cienega

---

**SESSION A            Market Microstructure 1**

**Session Chair:**        **Susana Yu**, Montclair State University

*Is High-Frequency Trading Order-Based Manipulation?*

**Viktoria Dalko**, Harvard University & Hult IBS

Discussant: **Thomas Rhee**, California State University - Long Beach

*Co-jumps, Co-jump Tests and Volatility Prediction in S&P 500 market*

**Weijia Peng**, Rutgers University

Discussant: **Viktoria Dalko**, Hult IBS & Harvard University

*Trade Intensity and Liquidity*

**William Pratt**, Oklahoma City University

**Matthew Brigida**, Clarion University of Pennsylvania

Discussant: **Weijia Peng**, Rutgers University

*Theory of Queuing and the Determination of the Bid-Ask Spread: An Equilibrium Microstructure Analysis*

**Thomas Rhee**, California State University - Long Beach

Discussant: **William Pratt**, Oklahoma City University

---

3:30 p.m. – 5:00 p.m.

Mesilla

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**SESSION B            Personal Financial Planning**

**Session Chair:**        **Mo Chaudhury**, McGill University

*Charitable Estate Planning among Donors to Different Types of Charities*

**Jennifer Lehman**, Texas Tech University

**Russell James**, Texas Tech University

Discussant: **Julia Kwok**, Northeastern State University

*Critical Thinking Exercises for Use in Financial Markets and Institutions and Similar Courses*

**Karyn Neuhauser**, Lamar University

Discussant: **Jennifer Lehman**, Texas Tech University

*An Application of STOCKTRAK in "Investments": What Common Mistakes do Students Make?*

**Halil Kaya**, Northeastern State University

**Julia Kwok**, Northeastern State University

Discussant: **Zhuoming Peng**, University of Arkansas – Ft. Smith

*Factors Affecting Financial Risk Tolerance of Undergraduate Business Students*

**Zhuoming Peng**, University of Arkansas – Ft. Smith

Discussant: **Karen Neuhauser**, Lamar University

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 8, 2018  
(Thursday)**

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3:30 p.m. – 5:00 p.m.

Pecos

---

**SESSION C      Bank Ownership, Supervision and Regulation**

**Session Chair:**      **Diana Knayazeva**, US Securities and Exchange Commission

*Raiders, Regulators, and the Risk-Shifting Value of Payout: Evidence from Bank Enforcement Actions*

**Leonid Pugachev**, University of Oklahoma

Discussant: **M. Kabir Hassan**, University of New Orleans

*Supervision, Loophole Innovation and Bank Leverage Cycles*

**Jianxing Wei**, Universitat Pompeu Fabra

**Tong Xu**

Discussant: **Leonid Pugachev**, University of Oklahoma

*Discretionary Loan-Loss Provisions Behavior: Privately Held versus Publicly Traded Banks*

**M. Kabir Hassan**, University of New Orleans

Discussant: **Tong Xu**

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3:30 p.m. – 5:00 p.m.

Ruidoso

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**SESSION D      Corporate Finance 5 - Earnings Forecasts and Announcements**

**Session Chair:**      **Huong Nguyen**, University of Mount Olive

*Does Revised Earnings Forecast Dispersion Help Market Understand the Post-Earnings Announcement Drift?*

**Feixue Xie**, University of Texas - El Paso

**Lifei Xue**, University of Texas - El Paso

Discussant: **Zhao Wang**, University of Rhode Island

*Accelerated Share Repurchase and its Use in Meeting or Beating Earnings Expectations*

**Nurul Rafi**, Louisiana State University

Discussant: **Feixue Xie**, University of Texas - El Paso

*Managerial Risk-Taking Incentives and Earnings Guidance*

**Tianqi Jiang**, Florida Atlantic University

**Zhao Wang**, University of Rhode Island

Discussant: **Nurul Rafi**, Louisiana State University

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 8, 2018  
(Thursday)**

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3:30 p.m. – 5:00 p.m.

San Miguel

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**SESSION E            Investments 4 - News and Information Impacts**

**Session Chair:**      **Qingzhong Ma**, California State University, Chico

*Do Analysts Cater to Investor Information Demand?*

**Md Miran Hossain**, Florida Atlantic University

**Benjamin Jansen**, Florida Atlantic University

Discussant: **Kershen Huang**, Bentley University

*Does Public News Alleviate the Market's Underreaction to Liquidity Shocks?*

**Mengming Dong**, Rice University

Discussant: **Benjamin Jansen**, Florida Atlantic University

*Short Selling, Informed Trading, and the Role of Social Media*

**Leslie Boni**, California State University - Monterey Bay

**Shwadhin Sharma**, California State University - Monterey Bay

**Christina Zhang**, California State University - Monterey Bay

Discussant: **Mengming Dong**, Rice University

*Who Reacts to News?*

**Doina Chichernea**, University of Denver

**Collin Gilstrap**, University of Toledo

**Kershen Huang**, Bentley University

**Alex Petkevich**, University of Toledo

Discussant: **Leslie Boni**, California State University - Monterey Bay

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3:30 p.m. – 5:00 p.m.

Tijeras

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**SESSION F            Corporate Governance 4 - Firm Ownership**

**Session Chair:**      **Ajeet Jain**, Alabama A&M University

*Transfer of Control and Ownership Structure in Family Firms*

**Hojong Shin**, Michigan State University

Discussant: **Brett Myers**, Texas Tech University

*Do Family Successions Reduce Firm Performance? A Re-examination*

**Xu Niu**, Texas Tech University

Discussant: **Hojong Shin**, Michigan State University

*Strategic Voting and Insider Ownership*

**Blair Marquardt**, Texas Tech University

**Brett Myers**, Texas Tech University

**Xu Niu**, Texas Tech University

Discussant: **Xu Niu**, Texas Tech University

## SOUTHWESTERN FINANCE ASSOCIATION

March 8, 2018  
(Thursday)

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3:30 p.m. – 5:00 p.m.

Chaco

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### SESSION G      Issues in Pension Fund Management

**Panel Moderator:** Subramanian R. Iyer, University of New Mexico

**Panelists:**

**Robert “Vince” Smith, CFA** is among the country’s most broadly experienced public fund investment officers. With more than three decades of investment experience across four state-level public funds in Montana, Texas, Kansas and New Mexico, Mr. Smith has provided investment leadership and fund management to both pension and sovereign wealth investment programs.

**H. Bart Stucky, CFA** has held progressively responsible investment roles at the New Mexico State Investment Council (NMSIC) over the past 25+ years. Presently, Mr. Stucky is Investment Strategist, working in all aspects of broad investment strategy development, asset allocation, asset class construction, portfolio management and public fund industry analysis.

**Paul Chapman** is Director of Real Return and Real Estate at New Mexico State Investment Council where he is responsible for NMSIC’s \$4.0 billion real estate and real return portfolio. Prior to his current role, Paul spent more than 22 years in the real estate investment management industry, most recently as Senior Managing Director and Portfolio Manager at CBRE Global Investors, one of the largest global real estate investment managers.

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5:30 p.m. – 7:00 p.m.

Exhibit Hall (Ballroom C)

---

### FBD Presidential Welcome Reception

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

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7:00 p.m. – 9:00 p.m.

Andaluz Hotel

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### SWFA Reception

All registered SWFA attendees are welcome to attend the reception at TBA.

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 9, 2018  
(Friday)**

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7:00 a.m. – 8:30 a.m.

Anasazi

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**SWFA Board Meeting and Breakfast**

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8:30 a.m. – 10:00 a.m.

La Cienega

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**SESSION A      Economic Theory and Modeling 1**

**Session Chair:**      **Xiao Qiao**, SummerHaven Investment Management

*Preemptive Bidding in Common Value Takeover Auctions: Social Surplus and Seller's Revenue*

**Anna Dodonova**, University of Ottawa

**Yuri Khoroshilov**, University of Ottawa

Discussant: **Amir Kia**, Utah Valley University

*Fiscal Policy with Labor Search and Matching Frictions*

**Dunpei Gan**, Texas A&M University

Discussant: **Yuri Khoroshilov**, University of Ottawa

*Determinants of Inflation in Egypt and Mexico and the Impact of Distance*

**Amir Kia**, Utah Valley University

Discussant: **Dunpei Gan**, Texas A&M University

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Houston, TX

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 9, 2018  
(Friday)**

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8:30 a.m. – 10:00 a.m.

