

OFFICIAL PROGRAM

Forty-Seventh ANNUAL MEETING

March 11 – March 14, 2020



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

National and International Constituency

Compiled and Edited by Peggy L. Lane
University of Louisiana Monroe

With special thanks to the 2020 FBD Association Program Chairs

And to

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FEDERATION OF BUSINESS DISCIPLINES

47th Annual Conference

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

48th Annual Conference

March 17 - 20, 2021
Moody Gardens
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:

The Case Centre

iMotions

Interpretive Simulations

MBTN – Management-By-The-Numbers

OpenStax, Rice University

Pinpoint

Stukent

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 Galveston, Texas for our 2021 conference.



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March 17 - 20, 2021
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Galveston, Texas

PRESIDENT'S MESSAGE



LAMAR UNIVERSITY

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM™

Hello and Howdy.

On behalf of the FBD Board of Directors, the association program chairs, and the staff of the Hyatt Regency, San Antonio Riverwalk, I am delighted to offer a warm Texas sized welcome to all of you for the 47th Annual Meeting of the Federation of Business Disciplines. Please accept my heartfelt welcome on behalf of the FBD Board of Directors, our ten association program chairs and many volunteers who make this meeting possible.

I hope that you will enjoy this year's meeting. This conference is an interdisciplinary forum for scholarly research, professional development and pedagogical innovations. My sincere thanks and appreciation go out to our Program Chair Peggy and her team. Your hard work is evident in this program. Go Team San Antonio!

My special thanks to the FBD Executive Council members Kimberly L. Merritt, M. Suzanne Clinton, Peggy Lane and Degan Kettles, for volunteering many hours to help ensure a strong future for the Federation of Business Disciplines. Michelle McEachern, I cannot thank you enough for your wise counsel and patience. You patiently answered all the questions I had and helped me navigate the leadership process this year. You are the bedrock of FBD! Ann Wilson, thank you for encouraging me to serve FBD and helping me succeed. Kim, thank you for being a great treasurer and secretary. It is one tough job.

This program book lists the many sessions and events planned. These opportunities provide for great networking and opportunities to meet and greet colleagues, and to exchange ideas within your discipline as well as with other disciplines represented. I eagerly look forward to the FBD annual Presidential Welcome Reception, scheduled for Thursday evening from 5:30 p.m. – 7:00 p.m., where I will personally welcome you all and meet and greet. Please also enjoy food, drink, and relaxing music as you reconnect with colleagues and meet new friends. I wish to thank our sponsors and exhibitors for their support. Their support and participation allow us to offer many of the activities that enhance the overall value of the conference. Please remember to visit our exhibitors to review their latest instructional materials and to express your appreciation for their support of this conference. If you registered for the Wednesday evening FBD Awards Reception and Banquet, please join me in honoring our Distinguished Paper Award and Outstanding Educator winners. Additionally, a very special thank you goes to all our sponsors and exhibitors for their support. Without their participation, many of the activities that enhance our reputation as a high-quality professional organization and help us recognize the achievements of our members would not be possible.

The Hyatt Regency San Antonio Riverwalk has been a great friend. The staff, under the direction of Taylor Wright has helped us in planning our conference, and their support and commitment goes a long way in enabling us to offer a great event.

I started my journey in 2005 meeting as a rookie doctoral student and have travelled a long way in coming to this juncture as the FBD president for the 2020 meeting. It was possible only with the support of some great people - the people who took time to mentor me over the past few years. Lou Pelton, thank you for believing in me and motivating me to aspire and attain academic leadership positions. From my first FBD meeting in Dallas in 2015 until today, you have been a great mentor and a catalyst for my growth. I am very grateful to my school, Lamar University, for its continued support in my leadership journey. Finally, I wish to thank my family. My wife Vyjayanthi and daughter Chithkalashri have taken my frequent absences and my lack of time for them in their stride and have been pillars of support to me.

We are back in San Antonio, Texas for the 47th annual conference after several years. This location is particularly wonderful during the time of our meeting and in after you enjoy the conference, take time to enjoy San Antonio. Our location is on the famous Riverwalk and I encourage you to take a stroll. You can visit some great restaurants to meet, greet, and eat, and then use your feet to get some of your fitness steps. You can also choose to visit the Alamo if you are a history buff. The Sea World and Zoo are a great option for those coming with families and wanting to do some visits with children. You can do Hop on Hop Off tour as well. Thus, there is something in the Alamo city for everyone. It is my hope that each of you will "get out" and enjoy what this city has to offer.

Our 2021 conference is scheduled to be in Galveston and please mark your calendars for the same. I wish the incoming program chair, Degan Kettles, the very best as he prepares next year's program. A seasoned academic, Degan brings vast experience and ability to the table. I am confident that he and his team of association program chairs will certainly put together an exciting program for all of us to enjoy.

VivekShankar Natarajan, Ph.D.
President

GENERAL PROGRAM CHAIR'S MESSAGE



College of Business and Social Sciences

Humphill Hall

700 University Avenue | Monroe, LA 70209-0100

Greetings!

Welcome to the FBD conference in San Antonio! We are happy to be returning to San Antonio after 20 years! We are so glad you are here and hope you have a wonderful conference. The Federation of Business Disciplines (FBD) conference is well known as the interdisciplinary forum for scholarly research, professional development and teaching techniques. We are made up of ten associations. We invite you to look over the program and investigate a session or two not in your primary association. The meeting rooms are in two locations – in the conference hotel and at the Losoya Conference Center (leave the hotel via the front door, cross Losoya street, and turn left).

Team San Antonio has worked hard so that you will have an excellent conference experience. Many people make up Team San Antonio including the FBD Executive Committee and the Association program chairs. I have worked closely with the Association Program Chairs and personally thank Cheryl, Kayla, Richard, Rhonda, Mel, Daniel, Ethan, Kendra, Maria and Denis for their hard work and attention to detail. Please be sure to look for them and thank them. They have spent many hours putting the program together and working on your behalf. Thank you to Sandy Edwards, Director of Marketing for all her work.

Please also join me in thanking our sponsors and exhibitors. Be sure to support them by stopping by to visit with them and to thank them for being here. Without their participation, many of the activities that enhance our reputation as a high-quality professional organization would not be possible.

A very special thank you to Michelle McEacharn, FBD Executive Director. She gives so much of herself to FBD and is appreciated more than she could every know. Thank you to Vivek Natarajan, FBD President and to Barbara Davis, Kimberly Merritt and Suzanne Clinton. I appreciate all of you for your support and guidance. Thank you to my dean, Ron Berry, David Douglas, Paul Cronan, Tom Jones, Tom Tolleson and Marshall Horton for their leadership and encouragement to me personally over the years. Thank you to my husband, Michael Lane, for his support, encouragement, and understanding during this past year as I worked on the program.

Galveston, Oh Galveston! Make plans to join us next year in Galveston for the wonderful program Degan Kettles will chair. For now, enjoy San Antonio, attend sessions, coffee breaks, and receptions. Renew friendships and make new ones. See a little of the city after sessions end for the day. Most of all, be in the moment and enjoy!

Sincerely,

Peggy L. Lane, Ph.D.

Vice President and General Program Chair

DISTINGUISHED PAPER AWARDS

**The Federation of Business Disciplines is pleased to recognize the recipients of the
2020 Federation of Business Disciplines Distinguished Paper Awards**

American Accounting Association, Southwest Region

Executive Equity Compensation and Corporate Tax Behavior: The Role of Cash ETR Persistence
Marina Yordanova Ruseva, Lamar University

Association for Business Communication, Southwestern U.S.

Augmented Reality in Business Communication Classes
Ashley Hall, Stephen F. Austin State University
Carol S. Wright, Stephen F. Austin State University
Amanda Smith, Lufkin Independent School District

Association for Small Business and Entrepreneurship

Gender Identity and Entrepreneurial Intention: The Effects of Grit and Perceived Barriers to Entry
Luke A. Voegel, Saginaw Valley State University
Jacob A. Voegel, Coastal Carolina University

Association of Business Information Systems

Faculty and Student Communication
Eddie Horton, Northwestern State University

Association of Collegiate Marketing Educators

CEOs' Level of Confidence, Marketing Outcomes, and Role of Marketing Power
Prachi Gala, Elon University
Saim Kashmiri, University of Mississippi

DISTINGUISHED PAPER AWARDS (Continued)

Decision Sciences Institute, Southwest Region

*Does the Factor Model Perform Well in Emerging Market? –
The Empirical Evidence of China Stock Market*

M. Kabir Hassan, University of New Orleans

Selma Izadi, Loyola University

Yichi Zhang, University of New Orleans

Southwest Academy of Management

More Than Just Agents: The Effect of Top Managers' Psychological Ownership

Franziska Renz, The University of Texas at El Paso

Southwest Case Research Association

Waterhaven Park

Robert Stevens, Southeastern Oklahoma State University

David Loudon, Stamford University

Rhonda Richards, Southeastern Oklahoma State University

Lawrence Silver, Southeastern Oklahoma State University

Southwestern Finance Association

Monitoring Effectiveness of Independent Chair Led Boards

Krishnan Dandapani, Florida International University

Shahid Hamid, Florida International University

Suchismita Mishra, Florida International University

Arun Upadhyay, Florida International University

Southwestern Society of Economists

An Ex Post Analysis of the US Airways/American Airlines Merger

Huubinh B. Le, University of South Alabama

OUTSTANDING EDUCATOR AWARDS

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

2020 Federation of Business Disciplines Outstanding Educator Awards

American Accounting Association, Southwest Region
Edward R. Walker, University of Central Oklahoma

Association for Business Communication, Southwestern U.S.
Laura Valenti, Nicholls State University

Association for Small Business and Entrepreneurship
Eugenie Ardoin, University of Louisiana Monroe

Association of Business Information Systems
Shane Schartz, Fort Hays State University

Association of Collegiate Marketing Educators
Vaidas Lukosius, Tennessee State University

Decision Sciences Institute, Southwest Region
Mark McMurtrey, University of Central Arkansas

Southwest Academy of Management
Abbie Lambert, University of Central Oklahoma

Southwest Case Research Association
Martin S. Bressler, Southeastern Oklahoma State University

Southwestern Finance Association
Susan Crain, Missouri State University

Southwestern Society of Economists
Shari Lawrence, Nicholls State University

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



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

**FBD AWARDS RECEPTION AND BANQUET
BY INVITATION/ADDITIONAL FEE ONLY**

FBD AWARDS AND RECOGNITION RECEPTION AND BANQUET INFORMATION

(By Invitation/Additional Fee Only)

Wednesday, March 11, 2020
6:30 p.m. – 7:30 p.m.
Regency Foyer, Ballroom Level
Awards and Recognition Reception

Wednesday, March 11, 2020
7:30 p.m. – 9:30 p.m.
Regency 1, Ballroom Level
Awards and Recognition Dinner

FBD officers (outcoming and incoming) and Honorees from each association for Outstanding Educator and Distinguished Paper are recognized.

ANNUAL BUSINESS MEETINGS

FBD 2019-2020 Board of Directors Rio Grande Ballroom East	Wednesday, March 11, 2020 2:00 p.m. - 5:00 p.m.
FBD 2020-2021 New Program Chairs Chula Vista, Lobby Level	Saturday, March 14, 2020 8:00 a.m. - 9:00 a.m.
FBD 2020-2021 Board of Directors Chula Vista, Lobby Level	Saturday, March 14, 2020 9:00 a.m. - 11:00 a.m.
American Accounting Association, Southwest Region Garden Terrace, 1st Floor	Friday, March 13, 2020 12:00 p.m. - 1:30 p.m.
Association for Business Communication, Southwestern U.S. Regency 2, Ballroom Level	Friday, March 13, 2020 10:30 a.m. - 12:00 p.m.
Association for Small Business and Entrepreneurship Chula Vista, Lobby Level	Friday, March 13, 2020 12:00 p.m. - 2:00 p.m.
Association of Business Information Systems Regency 3, Ballroom Level	Friday, March 13, 2020 8:30 a.m. - 10:00 a.m.
Association of Collegiate Marketing Educators Navarro, LCC	Friday, March 13, 2020 12:15 p.m. - 2:15 p.m.
Decision Sciences Institute, Southwest Region Rio Grande Ballroom Center	Thursday, March 12, 2020 3:30 p.m. - 5:00 p.m.
Southwest Academy of Management Rio Grande Ballroom West	Friday, March 13, 2020 12:00 p.m. - 1:00 p.m.
Southwest Case Research Association Live Oak, Hill Country Level	Thursday, March 12, 2020 3:30 p.m. - 5:00 p.m.
Southwestern Finance Association Regency 4, Ballroom Level	Friday, March 13, 2020 12:00 p.m. - 1:45 p.m.
Southwestern Society of Economists Rio Grande Ballroom East	Friday, March 13, 2020 8:00 a.m. - 10:00 a.m.

Make plans to join us in Galveston, Texas for our 2021 conference.



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Moody Gardens
Galveston, Texas

FBD POSTER PRESENTATIONS

This year we are proud to sponsor our 4th Annual Conference-wide Poster Sessions. Take time to visit the Exhibit Hall - Regency Center 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. Badges are required to enter the Exhibit Hall.

**Thursday, March 12 – Applications of Technology and International Markets
10:00 a.m. – 11:00 a.m. – Exhibit Hall - Regency Center**

Impact of XBRL in Emerging Countries (SWAAA)

Siti Azratul Azilah Azhar, Universiti Teknologi Brunei

Ulaganathan Subramanian, Universiti Teknologi Brunei

Innovations in Market Research: How Companies Can Use Eye-Tracking, Facial Recognition, and Brain Activity to Satisfy their Customers (ACME)

Casey Knight, University of North Texas, Denton, Texas

The Effectiveness of Radio Advertising on Informational Appeals (ACME)

Chris Obinzu, Texas A&M University at San Antonio, Texas

Incorporating Visual Design in Business Communication with Infographics (SW-ABC)

Lucia Sigmar, Stephen F. Austin State University

Manuel Guerrero, Stephen F. Austin State University

A Social Dominance View of Information Technology Security Using the Theory of Planned Behavior Framework (SWAM)

Janis Warner, Sam Houston State University

Aneika Simmons, Sam Houston State University

Kamphol Wipawayangkool, Sam Houston State University

Results of Implementing a Web-Based Professional Development Component to Business Communication Curriculum (SW-ABC)

Matari Gunter, Texas State University in San Marcos

Does Money Talk? Examining from Currency Exchange Rates and International Trade (SWFA)

Biqing Huang, Angelo State University

Xiaowei Liu, St. Ambrose University

Improving Quality of Audits: How the UK and US Compare (SWAAA)

April R. Poe, University of the Incarnate Word

Tyler Miller, University of the Incarnate Word

The Relationship between Corporate Lifecycle and Executive Compensation in Japan (SWAAA)

Yukiko Kusu, Aoyama Gakuin University, Japan

Hirohisa Hirai, Kanagawa University, Japan

FBD POSTER PRESENTATIONS

Thursday, March 12 – Experience from the Classroom

3:00 p.m. – 4:00 p.m. – Exhibit Hall - Regency Center

Chocolate Chip Cookies in a Jar: Manufacturing Costs and CVP Analysis for the 2nd Semester Student (SWAAA)

Kendra Huff, Texas A&M University - Kingsville

Genevieve Scalan, Texas A&M University - Kingsville

Improving Learning Outcomes in an Introductory Accounting Course Using Checklists (SWAAA)

Catherine K. Weber, University of Houston

Active Learning Strategy: Writing to Learn in Undergraduate Accounting Courses (SWAAA)

Julia S. Frink, Tarrant County College - Connect

Financial Literacy, Financial Actions, and College Students - Do They Go Together? (SWFA)

Philip Tew, Arkansas State University

Dustin Ogden, Arkansas State University

Rachel Washam, Arkansas State University

Exploring Casual Conversation Theory in an Honors Environment (SW-ABC)

Mollie Hartup, Kent State University

The Impact of Experiential Learning on Accounting Career Choice (SWAAA)

Robert Rankin, Texas A&M University- Commerce

Daniel Hsiao, Texas A&M University- Commerce

Cassy Henderson, Sam Houston State University

Experiential Activities to Teach International Management (SWAM)

Michelle Reina, University of Mary Hardin-Baylor

Intermediate Accounting Twofer Project: Review Accounting Cycle and Gain Excel Skills (SWAAA)

Lyudmyla Vasylivna Krylova, Texas State University

So You Think You Can Beat Mr. Market? (SWAAA)

Ajay Abraham, Texas A&M University - Central Texas

Making Accounting Count: Do Hiring Organizations Think Recent Graduates from Undergraduate Degree Programs in Accounting Are Workforce Ready? (SWAAA)

Rodney Carmack, Arkansas State University

Sheena Gammon, Arkansas State University

Marshmallow Structure Negotiation (SWCRA)

Michael Conklin, Angelo State University

FBD POSTER PRESENTATIONS

Friday, March 13 – Current Topics in Accounting and Finance
10:00 a.m. – 11:00 a.m. – Exhibit Hall - Regency Center

Texas Teachers Social Security Issues (SWAAA)

Bridget Vella, Texas A&M University Central College

Matching Between Expenses and Revenues and Analyst Forecast Accuracy (SWAAA)

Liya Hou, University of Texas at Dallas

The Economic Effects of Enriching the Auditors' Opinion Choice Set (SWAAA)

Michael E. Yampuler, University of Houston

The Inauguration of Critical Audit Matters (CAM): Transparency or Liability? An Evaluation of Costs and Benefits from an Investor Perspective (SWAAA)

Trish Driskill, University of the Incarnate Word

Kelly Pittman, University of the Incarnate Word

General Counsels and Material Weaknesses in Internal Control (SWAAA)

Suye Wang, University of Texas at Arlington

Stephanie J. Rasmussen, University of Texas at Arlington

Population Density and Performance of Community and Non-Community Banks in the U.S. (SWFA)

Alex Fayman, MSU Denver

Does Firm Age Affect Cash Policies? (SWFA)

Rajeeb Poudel, Western Oregon University

Haowen Luo, Purdue University Fort Wayne

Ravi Jain, University of Massachusetts Lowell

The Impact of the Dodd-Frank Wall Street Reform Act on Employee Productivity for Community Banks: An Empirical Analysis (SWFA)

John Lajaunie, Nicholls State University

Ronnie Fanguy, Nicholls State University

Mike Chiasson, Nicholls State University

Kevin Breaux, Nicholls State University

The Impact of the Tax Cuts and Jobs Act on Reverse Mortgage Loans: A Nationwide Analysis (SWFA)

John Colias, University of Dallas

Ali Dadpay, University of Dallas

Jenny Gu, University of Dallas

Firm Location and Systematic Risk: The Real Estate Channel (SWFA)

Xiang Gao, Minnesota State University - Moorhead

John Topuz, North American University

Safety Pay\$: Teaching Students about Important Precautions (SWAAA)

Carol Eileen Sullivan, University of Texas-Permian Basin

FBD POSTER PRESENTATIONS

Friday, March 13 – People to People: Leadership, Emotions and Actions
3:00 p.m. – 4:00 p.m. – Exhibit Hall - Regency Center

What Makes A Leader? A Study of Leadership Ability (SW-ABC)

Melanie Burnell, Stephen F. Austin State University

Carol Wright, Stephen F. Austin State University

Lucia Sigmar, Stephen F. Austin State University

Social Capital and New Venture Legitimacy with the Moderating Role of External Bridging Ties (SWAM)

Duygu Phillips, Oklahoma State University

Lessons from Behavioral Psychology for the OD Scholar-Practitioner (SWAM)

Erica Sokol, Benedictine University

The Influence of Transformational Leaders on Key Factors in Audit (SWAM)

Aneika Simmons, Sam Houston State University

Shani Robinson, Sam Houston State University

The Phantom Opportunity: Dimensionality of the New Venture Opportunity (SWAM)

Lee Grumbles, Oklahoma State University

Clint Purtell, Oklahoma State University

Michael Caston, Oklahoma State University

Creative Capacity and Innovation Proposal: The Moderating Influences of Emotional Intelligence and Trust (SWAM)

Misty Sabol, University of Dallas

Bradley Winton, University of Dallas

Accounting Student Ethics (SWAAA)

Anthony Fulmore, Texas A & M University - Central Texas

Julia A. Fulmore, University of Dallas

Instructor Gender Bias in College Class Selection (SWCRA)

Michael Conklin, Angelo State University

Collaborate with IJBC (SW-ABC)

Jacqueline Mayfield, Texas A&M International University

Milton Mayfield, Texas A&M International University

AACSB Standard A5: Requirements and Resources (SWAAA)

Bruce Runyan, University of Missouri, Columbia, Missouri

Jose Lineros, University of North Texas, Denton, Texas

Investigating the Migration Patterns of Refugees and the Country Characteristics That Determine Their Destination (SSE)

Lieke Rolvers, 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*.

*Association of Business Communication
Association of Business Information Systems*

Thursday, March 12 8:30 a.m. – 10:00 a.m. – Rio Grande Ballroom West

ABC-SWUS and ABIS Joint Session

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

Kayla Sapkota, Arkansas State University-Beebe

Richard Kumi, University of Arkansas at Little Rock

ABC-SWUS Best Paper: *Augmented Reality in Business Communication Classes*

Ashley Hall, Stephen F. Austin State University

Carol S. Wright, Stephen F. Austin State University

Amanda Smith, Lufkin Independent School District

ABIS Best Paper: *Faculty and Student Communication*

Eddie Horton, Northwestern State University

Southwestern Finance Association

Thursday, March 12 8:30 a.m. – 10:00 a.m. – Blanco, Hill Country Level

SESSION C Corporate Finance 2

Session Chair: **Hsuan-Chi Chen**, University of New Mexico

Do Institutional Investors Have Homogeneous Influence on Corporate Social Responsibility? Evidence from Investor Investment Horizon

Yun Meng, Ball State University

Xiaoqiong Wang, Indiana University Kokomo

Discussant: **Obed Izaguirre**, University of New Orleans

2020 Federation of Business Disciplines Distinguished Paper Award

Monitoring Effectiveness of Independent Chair Led Boards

Krishnan Dandapani, Florida International University

Shahid Hamid, Florida International University

Suchismita Mishra, Florida International University

Arun Upadhyay, Florida International University

Discussant: **Yun Meng**, Ball State University

Corporate Social Responsibility and the Access to Capital: Evidence from Product Recall Strategies

Obed Izaguirre, University of New Orleans

Fatima Jebari, University of New Orleans

Sudha Krishnaswami, University of New Orleans

Discussant: **Krishnan Dandapani**, Florida International University

FBD CHOICE PICK SESSIONS

Southwest Academy of Management

Thursday, March 12 10:30 a.m. – 12:00 p.m. - Navarro, LCC

TRACK TITLE: Management Education: Faculty-led Learning Opportunities

SESSION A: Faculty Skills → *Using the Power of R and Shiny to Perform Moderation Analyses*

Facilitator: **Justin Keeler**, Ouachita Baptist University

This two-part workshop will provide faculty and doctoral students a venue to enhance analytic skills specific to moderation and interaction effects using a recently developed R software package called, “processR.”

*****This session is open to all FBD members!*****

Southwestern Society of Economists

Thursday, March 12 10:30 a.m. – 12:00 p.m. – Garden Terrace 137, 1st Floor

SESSION B Corporate Finance

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

Discussants: **Stephen Bell**, Park University
 Huubinh B. Le, University of South Alabama
 Yu Zhang, Nicholls State University
 Nichole Castater, Barry University

Determinants of Dividend Policy Decisions in Chinese Firms – An Empirical Investigation

Ohaness G. Paskelian, University of Houston Downtown

Stephen Bell, Park University

Gregory Moore, Park University

Julia Creek, Park University

An Ex Post Analysis of the US Airways/American Airlines Merger

Huubinh B. Le, University of South Alabama

The Effect of Tax Reform on Capital Structure

Yu Zhang, Nicholls State University

Shari Lawrence, Nicholls State University

Xun Li, Nicholls State University

Andrea Chiasson, Nicholls State University

A Financial Profile of Firms Identified as Most Timely in a Period of Economic Growth

Nichole Castater, Barry University

Gayle Workman, Barry University

Bruce Payne, Barry University

FBD CHOICE PICK SESSIONS

Association of Collegiate Marketing Educators

Thursday, March 12, 2020 1:30 p.m. – 3:00 p.m. – Guadalupe, Ballroom Level

SESSION A **Direct Selling: The Millennials' Marketing Channel**
Panel Discussion | Sales and Digital Marketing Track

Session Chair: **Lou E. Pelton**, University of North Texas, Denton, Texas

Presentation: *Data Driven Sales*
 Atul Parvatiyar, Texas Tech University, Lubbock, Texas

Panel: *Direct Selling in the Gig Economy*
 Members, Direct Selling Education Foundation

Association for Small Business and Entrepreneurship

Thursday, March 12, 2020 3:30 p.m. – 5:00 p.m. – Chula Vista, Lobby Level

SESSION **Social Entrepreneurship**

Session Chair: **Laurie A. Babin**, University of Mississippi

Mission Identification and Attitude in a Social Entrepreneurship Organization: The Moderating Effect of Altruism Bias
Justin Keeler, Ouachita Baptist University

Social Entrepreneurship and Sustainability: How Social Entrepreneurship can Lead to Sustainable Development
Luke A. Voegel, Saginaw Valley State University
Jacob A. Voegel, Coastal Carolina University

Social Entrepreneurs vs. Commercial Entrepreneurs Operating through Corporate Social Responsibility: Are They Different?
Luke A. Voegel, Saginaw Valley State University
Jacob A. Voegel, Coastal Carolina University

Gender Identity and Entrepreneurial Intention – Grit and Perceived Barriers to Entry
Luke A. Voegel, Saginaw Valley State University
Jacob A. Voegel, Coastal Carolina University

Does It Take a Village?
Susie S. Cox, University of Louisiana Monroe

FBD CHOICE PICK SESSIONS

American Accounting Association, Southwest Region
Friday, March 13, 10:30 – 12:00 p.m – Bowie C, LCC

Plenary Speaker

“The Ethics of Enron”

Michael E. Anderson, FBI Retired

A discussion of Enron’s leadership, culture, and accounting that facilitated unethical, criminal behavior and contributed to the failure of the seventh largest company in America. The discussion also provides a retrospective on how the FBI investigated the most complex White Collar Crime case in FBI history resulting in the convictions of 22 people and forfeiture of more than \$100 million to the victims of the Enron fraud.

Michael E. Anderson

Assistant Special Agent in Charge (retired) Federal Bureau of Investigation Houston Field Office

Assistant Special Agent in Charge (ASAC) Michael E. Anderson retired from the FBI on November 30, 2017 after 28 years of service. He worked in a variety of Executive Management roles and retired as the ASAC of the White Collar Crime Branch, responsible for Public Corruption, Corporate Fraud, Securities and Commodities Fraud, Intellectual Property Rights, FCPA and Health Care Fraud. Agent Anderson previously served as supervisor of the FBI Enron Task Force in Houston investigating the largest and most complex White Collar Crime case in FBI history which resulted in the conviction of 22 individuals and over \$100 million forfeited to the victims of the Enron fraud. Agent Anderson is a recipient of the Attorney General's Award for Exceptional Service, the highest award given by the Department of Justice, for his work on the Enron case and has lectured about Enron and ethics around the country and in Hong Kong.

Agent Anderson obtained a Masters of Business Administration degree with Distinction from the University of Louisville in Louisville, Kentucky. Additionally, Agent Anderson is a Certified Fraud Examiner as designated by the Association of Certified Fraud Examiners.

<https://www.linkedin.com/in/michaelandersonfbi>

FBD CHOICE PICK SESSIONS

Association of Collegiate Marketing Educators
Friday, March 13, 10:30 – 12:00 p.m. – Live Oak, Hill Country Level

PLENARY SESSION

Members of all FBD associations are invited to attend.

WELCOME TO THE WORLD OF HIGH-TECH MARKETING

Terry Clark, Ph.D.

Dean and Professor of Marketing, College of Business
Southern Illinois University, Carbondale, Illinois

Plenary Session Overview. Marketing is becoming increasingly analytical thanks to the advent and adoption of new technologies. The biggest applications of data science and analytics are in the fields of marketing, finance, and health care. The amount of data that is generated from digital marketing – email marketing, search engine marketing, and social media marketing – lends itself to data driven sales across both the B2B and B2C spectrums. The use of blockchain helps move market offerings smoothly along the marketing distribution channels and marketing analytics help forecast and analyze markets with greater precision than traditional CRM tools ever did. Welcome to the world of high-tech marketing.

Decision Sciences Institute, Southwest Region
Friday, March 13th - 3:30 p.m. – 5:00 p.m. – Regency Ballroom 1

SESSION D: Journal Editors Panel

Session Chair Binshan Lin, Expert Systems with Applications,

Panelists: **Khaled A. Alshare**, Studies in Business and Economics
Mary Fischer, Federation of Business Disciplines Journal
Kai S. Koong, International Journal of Services and Standards
Jason Chen, International Journal of Revenue Management

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



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

Make plans to join us in Galveston, Texas for our 2021 conference.



48th Annual Conference
March 17 - 20, 2021
Moody Gardens
Galveston, Texas

FB D EXHIBITOR PRESENTATIONS

MBTN

Presenter: Stu James, President and Co-Founder
Management by the Numbers

Thursday, March 12, 2020 at 10:30 pm, Maverick A, LCC

Business Math and Metrics:
Enhancing Student Learning with MBTN Online Modules

Stu will discuss the MBTN learning system which provides students with foundational practice in business math and the calculation of important metrics. MBTN currently offers 45 modules appropriate for marketing, finance, entrepreneurship, HR and math/stats. Come by to learn how easy it is to add our affordable online tutorials, problem sets, and certification program (for Marketing Metrics) to your class.

Interpretive Solutions

Presenter: Holly Miller

Thursday, March 12, 2020 @ 3:30 pm, Regency Ballroom 4

Interpretive Simulations:
Learning and Implementing Airline, Strategic Management Simulation

Come and see first-hand how our simulations bring real life experience to your classroom. In this demonstration, we'll use an example of our Airline simulation, commonly used in Strategic Management courses. We'll walk through a few rounds of the simulation, discuss instructor resources to help you align your course objectives to the simulation, and discuss our assessment tools.

iMotion

Presenter: Jessica M. Wilson, Ph.D., Senior Product Specialist
Thursday, March 12, 2020 @ 3:30 pm, Maverick A, LCC

Bringing Neuroscience into your Business School

Human behavior research has become increasingly prevalent in the study of business, from consumer neuroscience to education, communication to decision-making. In this hour-long session, join neuroscientist Dr. Jessica Wilson as she provides a crash-course in the most common biosensors used in business research and education, with examples of how schools and companies all over the world are leveraging this technology.

FBD EXHIBITOR PRESENTATIONS

Pinpoint

Presenter: David Snyder

Friday, March 13, 2020 at 10:30 am, Mesquite, Hill Country Level

The SIE Program is Good for your School

As of October 2018, nearly 80,000 jobs a year in the Financial Securities Industry now require individuals to have passed the SIE before sitting for any other regulatory examination e.g. the Series 7 or Series 6. David Snyder who has worked with more than 50 Universities over the past 5 years and 700 students will discuss how and why schools are now offering the SIE to their business majors.

OpenStax, Rice University

Presenter: Anthony Palmiotto, Editorial Director

Friday, March 13, 2020 at 1:30 pm, Mesquite, Hill Country Level

Building High Quality, Flexible OER for Business Courses

Hear from OpenStax's editorial director and authors on how our business series was developed. Learn why "free" is only the beginning when it comes to the value of using open educational resources in business courses.

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-seventh annual meeting of the Federation of Business Disciplines (formerly Southwestern Federation of Administrative Disciplines) takes place on March 11 – March 14, 2020, in San Antonio Texas. The Hyatt Regency San Antonio Riverwalk serves as the conference venue and the conference hotel.

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

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

2020 FBD Conference Hotel

The Hyatt Regency San Antonio Riverwalk 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 San Antonio Riverwalk) 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 Galveston, Texas for our 2021 conference.



48th Annual Conference

March 17 - 20, 2021

Moody Gardens

Galveston, 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 21st century poses new challenges and opportunities in business education, research and practice, the federation fosters global outreach among scholars in the disciplines common to business administration. FBD's mission is: *To bring a new measure of excellence by emphasizing quality and cutting-edge research, identifying new approaches and ideas, and examining issues that confront the ever-changing teaching and learning environments in various disciplines of business.*

FBD Organization

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

Pre-Registration

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

Registration

The registration area is located in the Los Rios Foyer (Ballroom Level) at the Hyatt Regency San Antonio Riverwalk Hotel. Participants may register on-site or pick up conference materials (name badges, programs/proceedings, etc.) at the registration area. Registration hours are:

Wednesday, March 11	11:00 a.m. - 5:30 p.m.
Thursday, March 12	7:30 a.m. - 5:00 p.m.
Friday, March 13	7:30 a.m. - 4:00 p.m.
Saturday, March 14 (if needed):	7:30 a.m. - 9:00 a.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 for 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.

2020 Association Registration Fees (In addition to the \$100 Required FBD Fee) *

American Accounting Association, Southwest Region.....	\$160.00
Association for Business Communication, Southwestern U.S.	\$60.00
Association for Small Business and Entrepreneurship.....	\$100.00
Association of Business Information Systems	\$65.00
Association of Collegiate Marketing Educators.....	\$100.00
Decision Sciences Institute, Southwest Region.....	\$105.00
Southwest Academy of Management.....	\$150.00
Southwest Case Research Association.....	\$100.00
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 is 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.
- 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 Setup Equipment. FBD covers the costs of a basic setup of screen and projector stand and electrical connections in each meeting room. The associations and their presenters are responsible for laptops and projection equipment. The specific package is dependent upon the negotiated pricing and specifications available at each conference site through the audiovisual provider.
- Booths and Drapage. FBD incurs costs for the rental of exhibit booths and for draping the exhibit area, as well as draping needs throughout other conference activities.
- Service Recognitions and Support. FBD provides recognition for the service of association representatives at the FBD Awards Reception and Banquet and provides support to an association representative through complimentary hotel night provisions.
- Board of Directors Meetings. Miscellaneous expenses are incurred in conducting two Board of Directors' meetings.
- Conference Planning Activities. FBD provides some support for each association's program chair to attend the FBD Boot Camp, an intensive program planning meeting. FBD also provides support to the Executive Director and FBD General Program Chair related to on-site inspections of hotel facilities in planning the use and allocation of meeting space.
- Site Selection Recommendations. FBD covers the travel costs of the Executive Director and partial support for Site Selection Committee travel so that potential convention sites can be effectively evaluated for recommendation to the Board of Directors.
- Printing and Mailings. FBD absorbs the costs of maintaining and updating mailing lists, printing the FBD Call for Papers, and printing and/or mailing other conference materials.
- Website Design and Maintenance. FBD covers the Fees to maintain a website address and the costs to provide for continuous maintenance of a website.
- Credit Card Processing and Banking. FBD incurs the full costs of credit card processing (e.g., credit card fees, banking and security requirements to process credit cards, etc.) for its member associations. FBD also incurs normal banking service charge costs and fees to handle the volume of financial transactions that occur as a result of its conference activities.
- Social Networking Events. FBD provides a number of social networking events for its conference participants. These events include the Awards Reception and Banquet for award winners and their guests, exhibit area coffee breaks, and the Presidential Welcome Reception.
- Miscellaneous Expenses. Such costs vary from year to year but may include officer transition costs, non-routine charges, accounting or auditing costs, etc.

FBD GENERAL INFORMATION

Exhibitors

Publishers' exhibits will be located in Exhibit Hall - Regency 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 11	2:00 p.m. – 5:30 p.m.
Thursday, March 12	8:00 a.m. – 5:00 p.m.
Friday, March 13	8:00 a.m. – 4:00 p.m.

Badges

To enter the Exhibit Hall, all persons older than six years of age are required to wear their conference or guest badge. All badges can be obtained from the Registration area during their open hours.

Guest Registrations

Because the FBD conference is often held in family-friendly, well-desired locations, conference attendees often bring a non-academic family member or friend with them to the conference. These individuals may be a spouse, child, significant other, friend, etc. You may purchase a guest pass for this individual for \$30.00. The guest pass allows the guest to attend FBD general events (e.g., coffee breaks, Presidential Welcome Reception) held in the Exhibit Hall. The guest pass allows for entry ONLY into the Exhibit Hall. An individual with a guest badge may not attend any association sessions, meetings, breakfasts/luncheons, etc. Guest badges are available only to a guest of a registered conference attendee. The guest must not be affiliated with any higher education institution or hold any academic position.

Meeting Rooms

Meetings will be held in the conference hotel, Hyatt Regency San Antonio Riverwalk and across the street in the Losoya Conference Center. The locations of the rooms can be found by referring to the floor plan in the back of this program.

The floors and rooms "At a Glance" are listed here:

Floor	Rooms
1st Floor (1 on the Elevator and the floor above Hill Country Level)	Garden Terrace
Hill Country Level	Nueces, Frio, Blanco, Llano, Pecos, Directors, Pecan, Mesquite, and Live Oak
Ballroom Level (can use escalator to get to this level from Lobby level)	Los Rios Foyer - FBD Registration area, Regency Ballrooms, Rio Grande Ballroom, Guadalupe, Medina
Lobby Level	Chula Vista and Chula Vista Boardroom
Losoya Conference Center (LCC) across the street from the hotel	Maverick A, Maverick B, Sequin, Navarro, Bowie A, Bowie B, Bowie C,

The Hyatt Regency San Antonio Riverwalk is a 100% non-smoking facility.

GENERAL TIMETABLE FOR 2021 FBD MEETING

February 2020	FBD 2021 General Program Chair prepares a 2021 FBD “Call for Papers” for distribution at the FBD Annual Meeting.
March 2020	The 2021 Association Program Chairs and the 2021 FBD General Program Chair start planning for the 2021 conference at the New Program Chairs meeting held on Saturday morning during the 2020 FBD conference.
April/May 2020.....	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 2020	FBD Officers and Association Program Chairs participate in FBD Boot Camp at hotel of the 2021 conference.
June 2020	FBD General Program Chair and each Association Program Chair send out “Call for Papers” reminders to current and prospective participants.
July/August 2020.....	Association Track Chairs continue soliciting manuscripts, special session proposals, tutorials and workshops for the 2021 FBD Conference.
July/August 2020.....	FBD updates its website in preparation for forthcoming conference, solicits registration fee information from the associations, and ensures the associations are marketing the conference.
September 2020.....	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 2020	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 2020	Each Association Program Chair compiles, organizes and sends all program information to the 2021 FBD General Program Chair.
December 2020	Each Association Chair complete a final proof of their program. Registration for the conference opens.
Early January 2021.....	FBD General Program Chair completes compilation of 2021 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 2021	2021 FBD Program is posted on FBD Web site.
February 2021	Deadline for receipt of hotel reservations and pre-conference registration.

2019-2020 FBD EXECUTIVE COUNCIL

FBD EXECUTIVE COUNCIL

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

Vivek S. Natarajan, President
Lamar University

Peggy L. Lane, VP/General Program Chair
University of Louisiana Monroe

Degan Kettles, VP/General Program Chair – Elect
Brigham Young University

Kimberly Webb, Secretary-Treasurer
Texas Wesleyan University

Michelle McEacharn, Executive Director
University of Louisiana Monroe

M. Suzanne Clinton, Immediate Past President
University of Central Oklahoma

Kimberly L. Merritt, Past President
Oklahoma Christian University

The **FBD Board of Directors** is comprised of the FBD Executive Council, two voting members from each member association and the following non-voting offices:

Sandy Edwards, Director of Marketing
Sherry Rodrigue, Director of Social Media and Engagement
Janie R. Gregg, Historian
Kelly Noe, Coordinator of Registration
Jason Conville, Webmaster

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.

