Event Agenda

FBD 2025 Annual Conference - March 19 - 22, 2025

Wed, Mar 19, 2025

8:00 AM - 8:00 AM **FBD Welcome Notes**

9:00 AM - 10:30 AM **SWAM_Doctoral Consortium_Session One**
Location: Birch
Speaker: Laura Walker

10:30 AM - 12:00 PM **SWAM_Doctoral Consortium_Session Two**
Location: Birch
Speaker: Laura Walker

11:00 AM - 5:30 PM **FBD Conference Registration**
Location: Sequoia - Exhibit Hall

12:30 PM - 1:00 PM **SWAM_Welcome Session**
Location: Birch
Speaker: Kenneth Sweet

1:30 PM - 2:30 PM **SWAM_Signature Panel (Journal Editors): TITLE PLACEHOLDER**
Location: Birch

1:30 PM - 2:30 PM **SWAM_Doctoral Consortium_Session Three**
Location: Birch
Speaker: Laura Walker

1:30 PM - 3:00 PM **SWDSI_Workshp - How to Use AI Tools in Teaching in Research**
Location: Dogwood
Speaker: M. Kabir Hassan

2:00 PM - 5:00 PM **FBD 2024-2025 Board Meeting**
Location: Redbud B

3:00 PM - 4:00 PM **AARE_Make Your Teaching and Research Activities Come Alive (Literally!) with Artificial Intelligence**
Location: Sycamore B
Speaker: Michael Kraten

3:00 PM - 4:30 PM **SWAM_Doctoral Consortium_Session Four**
Location: Birch
Speaker: Laura Walker

3:00 PM - 3:30 PM **SWDSI_Workshop Snack Break**
Location: Dogwood

3:30 PM - 5:30 PM **SWDSI_Workshp - Prompt Engineering Basics for Research**
Location: Dogwood
Speaker: William Senn

| 3:30 PM - 5:00 PM | **ACME_Using Marketing Research Tools for Advertising & Branding** |
| | Location: Redbud A |

> **Web Scraping for Business Professionals: Challenges and Opportunities**
> 3:30 PM - 5:00 PM
> Location: Redbud A
> Speakers: Zhenning Xu, Fernando Parra, Chirag Nijjer
>
> **The Impact of Cross-Cultural Advertising Strategies on Cosmetic Markets in the US, Japan, Korea, and China**
> 3:30 PM - 5:00 PM
> Location: Redbud A
> Speakers: Lin Zou, Alice Cai
>
> **The Brand Clarity Framework: Empowering the Next Generation of Marketers Through Story-Based Learning**
> 3:30 PM - 5:00 PM
> Location: Redbud A
> Speaker: Chirag Nijjer
>
> **Coaching Students on Data Visualization and Data Storytelling for Informed Decision-Making**
> 3:30 PM - 5:00 PM
> Location: Redbud A
> Speakers: Zhenning Xu, Renee Gravois

4:00 PM - 5:00 PM	**AARE_Using VITA to Bring Relevance to Tax Classes**
	Location: Sycamore B
	Speakers: Edward Walker, Rochelle A Breden-Hipolito

5:00 PM - 6:00 PM	**SWAM_Outgoing Board Meeting**
	Location: Birch
	Speaker: Kenneth Sweet

| 6:30 PM - 7:30 PM | **FBD Awards and Recognition Reception** |
| | Location: Council Oak A |

| 7:30 PM - 9:30 PM | **FBD Awards and Recognition Dinner** |
| | Location: Council Oak A |

Thu, Mar 20, 2025

7:00 AM - 8:30 AM	**SWDSI_Officer's and Director's Meeting Breakfast**
	Location: Silver Oak A
	Speaker: M. Kabir Hassan

| 7:30 AM - 8:30 AM | **ABC-SW_ABIS_Joint Breakfast** |
| | Location: Council Oak A |

| 7:30 AM - 8:00 AM | **SWAM_Coffee Break** |
| | Location: Birch |

| 7:30 AM - 4:00 PM | **FBD Conference Registration** |
| | Location: Sequoia - Exhibit Hall |

8:00 AM - 10:00 AM   **ACME_2025 ACME Teaching Innovation Competition* and Marketing Teaching Pedagogy Panel**
Location: Maple Theater

> ### Technology for Visual Communication in Branding & Marketing
> 8:00 AM - 10:00 AM
> Location: Maple Theater
> Speaker: Swagata Chakraborty
>
> ### From Classroom to Boardroom: Bridging Marketing Theory and Real-World Mastery
> 8:00 AM - 10:00 AM
> Location: Maple Theater
> Speaker: Sunme Lee
>
> ### Two, Fully Online Marketing Metrics Courses: a Comparison
> 8:00 AM - 10:00 AM
> Location: Maple Theater
> Speaker: Gopala Ganesh
>
> ### Developing and Teaching a Marketing Consulting Course
> 8:00 AM - 10:00 AM
> Location: Maple Theater
> Speakers: Renee Gravois, Sanjay S. Mehta
>
> ### Building Our Marketing Consulting Skills: Student Perspectives
> 8:00 AM - 10:00 AM
> Location: Maple Theater
> Speakers: Mariana Loeza, Stephenson Trace, Michelle Brown, Jaidin Shaw