Mesilla

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**SESSION B      Financial Education 1**

**Session Chair:**      **Karyn Neuhauser**, Lamar University

*The Valuation Workbook: A Spreadsheet Framework for Security Analysis*

**Ruthie Brock**, University of Texas - Arlington

**Thomas Thompson**, University of Texas - Arlington

Discussant: **Mary Funck**, Sam Houston State University

*Integration of Environmental, Social and Governance Metrics into a Student Managed Fund: Creating Sustainable Student Managed Funds*

**Asli Ascioğlu**, Bryant University

**Kemal Saatcioglu**, Rhode Island College

Discussant: **Thomas Thompson**, University of Texas - Arlington

*Don't Roll the Dice if You Can't Pay the Price: Using Games to Teach Bond Pricing*

**Mary Funck**, Sam Houston State University

Discussant: **J. Tim Query**, New Mexico State University

*Efficiency and Effectiveness of Advisory Boards: The Case of Actuarial Science Programs*

**J. Tim Query**, New Mexico State University

Discussant: **Asli, Ascioğlu**, Bryant University

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8:30 a.m. – 10:00 a.m.

Pecos

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**SESSION C      Initial Public Offerings 1**

**Session Chair:**      **Anzhela Knayazeva**, Financial Economist

*The Role of Founder-CEOs and Founder-Families in IPOs*

**Xu Niu**, Texas Tech University

Discussant: **Natalia Matanova**, Pennsylvania State University

*Can Relationship Banking Reduce Firms' IPO Underpricing?*

**Kai Lu**, Washington University in St. Louis

Discussant: **Xu Niu**, Texas Tech University

*Do PE and VC Firms Monitor Cash Reserves post-IPO?*

**Natalia Matanova**, Pennsylvania State University

Discussant: **Kai Lu**, Washington University - St. Louis

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 9, 2018  
(Friday)**

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8:30 a.m. – 10:00 a.m.

Ruidoso

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**SESSION D            Bank Risk, Health and Loan Structure**

**Session Chair:**        **Christina Zhang**, California State University - Monterey Bay

*Do Banks' Dividends Signal Their Financial Health?*

**Yi Zheng**, University of North Texas

Discussant: **Hannes Koester**, Leuphana University of Lüneburg

*A Preferred Habitat for Liquidity in Term Repos: Before, During and After the Financial Crisis*

**Ahmed Baig**, Texas Tech University

**Drew Winters**, Texas Tech University

Discussant: **Yi Zheng**, University of North Texas

*Geographical Distance and Syndicated Loan Structure*

**Zhenyu Hu**, Texas A&M International University

**Siddharth Shankar**, Texas A&M International University

Discussant: **Drew Winters**, Texas Tech University

*Restructuring of Banks: Impact on Individual and Systemic Risk*

**Hannes Koester**, Leuphana University of Lüneburg

Discussant: **Siddharth Shankar**, Texas A&M International University

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8:30 a.m. – 10:00 a.m.

San Miguel

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**SESSION E            Fixed Income 1**

**Session Chair:**        **Marilyn Wiley**, University of North Texas

*Estimating Yield Curves of the U.S. Treasury Securities: An Interpolation Approach*

**Feng Guo**, Central University of Finance and Economics

Discussant: **Sudipto Sarkar**, McMaster University

*The Flow of Inflation Information and the Price Volatility of Maturing TIPS*

**Quentin Chu**, University of Memphis

**Pawan Jain**, University of Wyoming

Discussant: **Feng Guo**, Central University of Finance and Economics

*The Investment-Competition Relationship: A Leverage Channel*

**Sudipto Sarkar**, McMaster University

**Chuanqian Zhang**, William Paterson University

**Xiaoyu Zhang**, Shanghai University of Finance and Economics

Discussant: **Quentin Chu**, University of Memphis



**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 9, 2018  
(Friday)**

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8:30 a.m. – 10:00 a.m.

Tijeras

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**SESSION F      Corporate Governance 5 - Governance Issues**

**Session Chair:**      **Andrew Lynch**, University of Mississippi

*Agency Mitigation and the CFO*

**Richard Walton**, Graziadio School of Business & Management

Discussant: **Saurabh Ahluwalia**, University of New Mexico

*Corporate Governance and the Volatility of Volatility*

**Alexander Merz**, Georg-August-Universität Göttingen

**Sebastian Trabert**, University of Goettingen

Discussant: **Richard Walton**, Graziadio School of Business & Management

*The Impact of Top Executive Gender on Asset Prices: Evidence from Stock Price Crash Risk*

**Yeqin Zeng**, ICMA Centre, Henley Business School, University of Reading

Discussant: **Alexander Merz**, Georg-August-Universität Göttingen

*Financial Code of Ethics Relationship to Shareholder Value*

**Saurabh Ahluwalia**, University of New Mexico

Discussant: **Yeqin Zeng**, ICMA Centre, Henley Business School, University of Reading

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8:30 a.m. – 10:00 a.m.

Chaco

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***Choice Pick Session***

**SESSION G      Corporate Finance 6 - Cash Flow and Capital Expenditure Issues**

**Session Chair:**      **Haowen Luo**, Indiana University-Purdue University Fort Wayne

*Capital Market Access and Cash Flow Allocation during the Financial Crisis*

**David Florysiak**, University of Southern Denmark

**Vidhan Goyal**, Hong Kong University of Science and Technology

Discussant: **Brian Ayash**, California Polytechnic State University

*Joint Informational Effects of Capital Expenditure Announcements, Insider Trading, and Ownership*

**Aron Gottesman**, Pace University

**Young Kim**, Northern Kentucky University

**Jouahn Nam**, Pace University

Discussant: **David Florysiak**, University of Southern Denmark

*Piercing the Veil: The Origin and Use of Cash Flow in LBOs*

**Brian Ayash**, California Polytechnic State University

Discussant: **Aron Gottesman**, Pace University

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**March 9, 2018  
(Friday)**

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

Exhibit Hall (Ballroom C)

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**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.

La Cienega

---

**SESSION A      Economic Theory and Modeling 2**

**Session Chair:**      **Tih Koon Tan**, University of the District of Columbia

*Sequentially Adaptive Bayesian Learning Algorithms for Inference and Optimization*

**John Geweke**, University of Technology Sydney

**Garland Durham**, California Polytechnic State University

Discussant: **Anthony Sanford**, University of Washington

*The Deception behind the Modified Dietz Method*

**David Stowe**, Ohio University

Discussant: **Brian Ayash**, California Polytechnic State University

*State Price Density Estimation with an Application to the Recovery Theorem*

**Anthony Sanford**, University of Washington

Discussant: **David Stowe**, Ohio University

*Private Equity, Jobs, and Productivity: A Comment*

**Brian Ayash**, California Polytechnic State University

**Mahdi Rastad**, California Polytechnic State University

Discussant: **Garland Durham**, California Polytechnic State University

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**March 9, 2018  
(Friday)**

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10:30 a.m. – 12:00 p.m.

Mesilla

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**SESSION B            Insurance and Risk Management 1**

**Session Chair:**        **Anand Shah**, Tata Consultancy Services (TCS)

*Does Local Religiosity Matter for Property-Liability Insurers' Risk-Taking?*

**Steven Irlbeck**, University of Iowa

**Thomas Berry-Stoelzle**, University of Iowa

Discussant: **Charles Yang**, Florida Atlantic University

*The Benefits of Excess-of-Loss Reinsurance Coverage for Small Property and Casualty Firms*

**Michael Santos**, Sonoma State University

Discussant: **Steven Irlbeck**, University of Iowa

*Blessing or Curse from Health Insurers' Mergers and Acquisitions? – The Analysis of Group Affiliation, Scale of Operations, and Economic Efficiency*

**Charles Yang**, Florida Atlantic University

Discussant: **Michael Santos**, Indiana State University

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10:30 a.m. – 12:00 p.m.

Pecos

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**SESSION C            Initial Public Offerings 2**

**Session Chair:**        **Vivek Singh**, University of Michigan - Dearborn

*IPO Spillover Effects in a New and Uncertain Sector: The Case of a Marijuana REIT*

**Ran Lu-Andrews**, California Lutheran University

**Chongyu Wang**, University of Florida

Discussant: **Wolfgang Bessler**, University of Giessen

*Geographic Dispersion of Firms and IPO Underpricing*

**Selcuk Karahan**, University of Cincinnati

Discussant: **Ran Lu-Andrews**, California Lutheran University

*Growth Strategies of Initial Public Offerings in Europe*

**Wolfgang Bessler**, University of Giessen

Discussant: **Selcuk Karahan**, University of Cincinnati

**SOUTHWESTERN FINANCE  
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**March 10, 2018  
(Friday)**

10:30 a.m. – 12:00 p.m.