FBD 2020 ASSOCIATION PRESIDENTS

Federation of Business Disciplines
Vivek S. Natarajan, Lamar University

American Accounting Association, Southwest Region
Cassy Henderson, Sam Houston State University

Association for Business Communication, Southwestern U.S.
Carol S. Wright, Stephen F. Austin State University

Association for Small Business and Entrepreneurship
Laurie A. Babin, University of Mississippi

Association of Business Information Systems
Shane Schartz, Fort Hays University

Association of Collegiate Marketing Educators
Renée Gravois, Sam Houston State University

Decision Sciences Institute, Southwest Region
Khaled A. Alshare, Qatar University

Southwest Academy of Management
Veena P. Prabhu, California State University, Los Angeles

Southwest Case Research Association
Courtney Kernek, Southeastern Oklahoma State University

Southwestern Finance Association
Thomas Thompson, University of Texas, Arlington

Southwestern Society of Economists
Matiur Rahman, Mcneese State University

FBD 2020 ASSOCIATION PROGRAM CHAIRS

Federation of Business Disciplines Vice-President and Program Chair
Peggy L. Lane, University of Louisiana Monroe

Federation of Business Disciplines Vice-President and Program Chair-Elect
Degan Kettles, Brigham Young University

American Accounting Association, Southwest Region
Cheryl Prachyl, University of Texas at Arlington

Association for Business Communication, Southwestern U.S.
Kayla Sapkota, Arkansas State University at Beebe

Association for Small Business and Entrepreneurship
Rhonda Richards, Southeastern Oklahoma State University

Association of Business Information Systems
Richard Kumi, University of Arkansas – Little Rock

Association of Collegiate Marketing Educators
Mel F. Zuberi, Hood College

Decision Sciences Institute, Southwest Region
Dan Peak, University of North Texas

Southwest Academy of Management
Ethan P. Waples, University of Houston - Downton

Southwest Case Research Association
Kendra Ingram, Southeastern Oklahoma State University

Southwestern Finance Association
Maria E. de Boyrie, New Mexico State University

Southwestern Society of Economists
Denis O. Boudreaux, University of Louisiana at Lafayette

**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2020 ANNUAL MEETING**

2019 – 2020 OFFICERS

President:	Cassy Henderson , Sam Houston State University
Program Chair & President Elect:	Cheryl Prachyl , University of Texas-Arlington
Program Chair Elect:	Nikki Shoemaker , Stephen F. Austin State University
Secretary/Treasurer:	Calee Jo Holcombe , Stephen F. Austin State University
Historian:	Elaine Sanders , University of Texas-San Antonio
Webmaster:	Jay Vega , Stephen F. Austin State University
Past President 2017-2019:	Kelly Noe , Stephen F. Austin State University
Coordinating Committee Member At Large (2017):	Sabrina Chi , Texas Tech University
Coordinating Committee Member At Large (2019):	Tom Stafford , Louisiana Tech University
AAA Council Representative (2015-2021):	Mary Fischer , University of Texas-Tyler

2019-2020 SECTION REGIONAL COORDINATORS

Accounting, Behavior & Organizations	Jesse C. Robertson , University of North Texas
American Taxation Association	Trevor England , Sam Houston State University
Auditing	Heather Carrasco , Texas Tech University
Diversity	William Strawser , Sam Houston State University
Financial Accounting and Reporting	Yan Zhang , New Mexico State University
Forensic & Investigative Accounting	Christine Cheng , University of Mississippi
Gender Issues & Work/Life Balance	TBA
Government and Nonprofit	Orry Swift , Lamar University
Information Systems	Heather Carrasco , Texas Tech University
International Accounting	Li Sun , University of Tulsa
Management Accounting	Laurie Burney , Baylor University
Public Interest	Marty Stuebs , Baylor University
Strategic and Emerging Technologies	Hui Du , University of Houston-Clear Lake
Teaching, Learning and Curriculum	Edward R. Walker , University of Central Oklahoma
Two Year College	Sidney Askew , City University of New York

**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2020 ANNUAL MEETING**

PAST PRESIDENTS

2018-2019	Kelly Noe , Stephen F. Austin State University
2017-2019	Robert M. Cornell , University of Nevada, Las Vegas
2016-2017	Derek K. Oler , Texas Tech University
2015-2016	Katherine Boswell , University of Louisiana at Monroe
2014-2015	Amelia A. Baldwin , University of Arkansas-Fort Smith
2013-2014	Thomas Carment , Rogers State University
2012-2013	Carolyn Conn , Texas State University
2011-2012	Robert Walsh , University of Dallas
2010-2011	Dennis Togo , University of New Mexico
2009-2010	Treba A. Marsh , Stephen F. Austin State University
2008-2009	Bambi A. Hora , University of Central Oklahoma
2007-2008	Roselyn Morris , Texas State University

2020 AWARDS

**Federation of Business Disciplines
Distinguished Paper Award**

Executive Equity Compensation and Corporate Tax Behavior: The Role of Cash ETR Persistence
Marina Yordanova Ruseva, Lamar University

(Presented in Session B, Thursday, 8:30 am to 10:00 a.m.)

**Federation of Business Disciplines
Outstanding Educator Award**

Edward R. Walker, University of Central Oklahoma

Teaching, Learning and Curriculum Best Paper Award

Revisiting the Status of Accounting as an Academic Discipline: Is the Profession Really in Decline?

Derek K. Oler, Texas Tech University
Christopher J. Skousen, Utah State University
Kevin R. Smith, Utah Valley University
Jayson Talakai, Utah State University

(Presented in Session A, Thursday, 8:30 a.m. to 10:00 a.m.)

Outstanding Doctoral Student Paper Award

Why Do Firms Change Fiscal Year End?
Vivi Z Zhu, Tulane University

(Presented in Session A, Thursday, 10:30 a.m. to 12:00 p.m.)

**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2020 ANNUAL MEETING**

**March 11, 2020
(Wednesday)**

1:30 p.m. – 3:00 p.m.

(Accounting) 1.5 CH*

Live Oak, Hill Country

SESSION A Workshop I: Online Course Development

Presenter: **Julia S. Frink**, Tarrant County College

Best practices in online course design will be shared during this workshop. The purpose of online course design is to increase student success and engagement. These design practices are research-based and supported by the leading online teaching and learning professional organizations.

Why is This Workshop Important?: The student retention and success challenges faced by faculty teaching undergraduate introductory accounting courses are magnified in the online learning environment where the student success and retention rates are significantly lower than the face-to-face or blended learning modalities.

Prior to her faculty position Dr. Julia Frink was a university-level instructional designer and earned certifications from nationally recognized organizations; Quality Matters, Online Learning Consortium and The Pennsylvania State University.

After the completion of this workshop participants will be able to:

1. Describe two online course design rubrics.
2. Apply online course design strategies to courses.
2. Develop a plan to include more online course design strategies in courses.
3. Explain how online course design strategies are supported in the Community of Inquiry and Adult Learner theoretical frameworks.

1:30 p.m. – 3:00 p.m.

(Accounting) 1.5 CH*

Mesquite, Hill Country

SESSION B Workshop II: Project Based Learning

Presenters: **Lyudmyla Vasylivna Krylova**, Texas State University
 Ashley Kruse, Texas State University

Project Based Learning (PBL) is a teaching method in which students learn by actively engaging in real-world and personally meaningful projects. Time-consuming grading is among the main factors that prevent instructors of large intro to accounting classes to use the projects. We will share our projects (e.g. ethics, financial and managerial) and as well as provide tips for speeding up the grading. A second is an analysis of a 10-K report. The third is development of an operating budget using Excel.

We will also discuss how diversity and cultural components could be successfully added through projects. Mentioned projects could be used in classes for minors or intro classes for majors in on-line, hybrid or traditional class environments

**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2020 ANNUAL MEETING**

**March 11, 2020
(Wednesday)**

3:30 p.m. – 5:00 p.m.

(Accounting) 1.5 CH* Live Oak, Hill Country

SESSION A Workshop III: Creating Video Lectures

Presenter: **Patrick Lee**, University of Texas at San Antonio

As more and more classes head online and hybrid, the number one question for administrators and educators is: “How do you effectively teach in a dimension where students do not sit and listen to a lecture?”

One solution today is to provide video lecture as a method to teaching. However, many educators are not doing them correctly. The videos are too long, outdated, not focused on the end-users or just a camera recording their on-ground class.

This session is all about peeling back the curtains of how you can create excellent videos that will help your students really understand accounting in the virtual world. Patrick will show you how he will take a chapter that he is teaching for the week and record 15 – 20 mini lessons for his students to consume. He will share with you the best practices in making sure students actually want to watch your lectures instead of skipping them and finding alternative options to learning the material.

Patrick Lee is a YouTuber and a Lecturer at the University of Texas at San Antonio where he is also the Undergraduate Program Director for the Accounting Department. He currently has over 130 videos on YouTube and another 350 lessons in which rotates in his online class. Patrick is a forward thinker when it comes to providing a great video experience to his students. Since 2016, Patrick has amassed 345,000 views with 1.5 million minutes viewed and 4,300 followers on YouTube.

3:30 p.m. – 5:00 p.m.

(Accounting) 1.5 CH* Mesquite, Hill Country

SESSION B Workshop IV: Podcasts in Accounting Education

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

Podcasts are new media, and the explosion of podcast subscriptions available since 2003 has transformed how digital natives spend their time. Instead of mourning the decline of student reading (Hoeft 2012), this workshop suggests substituting audio resources for text resources. By using the readily available podcasts of such quality podcasting companies as BBC (British Broadcasting Company), NPR (National Public Radio), and PRX (Public Radio Exchange), educators can bring students into the room with experts and business leaders talking about their own disciplines and companies. This session will acquaint educators with high quality sources of podcasts that will take center stage for riveting discussions and add excitement to student projects.

This workshop discusses podcasts and their use and provides a sample of “top ten” episodes that have been used in business and accounting education. Four different ways of using podcasts will be shared – textbook supplements, preparation for class discussions, illustrations of accounting content, and resources for out-of-the classroom projects – based on podcasts from In Our Time, Freakonomics, Planet Money, This American Life, TED Radio Hour, and How I built This with Guy Raz.

**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2020 ANNUAL MEETING**

**March 12, 2020
(Thursday)**

8:30 a.m. – 10:00 a.m.

(Accounting) 1.5 CH*

Bowie A, LCC

SESSION A Teaching, Learning, and Curriculum

Moderator: **Kelly G. Noe**, Stephen F. Austin State University

Revisiting the Status of Accounting as an Academic Discipline: Is the Profession Really in Decline?

Derek K Oler, Texas Tech University

Christopher J. Skousen, Utah State University

Kevin R. Smith, Utah Valley University

Jayson Talakai, Utah State University

Fast-Track Admissions to Master of Accountancy Programs

Donna Elaine Sanders, University of Texas-San Antonio

An Investigation of Student, Course, and Exam Characteristics and Their Impact on Accounting Exam Performance

Misty D Schartz, Fort Hays State University

Jessica Heronemus, Fort Hays State University

Shane Schartz, Fort Hays State University

The Color of Paper

Esther Bunn, Stephen F. Austin State University

Marie Kelly, Stephen F. Austin State University

Kelly G. Noe, Stephen F. Austin State University

8:30 a.m. – 10:00 a.m.

(Accounting) 1.5 CH*

Bowie B, LCC

SESSION B Taxation

Moderator: **Clara L. Richardson**, McMurry University

Executive Equity Compensation and Corporate Tax Behavior: The Role of Cash ETR Persistence

Marina Yordanova Ruseva, Lamar University

Implications of the Production Tax Credit on the Tax Liability for Companies in the Wind Energy Industry: An Exploratory Study

Clara L Richardson, McMurry University

Patricia LaPoint, McMurry University

The Power of Suggestion: Expressed Tax Obligations and Income Inequality

Janet Alice Meade, University of Houston

AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2020 ANNUAL MEETING

March 12, 2020
(Thursday)

8:30 a.m. – 10:00 a.m.

(Accounting) 1.5 CH*

Bowie C, LCC

SESSION C Financial Accounting and Reporting

Moderator: Joshua Cutler, University of Houston

Judges as Arbiters of GAAP: The Case of Asset Impairment Recognition

Joshua Cutler, University of Houston

Information Search in Times of Market Uncertainty: An Examination of Aggregate and Disaggregate Uncertainty

Marshall A Geiger, University of Richmond

Rajib Hasan, University of Houston-Clear Lake

Abdullah Kumas, University of Richmond

Joyce Van Der Laan Smith, University of Richmond

Earnings Quality and Debt Selection

Yinghong Zhang, University of Central Oklahoma

Mary Teal, University of Central Oklahoma

10:00 a.m. – 10:30 a.m.

Exhibit Hall - Regency Ballroom Center

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! Attend poster sessions.

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.

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



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**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2020 ANNUAL MEETING**

**March 12, 2020
(Thursday)**

10:30 a.m. – 12:00 p.m.	(Accounting) 1.5 CH	Bowie A, LCC
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SESSION A Financial Accounting and Reporting

Moderator: **Zane Swanson**, University of Central Oklahoma

Why Do Firms Change Fiscal Year End?

Vivi Z Zhu, Tulane University

Supply and Demand of Information for Firm Valuation

Zane Swanson, University of Central Oklahoma

The Deterrence Effect of Whistleblowing on Peer Firms' Financial Reporting Decisions

Fuzhao Zhou, University of Texas at El Paso

10:30 a.m. – 12:00 p.m.	(Accounting) 1.5 CH	Bowie B, LCC
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**SESSION B Panel A: Data Analytics in Accounting Classes (45 minutes)
Panel B: Migration of Academic Research (45 minutes)**

Moderator: **Ronnie Abukhalaf**, Northwestern State University

Panel A: The goal of this panel discussion is to bring accountants and computer information systems professionals and educators together to discuss curriculum ideas that incorporate desired skills and experiences. The presenters will include a brief presentation about their plans for a joint Accounting-CIS minor at their institution, then open the floor to feedback and a larger discussion about the desired skills and how other institutions are addressing the gap.

Panel Members:

Ronnie Abukhalaf, Northwestern State University

Jason Powell, Northwestern State University

Curtis Penrod, Northwestern State University

Panel B: This panel combines the expertise of published accounting researchers to discuss how to move an interesting 'great idea' to a proposal to a working paper to a submission and finally to a publication. Exploring how a researcher works through these activities includes both dedication and practical decisions that result in publication success. Working with students as well as behavioral advice on teamwork, time management and motivation will be included in the discussion.

Panel Members:

Mary Fischer, University of Texas-Tyler

Carolyn Conn, Texas State University

Amy Foshee Holmes, Trinity University

Jose Vega, Clarkson University

**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2020 ANNUAL MEETING**

**March 12, 2020
(Thursday)**

10:30 a.m. – 12:00 p.m.	(Accounting) 1.5 CH	Bowie C, LCC
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SESSION C Financial Accounting and Reporting

Moderator: **Michael C. Turner**, University of New Mexico

Peer Firm Financial Reporting Behavior During and After Aggressive Financial Reporting Within Their Industry

Emeka T. Nwaeze, University of Texas-San Antonio

Michael C. Turner, University of New Mexico

Jennifer Yin, University of Texas-San Antonio

Investor Relations (IR) and Crash Risk

Henry Kirn, Oklahoma State University

Julia K. Ravenscraft, Oklahoma State University

Rick Desgroseilliers, Oklahoma State University

12:00 p.m. – 1:30 p.m.	(Accounting) 1.5 CH	Rio Grande Ballroom West
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LUNCH and KEYNOTE SPEAKER

Julie Smith David, American Accounting Association

Julie Smith David is currently the Chief Innovation Officer at the American Accounting Association (AAA). Prior to joining AAA in 2011, she was an Associate Professor in the W. P. Carey School of Business at Arizona State University, the Director of the Center for Advancing Business through IT (CABIT), and the Editor-in-Chief of the AAA Commons. Her research has focused on enterprise applications, their design, and how they can provide value to companies adopting them and has been published in journals including *Management Science*, *Communications of the ACM*, and the *Journal of Information Systems*. In 2009, Julie received the Outstanding Service Award from the AAA for her work on the AAA Commons. In 2003, she was awarded the AAA Innovation in Accounting Education Award for developing an approach for introducing ERP systems into entry level accounting classes with Phil Reckers and Harriet Maccracken. In 2014, she was again a co-recipient of the AAA Innovation in Accounting Education Award with Ellen J. Glazerman, Leslie C. Knowlton, Lisa Koonce, Samuel R. Leno, David N. Moss, Dan Roam, Tracey E. Sutherland, Mikel G. Tiller, Carolyn R. Wilson and G. Peter Wilson, for their work “This is Accounting.”

**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2020 ANNUAL MEETING**

**March 12, 2020
(Thursday)**

1:30 p.m. – 3:00 p.m.	(Accounting) 1.5 CH	Bowie A, LCC
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SESSION A Accounting, Behavior, and Organizations

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

Developing a Scale to Measure Sensitivity to Reciprocity in an Economic Exchange Setting

Kelly Green, University of Louisiana – Lafayette

Brian Patrick Green, University of Michigan-Dearborn

Gen Z (iGen) Attributes and Congruence with AICPA Professional Competencies

Carolyn Conn, Texas State University

Andrea Reinke, Texas State University

A Tale of Two Cities: Factors that Influence Accounting Students Anticipated Career Path

Amy Foshee Holmes, Trinity University

Renee Foshee, San Angelo State University

Teresa Elizondo, Tecnologico de Monterrey

The Effect of Culture on Whistleblowing: A Comparison of Indian and American Accounting Students

Richard G Brody, University of New Mexico

Gaurav Gupta, University of North Carolina-Wilmington

Michael C Turner, University of New Mexico

1:30 p.m. – 3:00 p.m.	(Accounting) 1.5 CH	Bowie B, LCC
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SESSION B Financial Accounting and Reporting and Governmental

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

Proprietary Disclosure and Investment in Innovation: Evidence from the American Inventor's Protection Act

Xiaoyan Hu, University of Oklahoma

An Investigation of the Proxy Statements of Fortune 250 Companies: Corporate Governance and Corporate Social Responsibility Matters

James H Thompson, Central Washington University

Timothy L McCoy, Lamar University

Higher Education Budgeting and Accounting: First Cousins' Relationship and Reliance

Mary Fischer, University of Texas-Tyler

AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2020 ANNUAL MEETING

March 12, 2020
(Thursday)

1:30 p.m. – 3:00 p.m.

(Accounting) 1.5 CH

Bowie C, LCC

SESSION C Management Accounting and Data Analytics

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

Entrepreneurial Bias in Management Earnings Forecasts

Yu Ho Chi, University of Tennessee Martin

David A Ziebart, University of Kentucky

Leveraging Managerial Ability: The Role of Discretion and Incentives

Barry Hettler, Ohio University

James Cordeiro, The College at Brockport – SUNY

Arno Forst, University of Texas Rio Grande Valley-Brownsville

A Modified Measure for Organization Capital

Jaeseong Lim, Hartwick College

Isomorphic Pressure - The Impact of AACSB Accreditation on Data Analytics Integration Into the Accounting Curriculum

Matthew J. Sargent, University of Dallas

3:00 p.m. – 3:30 p.m.

Exhibit Hall - Regency Ballroom Center

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**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2020 ANNUAL MEETING**

**March 12, 2020
(Thursday)**

3:30 p.m. – 5:00 p.m.	(Accounting) 1.5 CH	Bowie A, LCC
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SESSION A Auditing and Financial Accounting and Reporting

Moderator: **Christian Sobngwi Kuiate**, University of Texas Rio Grande Valley-Edinburg

The Role of Shared Auditors in Private Debt Contracts

Andrew Ayimbila Anabila, University of Texas Rio Grande Valley-Edinburg

Christian Sobngwi Kuiate, University of Texas Rio Grande Valley-Edinburg

Brandon Ater, University of Texas Rio Grande Valley

Rebuilding Trust after a Disagreement-Related Auditor Change Through Executive Turnover

Hannah Richards, University of Texas-Arlington

David Michael Rosser, University of Texas-Arlington

The Impact of Analyst/Investor Days on Listed Firms: Evidence from Firms' Information Environment and Earnings Management

Jianning Huang, University of Memphis

Fuzhao Zhou, University of Texas at El Paso

Financial Statement Comparability and Big Bath Accounting

Kelly Ha, University of Oklahoma

Lixuan Zhu, University of Oklahoma

3:30 p.m. – 5:00 p.m.	(Accounting) 1.5 CH	Bowie B, LCC
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SESSION B Financial Accounting and Reporting

Moderator: **Minjae Koo**, University of Houston

Fire Sales, Fair Value Estimation, and Impairment Recognition of Downgraded Securities: Evidence from the Life Insurance Industry

Minjae Koo, University of Houston

Efficiency Consequences of the Medium of Payment in US Bank Mergers

Jamal Ali Khasawneh, Gulf University for Science and Technology

Does Financial Statement Comparability Facilitate SEC Oversight?

Jonathan Nam, The Hong Kong Polytechnic University

Rachel Thompson, University of Texas at El Paso

**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2020 ANNUAL MEETING**

**March 12, 2020
(Thursday)**

3:30 p.m. – 5:00 p.m.

(Accounting) 1.5 CH

Bowie C, LCC

SESSION C Panel: Innovations in Ethics Education

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

This panel is selected to provide a mix of instructors who each have a contribution to the discussion of ethics in accounting education. The three panelists include academicians with publications in the area of ethics, a state board of accountancy member who has had a focus on ethics, and instructors who teach stand-alone courses in ethics as well as instructors who include ethics integrated in courses in financial, managerial, and auditing. Coverage includes experience with undergraduate and graduate classes and ethics in the principles classes for all business majors as well as upper division classes for accounting majors.

The purpose of the panel is to encourage educators to engage in ethics education in their classes and to share current practices and fresh ideas in ethics education for teaching and learning in the 21st century. Audience questions will be encouraged.

Panel Members:

Rosie Morris, Texas State University

Joseph J. Olivetti, University of Dallas

Carol E. Sullivan, University of Texas-Permian Basin

5:00 p.m. – 6:00 p.m.

Chula Vista Boardroom, Lobby Level

SWAAA Officer Meeting

5:30 p.m. – 7:00 p.m.

Exhibit Hall - Regency Ballroom Center

FBD Presidential Welcome Reception – Badge required for entry

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**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2020 ANNUAL MEETING**

**March 13, 2020
(Friday)**

8:30 a.m. – 10:00 a.m.	(Accounting) 1.5 CH	Bowie B, LCC
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SESSION A Financial Accounting and Reporting and Forensic Accounting

Moderator: **Jason Eugene Call**, University of Wisconsin - La Cross

Does Board Structure Influence Sustainability Reporting? The Case of GCC Listed Firms
Mohammad Jizi, Lebanese American University

Statement Analysis: A Tool for Assessing Financial Reporting Quality
Jason Eugene Call, University of Wisconsin - La Cross

Rationalization – How Fraudsters Justify the Fraud They Committed
Matthew J. Sargent, University of Dallas

8:30 a.m. – 10:00 a.m.	(Accounting) 1.5 CH	Bowie C, LCC
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SESSION B Teaching, Learning & Curriculum

Moderator: **Ashley Phillips**, University of Central Arkansas

Developing Students' Perceived Excel Competency Skills: A "Closing the Loop" Approach
Cristina Bailey, University of New Mexico
Linda Ragland, University of New Hampshire

Unsmoothing Defined Benefit Pension Plans
Barbara W. Scofield, Washburn University
Kanalis Ockree, Washburn University

Understanding Corporate Tax: An Instructional Simulation Exercise
Ashley Phillips, University of Central Arkansas

Achieving a Normal Curve of Grades in Principles of Accounting I
Donna Elaine Sanders, University of Texas-San Antonio
Martha A Fasci, University of Texas-San Antonio

**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2020 ANNUAL MEETING**

**March 13, 2020
(Friday)**

10:00 a.m. – 10:30 a.m.

Exhibit Hall - Regency Ballroom Center

FBD Coffee Break

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10:30 a.m. – 12:00 p.m.

(Accounting) 1.5 CH

Bowie C, LCC

Plenary Speaker

“The Ethics of Enron”

Michael E. Anderson, FBI Retired

A discussion of Enron’s leadership, culture, and accounting that facilitated unethical, criminal behavior and contributed to the failure of the seventh largest company in America. The discussion also provides a retrospective on how the FBI investigated the most complex White Collar Crime case in FBI history resulting in the convictions of 22 people and forfeiture of more than \$100 million to the victims of the Enron fraud.

Michael E. Anderson

**Assistant Special Agent in Charge (retired) Federal Bureau of Investigation
Houston Field Office**

Assistant Special Agent in Charge (ASAC) Michael E. Anderson retired from the FBI on November 30, 2017 after 28 years of service. He worked in a variety of Executive Management roles and retired as the ASAC of the White Collar Crime Branch, responsible for Public Corruption, Corporate Fraud, Securities and Commodities Fraud, Intellectual Property Rights, FCPA and Health Care Fraud. Agent Anderson previously served as supervisor of the FBI Enron Task Force in Houston investigating the largest and most complex White Collar Crime case in FBI history which resulted in the conviction of 22 individuals and over \$100 million forfeited to the victims of the Enron fraud. Agent Anderson is a recipient of the Attorney General's Award for Exceptional Service, the highest award given by the Department of Justice, for his work on the Enron case and has lectured about Enron and ethics around the country and in Hong Kong.

Agent Anderson obtained a Masters of Business Administration degree with Distinction from the University of Louisville in Louisville, Kentucky. Additionally, Agent Anderson is a Certified Fraud Examiner as designated by the Association of Certified Fraud Examiners.

<https://www.linkedin.com/in/michaelandersonfbi>

**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2020 ANNUAL MEETING**

**March 13, 2020
(Friday)**

12:00 p.m. – 1:30 pm

Garden Terrace, 1st Floor

LUNCH and BUSINESS MEETING

Cassy Henderson, SWAAA President

Cassy D. Henderson is an Associate Professor at Sam Houston State University. She earned her Ph.D. in International Business (accounting focus) and a Bachelor of Business Administration in Computer Information Systems from The University of Texas at El Paso. She worked in industry for 16 years prior to joining academia. Her teaching focus is on managerial accounting at the undergraduate and graduate levels. Her research interests lie in information sharing and behavioral accounting. She is the Chapter Advocate for the Southwest Region of Beta Alpha Psi and faculty advisor for Beta Gamma Sigma at Sam Houston State University. Prior to her current roles, she served as faculty advisor for the Kappa Mu chapter for seven years.

Make plans to join us in Galveston for our 2021 conference.



48th Annual Conference

March 17-20, 2021

Moody Gardens Galveston

Galveston, TX

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**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2020 ANNUAL MEETING**

**March 13, 2020
(Friday)**

1:30 p.m. – 3:00 p.m.	(Accounting) 1.5 CH	Bowie B, LCC
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SESSION A Financial Accounting and Reporting

Moderator: **Haochuan Hu**, Oklahoma State University

Which Dominates the Effect of Compliance with SOX 404 on Firms' Debt Choices: Reduced Information Asymmetry or High Compliance Costs?

Haochuan Hu, Oklahoma State University

Heng Wang, Oklahoma State University

Annual Report Readability and Firm Location: Urban Versus Rural Firms

Yun Ke, University of Texas at El Paso

Chun-Keung Hoi, Rochester Institute of Technology

Agency Cost, Proprietary Cost, and Conservative Accounting

Zhimin Yu, University of Houston Downtown

1:30 p.m. – 3:00 p.m.	(Accounting) 1.5 CH	Bowie C, LCC
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SESSION B Tax and Financial Accounting and Reporting

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

The Development and Evolution of the United States Income Tax

Elle K. Johnson, University of Central Arkansas

Ashley Phillips, University of Central Arkansas

A Balance Sheet Healthcare Model to Lower Costs

Winifred Scott, CSU San Bernardino

CEO Compensation: Relationship to Worker Ratio and Firm Performance

Mary Fischer, University of Texas at Tyler

Jeffery Lindenmoyer, The University of Texas at Tyler

The Positive Tone of Conservative Firms

Nargiz Abdullayeva, University of Texas at Arlington

Yuan Shi, Penn State Great Valley

Hannah Richards, University of Texas at Arlington

3:00 p.m. – 3:30 p.m.	Exhibit Hall - Regency Ballroom Center
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FBD Coffee Break

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**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2020 ANNUAL MEETING**

**March 13, 2020
(Friday)**

3:30 p.m. – 5:00 p.m.	(Accounting) 1.5 CH	Bowie B, LCC
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SESSION A International Accounting

Moderator: **Angel Arturo Pacheco Paredes**, Texas A&M International University

Factors Underlying the Demand for Non-U.S.-Resident, Licensed, U.S. Certified Public Accountants

Angel Arturo Pacheco Paredes, Texas A&M International University

Clark M Wheatley, Florida International University

Earnings Management and the Norms of Governance: Implications of Curbing Corruption, the Rule of Law and Democracy

Jianning Huang, University of Memphis

Fuzhao Zhou, University of Texas at El Paso

Stuart Hyde, University of Manchester

Waymond Rodgers, University of Hull/ University of Texas at El Paso

National Culture and Earnings Management

Catherine Whelan, The University of Notre Dame Australia

Sally Humphries, Georgia College & State University

The Expenditures on and Efficiency of Corporate Social Responsibility Activities: Evidence from Targeted Poverty Alleviation Projects

Xiaobei Huang, University of International Business and Economics

Yunling Song, Inner Mongolia University

Ling Zhou, University of New Mexico

3:30 p.m. – 5:00 p.m.	(Accounting) 1.5 CH	Bowie C, LCC
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SESSION B Panel: What Makes a Great Accounting Teacher?

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

Panelists are accounting students who will discuss their perspectives on what they think makes a great accounting teacher as well as teaching methods they find to be most helpful in advancing their learning. Participants can query the student panelists and get answers about their own teaching approaches or new ideas.

Elle K. Johnson, University of Central Arkansas

Bridget Vella, Texas A&M University-Central Texas

Kristen Webber, Texas State University

Make plans to join us in Galveston for our 2021 conference.



48th Annual Conference

March 17-20, 2021

Moody Gardens Galveston

Houston, TX

**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

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CONGRATULATIONS!

Recipient of the 2020 Federation of Business Disciplines Paper Award

Augmented Reality in Business Communication Classes

Ashley Hall, Stephen F. Austin State University
Carol S. Wright, Stephen F. Austin State University
Amanda Smith, Lufkin Independent School District

Recipient of the 2020 Federation of Business Disciplines Outstanding Educator Award

Laura Valenti
Nicholls State University

**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**March 12, 2020
(Thursday)**

7:30 a.m. – 8:30 a.m.

Rio Grande Ballroom West

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

8:30 a.m. – 10:00 a.m.

Joint Session with ABIS

Rio Grande Ballroom West

ABC-SWUS and ABIS Joint Session

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

Kayla Sapkota, Arkansas State University-Beebe

Richard Kumi, University of Arkansas at Little Rock

ABC-SWUS Best Paper: *Augmented Reality in Business Communication Classes*

Ashley Hall, Stephen F. Austin State University

Carol S. Wright, Stephen F. Austin State University

Amanda Smith, Lufkin Independent School District

ABIS Best Paper: *Faculty and Student Communication*

Eddie Horton, Northwestern State University

10:00 a.m. – 10:30 a.m.

Exhibit Hall – Regency Ballroom Center

FBD Coffee Break

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**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**March 12, 2020
(Thursday)**

10:30 a.m. – 11:45 a.m.

Regency Ballroom 2

Innovation and Technology in Communication

Session Chair: Marcel Robles, Eastern Kentucky University

Integrating New-Model Scholarship into Business Communication Students' Research

Kenneth Robert Price, Texas A&M University - Kingsville

Prospects and Their Ripening: Audience Role and Time Orientation in Marketplace Rhetoric

N. Lamar Reinsch, Jr., Lubbock Christian University

The Rhetoric of Critical Thinking Skills: A Brief Case Study

Randy Waller, Baylor University

The Role of Mindfulness in Impacting Mobile Text and Driving Behavior and Mobile-Related Miss Accidents

Leslie Ramos Salazar, West Texas A&M University

Priyanka Khandelwal, West Texas A&M University

10:30 a.m. – 11:45 a.m. Joint Session with ABIS

Regency Ballroom 3

Teaching Analytics

*** Guest ABC Presenters at ABIS**

Session Chair: Marsha Bayless, Stephen F. Austin State University

Framing the Concept of Data Analytics: How to Prepare Information Systems Students for the Business Environment

Marsha Bayless, Stephen F. Austin State University

Jamie Keith Humphries, Stephen F. Austin State University

Big Data Text Mining in Professional Communication: An Integrative Review and Guidelines

Aimee Kendall Roundtree, Texas State University

Role of Business Communication Faculty in Preparing Business Analytics Graduates for the Workplace

Robert Mitchell, University of Arkansas – Little Rock

ANT Ethics in Communication: An Integrative Review and Framework

Aimee Kendall Roundtree Texas State University

11:45 a.m. – 1:30 p.m.

Lunch on your own

**ABC – SWUS Executive Board Meeting and Luncheon
By Invitation Only (Location: Garden Terrace, 1st Floor)**

ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES

March 12, 2020
(Thursday)

1:30 p.m. – 3:00 p.m.

Regency Ballroom 2

Preparing Students for the Workplace

Session Chair: Christopher McKenna, Stephen F. Austin State University

Metacognition and its Benefits: Reflective Practices for the Business Professional
Brent Lucia, University of Connecticut

Work-based Learning and Private Sector Efforts toward Undergraduate Degree Completion
Crystal Rose Shelnuft, University of West Georgia

The Great Divide: Addressing Curricular Variances in B-School BCOMM and English Department BCOMM
Lorelei Amanda Ortiz, St. Edward's University

Teaching Content Strategy as Part of the Business Communication Curriculum
Vincent Robles, University of North Texas

3:00 p.m. – 3:30 p.m.

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SOUTHWESTERN UNITED STATES**

**March 12, 2020
(Thursday)**

3:30 p.m. – 5:00 p.m.

Regency Ballroom 2

Course Development and Assessment

Session Chair: Kelly Grant, Tulane University

Grammatical Error Analysis: Student Usage vs. Professional Perception

Marla Mahar, Oklahoma State University

Sylvia Hill, Oklahoma State University

Adopting the BizComm Competency Model for Assessment: Lessons Learned from Interdisciplinary Assessment

Ashly Bender Smith, Sam Houston State University

Lindsay Clark, Sam Houston State University

Panel Discussion: Assessing Students' Communication Skills: Best Practices and Lessons Learned

Gerald Plumlee, Jr., Southern Arkansas University

Kelly Grant, Tulane University

Christopher McKenna, Stephen F. Austin State University

3:30 p.m. – 5:00 p.m.

Joint Session with ABIS

Regency Ballroom 3

**Concurrent Session held with Association for Business Information Systems
Impacts of Social Media**

Session Chair: Marcel Robles, Eastern Kentucky University

Using Tweets for Data Analysis: An Examination of Tweets in Presidential Politics 2020

Shane Schartz, Fort Hays State University

Ron Rohlf, Fort Hays State University

Social Media and Its Impact on Employees

Marcel Robles, Eastern Kentucky University

Lazim Islam, Eastern Kentucky University

Enhancing Team Formation and Function Through the Use of Sociograms

Lucia Sigmar, Stephen F. Austin State University

Marsha Bayless, Stephen F. State Austin University

WeChat in China: A Case Study of Technological Innovation in Business Communication

Yong-Kang Wei, University of Texas – Rio Grande Valley

5:30 p.m. – 7:00 p.m.

Exhibit Hall – Regency Center

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SOUTHWESTERN UNITED STATES**

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Regency Ballroom 2

ABC-SWUS and ABIS Joint Breakfast

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

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8:30 a.m. – 10:00 a.m.

Regency Ballroom 2

Professional Communication

Session Chair: Vincent Robles, University of North Texas

Preferences for Written versus Spoken Expressions of Thanks among American Professionals

Peter W. Cardon, University of Southern California

Janna Wong, University of Southern California

Cole Christie, University of Southern California

Importance of Effective Collaboration amongst Financial Professionals

Roger Conaway, University of Texas at Tyler

Shamarr Prentice, Frost Brokerage Services, Inc.

Economic Impact of Negative News Communication on Organizations

Marcel Robles, Eastern Kentucky University

Carles Pons, Eastern Kentucky University

Factors to Consider while Attempting Image Restoration

Charles Wayne Bass, Tulsa Community College

10:00 a.m. – 10:30 a.m.

Exhibit Hall – Regency Center

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**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**March 13, 2020
(Friday)**

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

Regency Ballroom 2

ABC SWUS Business Meeting (all members welcome)

Presiding: **Carol S. Wright**, ABC-SWUS President
 Stephen F. Austin State University

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

1:30 p.m. – 3:00 p.m.

Regency Ballroom 2

Communication across Cultures and Languages

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

International Business Communication

Marieke Keller, University of Alabama

Second Language Writers and the Business Communications Classroom

Geoffrey Clegg, Midwestern State University

Development of a Study Abroad Problems Course

James G. Ward, Fort Hays State University

An Examination of Family Cohesion and Self-Esteem as Mediators of Bilingualism and Reading Achievement of Second-Generation Immigrant Students

Leslie Ramos Salazar, West Texas A&M University

Elsa Diego-Medrano, West Texas A&M University

Yvette Castillo, West Texas A&M University

Nancy Garcia, West Texas A&M University

3:00 p.m. – 3:30 p.m.

Exhibit Hall – Regency Center

FBD Coffee Break

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

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

**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**March 13, 2020
(Friday)**

3:30 p.m. – 5:00 p.m.

Regency Ballroom 2

Enhancing the Communication Curriculum

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

Do We Still Teach That??

Debbie DuFrene, Stephen F. Austin State University

Fun and Free Instructional Practices for Spicing up Your Human Communication Course

Trey Guinn, University of Texas at Austin

Susanna Alford, University of the Incarnate Word

Enhancing the Undergraduate Curriculum: Incorporating Communications-Based Learning Activities into the Legal Environment of Business Course to Expand and Augment Learning

Kayla Sapkota, Arkansas State University - Beebe

Christina Stolarz, Arkansas Tech University

The Search for Confidence: Analyzing Student Presentation Reflections

Danica L. Schieber, Sam Houston State University

Traci Austin, Sam Houston State 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!

Make plans to join us in Galveston in 2021!

48th Annual Conference

March 17 - 20, 2021

Moody Gardens Galveston

Galveston, Texas

Officers

President:	Laurie A. Babin University of Mississippi
President Elect:	Courtney Kernek Southeastern Oklahoma State University
Vice-President- Programs:	Rhonda Richards Southeastern Oklahoma State University
Vice President- Membership:	Luci Parmer Southeastern Oklahoma State University
Secretary/Treasurer:	Kendra L. Ingram Southeastern Oklahoma State University
Immediate Past President:	Courtney Kernek Southeastern Oklahoma State University
Executive Director:	William Jackson Stetson University

Program Schedule Synopsis

Thursday, March 12, 2020

1:30 p.m. – 3:00 p.m.	Executive Board Meeting (by invitation only)
3:00 p.m. – 3:30 p.m.	FBD Coffee Break; Poster sessions
3:30 p.m. – 5:00 p.m.	Paper Sessions: Social Entrepreneurship
5:30 p.m. – 7:00 p.m.	FBD Presidential Welcome Reception

Friday, March 13, 2020

7:30 a.m. – 8:30 a.m.	Welcome Breakfast and Meet the Leadership Team
8:30 a.m. – 10:00 a.m.	Paper Sessions: Environmental Threats and Opportunities
10:00 a.m. – 10:30 a.m.	FBD Coffee Break; Poster sessions
10:30 a.m. – 12:00 p.m.	Paper Sessions: Entrepreneurial Success Factors
12:00 p.m. – 2:00 p.m.	ASBE Business Meeting and Awards Luncheon
2:00 p.m. – 3:00 p.m.	Paper Sessions: Case Studies and Engaging Students
3:00 p.m. – 3:30 p.m.	FBD Coffee Break; Poster Sessions
3:30 p.m. – 5:00 p.m.	Paper Sessions: Engaging Students Continued and Financial Matters

March 12, 2020
(Thursday)

CONGRATULATIONS!

Recipient of the 2020 Federation of Business Disciplines Paper Award

*Gender Identity and Entrepreneurial Intention:
The Effects of Grit and Perceived Barriers to Entry*
Luke A. Voegel, Saginaw Valley State University
Jacob A. Voegel, Coastal Carolina University

Recipient of the 2020 Federation of Business Disciplines Outstanding Educator Award

Eugenie Ardoin, University of Louisiana Monroe

Recipient of the 2020 ASBE Outstanding University Award

Southeastern Oklahoma State University

1:30 p.m. – 3:00 p.m.

Garden Terrace, 1st Floor

Executive Board Meeting
(By invitation only)

3:00 p.m. – 3:30 p.m.

Exhibit Hall - Regency Center

FBD COFFEE BREAK

Attend poster sessions. 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!

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

ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP

March 12, 2020
(Thursday)

3:30 p.m. – 5:00 p.m.