Ruidoso

**SESSION D      Commodities and Commodity Derivatives**

**Session Chair:**      **R. Stephen Sears**, Texas A&M International University

*Fixing the Fix for Silver and Gold*

**Susan J. Crain**, Missouri State University

**Seth Hoelscher**, Missouri State University

**Jeffrey Jones**, Missouri State University

Discussant: **Gabriel Power**, Université Laval

*Cross-Market Dependence in the Commodity Futures Market*

**Ramesh Adhikari**, Humboldt State University

**Kyle Putnam**, Linfield College

Discussant: **Susan J. Crain**, Missouri State University

*How do Economic Variables Affect the Pricing of Commodity Derivatives and Insurance?*

**Hirbod Assa**, University of Liverpool

**Simon Wang**, University of Liverpool

**Gabriel Power**, Université Laval

**Philippe Gregoire**, Université Laval

Discussant: **Kyle Putnam**, Linfield College

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**March 9, 2018  
(Friday)**

---

10:30 a.m. – 12:00 p.m.

San Miguel

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**SESSION E            Fixed Income 2**

**Session Chair:**        **James R. Scott**, Missouri State University

*Dynamic Style Analysis, Performance Evaluation and Investment Behavior of Global Bond Funds*

**Sirapat Polwitoon**, Susquehanna University

**Oranee Tawatnuntachai**, Penn State Harrisburg

Discussant: **Jeffrey Oxman**, University of St. Thomas

*An Integrated Approach to Pricing Catastrophe Reinsurance and Bonds*

**Carolyn W. Chang**, California State University - Fullerton

**Jack S. K. Chang**, California State University - Los Angeles

Discussant: **Oranee Tawatnuntachai**, Pennsylvania State - Harrisburg

*Competition, Rating Shopping and Yield Spread: Evidence from Chinese Enterprise Bond Market*

**Hongren Huang**, National Central University

**Shaoyu Li**, Southwestern University of Economics and Finance

**Jeffrey Oxman**, University of St. Thomas

**Yugang Yin**, Southwestern University of Economics and Finance

Discussant: **Carolyn W. Chang**, California State University - Fullerton

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10:30 a.m. – 12:00 p.m.

Tijeras

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**SESSION F            Corporate Governance 6 - Board Composition 2**

**Session Chair:**        **Andrew Lynch**, University of Mississippi

*Does Geographic Location Matter for Firm Board Structure?*

**Nilakshi Borah**, University of Wisconsin - La Crosse

**Hui James**, University of Texas - Tyler

Discussant: **Yuka Nishikawa**, Florida International University

*Individual Director Turnover*

**Yun Liu**, Keck Graduate Institute

Discussant: **Nilakshi Borah**, University of Wisconsin - La Crosse

*Risk and Return Comparison of Firms Led by Founders and Outside CEOs*

**Yuka Nishikawa**, Florida International University

**Edward Lawrence**, Florida International University

Discussant: **Yun Liu**, Keck Graduate Institute

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 9, 2018  
(Friday)**

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10:30 a.m. – 12:00 p.m.

Chaco

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**SESSION G      Corporate Finance 7 - Risk and Value**

**Session Chair:**      **John D. Stowe**, Ohio University

*Financial Statement Change and Equity Risk*

**Michael Senteney**, Ohio University

**John D. Stowe**, Ohio University

Discussant: **Hitoshi Takehara**, Waseda University

*Reverse Engineering Protection and Long-Term Firm Value*

**Scott Guernsey**, University of Oklahoma

Discussant: **John D. Stowe**, Ohio University

*Relationship between Technological Innovation, Corporate Social Performance and Corporate Financial Performance*

**Hitoshi Takehara**, Waseda University

Discussant: **Scott Guernsey**, University of Oklahoma

---

12:00 p.m. – 1:45 p.m.

Ballroom B

---

**Annual Business Meeting and Luncheon**

Keynote Speaker: **Betty Simkins**, Ph.D., Professor and Williams Companies Chair of Finance,  
Oklahoma State University

Topic: Energy Finance

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**March 9, 2018  
(Friday)**

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1:45 p.m. – 3:15 p.m.

La Cienega

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**SESSION A            Analytical Models for Asset Pricing**

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

*Mutual Fund Style Analysis: A Stochastic Dominance Approach*

**Joe Ren**, Texas Christian University

Discussant: **Sung Bae**, Bowling Green State University

*What Drives ETF premiums and Discounts Around the World?*

**Phillip Doering**, Ruhr - Universitat Bochum

**Rouven Moeller**, Ruhr - Universitat Bochum

**Lorraine Schelle**, Ruhr - Universitat Bochum

Discussant: **Joe Ren**, Texas Christian University

*Idiosyncratic Volatility and Cash Flow Volatility: New Evidence from S&P 500*

**Yuntaek Pae**, Central Washington University

**Sung Bae**, Bowling Green State University

**Namhoon Lee**, Southern Wesleyan University

Discussant: **Phillip Doering**, Ruhr - Universitat Bochum

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1:45 p.m. – 3:15 p.m.

Mesilla

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**SESSION B            Asset Pricing 1**

**Session Chair:**        **Arati Kale**, University of Texas - Arlington

*Idiosyncratic Shocks, Geographic Spillover, and Asset Prices*

**Sima Jannati**, University of Miami

Discussant: **Mehmet Dicle**, Loyola University - New Orleans

*A Seasonal Regularity in the Impact of Investor Sentiment on Asset Prices*

**Yuekun Liu**, University of Arkansas

**Gady Jacoby**, University of Manitoba

**Olexandr Paseka**, University of Manitoba

**Chi Liao**, University of Manitoba

Discussant: **Sima Jannati**, University of Miami

*Asymmetric Return Response to Expected Risk*

**Mehmet Dicle**, Loyola University - New Orleans

Discussant: **Yuekun Liu**, University of Arkansas

**SOUTHWESTERN FINANCE  
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**March 9, 2018  
(Friday)**

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1:45 p.m. – 3:15 p.m.

Pecos

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**SESSION C      Economic Theory and Modeling 3**

**Session Chair:**      **Tih Koon Tan**, University of the District of Columbia

*Time-varying Stock Market Participation and Conditional Consumption-based Asset pricing*

**Redouane Elkamhi**, University of Toronto

**Chanik Jo**, University of Toronto

Discussant: **Carina Cuculiza**, University of Miami

*The Powerball Regressivity: An Evidence from the World's Largest Lottery Prize*

**Ki Han**, Suffolk University

**Sukhun Lee**, Loyola University - Chicago

**David Suk**, Rider University

**Hyunmo Sung**, Handong Global University

Discussant: **Chanik Jo**, University of Toronto

*Estimating the Implied Required Return on Equity with a Declining Growth Rate Model*

**Larry Holland**, University of Arkansas - Little Rock

Discussant: **Sukhun Lee**, Loyola University - Chicago

*Economic Activity, Investor Trading Behavior, and Asset Prices*

**Carina Cuculiza**, University of Miami

Discussant: **Larry Holland**, University of Arkansas - Little Rock

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**March 9, 2018  
(Friday)**

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1:45 p.m. – 3:15 p.m.

Ruidoso

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**SESSION D            IPOs and Seasoned Offerings**

**Session Chair:**    **Anand Shah**, Tata Consultancy Services (TCS)

*Do Shareholder Rights Influence the Direct Costs of Issuing Seasoned Equity?*

**Don Autore**, Florida State University

**Jeff Hobbs**, Appalachian State University

**Tunde Kovacs**, University of Massachusetts - Lowell

**Vivek Singh**, University of Michigan - Dearborn

Discussant: **Lynn Kendall**, University of Dallas

*Auditor Reputation, Auditor Independence, and IPOs' Performance*

**Kai Chen**, State University of New York - Oneonta

**Anna Lin**, State University of New York - Oneonta

**Dona Siregar**, State University of New York - Oneonta

Discussant: **Jeff Hobbs**, Appalachian State University

*Underwriter Size and Bond Markets: A Case of Market Power or Certification?*

**Lynn Kendall**, University of Dallas

**Niranjan Tripathy**, University of North Texas

Discussant: **Kai Chen**, State University of New York - Oneonta

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1:45 p.m. – 3:15 p.m.

San Miguel

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**SESSION E            Option Prices and Strategies**

**Session Chair:** **Susan J. Crain**, Missouri State University

*Dynamic Delta Option Strategy versus Static Futures Strategy: Evidence from the NASDAQ OMX  
Commodities Europe*

**Antti Klemola**, University of Vaasa

Discussant: **David Harris**, University of Great Falls

*Option Market Behavior around the Stocks 52-Week Highs and Lows*

**Anitha Manohar**, Quinnipiac University

**Geoffrey M. Ngene**, Mercer University

Discussant: **Antti Klemola**, University of Vaasa

*Pricing European Style Options*

**David Harris**, University of Great Falls

Discussant: **Anitha Manohar**, Quinnipiac University

**SOUTHWESTERN FINANCE  
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**March 9, 2018  
(Friday)**

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1:45 p.m. – 3:15 p.m.

Tijeras

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**SESSION F            Corporate Finance 8 - Corporate Debt Issues**

**Session Chair:**        **Geoffrey M. Ngene**, Mercer University

*Debt Structure and Firm Leverage Adjustments*

**Feifei Zhu**, Radford University

Discussant: **Scott Guernsey**, University of Oklahoma

*Why Do Bondholders Also Hold Equity? Examining Loan Covenant Violations*

**Steven Irlbeck**, University of Iowa

**Dennis Hamilton**, University of Iowa

**Eric McKee**, University of Iowa

Discussant: **Feifei Zhu**, Radford University

*Are Some Things Best Kept Secret? The Effect of the Uniform Trade Secrets Act on Financial Leverage*

**Scott Guernsey**, University of Oklahoma

Discussant: **Steven Irlbeck**, University of Iowa

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1:45 p.m. – 3:15 p.m.

Chaco

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**SESSION G            Investments 6 - Benchmarks and Indexes**

**Session Chair:**        **Xiao Qiao**, SummerHaven Investment Management

*A New Criterion for Constructing a Multi-Index Benchmark*

**Joel Barber**, Florida International University

Discussant: **Adam Harper**, Miami University

*The Evolving Patterns of the Price Discovery Process: Evidence from the Stock Index Futures Markets of China, India and Russia*

**Qingfeng Liu**, James Madison University

**Qingzhong Ma**, California State University - Chico

**Hui Sono**, James Madison University

**Wei Zhang**, California State University - Chico

Discussant: **Joel Barber**, Florida International University

*Examining the Compounding Effects of Positive and Negative Leveraged Exchange Traded Funds*

**Adam Harper**, Miami University

Discussant: **Wei Zhang**, California State University - Chico

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**March 9, 2018  
(Friday)**

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

Exhibit Hall (Ballroom C)

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

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3:30 p.m. – 5:00 p.m.

La Cienega

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**SESSION A            Real Estate**

**Session Chair:**        **Ran Lu-Andrews**, California Lutheran University

*Housing Price and Household Consumption in China: Evidence from Micro-Level Data*

**Xiaojun Yuan**, Northwestern Polytechnical University

**Haigang Zhou**, Cleveland State University

Discussant: **Thomas Thompson**, University of Texas - Arlington

*Marital House and Marriage: Evidence from Micro-level Data in China*

**Xiaojun Yuan**, Northwestern Polytechnical University

**Haigang Zhou**, Cleveland State University

Discussant: **Steve Swidler**, Auburn University

*Hedging Home Equity Risk: Examination of a Nobel Idea*

**Dag Einar Sommervoll**, Norwegian University of Life Sciences

**Steve Swidler**, Auburn University

Discussant: **Haigang Zhou**, Cleveland State University

*Three Rs of Real Estate*

**Jason Morrison**, University of Texas - Arlington

**Thomas Thompson**, University of Texas - Arlington

Discussant: **Haigang Zhou**, Cleveland State University

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 9, 2018  
(Friday)**

3:30 p.m. – 5:00 p.m.

Mesilla

**SESSION B      Energy Investing**

**Session Chair:**      **Betty Simkins**, Oklahoma State University

*Oil Volatility and Production*

**John Elder**, Colorado State University

Discussant: **Martin Nerlinger**, University of Augsburg

*The Impact of Oil Price Shocks on Stock Returns of Energy Value Chain in the U.S.*

**Shuming Bai**, University of Texas - Permian Basin

**Kai S. Koong**, Tuskegee University

Discussant: **John Elder**, Colorado State University

*Oil Volatility Spillover into Equity-Sector Stock Return: Evidence from Major Oil Producing Countries*

**Rafiqul Bhuyan**, American University of Kuwait

**Mohammad Robbani**, Alabama A&M University

Discussant: **Shuming Bai**, University of Texas - Permian Basin

*Carbon Risk*

**Maximilian Goergen**, University of Augsburg

**Andrea Jacob**, University of Augsburg

**Martin Nerlinger**, University of Augsburg

**Martin Rohleder**, University of Augsburg

**Marco Wilkens**, University of Augsburg

Discussant: **Mohammad Robbani**, Alabama A&M University

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**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 9, 2018  
(Friday)**

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3:30 p.m. – 5:00 p.m.

Pecos

---

**SESSION C            Energy Derivatives**

**Session Chair:**        **Susan J. Crain**, Missouri State University

*Implied Volatility Surface in Crude Oil and Natural Gas Markets*

**Duong Le**, Marietta College

Discussant: **Leo Hung-Iam Chan**, Utah Valley University

*The Impact of Information Releases on Market Uncertainty: An Energy Market Perspective*

**Louis Ederington**, University of Oklahoma

**Fang Lin**, Pittsburg State University

**Lisa (Zongfei) Yang**, Montana State University

Discussant: **Duong Le**, Marietta College

*Forecasting Oil Futures Market Volatility in a Financialized World: Why Speculative Activities Matter*

**Leo Hung-Iam Chan**, Utah Valley University

**Kam Chan**, Western Kentucky University

**Chi Nguyen**, Indiana University

Discussant: **Fang Lin**, Pittsburg State University

---

3:30 p.m. – 5:00 p.m.

Ruidoso

---

**SESSION D            International Finance 4 - Policy Issues**

**Session Chair:**        **Ivelina Pavlova**, University of Houston - Clear Lake

*Monetary Policy Perceptions and Risk-Adjusted Returns: Have Investors from G-7 Countries Benefitted?*

**Tibebe Assefa**, Bowie State University

**Omar Esqueda**, Tarleton State University

Discussant: **Bin Wang**, Marquette University

*How do they Interact? Exchange Rate Regime, Financial Liberalization, and Banking Crisis Likelihood*

**Greg Richey**, California State University – Santa Barbara

Discussant: **Tibebe Assefa**, Bowie State University

*Environmental Regulation Strength and Debt Contracting: Evidence from the OECD Countries*

**Amirhossein Fard**, University of Texas - Rio Grande Valley

**Incheol Kim**, University of Texas - Rio Grande Valley

**Bin Wang**, Marquette University

Discussant: **Greg Richey**, California State University – Santa Barbara

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 9, 2018  
(Friday)**

---

3:30 p.m. – 5:00 p.m.

San Miguel

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**SESSION E            Asset Pricing 2**

**Session Chair:**        **Natalia Matanova**, Pennsylvania State University

*Asset Float and Leveraged Bubbles*

**Florin Bidian**, Georgia State University

Discussant: **Abdulrahman Alharbi**, Nicholls State University

*Dual-Class Firms and Innovation after NAFTA*

**Andrey Zagorchev**, Rhodes College

**Lei Gao**, Iowa State University

Discussant: **Florin Bidian**, Georgia State University

*Effect of Implementation Shortfall in Portfolio Performance*

**Rafiqul Bhuyan**, American University of Kuwait

Discussant: **Andrey Zagorchev**, Rhodes College

---

3:30 p.m. – 5:00 p.m.

Tijeras

---

**SESSION F            Investments 5 - Security Prices and Returns**

**Session Chair:**        **Gabriel Power**, Université Laval

*Investors and Stranded Asset Risk: Evidence from Shareholder Responses to Carbon Capture and Sequestration (CCS) Events*

**Elizabeth Cooperman**, University of Colorado - Denver

Discussant: **Chris Lawrey**, University of South Alabama

*Stock Price Behavior on Ex-Dividend Dates*

**Hui-Ju Tsai**, Washington College

Discussant: **Abdulrahman Alharbi**, Nicholls State University

*Long-run Consumption Risks in Assets Returns: Evidence from Economic Divisions*

**Abdulrahman Alharbi**, Nicholls State University

**Abdullah Noman**, Nicholls State University

Discussant: **Rafiqul Bhuyan**, American University of Kuwait

*Beta Dispersion and Portfolio Returns*

**Kyle Lantinen**, University of South Alabama

**Chris Lawrey**, University of South Alabama

**Kenneth Hunsader**, University of South Alabama

Discussant: **Hui-Ju Tsai**, Washington College

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 9, 2018  
(Friday)**

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3:30 p.m. – 5:00 p.m.

Chaco

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**SESSION G      Investments 7 - Markets, Intervention and Investing Styles**

**Session Chair:**      **Kemal Saatcioglu**, Rhode Island College

*Does Integration Make Interventions during Market Crisis Less Effective? Evidence from China and Russia*

**Vikkram Singh**, Griffith University

Discussant: **Jeffrey Black**, University of Memphis

*Periphery Dealers in Over-the-counter Markets*

**Chutiorn Tontivanichanon**, London School of Economics

Discussant: **Vikkram Singh**, Griffith University

*Tests of Operating Efficiency Strategies Based on a Sector-Neutral Investment Style*

**Gwendolyn Webb**

**Susana Yu**, Montclair State University

Discussant: **Chutiorn Tontivanichanon**, London School of Economics

*The Impact of Make-Take Fees on Market Efficiency*

**Jeffrey Black**, University of Memphis

Discussant: **Susana Yu**, Montclair State University

---

3:30 p.m. – 5:00 p.m.