Chula Vista, Lobby Level

SESSION Social Entrepreneurship

Session Chair: **Laurie A. Babin**, University of Mississippi

Mission Identification and Attitude in a Social Entrepreneurship Organization: The Moderating Effect of Altruism Bias

Justin Keeler, Ouachita Baptist University

Social Entrepreneurship and Sustainability: How Social Entrepreneurship can Lead to Sustainable Development

Luke A. Voegel, Saginaw Valley State University

Jacob A. Voegel, Coastal Carolina University

Social Entrepreneurs vs. Commercial Entrepreneurs Operating through Corporate Social Responsibility: Are They Different?

Luke A. Voegel, Saginaw Valley State University

Jacob A. Voegel, Coastal Carolina University

Gender Identity and Entrepreneurial Intention – Grit and Perceived Barriers to Entry

Luke A. Voegel, Saginaw Valley State University

Jacob A. Voegel, Coastal Carolina University

Does It Take a Village?

Susie S. Cox, University of Louisiana Monroe

5:30 p.m. – 7:00 p.m.

Exhibit Hall - Regency Center

FBD Presidential Welcome Reception – Badge required for entry

You are invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and a cash bar. Stop by to relax and wind down from the day's conference activities before heading out for the evening. To enter the Exhibit Hall, all persons older than six years of age are required to wear their conference or guest badge. All badges can be obtained from the Registration area during their open hours.

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.*



48th Annual Conference

March 17 - 20, 2021

Moody Gardens Galveston, Texas

ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP

March 13, 2020
(Friday)

7:00 a.m. – 8:30 a.m.

Chula Vista, Lobby Level

ASBE Breakfast and Meet the Leadership Team

Laurie A. Babin (President), University of Mississippi
Courtney Kernek (President-Elect), Southeastern Oklahoma State University
Rhonda Richards (Vice President – Programs), Southeastern Oklahoma State University
Luci Parmer (Vice President – Membership), Southeastern Oklahoma State University
Kendra L. Ingram (Secretary/Treasurer), Southeastern Oklahoma State University
Courtney Kernek (Immediate Past President), Southeastern Oklahoma State University
William Jackson (Executive Director), Stetson University

8:30 a.m. – 10:00 a.m.

Chula Vista, Lobby Level

SESSION

Environmental Threats and Opportunities

Session Chair: **Courtney Kernek**, Southeastern Oklahoma State University

Veterans as Emerging Entrepreneurs: Success Factors, Meeting Challenges and Barriers

Marilyn Young, University of Texas at Tyler

John Cater, University of Texas at Tyler

Superman Syndrome: The Kryptonite of Protective Equipment

Kitty Campbell, Southeastern Oklahoma State University

Kelli Taylor, Southeastern Oklahoma State University

ADA Website Compliance: What SME's Need to Know

Laurie A. Babin, University of Mississippi

Fighting for Advancement: The Consequences of Stereotype Threat on the Career Goals and Self-Assessment of Women Pursuing MBAs

Jennifer Flanagan, Texas Woman's University

10:00 a.m. – 10:30 a.m.

Exhibit Hall - Regency Center

FBD COFFEE BREAK

Attend poster sessions. 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 FOR SMALL BUSINESS AND ENTREPRENEURSHIP

March 13, 2020
(Friday)

10:30 a.m. – 12:00 p.m.

Chula Vista, Lobby Level

SESSION

Entrepreneurial Success Factors

Session Chair: **Kendra Ingram**, Southeastern Oklahoma State University

Towards a Domain-Specific Entrepreneurial Risk Management Intentions Scale

Zachary Moore, University of Louisiana Monroe

Christine Berry, University of Louisiana Monroe

An Analysis of Small Business Owners' Lack of Concern About Risk Management Issues

Christine Berry, University of Louisiana Monroe

Zachary Moore, University of Louisiana Monroe

Towards a Comprehensive Information Technology Strategy for Small Businesses

Mysore Ramaswamy, Southern University at Baton Rouge

Love Contracts in the Workplace

C.W. Von Bergen, Southeastern Oklahoma State University

12:00 p.m. – 2:00 p.m.

Chula Vista, Lobby Level

ASBE Business Meeting and Awards Luncheon

(All members are invited)

2:00 p.m. – 3:00 p.m.

Chula Vista, Lobby Level

SESSION

Case Studies and Engaging Students

Session Chair: **Martin S. Bressler**, Southeastern Oklahoma State University

Mickey's Mad Hatter Case

Martin S. Bressler, Southeastern Oklahoma State University

Iron Fed – Gaining More Than Muscle

Courtney Kernek, Southeastern Oklahoma State University

Kendra Ingram, Southeastern Oklahoma State University

Rhonda Richards, Southeastern Oklahoma State University

Introducing Uncertainty Into Problems and Cases: Entrepreneurial Lessons Learned in Small Business

William Stammerjohan, Louisiana Tech University

Claire Allison Stammerjohan, University of Louisiana Monroe

ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP

**March 13, 2020
(Friday)**

3:00 p.m. – 3:30 p.m.

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3:30 p.m. – 5:00 p.m.

Chula Vista, Lobby Level

SESSION

Engaging Students Continued and Financial Matters

Session Chair:

Rhonda Richards, Southeastern Oklahoma State University

Turn On, Tune In, Drop In: Psychedelics, Creativity and Entrepreneurship

Lawrence Silver, Southeastern Oklahoma State University

Business Births, Deaths and Funding. What the data reveals?

Eugenie Ardoin, University of Louisiana Monroe

Arturo Rodriguez, University of Louisiana Monroe

Olivia Landberg, University of Louisiana Monroe

Can Small Ag Entrepreneurs Compete and Partner with Large Ag Organizations

Manuel G. Guerrero, Stephen F. Austin State University

Marlene Kahla, Stephen F. Austin State University

Exploring Small Business Strategy: Does Supply Chain Orientation and Knowledge Sharing Improve Performance?

Mark D. Heileman, Rollins College

Timothy L. Pett, Rollins College

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.*

2019-2020 OFFICERS

President	Shane Schartz , Fort Hays State University
Vice President/Program Chair	Richard Kumi , University of Arkansas - Little Rock
Secretary	Eddie Horton , Northwestern State University
Treasurer	Carla J. Barber , University of Central Arkansas
Proceedings Editor	Lori Soule , Nicholls State University
Past President	Degan Kettles , Brigham Young University
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CONGRATULATIONS!

**Recipients of the ABIS 2020 Federation of Business Disciplines
Distinguished Paper Award**

Faculty and Student Communication

Eddie Horton
Northwestern State University

CONGRATULATIONS!

Recipient of the 2020 FBD Outstanding Educator Award

Shane Schartz
Fort Hays State University



Association of Business
Information Systems

ABIS 2020 Program Overview

Thursday March 12, 2020

7:30 a.m. – 10:00 a.m.	7:30 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 B: Teaching Analytics
11:45 a.m. – 1:30 p.m.	Lunch on your own *Executive Board Meeting
1:30 p.m. – 3:00 p.m.	Session C: Information System Tools and Techniques
3:30 p.m. – 5:00 p.m.	Session D: Impacts of Social Media
5:30 p.m. – 7:00 p.m.	FBD Presidential Welcome Reception

Friday March 13, 2020

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 F: Improving the IS Curriculum I
Noon – 1:30 p.m.	Lunch on your own
1:30 p.m. – 3:00 p.m.	Session G: Improving the IS Curriculum II
3:30 p.m. – 5:00 p.m.	Roundtable Discussion of IS Topics

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 12, 2020
(Thursday)

7:30 a.m. – 8:30 a.m.

Rio Grande Ballroom West

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

8:30 a.m. – 10:00 a.m.

Joint Session with ABC

Rio Grande Ballroom West

SESSION A

ABC-SWUS and ABIS Joint Session

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

Kayla Sapkota, Arkansas State University-Beebe

Richard Kumi, University of Arkansas at Little Rock

ABC-SWUS Best Paper: *Augmented Reality in Business Communication Classes*

Ashley Hall, Stephen F. Austin State University

Carol S. Wright, Stephen F. Austin State University

Amanda Smith, Lufkin Independent School District

ABIS Best Paper: *Faculty and Student Communication*

Eddie Horton, Northwestern State University

10:00 a.m. – 10:30 a.m.

Exhibit Hall - Regency Center

FBD Coffee Break

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ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

**March 12, 2020
(Thursday)**

10:30 a.m. – 11:45 a.m.	Joint Session with ABC	Regency Ballroom 3
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SESSION B Teaching Analytics

Session Chair: **Marsha Bayless**, Stephen F. Austin State University

Framing the Concept of Data Analytics: How to Prepare Information Systems Students for the Business Environment

Marsha Bayless, Stephen F. Austin State University

Jamie Keith Humphries, Stephen F. Austin State University

Big Data Text Mining in Professional Communication: An Integrative Review and Guidelines

Aimee Kendall Roundtree, Texas State University

Role of Business Communication Faculty in Preparing Business Analytics Graduates for the Workplace

Robert Mitchell, University of Arkansas – Little Rock

ANT Ethics in Communication: An Integrative Review and Framework

Aimee Kendall Roundtree Texas State University

11:45 a.m. – 1:30 p.m.	Lunch on your own
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ABIS Executive Board Meeting and Luncheon by Invitation Only	Garden Terrace, 1st Floor
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1:30 p.m. – 3:00 p.m.	Regency Ballroom 3
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SESSION C Information Systems Tools and Techniques

Session Chair: **Sherry Rodrigue**, Nicholls State University

Information Systems Project Management for Mobile App Development

Randall McCoy, Northwestern State University

Pedagogical Guide for Integrating R with Tableau to Perform Basic Statistics

Richard Kumi, University of Arkansas - Little Rock

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 12, 2020
(Thursday)

3:00 p.m. – 3:30 p.m.

Exhibit Hall - Regency Center

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. Joint Session with ABC

Regency Ballroom 3

SESSION D Impacts of Social Media

Session Chair: **Marcel Robles**, Eastern Kentucky University

Using Tweets for Data Analysis: An Examination of Tweets in Presidential Politics 2020

Shane Schartz, Fort Hays State University

Ron Rohlf, Fort Hays State University

Social Media and Its Impact on Employees

Marcel Robles, Eastern Kentucky University

Lazim Islam, Eastern Kentucky University

Enhancing Team Formation and Function Through the Use of Sociograms

Lucia Sigmar, Stephen F. Austin State University

Marsha Bayless, Stephen F. Austin State University

WeChat in China: A Case Study of Technological Innovation in Business Communication

Yong-Kang Wei, University of Texas – Rio Grande Valley

5:30 p.m. – 7:00 p.m.

Exhibit Hall - Regency Center

FBD Presidential Welcome Reception – Badge required for entry

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Enjoy your evening in San Antonio!

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 13, 2020
(Friday)

7:30 a.m. – 8:30 a.m.

Regency Ballroom 2

ABIS and ABC–SWUS Joint Breakfast

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

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

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

Regency Ballroom 3

SESSION E ABIS Business Meeting

*** All Members Welcome ***

Session Chair/ ABIS President: **Shane Schartz**, Fort Hays State University

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

The meeting agenda includes:

Election of Officers and Executive Board positions

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

Information and discussion on next year's conference

General discussion on topics introduced by general membership

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

Exhibit Hall - Regency Center

FBD Coffee Break

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ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 13, 2020
(Friday)

10:30 a.m. – 12:00 p.m.

Regency Ballroom 3

SESSION F Improving the IS Curriculum I

Session Chair: **Jason Powell**, Northwestern State University

Developing an Instructor Manual for a Computing and Technology Interdisciplinary Capstone Course.

Breanna Lane, Cameron University

William Carney, Cameron University

Feridoon Moinian, Cameron University

Mike Estep, Cameron University

K. David Smith, Cameron University

Chao Zhao, Cameron University

The Faculty Perspective of Cheating in the Classroom in 2019

Lori Soule, Nicholls State University

Sherry Rodrigue, Nicholls State University

Betty Kleen, Nicholls State University

Towards Micro-Experiences in Experiential Learning with Study Abroad Activities

Jason Powell, Northwestern State University

Sarah Wright, Northwestern State University

Begona Perez-Mira, Northwestern State University

12:00 p.m. – 1:30 p.m.

Lunch on your own

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

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

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

Contact us at: ABIS.FBD@gmail.com



ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 13, 2020
(Friday)

1:30 p.m. – 3:00 p.m.

Regency Ballroom 3

SESSION G Improving the IS Curriculum II

Session Chair: **Curtis Penrod**

Immersive Technologies: A Review of Use in K-16 Education and Business

Carol S. Wright, Stephen F. Austin State University

Amanda Smith, Lufkin Independent School District

Ashley Hall, Stephen F. Austin State University

Teaching Excel's Boolean Functions

Daniel D. Friesen, University of North Texas at Dallas

Excel: Powerful Predictor or Pointless Prerequisite? An Examination of the Effect of Excel on Success in Statistics

Curtis Penrod, Northwestern State University

Mary Edith Stacy, Northwestern State University

Lily Pharris, Northwestern State University

Mary Beth Tarver, Northwestern State University

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

Exhibit Hall - Regency Center

FBC Coffee Break

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ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 13, 2020
(Friday)

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

Regency Ballroom 3

SESSION H Round Table Discussion of IS Topics

This is a special session for members to discuss current information systems topics in a round table format. Members are encouraged to attend and gain insight into current issues regarding information systems, and to share their expertise with the group.

Topics include: Business/Data Analytics Programs, Online Teaching, Increasing Enrollments, and Research Methods.

Topic Facilitator: Richard Kumi, University of Arkansas - Little Rock



Make plans to join us in Galveston for our 2021 conference.



48th Annual Conference
March 17-20, 2021
Moody Gardens Galveston
Galveston, Texas

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**Welcome to San Antonio and
the ACME 2020 Conference!**

ACME Officers, 2019-2020

President	Renée Gravois , Sam Houston State University, Huntsville, Texas
Program Chair	Mel F. Zuberi , Hood College, Frederick, Maryland
Vice President for Membership and Associate Program Chair	Türkan Dursun-Kilic , West Texas A&M University, Canyon, Texas
Secretary	Priyanka Khandelwal , West Texas A&M University, Canyon, Texas
Treasurer	Sanjay S. Mehta , Sam Houston State University, Huntsville, Texas
Immediate Past President	Irfan Ahmed , Sam Houston State University, Huntsville, Texas
Webmaster	Stacey Bolin , East Central University, Ada, Oklahoma
Proceedings Editor	Lilly Ye , Frostburg State University, Frostburg, Maryland



Association of Collegiate Marketing Educators

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

CONGRATULATIONS!

**2020 Federation of Business Disciplines
Distinguished Paper Award**

CEOs' Level of Confidence, Marketing Outcomes, and Role of Marketing Power

Prachi Gala

Elon University, Elon, North Carolina

Saim Kashmiri

University of Mississippi, Oxford, Mississippi

CONGRATULATIONS!

**2020 Federation of Business Disciplines
Outstanding Educator Award**

Vaidas Lukosius

Tennessee State University, Nashville, Tennessee

CONGRATULATIONS!

**2020 Lou E. Pelton Award for
Early Career Excellence in Marketing**

Adam J. Mills

Loyola University, New Orleans, Louisiana

ACME expresses its tremendous gratitude to Lou E. Pelton,
University of North Texas, for his vision and generosity in funding this award.

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

CONGRATULATIONS!

BEST PAPER IN TRACK AWARD WINNERS

Branding and Brand Management Track

Emerging Nexus Between Self-Brand and Place Branding: City Attributes that Contribute to Strong Self-Brand Connections

Matthew Vollrath, Ohio Wesleyan University, Delaware, Ohio

Ector Diaz, Fort Hays State University, Hays, Kansas

Braden Scott, Fort Hays State University, Hays, Kansas

Mallory Milstead, Fort Hays State University, Hays, Kansas

Bryanna Kohler, Fort Hays State University, Hays, Kansas

Robert Lloyd, Fort Hays State University, Hays, Kansas

Ethics, Legal, and Public Policy Issues Track

Educational Outreach on Public Wetlands: Examining the Effectiveness of an Environmental Educational Program

Julie Haworth, University of Texas at Dallas, Dallas, Texas

John McCaskill, University of Texas at Dallas, Dallas, Texas

James Harrington, University of Texas at Dallas, Dallas, Texas

Student Track

The Effect of Augmented Reality on Brand Experience

Raquel Nader, Universidad de Monterrey, México

Mayela Pineda, Universidad de Monterrey, México

Mayra Quiroga, Universidad de Monterrey, México

Miriam Flores, Universidad de Monterrey, México

CONGRATULATIONS!

2019 ACME AxxessCapon Teaching Innovation Award

Congratulations to the 2019 finalists of the ACME AxxessCapon Teaching Innovation Competition and Award, who were recognized at the 2019 ACME Conference in Houston, Texas

Winner

C. Shane Hunt, Arkansas State University, Jonesboro, Arkansas

Enhancing Student Learning Through an Experiential Sales Project for a Professional Bowling Event

Runner-Up

Adam J. Mills, University of New Orleans, New Orleans, Louisiana

Crowdsourcing the Syllabus

Runner-Up

Laura Lott Valenti, Nicholls State University, Thibodaux, Louisiana

Social Practice: Connecting Students and Faculty Through a Special Topics Course in Social Media

ACME expresses its gratitude to Wessex Publishing for the generous sponsorship of this award.

Don't miss the finalist presentations for the 2020 Teaching Innovation Competition on Thursday, March 12, 2020, at 10:30 a.m.

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

Track Chairs

Thank you to the ACME Track Chairs for 2019-2020. ACME greatly appreciates your service!

Advertising and Integrated Marketing Communications

Laura Lott Valenti, Nicholls State University, Thibodaux, Louisiana

Branding and Brand Management

Scott D. Roberts, University of the Incarnate Word, San Antonio, Texas

Consumer Behavior and Psychology

Weixing M. Ford, Texas A&M University - San Antonio, San Antonio, Texas

Haifeng Qi, East China University Science and Technology, Shanghai, China

Ethics, Legal, and Public Policy Issues

Julie Haworth, University of Texas at Dallas, Dallas, Texas

Kriti Chauhan, University of Louisiana at Monroe, Louisiana

Ethnic and Multicultural Marketing

Daniel Rajaratnam, University of Texas at Dallas, Texas

Fashion Merchandising

Sua Jeon, Texas Wesleyan University, Fort Worth, Texas

Global and Cross-Cultural Marketing

Yi-Chia Wu, Tarleton State University, Stephenville, Texas

Health Care and Pharmaceutical Marketing

Lilly Ye, Frostburg State University, Frostburg, Maryland

Mousumi Bose-Godbole, Fairfield University, Fairfield, Connecticut

International Marketing and Global Trade

Lili Gai, University of Texas at Permian Basin, Odessa, Texas

Narasimha Murthy, Welingkar Institute of Management, Bangalore, India

Logistics and Supply Chain Management

Madhav Pappu, Texas A&M University, College Station, Texas

Macromarketing and Political Marketing

Arne Baruca, Texas A&M University at San Antonio, Texas

Marketing Education and Experiential and Service Learning

Adam J. Mills, Loyola University, New Orleans, Louisiana

Marketing Metrics, Data Analytics, and Methodology

Pushkala Raman, Texas Woman's University, Denton, Texas

Marketing Strategy and Innovation

C. Shane Hunt, Arkansas State University, Jonesboro, Arkansas

Music, Fine Arts, and Entertainment Marketing

Roberto Saldivar, University of Incarnate Word, San Antonio, Texas

Professional Selling and Sales Management

Atul Parvatiyar, Texas Tech University, Lubbock, Texas

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

Track Chairs (continued)

Retailing and Electronic Commerce

Yi-Chia Wu, Tarleton State University, Stephenville, Texas

Social Media, Mobile Marketing, and Digital Marketing

Rajasree K. N. Rajamma, Fairfield University, Fairfield, Connecticut

Cuaahthemoc Luna-Nevarez, Texas A&M University – San Antonio, San Antonio, Texas

Student Research

Nancy Albers, Louisiana State University-Shreveport, Louisiana

Caitlyn Albers, Louisiana State University-Shreveport, Louisiana

Tourism and Hospitality Marketing

Prachi Gala, Elon University, Elon, North Carolina

ACME Reviewers

ACME thanks each of the following colleagues for their valuable service in reviewing submissions for our 2020 ACME Conference!

Irfan Ahmed, Sam Houston State University, Huntsville, Texas

Esmeralda De Los Santos, University of the Incarnate Word, San Antonio, Texas

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

Weixing M. Ford, Texas A&M University - San Antonio, San Antonio, Texas

Daniel Gordy, Northwestern State University of Louisiana, Natchitoches, Louisiana

Renée Gravois, Sam Houston State University, Huntsville, Texas

Julie Haworth, University of Texas at Dallas, Dallas, Texas

Tom Henderson, University of Texas at Dallas, Dallas, Texas

David Horton, Northwestern State University of Louisiana, Natchitoches, Louisiana

Eddie Horton, Northwestern State University of Louisiana, Natchitoches, Louisiana

C. Shane Hunt, Arkansas State University, Jonesboro, Arkansas

Marilyn Kaplan, University of Texas at Dallas, Dallas, Texas

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

Kristen Lawson, University of Texas at Dallas, Dallas, Texas

Cuaahthemoc Luna-Nevarez, Texas A&M University – San Antonio, San Antonio, Texas

Victoria McCrady, University of Texas at Dallas, Dallas, Texas

Enda McGovern, Sacred Heart University, Fairfield, Connecticut

Jillian McNally, University of Texas at Dallas, Dallas, Texas

Sanjay S. Mehta, Sam Houston State University, Huntsville, Texas

Kathleen S. Micken, Roger Williams University, Bristol, Rhode Island

Adam J. Mills, Loyola University, New Orleans, Louisiana

Gerardo Moreira, Sacred Heart University, Fairfield, Connecticut

Iman Naderi, Fairfield University, Fairfield, Connecticut

Haifeng Qi, East China University Science and Technology, Shanghai, China

Scott D. Roberts, University of the Incarnate Word, San Antonio, Texas

Michael Sciandra, Fairfield University, Fairfield, Connecticut

Nazuk Sharma, Fairfield University, Fairfield, Connecticut

Ruth Taylor, Texas State University, San Marcos, Texas

Danny Upshaw, Northwestern State University of Louisiana, Natchitoches, Louisiana

Atefeh Yazdanparast, University of Evansville, Evansville, Indiana

Debra Zahay-Blatz, St. Edwards University, Austin, Texas

Mel F. Zuberi, Hood College, Frederick, Maryland

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 11, 2020
(Wednesday)**

1:30 p.m. – 3:00 p.m.

Guadalupe, Ballroom Level

SESSION A **Best Practices in Teaching Digital Marketing – Part I of II**
Workshop | Marketing Education and Experiential and Service Learning Track

Session Chair: **Debra Zahay-Blatz**, St. Edwards University, Austin, Texas

Speakers: **Debra Zahay-Blatz**, St. Edwards University, Austin, Texas
 Wes Pollitte, St. Edwards University, Austin, Texas
 Holly Syrdal, Texas State University, San Marcos, Texas

1:30 p.m. – 3:00 p.m.

Medina, Ballroom Level

SESSION B **Ethics, Legal, and Public Policy Issues**
Research Presentations | Ethics, Legal, and Public Policy Issues Track

Session Chair: **Kriti Chauhan**, University of Louisiana Monroe, Louisiana
 Arne Baruca, Texas A&M University at San Antonio, Texas

Educational Outreach on Public Wetlands: Examining the Effectiveness of an Environmental Educational Program

Julie Haworth, University of Texas at Dallas, Dallas, Texas
John McCaskill, University of Texas at Dallas, Dallas, Texas
James Harrington, University of Texas at Dallas, Dallas, Texas

The Role of Microplastics in Business: Perceptions and Actions
David Rylander, Texas Woman's University, Denton, Texas

Marketers as Appropriate Marital Partners: Future Prospects and Historical Perspectives
Lynn Godwin, University of St. Thomas, Houston, Texas

Political Marketing Communication: A Comparison and Contrast of FDR's Fireside Chats and Trump's Tweets
Charlotte Allen, Stephen F. Austin State University, Nacogdoches, Texas

3:00 p.m. – 3:30 p.m.

Exhibit Hall - Regency Center

Session Break. During the break, be sure to network with ACME colleagues!

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!

3:30 p.m. – 5:00 p.m.

Guadalupe, Ballroom Level

SESSION A **Best Practices in Teaching Digital Marketing – Part II of II**
Workshop | Marketing Education and Experiential and Service Learning Track

Session Chair: **Debra Zahay-Blatz**, St. Edwards University, Austin, Texas

Speakers: **Debra Zahay-Blatz**, St. Edwards University, Austin, Texas
 Wes Pollitte, St. Edwards University, Austin, Texas
 Holly Syrdal, Texas State University, San Marcos, Texas

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 11, 2020
(Wednesday)**

3:30 p.m. – 5:30 p.m. (Note 5:30 p.m. End Time)

Medina, Ballroom Level

SESSION B Marketing Strategy, Innovation, and Issues in the Supply Chain
Research Presentations | Logistics and Supply Chain Management Track

Session Chair: **Prachi Gala**, Elon University, Elon, North Carolina
 Roberto Saldivar, University of Incarnate Word, San Antonio, Texas

CEOs' Level of Confidence, Marketing Outcomes, and Role of Marketing Power

Prachi Gala, Elon University, Elon, North Carolina

Saim Kashmiri, University of Mississippi, University, Mississippi

Inventory Stratification Aids in Determining Dynamic Cycle Count Indicators

Erin Plocinski, Texas A&M University, College Station, Texas

Lei Xie, Texas A&M University, College Station, Texas

Malini Natarajarithnam, Texas A&M University, College Station, Texas

New Warehouse to Improve Efficiency, Production, Profitability, and Safety—A Single Case Study

Kathryn Esparza, Texas A&M University, College Station, Texas

Lei Xie, Texas A&M University, College Station, Texas

Malini Natarajarithnam, Texas A&M University, College Station, Texas

Centralization in the Negotiation of Sea Freight

Oscar Rodriguez, Texas A&M University, College Station, Texas

Lei Xie, Texas A&M University, College Station, Texas

Malini Natarajarithnam, Texas A&M University, College Station, Texas

Share of Voice: The Competitive Effect of Advertising Spending on Market Dominance

Rae Yule Kim, Rutgers Business School, New Brunswick, New Jersey

Interoperability in Strategic Alliances

Irfan Ahmed, Sam Houston State University, Huntsville, Texas

Dinner on Your Own

Get together with some ACME and FBD colleagues and
add conversation to your dinner! Explore the River Walk
and other San Antonio highlights!

ACME Volunteer Opportunities

Interested in volunteering for the 2021 ACME Conference in Galveston, Texas?
Contact Trkan Dursun-Kilic, ACME Program Chair for 2020-2021, at tkilic@wtamu.edu.

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 12, 2020
(Thursday)**

8:30 a.m. – 10:00 a.m.

Guadalupe, Ballroom Level

SESSION A Ethically Mining and Managing Consumer Data
Special Session | Ethics, Legal, and Public Policy Issues Track

Session Chair: **Julie Haworth**, University of Texas at Dallas, Dallas, Texas

Review of “Reassuring Consumers on the Use of Their Data” by Hal Conick

Julie Haworth, University of Texas at Dallas, Dallas, Texas

Looking at the Different Approach of the U.S. Vs. EU – Opt in Vs. Opt out

Daniel Rajaratnam, University of Texas at Dallas, Dallas, Texas

The Equifax Case Study

Kriti Chauhan, University of Louisiana at Monroe, Louisiana

Mining Data Responsibly in Social Media Marketing

Mel F. Zuberi, Hood College, Frederick, Maryland

Synthesis of the Key Findings from the Presenters

Julie Haworth, University of Texas at Dallas, Dallas, Texas

8:30 a.m. – 10:00 a.m.

Medina, Ballroom Level

SESSION B Marketing Education and Experiential and Service Learning
Research Presentations | Marketing Education Track

Session Chair: **Adam J. Mills**, Loyola University, New Orleans, Louisiana

Individual Level Market Orientation of the Faculty/Staff Members

Ceyhan Kilic, Tarleton State University, Stephenville, Texas

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

The Use of Discord in an Academic Setting

Eddie Horton, Northwestern State University of Louisiana, Natchitoches, Louisiana

Danny Upshaw, Northwestern State University of Louisiana, Natchitoches, Louisiana

Daniel Gordy, Northwestern State University of Louisiana, Natchitoches, Louisiana

David Horton, Northwestern State University of Louisiana, Natchitoches, Louisiana

Flawed Multiple-Choice Final Exam Items Cause Skewed Assurances of Learning: Simple Statistical Audits Provide Principles of Marketing Instructors and Their Departments Continuous Improvement Guidelines: A Three-Phase Case Study

Ruth Taylor, Texas State University, San Marcos, Texas

Becoming Comfortable in the Uncomfortable: Preparing Students to Deal with Ambiguity

Pam Richardson-Greenfield, Radford University, Radford, Virginia

Esther Swilley, Kansas State University, Manhattan, Kansas

How Higher Education Can Benefit from Core Marketing Principles

Sanjay S. Mehta, Sam Houston State University, Huntsville, Texas

Vivek S. Natarajan, Lamar University, Beaumont, Texas

Gopala Ganesh, University of North Texas, Denton, Texas

ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 12, 2020
(Thursday)

8:30 a.m. – 10:00 a.m.	Regency Ballroom 6
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SESSION C Branding and Brand Management
Panel Discussions | Branding and Brand Management Track

Session Chair: **Scott D. Roberts**, University of the Incarnate Word, San Antonio, Texas

Panel: *Brand Authenticity – Old and New*
 Scott D. Roberts, University of the Incarnate Word, San Antonio, Texas
 Kathleen Micken, Roger Williams University, Bristol, Rhode Island
 Darell Schmick, University of the Incarnate Word, San Antonio, Texas

Panel: *Re/Branding In and Around Institutions*
 Scott D. Roberts, University of the Incarnate Word, San Antonio, Texas
 Kathleen Micken, Roger Williams University, Bristol, Rhode Island
 Salman Ali, Sal Ali Design, San Antonio, Texas

10:00 a.m. – 10:30 a.m.	Exhibit Hall - Regency Center
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FBD COFFEE BREAK. Attend poster sessions. Please make plans to visit the exhibits for information on the latest books and educational technologies. Let our exhibitors know how much we appreciate their presence and continued support! Door prize drawings take place at **10:15 a.m.** in the Exhibit Area. Must be present to win.

10:30 a.m. – 12:30 p.m.	Guadalupe, Ballroom Level
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SESSION A The Role of New Analytics Technologies in Marketing Distribution Channels
Special Session | Logistics and Supply Chain Management Track

Session Chair: **Mel F. Zuberi**, Hood College, Frederick, Maryland
 Madhav Pappu, Texas A&M University, College Station, Texas

Panel: *Predictive Audiences: Go Deeper with AI to Reach Consumers Who May Look Nothing Alike but Exhibit Similar Behaviors*

 Todd Stech, International Business Machines, Houston, Texas
 Mel F. Zuberi, Hood College, Frederick, Maryland
 Madhav Pappu, Texas A&M University, College Station, Texas

Case Study: *AI and Blockchain Case Studies. Examples of Projects Deployed by Organizations: ROI Generated, Lessons Learned, and Wave 2 Case Development*

 Todd Stech, International Business Machines, Houston, Texas

Presentation: *Internet Penetration and Digital Marketing: Universal Acceptance and Getting the Next Billion Consumers Online*

 Rahul Gosain, Universal Acceptance Communications Working Group
 Mel F. Zuberi, Hood College, Frederick, Maryland

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 12, 2020
(Thursday)**

10:30 a.m. – 12:00 p.m.

Medina, Ballroom Level

SESSION B Ethnic and Cross Cultural Marketing: Challenges in the Digital Age
Panel Discussions | Ethnic and Multicultural Marketing Track

Session Chair: **Daniel Rajaratnam**, University of Texas at Dallas, Texas

Panel: *What's App: Marketing a Foreign Language iPhone App*

Panel Facilitator: **Lou E. Pelton**, University of North Texas, Denton, Texas

Sammi Halabi, University of North Texas, Denton, Texas

Lou E. Pelton, University of North Texas, Denton, Texas

Guanyu Geng, University of North Texas, Denton, Texas

Panel: *Cross Cultural Challenges to Marketing*

Panel Facilitator: **Daniel Rajaratnam**, University of Texas at Dallas, Texas

Daniel Rajaratnam, University of Texas at Dallas, Texas

Abhijit Biswas, University of Texas at Dallas, Texas

10:30 a.m. – 12:00 p.m.

Regency Ballroom 6

SESSION C ACME AxxessCapon Teaching Innovation Competition – Finalist Presentations

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

Please join us for this session featuring finalists from the ACME 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 12:15.

ACME expresses its tremendous gratitude to AxxessCapon for sponsoring this award.

AxxessCapon specializes in marketing and international business textbooks with a variety of formats and affordable prices. For more information, visit <https://wessexlearning.com>.

12:00 p.m. – 1:00 p.m.

Lunch on Your Own

Get together with some ACME and FBD colleagues and
add conversation to your lunch!

ACME Volunteer Opportunities

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Contact Türkan Dursun-Kilic, ACME Program Chair for 2020-2021, at tkilic@wtamu.edu.

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 12, 2020
(Thursday)

1:30 p.m. – 3:00 p.m.

Guadalupe, Ballroom Level

SESSION A Direct Selling: The Millennials' Marketing Channel

Panel Discussion | Sales and Digital Marketing Track

Session Chair: **Lou E. Pelton**, University of North Texas, Denton, Texas

Presentation: *Data Driven Sales*
Atul Parvatiyar, Texas Tech University, Lubbock, Texas

Panel: *Direct Selling in the Gig Economy*
Members, Direct Selling Education Foundation

1:30 p.m. – 3:00 p.m.

Regency Ballroom 6

SESSION B Teaching Millennials

Panel Discussions | Marketing Metrics, Data Analytics, and Methodology Track

Session Chair: **Pushkala Raman**, Texas Woman's University, Denton, Texas

Presentation: *Millennial Student Education: Changing the Approach*
Vaidas Lukosius, Tennessee State University, Nashville, Tennessee

Panel: *Preparing Students for a Career in Marketing Analytics*
Jamie Short, Vice President - Marketing, Frost & Sullivan
Kartik Pashupati, Senior Research Manager, Numerator
Matt Newman, Consultant, UX/Research

Panel: *Best Practices and Challenges in Teaching Marketing Analytics*
Gopala Ganesh, University of North Texas, Denton, Texas
Kittipong Boonme, Texas Woman's University, Denton, Texas
Jeffery Radighieri, Texas Woman's University, Denton, Texas
Daniel Rajaratnam, University of Texas at Dallas, Texas
Pushkala Raman, Texas Woman's University, Denton, Texas

3:00 p.m. – 3:30 p.m.

Exhibit Hall - Regency Center

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

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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 12, 2020
(Thursday)**

3:30 p.m. – 5:00 p.m.

Guadalupe, Ballroom Level

SESSION A Healthcare and Pharmaceutical Marketing
Research Presentations | Healthcare Marketing Track

Session Chair(s): **Lilly Ye**, Frostburg State University, Frostburg, Maryland
 Mousumi Bose-Godbole, Fairfield University, Fairfield, Connecticut

Promoting Farm to Market Diets: A Study of Hispanic Women's Health Information Seeking Behaviors
Pushkala Raman, Texas Woman's University, Denton, Texas
Arti Arti, Texas Woman's University, Denton, Texas

Applying Experiential Marketing Strategies in Health Tourism
Jingxian Jiang, Texas A&M University, College Station, Texas
Gary Ellis, Texas A&M University, College Station, Texas

What They Say Matters: Understanding the Magic of Word-of-mouth (WOM) Marketing on Trust in Physicians
Xia Zhou, Mansfield University of Pennsylvania, Mansfield, Pennsylvania
Frank Tian Xie, University of South Carolina Aiken, Aiken, South Carolina

Marketing of Teledentistry by SmileDirectClub
Lilly Ye, Frostburg State University, Frostburg, Maryland
Dwane H. Dean, Frostburg State University, Frostburg, Maryland

3:30 p.m. – 5:00 p.m.

Medina, Ballroom Level

SESSION B Retailing, E-Commerce, Digital Marketing, and Fashion Merchandising
Research Presentations | E-Commerce and Fashion Merchandising Tracks

Session Chairs: **Yi-Chia Wu**, Tarleton State University, Stephenville, Texas
 Sua Jeon, Texas Wesleyan University, Fort Worth, Texas

The Effect of Online and Offline Brand Experience on Brand Equity: The Case of Omni-Channel Retailing of High and Low Involvement Products in Egypt
Engy Shehab, Arab Academy for Science, Technology and Maritime Transport
Hesham Dinana, The American University in Cairo

Analysis of Successful and Unsuccessful Cases of Crisis Communication on Social Networks
Peter Matisko, College of Economics and Management, Prague
Evženie-Jitka Stará, College of Economics and Management, Prague

Social Capital on Instagram: Application for Small Apparel Retailers
Brittany McKneely, University of North Texas, Denton, Texas
Jiyoung Kim, University of North Texas, Denton, Texas
Sanjukta Pookulangara, University of North Texas, Denton, Texas
Xi Leung, University of North Texas, Denton, Texas

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 12, 2020
(Thursday)

3:30 p.m. – 5:00 p.m.

Regency Ballroom 5

SESSION C **Creating Experiential Learning Opportunities Through Intra-Institutional Collaborations and Outreach**

Special Session | Marketing Education and Experiential Learning Track

Session Chair: **Weixing M. Ford**, Texas A&M University - San Antonio, San Antonio, Texas

Creating Experiential Learning Opportunities Through Intra-Institutional Collaborations and Outreach
Weixing M. Ford, Texas A&M University - San Antonio, San Antonio, Texas

Tap into Alumni Resources to Bring Experiential Learning Projects and Role Models to Students
Mary Kay Cooper, Texas A&M University at San Antonio, Texas

How to Utilize Student Organizations to Promote Students' Cross-Disciplinary Networking for Experiential Learning
Jenny Moore, Texas A&M University at San Antonio, Texas

The Importance of Establishing Strong Organizational Structure for Leading Campus-wide Experiential Learning Efforts
Krystina Irvin, Texas A&M University at San Antonio, Texas

The Key for Experiential Learning Success: Taking the Burden Off Faculty's Shoulder
Irene Waggoner, Texas A&M University at San Antonio, Texas

After I Have Crossed that Bridge: My Role as a Life-long Learner and Experiential Learning Facilitator
Chris Obinzu, Feedbie Digital Marketing Agency and Texas A&M University at San Antonio, Texas

3:30 p.m. – 5:00 p.m.

Regency Ballroom 6

SESSION D **Student Track**

Paper Presentations | Student Track

Session Chair: **Roberto Saldivar**, University of Incarnate Word, San Antonio, Texas
 Lili Gai, University of Texas at Permian Basin, Odessa, Texas

Is Click and Collect an Effective Strategy to Implement to Increase Consumers' Willingness to Buy?
Taylor James Patry, University of Central Oklahoma

The Effect of Augmented Reality on Brand Experience
Raquel Nader, Universidad de Monterrey, México
Mayela Pineda, Universidad de Monterrey, México
Mayra Quiroga, Universidad de Monterrey, México
Miriam Flores, Universidad de Monterrey, México

Conscious Capitalism
Holly Miori, University of Texas at Dallas, Dallas, Texas

Will the Consumer Food Choices Change When They Are Stressed?
Rani Hecht, Elon University, Elon, North Carolina
Prachi Gala, Elon University, Elon, North Carolina

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

March 12, 2020
(Thursday)

5:30 p.m. – 7:00 p.m.	Exhibit Hall - Regency Center
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Exhibit Hall - Regency Center

FBD Presidential Welcome Reception – Badge required for entry

You are invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and a cash bar. Stop by to relax and wind down from the day's conference activities before heading out for the evening. To enter the Exhibit Hall, all persons older than six years of age are required to wear their conference or guest badge. All badges can be obtained from the Registration area during their open hours.