Ballroom B

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**SESSION H      Doctoral Student Stipend Payment**

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**Poster Presentations**

**Session C**

**Friday, March 9 – Coffee Break III**

**10:00 a.m. – 11:00 a.m. – Exhibit Hall (Ballroom C)**

**Theme: Student Learning**

*“Centenary College of Louisiana Student Managed Investment Fund 2004-2017”*

**Barbara J. Davis**, Centenary College of Louisiana

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<b>Secretary/Treasurer:</b>	<b>Mihai Nica</b> University of Central Oklahoma
<b>Editor, <i>Southwestern Economic Review</i>:</b>	<b>Anne Macy</b> West Texas A&M

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**Roman Wong**, Barry University  
**Ata Yesilyaprak**, Arcadia University

**Kishore G. Kulkarni**, Metropolitan State University of Denver  
**Wei Feng**, Lynn University

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**Chu Nguyen**, University of Houston-Downtown  
**Adnan (Eddie) Daghestani**, Barry University  
**Mihai Nica**, University of Central Oklahoma  
**Anne Macy**, West Texas A&M University

**CONGRATULATIONS!**

**Recipients of the Distinguished Paper Award  
Federation of Business Disciplines**

*Public Insurance and Birth Outcomes: Evidence from Medicaid Implementation*  
**Xuanhao He**, University of New Mexico  
**Xiaoxue Li**, University of New Mexico

**CONGRATULATIONS!**

**Recipient of the  
2018 Federation of Business Disciplines Outstanding Educator Award**  
**Chu Nguyen**, University of Houston - Downtown

**SOUTHWESTERN SOCIETY  
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**March 8, 2018  
(Thursday)**

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8:30 a.m. – 10:00 a.m.

San Juan

---

**SESSION A                      Microeconomic Issues**

**Session Chair:**                      **Kishore G. Kulkarni**, Metropolitan State University of Denver

**Discussants:**                      **Muhammad Mustafa**, McKendree University  
   **Mihai Nica**, University of Central Oklahoma  
   **Chu Nguyen**, University of Houston - Downtown

*Short-run and Long-run Determinants of Economic Growth: Evidences from ARDL Approach, GMM and Dynamic OLS*

**Muhammad Mustafa**, South Carolina State University

**Haile Selassie**, South Carolina State University

*Getting it Straight: The Evasive Relationship between Self-employment and Economic Development*

**Mihai Nica**, University of Central Oklahoma

*The West Texas Intermediate Crude Oil Price Pass-Through Since the Application of Slickwater Fracturing*

**Chu Nguyen**, University of Houston - Downtown

---

8:30 a.m. – 10:00 a.m.

Santa Ana

---

**SESSION B                      Government Policy and Macroeconomic Issues**

**Session Chair:**                      **Michael Guarino**, University of New Mexico

**Discussants:**                      **Mohammed Ershad Hussain**, Dillard University  
   **Jose Bucheli**, University of New Mexico  
   **Glen McDermott**,  
   Office of the Superintendent of Insurance - New Mexico

*Fiscal Deficit and its Impact on Economic Growth: Evidence from Bangladesh*

**Mohammed Ershad Hussain**, Dillard University

**Mahfuzul Haque**, Indiana State University - Terre Haute

*Return Migration and Social Lag in Mexico*

**Jose Bucheli**, University of New Mexico

*State Level Operationalization of Health Policy: A Simple Predictive Model*

**Glen McDermott**, Office of the Superintendent of Insurance - New Mexico

**Alok K. Bohara**, University of New Mexico

**SOUTHWESTERN SOCIETY  
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**March 8, 2018  
(Thursday)**

---

10:00 a.m. – 10:30 a.m.

Exhibit Hall (Ballroom C)

---

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---

10:30 a.m. – 12:00 p.m.

San Juan

---

**SESSION A**

**Banking and Finance**

**Session Chair:**

**Shari Lawrence**, Nicholls State University

**Discussants:**

**Bruce Payne**, Barry University

**Warren Matthews**, Belhaven University

**Chu Nguyen**, University of Houston - Downtown

*A Financial Analysis of Those Companies Identified as Having the Greatest Returns to Invested Capital in Emerging Markets*

**Roman Wong**, Barry University

**Bruce Payne**, Barry University

**John Payne**, Valencia State College

*A Simplified Approach to Real Options in Capital Planning*

**Warren Matthews**, Belhaven University

**Mark Smith**, LeTourneau University

**Robert Driver**, LeTourneau University

*Brazilian Real Exchange Rates and Competitive Positions in Export Markets Relative to Her Two Largest Trading Partners*

**Chu Nguyen**, University of Houston - Downtown

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**March 8, 2018  
(Thursday)**

10:30 a.m. – 12:00 p.m.

Santa Ana

**SESSION B                      Industry Studies and Firm Performance**

**Session Chair:**                **Wei Feng**, Lynn University

**Discussants:**                **Veysel Avsar**, Texas A&M University - Corpus Christi  
                                      **Marshall J. Horton**, Ouachita Baptist University  
                                      **Ohaness Paskelian**, University of Houston - Downtown

*R&D Intensity, Financing Cost and Antidumping*

**Veysel Avsar**, Texas A&M University - Corpus Christi

**Umut Unal**, Antalya Akev University

*The Rise of Edufacturing in American Higher Education*

**Marshall J. Horton**, Ouachita Baptist University

*The Impact of Firm Ownership Structure and Agency Problems on Firm Dividend Policy and Cash Holdings for Chinese Privatized Firms,*

**Ohaness Paskelian**, University of Houston - Downtown

**Stephen Bell**, Park University

**Julia Creek**, Park University

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**March 8, 2018  
(Thursday)**

---

1:30 p.m. – 3:00 p.m.

San Juan

---

**SESSION A                      Environmental Economics**

**Session Chair:**                      **Lidiya Bayliyeva**, University of New Mexico

**Discussants:**                      **Warren Matthews**, Belhaven University  
   **Charles Evans**, Barry University  
   **Mohammed Ershad Hussain**, Dillard University

*New Evidence of Gasoline Demand Elasticities: United States and Arizona*

**Brian P. Macfie**, Arizona State University

*Does Creating a Preserve from Existing Open Space Increase Proximate Land Value in Arizona*

**Brian P. Macfie**, Arizona State University

*Is There Any Relationship between Pollution Decline and the Growth in GDP? Evidence from 45 Developing Countries in the Sub-Saharan Africa*

**Mohammed Ershad Hussain**, Dillard University

**Mahfuzul Haque**, Indiana State University - Terre Haute

---

1:30 p.m. – 3:00 p.m.

Santa Ana

---

**SESSION B                      Government Policy and Macroeconomic Issues**

**Session Chair:**                      **Muhammad Mustafa**, South Carolina State University

**Discussants:**                      **Michael Guarino**, University of New Mexico  
   **Xuanhao He**, University of New Mexico  
   **Glake Hill**, Jackson State University

*Crime and Air Pollution: Microdata Evidence from Four Metropolitan Areas*

**Michael Guarino**, University of New Mexico

**David Dixon**, University of New Mexico

*Public Insurance and Birth Outcomes: Evidence from Medicaid Implementation*

**Xuanhao He**, University of New Mexico

**Xiaoxue Li**, University of New Mexico

*A Measurement of Energy Poverty in the United States of America*

**Glake Hill**, Jackson State University

**Nicholas J. Hill**, Jackson State University

**Phylicia Taylor**, Jackson State University

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**March 8, 2018  
(Thursday)**

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3:00 p.m. – 3:30 p.m.

Exhibit Hall (Ballroom C)

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3:30 p.m. – 5:00 p.m.

San Juan

---

**SESSION A**

**Banking and Finance**

**Session Chair:**

**Ata Yesilyaprak**, Arcadia University

**Discussants:**

**S. P. Uma Rao**, University of Louisiana - Lafayette

**Ata Yesilyaprak**, Arcadia University

**John Lajaunie**, Nicholls State University

*Morningstar High Sustainability Rated Funds-- Returns based Style Analysis (RBSA): October 2011 through August 2016*

**S. P. Uma Rao**, University of Louisiana - Lafayette

*Predicting Performance of Mutual Funds Using Neural Networks and Discriminant Analysis*

**Ata Yesilyaprak**, Arcadia University

*The Impact of the Qualified Mortgage Regulations on Mortgage Lending by Commercial Banks*

**John Lajaunie**, Nicholls State University

**Shari Lawrence**, Nicholls State University

**Ronnie Fanguy**, Nicholls State University

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**March 8, 2018  
(Thursday)**

3:30 p.m. – 5:00 p.m.