March 13, 2020
(Friday)

8:30 a.m. – 10:00 a.m.	Live Oak, Hill Country Level
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Live Oak, Hill Country Level

SESSION A	Developing Students' Professional Skills Through Client-Based Projects
Special Session	Marketing Education and Experiential Learning Track

Session Chairs: **Renée Gravois**, Sam Houston State University, Huntsville, Texas
Elizabeth Randon McDougal, Southeastern Louisiana University,
Hammond, Louisiana

Classroom Activities that Help Build Students' Consulting Skills

Renée Gravois, Sam Houston State University, Huntsville, Texas

Elizabeth Randon McDougal, Southeastern Louisiana University, Hammond, Louisiana

Student Motivation and Teamwork in Client Projects

Danica L. Schieber, Sam Houston State University, Huntsville, Texas

A Faculty/Client Partnership to Engage Students in Meaningful Feedback

Renée Gravois, Sam Houston State University, Huntsville, Texas

Chris Dehner, Modern Vacations and Destination Weddings, Houston, Texas

Krystal Aziz, Modern Vacations and Modern Destination Weddings, Houston, Texas

Prompting Student Reflection to Achieve Self-Actualization

Lucia S. Sigmar, Stephen F. Austin State University, Nacogdoches, Texas

8:30 a.m. – 10:00 a.m.	Mesquite, Hill Country Level
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Mesquite, Hill Country Level

SESSION B	Social Media, Mobile Marketing, and Digital Marketing
	Research Presentations Social Media, and Mobile and Digital Marketing Track

Session Chair: **Rajasree K. N. Rajamma**, Fairfield University, Fairfield, Connecticut
Cuauhtemoc Luna-Nevarez, Texas A&M University at San Antonio

Drivers Affecting Consumers' Website Traffic in the Internet Marketing Environment: The Role of Backlink (i.e., Website Popularity) on Site Traffic Increase and the Firm's Performance
Md Al-Emran, McNeese State University, Lake Charles, Louisiana

Can Cybersecurity Disclosures Help Marketers Win Consumer Trust?

Atefeh Yazdanparast, University of Evansville, Evansville, Indiana

Identity Construction Among College Students on Location-Based Anonymous Apps

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

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 13, 2020
(Friday)**

10:00 a.m. – 10:30 a.m.

Exhibit Hall - Regency Center

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

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

10:30 a.m. – 12:00 p.m.

Live Oak, Hill Country Level

PLENARY SESSION

Members of all FBD associations are invited to attend.

WELCOME TO THE WORLD OF HIGH-TECH MARKETING

Terry Clark, Ph.D.

Dean and Professor of Marketing, College of Business
Southern Illinois University, Carbondale, Illinois

Plenary Session Overview. Marketing is becoming increasingly analytical thanks to the advent and adoption of new technologies. The biggest applications of data science and analytics are in the fields of marketing, finance, and health care. The amount of data that is generated from digital marketing – email marketing, search engine marketing, and social media marketing – lends itself to data driven sales across both the B2B and B2C spectrums. The use of blockchain helps move market offerings smoothly along the marketing distribution channels and marketing analytics help forecast and analyze markets with greater precision than traditional CRM tools ever did. Welcome to the world of high-tech marketing.

12:15 p.m. – 2:15 p.m.

Navarro, LCC

**ACME LUNCHEON, BUSINESS MEETING,
AND AWARDS CEREMONY**

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

THIS EVENT IS OPEN ONLY TO ACME MEMBERS AND REGISTERED GUESTS

2:15 p.m. – 3:00 p.m.

Navarro, LCC

NETWORKING AND PHOTOS

- Enjoy networking and taking photos with your ACME colleagues.
- Start discussions about your submission plans for the 2021 ACME Conference in Galveston.
- Chat with ACME officers to learn more about how you can contribute to next year's conference.

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 13, 2020
(Friday)**

3:00 p.m. – 3:30 p.m.

Exhibit Hall - Regency Center

FBD COFFEE BREAK

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3:30 p.m. – 5:00 p.m.

Live Oak, Hill Country Level

SESSION A Branding and Brand Management

Research Presentations | Branding and Brand Management Track

Session Chair: **Scott D. Roberts**, University of the Incarnate Word, San Antonio, Texas

Exploring the Factors that Affect Brand Stances on Political, Social, and Ethical Issues

Pramod Iyer, Middle Tennessee State University, Murfreesboro, Tennessee

Fuat Firat, University of Texas Rio Grande Valley, Texas

Mohammadali Zolfagharian, Bowling Green State University, Bowling Green, Ohio

Emerging Nexus Between Self-Brand and Place Branding: City Attributes that Contribute to Strong Self-Brand Connections

Matthew Vollrath, Ohio Wesleyan University, Delaware, Ohio

Ector Diaz, Fort Hays State University, Hays, Kansas

Braden Scott, Fort Hays State University, Hays, Kansas

Mallory Milstead, Fort Hays State University, Hays, Kansas

Bryanna Kohler, Fort Hays State University, Hays, Kansas

Robert Lloyd, Fort Hays State University, Hays, Kansas

Measuring Variety-Seeking Based on Product Attribute Space

Roozbeh Irani-Kermani, Sam Houston State University, Huntsville, Texas

Ardalan Mirshani, The Pennsylvania State University, University Park, Pennsylvania

Edward Jaenicke, The Pennsylvania State University, University Park, Pennsylvania

Non-Deceptive Counterfeit Purchase Behavior of Luxury Fashion Products

Devinder Sidhu, University in Patiala, India

Justin Paul, Rollins College, Winter Park, Florida, and

University of Puerto Rico, Río Piedras, Puerto Rico

ACME Volunteer Opportunities

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ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 13, 2020
(Friday)

3:30 p.m. – 5:00 p.m.

Mesquite, Hill Country Level

SESSION B **Consumer Behavior and Psychology**
Research Presentations | Consumer Behavior and Psychology Track

Session Chair: **Weixing M. Ford**, Texas A&M University at San Antonio, Texas

Investigating the Effects of Smart Technologies on Consumers and Organizations

Estrella Diaz, University of Castilla-La Mancha, Spain

Águeda Esteban, University of Castilla-La Mancha, Spain

Rocío Carranza, University of Castilla-La Mancha, Spain

David Martín-Consuegra, University of Castilla-La Mancha, Spain

The Impact of Product Scarcity Appeal on Consumer-Brand Relationship: Limited Quantity Scarcity vs. Limited Time Scarcity

Feng Tian, East China University Science and Technology, Shanghai, China

Haifeng Qi, East China University Science and Technology, Shanghai, China

Weixing M. Ford, Texas A&M University - San Antonio, San Antonio, Texas

Experience Quality in Indian Railways

Archit Tapar, Indian Institute of Management, Rohtak, Haryana, India

Vivek S. Natarajan, Lamar University, Beaumont, Texas

Sanjay S. Mehta, Sam Houston State University, Huntsville, Texas

Thank you for attending ACME 2020!

Please join us for the 2021 ACME/FBD Conference!
March 17-20, 2021 ♦ Galveston, Texas

Moody Gardens Hotel and Convention Center



Association of Collegiate Marketing Educators

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	Mary Fischer , University of Texas at Tyler
	Xianghui (Richard) Peng , Penn State Behrend
	Michael E. Ellis , University of Central Arkansas
	Kittipong Boonme , Texas Woman's University
	Ferdi Eruysal , Texas A&M University - Central Texas
	Denise Philpot , University of North Texas
	Will Senn , Emporia State University
Past President	Mark McMurtrey , University of Central Arkansas

2019-2020 TRACK CHAIRS

Accounting and Ethics	Mary Fischer , University of Texas at Tyler
DSS & ES	Binshan Lin , Louisiana State University - Shreveport
E-Commerce & Social Networking	Gina Harden , Stephen F. Austin State University
Economics, Law & Finance	M. Kabir Hassan , University of New Orleans
ERP, Info Security & Privacy	Mohammad I. Merhi , Indiana University - South Bend
Innovative Education	Pamela Rogers , Stephen F. Austin State University
Internet of Things & Big Data	John Seydel , Arkansas State University
Management, Healthcare & Organizational Behavior	Venugopal Gopalakrishna-Remani , University of Texas at Tyler
Management Info Systems	Michael E. Ellis , University of Central Arkansas
Marketing & International Business	Thiagarajan Ramakrishnan (Ram) , Prairie View A&M University
Operations Management & Project Management	Balaji Janamanchi , Texas A&M International University
Quantitative Methods, Quality & Business Analytics	Robert Pavur , University of North Texas
Supply Chain, Logistics UAVs	Mary Helen Fagan , University of Texas at Tyler
Student Track	Gayle Prybutok , University of North Texas
Special Panels	S. Mantravadi , University of West Florida
Proceedings Editor	Will Senn , Emporia State University

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

SPECIAL EVENTS, WORKSHOPS & PANELS

Workshop: Introduction to Python for Data Analysis

Wednesday, March 11, 2020, 1:00 p.m. - 5:00 p.m. Rio Grande Ballroom West

Michael E. Ellis and Carla J. Barber University of Central Arkansas

Workshop: Credit Score Modeling: A Hands-on Workshop that Builds a Traditional Credit Score Card via Binning and Logistic Regression

Wednesday, March 11, 2020, 1:00 p.m. - 5:00 p.m. Rio Grande Ballroom Center

David E. Douglas, Elizabeth A. Keiffer, University of Arkansas

Journal Editors Panel

Friday, March 13, 2020, 3:30 p.m. - 5:00 p.m. Regency Ballroom 1

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

Jason Chen, International Journal of Revenue Management

Doctoral Consortium

By Invitation Only

Friday, March 13, 2020, 12:30 p.m. – 5:00p.m.

MEETINGS

SWDSI 2020 Business Meeting

Thursday, March 12, 2020 3:30 p.m. - 5:00 p.m.

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.*

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

CONGRATULATIONS!!!

**RECIPIENT OF THE 2020 FEDERATION OF BUSINESS DISCIPLINES
DISTINGUISHED PAPER AWARD**

Alpha Iota Delta Best Paper Award

*Does the Factor Model Perform Well in Emerging Market? –
the Empirical Evidence of China Stock Market*

M. Kabir Hassan, University of New Orleans

Selma Izadi, Loyola University

Yichi Zhang, University of New Orleans

**RECIPIENT OF THE 2020 FEDERATION OF BUSINESS DISCIPLINES
OUTSTANDING EDUCATOR AWARD**

Mark McMurtrey, University of Central Arkansas

RECIPIENT OF THE SWDSI DISTINGUISHED SERVICE AWARD

Victor R. Prybutok, University of North Texas

RECIPIENTS OF THE 2020 BEST STUDENT PAPER AWARDS

Comparative Analysis of Bankruptcy Prediction Models with Synthetic Sampling

John Garcia, Creighton University

The Use of Latent Semantic Analysis in Online Health Information Analysis

Heng Xie, University of North Texas

The Unique Factors Affecting Employee Performance in Non-profit Organizations

Charity Tinofirei, University of North Texas

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 11, 2020
(Wednesday)**

1:00 p.m. – 5:00 p.m.

Rio Grande Ballroom West

Workshop A: Introduction to Python for Data Analysis

Presenters: Michael E. Ellis and Carla J. Barber, University of Central Arkansas

Heard about Python but not sure what to make of it? This workshop will give you an introduction to using Python for data analysis in one of its primary working environments, the Jupyter Notebook. We'll explore the basics of both the Notebook and Python as we perform example analyses. You will finish the workshop with a better understanding of what Python is and why it is now the most popular programming language in use. You will install free software on your Windows, Mac, or Linux laptop before your arrival at the workshop. This workshop requires no programming experience.

1:00 p.m. – 5:00 p.m.

Rio Grande Ballroom Center

Workshop B: Credit Score Modeling: A Hands-on Workshop that Builds a Traditional Credit Score Card via Binning and Logistic Regression.

Presenters: David E. Douglas, Elizabeth A. Keiffer, University of Arkansas

This workshop is designed to accommodate and be valuable to participants at all levels of analytics backgrounds—from beginners to experts. Traditional to machine learning. Note that credit score models are classification models and for example, what banks use to determine credit worthiness for loans. The resulting credit score card is what is typical being used in banking and finance. Machine learning (ML) models are producing better models in general and there is a lot of interest in the banking and financial sector. In this workshop, ML credit scoring models will be built to provide comparisons with the traditional score card. Decision Trees, Random Forest and Neural Networks will be the ML algorithms for building credit scoring models. SPSS Modeler will be the software for developing the models (and will be available to participants through the UA system). The workshop will conclude with what is involved in developing deep learning models.

3:00 p.m. – 3:30 p.m.

Rio Grande Ballroom Foyer

SWDSI Coffee Break for SWDSI Workshop Participants

Make plans to join us in Galveston, Texas for our 2021 conference.



48th Annual Conference

March 17 - 20, 2021

Moody Gardens Galveston

Galveston, Texas

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 12, 2020
(Thursday)**

7:00 a.m. – 8:30 a.m.

Rio Grande Ballroom East

MEETING Officers and Directors Meeting

Presiding: **Khaled A. Alshare**, University of Qatar

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

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

Chula Vista, Lobby Level

SESSION A Internet of Things and Big Data-I

Session Chair: **Carl Rebman, Jr.**, University of San Diego

Examining IoT and Infrared Communications as an Attack Vector and an Attack Surface

Brett Landry, University of Dallas

M. Scott Koger, NOAA

To Be Safe or Not Be Safe? That Is the 5g Question That We Ask of Thee?

Carl Rebman, Jr., University of San Diego

Hayden Wimmer, Georgia Southern University

Booker Queen, Minnesota State University, Mankato

Hyun Kim Sang, Kyungpook National University

Real Time Iot Data Analytics, 5G, and Blockchain

Li Xu, Old Dominion University

Ling Li, Old Dominion University

Yong Chen, Texas A&M International University

Hong Chen, Indiana University East

Forensics and the Internet of Things (IoT) - An Exploratory Study

Robert Vinaja, Texas A&M University – San Antonio

Improving Predictive Performance of the C4.5 Decision Tree Algorithm for Categorical Medical Data

Shaikh Shiam Rahman, Georgia Southern University

Hayden Wimmer, Georgia Southern University

Carl Rebman, Jr., University of San Diego

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 12, 2020
(Thursday)**

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

Rio Grande Ballroom Center

SESSION B Management Information Systems-I

Session Chair: Will Senn, Emporia State University

Finding Businesses without a License Using Data from Multiple Sources

Emanuel Reed, University of Arkansas at Little Rock

Leslie Brasell, University of Arkansas at Little Rock

Gordon Hartley, University of Arkansas at Little Rock

Mashal Alanazi, University of Arkansas at Little Rock

Wenjun Wang, University of Arkansas at Little Rock

Vess Johnson, University of Arkansas at Little Rock

Towards An Electronic Medical Record System for A Rural Haitian Medical Clinic

Kelly Fish, Arkansas State University

Gauri S. Guha, Arkansas State University

Technology Acceptance of E- HRM Tools By Manufacturing Workers

Dianna Boonme, Texas Woman's University

Kittipong Boonme, Texas Woman's University

Will Senn, Emporia State University

Developing a Preprocessing Strategy in Text Analytics: An Information Technology Job Types and Job Skills Case

Richard Woolridge, University of Arkansas at Little Rock

Vess Johnson, University of Arkansas at Little Rock

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Moody Gardens Galveston

Galveston, Texas

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 12, 2020
(Thursday)**

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

Regency Ballroom 1

SESSION C E-Commerce & Social Networking-I

Session Chair: Robert Cutshall, Texas A&M University - Corpus Christi

The Impacts of Social Ties and Sentiment on Topic Popularity in Microblogs

Peiqin Zhang, Texas State University

Hsun-Ming Lee, Texas State University

Yihong Yuan, Texas State University

Personality and Social Commerce Preference

Chuleeporn Changchit, Texas A&M University - Corpus Christi

Robert Cutshall, Texas A&M University - Corpus Christi

Anh Pham, Texas A&M University - Corpus Christi

Social Commerce Adoption in Vietnam

Robert Cutshall, Texas A&M University - Corpus Christi

Dung Pham, Texas A&M University - Corpus Christi

Chuleeporn Changchit, Texas A&M University - Corpus Christi

Exploring the Tourists' Cognitive Hierarchies of Relationship Marketing Toward Travel Apps

Chin-Feng Lin, National Pingtung University

Ying-Chen Chen, National Pingtung University

Effects of Right to Control, Possession Attachment, and Willingness to Share on Digital Contents

Simon Lee, Eastern Illinois University

Abdou Illia, Eastern Illinois University

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

Regency Ballroom 4

SESSION D Operations & Project Management

Session Chair: Mohan Rao, Texas A&M University - Corpus Christi

The Changing Landscape of Inventory Management

Brent Gills, Deep Sea Investment Group

Mark McMurtrey, University of Central Arkansas

A Proposed Methodology for Evaluating the Delphi Method in Requirements Elicitation for Software Development Projects

William Pugh, The University of Texas at San Antonio

Marco Villarreal, The University of Texas at San Antonio

Comparing Profit-Linked Performance Measurement Models Using Real-World Data

Mohan Rao, Texas A&M University - Corpus Christi

Data Analytics Curriculum With a Focus on the Introductory Course Content

Mohan Rao, Texas A&M University - Corpus Christi

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 12, 2020
(Thursday)

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

Regency Ballroom 5

SESSION E Management, Healthcare & Organizational Behavior-I

Session Chair: Gayle Prybutok, University of North Texas

Baby Boomers Versus the Silent Generation: An Analysis of Decision-Support Factors and Experiences of Aging Resilience During the Transition to Independent Living Within a Senior Living Community
Charity Tinofirei, University of North Texas

Entrepreneurial Mindset and the Success of Minority Entrepreneurs in Arkansas
Michael Blanchett, University of Central Arkansas
Alexander Chen, University of Central Arkansas

A Gender Study to Understand Health Information Exchange in A COPD Online Health Community
Leann Boyce, University of North Texas
Alana Park, University of North Texas
Gayle Prybutok, University of North Texas

Six Sigma and Reducing Hospital Length of Stay
John Hopkins, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

Six Domains of Quality in the Healthcare Industry for Patients Experiencing a Cerebrovascular Accident
Corinne Morphew, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

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

Exhibit Hall – Regency Center

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! Attend poster sessions.

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

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for the low submission fee of \$40.*

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 12, 2020
(Thursday)**

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

Rio Grande Ballroom Center

SESSION A Management Information Systems-II

Session Chair: **Yulia Sullivan**, Baylor University

R.A.G.E.: Moving Beyond Anger to Analyze Systems

Delmer Nagy, Tarleton State University

Blessing Inyang, Tarleton State University

A New Theory: The Aesthetic IT Artifact

Daniel Peak, University of North Texas

Cyberbullying, Depression, and Suicidal Behaviors

Yulia Sullivan, Baylor University

Crosswalking Electronic Thesis Dissertations Metadata towards an Integrated Library Database

Kyle Herman, Georgia Southern University

Hayden Wimmer, Georgia Southern University

Carl Rebman, Jr., University of San Diego

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

Regency Ballroom 1

SESSION B E-Commerce & Social Networking-II

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

E-Payment Acceptance Among German Millennials: Subjective Norms and Demographic Background

Joseph Thomas, University of Central Arkansas

Alexander Chen, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas

Factors Driving Adoption of Enterprise Social Software

Gina Harden, Stephen F. Austin State University

Generational Values Marketing to Genxers in Twitter and Millennials in Instagram

Valarie Bell, University of North Texas

E-Government Portals – A Global Analysis

Robert Vinaja, Texas A&M University - San Antonio

An Insight Into Social Media's Continuance Use Phenomenon: Using Multi-Motive Factors

Debalina Bera, University of North Texas

Chang E. Koh, University of North Texas

Yulia Sullivan, Baylor University

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 12, 2020
(Thursday)

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

Regency Ballroom 4

SESSION C Quantitative Methods, Quality, & Business Analytics-I

Session Chair: Robert Pavur, University of North Texas

A Cultural Sensitive Smart Healthcare and Wellbeing: The Role of Data Analytics
Khaled A. Alshare, Qatar University

Application of Predictive Analytics and Machine Learning for Intelligent Heart Health Decisions
Joseph Mollick, Texas A&M University - Corpus Christi
Judy Toscano, Texas A&M University - Corpus Christi
George Toscano, Texas A&M University – Kingsville

Effects of Method and Distribution on Forecasting with Obsolescence
Matthew Lindsey, Stephen F. Austin State University
Robert Pavur, University of North Texas

Needed Changes in Organizational Environment and Decision Making Process to Exploit the Business Analytics Values
Khaled A. Alshare, Qatar University

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



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**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 12, 2020
(Thursday)**

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

Regency Ballroom 5

SESSION D Management, Healthcare & Organizational Behavior-II

Session Chair: **Gayle Prybutok**, University of North Texas

Does Income Affect Care Quality? A Case Study

Jasmin Lindo, University of Houston Clear Lake

Pallavi Marepalli, University of Houston Clear Lake

Ryan Seapy, University of Houston Clear Lake

Waqar Ahmad, University of Houston Clear Lake

Xiaojun Shan, University of Houston Clear Lake

Zarrar Altamush, University of Houston Clear Lake

Good Life and Conflict Style: A Multi-Country Study

Yang Zhang, University of Texas at El Paso

Veena Prabhu, California State University, Los Angeles

Robert Tang, De La Salle-College of Saint Benilde

Kern Kwong, California State University, Los Angeles

Stephen McGuire, California State University, Los Angeles

Minghao Shen, Guangdong University of Foreign Studies

Tatiana Goroshnikova, Financial University under the Government of the Russian Federation

Using Technology to Reduce Hospital Visits for Older Americans

Heath Harllee, University of North Texas

Gayle Prybutok, University of North Texas

Do Bored Employees Go Above and Beyond? A Preliminary Proposal

Shih Yung Chou, Midwestern State University

Prevention Health Care Information Influences and Behavioral Changes

Alexander N. Chen, University of Central Arkansas

Scott Nadler, University of Central Arkansas

Hang Yang, University of Central Arkansas

Douglas E. Cherry, University of Central Arkansas

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 12, 2020
(Thursday)**

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

Chula Vista, Lobby Level

SESSION A Student Track-III

Session Chair: **Lynne Cagle Cox**, University of North Texas

Integrating Means-End Chains, Kano Model and MANOVA to Explore the Product and Segmentation Strategy of Video Website

I-Ching Chen, National Pingtung University

Chin-Feng Lin, National Pingtung University

The Unique Factors Affecting Employee Performance in Non-Profit Organizations

Charity Tinofirei, University of North Texas

The Use of Latent Semantic Analysis in Online Health Information Analysis

Heng Xie, University of North Texas

What's in A Report? That Which We Call A Metric in Nonprofits...

Lynne Cagle Cox, University of North Texas

Victor R. Prybutok, University of North Texas

Exploring Opportunities and Threats to Research Agendas in International Settings

Scott Warren, University of North Texas

Lynne Cagle Cox, University of North Texas

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

Rio Grande Ballroom Center

SESSION B Management Information Systems-III

Session Chair: **Carl Rebman, Jr.**, University of San Diego

Information Literacy of African American Entrepreneurs: What Factors Influence Perceived Usefulness of Mobile Technologies

Ronald Washington, University of the Incarnate Word

Reconciling Cybersecurity Protocols

Delmer Nagy, Tarleton State University

Harshit Taneja, Tarleton State University

Strategic Knowledge Management, IS Strategies, Dynamic Capabilities and Firm Performance: An Empirical Study in Brazilian

Adilson Yoshikuni, Fundação Getulio Vargas - EASESP

Alberto Albertin, Fundação Getulio Vargas -EAESP

Faculty Opinions on Student Preparation, Performance, and Evaluations 2019

Carl Rebman, Jr., University of San Diego

Hayden Wimmer, Georgia Southern University

Booker Queen, Minnesota State University, Mankato

Gwen White, Xavier University

Mark McMurtrey, University of Central Arkansas

Fred L. Kitchens, Ball State University

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 12, 2020
(Thursday)**

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

Regency Ballroom 1

SESSION C E-Commerce & Social Networking-III

Session Chair: Karen St John, Abilene Christian University

Which Type of Consumers Are Interested in Reusable Packaging in E-Commerce: A Survey Study
Raj Kamalapur, Angelo State University (Texas Tech University System)

Crowdfunding Backer Motivations

Jeremy St John, Angelo State University

Karen St John, Abilene Christian University

The Effects of Information Privacy Concerns on Facebook User's Continuance Intention

Anitha Chennamaneni, Texas A&M University - Central Texas

Aakash Taneja, Stockton University

Shehryar Iqbal, Texas A&M University - Central Texas

Oluwafemi Akanfe, The University of Texas at San Antonio

Corporate Strategies of Social Media Advocates: An Exploratory Study

Taewon Hwang, Valdosta State University

Towards a Comprehensive Metric for Measuring Project Success Or Failure

Balaji Janamanchi, Texas A & M International University

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

Regency Ballroom 4

SESSION D Quantitative Methods, Quality, & Business Analytics-II

Session Chair: Sarbottam Bhagat, University of North Texas

Online Survey Design for A Biotechnology Trust Study

Xinyu Wei, University of North Texas

Victor Prybutok, University of North Texas

Predicting Online News Popularity Using Business Analytics

Sarbottam Bhagat, University of North Texas

The Role of 'Junk' in Informed Decision Making

Anjana Arunkumar, Arizona State University

Arun Madapusi, Northeastern State University

Factors Impacting Interactive Visual Aid Adoption

Thomas Dotter, University of the Incarnate Word

Vess Johnson, University of Arkansas at Little Rock

Arsalan Safari, Qatar University

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 12, 2020
(Thursday)**

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

Regency Ballroom 5

SESSION E Management, Healthcare & Organizational Behavior-III

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

Examining the Role of Engagement and Action Compassion on Adults' Depression Experiences
Leslie Ramos Salazar, West Texas A&M University

The Key Factors That Contribute to A Successful Transition to Widowhood Among Older Women 55-85
Amanda Noah, University of North Texas

Preliminary Results of Study to Determine if Age of IT Executives Impacts Adoption Rates of Cloud Computing Services
Marcus Smith, Texas A&M-Commerce

Performance-Based Contracts and Customer Experience in Healthcare
Catalin Dinulescu, Tarleton State University
Victor Prybutok, University of North Texas

Improving Airport Services with Evaluation of Consumer Comments
Ahasan Harun, University of North Texas
Victor Prybutok, University of North Texas

3:00 p.m. – 3:30 p.m.

Exhibit Hall – Regency Center

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.

Rio Grande Ballroom Center

SWDSI 2020 Business Meeting – All SWDSI participants are encouraged to attend.

5:30 p.m. – 7:00 p.m.

Exhibit Hall – Regency Center

FBD Presidential Welcome Reception – Badge required for entry

You are invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and a cash bar. Stop by to relax and wind down from the day's conference activities before heading out for the evening. To enter the Exhibit Hall, all persons older than six years of age are required to wear their conference or guest badge. All badges can be obtained from the Registration area during their open hours.

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 13, 2020
(Friday)**

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

Maverick A, LCC

SESSION A Enterprise Systems (ERP), Information Security & Privacy

Session Chair: Kevin Watson, Louisiana Tech University

Big Data Analytics and Individual Privacy: Examining the Online User Privacy Concerns

Rajiv Dahiya, Louisiana Tech University

Kevin Watson, Louisiana Tech University

The Influence of ES- CSF Profile Configurations and Human Capital on Organizational Performance

Daniel A. Cernas Orti, Universidad Autónoma del Estado del México

Arun Madapusi, Northeastern State University

Investigating the Influence of ES Data Quality on Information Quality

Arun Madapusi, Northeastern State University

Daniel A. Cernas Orti, Universidad Autónoma del Estado del México

SAP Enterprise (ERP) Data Privacy Security and Governance on Cloud

Syed Ali, University of Houston Downtown

Tahereh Jafari Jafari, University of Houston Downtown

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

Maverick B, LCC

SESSION B Accounting-I

Session Chair: Efosa Idemudia, Arkansas Tech University

Tiny Town - A Case Study

Sheena Gammon, Arkansas State University

Judy Reed, Arkansas State University

An Empirical Analysis of Survey Data about Comprehension of Collaboration

Efosa Idemudia, Arkansas Tech University

Ralph Ferguson, Texas Tech University

Determinants of Codes (Rules) of Professional Conduct for the Accounting Profession Among Licensing Jurisdictions

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

Angela Patrick, Texas A&M University - Central Texas

Robert Tennant, Texas A&M University - Central Texas

Religiosity Level and Moral Development of Future Business Leaders: Studies Using Values Hierarchy

Marek Pawlak, The John Paul II Catholic University of Lublin

Christy McLendon, University of New Orleans

Dinah Payne, University of New Orleans

Evaluating Municipality Financial Data Conformity to Benford's Law

Mary Fischer, University of Texas at Tyler

Cheryl Prachyl, University of Texas at Arlington

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 13, 2020
(Friday)**

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

Sequin, LCC

SESSION C DSS & Expert Systems - II

Session Chair: Mary White, LSU Shreveport

Optimal Equipment Replacement Decision: Profit Maximization Vs Cost Minimization

Yuri Yatsenko, Houston Baptist University

Natali Hritonenko, Prairie View A&M University

An Adaptive Approach for An Intelligent Order Shipment Scheduling With Dynamic Warehouse Selection

Abhijit Nag, Texas A&M University-Central Texas

Measuring Gentrification: An Empirical Analysis of Data Availability and Decision Rules

Mary White, LSU Shreveport

Douglas White, LSU Shreveport

The Success Or Failure of Data Warehousing: An Integrated Framework

Liang Chen, West Texas A&M University

Resources, Time and Cost Estimation of IT Projects That Employ A Scrum-Based Methodology: An Application of Stochastic Simulation

James Burns, Texas Tech University

Pinyarat Sirisomboonsuk, The University of Texas Permian Basin

Balaji Janamanchi, Texas A & M International University

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

Navarro, LCC

SESSION D Student Track-I

Session Chair: Franziska Renz, The University of Texas at El Paso

Alzheimer's Disease and Cognitive Reserve Among Elderly Women

Keya Sen, University of North Texas

Benefits, Problems, and Strategies of Electronic Health Records

Leann Boyce, University of North Texas

Candidate Experience and Its Cycle in the Hiring Process: An Analysis of Student Employees

Marysol Villeda, Tarleton State University

Comparative Analysis of Bankruptcy Prediction Models with Synthetic Sampling

John Garcia, Creighton University

Electric Car Rental Motivation in Five States

Adeela Gulzari, University of North Texas

Edwin Wang, University of North Texas

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 13, 2020
(Friday)

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

Bowie A, LCC

SESSION E Innovative Education-I

Session Chair: Mary Helen Fagan, University of Texas at Tyler

Facilitating Online Education Through the Use of Open Educational Resources

Colleen Carraher Wolverton, University of Louisiana at Lafayette

Exploring the Roles of Personalization and Codification on Online and Face-To-Face Students' Performance

Kamphol Wipawayangkool, Sam Houston State University

Juliana Lilly, Sam Houston State University

Individual Level Market Orientation of the Faculty Members

Ceyhan Kilic, Tarleton State University

Türkan Dursun-Kilic, West Texas A&M University

Compiling Toward An Understanding of Sampling Distributions

Ryan Phelps, Stephen F. Austin State University

Emiliano Giudici, Stephen F. Austin State University

William Long, Stephen F. Austin State University

Critical, Analytical, and Creative Thinking: A Framework for Skill Development and Assessment

Mary Helen Fagan, University of Texas at Tyler

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

Exhibit Hall – Regency Center

FBD Coffee Break

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**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 13, 2020
(Friday)**

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

Maverick A, LCC

SESSION A Economics, Law & Finance-I

Session Chair: Alexander Chen, University of Central Arkansas

Personality Attributes That Make a Successful Minority Entrepreneur

Alexander Chen, University of Central Arkansas

Michael Blanchett, University of Central Arkansas

Michael Rubach, University of Central Arkansas

Thomas Synder, University of Central Arkansas

Jalen Graham, University of Central Arkansas

Interest Rate Pass-Through in Some Selective Latin American Economies Over the Post U.S. Subprime Mortgage Crisis

Chu Nguyen, University of Houston-Downtown

Using Financial Statement Information to Find Value Stocks among Banks

Ata Yesilyaprak, Misericordia University

A Deeper Look into the Linkage Between Corporate Social and Financial Performance

Kevin Lee, University of Tampa

Ru-Shiun Liou, The University of Tampa

Nai Lamb, The University of Tennessee at Chattanooga

E-Payment Adoption in Saudi Arabia

Alexander Chen, University of Central Arkansas

Scott Nadler, University of Central Arkansas

Adje Sohui Anide, University of Central Arkansas

Joseph Thomas, University of Central Arkansas

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

Sequin, LCC

SESSION B Marketing & International Business-I

Session Chair: Alsius David, University of North Texas

Brand Image and Choice of Business Major: Theoretical Considerations

Türkan Dursun-Kilic, West Texas A&M University

Ceyhan Kilic, University of Houston-Downtown

Factors Influencing Consumers' Artificial Intelligence (Ai) Use

Mohammed Hussein, Prairie View A&M University

Understanding User Motivations to Engage in Virtual Experiences

Alsius David, University of North Texas

Exploring the Implications of Perceptual Segmentation Toward the Rewarded Ads in Play and Leisure Constraints

Chin-Feng Lin, National Pingtung University

Shu-Ting Hsu, National Pingtung University

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 13, 2020
(Friday)

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

Maverick B, LCC

SESSION C Student Track-II

Session Chair: Fouad Mirzaei, University of North Texas

Exploring the Perceptual Implications of Customer-To-Customer Interactions: An Example of Group Package Tour

Chin-Feng Lin, National Pingtung University

Yu-Hui Su, National Pingtung University

Gaming Live Streaming Commercials Analysis

Fouad Mirzaei, University of North Texas

Yasemin Tarakci, University of North Texas

Hakan Tarakci, University of North Texas

Edwin Wang, University of North Texas

Identify Essential Risk Factors for Diabetic Retinopathy

Ru Wang, Oklahoma State University

Impact of the Length of Stay on Readmission Percentage and Determination of Cohort of Patients and Influence of Length of Stay on Readmission Rates to Decide Resource Allocation and Reduce Financial Impact for a Texas Not-For-Profit Healthcare System

Rodrigo De Almeida Rocha, The University of Texas at Tyler

Mary Fischer, The University of Texas at Tyler

Venugopal Gopalakrishna-Remani, The University of Texas at Tyler

Impact of the Length of Stay, Cohort of Patients and Age on Wheel Chair As Dispatch Mode for A Texas Not for Profit Healthcare System

Mary Fischer, The University of Texas at Tyler

Venugopal Gopalakrishna-Remani, The University of Texas at Tyler

David Shamburger, The University of Texas at Tyler

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 13, 2020
(Friday)

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

Bowie A, LCC

SESSION D Innovative Education-II

Session Chair: Jack Crumbly, Tuskegee University

Student Discoveries of the Effectiveness of Students Using Their Personal Technology in Business Class Meetings

Pamela Baker, Texas Woman's University

Pat Driscoll, Texas Woman's University

Walk the Talk Over Being Agile in Higher Education: Motivations, Processes and Practices

Elizabeth Prejean, Northwestern State University

Weiwen Liao, Northwestern State University

Melissa Aldredge, Northwestern State University

Curtis Penrod, Northwestern State University

Carmella Parker, Northwestern State University

Implementing No/Low Code Development in Systems Analysis and Design

Jack Crumbly, Tuskegee University

Using Google Colab for Data Visualization

Guoying Zhang, Dillard College of Business Administration, Midwestern State University

An Analysis of the Profile of Data Analytics Faculty

Robert Vinaja, Texas A&M University - San Antonio

12:00 p.m. – 1:20 p.m.

50th Anniversary Celebration Luncheon Rio Grande Ballroom East

All SWDSI members who registered before late or on-site registration who indicated they would attend the luncheon are invited to attend the luncheon. The doctoral consortium will begin after the luncheon.

1:20 p.m. – 5:00 p.m.

Rio Grande Ballroom East

SESSION A

Doctoral Consortium

by Invitation Only – Must register with SWDSI to attend.

BRIEF AGENDA

Entering the Job Market

Organizing your Job Search

First Year as a Faculty Member

Earning Tenure

Being a Productive Faculty Member

Being a Good Colleague

Publishing your Work

Gayle Prybutok, University of North Texas

John Heng Xie, University of North Texas

Ahasan Harun, University of North Texas

Gina Harden, Stephen F. Austin State University

Will Senn, Emporia State University

Michael R. Lane, University of Louisiana Monroe

Mary Fischer, University of Texas-Tyler

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 13, 2020
(Friday)

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

Maverick A, LCC

SESSION B Supply Chain, Logistics, & UAVs-I

Session Chair: **Yasemin Tarakci**, University of North Texas

A Semi Passive RFID System for Yard Management

Farhad Moeeni, Arkansas State University

Jaouad Boukachour, University of Le Havre

A Study of Innovation Rate as a Reliability Problem

Yasemin Tarakci, University of North Texas

Hakan Tarakci, University of North Texas

An Analysis of the Oil and Gas Production Bottleneck Effect in the Permian Basin Using the Theory of Constraints

James Burns, Texas Tech University

Abdel Rahman Elbanna, University of Texas Permian Basin

Pinyarat Sirisomboonsuk, University of Texas Permian Basin

Applying Cross Efficiency Evaluation Methods for Multi-Objective Humanitarian Supply Chain Network Model

Jae-Dong Hong, South Carolina State University

The Evolution of Supply Chain Management in the Clothing Retail Industry

Syed Qadri, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas

Zepartzat Gozinto Reprise: Computing the Social Impact of Products and Organizations

Don Pope, Abilene Christian University

Olin Stovall, Abilene Christian University

Andy Little, Abilene Christian University

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



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

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 13, 2020
(Friday)**

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

Maverick B, LCC

SESSION C Marketing & International Business-II

Session Chair: Yang Zhang, University of Texas El Paso

Good Life and Leadership: Evidence from China, Philippines and the United States

Yang Zhang, University of Texas El Paso

Veena Prabhu, California State University, Los Angeles

Stephen McGuire, California State University, Los Angeles

Kern Kwong, California State University, Los Angeles

Robert Tang, De La Salle College of Saint Benilde

Minghao Shen, Guangdong University of Foreign Studies

Impacts of AI Use on Consumers' Perception of Luxury Brands

Pia Bertrand, IESEG School of Management

Jennifer Ziegelmayr, IESEG School of Management

Laurie Barfitt, Western New Mexico University

Is the Single-Retail Channel (I.E., Online Or Off-Line) Best Shopping Option Or the Multiple-Retail Channels to the 'Generation-Y'?

Md Al-Emran, McNeese State University

Cynthia Cano, McNeese State University

Jeff Totten, McNeese State University

Social Entrepreneurship: A Comparative Study of the United States and Philippines

Yang Zhang, University of Texas El Paso

Veena Prabhu, California State University, Los Angeles

Michael Salcido, California State University, Los Angeles

Social Influence and Trial Willingness of Pecan in China

Hang Yang, University of Central Arkansas

Alexander N. Chen, University of Central Arkansas

Scott Nadler, University of Central Arkansas

Kan Jin, Zhejiang Open University

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 13, 2020
(Friday)**

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

Sequin, LCC

SESSION D DSS & Expert Systems – I

Session Chair: **Arun Madapusi**, Northeastern State University

Decision Making Under Uncertainty

Anjana Arunkumar, Arizona State University

Madapusi Arunkumar, Northeastern State University

Synthetic Knowing: A Self Driving Car Use- Case

Heena Rathore, Texas A&M University, Texarkana

Vikram Bhadauria, Texas A&M University, Texarkana

Abhay Samant, Texas A&M University, Texarkana

Cyberbullying on Social Media: A Critical Review

Binshan Lin, Louisiana State University Shreveport

A Survey of the Latest Advances in AI Deep Learning

Thuan Nguyen, University of North Texas

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

Bowie A, LCC

SESSION E Innovative Education-III

Session Chair: **Julian Vogel**, The University of Texas at El Paso

Introduction to Blockchain Education in Diverse Populations

Jack Crumbly, Tuskegee University

50 Years of Decision Sciences in the Southwest: A Mixed-Methods Content Analysis

Robert Vinaja, Texas A&M University - San Antonio

Transformative Learning in Business Education: A Preliminary Content Analysis

Dennis Jones, Tarleton State University

Denae Dorris, Tarleton State University

How Shadow Prices Help Solve Linear Programs

George Boger, Texas A&M University-Texarkana

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 13, 2020
(Friday)

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

Regency Ballroom I

SESSION F Accounting-II

Session Chair: B. Brian Lee, Prairie View A&M University

Reducing Differences Between Stochastic Frontier Analysis and Data Envelopment Analysis Estimates of Banks' Profit Efficiency: Evidence from Emerging Countries

Taisier Zoubi, The John Paul II Catholic University of Lublin

Dennis Olson, The John Paul II Catholic University of Lublin

Loss Avoidance and Expected Future Earnings: An International Comparison

B. Brian Lee, Prairie View A&M University

Taxability of Social Security Benefits: Triple Whammy When Congress Sits on Their Collective Hands for 36/26 Years?