Santa Ana

**SESSION B**

**Environmental Economics**

**Session Chair:** Na Lu, University of New Mexico

**Discussants:** Lidiya Bayliyeva, University of New Mexico  
Zuzia Vick, University of New Mexico  
Siong Hook, University Putra Malaysia

*Reduced Power Plant Emissions from both Cap-and-trade Market Efficiency and Technological Progress*

**Lidiya Bayliyeva**, University of New Mexico

**David Dixon**, University of New Mexico

*A Bioeconomic Disaggregation of Hawaii Deep 7 Fishery Data*

**Zuzia Vick**, University of New Mexico

**David Dixon**, University of New Mexico

*The Dynamic Linkages Among Financial Development, Urbanization, Energy Consumption and CO2 Emissions*

**Siong Hook**, University Putra Malaysia

**M. Kabir Hassan**, University of New Orleans

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**March 8, 2018  
(Thursday)**

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5:00 p.m. – 6:00 p.m.

San Juan

---

**SSE Executive Committee Meeting**

**Presiding:**            **Kishore G. Kulkarni**, Metropolitan State University

All current and past officers are invited to attend.

---

5:30 p.m. – 7:00 p.m.

Exhibit Hall (Ballroom C)

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**FBD Presidential Welcome Reception**

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

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**SOUTHWESTERN SOCIETY  
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**March 9, 2018  
(Friday)**

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8:00 a.m. – 10:00 a.m.

Tesuque

---

**SSE Annual Business Breakfast Meeting**

Presiding: **Kishore G. Kulkarni**, Metropolitan State University

All SSE members should attend. New officers will be elected

---

10:00 a.m. – 10:30 a.m.

Tesuque

---

**FBD COFFEE BREAK**

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---

10:30 a.m. – 12:00 p.m.

San Juan

---

**SESSION A**

**Microeconomic Issues**

**Session Chair:**

**Chu Nguyen**, University of Houston - Downtown

**Discussants:**

**Mohammad Safa**, McKendree University

**Kishore G. Kulkarni**, Metropolitan State University of Denver

**Muhammad Mustafa**, South Carolina State University

*Oil Price Volatility, Islamic Financial Development and Economic Growth In GCC Countries*

**Mohammad Safa**, McKendree University

**M. Kabir Hassan**, University of New Orleans

*Recent Trends in Foreign Direct Investment in India and China: Some Reflections and Analysis*

**Kishore G. Kulkarni**, Metropolitan State University of Denver

**Ashish Sedai**, Colorado State University

*Empirics of Traditional US Phillips Curve: Evidence from 1930-2016*

**Muhammad Mustafa**, South Carolina State University

**Matiur Rahman**, McNeese State University

**SOUTHWESTERN SOCIETY  
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**March 9, 2018  
(Friday)**

---

10:30 a.m. – 12:00 p.m.

Santa Ana

---

**SESSION B                      Government Policy and Macroeconomic Issues**

**Session Chair:**                      **Manuel Tejada**, Barry University

**Discussants:**                      **Yannick Bouopda Kammogne**, Cameroon  
   **Matiur Rahman**, McNeese State University  
   **Vasudeva N. R. Murthy**, Creighton University

*Health and Economic Growth in Cameroon*

**Yannick Bouopda Kammogne**, Cameroon

**Boniface Epo Ngah**, Cameroon

**Yannick Joel Abena Nah**, Cameroon

*Growth, Employment and Trade Nexus: Panel Data Evidence for Fifty US States Over 2008-2016*

**Matiur Rahman**, McNeese State University

**Daniel Groft**, Louisiana Department of Revenue

**Muhammad Mustafa**, South Carolina State University

*Health Expenditure in the OECD Countries: New Panel Results Applying the Static and Dynamic Common Correlated Effects Modeling*

**Vasudeva N. R. Murthy**, Creighton University

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12:00 p.m. – 1:30 p.m.

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**Lunch on your own. There are great restaurants in walking distance.**

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1:30 p.m. – 3:00 p.m.

San Juan

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**SESSION A                      Banking and Finance**

**Session Chair:**                      **Manuel Tejada**, Barry University

**Discussants:**                      **Abdullah Noman**, Nicholls State University  
   **Geungu Yu**, Jackson State University  
   **S. P. Uma Rao**, University of Louisiana - Lafayette

*Risk Tolerance: A Longitudinal Study*

**Abdullah Noman**, Nicholls State University

**Shari Lawrence**, Nicholls State University

*The Impact of the Newly Added AAPL in DJIA Index in 2015 on DOW Performance*

**Geungu Yu**, Jackson State University

*Is 12b-1 Fee Still Relevant? In Sustainable Investing*

**S. P. Uma Rao**, University of Louisiana - Lafayette

**Denis Boudreaux**, University of Louisiana - Lafayette

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**March 9, 2018  
(Friday)**

---

1:30 p.m. – 3:00 p.m.

Santa Ana

---

**SESSION B                      Industry Studies and Firm Performance**

**Session Chair:**                      **Marshall J. Horton**, Ouachita Baptist University

**Discussants:**                      **Wei Feng**, Lynn University  
   **Arif Sultan**, Defiance College  
   **Ata Yesilyaprak**, Arcadia University

*Analysis of Risk and Return Perceptions*

**Wei Feng**, Lynn University

*Empirical Evidence on the Quality Differences between Domestic and Foreign Cars*

**Arif Sultan**, Defiance College

*A Merton View of Refiners*

**Ata Yesilyaprak**, Arcadia University

**John Theis**, University of Central Arkansas

---

1:30 p.m. - 5:00 p.m.

Acoma

---

**SPECIAL PANEL I**

**An Environmental Economic Research Panel:**

STEM Bridge Undergraduate Research Problem-based Learning: Health and Environment in Urban Nepal

**Panel Moderators and  
Mentors:**

**Alok K. Bohara**, University of New Mexico

**Michael Benjamin Goodwin**, University of New Mexico

**Niraj Khatiwada**, University of New Mexico

**Organization:**

Sustainable Development Action Lab (SDAL), Nepal Study Center, Department of Economics, University of New Mexico

*Sustainable Development Action Lab: Taking the Classroom into the Field*

**Alok K. Bohara**, University of New Mexico

**Michael Benjamin Goodwin**, University of New Mexico

*Long-term Danda Ecological Monitoring Program (DEMP) Protocols: Water Quality, Air Quality, Weather, River Stage, Biodiversity, & Waste Management*

**Corinne Fox**, University of New Mexico

**Clara Burgeles**, University of New Mexico

**Katelynne Cepener**, University of New Mexico

**Thomas Farnham**, University of New Mexico

**Nick Slade**, University of New Mexico

*Household Waste Management Effects on Health and Behavior: A Case Study of Siddharthanagar*

**Jesus E. Vazquez**, University of New Mexico

*The Impact of Education on Willingness to Pay for Clean Water*

**Katelynne Cepener**, University of New Mexico

**Sonja Fullilove**, University of New Mexico

**Michael Anthony Prossnitz**, University of New Mexico

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**March 9, 2018  
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1:30 p.m. - 5:00 p.m.

Acoma

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**SPECIAL PANEL II**

**An Environmental Economic Research Panel:**

STEM Bridge Undergraduate Research Problem-based Learning: Health and Environment in Urban Nepal

**Panel Moderators and  
Mentors:**

**Alok K. Bohara**, University of New Mexico  
**Michael Benjamin Goodwin**, University of New Mexico  
**Niraj Khatiwada**, University of New Mexico

**Organization:**

Sustainable Development Action Lab (SDAL), Nepal Study Center, Department of Economics, University of New Mexico

*Air Quality Control and Health in Urban City of Siddharthanagar: A Quantitative Study*  
**Aaron Montano**, University of New Mexico

*Propagation of Behavior and Illness: Adult Handwashing and its Effect on Child Illness*  
**Deshawn Vaughan**, University of New Mexico

*Sanitation and Hygiene Approaches and their Impact on Health: A Case Study of Urban City of Siddharthanagar*

**Dayna Diamond**, University of New Mexico  
**Samriti Jain**, University of New Mexico  
**Sage Cox**, University of New Mexico

*Round Table QA Discussion: Undergraduate Students' Community Engaged Research Experience (Himalayan Study Abroad Program: December 2017/January 2018) in Nepal*

**Corinne Fox**, University of New Mexico  
**Clara Burgeles**, University of New Mexico  
**Nick Slade**, University of New Mexico  
**Thomas Farnham**, University of New Mexico  
**Jesus E. Vazquez**, University of New Mexico  
**Sonja Fullilove**, University of New Mexico  
**Michael Anthony Prossnitz**, University of New Mexico  
**Martin Vecsek**, University of New Mexico  
**Aaron Montano**, University of New Mexico

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**March 9, 2018  
(Friday)**

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3:00 p.m. – 3:30 p.m.

Exhibit Hall (Ballroom C)

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3:30 p.m. – 5:00 p.m.

San Juan

---

**SESSION A**

**Environmental Economics**

**Session Chair:**

**David Dixon**, University of New Mexico

**Discussants:**

**Na Lu**, University of New Mexico

**Donal Price**, Lamar University

**Manuel Tejeda**, Barry University

*Dynamic Optimization of Fertilizer Management in Agriculture*

**Na Lu**, University of New Mexico

*NCAA FBS Football Coaches ----- An Attempt at a Taxonomy*

**Donal Price**, Lamar University

**Kabir Sen**, Lamar University

*Is It Easy Being Green? An Exploration of How Green Spaces on Corporate Campuses Align with Corporate Initiatives*

**Manuel Tejeda**, Barry University

## FBD HISTORY

The Federation of Business Disciplines (FBD) – a 21<sup>st</sup> century designation for its organizational primogenitor, the Southwestern Federation of Administrative Disciplines (SWFAD) – has developed into one of the largest annual meetings for those disciplines common to business administration.

SWFAD was an outgrowth of the business disciplines in the Southwestern Social Science Association (SSA). The founders of SWFAD met in Dallas, Texas, April of 1973 and defined the purposes of SWFAD: (1) to foster professional development in each of the academic disciplines common to business administration, (2) to provide an annual meeting in the Southwest for each of the academic disciplines and (3) to provide a common general program in which all the disciplines participate together.

Eight disciplinary groups founded SWFAD. They were the Academy of Management, Southwest Division (now Southwest Academy of Management), American Accounting Association (Southwest Region), American Business Communication Association, Southwest Region (now Association for Business Communication, Southwest Region), American Institute for Decision Sciences, Southwest Region (now Decision Sciences Institute, Southwest Region), Southern Regional Business Law Association, Southwestern Business Administration Association (later Southwestern Business Dean's Association), Southwestern Finance Association, and the Southwestern Marketing Association (now Association of Collegiate Marketing Educators).

At the first annual meeting held in Dallas in March of 1974, the Southern Case Research Association (now Southwest Case Research Association) was admitted to membership. Successive disciplines were affiliated: Southwestern Society of Economics (1975), Southwestern Small Business Institute Association (1976) (later Association for Small Business and Entrepreneurship), and the Southwest Administrative Services Association (1979) (now Association of Business Information Systems). In 1989 the Board of Directors voted to permit the Academy of International Business, Southwest, to meet with the 1990 session. This discipline was admitted to membership in 1991. In 2004 the Industrial Distribution Educator's Association asked to meet with FBD as a guest association, and in 2005 the Organizational Systems Research Association also asked to meet with FBD as a guest association. From 2008 to 2015, FBD met with 10 associations. In 2015, the Academy of International Business, Southwest withdrew from the Federation of Business Disciplines.

### **Executive Director**

Sam J. 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 2009 - 2017 meetings was as follows:

	2009	2010	2011	2012	2013	2014	2015	2016	2017
Academy of International Business-SW	52	55	68	54	39	61	-	-	-
American Accounting Association, SW	110	105	128	111	82	122	69	74	73
Association for Business Communication, SWUS	42	53	54	44	43	53	44	41	45
Association of Business Information Systems	36	36	29	34	28	31	34	52	43
Association of Collegiate Marketing Educators	68	109	65	82	52	49	83	55	51
Decision Sciences Institute, SW Region	140	144	140	128	145	171	168	121	151
Southwest Academy of Management	108	135	144	101	109	132	104	136	113
Southwest Case Research Association	36	44	31	30	35	33	25	36	27
Southwestern Finance Association	157	157	167	175	171	204	187	149	157
Southwestern Society of Economists	42	60	61	41	42	48	49	34	43
Total	791	875	887	800	746	904	763	698	703

## FBD HISTORY

The officers for each of the annual meetings in FBD's history are as follows:

<u><b>Year</b></u>	<u><b>Location</b></u>	<u><b>Officers</b></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, Louisiana	Mary Fischer, President C. Aaron Kelley, Vice President David E. Douglas, Secretary-Treasurer Peggy Lane, Coordinator of Registration Sam J. Bruno, Executive Director
2002	Adam's Mark St. Louis, Missouri	C. Aaron Kelley, President Lou E. Pelton, Vice President David E. Douglas, Secretary-Treasurer Peggy Lane, Coordinator of Registration Sam J. Bruno, Executive Director
2003	Hyatt Regency Houston, Texas	Lou E. Pelton, President Diana Reed, Vice President R. Wayne Headrick, Secretary-Treasurer Peggy Lane, Coordinator of Registration Sam J. Bruno, Executive Director
2004	Caribe Royale Orlando, Florida	Diana Reed, President David E. Douglas, Vice President R. Wayne Headrick, Secretary-Treasurer Sam J. Bruno, Executive Director
2005	Hyatt Regency Dallas, Texas	David E. 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 Michelle McEacharn, Secretary-Treasurer Sam J. Bruno, Executive Director
2007	Town and Country Resort San Diego, California	Wolfgang Hinck, President Betty Kleen, Vice President Michelle McEacharn, Secretary-Treasurer Sam J. Bruno, Executive Director
2008	Hyatt Regency Houston, Texas	Betty Kleen, President Ashish Chandra, Vice President 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

## FBD HISTORY

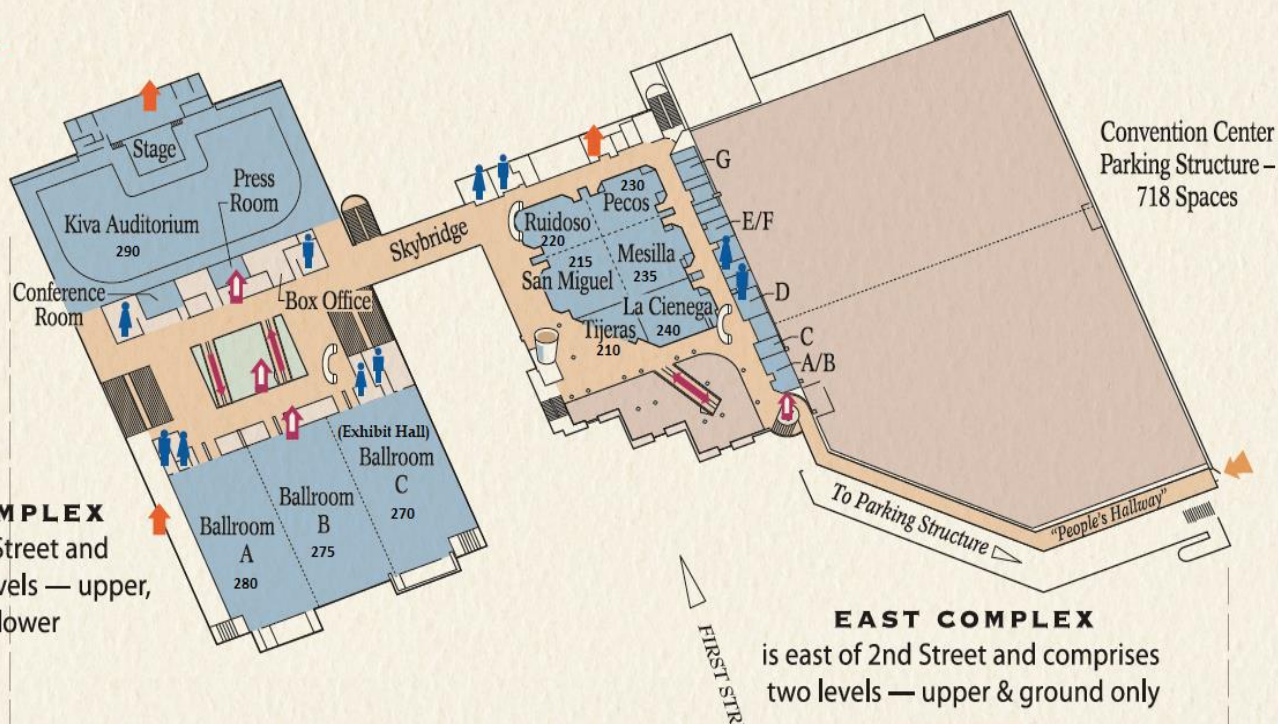
<u>Year</u>	<u>Location</u>	<u>Officers</u>
2010	Sheraton Dallas Hotel Dallas, Texas	David P. Paul, III, President Michelle McEacharn, Vice President Thomas D. Tolleson, Secretary-Treasurer Betty Kleen, Executive Director
2011	Hyatt Regency Houston, Texas	Michelle McEacharn, President Marsha L. Bayless, 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 J. Davis, Secretary-Treasurer Betty Kleen, Executive Director
2013	Albuquerque Convention Center, Albuquerque, New Mexico	Larry Garner, President Thomas D. Tolleson, Vice President Barbara J. Davis, Secretary-Treasurer Michelle McEacharn, Executive Director
2014	Sheraton Downtown Dallas, Texas	Thomas D. Tolleson, President Marshall J. Horton, Vice President Barbara J. Davis, Secretary-Treasurer Michelle McEacharn, Executive Director
2015	Hyatt Regency Houston, Texas	Marshall J. Horton, President S. Ann Wilson, Vice President Russell (Rusty) Calk, Secretary-Treasurer Michelle McEacharn, Executive Director
2016	Renaissance Hotel Oklahoma City, Oklahoma	S. Ann Wilson, President Barbara J. Davis, Vice President Cheryl Prachyl, Secretary-Treasurer Michelle McEacharn, Executive Director
2017	Marriott Hotel and Statehouse Convention Center Little Rock, Arkansas	Barbara J. Davis, President Kimberly L. Merritt, Vice President Cheryl Prachyl, Secretary-Treasurer Michelle McEacharn, Executive Director
2018	Hyatt Regency and Albuquerque Convention Center Albuquerque, New Mexico	Kimberly L. Merritt, President M. Suzanne Clinton, Vice President Cheryl Prachyl, Secretary-Treasurer Michelle McEacharn, Executive Director