Nathan Oestreich, San Diego State University

The Hegemonic Role of Accounting in Indigenous Cultures: A Study of the Democratic Republic of the Congo

Robert Tennant, Texas A&M University - Central Texas

Feature Transformation for Corporate Tax Default Prediction: Application of Machine Learning Approaches

M. Kabir Hassan, University of New Orleans

Zoynul Abedin, Collaborative Innovation Center for Transport Studies

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

Exhibit Hall – Regency Center

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! Attend poster sessions.

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

Rio Grande Ballroom East

SESSION A

Doctoral Consortium

by Invitation Only

BRIEF AGENDA

Entering the Job Market

Organizing your Job Search

First Year as a Faculty Member

Earning Tenure

Being a Productive Faculty Member

Being a Good Colleague

Publishing your Work

Gayle Prybutok, University of North Texas

John Heng Xie, University of North Texas

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Will Senn, Emporia State University

Michael R. Lane, University of Louisiana Monroe

Mary Fischer, University of Texas-Tyler

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 13, 2020
(Friday)

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

Maverick A, LCC

SESSION B Supply Chain, Logistics, & UAVs-II

Session Chair: **Mark McMurtrey**, University of Central Arkansas

Evaluating the Competitiveness of Dubai International Airport

Sarah Almofeez, University of North Texas

Seock Hong, University of North Texas

Study of Impact of Economic Relations on Supply Chain and Logistics Performance

Himali Patil, University of North Texas

Seock Hong, University of North Texas

Supply Chain Network Design and Risk Management

Krishan Rana, Alabama A&M University

Emeka Dunu, Alabama A&M University

The Cost of Convenience and the Future of Supply Chain Management

Meagan Davis, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas

The Effects of AI on Supply Chain Management

Jacob Kent, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas

A Five-Variable Vendor Managed Inventory Model Under Four System Constraints

Weiwen Liao, Northwestern State University

Hui Zhi Yi, Manhattan Associates Inc.

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 13, 2020
(Friday)

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

Maverick B, LCC

SESSION C Marketing & International Business-III

Session Chair: Mohammed Hussein, Prairie View A&M University

Social Media Use for Disaster Management: Exploring the Challenges for the Underserved Communities

Louis Ngamassi, Prairie View A&M University

Mia Whitaker, Prairie View A&M University

Fanesse Muyah, Prairie View A&M University

Jada Burks, Prairie View A&M University

Studying the Evolution of Artificial Intelligence (AI) Assistants Through the Lens of the Technology Acceptance Model (TAM)

Mohammed Hussein, Prairie View A&M University

The Influence of High Priced Offerings on Sequential Shopping Decisions

Najam Saqib, Laurentian University

Theory of Planned Behavior and Pecan Trial Willingness in China

Hang Yang, University of Central Arkansas

Alexander N. Chen, University of Central Arkansas

Scott Nadler, University of Central Arkansas

Kan Jin, Zhejiang Open University

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

Regency Ballroom 1

SESSION D: Journal Editors Panel

Session Chair Binshan Lin, Expert Systems with Applications,

Panelists: **Khaled A. Alshare**, Studies in Business and Economics
 Mary Fischer, Federation of Business Disciplines Journal
 Kai S. Koong, International Journal of Services and Standards
 Jason Chen, International Journal of Revenue Management

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DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 13, 2020
(Friday)

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

Sequin, LCC

SESSION E Management, Healthcare & Organizational Behavior-IV

Session Chair: Vess Johnson, University of Arkansas at Little Rock

Improving Game Day Decisions with Analytics

Lucas Rayburn, University of Arkansas at Little Rock

Amanda Dreyer, University of Arkansas at Little Rock

Vess Johnson, University of Arkansas at Little Rock

What Are Some Comorbidities of Hypertension? Some Insights Discovered from the National Health Interview Survey

Joseph Mollick, Texas A&M University - Corpus Christi

Judy Toscano, Texas A&M University - Corpus Christi

The Mediating Effects of Social Sustainability on Employee Engagement Practices and Economic Performance

Venugopal Gopalakrishna-Remani, University of Texas at Tyler

Nisha Kulangara, University of Texas at Tyler

Robert Sroufe, University of Texas at Tyler

Impact of EMS On Firm Environmental, Operational, and Firm Performance and the Mediating Effect of Environmental Innovation

Venugopal Gopalakrishna-Remani, University of Texas at Tyler

Nisha Kulangara, University of Texas at Tyler

Robert Sroufe, University of Texas at Tyler

“Corporate Philanthropy” --- Is it Really ‘CSR’ or ‘Sheer Lie’ to Cash Hidden Marketing Objectives?

Md Al-Emran, McNeese State University

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 13, 2020
(Friday)

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

Bowie A, LCC

SESSION F Innovative Education-IV

Session Chair: Franziska Renz, The University of Texas at El Paso

Investigating the Relationship Between Bicycle Drawing Test (BDT) and Learning Styles in Macroeconomics Courses

Leslie Ramos Salazar, West Texas A&M University

Stephen Hayward, West Texas A&M University

Assessing Experiential Learning in Business Policy Courses

Pamela Rogers, Stephen F. Austin State University

Matthew Lindsey, Stephen F. Austin State University

The Impact on Teaching Evaluations for Instructors Using Writing and a Social Justice Framework for Teaching Operations Management Concepts

Queen Booker, Minnesota State University, Mankato

Fred L. Kitchens, Ball State University

Carl Rebman, Jr., University of San Diego

Simulation Games in Decision Sciences: The State of the Art and Customization

Franziska Renz, The University of Texas at El Paso

Julian Vogel, The University of Texas at El Paso

Assessing the Performance of Innovation Research in Business Education: A Bibliometric Study

Michael Porter, Alabama A&M University

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 14, 2020
(Saturday)**

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

Frio, Hill Country Level

SESSION A Economics, Law & Finance-II

Session Chair: William Johnson, Texas A&M - Corpus Christi

Strict Trade Measures, Flexible Financing

Veysel Avsar, Texas A&M University - Corpus Christi

How An Automated Algorithmic Trader Wins the Game?

Bo Han, Texas A&M University-Commerce

An ICT-Led Framework for Rural Economic Development in South Africa

Patrick Ndayizigamiye, University of Johannesburg

Stella Bvuma, University of Johannesburg

Efosa Idemudia, Arkansas Tech University

Which Came First, Finance Or Math Literacy?

William Johnson, Texas A&M - Corpus Christi

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

Frio, Hill Country Level

SESSION B Economics, Law & Finance-III

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

How Does Political Environment of a Country Affect Its Economy? An Empirical Study of Economic Strength With a Focus on Political Power

Yasemin Tarakci, University of North Texas

Failed Medical Innovation and Firm Value

M. Kabir Hassan, University of New Orleans

Omer Unsal, Merrimack College

Does the Factor Model Perform Well in Emerging Market? - the Empirical Evidence of China Stock Market

M. Kabir Hassan, University of New Orleans

Selma Izadi, Loyola University

Yichi Zhang, University of New Orleans

Self-Insurance: When and When Not to Choose

Mingdelun Chen, Guangzhou City Investments

John Seydel, Arkansas Tech University

Make plans to join us in Galveston for our 2021 conference!



48th Annual Conference

March 17-20, 2021

Galveston, Texas

Moody Gardens Galveston

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

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CONGRATULATIONS!

Recipient of the Distinguished Paper Award - Federation of Business Disciplines

More Than Just Agents: The Effect of Top Managers' Psychological Ownership

Franziska Renz, The University of Texas at El Paso

2020 SWAM Outstanding Educator

Abbie Lambert, University of Central Oklahoma

Recipient of the 2020 Southwest Academy of Management Best Reviewer Award

Robert Lloyd, Fort Hays State University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

2020 TRACK CHAIRS

Managing Human Capital: Human Resources / Careers / Diversity
Julio C. Canedo, University of Houston – Downtown

People at Work: Organizational Behavior / Leadership
Cody Cox, St. Mary's University

Organizational Mission: Organizational Theory / Strategic Management / International Management
David Epstein, University of Houston – Downtown
Marcia Hardy, Northwestern State University of Louisiana

Change in Organizations: Organizational Development
Peter Sorensen, Benedictine University
Therese Yaeger, Benedictine University

The Single Business Enterprise: Entrepreneurship / Small Business / Family Business
Vallari Chandna, University of Wisconsin – Green Bay
Manjula Salimath, University of North Texas

The Purposeful Organization: Social Responsibility, Consciousness, Relationships, Collaboration,
Community & Sustainability
Brian W. Kulik, Northeastern Oklahoma State University

Management Education: Pedagogical Innovations / Pedagogical Research / Professional Development
M. Suzanne Clinton, University of Central Oklahoma
Kenneth Sweet, Texas A&M – San Antonio
Lee Tyner, University of Central Oklahoma

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 11, 2020
(Wednesday)**

10:30 a.m. – 12:00 p.m.

Chula Vista Boardroom, Lobby Level

SPECIAL SESSION

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

12:00 p.m. – 1:30 p.m.

Blanco, Hill Country Level

WELCOME TO THE SOUTHWEST ACADEMY OF MANAGEMENT ANNUAL MEETING
Veena P. Prabhu, 2019-2020 SWAM President

PLENARY SESSION: Reflections of the Deans

Facilitators:

Kenneth Sweet, Texas A&M University – San Antonio

Ethan P. Walz

Walz, University of Houston – Downtown

Panelists:

Dr. Forrest Aven, Dean of the H-E-B School of Business, University of the Incarnate Word

Dr. Gerry Sanders, Dean of the College of Business, University of Texas at San Antonio

Dr. Robert F. Scherer, Dean of the School of Business, Trinity University

Dr. Tanuja Singh, Dean of the Greehey School of Business, St. Mary's University

1:30 p.m. – 3:00 p.m.

Blanco, Hill Country Level

TRACK TITLE: Management Education: Professional Development

SESSION A: PDW → Working to Get an Edge

Resume Mining: Teaching Students How to Play the Game

Facilitator:

Emily Hammer, West Texas A&M University

This technology focused HRM PDW will cover how topics such as Qualifications versus Objectives are perceived in the practitioner realm and the impact that Artificial Intelligence has upon the usage of these common practices that are almost misnomers.

Make plans to join us in Galveston, Texas for our 2021 conference.



48th Annual Conference

March 17 - 20, 2021

Moody Gardens

Galveston, Texas

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 11, 2020
(Wednesday)**

1:30 p.m. – 3:00 p.m.

Frio, Hill Country Level

TRACK TITLE: Management Education: Professional Development

SESSION B: POWER PDW – 2IN1→ Organizational Change and Growth

PDW 1: *Reflecting on How Can Organizations Embrace New Technologies in the Workforce and What are the Benefits and Risks?*

Facilitators: **Heather Staples and Stephanie Black**, Texas A&M University-San Antonio

This PDW will bring more discussion and reflection on artificial intelligence, 3-D scanning, biometric authentication, blockchain and 3-D, and printing to name a few (Kerr, Orennius, Slijk, 2019). An in-depth discussion on some of the benefits and risks of technological advancements for the workforce is needed to gain a better understanding of the implications of technology innovations.

PDW 2: *Unleash Your Team Member Value*

Facilitator: **Luci Parmer**, Southeastern Oklahoma State University

This PDW is a hands-on, interactive professional development workshop where attendees will take part in several team-building exercises to strengthen and refresh their team-building skills. Additionally, this will be an open forum where attendees can learn more (or obtain as a refresher) about teams, team-building, stages of team development and various team member roles to include team leader and team member.

1:30 p.m. – 3:00 p.m.

Llano, Hill Country Level

TRACK TITLE: Management Education: Pedagogical Innovations / Pedagogical Research

SESSION C: Multilevel Issues in Teaching and Learning

Session Chair: **Kenneth Sweet**, Texas A&M – San Antonio

Discussant: **Vance Lewis**, The University of Central Arkansas

Accredititis: Reflections on Business Faculty Recruitment Among AACSB Accredited Institutions

Carlos Baldo, Colorado Mesa University

Justin Wareham, Oklahoma City University

Richard Vail, Colorado Mesa University

Ana Holguin, Colorado Mesa University

Developing an Integrated, Conceptual Teaching Framework for Effective Online Education

Sheron Lawson, Wayland Baptist University

An Examination of the Impact of International Student Status on Global Virtual Teams

Kerri Crowne, Widener University

Developing a Business Analytics Curriculum for all Undergraduate Business Students

Gerald Burch, Texas A&M University – Commerce

Joe Brodnax, Texas A&M University – Commerce

Jana Burch, Tarleton State

Peter Drewes, Lockheed Martin

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 11, 2020
(Wednesday)**

1:30 p.m. – 3:00 p.m.

Nueces, Hill Country Level

TRACK TITLE: Organizational Mission: Organizational Theory / Strategic Management / International Management

SESSION D: Theoretical Lenses of Strategy

Session Chair: **Marcia Hardy**, Northwestern State University
Discussant: **Andrew Johnson**, Texas A&M University – Corpus Christi

Hurricane Harvey and Sensemaking: The Power of the Narrative
Walter Scott Sherman, Texas A&M University – Corpus Christi
Randall Harris, Texas A&M University – Corpus Christi

Forty Years and Still Evolving: The Theory of Constraints
Jim McCleskey, Western Governors University

Evolution of Coopetition: Does the Sequence Matter?
Leyla Orudzheva, Texas A&M University – Central Texas
Elisabeth Struckell, University of North Texas

3:00 p.m. – 3:30 p.m.

Outside Nueces, Hill Country Level

SWAM COFFEE BREAK

3:30 p.m. – 5:00 p.m.

Nueces, Hill Country Level

TRACK TITLE: Managing Human Capital: Human Resources / Careers / Diversity

SESSION A: Investing in Your Workforce

Session Chair: **Stephen Jaros**, Southern University and A&M College
Discussant: **Gayle Baugh**, University of West Florida

Exploring The Mechanism of Diversity Training through Job Embeddedness In a Diversified Workplace
Yang Zhang, University of Texas El Paso
Veena Prabhu, California State University, Los Angeles

Industry Competition and Training Investment: Evidence From The U.S. And China
Yingchun Wang, University of Houston – Downtown

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 11, 2020
(Wednesday)**

3:30 p.m. – 5:00 p.m.

Frio, Hill Country Level

TRACK TITLE: People at Work: Organizational Behavior / Leadership

SESSION B: Forget Eating the Frog and Moving the Cheese: New Directions on Understanding Individual Motivation

Session Chair: **Stephanie Black**, Texas A&M University – San Antonio
Discussant: **Jason Eliot**, University of Central Oklahoma

Is Grit Hurting You? The Dark Side of Psychological Resource in Goal Pursuit

Rahman Khan, Universite de Pau et des Pays de l'Adour

Jean Pierre Neveu, Universite de Pau et des Pays de l'Adour

Don't Be Scared! Understanding the Role of Psychological Resources in Goal Pursuit

Rahman Khan, Universite de Pau et des Pays de l'Adour

Jean Pierre Neveu, Universite de Pau et des Pays de l'Adour

Why do Individuals Volunteer? An Empirical Test of Social Identity Theory and Volunteerism

Abby Dodge, Wayland Baptist University

Samantha Murray, Wayland Baptist University

Mark Bell, Wayland Baptist University

3:30 p.m. – 5:00 p.m.

Blanco, Hill Country Level

TRACK TITLE: Management Education: Professional Development

SESSION C: POWER PDW – 2IN1→ Developing the Modern Faculty

PDW 1: On Writing and the Ph.D. Student: Some Things You Need to Know but Nobody Will Tell You

Facilitator: **Dan Lichter**, Benedictine University

Participants will leave this workshop with new or refined strategies to maximize the utility of their writing, new tools and resources to make the process of writing easier (or at least very slightly less painful), and perhaps a greater awareness of one's self as a writer.

Attendees are asked to register in advance and prepare in advance and bring 3 hard copies of a short (3-5 pages) sample of their writing in APA format, and to bring along with them an open mind for constructive feedback; a willingness to network and share with fellow writers who aspire to continually improve in their own writing endeavors.

PDW 2: The Gratitude Visit: An Application of Written and Oral Communication for Business Students

Facilitators: **John Davis and Doug McIntyre**, Hardin – Simmons University

This session will focus on telling and showing faculty how to implement the writing and speaking requirement of giving gratitude into their business courses. In addition, there will be discussion of the adequate use of language to render expressions of gratitude effective as incorporated in HSU's Job Search and Industry Analysis course.

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 11, 2020
(Wednesday)**

3:30 p.m. – 5:00 p.m.

Llano, Hill Country Level

TRACK TITLE: Organizational Mission: Organizational Theory / Strategic Management / International Management

SESSION D:

Session Chair: **David Epstein**, University of Houston – Downtown
Discussant: **Saheli Nath**, University of Central Oklahoma

The Moderating Impact of Globalization on Entrepreneurship

Ector Diaz, Fort Hays State University

Bryanna Kohler, Fort Hays State University

Robert Lloyd, Fort Hays State University

Which Firms are in the Competition? The Demand Side of the Story

Soo Jung Kim, Texas A&M University – Central Texas

Brad Almond, Texas A&M University – Central Texas

Business Analytics Capabilities, Strategic Decision Making and Firm's Competitive Advantage: A Conceptual Framework

Rajiv Dahiya, Louisiana Tech University

Bruce Walters, Louisiana Tech University

3:30 p.m. – 5:00 p.m.

Pecos, Hill Country Level

TRACK TITLE: Doctoral Consortium

SESSION E: *Session 1: Meet, Greet, and Discuss*

Session Chair: **Robert H. Epstein**, University of Central Oklahoma

5:00 p.m. – 6:00 p.m.

Frio, Hill Country Level

SPECIAL SESSION

Planning Meeting for the SWAM 2021 Conference

Galveston, Texas, March 17-20, 2021

Presiding: Natasa Christodoulidou, California State University Dominguez Hills

Program Chair-Elect, Southwest Academy of Management, 2020-2021

Help shape SWAM's next meeting to be held in Galveston, Texas, at the Moody Gardens Galveston, March 17-20, 2021. Join in a thoughtful exchange of ideas and creative suggestions as we seek to continually improve the SWAM conference experience.

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 12, 2020
(Thursday)**

8:30 a.m. –10:00 a.m.

Navarro, LCC

TRACK TITLE: Organizational Mission: Organizational Theory / Strategic Management / International Management

SESSION A: The Top of the Food Chain – Musings on CEOs and TMTs

Session Chair: **Saheli Nath**, University of Central Oklahoma

Discussant: **Leyla Orudzhewa**, Texas A&M University – Central Texas

Twitter and YouTube and Facebook, Oh My! How CEOs Streaming on New Media can Impact Perceptions

Nicolina Weaver, University of Texas Arlington

Do Clawbacks Affect Executive Turnover?

David Epstein, University of Houston – Downtown

Zishang (Cathy) Liu, University of Houston – Downtown

Candace TenBrink, University of Houston – Downtown

8:30 a.m. –10:00 a.m.

Sequin, LCC

TRACK TITLE: Managing Human Capital: Human Resources / Careers / Diversity

SESSION B: Contemporary Issues in HRM

Session Chair: **Yingchun Wang**, University of Houston - Downtown

Discussant: **Alix Valenti**, University of Houston – Clear Lake

Applicants' Evaluations of Career Opportunities Using Signals from Social Networking Sites

Andrew Johnson, Texas A&M University – Corpus Christi

Sue Joiner, Tarleton State University

Role of Workplace Spirituality in Organizations: Mitigating Frustration and Turnover Intentions

Johnson Varghese, University of North Texas

Cave Walls to Boardrooms: The Role of Occupational Groups in Tattoo Regret

Jennifer Flanagan, Texas Women's University

Vance Lewis, The University of Central Arkansas

Kendra Ingram, Southeastern Oklahoma State University

Lisa Stickney, University of Baltimore

Make plans to join us in Galveston, Texas for our 2021 conference.



48th Annual Conference

March 17 - 20, 2021

Moody Gardens

Galveston, Texas

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 12, 2020
(Thursday)**

8:30 a.m. – 10:00 a.m.

Maverick A, LCC

TRACK TITLE: Management Education: Professional Development

SESSION C: POWER PDW – 2IN1→ Increasing Student Involvement and Engagement

PDW 1: *The Influence of Peer Mentoring on First-Year Business Students' Choice of Major and Academic Success*

Facilitators:

Nathan Tayero, University of Central Oklahoma

Suzanne Clinton, University of Central Oklahoma

This Pedagogical Research presentation and discussion will present some of the benefits that come about as a result of mentoring.

PDW 2: *Reflections on Student Centered Learning: Students Help Create the Syllabus!*

Facilitators:

Janie Gregg, University of West Alabama

Attendees (new and experienced faculty) experience the process that gets students involved in a student-centered learning environment that targets certain SLO's from the student's point of view. After a discussion of the process, a mini-syllabus handout will be given and some time will be used to put attendees in groups to create a revised one.

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 12, 2020
(Thursday)**

8:30 a.m. – 10:00 a.m.

Maverick B, LCC

TRACK TITLE: Managing Human Capital & People at Work

SESSION D: IGNITE!

Facilitator: **Julio Canedo**, University of Houston – Downtown

Human Capital Resilience - A Strategic Advantage

Jason Eliot, University of Central Oklahoma

Our Diverse Generations Over Time

Heather Staples, Texas A&M – San Antonio

Equal Pay & Equal Opportunity: Academic & Field Research

Janell Whaley, Benedictine University

An Exploratory Study on Career Readiness

Elizabeth Muniz, University of North Texas at Dallas

Eronia King, University of North Texas at Dallas

Human Resource Development and Generation Z: A Research Agenda for Scholars and Scholar-Practitioners

Greggory Keiffer, Houston Baptist University

Bryn Hammack-Brown, Tarleton State University

Emotional Intelligence in Effective Leaders: Is it the Missing Factor?

Bradley Winton, University of Dallas

8:30 a.m. – 10:00 a.m.

Garden Terrace, 1st Floor

**SPECIAL SESSION (By Invitation Only)
SWAM Officers' Meeting**

Presiding: **Veena P. Prabhu**, California State University, Los Angeles
President, Southwest Academy of Management, 2019-2020

10:00 a.m. – 10:30 a.m.

Exhibit Hall – Regency Center

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! Attend poster sessions.

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 12, 2020
(Thursday)**

10:30 a.m. – 12:00 p.m.

Navarro, LCC

TRACK TITLE: Management Education: Faculty-led Learning Opportunities

SESSION A: Faculty Skills → *Using the Power of R and Shiny to Perform Moderation Analyses*

Facilitator: **Justin Keeler**, Ouachita Baptist University

This two-part workshop will provide faculty and doctoral students a venue to enhance analytic skills specific to moderation and interaction effects using a recently developed R software package called, “processR.”

****This session is open to all FBD members!****

10:30 a.m. – 12:00 p.m.

Sequin, LCC

TRACK TITLE: People at Work: Organizational Behavior / Leadership

SESSION B: Getting Past the Leadership Literature: New Perspectives on 21st Century Leadership

Session Chair: **Stephanie Black**, Texas A&M University – San Antonio

Discussant: **Stephanie Black**, Texas A&M University – San Antonio

Authentic Leadership and its Role in Building Meaningfulness and Engagement

Bradley Winton, University of Dallas

Ethics and the Philosophical Relationship to Leadership Theories

Timothy Ewest, Houston Baptist University

Labor Market Dynamics: A Reflection of Leadership Challenges

Sonia Aguilar, Texas A&M-Central Texas

All It Takes is Faith and Trust: Building Effective Leaders with Emotional Intelligence

Bradley Winton, University of Dallas

10:30 a.m. – 12:00 p.m.

Maverick B, LCC

TRACK TITLE: Doctoral Consortium

SESSION C: Session 2: Panel Speakers

Session Chair: **Robert H. Epstein**, University of Central Oklahoma

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 12, 2020
(Thursday)**

12:00 p.m. – 1:30 p.m.

Rio Grande Ballroom East

**TRACK TITLE: SWAM Luncheon with Mayerland Harris, H-E-B HR Houston Division
(Registration Required)**

Presiding: Brian W. Kulik Northeastern State University
President Elect, Southwest Academy of Management, 2020-2021

**SWAM LUNCHEON GUEST AND SPEAKER: Mayerland Harris, H-E-B HR Houston Division
Office, Group Vice President of HR**

***Note.** SWAM Luncheon serves as *Doctoral Consortium Session 3*

1:30 p.m. – 3:00 p.m.

Maverick A, LCC

**TRACK TITLE: The Single Business Enterprise: Entrepreneurship / Small Business / Family
Business**

SESSION A: Rethinking Enterprises

Session Chair: **Jennifer Flanagan**, Texas Women's University
Discussant: **Sonia Aguilar**, Texas A&M University – Central Texas

Presence in Foreign Markets, Ethnic Minority Ownership and Financial Performance of SMEs

Lorenzo Ardito, Politecnico di Bari

Viviana D'Angelo, Politecnico di Bari

Antonio Messeni Petruzzelli, Politecnico di Bari

Enzo Peruffo, Politecnico di Bari

Celebrity Status and New Venture Performance: Exploring the Antecedents of Celebrity Status

Dan Chen, University of Texas at Arlington

God and Golden Arches: Christian Thought About Enterprise in the 21st Century

Chris Langford, University of Mary Hardin-Baylor

*Staying or Working Together: How Do Knowledge Workers Shape the Configuration and Trajectory of
Coworking-Spaces*

Ricarda Bouncken, University of Bayreuth

Yixin Qiu, University of Bayreuth

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 12, 2020
(Thursday)**

1:30 p.m. – 3:00 p.m.

Maverick B, LCC

TRACK TITLE: Change in Organizations: Organizational Development

SESSION B: Panel Discussion → *Reflections on the Role of the Application of Agile and Organization Development*

Session Chair: **Therese Yaeger**, Benedictine University

Panelists:

Rob Reinhard, Drahnier Enterprises

Gerald Baraza, Benedictine University

Peter F. Sorensen, Benedictine University

Sonia Watson, College of DuPage

Therese Yaeger, Benedictine University

1:30 p.m. – 3:00 p.m.

Sequin, LCC

TRACK TITLE: People at Work: Organizational Behavior / Leadership

SESSION C: The People Make the Place: Current Research on Fit, Climate, and Interpersonal Relationships

Session Chair: **Adrian Guardia**, Texas A&M – San Antonio

Discussant: **Stephen Jaros**, Southern University and A&M College

Dysfunctional Interpersonal Workplace Behavior Outcomes

Karen Leonard, University of Arkansas Little Rock

Karen McDaniel, Arkansas State University

Job Embeddedness to Citizenship Behavior: Role of Outcome Orientation and Relationships with Peers

Satvir Singh, Angelo State University

Yilu Wang, University of Texas at El Paso

Prajya Vidyarthi, University of Texas at El Paso

Expanding Person-Organization Fit: Considering Personal Values through a Regulatory Focus Perspective

Lauren Rich, The University of West Florida

John Batchelor, The University of West Florida

Gayle Baugh, The University of West Florida

Gender Differences on how a “Fixated” Work Climate Plays a Role on the Worker Getting “Fixated” in their Decisions of Priorities

Justin Keeler, Ouachita Baptist University

Robert Webster, Ouachita Baptist University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 12, 2020
(Thursday)**

1:30 p.m. – 3:00 p.m.

Navarro, LCC

TRACK TITLE: The Purposeful Organization: Social Responsibility, Consciousness, Relationships, Collaboration, Community & Sustainability

SESSION D: Social Responsibility, Community, & Relationships

Session Chair: **Brian Kulik**, Northeastern State University

Discussant: **Justin Wareham**, Oklahoma City University

Finding Strength in Differences: An Investigation of Regional Variations in Responsible Investing Practices

Saheli Nath, University of Central Oklahoma

Trust, Corruption, and the Mediating Role of Corporate Social Responsibility (CSR)

Namporn Thanetsunthorn, Pennsylvania State University-Shenango

A Brief History of Public Relations Ethics and Implications for Managers

Braden Scott, Fort Hays State University

Ector Diaz, Fort Hays State University

Reflecting on Teaching Business Ethics: Normative Instruction Should Include Behavioral Instruction

Lamar Reinsch, Lubbock Christian University

Vanda Pauwels, Lubbock Christian University

1:30 p.m. – 3:00 p.m.

Medina, Ballroom Level

TRACK TITLE: Doctoral Consortium

SESSION E: Session 4: Speed Dating

Session Chair: **Robert H. Epstein**, University of Central Oklahoma

3:00 p.m. – 3:30 p.m.

Exhibit Hall - Regency Center

FBD Coffee Break

Attend poster sessions. 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.*

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 12, 2020
(Thursday)**

3:30 p.m. – 5:00 p.m.

Navarro, LCC

TRACK TITLE: Recognition of SWAM 2020 Award Winners

ALL SOUTHWEST ACADEMY OF MANAGEMENT SESSION

Presiding: **Manjula Salimath**, University of North Texas
SWAM Outstanding Educator, Southwest Academy of Management 2019

SESSION A: Recognition of SWAM 2020 Award Winners

SWAM 2020 Best Paper

More Than Just Agents: The Effect of Top Managers' Psychological Ownership
Franziska Renz, The University of Texas at El Paso

SWAM 2020 Outstanding Educator

Abbie Lambert, University of Central Oklahoma

SWAM 2020 Outstanding Reviewer

Robert Lloyd, Fort Hays State University

5:30 p.m. – 7:00 p.m.

Exhibit Hall – Regency Center

TRACK TITLE: Doctoral Consortium

Session 5: FBD Presidential Welcome Reception – Social Introductions

Session Chair: **Robert H. Epstein** University of Central Oklahoma

Doctoral students will have the opportunity to meet and mingle within and between SWAM and FBD members. Light appetizers and a cash bar are available. (Be sure to wear your badge)

5:30 p.m. – 7:00 p.m.

Exhibit Hall – Regency Center

FBD Presidential Welcome Reception – Badge required for entry

You are invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and a cash bar. Stop by to relax and wind down from the day's conference activities before heading out for the evening. To enter the Exhibit Hall, all persons older than six years of age are required to wear their conference or guest badge. All badges can be obtained from the Registration area during their open hours.

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 13, 2020
(Friday)**

8:30 a.m. – 10:00 a.m.

Regency Ballroom 1

TRACK TITLE: Management Education: Pedagogical Innovations

SESSION A: Developing the Learning Environment

Session Chair: **Lee Tyner**, University of Central Oklahoma

Discussant: **Carlos Baldo**, Colorado Mesa University

The Impact of Organizational and Professor Support on Students' Intentions to Stay

Alix Valenti, University of Houston – Clear Lake

Clifton Mayfield, University of Houston – Clear Lake

Been There, Done That?: How Faculty Work Experience Impacts Student Evaluations of Teaching

Vance Lewis, The University of Central Arkansas

Kaye Mckinzie, The University of Central Arkansas

Learning Communities: Factors Influencing Faculty Involvement

Patricia LaPoint, McMurry University

Multisource Feedback as an Experiential Learning Enabler in Large-Format Management Classes

Stephanie Black, Texas A&M University – San Antonio

Sandra Degrassi, Texas A&M University – San Antonio

Kenneth Sweet, Texas A&M University – San Antonio

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 13, 2020
(Friday)**

8:30 a.m. – 10:00 a.m.

Rio Grande Ballroom West

TRACK TITLE: Management Education: Professional Development

SESSION B: POWER PDW – 2IN1→ Challenges in Online Education

PDW 1: *Applying Face-To-Face Teaching Techniques in the Online Environment to Increase Effectiveness of Discussion Board*

Facilitators:

Samantha Murray, Wayland Baptist University
Suzanne Clinton, University of Central Oklahoma
Kimberly Merritt, Oklahoma Christian University
Abbie Lambert, University of Central Oklahoma
Abidemi Oloaye, University of Central Oklahoma

Facilitators will discuss concepts that might lead to effective learning in an online environment, as identified in the literature. These concepts include: time management, learner emotional intelligence, learner locus of control (Radovan, 2018); active and reflective learners (Cela, Sicilia, & Sanchez-Alonso, 2016; Felder & Silverman, 1988); discussion board structure and guidance (Cheung & Hew, 2005; Lee, 2013; Wyss, Freedman, & Siebert, 2014; Panadero & Honsson, 2013; Ertmer, Sadaf, & Ertmer, 2011). And more!

PDW 2: *Assessing Online and Blended Learning: Challenges and Opportunities*

Facilitators:

Veena P. Prabhu, California State University, Los Angeles
Yang Zhang, University of Texas at El Paso

A burgeoning demand for online and blended (hybrid) courses in higher education has led to universities addressing this demand with the number of online/blended courses being offered increasing nationally (19% per year; Allen & Seaman, 2010). More recently, the Fall 2017 report from the Education Department's National Center for Education Statistics shows while overall enrollment dropped by almost 90,000 students, the number of students who at least took a few of their coursework online grew by more than 350,000. But, are we assessing online/blended learning? We aim at providing some insight into this question.

10:00 a.m. – 10:30 a.m.

Exhibit Hall – Regency Center

FBD Coffee Break

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 13, 2020
(Friday)**

10:30 a.m. – 12:00 p.m.

Regency Ballroom 1

TRACK TITLE: Managing Human Capital: Human Resources / Careers / Diversity

SESSION A: Start from the Beginning – Considerations in Selection

Session Chair: **Julio Canedo**, Univeristy of Houston – Downtown

Discussant: **Emily Hammer**, West Texas A&M University

Person-Organization Fit: Using Personality Assessments as a Tool to Select and Hire Successful Special Agents

Amy Link, Wayland Baptist University

Samantha Murray, Wayland Baptist University

Individual Factors, Norms, and Organizational use of Social Networking Sites in Hiring Practices

Heather Staples, Texas A&M University – San Antonio

Stephanie Black, Texas A&M University – San Antonio

Reference Check: Review of a Central Selection Method

Andrew Johnson, Texas A&M University – Corpus Christi

Ryan Terry, Texas A&M University – Corpus Christi

10:30 a.m. – 12:00 p.m.

Rio Grande Ballroom Center

TRACK TITLE: Change in Organizations: Organizational Development

SESSION B: Innovation, Learning, and Transformation in Organizations

Session Chair: **Therese Yaeger**, Benedictine University

Discussant: **Erica Sokol**, Benedictine University

Coworking Spaces as Innovation Hubs for Value Co-Creation: A Qualitative-Empirical Analysis

Ricarda Bouncken, University of Bayreuth

Lars Görmar, University of Bayreuth

Sven Laudien, media Akademie Hochschule Stuttgart

Roman Barwinski, University of Bayreuth

Transforming Employee Resistance into Organizational Learning

Grace Khoury, Birzeit University

Devi Akella, Albany State University

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48th Annual Conference

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Moody Gardens

Galveston, Texas

**SOUTHWEST ACADEMY OF MANAGEMENT
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**March 13, 2020
(Friday)**

10:30 a.m. – 12:00 p.m.

Rio Grande Ballroom West

TRACK TITLE: Management Education: Professional Development

SESSION C: POWER PDW – 2IN1→ The Adaptive Classroom

PDW 1: *Utilizing a SRS in the Classroom – Teaching Management through Technology*

Facilitator: **Marvin Bontrager**, Georgia Gwinnett College

This presentation will provide insights that may be useful for other management instructors considering the incorporation of SRS in their classroom. In academia, change is difficult and there may be hesitation to adopt these types of technology because of lack of information. The author will present specific areas of personal concern that existed during the time period of implementing a SRS. Among other topics, specific areas will be covered that will assist instructors with helpful information.

PDW 2: *Adaptive Learning Platforms*

Facilitators: **Lee Tyner, Abbie Lambert, Suzanne Clinton and Alina Thomas**, University of Central Oklahoma

This workshop will lead an interactive discussion on learning platforms including McGraw Hill Connect's Learn Smart and Interpretive Solutions' HR Simulation. This style of learning moves away from away from a traditional lecture environment and instead responds to the performance of the student or student group. This can be particularly beneficial in an online environment whereby the software and instructor can both enhance performance in real time.

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 13, 2020
(Friday)**

10:30 a.m. – 12:00 p.m.

Bowie B, LCC

TRACK TITLE: People at Work: Organizational Behavior / Leadership

SESSION D: Who Leads and How: Current Research on Individual Differences and Leadership Performance

Session Chair: **Sandra Degrassi**, Texas A&M University – San Antonio

Discussant: **Alix Valenti**, University of Houston – Clear Lake

“It’s Not You, It’s Me”: The Effect of The Big Five Personality Traits on CEO Reason for Turnover

Kristen Faile, University of Texas, San Antonio

Steven Hyde, University of Texas, San Antonio

Extraversion: The Sub-Optimal Performance of a Multi-Dimensional Construct in Leadership Research

Devin Hargrove, Rollins College

Kip Keifer, Rollins College

Gender and Followership in a Pakistani Context: How do Men and Women Differ on their Perception of Authentic Leadership

Haroon Bakari, University of Sindh, Thatta Campus

Stephen Jaros, Southern University and A&M College

Ahmed Imran Hunjra, UIMS-PMAS-University of Arid Agriculture Rawalpindi

The Elusive Relationship Between Leader-Member Exchange Quality and Gender

S. Gayle Baugh, The University of West Florida

12:00 p.m. – 1:00 p.m.

Rio Grande Ballroom West

SPECIAL SESSION: SWAM Annual Business Meeting

Presiding: **Veena P. Prabhu**, California State University, Los Angeles
President, Southwest Academy of Management, 2019-2020

Brian W. Kulik, Northeastern State University
President-Elect, Southwest Academy of Management, 2020-2021

All members are encouraged to attend our annual business meeting. We look forward to seeing you there.
Refreshments served

1:00 p.m. – 2:00 p.m.

Rio Grande Ballroom West

SPECIAL SESSION: SWAM Officers’ Meeting

Presiding: **Brian W. Kulik**, Northeastern State University
President-Elect, Southwest Academy of Management, 2020-2021
Southwest Academy of Management Meeting with the 2020-2021 Board

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

2019-2020 OFFICERS

President	Courtney Kernek , Southeastern Oklahoma State University
President Elect	Rhonda Richards , Southeastern Oklahoma State University
Vice President, Programs	Kendra Ingram , Southeastern Oklahoma State University
Secretary	Robert Howard , Texas A&M - Commerce
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Vice President, Publications (Proceedings Editor)	Irfan Ahmed , Sam Houston State University
Historian and Archivist	Daniel F. Jennings , Texas A&M University - College Station
Immediate Past President	Martin S. Bressler , Southeastern Oklahoma State University

CONGRATULATIONS!

Recipient of the 2020 Federation of Business Disciplines Distinguished Paper Award

Waterhaven Park

Robert Stevens, Southeastern Oklahoma State University
David Loudon, Stamford University
Rhonda Richards, Southeastern Oklahoma State University
Lawrence Silver, Southeastern Oklahoma State University

Recipient of the 2020 FBD Outstanding Educator Award

Martin S. Bressler, Southeastern Oklahoma State University

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

2019-2020 TRACK CHAIRS

Accounting/Finance/Economics	Julia Kwok , Northeastern State University Brian Walkup , University of Tulsa
Human Resource Management/ Organizational Behavior	Martin S. Bressler , Southeastern Oklahoma State University
International Business	Syed Tariq Anwar - West Texas A&M University
Non-Profit Management/Ethics	Robert Howard , Southeastern Oklahoma State University Kendra Ingram , Southeastern Oklahoma State University
Marketing	Courtney Kernek , Southeastern Oklahoma State University
Small Business/Entrepreneurship	Timothy D. Wise , Southern Arkansas University
Strategic Management/ Business Policy	Robert Stevens , Southeastern Oklahoma State University
Student/Embryo	Lawrence Silver , Southeastern Oklahoma State University

PROGRAM OVERVIEW

Thursday, March 12

8:30 a.m. – 9:00 a.m.	Breakfast Honoring Past Presidents
9:00 a.m. – 12:00 p.m.	Case Sessions
12:00 p.m. – 2:00 p.m.	Networking Lunch & Special Guest Speaker- TBA
2:00 p.m. – 3:00 p.m.	Case Writing Workshop 101: The Beginners Guide to Writing and Publishing Cases
3:00 p.m. – 3:30 p.m.	FBD Coffee Break; Attend poster sessions
3:30 p.m. – 5:00 p.m.	2020-2021 Business Meeting & Program Planning

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

March 12, 2020
(Thursday)

8:30 a.m. – 9:00 a.m.

Live Oak, Hill Country Level

BREAKFAST HONORING PAST PRESIDENTS
All SWCRA Members invited.

9:00 a.m. – 12:00 p.m.

Live Oak, Hill Country Level

SESSION A Accounting and Finance Track/International Business Track

Session Chairs: **Julia S. Kwok**, Northeastern State University
 Brian Walkup, University of Tulsa
 Syed Tariq Anwar, West Texas A&M University

Countries' Stock Market Factors Driving Valuation of the US based Multi-National Corporations and International MNC cross-listed in the USA

Elena Skouratova, Concordia University Texas

Personal Finance – Credit Card Management

Julia S. Kwok, Northeastern State University

Ecotourism in Pakistan: Sustainability, Marketing and Global Strategies

Syed Tariq Anwar, West Texas A&M University

9:00 a.m. – 12:00 p.m.

Live Oak, Hill Country Level

SESSION B Marketing Track / Non-Profit Management/Ethics Track

Session Chair: **Courtney Kernek**, Southeastern Oklahoma State University
 Robert Howard, Southeastern Oklahoma State University
 Kendra Ingram, Southeastern Oklahoma State University

Honey Suckle Acres Bed & Breakfast: Multi-Channel Distribution Strategy for Success

Courtney Kernek, Southeastern Oklahoma State University

Rhonda Richards, Southeastern Oklahoma State University

Robert Stevens, Southeastern Oklahoma State University

Lawrence Silver, Southeastern Oklahoma State University

BR Communications, Inc.

Robert Stevens, Southeastern Oklahoma State University

David Loudon, Samford University

Kendra Ingram, Southeastern Oklahoma State University

Innovation Integration in the Nonprofit Sector

Jamie M. McIlwaine, Point Loma Nazarene University

Randal P. Schober, Point Loma Nazarene University

Power, Greed, and Dominance in a Local Health Care Market: UPMC vs. Highmark

F. Robert Buchanan, Indiana University of Pennsylvania

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

March 12, 2020
(Thursday)

9:00 a.m. – 12:00 p.m.

Live Oak, Hill Country Level

SESSION C Strategic Management Track/ Business Policy Track

Session Chair: **Robert E. Stevens**, Southeastern Oklahoma State University

Waterhaven Park

Robert Stevens, Southeastern Oklahoma State University

David Loudon, Stamford University

Rhonda Richards, Southeastern Oklahoma State University

Lawrence Silver, Southeastern Oklahoma State University

Thyssenkrupp vs. Otis: Corporate Restructuring and Global Expansion in the Vertical Transportation Systems Industry

Syed Tariq Anwar, West Texas A&M University

Dollar Tree, Inc. in 2019

John K. Masters, Cameron University

Chicago Continental Can Company

R. Henry Migliore, Professor Emeritus, Northeastern Oklahoma State University

Martin S. Bressler, Southeastern Oklahoma State University

Caked Up! On the Go

Kendra Ingram, Southeastern Oklahoma State University

Courtney Kernek, Southeastern Oklahoma State University

Rhonda Richards, Southeastern Oklahoma State University

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SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

March 12, 2020
(Thursday)

9:00 a.m. – 12:00 p.m.

Live Oak, Hill Country Level

SESSION D **Organizational Behavior and Human Resource Management Track / Small Business/Entrepreneurship Track**

Session Chair: **Martin S. Bressler**, Southeastern Oklahoma State University
 Timothy D. Wise, Southern Arkansas University

Rita's Tex-Mex Café

Robert Stevens, Southeastern Oklahoma State University

Lawrence Silver, Southeastern Oklahoma State University

Martin S. Bressler, Southeastern Oklahoma State University

Oak Brook Rabbit Processing

Martin S. Bressler, Southeastern Oklahoma State University

Reviving Rebekah's Operational Plan

Luci Parmer, Southeastern Oklahoma State University

Tacos 4 Life: Faith, Love, and Tacos

Timothy D. Wise, Southern Arkansas University

The Dysfunctional Manufacturing Environment

Paul Howell, Lamar University

Kabir C. Sen, Lamar University

Vivek Natarajan, Lamar University

12:00 p.m. – 2:00 p.m.

Live Oak, Hill Country Level

SESSION E **NETWORKING LUNCHEON**
 All SWCRA Members invited

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

March 12, 2020
(Thursday)

2:00 p.m. – 3:00 p.m.

Live Oak, Hill Country Level

SESSION F

Special Guest Speaker
Case Writing Workshop 101:
The Beginners Guide to Writing and Publishing Cases

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.

3:00 p.m. – 3:30 p.m.

Exhibit Hall – Regency Center

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! Attend poster sessions.

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.

Live Oak, Hill Country Level

SESSION G Business Meeting & 2021 Program Planning Meeting

Session Chair: **Martin S. Bressler**, Southeastern Oklahoma State University

All SWCRA members are invited to attend this business meeting. Stay after and help prepare for our 2021 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 Galveston for our 2021 conference!



48th Annual Conference
March 17-20, 2021
Galveston, Texas
Moody Gardens Galveston

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Do Institutional Investors Exploit Market Anomalies? New Evidence from Alternative Mutual Funds

Xin Gao, Sacred Heart University

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Bank Bailouts: Cost of Inability to Commit

Khai Zhi Sim, Eastern Connecticut State University

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SWFA Best Paper in Financial Markets Track

Common Risk Factors in Returns on Sukuk Investment

Md Hamid Uddin, Taylor's University

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The Term Structure of Municipal Bond Yields, Local Economic Conditions, and Local Stock Returns

Fotis Grigoris, University of North Carolina – Chapel Hill

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Mutual Fund Trading and Stock Price Efficiency: Index Funds vs. Actively Managed Funds

Nan Xu, University of California, Irvine

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Languages and Cross-Border Dividend Payment Policies

Yuka Nishikawa, Florida International University

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March 17 - 20, 2021

Moody Gardens

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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	Pecan, Hill Country Level
Thursday	6:00 p.m. – 8:00 p.m.	SWFA Reception	Rio Rio Mexican Cantina
Friday	7:00 a.m. – 8:30 a.m.	Southwestern Finance Association Board Meeting and Breakfast	Garden Terrace, 1st Floor
Friday	12:00 p.m. – 1:45 p.m.	Southwestern Finance Association Luncheon and Business Meeting*	Regency Ballroom 4

Thursday Panel Presentation for SWFA Registered Doctoral Students: Panel Presentation and Open Discussion of Issues Facing New Faculty in Finance.

Our panelists include **James Philpot** (Missouri State University), **Andrew Lynch** (University of Mississippi), **Sri Nippani** (Texas A&M University – Commerce), and **David Stowe** (Ohio University).

SWFA Thursday Reception: All registered SWFA attendees are welcome to attend the reception

SWFA Friday Luncheon and Business Meeting: Our annual luncheon includes our business meeting, presentations of awards, and keynote address by **Dr. Sheridan Titman**, Professor and Walter W. McAllister Centennial Chair in Financial Services, McCombs School of Business, University of Texas at Austin.

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**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 12, 2020
(Thursday)**

7:00 a.m. – 8:20 a.m.

Nueces, Hill Country Level

BREAKFAST SESSION A Capital Structure 1

Session Chair: **Mehdi Khorram**, Louisiana State University

Societal Trust: An Important Missing Determinant of Capital Structure

Sharif Mazumder, Oklahoma State University

Discussant: **Omrane Guedhami**, University of South Carolina

Creditor Rights and the Costs of High Leverage: Evidence from Capital Structure and Product Market Interactions

Sadok El Ghouli, University of Alberta

Omrane Guedhami, University of South Carolina

Chuck Kwok, University of South Carolina

Ying Zheng, Bryant University

Discussant: **Long Ma**, University of Memphis

ETF Ownership and Capital Structure

Long Ma, University of Memphis

Discussant: **Sharif Mazumder**, Oklahoma State University

7:00 a.m. – 8:20 a.m.

Frio, Hill Country Level

BREAKFAST SESSION B Entrepreneurial and Start-Up Financing

Session Chair: **Tyler Hull**, University of Massachusetts at Boston

Secret Scouting

Xuelin Li, University of Minnesota

Fangyuan Yu, University of Minnesota

Discussant: **Louis Yang**, University of Southern California

The Great Divorce between Investment and Profitability

Mete Kilic, University of Southern California

Louis Yang, University of Southern California

Miao Zhang, University of Southern California

Discussant: **Tyler Hull**, University of Massachusetts at Boston

The Effect of Venture Capitalists Straying from their Industry Comfort Zones

Tyler Hull, University of Massachusetts at Boston

Discussant: **Carlos Slawson**, Louisiana State University

Did Not Flood

James Kelly, Southwestern Oklahoma State University

Carlos Slawson, Louisiana State University

Discussant: **Fangyuan Yu**, University of Minnesota

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 12, 2020
(Thursday)**

7:00 a.m. – 8:20 a.m.

Blanco, Hill Country Level

BREAKFAST SESSION C Corporate Finance 1

Session Chair: **Huong Nguyen**, Louisiana State University at Eunice

Managerial Opportunism and Corporate Investment Efficiency

Brian Silverstein, Florida Atlantic University

Discussant: **Daewoung Choi**, Louisiana State University Shreveport

Managerial Risk-Taking Incentives and Debt Diversity: Evidence from FAS123R

Daewoung Choi, Louisiana State University Shreveport

Jinsook Lee, Canisius College

Ha-Chin Yi, Texas State University

Discussant: **Matteo Binfare**, University of North Carolina at Chapel Hill

Corporate Reputation, Debt Contracting and Bank Loans: Evidence from Data Breaches

Matteo Binfare, University of North Carolina at Chapel Hill

Discussant: **Ca Nguyen**, University of Arkansas – Fort Smith

Loan Duration versus Loan Maturity: Does Amortizing Payment Schedule Matter?

Ca Nguyen, University of Arkansas – Fort Smith

Discussant: **Brian Silverstein**, Florida Atlantic University

7:00 a.m. – 8:20 a.m.

Llano, Hill Country Level

BREAKFAST SESSION D Macro Finance

Session Chair: **Hamilton Galindo**, Arizona State University

Risk, Return, and Inflation Expectations

Asad Dossani, Colorado State University

Discussant: **Hamilton Galindo**, Arizona State University

Is the Working Capital Channel of the Monetary Policy Quantitatively Relevant? A Structural Estimation Approach

Hamilton Galindo, Arizona State University

Discussant: **Michele Modugno**, Federal Reserve Board of Governors

Monetary Policy Uncertainty and Monetary Policy Surprises

Michele Modugno, Federal Reserve Board of Governors

Discussant: **Asad Dossani**, Colorado State University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 12, 2020
(Thursday)**

7:00 a.m. – 8:20 a.m.

Pecos, Hill Country Level

BREAKFAST SESSION E Corporate Governance 1

Session Chair: **Md Ruhul Amin**, University of Texas-Rio Grande Valley

Busy Board and Corporate Debt Maturity

Md Ruhul Amin, University of Texas-Rio Grande Valley

Discussant: **Eric Valenzuela**, Texas Tech University

The Impact of Director Blockholders on Abnormal Accruals and Inventory

Eric Valenzuela, Texas Tech University

Discussant: **Michael Zheng**, Texas Tech University

The Impact of Internal Governance on Earnings Management

Eric Valenzuela, Texas Tech University

Michael Zheng, Texas Tech University

Discussant: **Md Ruhul Amin**, University of Texas-Rio Grande Valley

7:00 a.m. – 8:20 a.m.

Directors, Hill Country Level

BREAKFAST SESSION F Financial Accounting

Session Chair: **Huan Qiu**, Louisiana Tech University

CEO Network Centrality, Non-GAAP Earnings Disclosure, and Earnings Quality

Huan Qiu, Louisiana Tech University

William McCumber, Louisiana Tech University

Mike Luehlfig, Louisiana Tech University

Discussant: **Shrikant Jategaonkar**, Southern Illinois University Edwardsville

Earnings Management by Cross-Listed Growth and Value Firms

Shrikant Jategaonkar, Southern Illinois University Edwardsville

Xiaoxiao Song, Southern Illinois University Edwardsville

Discussant: **Jianning Huang**, University of Memphis

Earnings Management and the Norms of Governance: Implications of Curbing Corruption, the Rule of Law and Democracy

Jianning Huang, University of Memphis

Stuart Hyde, University of Manchester

Waymond Rodgers, University of Texas, El Paso/ University of Hull

Fuzhao Zhou, University of Texas at El Paso

Discussant: **Huan Qiu**, Louisiana Tech University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 12, 2020
(Thursday)**

7:00 a.m. – 8:20 a.m.

Pecan, Hill Country Level

BREAKFAST SESSION G Valuation

Session Chair: **Xiaoquan Jiang**, Florida International University

A More Intuitive Formula for PEG Ratio

Leo Chan, Utah Valley University

Discussant: **Xiaoquan Jiang**, Florida International University

Intrinsic Value and Transaction Price Movement and Cointegration

Xiaoquan Jiang, Florida International University

Discussant: **Yongli Luo**, Houston Baptist University

Strategic Default, Agency Cost, and Firm Value

Yongli Luo, Houston Baptist University

Discussant: **Leo Chan**, Utah Valley University

7:00 a.m. – 8:20 a.m.

Mesquite, Hill Country Level

BREAKFAST SESSION H International Finance 1

Session Chair: **Md Shahedur Rahaman Chowdhury**, The University of Texas Rio Grande Valley

Culture, Innovation, and Market Performance

Paul Chiou, Northeastern University

Alejandro Serrano, Penn State Abington

Feng Zhang, Penn State Abington

Discussant: **Kentaro Iwatsubo**, Kobe University

Ex Ante Skewness and Expected International Stock Index Returns

Steven Shu-Hsiu Chen, Texas A&M International University

Discussant: **Alejandro Serrano**, Penn State Abington

The Effect of Corruption on Stock Market Development in Global Economies

Md Shahedur Rahaman Chowdhury, The University of Texas Rio Grande Valley

Discussant: **Steven Shu-Hsiu Chen**, Texas A&M International University

Who Is Successful in Foreign Exchange Margin Trading? New Survey Evidence from Japan

Kentaro Iwatsubo, Kobe University

Bernd Hayo, Philipps-University Marburg

Discussant: **Md Shahedur Rahaman Chowdhury**, University of Texas Rio Grande Valley

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 12, 2020
(Thursday)**

8:30 a.m. – 10:00 a.m.

Nueces, Hill Country Level

SESSION A Capital Structure 2

Session Chair: **Yili Lian**, California State University, Stanislaus

Systematic Business Risk, Investor Protection and Leverage – A Cross-Country Analysis

Marcel Heinze, Ruhr- University Bochum

Tobias Hertel, Ruhr-University Bochum

Marc Lange, Ruhr-University Bochum

Discussant: **Omar Alkharashi**, University of Texas at San Antonio

Impact of Access to Source of Capital on Capital Structure: Evidence from Business Groups

Omar Alkharashi, University of Texas at San Antonio

Lalatendu Misra, University of Texas at San Antonio

Discussant: **Heng Wang**, Oklahoma State University

Which Dominates the Effect of Compliance with SOX 404 on Corporate Debt Choices: Information Asymmetry Reduction or High Compliance Costs?

Haochuan Hu, Oklahoma State University

Heng Wang, Oklahoma State University

Ramesh Rao, Oklahoma State University

Discussant: **William Pratt**, Oklahoma City University

Leverage and Firm Value

William Pratt, Oklahoma City University

Discussant: **Marcel Heinze**, Ruhr- University Bochum

8:30 a.m. – 10:00 a.m.

Frio, Hill Country Level

SESSION B Behavioral Finance 1

Session Chair: **Vassil Mihov**, Texas Christian University

IPO Performance and Stochastic Dominance

Vassil Mihov, Texas Christian University

Discussant: **Virginia Gianinazzi**, Università della Svizzera italiana e SFI

Reference Points in Refinancing Decisions

Virginia Gianinazzi, Università della Svizzera italiana e SFI

Discussant: **Abhishek Ganguly**, Indiana University

CEO Overconfidence and Hedge Fund Activism

Abhishek Ganguly, Indiana University

Charles Trzcinka, Indiana University

Discussant: **Vassil Mihov**, Texas Christian University

**SOUTHWESTERN FINANCE
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**March 12, 2020
(Thursday)**

8:30 a.m. – 10:00 a.m.

Blanco, Hill Country Level

SESSION C Corporate Finance 2

Session Chair: **Hsuan-Chi Chen**, University of New Mexico

Do Institutional Investors Have Homogeneous Influence on Corporate Social Responsibility? Evidence from Investor Investment Horizon

Yun Meng, Ball State University

Xiaoqiong Wang, Indiana University Kokomo

Discussant: **Obed Izaguirre**, University of New Orleans

2020 Federation of Business Disciplines Distinguished Paper Award

Monitoring Effectiveness of Independent Chair Led Boards

Krishnan Dandapani, Florida International University

Shahid Hamid, Florida International University

Suchismita Mishra, Florida International University

Arun Upadhyay, Florida International University

Discussant: **Yun Meng**, Ball State University

Corporate Social Responsibility and the Access to Capital: Evidence from Product Recall Strategies

Obed Izaguirre, University of New Orleans

Fatima Jebari, University of New Orleans

Sudha Krishnaswami, University of New Orleans

Discussant: **Krishnan Dandapani**, Florida International University

8:30 a.m. – 10:00 a.m.

Llano, Hill Country Level

SESSION D Market Efficiency

Session Chair: **Polux Diaz Ruiz**, Instituto Tecnológico Autónomo de México

Information Flow and Noise in Predicting a Target CPI: Evidence from Maturing TIPS Markets

Quentin Chu, University of Memphis

Pawan Jain, University of Wyoming

Discussant: **Nan Xu**, University of California, Irvine

Mutual Fund Trading and Stock Price Efficiency: Index Funds vs. Actively Managed Funds

Nan Xu, University of California, Irvine

Discussant: **Polux Diaz Ruiz**, Instituto Tecnológico Autónomo de México

Mexican ADRs., Market Efficiency and Insider Trading

Polux Diaz Ruiz, Instituto Tecnológico Autónomo de México

Discussant: **Quentin Chu**, University of Memphis

SOUTHWESTERN FINANCE ASSOCIATION

**March 12, 2020
(Thursday)**

8:30 a.m. – 10:00 a.m.

Pecos, Hill Country Level

SESSION E Corporate Governance 2
Session Chair: Wolfgang Bessler, University of Giessen

SWFA Best Paper in Corporate Finance Track

Do Military Independent Directors Improve Firm Governance?

Zhe Li, Bemidji State University

Megan Rainville, University of Nebraska-Lincoln

Discussant: **Wolfgang Bessler**, University of Giessen

Corporate Governance and the Relevance of Shares with Unequal Voting Rights in Europe

Wolfgang Bessler, University of Giessen

Discussant: **Jennifer Brodmann**, California State University Dominguez Hills

The Impact of Employee Relations on the Reputation of the Board of Directors and CEO

Jennifer Brodmann, California State University Dominguez Hills

Discussant: **Silu Cheng**, Kent State University

Are Superstar Directors Effective in Corporate Governance?

Silu Cheng, Kent State University

Discussant: **Zhe Li**, Bemidji State University

8:30 a.m. – 10:00 a.m.

Directors, Hill Country Level

SESSION F Portfolio Management 1
Session Chair: Kyle Putnam, Linfield College

The Continuation Effect in Stock Prices

An-Sing Chen, National Chung Cheng University

Shih-Che Wang, Grindr Taiwan Technology CO. LTD

Wayne Yang, National Chung Cheng University

Discussant: **Kyle Putnam**, Linfield College

Robust Optimization-Based Commodity Portfolio Performance

Ramesh Adhikari, Humboldt State University

Kyle Putnam, Linfield College

Humnath Panta, Humboldt State University

Discussant: **Yi Liu**, University of North Texas

Impact of Market State on Momentum Portfolio Risk and Performance: A Risk-based Explanation

Yi Liu, University of North Texas

He Ren, University of North Texas

Discussant: **Wayne Ferson**, University of Southern California

Asymptotic Variances for Tests of Portfolio Efficiency and Factor Model Comparisons with Conditioning Information

Wayne Ferson, University of Southern California

Andrew Siegel, Foster School of Business, University of Washington

Junbo Wang, Louisiana State University

Discussant: **An-Sing Chen**, National Chung Cheng University

**SOUTHWESTERN FINANCE
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**March 12, 2020
(Thursday)**

8:30 a.m. – 10:00 a.m.

Pecan, Hill Country Level

SESSION G Insurance and Risk Management

Session Chair: **Carlos Slawson**, Louisiana State University

Fraud Management, Culture, and Religion: Evidence from Takaful Versus Conventional Healthcare Insurance

Jordan AlZubi, The University of Queensland

Discussant: **Mark Swanstrom**, Northwestern State University of Louisiana

Foreign Investments of Japanese Life Insurance Companies

Steven Shu-Hsiu Chen, Texas A&M International University

Discussant: **Jordan AlZubi**, The University of Queensland

Surviving Disasters: A Multi-Company Case Study on Disaster Recovery Plans

Vianka Miranda, Northwestern State University of Louisiana

Mark Swanstrom, Northwestern State University of Louisiana

Discussant: **Steven Shu-Hsiu Chen**, Texas A&M International University

8:30 a.m. – 10:00 a.m.

Mesquite, Hill Country Level

SESSION H International Finance 2

Session Chair: **Ghada Ismail**, University of Texas Rio Grande Valley

Understanding Sovereign Credit Ratings: Text-Based Evidence from the Credit Rating Reports

Igor Lončarski, University of Ljubljana

Ursula Slapnik, University of Ljubljana

Discussant: **Kelley Anderson**, University of Memphis

Impact of Foreign Ownership on Price Efficiency

Kelley Anderson, University of Memphis

Pankaj K. Jain, The University of Memphis

Discussant: **Anh Nguyen**, University of Texas at Arlington

Commonality in Mutual Fund Flows: Worldwide Evidence

David Rakowski, University of Texas at Arlington

Anh Nguyen, University of Texas at Arlington

Discussant: **Ghada Ismail**, University of Texas Rio Grande Valley

Corporate Social Responsibility of Islamic Labeled Firms

Rwan El-Khatib, Zayed University

Ahmed Elnahas, University of Texas Rio Grande Valley

M. Kabir Hassan, University of New Orleans

Ghada Ismail, University of Texas Rio Grande Valley

Discussant: **Ursula Slapnik**, University of Ljubljana

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10:30 a.m. – 12:00 p.m.

Nueces, Hill Country Level

SESSION A Regulations

Session Chair: **Yini Liu**, University of Texas at San Antonio

Options Trading and Short-Sale Constraints: The 2008 Short-Sale Ban Revisited

Brian Du, Cal State East Bay

Alejandro Serrano, Penn State Abington

Discussant: **Ian Van Deventer**, Spalding University

NYSE versus NASDAQ: A Study on the Effect of Changes in Board Composition

Dishant Pandya, Spalding University

Ian Van Deventer, Spalding University

Discussant: **Ying Ian Xue**, Rowan University

Optimal Law for Retail Finance

Ying Ian Xue, Rowan University

Discussant: **Yu Hu**, Florida International University

Short Selling Bans and Limits to Arbitrage in a Multi-Market Setting

Yu Hu, Florida International University

Pankaj K. Jain, The University of Memphis

Suchismita Mishra, Florida International University

Robinson Reyes Pena, Florida International University

Discussant: **Alejandro Serrano**, Penn State – Abington

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**March 12, 2020
(Thursday)**

10:30 a.m. – 12:00 p.m.

Frio, Hill Country Level

SESSION B Behavioral Finance 2

Session Chair: **John Adams**, University of Texas at Arlington

“A Rose by any Other Name is Just as Sweet”: Evidence from Fund Manager Names and Mutual Fund Flows

John Adams, University of Texas at Arlington

Arati Kale, University of Texas at Arlington

Discussant: **Susan Crain**, Missouri State University

Institutional versus Retail Investors: Evidence on Dynamic Loss Aversion, Disposition Effect, and Other Investor Behaviors

Rakesh Bharati, Southern Illinois University Edwardsville

Susan Crain, Missouri State University

Shrikant Jategaonkar, Southern Illinois University Edwardsville

Cedric Mbanga, Missouri State University

Discussant: **Mustabsar Awais**, The University of Sheffield

Does Social Media Attention Affects Investors' Trading Behaviours?

Junhong Yang, The University of Sheffield

Mustabsar Awais, The University of Sheffield

Discussant: **Arati Kale**, University of Texas Arlington

10:30 a.m. – 12:00 p.m.

Blanco, Hill Country Level

SESSION C Corporate Finance 3

Session Chair: **Yinfei Chen**, California State University Chico

Do Economic Performance Indicators Support Firms' Claiming a Goodwill Impairment Loss During a Prosperous Year?

Joseph Faello, Mississippi State University

SeungJae Shin, Mississippi State University

Ajeet Jain, Central Connecticut State University

Discussant: **Yinfei Chen**, California State University Chico

The Effect of Credit Rating Downgrade Along the Supply Chain

Dallin Alldredge, Florida International University

Yinfei Chen, California State University Chico

Steve Liu, Missouri University of Science and Technology

Discussant: **Hinh Khieu**, Prairie View A&M University

Trade Credit and Economic Policy Uncertainty

Surendranath Jory, University of Sussex

Hinh Khieu, Prairie View A&M University

Thanh Ngo, East Carolina University

Discussant: **Ajeet Jain**, Central Connecticut State University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 12, 2020
(Thursday)**

10:30 a.m. – 12:00 p.m.

Llano, Hill Country Level

SESSION D Fixed Income

Session Chair: **Yulin Li**, the University of Texas at San Antonio

AAA-Treasury Bond Spread Drift Theory

Armand Picou, Texas A&M University – Corpus Christi

Discussant: **Zijin Xu**, University of Melbourne

Intra-Industry Spill-Over: Evidence from Chinese Bond Default

Xiaolu Hu, RMIT University

Haoyi Luo, University of Melbourne

Zijin Xu, University of Melbourne

Discussant: **Yulin Li**, the University of Texas at San Antonio

Investor Sentiment and Sovereign Bonds

Yulin Li, the University of Texas at San Antonio

Discussant: **Mehdi Khorram**, Louisiana State University

Decreasing Returns to Scale Effect Among Corporate Bond Mutual Funds

Mehdi Khorram, Louisiana State University

Discussant: **Armand Picou**, Texas A&M University – Corpus Christi

10:30 a.m. – 12:00 p.m.

Pecos, Hill Country Level

SESSION E Corporate Governance 3

Session Chair: **Lin Ge**, University of Mississippi

Does Having Multiple Insiders on Boards Enhance the Effectiveness of Independent Directors?

Ramesh Rao, Oklahoma State University

Sharif Mazumder, Oklahoma State University

Discussant: **Julian Vogel**, The University of Texas at El Paso

The Impact of Tightly-Contested Governance Proposals on Firms' Narrative Disclosures: Evidence from a Regression-Discontinuity Design

Abhishek Ganguly, Indiana University

Arup Ganguly, University of Mississippi

Lin Ge, University of Mississippi

Chad Zutter, University of Pittsburgh

Discussant: **Sharif Mazumder**, Oklahoma State University

Using Geographic Density of Firms to Identify the Effect of Board Size on Firm Value and Corporate Policies

Shenghui Tong, Siena College

Discussant: **Lin Ge**, University of Mississippi

Do You Speak in the Vox Populi? – Representativeness of Boardroom Diversity

Julian Vogel, The University of Texas at El Paso

Feixue Xie, University of Texas at El Paso

Discussant: **Shenghui Tong**, Siena College

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 12, 2020
(Thursday)**

10:30 a.m. – 12:00 p.m.

Directors, Hill Country Level

SESSION F Portfolio Management 2

Session Chair: **An-Sing Chen**, National Chung Cheng University

The Quality of Your Network Matters: Social Connections and Mutual Fund Performance

Jimmy Chien, Louisiana Tech University

Jun Duanmu, Louisiana Tech University

William McCumber, Louisiana Tech University

Discussant: **Andrew Lynch**, University of Mississippi

Portfolio Choice: Familiarity, Hedging, and Industry Bias

Andrew Lynch, University of Mississippi

Discussant: **Ravi Shukla**, Syracuse University

An Analysis of Mutual Fund Shares and Exchange Traded Fund Shares on the Same Portfolio

Ravi Shukla, Syracuse University

Discussant: **Jimmy Chien**, Louisiana Tech University

10:30 a.m. – 12:00 p.m.

Pecan, Hill Country Level

SESSION G Executive Compensation

Session Chair: **Emmanuel Alanis**, Texas State University

Legal Risk and CEO Compensation

Carolyn Reichert, The University of Texas at Dallas

Discussant: **Abdullah Al Masum**, University of Texas Rio Grande Valley

Local Religiosity and Executive Compensation

Md Noman Hossain, University of Texas Rio Grande Valley

Md Ruhul Amin, University of Texas-Rio Grande Valley

Abdullah Al Masum, University of Texas Rio Grande Valley

Discussant: **Hongyan Li**, Fairleigh Dickinson University

Efficient Contract Design and CEO Compensation Equity-Mix

Hongyan Li, Fairleigh Dickinson University

Discussant: **Emmanuel Alanis**, Texas State University

Debt Overhang and Pay for Performance Sensitivity

Emmanuel Alanis, Texas State University

Margot Quijano, Texas State University - San Marcos

Discussant: **Carolyn Reichert**, The University of Texas at Dallas

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 12, 2020
(Thursday)**

10:30 a.m. – 12:00 p.m.

Mesquite, Hill Country Level

SESSION H Cryptocurrency

Session Chair: **Jinghua Wang**, Pacific Lutheran University

Blockchain ETFs: Dynamic Correlations and Hedging Capabilities

Ivelina Pavlova, University of Houston Clear Lake

Discussant: **Jonathan Miller**, University of Memphis

Time-varying Dynamics in Cryptocurrency Markets

Jinghua Wang, Pacific Lutheran University

Geoffrey Ngene, Mercer University

Discussant: **Ivelina Pavlova**, University of Houston Clear Lake

Fake Bitcoin Volume

Thomas McInish, University of Memphis

Jonathan Miller, University of Memphis

Discussant: **Jinghua Wang**, Pacific Lutheran University

1:30 p.m. – 3:00 p.m.

Nueces, Hill Country Level

SESSION A Law and Finance 1

Session Chair: **Reza Houston**, Ball State University

Notary Tradition and Wealth Destruction in Puerto Rico

Scott Brown, University of Puerto Rico

Antonio Colorado, University of Puerto Rico

Daniel Hall, University of Texas

Yvonne Huertas, University of Puerto Rico

Eric Powers, University of South Carolina Darla Moore School of Business

Carlos Villa, University of Puerto Rico

Discussant: **Andrey Zagorchev**, Rhodes College

Classified Boards, Debt Contracting, and Firm Value

Lei Gao, Iowa State University

Nga Nguyen, Marquette University

Andrey Zagorchev, Rhodes College

Discussant: **Reza Houston**, Ball State University

Too Good to Be True: Political Connections and Contractor Default

Stephen Ferris, University of Missouri

Jan Hanousek, Center for Economic Research and Graduate Education – Economics Institute

Reza Houston, Ball State University

Discussant: **Scott Brown**, University of Puerto Rico

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 12, 2020
(Thursday)**

1:30 p.m. – 3:00 p.m.

Frio, Hill Country Level

SESSION B Behavioral Finance 3

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

The Relationship between Personality Traits and Portfolio Decisions as Mediated by Financial Risk Preference

Yi Liu, Texas Tech University

Michael Guillemette, Texas Tech University

Sarah Asebedo, Texas Tech University

Discussant: **Kimberly Merritt**, Oklahoma Christian University

Women in Finance: An Investigation of Factors Impacting Career Choice

Jody Jones, Abilene Christian University

Kimberly Merritt, Oklahoma Christian University

Discussant: **F. Trevor Rogers**, University of Hawaii, Manoa

National Culture and Venture Capital Monitoring

F. Trevor Rogers, University of Hawaii, Manoa

Discussant: **Yi Liu**, Texas Tech University

1:30 p.m. – 3:00 p.m.

Blanco, Hill Country Level

SESSION C Corporate Finance 4

Session Chair: **Yun Meng**, Ball State University

Innovation, CSR Intensity, and Market-Based Risk: Evidence from Japan

Megumi Suto, Waseda University

Hitoshi Takehara, Waseda University

Discussant: **Siamak Javadi**, University of Texas Rio Grande Valley

The Dark Side of Competition and How do Private Firms Survive?

Siamak Javadi, University of Texas Rio Grande Valley

Yu Liu, University of Texas Rio Grande Valley

Discussant: **Hitoshi Takehara**, Waseda University

Economic Policy Uncertainty and Corporate Cash Holdings: International Evidence

Mohsen Mollagholamali, Western Kentucky University

Siamak Javadi, University of Texas Rio Grande Valley

Saud Althageb, Kuwait University

Discussant: **Hitoshi Takehara**, Waseda University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 12, 2020
(Thursday)**

1:30 a.m. – 3:00 p.m.

Llano, Hill Country Level

SESSION D Corporate Governance 4

Session Chair: **Matthew Imes**, Stetson University

Incentive Conflict in the C-Suite

Matthew Imes, Stetson University

Ronald Anderson, Temple University

Discussant: **Nicolas Eugster**, IESEG School of Management

Large Blockholders and Stock Price Crash Risk

Nicolas Eugster, IESEG School of Management

Discussant: **Ramesh Rao**, Oklahoma State University

To Pledge or Not to Pledge? The Case of Share Pledging

Ramesh Rao, Oklahoma State University

Discussant: **Daewoung Choi**, Louisiana State University Shreveport

Should Shareholders Fear Citizens United? External Financial Monitoring and Corporate Political Contributions

Daewoung Choi, Louisiana State University Shreveport

Jinwook Hong, The University of Texas at El Paso

Marc Via, Kent State University

Discussant: **Matthew Imes**, Stetson University

1:30 p.m. – 3:00 p.m.

Pecos, Hill Country Level

SESSION E Capital Markets 1

Session Chair: **Armand Picou**, Texas A&M University – Corpus Christi

Tech Stock Returns and Empirical Analysis of CAPM

Tibebe Assefa, Bowie State University

Basirat Haroon, Bowie State University

Staie Raphael, Bowie State University

Discussant: **Puneet Prakash**, Missouri State University

Standards, Reputational Costs and Market Share: Empirical Evidence from the Credit Rating Industry

Puneet Prakash, Missouri State University

Nanda Rangan, Virginia Commonwealth University

Discussant: **Sarkar Kabir**, Coventry University

Common Risk Factors in Returns on Sukuk Investment

Md Hamid Uddin, Taylor's University

Sarkar Kabir, Coventry University

M. Kabir Hassan, University of New Orleans

Mohammed Hossain, Taylor's University

Jia Liu, Salford University

Discussant: **Tibebe Assefa**, Bowie State University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 12, 2020
(Thursday)**

1:30 p.m. – 3:00 p.m.

Directors, Hill Country Level

SESSION F Financial Education

Session Chair: **John Stowe**, Ohio University

A Classroom Example of a Collateralized Mortgage Obligation

William Hudson, St. Cloud State University

Discussant: **Chunda Chen**, Lamar University

Using Portfolio Theory to Design Better Exams

Ehsan Ardjmand, Ohio University

David Stowe, Ohio University

John Stowe, Ohio University

Discussant: **William Hudson**, St. Cloud State University

Athletic Expenditures and Success in Division III NCAA Sports

Charles Brown, Penn State Behrend

Timothy Krause, Penn State Behrend

Discussants: **John Stowe**, Ohio University

Financial Literacy and Mobile Payment in the United States

Chih-Feng Liao, Shih Chien University

Chunda Chen, Lamar University

Wanwei Tang, Lamar University

Discussant: **Timothy Krause**, Penn State Behrend

1:30 p.m. – 3:00 p.m.

Pecan, Hill Country Level

SESSION G SWFA Doctoral Student Panel Presentation

Sponsored by the Department of Finance at Oklahoma State University

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 Philpot**, Missouri State University

Our panelists are:

Andrew Lynch, University of Mississippi

Sri Nippani, Texas A&M University – Commerce

David Stowe, Ohio University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 12, 2020
(Thursday)**

1:30 p.m. – 3:00 p.m.

Mesquite, Hill Country Level

SESSION H Emerging Markets 1

Session Chair: **Carolyn Reichert**, The University of Texas at Dallas

Can Microfinance Institutions Enhance International Diversification?

Ki C. Han, Suffolk University

Sukhun Lee, Loyola University Chicago

David Y. Suk, Rider University

Hyun Mo Sung, Handong Global University

Discussant: **Scott Miller**, The University of Tampa

Gold and Portfolio Diversification: A Stochastic Dominance Analysis of The Dow Jones Islamic Indices

Osamah Al-Khazali, American University of Sharjah

Taisier Zoubi, American University of Sharjah

Discussant: **Sukhun Lee**, Loyola University Chicago

The Effect of Currency Undervaluation and Income Inequality

Sarah Crane, The University of Southern Mississippi

Scott Miller, The University of Tampa

Discussant: **Devendra Prasad**, University of Massachusetts - Lowell

Nepalese Investors' Reactions: News Coverage, And Stock Returns

Devendra Prasad, University of Massachusetts - Lowell

Discussant: **Osamah Al-Khazali**, American University of Sharjah

3:00 p.m. – 3:30 p.m.

Exhibit Hall - Regency Center

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! Attend poster sessions.

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

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



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

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 12, 2020
(Thursday)**

3:30 p.m. – 5:00 p.m.

Nueces, Hill Country Level

SESSION A Law and Finance 2

Session Chair: **Scott Brown**, University of Puerto Rico

Unintended Benefits of Employment Protection Laws: Households Increased Risk-taking Behaviors

Chanik Jo, University of Toronto

Discussant: **Yini Liu**, University of Texas at San Antonio

Litigation Risk and Private Investments in Public Equity

Onur Bayar, University of Texas at San Antonio

Yini Liu, University of Texas at San Antonio

Discussant: **Jason Damm**, Florida Atlantic University

Changes in Personal Bankruptcy Protection Laws: The Impact on Home Mortgage Lending

Jason Damm, Florida Atlantic University

Masim Suleymanov, Florida Atlantic University

Discussant: **Abhishek Ganguly**, Indiana University

Shareholder Litigation and Readability in Financial Disclosures: Evidence from a Natural Experiment

Abhishek Ganguly, Indiana University

Arup Ganguly, University of Mississippi

Lin Ge, University of Mississippi

Chad Zutter, University of Pittsburgh

Discussant: **Chanik Jo**, University of Toronto

3:30 p.m. – 5:00 p.m.

Frio, Hill Country Level

SESSION B Behavioral Finance 4

Session Chair: **Stephanie Hoskins**, Louisiana State University

He Said, She Said: A Textual Analysis of Gender Differences in Earnings Call Transcripts

Stephanie Hoskins, Louisiana State University

James Nordlund, Louisiana State University

Don Chance, Louisiana State University

Discussant: **Quan Nguyen**, Massey University

Asymmetric Trading Responses to Credit Rating Announcements from Issuer- versus Investor-Paid Rating Agencies

Quan Nguyen, Massey University

Discussant: **Linda Klingler**, University of Hohenheim

SWFA Best Paper in Behavioral Finance Track

The Effect of Sentiment on Institutional Investors: A Gender Analysis

Monika Gehde-Trapp, University of Hohenheim

Linda Klingler, University of Hohenheim

Discussant: **Hari Adhikari**, Embry-Riddle Aeronautical University

Executive Age and Working Capital Management Policies

Hari Adhikari, Embry-Riddle Aeronautical University

Marcin Krolkowski, Providence College

James Malm, College of Charleston

Nilesh Sah, University of Tennessee Chattanooga

Discussant: **Stephanie Hoskins**, Louisiana State University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 12, 2020
(Thursday)**

3:30 p.m. – 5:00 p.m.