## FBD HISTORY

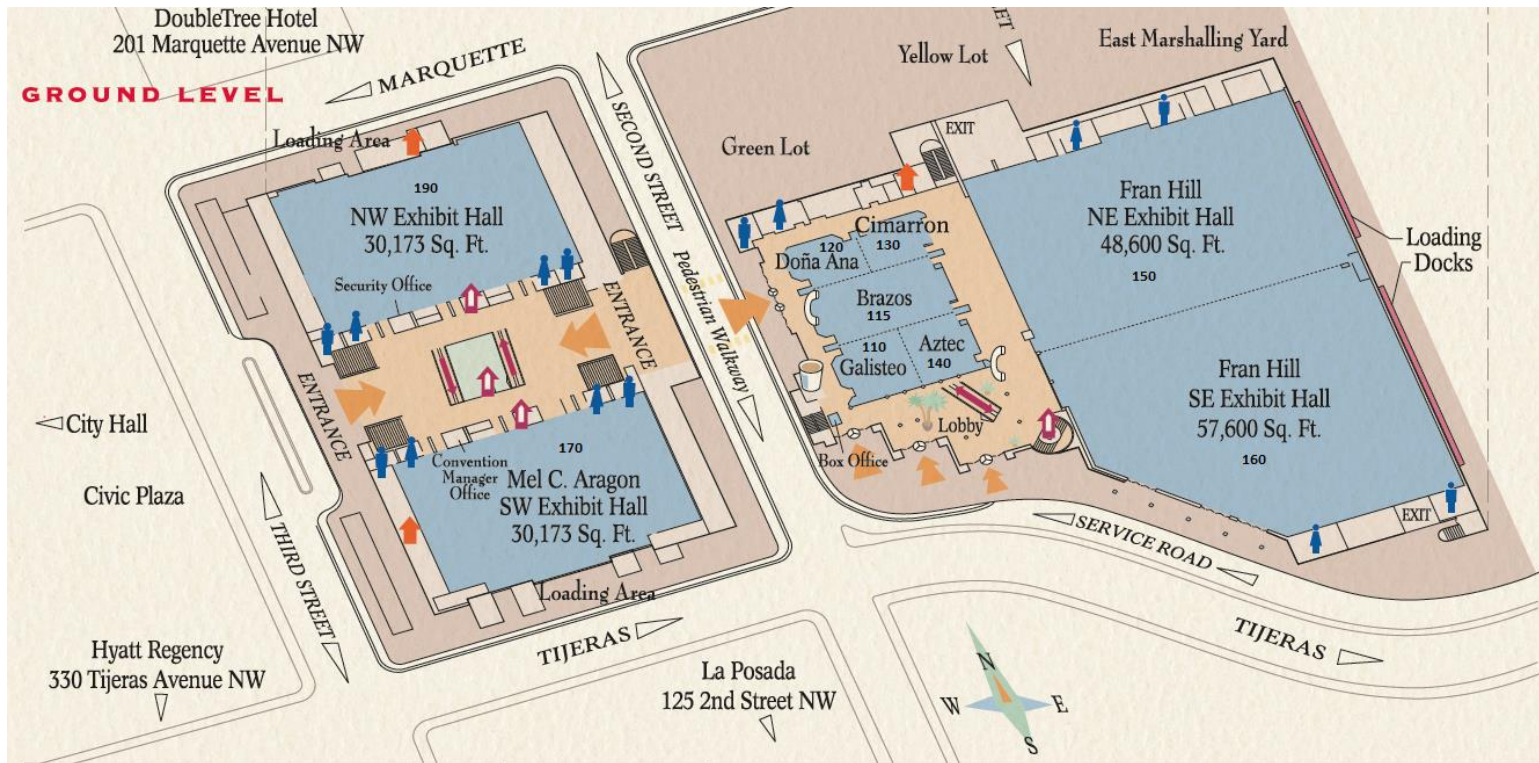
Year	<u>Program</u>		<u>Placement</u>	
	Registrants	Participants	Positions	Applicants
1974	834	459		
1975	991	806	201	104
1976	1,153	876	231	85
1977	1,280	1,053	264	120
1978	1,445	1,063	396	156
1979	1,556	1,306	438	166
1980	1,731	1,166	461	167
1981	1,579	1,485	473	188
1982	1,763	1,584	464	196
1983	1,619	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	1,831	1,703	164	252
1992	2,256	2,164	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	1,285	1,110	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	875	767	12	23
2011	887	825	11	15
2012	800	738	12	18
2013	746	679	8	6
2014	904	834	5	19
2015	763	688	11	25
2016	698	650	0	0
2017	703	646	7	5

## UPPER LEVEL

**WEST COMPLEX**  
is west of 2nd Street and  
comprises three levels — upper,  
ground & lower

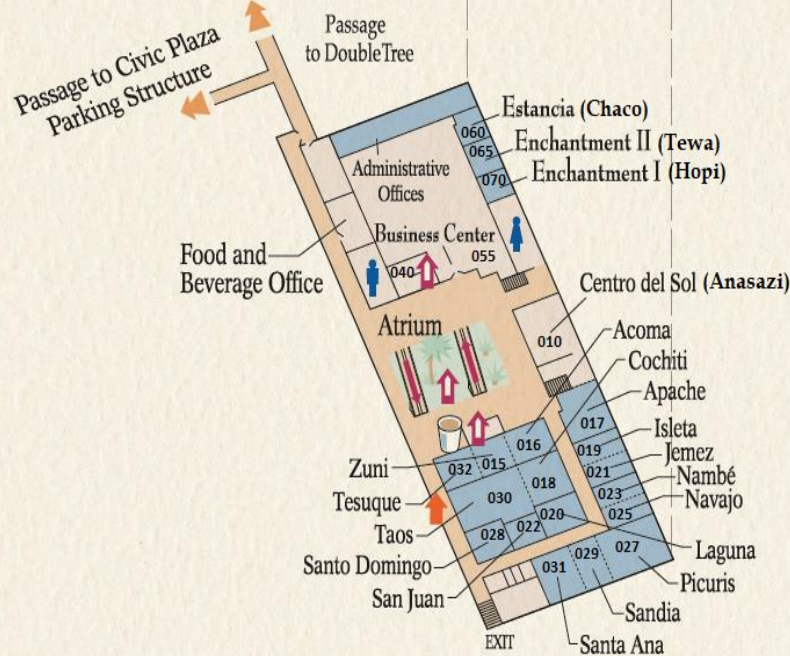


**EAST COMPLEX**  
is east of 2nd Street and comprises  
two levels — upper & ground only





## LOWER LEVEL



## LEGEND

- Pedestrian Entrance
- Main Passageways
- Rentable Rooms
- Men's Restroom
- Women's Restroom
- Vending
- Courtesy Phones
- Elevator
- Freight Elevator
- Escalator
- Stairs
- Loading Dock
- All areas of the Albuquerque Convention Center are accessible to people with mobility impairments



Worldwide Entertainment and  
Conference Venue Management



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