Blanco, Hill Country Level

SESSION C Corporate Finance 5
Session Chair: Yongli Luo, Houston Baptist University

Policy Uncertainty and Cash Dynamics

Daniel Tut, York University
Discussant: **Yanguang Liu, University of Arizona**

SWFA Best Doctoral Student Paper in Corporate Finance Track

Robots, Labor Market Frictions, and Corporate Financial Policies
Yanguang Liu, University of Arizona
Discussant: **Wenyao Hu, Rensselaer Polytechnic Institute**

Local Attention and Payout Policy

Wenyao Hu, Rensselaer Polytechnic Institute
Discussant: **Harikumar Sankaran, New Mexico State University**

Annual Report Readability and Corporate Payout Policy

Hasibul Chowdhury, University of Queensland
Shofiqur Rahman, New Mexico State University
Harikumar Sankaran, New Mexico State University
Discussant: **Daniel Tut, York University**

3:30 p.m. – 5:00 p.m.

Llano, Hill Country Level

SESSION D Dividend Policy and Distribution
Session Chair: Yuka Nishikawa, Florida International University

The Declining Information Content of Dividends and the Abnormal Return on Day +1

Ebenezer Asem, University of Lethbridge
Aditya Kaul, University of Alberta
Discussant: **Puneet Prakash, Missouri State University**

Dividend Distribution Tax and Payout Policy: An Empirical Study

Vikas Sangwan, Indian Institute of Technology Kanpur
Puneet Prakash, Missouri State University
Anoop Singh, Indian Institute of Technology Kanpur
Discussant: **Kerron Joseph, The University of Texas at San Antonio**

Dividend Mispricing: Evidence from the Merger Arbitrage Market

Kerron Joseph, The University of Texas at San Antonio
Palani-Rajan Kadapakkam, University of Texas - San Antonio
Discussant: **Mohammad Hashemi Joo, Florida International University**

SWFA Best Doctoral Paper in Behavioral Finance Track

Languages and Cross-Border Dividend Payment Policies
Yuka Nishikawa, Florida International University
Mohammad Hashemi Joo, Florida International University
Ali Parhizgari, Florida International University
Discussant: **Ebenezer Asem, University of Lethbridge**

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 12, 2020
(Thursday)**

3:30 p.m. – 5:00 p.m.

Pecos, Hill Country Level

SESSION E Corporate Governance 5

Session Chair: **Collins Okafor**, North Carolina A&T State University

Shareholder Litigation Rights and Stock Price Crash Risk: Evidence from Universal Demand Laws

Md Noman Hossain, University of Texas Rio Grande Valley

Discussant: **Collins Okafor**, North Carolina A&T State University

Gender of Executives and Firm Bankruptcy Risk: Evidence from China

Eunho Cho, North Carolina A&T State University

Linmei Zhang, Wenzhou Kean University

Collins Okafor, North Carolina A&T State University

Nacasius Ujah, South Dakota State University

Discussant: **Jamshed Iqbal**, University of Vaasa, Finland

Does CEO-Employee Pay Ratio Affect Stability of Firms: Evidence from European Firms?

Dhruba Banjade, University of Texas at Arlington

Jamshed Iqbal, University of Vaasa, Finland

Humnath Panta, Humboldt State University

Discussant: **Md Noman Hossain**, University of Texas Rio Grande Valley

3:30 p.m. – 5:00 p.m.

Directors, Hill Country Level

SESSION F Capital Markets 2

Session Chair: **Zeming Li**, University of Southampton

Intraday Time Series Momentum: International Evidence

Zeming Li, University of Southampton

Athanasios Sakkas, University of Nottingham

Andrew Urquhart, ICMA Centre, Henley Business School, University of Reading

Discussant: **Devendra Kale**, University of Texas - Dallas

Does Trust Level Matter in Sukuk Issuance?

Dawood Ashraf, Islamic Research & Training Institute (A member of IsDB Group)

Saqib Aziz, Rennes School of Business

Rwan El-Khatib, Zayed University

Discussant: **Zeming Li**, University of Southampton

Informativeness of Firm Tweets

Devendra Kale, University of Texas - Dallas

Vikram Nanda, University of Texas - Dallas

Anin Rupp, Chiang Mai University

Discussant: **Rwan El-Khatib**, Zayed University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 12, 2020
(Thursday)**

3:30 p.m. – 5:00 p.m.

Pecan, Hill Country Level

SESSION G Pension Plan

Session Chair: **Robinson Reyes Pena**, Florida International University

Corporate Pensions and Returns to Innovation

Mohammad Karim, University of New Orleans

M. Kabir Hassan, University of New Orleans

Discussant: **Brian Silverstein**, Florida Atlantic University

Defined Benefit Pension De-Risking and Corporate Investment Policy

Brian Silverstein, Florida Atlantic University

Discussant: **Robert Tennant**, Texas A&M-Central Texas

State Pension Reform: What Have They Accomplished?

Charles Hanby, Texas A&M University Central Texas

Robert Tennant, Texas A&M-Central Texas

Discussant: **Robinson Reyes Pena**, Florida International University

Retirement and Politics: Identifying the Best Practices

Robinson Reyes Pena, Florida International University

Edward Lawrence, Florida International University

Discussant: **Mohammad Karim**, University of New Orleans

3:30 p.m. – 5:00 p.m.

Mesquite, Hill Country Level

SESSION H Emerging Markets 2

Session Chair: **Anh Nguyen**, University of Texas at Arlington

Firm Growth Opportunities and Relationship between Director Compensation and Earnings Management in India

Yogesh Chauhan, Indian Institute of Management Raipur

Surya Kumar, Indian Institute of Management Indore

Discussant: **Busra Agcayazi**, West Virginia University

Does IMF Financing Encourage Investor Moral Hazard? Evidence from an Emerging Economy

Busra Agcayazi, West Virginia University

Discussant: **Esther Castro**, University of Houston-Downtown

Remittance Effect on Central American Investment

Esther Castro, University of Houston-Downtown

Discussant: **Mustafa Okur**, Marmara University

A Study on Perception of Financial Market Professionals towards Gold in Turkey (SWFA)

Mustafa Okur, Marmara University

Alper Yakupoglu, Birleşik fon Bankası

Discussant: **Surya Kumar**, Indian Institute of Management Indore

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 12, 2020
(Thursday)**

3:30 p.m. – 5:00 p.m.

Regency Ballroom 1

SESSION I Anomalies

Session Chair: **James Nguyen**, Texas A&M Texarkana

A More Complete Study of Market Efficiency in Emerging Markets Using Improved Statistical Technique

James Nguyen, Texas A&M Texarkana

Discussant: **Ying Wang**, The State University of New York at Albany

Does Information Efficiency of Stock Prices Depend on Price Anchors? Evidence from India

Aditya Banerjee, Indian Institute of Management Ranchi

Sayantana Kundu, Indian Institute of Management Ranchi

Discussant: **James Nguyen**, Texas A&M Texarkana

SWFA Best Paper in Financial Institutions Track

Do Institutional Investors Exploit Market Anomalies? New Evidence from Alternative Mutual Funds

Xin Gao, Sacred Heart University

Ying Wang, The State University of New York at Albany

Discussant: **Aditya Banerjee**, Indian Institute of Management Ranchi

5:30 p.m. – 7:00 p.m.

Exhibit Hall - Regency Center

FBD Presidential Welcome Reception – Badge required for entry

You are invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and a cash bar. Stop by to relax and wind down from the day's conference activities before heading out for the evening. To enter the Exhibit Hall, all persons older than six years of age are required to wear their conference or guest badge. All badges can be obtained from the Registration area during their open hours.

6:00 p.m. – 8:30 p.m.

SWFA Reception

All registered SWFA attendees are welcome to attend the reception on the third floor of the Rio Rio Mexican Cantina on 421 E. Commerce St. (A four-minute walk from the hotel)

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 13, 2020
(Friday)**

7:00 a.m. – 8:30 a.m.

Garden Terrace, 1st Floor

**SWFA Board Meeting and Breakfast
(Board Members and Invited Guests Only)**

7:00 a.m. – 8:20 a.m.

Nueces, Hill Country Level

BREAKFAST SESSION A Personal Finance

Session Chair: **Yi Liu**, Texas Tech University

The Effect of Mortality Salience on Asset Decumulation Decisions

Yi Liu, Texas Tech University

Russell James III, Texas Tech University

Discussant: **Qian Li**, Midwestern State University

Student Debt and Stock Ownership Decisions of U.S. Households

Thomas Korankye, Texas Tech University & Kumasi Technical University-Ghana

Discussant: **James Slaydon**, Lamar University

Hurricane Harvey's Impact on Households Disposable Income and Real Estate Values in the Southeast Texas Region

James Slaydon, Lamar University

Discussant: **Thomas Korankye**, Texas Tech University & Kumasi Technical University

Student Loan Burden, Financial Literacy, and Financial Behavior - Evidence from the 2018 FINRA Survey

Qian Li, Midwestern State University

Discussant: **Yi Liu**, Texas Tech University

7:00 a.m. – 8:20 a.m.

Frio, Hill Country Level

BREAKFAST SESSION B Investments I

Session Chair: **Kiran Paudel**, University of New Orleans

Unexpected Returns: A Model-free Approach

Mengchuan Wang, The University of Melbourne

Discussant: **Kiran Paudel**, University of New Orleans

Consumer Sentiment, Demographics, and the Downside Risk - Evidences from the Passive Investment in ETFs?

Kiran Paudel, University of New Orleans

M. Kabir Hassan, University of New Orleans

Atsuyuki Naka, University of New Orleans

Discussant: **Chris Hughen**, University of Denver

Sector Allocations over the Business Cycle: Dynamic Model Averaging versus the Yield Curve

Chris Hughen, University of Denver

Discussant: **Mengchuan Wang**, The University of Melbourne

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 13, 2020
(Friday)**

7:00 a.m. – 8:20 a.m.

Blanco, Hill Country Level

BREAKFAST SESSION C Corporate Finance 6

Session Chair: **Clifford Jones**, University of Texas at El Paso

Employment Protection and Tax Aggressiveness

Yanguang Liu, University of Arizona

Xiaoran Ni, Xiamen University

Discussant: **Lan Xu**, University of Delaware

Product Market Threats and Tax Avoidance

Tae-Nyun Kim, The College of New Jersey

Pil-Seng Lee, University of Texas - Dallas

Discussant: **Felix Acquah**, Oklahoma State University

Top Management Team Diversity and Acquisition Quality

Felix Acquah, Oklahoma State University

Discussant: **Pil-Seng Lee**, University of Texas - Dallas

Taxation and Earnings Management: Natural Experiment Evidence from Staggered Changes in State Corporate Tax Rates

Nathan Dong, Boston College

Lan Xu, University of Delaware

Discussant: **Yanguang Liu**, University of Arizona

7:00 a.m. – 8:20 a.m.

Llano, Hill Country Level

BREAKFAST SESSION D Asset Pricing 1

Session Chair: **Reilly White**, University of New Mexico

Rational Expectations Fools' Bubbles

Antonio Doblas-Madrid, Michigan State University

Discussant: **Yibing Du**, University of Texas - Arlington

Measuring Sentiment in Accounting/Finance

Diego Garcia, Colorado University at Boulder

Xiaowen Hu, Colorado University at Boulder

Maximilian Rohrer, Norwegian School of Economics

Discussant: **Antonio Doblas-Madrid**, Michigan State University

When Analysts Repeat, Do Investors Listen?

Yiwei Zhao, University of Hawaii at Manoa

Discussant: **Xiaowen Hu**, Colorado University at Boulder

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 13, 2020
(Friday)**

7:00 a.m. – 8:20 a.m.

Pecos, Hill Country Level

BREAKFAST SESSION E Market Microstructure 1

Session Chair: **Liangyi Mu**, The University of Manchester

Higher-Order Uncertainty in Financial Markets: Evidence from a Consensus Pricing Service

Murat Ergun, London School of Economics

Andreas Uthemann, London School of Economics

Discussant: **Liangyi Mu**, The University of Manchester

Don't DRIP

William Pratt, Oklahoma City University

Discussant: **Murat Ergun**, London School of Economics

Has the Introduction of Extended Trading Hours Enhanced Market Quality?

Liangyi Mu, The University of Manchester

Discussant: **William Pratt**, Oklahoma City University

7:00 a.m. – 8:20 a.m.

Directors, Hill Country Level

BREAKFAST SESSION F Credit Default Swap

Session Chair: **Siamak Javadi**, University of Texas Rio Grande Valley

Pricing Recovery - Evidence from Markets, CDS Auctions and Ultimate Recovery

Sunil Teluja, University of Arizona

Discussant: **Chi Wing Fok**, University of Wisconsin-Parkside

Does CDS Incentivize Firms to Reduce Uncertainty in Performance?

Wei-Shao Wu, University of Electronic Science and Technology of China

Chi Wing Fok, University of Wisconsin-Parkside

Yuan Chen, National Chengchi University

Chao-Jung Chen, National Pingtung University

Discussant: **Yifan Liu**, Oklahoma State University

CDS Coverage Firms and The Effect on Their Repurchase Policies

Isarin Durongkadej, Georgia College and State University

Yifan Liu, Oklahoma State University

Discussant: **Sunil Teluja**, University of Arizona

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 13, 2020
(Friday)**

7:00 a.m. – 8:20 a.m.

Pecan, Hill Country Level

BREAKFAST SESSION G Socially Responsible Investing 1

Session Chair: **Leyuan You**, Texas State University

Are Socially Conscious Investors Affected by Gender Stereotyping? Evidence from Mutual Funds Flows

Renee Oyotode-Adebile, Northwest Missouri State University

Discussant: **Leyuan You**, Texas State University

The Roles of Institutional Investors, Individual Investors, and Agents in Green Finance

Leyuan You, Texas State University

Discussant: **Bing Yu**, Meredith College

Social (Ir)responsibility and Corporate Social Responsibility

Leyuan You, Texas State University

Discussant: **Renee Oyotode-Adebile**, Northwest Missouri State University

Do Ethical Companies have High Stock Prices or High Returns?

Mary Jane Lenard, Meredith College

Shengxiong Wu, Texas Wesleyan University

Bing Yu, Meredith College

Discussant: **Leyuan You**, Texas State University

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Make plans to join us in Galveston, Texas for our 2021 conference.



48th Annual Conference

March 17 - 20, 2021

Moody Gardens

Galveston, Texas

SOUTHWESTERN FINANCE ASSOCIATION

March 13, 2020
(Friday)

8:30 a.m. – 10:00 a.m.

Nueces, Hill Country Level

SESSION A **Panel Session: Incorporating Securities Industry Essentials (SIE) and Series 7 Course in Finance Curriculum**

Moderator: **Leonard Arvi**, Salisbury University

Panelists: **David Snyder**, University & Corporate FINRA Programs PinPoint
Global Communications
Marvin Keene, Coastal Carolina University

The Department of Labor projects that demand for financial advisors outstrips the supply for the next ten years. Since the advent of regulation of securities industry, prospective employees need to obtain Series 7: General Securities License. This is a required license for a professional to work as a broker/dealer, back office operations, compliance and many other roles in the financial services industry. Given the shortfall of needed financial advisors, FINRA starting in fall 2018 split the Series 7 into the Securities Industry Essentials (SIE) exam that requires no sponsorship from firms. Students can complete SIE while in college and on successful completion of SIE are eligible for any of Series exams (6, 7, 66, etc.). Since 2015, our panel of experts have successfully integrated both SIE and Series 7 into the finance curriculum and helped different business schools nationwide to offer this course. Offering SIE/series 7 courses as a part of the business curriculum prepares students to successfully take the exam.

This panel discussion will discuss how to successfully integrate SIE/series 7 course into the business curriculum in different delivery formats (in-class, online and hybrid) and varying semester lengths (full length, 7 weeks, 3 weeks). The panelists will provide details of how schools can partner with PinPoint Global (course material provider), receive sponsorship from financial services firms and student employment opportunities.

8:30 a.m. – 10:00 a.m.

Frio, Hill Country Level

SESSION B **Investments 2**

Session Chair: **James McCown**, University of Oklahoma

Stock Market Volatility (VIX) and Individual Stock Return Volatility Analytics

Muhammad Mustafa, South Carolina State University

Discussant: **James McCown**, University of Oklahoma

Inflation and US Stock Returns: Using Expected Inflation from Financial Market Instruments

James McCown, University of Oklahoma

Discussant: **Muhammad Mustafa**, South Carolina State University

The Optimal Reservation Price

Ying Xue, Rowan University Rohrer College of Business

Zheng Wen, Stanford University

Xu Jiang, Duke University Fuqua Business School

Discussant: **Md Shahedur Rahaman Chowdhury**, University of Texas Rio Grande Valley

The Roles of Price Exuberance and Macro Fundamentals on Financial Contagion: Evidence from U.S. Housing and Stock Markets

Md Shahedur Rahaman Chowdhury, The University of Texas Rio Grande Valley

Diego Escobari, University of Texas Rio Grande Valley

Discussant: **Ying Xue**, Rowan University Rohrer College of Business

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 13, 2020
(Friday)**

8:30 a.m. – 10:00 a.m.

Blanco, Hill Country Level

SESSION C Corporate Finance 7

Session Chair: **Yanguang Liu**, University of Arizona

Ownership and Access to Finance: Evidence from Developing Countries

Yu Liu, University of Texas Rio Grande Valley

Jian Xu, University of Texas Rio Grande Valley

Discussant: **Paul Decaire**, University of Pennsylvania

Do Firms Led by Founders Take Higher Risk?

Yuka Nishikawa, Florida International University

Edward Lawrence, Florida International University

Arun Upadhyay, Florida International University

Discussant: **Jian Xu**, University of Texas Rio Grande Valley

Capital Budgeting and Idiosyncratic Risk

Paul Decaire, University of Pennsylvania

Discussant: **Yuka Nishikawa**, Florida International University

8:30 a.m. – 10:00 a.m.

Llano, Hill Country Level

SESSION D Asset Pricing 2

Session Chair: **Chris Hughen**, University of Denver

Slowly Unfolding Disasters

Mohammad Ghaderi, University of Houston

Mete Kilic, University of Southern California

Sang Byung Seo, University of Houston

Discussant: **John Adams**, University of Texas at Arlington

Rediscovering the CCAPM Lost in Data Revisions

Yu-Jou Pai, University of Cincinnati

Discussant: **Mohammad Ghaderi**, University of Houston

Demystifying Scale and Skill in the Mutual Fund Industry

John Adams, University of Texas at Arlington

Darren Hayunga, University of Georgia

Sattar Mansi, Virginia Tech

Discussant: **Yu-Jou Pai**, University of Cincinnati

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 13, 2020
(Friday)**

8:30 a.m. – 10:00 a.m.

Pecos, Hill Country Level

SESSION E Market Microstructure 2

Session Chair: **Oskar Kowalewski**, IESEG School of Management

Short Duration, Dynamic Price Limits: The Special Quote and Limit Up-Limit Down Rules

Pankaj K. Jain, The University of Memphis

Shawn McFarland, The University of Memphis

Thomas McNish, The University of Memphis

Discussant: **Le Zhao**, Florida International University

Impact of Proposed Changes in Maker Taker Fees and Rebates on Exchanges' Market Share of Trading Volume

Pankaj K. Jain, The University of Memphis

Suchismita Mishra, Florida International University, Miami

Le Zhao, Florida International University

Discussant: **Rasheek Irtisam**, University of Memphis

Management Tone and Information Asymmetry

Rasheek Irtisam, University of Memphis

Jeffrey Black, University of Memphis

Pankaj K. Jain, The University of Memphis

Discussant: **Shawn McFarland**, The University of Memphis

8:30 a.m. – 10:00 a.m.

Directors, Hill Country Level

SESSION F Liquidity 1

Session Chair: **Tim Park**, University of Texas at Austin

Effects of Offering Speed and Liquidity on Pricing

Tarik Umar, Rice University

Emmanuel Yimfor, Jones Graduate School of Business, Rice University

Rustam Zufarov, Rice University

Discussant: **Tim Park**, University of Texas at Austin

Trade Credit and Stock Liquidity

Chenguang Shang, Texas State University

Discussant: **Rustam Zufarov**, Rice University

Tick Size and Options

Todd Griffith, Utah State University

Brian Roseman, Oklahoma State University

Danjue Shang, Utah State University

Discussant: **Chenguang Shang**, Texas State University

Fragile Liquidity

Tim Park, University of Texas at Austin

Discussant: **Danjue Shang**, Utah State University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 13, 2020
(Friday)**

8:30 a.m. – 10:00 a.m.

Pecan, Hill Country Level

SESSION G Socially Responsible Investing 2

Session Chair: **Kemal Saatcioglu**, Rhode Island College

Finance, Corporate Social Responsibility, and Capital Expenditures

Hong Nguyen, University of Scranton

Discussant: **Kemal Saatcioglu**, Rhode Island College

Factor Exposures of Environmental, Social, and Governance (ESG) Indexes

Asli Ascioğlu, Bryant University

Kemal Saatcioglu, Rhode Island College

Discussant: **Nicolas Webersinke**, Friedrich-Alexander-University Erlangen-Nuremberg

Performance of S&P 500 ESG Indices: The Impact of Weighting Methodologies and ESG Ratings

Benjamin Huebel, Friedrich-Alexander-Universität Erlangen-Nürnberg

Hendrik Scholz, University of Erlangen-Nürnberg

Nicolas Webersinke, Friedrich-Alexander-University Erlangen-Nuremberg

Discussant: **Hong Nguyen**, University of Scranton

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

Exhibit Hall - Regency Center

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.*

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**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 13, 2020
(Friday)**

10:30 a.m. – 12:00 p.m.

Nueces, Hill Country Level

SESSION A Special Presentation: A Tutorial on Islamic Finance

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

This session seeks to evaluate how well Islamic economic institutions have reached their stated goals. Four recent trends demonstrate the relevance of this tutorial. First, according to the 2009 Pew Forum on Religion and Public Life report, 1.57 billion people, or nearly 1 in 4 in the world, are Muslim. Second, the growth of universities in Muslim countries and the expanding interest in Islamic thought in Western universities have created a receptive audience for Islamic economics. Third, the Islamic financial industry nearly tripled from 2007 to 2018, a period when most conventional banks were struggling. The fact that no Islamic banks needed to be bailed out by taxpayer money has increased interest in the soundness of the Islamic financial model. Finally, it is crucial that the principles of Islamic economics be put to the test. Some important questions must be answered. In a global business environment largely unsympathetic to the Islamic model, how well have religious-based values translated into actual performance? Is following the Islamic model a hindrance to financial institutions, or is there evidence that it can be economically and spiritually rewarding?

The tutorial will introduce the financial systems, products and services offered by IFIs in the Islamic finance industry. It will discuss the types of financial institutions operating within the system. It explains the various financial products and services provided by both banking and Takaful institutions in terms of product features and mechanisms. Finally, it highlights pertinent risk management issues relevant to the financial institutions involved in Islamic financial activities.

10:30 a.m. – 12:00 p.m.

Frio, Hill Country Level

SESSION B Investments 3

Session Chair: **Asli Eksi**, University of Massachusetts, Amherst

Why Do Security Analysts Issue Early Forecasts?

Vadim Balashov, Rutgers University-Camden

Discussant: **Hongyan Li**, Fairleigh Dickinson University

Strategically Right Investments or Inefficient Internal Capital Markets?

Hongyan Li, Fairleigh Dickinson University

Discussant: **Asli Eksi**, University of Massachusetts, Amherst

Reference-Dependent Preferences and Mutual Fund Flows

Asli Eksi, University of Massachusetts, Amherst

Discussant: **Vadim Balashov**, Rutgers University-Camden

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 13, 2020
(Friday)**

10:30 a.m. – 12:00 p.m.

Blanco, Hill Country Level

SESSION C Corporate Finance 8

Session Chair: **Dhruba Banjade**, University of Texas at Arlington

Excess Cash Holdings, and Firm Performance in New and Old Economy Firms

Dhruba Banjade, University of Texas at Arlington

Discussant: **Han Jin**, Auburn University

Policy Uncertainty and Cash Dynamics

Daniel Tut, York University

Discussant: **Hsuan-Chi Chen**, University of New Mexico

Do Firms Time the Market when Saving Cash?

Hsuan-Chi Chen, University of New Mexico

Robin Chou, National Chengchi University

Chien-Lin Lu, National Ilan University

Discussant: **Daniel Tut**, York University

Shedding Light on Foreign Currency Cash Flow Hedges: Transparency and The Hedging Decision

Han Jin, Auburn University

Beverly Marshall, Auburn University

Discussant: **Dhruba Banjade**, University of Texas at Arlington

10:30 a.m. – 12:00 p.m.

Llano, Hill Country Level

SESSION D Asset Pricing 3

Session Chair: **Garrett Smith**, University of Wisconsin - Whitewater

Expected Inflation Risk Premium in US Stock Market

Pascal Letourneau, University of Wisconsin - Whitewater

Garrett Smith, University of Wisconsin - Whitewater

Discussant: **Maximilian Glück**, Friedrich-Alexander-Universität Erlangen-Nürnberg

Stock Return Predictability: Evidence across U.S. industries

Quynh Pham, German Wissenschaftliche Hochschule für Unternehmensführung (WHU)

Discussant: **Fotis Grigoris**, University of North Carolina – Chapel Hill

SWFA Best Doctoral Student Paper in Asset Pricing Track

The Term Structure of Municipal Bond Yields, Local Economic Conditions, and Local Stock Returns

Fotis Grigoris, University of North Carolina – Chapel Hill

Discussant: **Quynh Pham**, WHU

Currency Conversion of Fama/French Factors: How and Why?

Maximilian Glück, Friedrich-Alexander-Universität Erlangen-Nürnberg

Benjamin Huebel, Friedrich-Alexander-Universität Erlangen-Nürnberg

Hendrik Scholz, University of Erlangen-Nürnberg

Discussant: **Garrett Smith**, University of Wisconsin – Whitewater

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 13, 2020
(Friday)**

10:30 a.m. – 12:00 p.m.

Pecos, Hill Country Level

SESSION E Banking 1

Session Chair: **Li Xu**, Nanjing Audit University

A Machine Learning Approach to The Digitalization of Bank Customers: Evidence from Random and Causal Forests

Santiago Carbo-Valverde, University College of Financial Studies, Spain

Pedro Cuadros-Solas, University College of Financial Studies, Spain

Francisco Rodriguez-Fernandez, University of Granada, Spain

Discussant: **Krishnan Dandapani**, Florida International University

Impact of Climate Change on Cost of Bank Loan

Abdullah Al Masum, University of Texas Rio Grande Valley

Siamak Javadi, University of Texas Rio Grande Valley

Discussant: **Jianning Huang**, University of Memphis

The Governance Role of Lender Monitoring: Evidence from Borrowers' Tax Planning

Jianning Huang, University of Memphis

Pei Shao, University of Lethbridge

Feixue Xie, University of Texas at El Paso

Fuzhao Zhou, University of Texas at El Paso

Discussant: **Abdullah Al Masum**, University of Texas Rio Grande Valley

Effect of Fintech on Banking Institutions

Krishnan Dandapani, Florida International University

Mohammad Hashemi Joo, Florida International University

Yuka Nishikawa, Florida International University

Discussant: **Pedro Cuadros-Solas**, University College of Financial Studies, Spain

10:30 a.m. – 12:00 p.m.

Directors, Hill Country Level

SESSION F Liquidity 2

Session Chair: **Aslihan Korkmaz**, Dominican University of California

Impact of Relative Liquidity of Stocks and Bonds on the Financing Decisions of a Firm

Sohale Altamimi, Al-Imann Muhammad Ibn Saud Islamic University

M. Kabir Hassan, University of New Orleans

Tarun Mukherjee, University of New Orleans

Discussant: **Thomas Thompson**, University of Texas at Arlington

An Examination of the Liquidity of Equity Carve-outs

Thomas Thompson, University of Texas at Arlington

Discussant: **Aslihan Korkmaz**, Dominican University of California

Liquidity Constraints and Family Labor Participation

Pengpeng Yue, Beijing Technology and Business University

Aslihan Korkmaz, Dominican University of California

Zhichao Yin, Capital University of Economics and Business

Haigang Zhou, Cleveland State University

Discussant: **Tarun Mukherjee**, University of New Orleans

**SOUTHWESTERN FINANCE
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**March 13, 2020
(Friday)**

10:30 a.m. – 12:00 p.m.

Pecan, Hill Country Level

SESSION G International Finance 3

Session Chair: **Shuming Bai**, Eastern Washington University

A "Bad Beta, Good Beta" Anatomy of Currency Risk Premiums and Trading Strategies

I-Hsuan Ethan Chiang, University of North Carolina at Charlotte

Xi Mo, University of North Carolina at Charlotte

Discussant: **Jian Yang**, University of Colorado Denver

The Economic Consequences of Commodity Price Shocks and Trade Restrictions

Shuming Bai, Eastern Washington University

Kai S. Koong, Tuskegee University

Discussant: **Xi Mo**, University of North Carolina at Charlotte

China's Financial Network with International Spillovers: A First Look

Jian Yang, University of Colorado Denver

Ziliang Yu, Nankai University

Jun Ma, Tsinghua University

Discussant: **Puneet Prakash**, Missouri State University, USA

Fama-French Five-Factor Asset Pricing Model in Emerging Markets: Evidence from India

Kewal Singh, Indian Institute of Technology Kanpur

Anoop Singh, Indian Institute of Technology Kanpur

Puneet Prakash, Missouri State University, USA

Discussant: **Shuming Bai**, Eastern Washington University

12:00 p.m. – 1:45 p.m.

Regency Ballroom 4

Annual Business Meeting and Luncheon

Keynote Speaker: **Dr. Sheridan Titman**, Professor and Walter W. McAllister Centennial Chair in Financial Services, McCombs School of Business, University of Texas at Austin

Topic: Geography and Finance

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SOUTHWESTERN FINANCE ASSOCIATION

**March 13, 2020
(Friday)**

1:45 p.m. – 3:15 p.m.

Nueces, Hill Country Level

SESSION A **Panel Session: Islamic Finance and the Real Economy**
Moderator: **M. Kabir Hassan**, University of New Orleans
Panelists: **Syed Aun Raza Rizvi**, Lahore University of Science and Technology, Pakistan
 Mohsin Ali, Taylors University, Malaysia
 Matiur Rahman, McNeese State University
 Parvez Ahmed, University of North Florida
 Ahmed Elnahas, University of Texas Rio Grande Valley
 Ghada Ismail, University of Memphis

The recent wave of liberalization in several emerging countries has reopened the debate on the role of the financial development and its relationship with the economic growth of a country. While the literature on the topic is quite large in dealing with both developed and developing markets (Levine, 1997, Rajan & Zingales, 2003, Demetriades and Andrianova, 2004, Jedidia, et al., 2014), the question remains whether and how Islamic finance contributes to real economy, albeit its professed focus on the real economy and shying away from financialization (Grassa & Gazdar, 2014, Hassan, et al., 2013, Imam & Kpodar, 2016, Kassim, 2016). Given the impressive growth of the Islamic finance during the recent years, the aim of the panel is to understand if Islamic finance and its institutions can contribute to develop the real economy, since Islamic finance claims to be real-economy oriented, given the link to the real assets of all the transactions.

1:45 p.m. – 3:15 p.m.

Frio, Hill Country Level

SESSION B **Investments 4**
Session Chair: **Fawzi Hyder**, Lebanese American University

Can Hedge Funds Benefit from CSR Investment?

Jun Duanmu, Louisiana Tech University

Qiping Huang, Boise State University

Yongjia Li, Boise State University

Garrett McBrayer, Boise State University

Discussant: **Mohammadali Fallah**, University of Texas at San Antonio

Arbitrage Risk, Arbitrageurs, and Additions to the S&P 500 Index

Honghui Chen, University of Central Florida

Fawzi Hyder, Lebanese American University

Discussant: **James Kolari**, Texas A&M University

Dynamic Risk Adjustment in Long-Run Event Study Tests

Yao Han, Texas A&M University

James Kolari, Texas A&M University

Seppo Pynnönen, University of Vaasa

Discussant: **Qiping Huang**, Boise State University

Long-term Capital Gain Taxes and Stock Prices: Evidence from India

Mohammadali Fallah, University of Texas at San Antonio

Palani-Rajan Kadapakkam, University of Texas at San Antonio

Discussant: **Fawzi Hyder**, Lebanese American University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 13, 2020
(Friday)**

1:45 p.m. – 3:15 p.m.

Blanco, Hill Country Level

SESSION C Corporate Finance 9

Session Chair: **Thomas Thompson**, University of Texas at Arlington

CEO Overconfidence and Speed of Adjustment of Firm's Financial Policies

Xiang Long, Old Dominion University

Discussant: **Andrew Schwartz**, University of Georgia

Rose- and Blue-Colored Glasses: Childhood Exposure to Political Ideology and CEO Overconfidence

Andrew Schwartz, University of Georgia

Discussant: **Midhun Madhu Snehalatha**, Oklahoma State University

Stability of Institutional Ownership and Corporate Investment

Midhun Madhu Snehalatha, Oklahoma State University

Ramesh P. Rao, Oklahoma State University

Discussant: **Mikael Paaso**, Erasmus University

Extrapolation and Real Investment

Mikael Paaso, Erasmus University

Discussant: **Xiang Long**, Old Dominion University

1:45 p.m. – 3:15 p.m.

Llano, Hill Country Level

SESSION D Asset Pricing 4

Session Chair: **Kevin Lansing**, Federal Reserve Bank of San Francisco

Examining the Sources of Excess Return Predictability: Stochastic Volatility or Market Inefficiency?

Kevin Lansing, Federal Reserve Bank of San Francisco

Stephen LeRoy, University of California - Santa Barbara

Jun Ma, Northeastern University

Discussant: **Georgios Koimisis**, Manhattan College

Unraveling Momentum's Moments

Sunil Teluja, University of Arizona

Discussant: **Kevin Lansing**, Federal Reserve Bank of San Francisco

An EZ Way to Evaluate Assets

Georgios Koimisis, Manhattan College

Discussant: **Sunil Teluja**, University of Arizona

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 13, 2020
(Friday)**

1:45 p.m. – 3:15 p.m.

Pecos, Hill Country Level

SESSION E Banking 2

Session Chair: **Jiayi Xu**, Auburn University

The Impact of Skin in the Game on Bank Behavior in the Securitization Market

Martin Hibbeln, University of Duisburg-Essen

Werner Osterkamp, University of Duisburg-Essen

Discussant: **Jiayi Xu**, Auburn University

Minority Depository Institutions: Why So Few - After 150 Years? New News - Poor and Risky Performance Is Not the Answer!

James Barth, Auburn University, Finance Department

Jiayi Xu, Auburn University

Discussant: **Oskar Kowalewski**, Université Catholique de Lille

Local Banks as Difficult to Replace SME Lenders: Evidence from Bank Corrective Programs

Iftekhar Hasan, Fordham University

Krzysztof Jackowicz, Kozminski University

Oskar Kowalewski, Université Catholique de Lille

Lukasz Kozlowski, Kozminski University

Discussant: **Werner Osterkamp**, University of Duisburg-Essen

1:45 p.m. – 3:15 p.m.

Directors, Hill Country Level

SESSION F Real Estate 1

Session Chair: **Jamie Kurash**, Louisiana State University

The Informational Content of Real Estate Agent Remarks

Sean Brunson, University of North Carolina - Charlotte

Richard Buttimer, University of North Carolina - Charlotte

Steve Swidler, Lafayette College

Discussant: **Jamie Kurash**, Louisiana State University

The Valuation of Real Estate Equity Securities

Dan French, Lamar University

Discussant: **Steve Swidler**, Lafayette College

House Price, Household Consumption Behavior, and Consumption Inequality

Pengpeng Yue, Beijing Technology and Business University

Aslihan Korkmaz, Dominican University of California

Zhichao Yin, Capital University of Economics and Business

Haigang Zhou, Cleveland State University

Discussant: **Dan French**, Lamar University

Economic Determinism or Not? Examining Childhood Circumstances and Adult Real Estate Outcomes

Jamie Kurash, Louisiana State University

R. Kelley Pace, Louisiana State University

Discussant: **Aslihan Korkmaz**, Dominican University of California

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 13, 2020
(Friday)**

1:45 p.m. – 3:15 p.m.

Pecan, Hill Country Level

SESSION G Volatility 1

Session Chair: **Henry Kirn**, Oklahoma State University

Investor Relations (IR) and Crash Risk

Henry Kirn, Oklahoma State University

Julia K. Ravenscraft, Oklahoma State University

Rick Desgroseilliers, Oklahoma State University

Ramesh Rao, Oklahoma State University

Discussant: **Yuri Hupka**, Oklahoma State University

Optimal Volatility Position Construction and Risk Management: A Linear Discrete Ill-Posed Problem with Box Constraints

Brian Silverstein, Florida Atlantic University

Discussant: **Henry Kirn**, Oklahoma State University

Covariance Matrix Jumps in High-frequency Financial Markets

Yuri Hupka, Oklahoma State University

Discussant: **Brian Silverstein**, Florida Atlantic University

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

Exhibit Hall - Regency Center

FBD Coffee Break

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**SOUTHWESTERN FINANCE
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**March 13, 2020
(Friday)**

3:30 p.m. – 5:00 p.m.

Nueces, Hill Country Level

SESSION A Special Presentation: Negative Interest Rates

Session Chair: **Krishnan Dandapani**, Florida International University

Panelists: **Marcos Velazquez**, Florida International University
 Xiaomeng Lu, Florida International University
 Le Zhao, Florida International University

The quantum and growth of Negative Interest yielding securities in the world economy (due to extensive Quantitative Easing and asset purchases by major global central banks) are enormous and have resulted in more than 17 trillion dollars of negative yielding bonds as of September 2019. As reported in Financial Times, more than 25% of the world bonds have negative yield. This has extensive implications for the financial system.

This presentation will cover: (1) Negative Interest Rates - Implications for Pension Funds & Insurance Companies, (2) Negative Interest Rates, Corporate Debt and Capital Structure, and (3) Negative Interest

3:30 p.m. – 5:00 p.m.

Frio, Hill Country Level

SESSION B Energy Investing

Session Chair: **Hiro Nishi**, Fort Hays State University

Price and Volatility Linkages between International REIT and Oil Markets

Al Gormus, Texas A&M Commerce

Discussant: **Hiro Nishi**, Fort Hays State University

Firm Characteristics and Stock Sensitivity to Oil Price Returns: Evidence from the Extractive Industry

Hiro Nishi, Fort Hays State University

Discussant: **Syed Aun Raza Rizvi**, Lahore University of Management Sciences

A Time-Varying Analysis on the Weak-Form Efficiency of Crude Oil Prices

Syed Aun Raza Rizvi, Lahore University of Management Sciences

Discussant: **Al Gormus**, Texas A&M Commerce

**SOUTHWESTERN FINANCE
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**March 13, 2020
(Friday)**

3:30 p.m. – 5:00 p.m.

Blanco, Hill Country Level

SESSION C Corporate Finance 10

Session Chair: **Monika Rabarison**, The University of Texas Rio Grande Valley

Environmental Policy and Audit Pricing

Monika Rabarison, The University of Texas Rio Grande Valley

Ibrahim Siraj, Long Island University Post

Bin Wang, Marquette University

Discussant: **Fawzi Hyder**, Lebanese American University

Better Safe than Sorry: The Effect of Whistleblowing Allegations on Industry Peers' Risk-Taking

Emmanuel Sequeira, University of Texas at El Paso

Zuobao Wei, University of Texas at El Paso

Discussant: **David Buchuk**, Pontificia Universidad Católica de Chile

The Value of the Internal Capital Markets of Business Groups: Evidence from a Structural Estimation

David Buchuk, Pontificia Universidad Católica de Chile

Discussant: **Emmanuel Sequeira**, University of Texas at El Paso

The Diversification Discount: Are Control Mechanisms Less Effective in Diversified Firms

Jeffrey DiBartolomeo, University of Southern Maine

Fawzi Hyder, Lebanese American University

Mahsa Khoshnoud, Florida State University

Discussant: **Monika Rabarison**, The University of Texas Rio Grande Valley

3:30 p.m. – 5:00 p.m.

Llano, Hill Country Level

SESSION D Economic Theory and Modeling

Session Chair: **Zhiyong (John) Liu**, Indiana State University

Dynamic Adverse Selection and Asset Sales

Fangyuan Yu, University of Minnesota

Discussant: **Khai Zhi Sim**, Eastern Connecticut State University

Product Market Competition and Corporate Demand for Insurance

Hae Won (Henny) Jung, University of Melbourne

Zhiyong (John) Liu, Indiana State University

Nan Zhu, Pennsylvania State University

Discussant: **Fangyuan Yu**, University of Minnesota

SWFA Best Paper in Financial Institutions Track

Bank Bailouts: Cost of Inability to Commit

Khai Zhi Sim, Eastern Connecticut State University

Discussant: **Zhiyong (John) Liu**, Indiana State University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 13, 2020
(Friday)**

3:30 p.m. – 5:00 p.m.

Pecos, Hill Country Level

SESSION E Banking 3

Session Chair: **Violeta Diaz**, St. Mary's University

Labor Unions and Loan Contracts

Guangzi Li, Chinese Academy of Social Sciences

Yili Lian, California State University, Stanislaus

Yi Zhang, Southwestern University of Finance and Economics

Discussant: **Violeta Diaz**, St. Mary's University

Bank Board Structure and Loan Syndication

Lindsay Baran, Kent State University

Steven Dennis, Kent State University

Maneesh Shukla, Kent State University

Discussant: **Yili Lian**, California State University, Stanislaus

Institutional Investor Horizons and Bank Performance

Violeta Diaz, St. Mary's University

Mohammad Jafarinejad, University of Wisconsin-Whitewater

Thanh Ngo, East Carolina University

Discussant: **Maneesh Shukla**, Kent State University

Can Overconfidence Conquer Information Asymmetry in Lending to Small Firms? The Case of Entrusted Loans in China

Chung-Hua Shen, Nanjing Audit University

Li Xu, Nanjing Audit University

Meng-Wen Wu, National Taipei University

Kekun Zhang, Hunan University

Discussant: **Stephen R. Sears**, Texas A&M International

3:30 p.m. – 5:00 p.m.

Directors, Hill Country Level

SESSION F Real Estate 2

Session Chair: **John Topuz**, North American University

Driving Value in the Sharing Economy: An Analysis of Peer-to-Peer Property Rentals

Anika Poli, University of New Mexico

Reilly White, University of New Mexico

Discussant: **John Topuz**, North American University

Interdependence of Property Prices and Building Vacancy Rates in Residential and Commercial Real Estate Markets: Hong Kong and Singapore

Steven Shu-Hsiu Chen, Texas A&M International University

Discussant: **Reilly White**, University of New Mexico

Real Effects of Real Estate: Evidence from MSA-Level Unemployment Rates

Can Dogan, Radford University

John Topuz, North American University

Discussant: **Steven Shu-Hsiu Chen**, Texas A&M International University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 13, 2020
(Friday)**

3:30 p.m. – 5:00 p.m.

Pecan, Hill Country Level

SESSION G Volatility 2

Session Chair: **Clifford Jones**, University of Texas at El Paso

Relationship between Trading Volume and Price Volatility in Electronic-Mini Future Contract and Regular Future Contract For S&P 500

Huong Nguyen, Louisiana State University at Eunice

Discussant: **Naresh Bansal**, Saint Louis University

The Nonlinear High-Volatility Phenomenon in Beta and Size Equity Premia

Naresh Bansal, Saint Louis University

Robert Connolly, University of North Carolina at Chapel Hill

Christopher Stivers, University of Louisville

Discussant: **Clifford Jones**, University of Texas at El Paso

No News Is Risky News

Clifford Jones, University of Texas at El Paso

Discussant: **Huong Nguyen**, Louisiana State University at Eunice

3:30 p.m. – 5:00 p.m.

Regency Ballroom 6

SESSION H SWFA Doctoral Student Stipend Payment

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.*

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 14, 2020
(Saturday)**

7:00 a.m. – 8:20 a.m.

Nueces, Hill Country Level

BREAKFAST SESSION A Corporate Finance 11

Session Chair: **Harikumar Sankaran**, New Mexico State University

CEO Overconfidence and Intangible Corporate Investments

Makeen Huda, Nicholls State University

Mohammad Karim, University of New Orleans

M. Kabir Hassan, University of New Orleans

Discussant: **Masaki Nakabayashi**, The University of Tokyo

The Equity Risk Premium in Japan and Germany in the Pre-WWI Period

Gerhard Kling, University of Aberdeen

Masaki Nakabayashi, The University of Tokyo

Takenobu Yuki, Tohoku University

Discussant: **Juntai Lu**, University of Arkansas

CTO Network Centrality and Corporate Innovation

Tomas Jandik, University of Arkansas

Juntai Lu, University of Arkansas

Discussant: **Makeen Huda**, Nicholls State University

7:00 a.m. – 8:20 a.m.

Blanco, Hill Country Level

BREAKFAST SESSION B Derivatives

Session Chair: **Heng Wang**, Oklahoma State University

Derivative Use, Ownership Structure and Lending Activities of US Banks

Theophilus Osah, University of Texas Rio Grande Valley

Discussant: **Sai Ke**, University of Houston

Option Trading and Stock Price Informativeness

Jie Cao, Chinese University of Hong Kong

Amit Goyal, University of Lausanne

Sai Ke, University of Houston

Xintong Zhan, Chinese University of Hong Kong

Discussant: **Heng Wang**, Oklahoma State University

Informed Trading Surrounding Data Breaches in Options Markets

Heng Wang, Oklahoma State University

Louis Piccotti, Oklahoma State University

Discussant: **Theophilus Osah**, University of Texas Rio Grande Valley

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 14, 2020
(Saturday)**

8:30 a.m. – 10:00 a.m.

Nueces, Hill Country Level

SESSION A Banking 4

Session Chair: **Ali Ashraf**, Frostburg State University

Month-End Regularities in the Overnight Bank Funding Markets

Ahmed Baig, Texas Tech University and and Lahore University of Management Science

Drew Winters, Texas Tech University

Discussant: **Ali Ashraf**, Frostburg State University

The Black-Box? Perceived Asset Quality and Loan Sales Discount

Ali Ashraf, Frostburg State University

M. Kabir Hassan, University of New Orleans

Discussant: **Manvendra Tiwari**, University of Florida

Stress Tests and Bank Opacity – A MIMIC Model

Manvendra Tiwari, University of Florida

Discussant: **Hassan Anjum Butt**, Methodist University

8:30 a.m. – 10:00 a.m.

Blanco, Hill Country Level

SESSION B Mergers and Acquisitions

Session Chair: **Andrew Lynch**, University of Mississippi

CEO International Exposure and Cross-Border M&As

Busra Agcayazi, West Virginia University

Discussant: **Mohammad Refakar**, University of Sherbrooke

The Impact of Time Travel on Acquisitions

Patty Bick, University of Tulsa

Matthew Crook, University of Mississippi

Andrew Lynch, University of Mississippi

Brian Walkup, Rollins College

Discussant: **Busra Agcayazi**, West Virginia University

Target Social Media Presence and its Effect on Acquirers' Decision

Nivo Ravaonorohanta, University of Sherbrooke

Mohammad Refakar, University of Sherbrooke

Discussant: **Andrew Lynch**, University of Mississippi

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 14, 2020
(Saturday)**

10:30 a.m. – 12:00 p.m.

Nueces, Hill Country Level

SESSION A Banking 5

Session Chair: **Maximillian Littlejohn**, University of California, Irvine

Bank Sustainability Performance and Financial Performance Nexus in Developed and Developing Countries: The Role of Competition

Mohsin Ali, Taylor's University

Discussant: **Maximillian Littlejohn**, University of California, Irvine

Measuring the Effect of Digitalization Efforts on Bank Performance

Jörn Debener, University of Muenster

Johannes Kriebel, University of Muenster

Discussant: **Mohsin Ali**, Taylor's University

Bank Credit Supply and Monetary Policy

Maximillian Littlejohn, University of California, Irvine

Discussant: **Johannes Kriebel**, University of Muenster

10:30 p.m. – 12:00 p.m.

Blanco, Hill Country Level

SESSION B Contagion

Session Chair: **Shahil Sharma**, Texas A&M University San Antonio

Financial Contagion During Stock Market Bubble: Evidence from Developed Economies

Diego Escobari, University of Texas Rio Grande Valley

Shahil Sharma, Texas A&M University San Antonio

Discussant: **Emmanuel Sequeira**, University of Texas at El Paso

Financial Contagion: Bank Characteristics Matter

Sharif Mazumder, Oklahoma State University

Louis Piccotti, Oklahoma State University

Discussant: **Shahil Sharma**, Texas A&M University San Antonio

The Path of Least Resistance: Real Activities Management Following a Whistleblowing Allegation on a Peer

Emmanuel Sequeira, University of Texas at El Paso

Zuobao Wei, University of Texas at El Paso

Discussant: **Sharif Mazumder**, Oklahoma State University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 14, 2020
(Saturday)**

10:30 a.m. – 12:00 p.m.

Llano, Hill Country Level

SESSION C Banking 6

Session Chair: **Lakshita Jain**, University of North Carolina, Chapel Hill

The Search for a New Reference Rate

Ahmed Baig, Texas Tech University and Lahore University of Management Science

Drew Winters, Texas Tech University

Discussant: **Lakshita Jain**, University of North Carolina at Chapel Hill

The Impact of Risk Retention on the Pricing of Securitizations

Martin Hibbeln, University of Duisburg-Essen

Werner Osterkamp, University of Duisburg-Essen

Discussant: **Ahmed Baig**, Texas Tech University and Lahore Univ. of Management Science

The Unintended Consequences of Regulatory Forbearance

Anusha Chari, University of North Carolina at Chapel Hill

Lakshita Jain, University of North Carolina at Chapel Hill

Nirupama Kulkarni, Reserve Bank of India, CAFRAL

Discussant: **Werner Osterkamp**, University of Duisburg-Essen

Make plans to join us in Galveston, Texas for our 2021 conference.



48th Annual Conference

March 17 - 20, 2021

Moody Gardens

Galveston, Texas

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Anne Macy, West Texas A&M University

CONGRATULATIONS!

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

An Ex Post Analysis of the US Airways/American Airlines Merger
Huubinh B. Le, University of South Alabama

CONGRATULATIONS!

**Recipient of the 2020 Federation of Business Disciplines
Outstanding Educator Award**

Shari Lawrence, Nicholls State University

SOUTHWESTERN SOCIETY OF ECONOMISTS

March 12, 2020
(Thursday)

8:30 a.m. – 10:00 a.m.

Garden Terrace 135, 1st Floor

SESSION A
Session Chair: **Health Economics Issues**
Gultekin Gollu, Our Lady of the Lake University

Discussants: **June M. Freund**, Pittsburg State University

Teresa C. Moore, Jackson State University
Shishu Zhang, University of the Incarnate Word
Albert Xin Jiang, Trinity University
Wei Feng Lynn, University, Boca Raton

The Effect of Medicaid on Recidivism: Evidence from Medicaid Suspension and Termination Policies
Gultekin Gollu, Our Lady of the Lake University

Health Care in Kansas and Missouri: Rural Communities in a Health Crisis?
June M. Freund, Pittsburg State University

Effects of Relationship Attitudes, Behavior on Weight and Health Outcomes
Shishu Zhang, University of the Incarnate Word
Albert Xin Jiang, Trinity University
Oscar Flores, Minnesota State University
Greg Soukup, Incarnate Word
Yingying Pang, University of the Incarnate Word
Liang, Wang, University of the Incarnate Word,

The Mediation Analysis between Financial Literacy and Well-being
Wei Feng Lynn, University, Boca Raton

8:30 a.m. – 10:00 a.m.

Garden Terrace 137, 1st Floor

SESSION B
Session Chair: **Economic Growth Issues**
Johnathan Paul Lynn, Augusta University

Discussants: **Warren Matthews**, Belhaven University
Robert Driver, LeTourneau University
Vasudeva N. R. Murthy, Creighton University
Gilbert Cardenas, University of Texas Rio Grande Valley

Urbanization and Economic Growth at the State Level
Johnathan Paul Lynn, Augusta University

Brexit, The Future of the UK, and the Future of the EU
Warren Matthews, Belhaven University
Robert Driver, LeTourneau University

Government Expenditure and Revenue Nexus in the Indian Economy: Econometric Evidence from Nonlinear Autoregressive Distributed Modelling
Vasudeva N. R. Murthy, Creighton University

The Economy of Latin America: Trends and Prospects in the Global Economy
Gilbert Cardenas, UT Rio Grande Valley

SOUTHWESTERN SOCIETY OF ECONOMISTS

March 12, 2020
(Thursday)

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

Exhibit Hall - Regency Center

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! Attend poster sessions.

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.

Garden Terrace 135, 1st Floor

SESSION A Financial Economics and Banking

Session Chair: Ali Ashraf, Frostburg State University

Discussants: M. Kabir Hassan, University of New Orleans
Ata Yesilyaprak, Misericordia University
Chu V. Nguyen, University of Houston-Downtown
Mace Abdullah, Lorong Universiti A

Another Look at Bank Efficiency: Evidence from Failed Bank Acquisitions

Ali Ashraf, Frostburg State University

M. Kabir Hassan, University of New Orleans

Chaoyun Liu, University of New Orleans

Determinants of Bank Dividend Policy: A Comparison of the Small vs Large Banks

Ata Yesilyaprak, Misericordia University

Interest Rate Setting Behaviors of Commercial Banks in the U.S. and Some Asian Economies over the Post-2008-Era

Chu V. Nguyen, University of Houston-Downtown

Consumer Financial Protection in Islamic Banking: A Study of Conduct Risk in Shari'ah Governance

Mace Abdullah, Lorong Universiti A,

Saiful Azhar Rosly, Long Universiti A.

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SOUTHWESTERN SOCIETY OF ECONOMISTS

March 12, 2020
(Thursday)

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

Garden Terrace 137, 1st Floor

SESSION B Corporate Finance

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

Discussants: **Stephen Bell**, Park University
 Huubinh B. Le, University of South Alabama
 Yu Zhang, Nicholls State University
 Nichole Castater, Barry University

Determinants of Dividend Policy Decisions in Chinese Firms – An Empirical Investigation

Ohaness G. Paskelian, University of Houston Downtown

Stephen Bell, Park University

Gregory Moore, Park University

Julia Creek, Park University

An Ex Post Analysis of the US Airways/American Airlines Merger

Huubinh B. Le, University of South Alabama

The Effect of Tax Reform on Capital Structure

Yu Zhang, Nicholls State University

Shari Lawrence, Nicholls State University

Xun Li, Nicholls State University

Andrea Chiasson, Nicholls State University

A Financial Profile of Firms Identified as Most Timely in a Period of Economic Growth

Nichole Castater, Barry University

Gayle Workman, Barry University

Bruce Payne, Barry University

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

Lunch on your own. There are great restaurants in walking distance.

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SOUTHWESTERN SOCIETY OF ECONOMISTS

March 12, 2020
(Thursday)

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

Garden Terrace 135, 1st Floor

SESSION A
Session Chair: **Education**
Nicholas Hill, Claflin University

Discussants: **Nicholas Hill**, Claflin University
Manuel Garcia, Claflin University
Maury Granger, Jackson State University
Dorian Williams, Alcorn State University

A Comparative Analysis: Examining University and College's Faculty Characteristics that Influence Educational Outcomes

Nicholas Hill, Claflin University

Conceptualization of the Impact of Cultural Intelligence on Minority Matriculation Processes and Graduation Rates: A Comparison of Predominately White Institutions and Historically Black Colleges and Universities

Manuel Garcia, Claflin University

An Empirical Analysis of Infrastructure Characteristics as an Input for Educational Outcomes at Postsecondary Institution of Higher Education

Maury Granger, Jackson State University

The Effects of Administration and Executive Gender and Salary on Graduation Rates at Historically Black Colleges and Universities

Dorian Williams, Alcorn State University

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

Garden Terrace 137, 1st Floor

SESSION B
Session Chair: **Unique Issues**
Donald I. Price, Lamar University

Discussants: **Kabir C. Sen**, Lamar University
Bruce McClung, Texas State University
C. William Roe, Arkansas State University
Anthony Adkins, Arkansas State University

Educational Performance and Athletic Success: An Economist Views Scholarship Distribution in College

Donald I. Price, Lamar University

Kabir C. Sen, Lamar University

Measuring the Efficiency of World War On Captains

Bruce McClung, Texas State University

Student Loan Timebomb

C. William Roe, Arkansas State University

Alfred Toma, University of Louisiana at Lafayette

Ram Yallapragada, University of Louisiana at Lafayette (Retired)

Simulation of the Economic Costs of Climate Change in Arkansas

Anthony Adkins, Arkansas State University

SOUTHWESTERN SOCIETY OF ECONOMISTS

March 12, 2020
(Thursday)

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

Exhibit Hall - Regency Center

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! Attend poster sessions.

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.

Garden Terrace 135, 1st Floor

SESSION A: Finance and Accounting

Session Chair: John Farrish, Southern Illinois University Carbondale

Discussants: Anna Dodonova, University of Ottawa
Yuri Khoroshilov, University of Ottawa
Ohaness G. Paskelian, University of Houston Downtown

Private Value Takeover Auctions with Toeholds: An Experimental Study

Anna Dodonova, University of Ottawa
Yuri Khoroshilov, University of Ottawa

Determinants of Dividend Policy Decisions in Chinese Firms – An Empirical Investigation

Ohaness G. Paskelian, University of Houston Downtown
Stephen Bell, Park University
Gregory Moore, Park University
Julia Creek, Park University

Developing Rural Tourism: The Potential Economic Impact of Investments in the Southern Illinois Microbrewery Trail

John Farrish, Southern Illinois University Carbondale

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SOUTHWESTERN SOCIETY OF ECONOMISTS

March 12, 2020
(Thursday)

3:30 p.m. – 5:00 p.m.

Garden Terrace 137, 1st Floor

SESSION B: Firm Behavior and Market Performance

Session Chair: **Geungu Yu**, Jackson State University

Discussants: **Chu-Sheng Tai**, Texas Southern University
Spuma Rao, University of Louisiana at Lafayette
Denis O. Boudreaux, University of Louisiana at Lafayette
Syed Jafri, Tarleton State University

Forward Optimal Portfolios of DOW Stocks Using Projected Stock Prices
Geungu Yu, Jackson State University

Market Integration and Contagion
Chu-Sheng Tai, Texas Southern University

Luck versus Skill in Vice Mutual Funds
Spuma Rao, University of Louisiana at Lafayette
Denis O. Boudreaux, University of Louisiana at Lafayette
Deergha Raj Adhikari, University of Louisiana at Lafayette

Islamic Banking and Finance: History, Growth and Barriers
Syed Jafri, Tarleton State University

5:00 p.m. – 6:00 p.m.

Garden Terrace 135, 1st Floor

SSE Executive Committee Meeting

Presiding: **Matiur Rahman**, McNeese State University

All current and past officers are invited to attend.

5:30 p.m. – 7:00 p.m.

Exhibit Hall - Regency Center

FBD Presidential Welcome Reception – Badge required for entry

You are invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and a cash bar. Stop by to relax and wind down from the day's conference activities before heading out for the evening. To enter the Exhibit Hall, all persons older than six years of age are required to wear their conference or guest badge. All badges can be obtained from the Registration area during their open hours.

SOUTHWESTERN SOCIETY OF ECONOMISTS

**March 13, 2020
(Friday)**

8:00 a.m. – 10:00 a.m.

Rio Grande Ballroom East

SSE Annual Business Breakfast Meeting

Presiding:

Matiur Rahman, McNeese State University

All SSE members should attend. New officers will be elected

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

Exhibit Hall - Regency Center

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! Attend poster sessions.

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.

Guadalupe, Ballroom Level

SESSION A: International Issues

Session Chair: **Jared Jakacky**, University of Houston

Discussants: **Shirley Ye Sheng**, Barry University
 Wajhat Azmi, Price Cooper, Dubai, UAE

The Global Demand for Refined Copper

Jared Jakacky, University of Houston

ESG Activity and Bank Performance: Evidence from Emerging Economies

M. Kabir Hassan, University of New Orleans

Wajhat Azmi, Price Cooper, Dubai, UAE

Reza Houston, Ball State University

A Revisit to Hybrid Model for Export Market Opportunity Analysis

Shirley Ye Sheng, Barry University

SOUTHWESTERN SOCIETY OF ECONOMISTS

March 13, 2020
(Friday)

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

Medina, Ballroom Level

SESSION B **Special Topics**
Session Chair: **Kristina Terkun Castro**, Our Lady of the Lake University

Discussants: **Jesus Castro Gorfti**, Trinity University
 Cary Heath, University of Louisiana at Lafayette
 Marshall J. Horton, Ouachita Baptist University
 N.A. Zanca, University of the Incarnate Word

Clergy Attitudes Toward Credit/Debt
Kristina Terkun Castro, Our Lady of the Lake University
Jesus Castro Gorfti, Trinity University

Behavioral Economics in Three Worlds: An Interpretation
Cary Heath, University of Louisiana at Lafayette
Alice A Heath, Horizon Investments

Big Data and the Death of Casual Empiricism
Marshall J. Horton, Ouachita Baptist University

Economic Cost of Terrorism & GTI: Trends for the U.S. Economy
N.A. Zanca, University of the Incarnate Word

12:00 p.m. – 1:30 p.m.

Lunch on your own.

Lunch on your own. There are great restaurants in walking distance.

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

Guadalupe, Ballroom Level

SESSION A **Economic Growth and Development**
Session Chair: **Chase J. Edwards**, University of Louisiana at Lafayette

Discussants: **Brent L. Baker**, Florida Gulf Coast University
 Matiur Rahman, McNeese State University
 Haile M. Selassie, South Carolina State University

Entrepreneurial Personality and the Provocation of Gratitude: Implications for Sales, Franchising, & Economic Development
Chase J. Edwards, University of Louisiana at Lafayette
Brent L. Baker, Florida Gulf Coast University
Sarah J. Skinner, University of Louisiana at Lafayette

International Trade- Tourism-Migration Nexus: Economic Growth and Employment Implications for USA
Matiur Rahman, McNeese State University
Muhammad Mustafa, South Carolina State University

Import-Export- Employment Nexus: Evidence from ARD DOLS, GMM and VEC
Muhammad Mustafa, South Carolina State University
Haile M. Selassie, South Carolina State University

SOUTHWESTERN SOCIETY OF ECONOMISTS

March 13, 2020
(Friday)

1:30 p.m. – 3:00 p.m.

Medina, Ballroom Level

SESSION B Theory

Session Chair: **Mercy Palamuleni**, McNeese State University

Discussants: **Yu Hsing**, Southeastern Louisiana University
 José G. Vargas-Hernández,
 Centro Universitario de Ciencias Económico Administrativas
 Vania Y. López-Mayorga,
 Centro Universitario de Ciencias Económico Administrativas
 Mohammed Ershad Hussain, Dillard University
 Anisul M. Islam, University of Houston-Downtown

Is the Relationship Between FDI and Income Inequality Nonlinear?

Mercy Palamuleni, McNeese State University

Does the Mundell-Fleming Model Apply to Mexico?

Yu Hsing, Southeastern Louisiana University

The Productivity of SMEs In Mexico and Their Effect on Inovation, Using the Survey on Information Technologies and Communications, 2013(ENTIC)

José G. Vargas-Hernández, Centro Universitario de Ciencias Económico Administrativas

Vania Y. López-Mayorga, Centro Universitario de Ciencias Económico Administrativas

Revisiting Balassa-Samuelson Hypothesis. Empirical Investigation for 116 countries -1950 -2014

Mohammed Ershad Hussain, Dillard University

Mahfuzul Haque, Indiana State University

Testing Environmental Kuznets Curve Hypothesis: Some Preliminary Analysis

Anisul M. Islam, University of Houston-Downtown

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

Exhibit Hall - Regency Center

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.

SOUTHWESTERN SOCIETY OF ECONOMISTS

March 13, 2020
(Friday)

3:30 p.m. – 5:00 p.m.

Guadalupe, Ballroom Level

SESSION A:
Session Chair: **International Topics of Interest**
Muhammad Mustafa, South Carolina State University

Discussants: **Matiur Rahman**, Mcneese State University
Ohaness G. Paskelian, University of Houston Downtown
Stephen Bell, Park University
Oumarou Ibrahim Chaibou, Banque Centrale des Etats de l'Afrique de l'Ouest (BCEAO)

Treasury-Yield Curve Inversion: Is Germany Poised for a Recession?

Muhammad Mustafa, South Carolina State University
Matiur Rahman, Mcneese State University

Aging Population and Inflation: Evidence for Japan

Muhammad Mustafa, South Carolina State University
Matiur Rahman, Mcneese State University

Determinants of Dividend Policy Decisions in Chinese Firms – An Empirical Investigation

Ohaness G. Paskelian, University of Houston Downtown
Stephen Bell, Park University
Gregory Moore, Park University
Julia Creek, Park University

Determinants of Financial Inclusion in WAEMU Countries

Oumarou Ibrahim Chaibou, Banque Centrale des Etats de l'Afrique de l'Ouest (BCEAO)
M. Kabir Hassan, University of New Orleans
Makeen Huda, Nicholls State University

3:30 p.m. – 5:00 p.m.

Medina, Ballroom Level

SESSION B:
Session Chair: **Economic Issues**
Yun Wang, Barry University

Discussants: **Osman Nal**, Our Lady of the Lake University
Rattaphon Wuthisatian, Southern Oregon University
Gauri S. Guha, Arkansas State University
Yun Wang, Barry University

Institutional Quality Matters: Migration Flows into OECD Countries 1984-2015

Yun Wang, Barry University

Performance at the Four Largest US Banks Since Financial Crisis

Osman Nal, Our Lady of the Lake University

Social Preferences in Economic Decision-Making: Evidence from the Investment Game Experiment

Rattaphon Wuthisatian, Southern Oregon University

Contingent Valuation of Mosquito Control in Jonesboro, AR

Gauri S. Guha, Arkansas State University

FBD HISTORY

The Federation of Business Disciplines (FBD) – a 21st century designation for its organizational primogenitor, the Southwestern Federation of Administrative Disciplines (SWFAD) – has developed into one of the largest annual meetings for those disciplines common to business administration.

SWFAD was an outgrowth of the business disciplines in the Southwestern Social Science Association (SSA). The founders of SWFAD met in Dallas, Texas, April of 1973 and defined the purposes of SWFAD: (1) to foster professional development in each of the academic disciplines common to business administration, (2) to provide an annual meeting in the Southwest for each of the academic disciplines and (3) to provide a common general program in which all the disciplines participate together.

Eight disciplinary groups founded SWFAD. They were the Academy of Management, Southwest Division (now Southwest Academy of Management), American Accounting Association (Southwest Region), American Business Communication Association, Southwest Region (now Association for Business Communication, Southwest Region), American Institute for Decision Sciences, Southwest Region (now Decision Sciences Institute, Southwest Region), Southern Regional Business Law Association, Southwestern Business Administration Association (later Southwestern Business Dean's Association), Southwestern Finance Association, and the Southwestern Marketing Association (now Association of Collegiate Marketing Educators).

At the first annual meeting held in Dallas in March of 1974, the Southern Case Research Association (now Southwest Case Research Association) was admitted to membership. Successive disciplines were affiliated: Southwestern Society of Economics (1975), Southwestern Small Business Institute Association (1976) (later Association for Small Business and Entrepreneurship), and the Southwest Administrative Services Association (1979) (now Association of Business Information Systems). In 1989 the Board of Directors voted to permit the Academy of International Business, Southwest, to meet with the 1990 session. This discipline was admitted to membership in 1991. In 2004 the Industrial Distribution Educator's Association asked to meet with FBD as a guest association, and in 2005 the Organizational Systems Research Association also asked to meet with FBD as a guest association. From 2008 to 2015, FBD met with 10 associations. In 2015, the Academy of International Business, Southwest withdrew from the Federation of Business Disciplines. In 2019, the Association for Small Business and Entrepreneurship was admitted to membership.

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 following table shows the number of registrations for these member (and guest) associations at 2010 - 2019 FBD meetings:

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Academy of International Business-SW	55	68	54	43	61	-	-	-	-	-
American Accounting Association, SW	105	128	111	82	122	69	74	73	64	82
Association for Business Communication, SWUS	53	54	44	43	53	44	41	45	45	52
Association for Small Business and Entrepreneurship	-	-	-	-	-	-	-	-	20	23
Association of Business Information Systems	36	29	34	28	31	34	52	43	27	35
Association of Collegiate Marketing Educators	109	65	82	52	49	83	55	51	48	62
Decision Sciences Institute, SW Region	144	140	128	164	171	168	121	151	148	164
Southwest Academy of Management	135	144	101	123	132	104	136	113	72	95
Southwest Case Research Association	44	31	30	35	33	25	36	27	27	25
Southwestern Finance Association	157	167	175	195	204	187	150	157	159	247
Southwestern Society of Economists	60	61	41	46	48	49	34	43	49	61
Total	898	887	800	746	904	763	699	646	594	779

FBD HISTORY

The officers for each of the annual meetings in FBD's history are as follows:

<u>Year</u>	<u>Location</u>	<u>Officers</u>
1974	Adolphus Hotel Dallas, Texas	Henry H. Hays, President Ridley J. Gros, Vice President
1975	Hyatt Regency Houston, Texas	Ridley J. Gros, President Donald R. Williams, Vice President George F. Pinches, Secretary/Treasurer
1976	Hilton Palacio Del Rio San Antonio, Texas	Donald R. Williams, President R. Conrad Doenges, Vice President Sam J. Bruno, Secretary/Treasurer
1977	Hyatt Regency New Orleans, Louisiana	R. Conrad Doenges, President John J. Willingham, Vice President Sam J. Bruno, Secretary/Treasurer
1978	Fairmont Hotel Dallas, Texas	John J. Willingham, President Van C. McGraw, Vice President Sam J. Bruno, Secretary/Treasurer
1979	Hyatt Regency Houston, Texas	Van C. McGraw, President Sam J. Bruno, Vice President Jack M. Starling, Secretary/Treasurer Peter M. Ginter, Coordinator of Registration
1980	Hilton Palacio Del Rio San Antonio, Texas	Sam J. Bruno, President Gaylord A. Jentz, Vice President Jack M. Starling, Secretary/Treasurer Peter M. Ginter, Coordinator of Registration
1981	Fairmont Hotel New Orleans, Louisiana	Gaylord A. Jentz, President John D. Pettit, Jr., Vice President Jack M. Starling, Secretary/Treasurer Peter M. Ginter, Coordinator of Registration
1982	Hyatt Regency Dallas, Texas	John D. Pettit, Jr. President Jack M. Starling, Vice President Peter M. Ginter, Secretary/Treasurer Linda E. Swayne, Coordinator of Registration Sam J. Bruno, Executive Director
1983	Hyatt Regency Houston, Texas	Jack M. Starling, President William T. Flannery, Vice President Peter M. Ginter, Secretary/Treasurer Linda E. Swayne, Coordinator of Registration Sam J. Bruno, Executive Director

FBD HISTORY

<u>Year</u>	<u>Location</u>	<u>Officers</u>
1984	Hyatt Regency San Antonio, Texas	William T. Flannery, President Paul A. Dierks, Vice President Peter M. Ginter, Secretary/Treasurer Linda E. Swayne, Coordinator of Registration Sam J. Bruno, Executive Director
1985	Sheraton New Orleans, Louisiana	Paul A. Dierks, President Thomas W. Jones, Vice President Linda E. Swayne, Secretary/Treasurer Andrew C. Rucks, Coordinator of Registration Sam J. Bruno, Executive Director
1986	Hyatt Regency Dallas, Texas	Thomas W. Jones, President Robert McGlashan, Vice President Linda E. Swayne, Secretary/Treasurer Andrew C. Rucks, Coordinator of Registration Sam J. Bruno, Executive Director
1987	Hyatt Regency Houston, Texas	Robert McGlashan, President Peter M. Ginter, Vice President Linda E. Swayne, Secretary/Treasurer Andrew C. Rucks, Coordinator of Registration Sam J. Bruno, Executive Director
1988	Hyatt Regency San Antonio, Texas	Peter M. Ginter, President Linda E. Swayne, Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration Sam J. Bruno, Executive Director
1989	Sheraton New Orleans, Louisiana	Linda E. Swayne, President Tom S. Sale, III, Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration Sam J. Bruno, Executive Director
1990	Hyatt Regency Dallas, Texas	Tom S. Sale, III, President David E. R. Gay, Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration Sam J. Bruno, Executive Director
1991	Hyatt Regency Houston, Texas	David E. R. Gay, Vice President W. Jack Lord, Jr., Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration Sam J. Bruno, Executive Director

FBD HISTORY

<u>Year</u>	<u>Location</u>	<u>Officers</u>
1992	Hyatt Regency San Antonio, Texas	W. Jack Lord, Jr., President Marlin C. Young, Vice President Robert J. Olney, Secretary/Treasurer Anita S. Bednar, Coordinator of Registration Sam J. Bruno, Executive Director
1993	Sheraton New Orleans, Louisiana	Marlin C. Young, President Thomas R. McKinnon, Vice President Robert J. Olney, Secretary/Treasurer Anita S. Bednar, Coordinator of Registration Sam J. Bruno, Executive Director
1994	Hyatt Regency Dallas, Texas	Thomas R. McKinnon, President Robert J. Olney, Vice President Timothy Paul Cronan, Secretary/Treasurer Steven D. White, Coordinator of Registration Sam J. Bruno, Executive Director
1995	Hyatt Regency Houston, Texas	Robert J. Olney, President James T. Hood, Vice President Timothy Paul Cronan, Secretary/Treasurer Steven D. White, Coordinator of Registration Sam J. Bruno, Executive Director
1996	Marriott Riverwalk San Antonio, Texas	James T. Hood, President Charlotte D. Sutton, Vice President Timothy Paul Cronan, Secretary/Treasurer Steven D. White, Coordinator of Registration Sam J. Bruno, Executive Director
1997	Sheraton New Orleans, Louisiana	Charlotte D. Sutton, President Timothy Paul Cronan, Vice President Steven D. White, Secretary/Treasurer Doug Rusth, Coordinator of Registration Sam J. Bruno, Executive Director
1998	Hyatt Regency Dallas, Texas	Timothy Paul Cronan, President John N. 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 L. 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 L. 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 L. 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 Albuquerque 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

<u>Year</u>	<u>Location</u>	<u>Officers</u>
2019	Hyatt Regency Houston Houston, Texas	M. Suzanne Clinton, President Vivek S. Natarajan, Vice President Kimberly Webb, Secretary-Treasurer Michelle McEacharn, Executive Director
2020	Hyatt Regency San Antonio Riverwalk San Antonio, Texas	Vivek S. Natarajan, President Peggy L. Lane, Vice President Kimberly Webb, Secretary-Treasurer Michelle McEacharn, Executive Director

FBD HISTORY

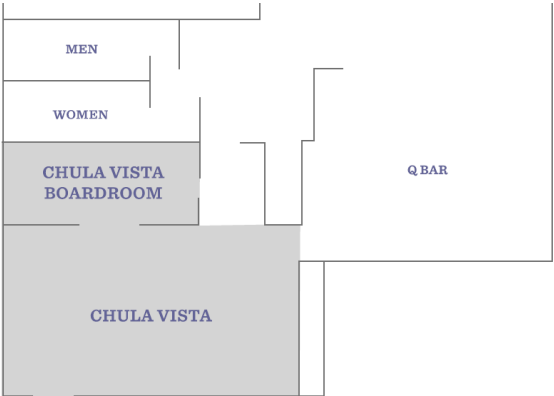
Year	<u>Program</u>		<u>Placement</u>	
	Registrants	Participants	Positions	Registrants
1974	834	459		
1975	991	806	201	104
1976	1,153	876	231	85
1977	1,280	1,053	264	120
1978	1,445	1,063	396	156
1979	1,556	1,306	438	166
1980	1,731	1,166	461	167
1981	1,579	1,485	473	188
1982	1,763	1,584	464	196
1983	1,619	1,397	379	174
1984	1,839	1,666	385	171
1985	1,765	1,655	429	202
1986	1,778	1,272	351	239
1987	1,636	1,154	310	194
1988	1,727	1,296	394	189
1989	1,884	1,411	306	225
1990	2,076	1,431	269	246
1991	1,703	1,831	164	252
1992	2,164	2,256	121	248
1993	1,921	1,509	141	221
1994	1711	1348	105	234
1995	1,575	1,335	80	180
1996	1,815	1,562	105	190
1997	1,405	1,365	158	142
1998	1,449	1,233	179	110
1999	1,110	1,285	187	95
2000	1,349	1,340	215	92
2001	1,241	1,100	206	77
2002	963	782	71	51
2003	1054	888	76	44
2004	849	715	60	34
2005	806	662	55	28
2006	843	727	43	45
2007	714	647	17	28
2008	883	786	37	11
2009	791	719	32	23
2010	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
2018	642	594	2	2
2019	846	779	14	0

Hyatt Regency San Antonio Riverwalk

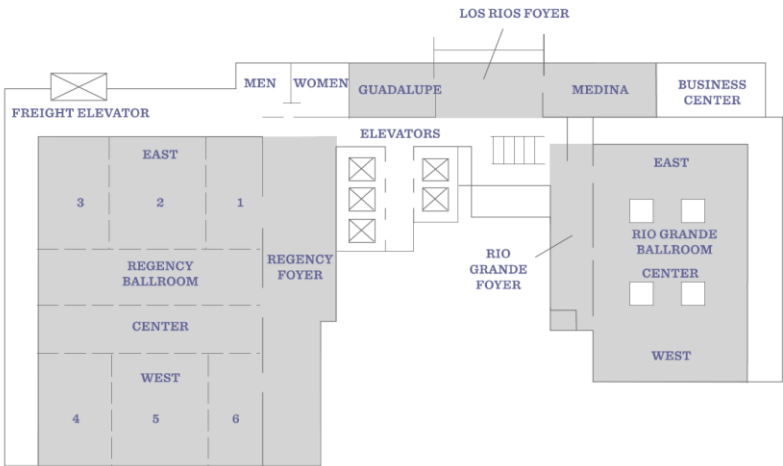
123 Losoya Street

San Antonio, Texas 78205 USA

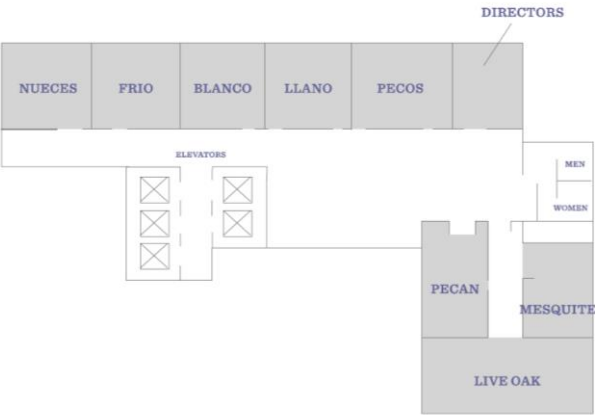
FLOOR PLAN
Lobby Level



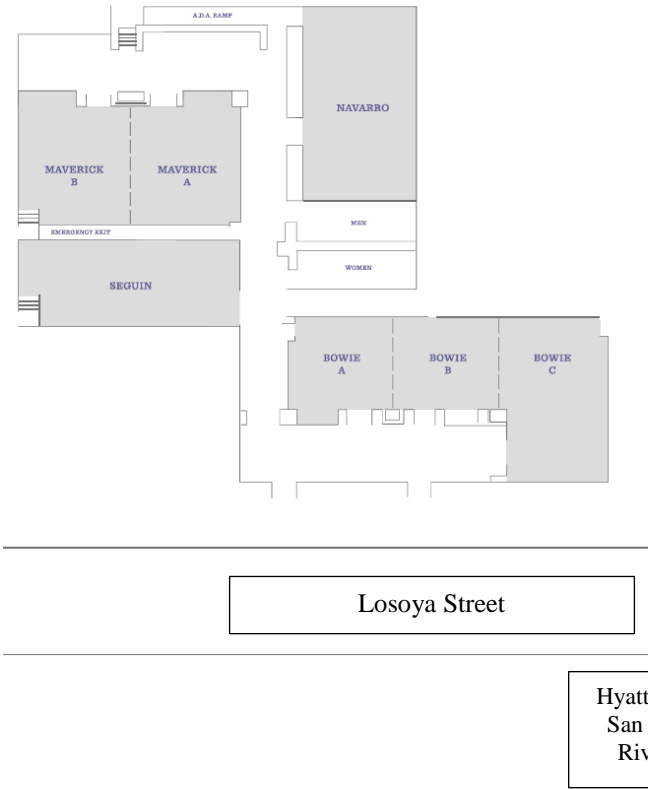
Ballroom Level



FLOOR PLAN
Hill Country Level



FLOOR PLAN
Losoya Conference Center
Located across Losoya Street and left from the Hyatt Regency San Antonio Riverwalk Hotel



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