8:00 AM - 8:30 AM   **SWCRA_Breakfast Honoring Past Presidents**
Location: Studio 306

8:00 AM - 10:00 AM   **ACME_Social Media Session and Digital Marketing**
Location: Redbud B

> ### Digital Marketing: Youth Market and Business Performance in Financial Services
> 8:00 AM - 10:00 AM
> Location: Redbud B
> Speakers: Danny Upshaw, Anna Upshaw, Marcia Hardy
>
> ### Consumer-Facing AI-Enhanced Social Media and Marketing
> 8:00 AM - 10:00 AM
> Location: Redbud B
> Speakers: Scott Roberts, Sphurti Sewak
>
> ### Using AI to content analyze email copy: a field comparison of three AI platforms
> 8:00 AM - 10:00 AM
> Location: Redbud B
> Speakers: Matt Hettche, Andrew Blanford

8:00 AM - 8:30 AM   **AARE_Coffee Break & Welcome - Sponsored by Lamar University**
Location: Council Oak C

8:30 AM - 10:00 AM   **AARE_Financial Reporting Quality**
Location: Council Oak C
Speaker: Rajib Hasan

> ### Determinants of Textual Dissimilarity in 10-K Risk Disclosures
> 8:30 AM - 10:00 AM
> Location: Council Oak C
> Speakers: Kevin Gauch, Iuliia Gauch, Reiner Quick, Christian Friedrich
>
> ### A Content Analysis of the Modernization of Regulation S-K Items 101, 103, and 105
> 8:30 AM - 10:00 AM
> Location: Council Oak C
> Speaker: Orrin Swift
>
> ### Statement Analysis: A Tool for Assessing Financial Reporting Quality
> 8:30 AM - 10:00 AM
> Location: Council Oak C
> Speaker: Jason Call

8:30 AM - 10:00 AM   **AARE_Financial Accounting and Reporting**
Location: Council Oak D
Speaker: Arno Forst

The Impact of ESG Disclosures on Loan Contracts

8:30 AM - 10:00 AM
Location: Council Oak D
Speakers: Atul Singh, Ben Angelo, Mitchell Johnston

Efficient acquirers of IPR&D

8:30 AM - 10:00 AM
Location: Council Oak D
Speakers: Megan Zhang, Volkan Muslu

Settings Where the Accruals Anomaly Lives On

8:30 AM - 10:00 AM
Location: Council Oak D
Speakers: Derek Oler, Joshua Coyne, Jayson Talakai

8:30 AM - 10:00 AM   **AARE_Banks and Financial Reporting**
Location: Council Oak E
Speaker: Kelly Green

Examining the missing link in bank governance: Characteristics of the asset-liability committee and bank risk-taking

8:30 AM - 10:00 AM
Location: Council Oak E
Speakers: Trevor England, Divesh S. Sharma

Bank Holding Companies' Securitization Earnings Management Dynamics in the Aftermath of Natural Disasters

8:30 AM - 10:00 AM
Location: Council Oak E
Speaker: Qiuhong Zhao

Distinguishing Liabilities from Equity Revisited

8:30 AM - 10:00 AM
Location: Council Oak E
Speaker: John Robert Sparger

8:30 AM - 10:00 AM   **ABC-SW_ABIS_Joint Session: Distinguished Papers**
Location: Council Oak B
Speakers: Ashton Mouton, Mahesh S. Raisinghani

What Predicts Engagement on LinkedIn? A Study of Four Variables

8:30 AM - 10:00 AM
Location: Council Oak B
Speakers: Daniel Usera, Natalie Durham

Taking a Multidisciplinary Approach to Introducing AI

8:30 AM - 10:00 AM
Location: Council Oak B
Speakers: Jason W. Powell, Ronnie Abukhalaf, Njeri S. Ngacha, Weiwen Liao

8:30 AM - 10:00 AM   **SSE_Financial Market**
Location: Studio 312

The Impact of Bank Regulations on Liquidity Risk and Financial Stability

8:30 AM - 10:00 AM
Location: Studio 312
Speakers: David Hodgson, Ahmed Bouteska, M. Kabir Hassan

The impact of internet banking adoption on the financial performance of the banking industry: evidence from Morocco

8:30 AM - 10:00 AM
Location: Studio 312
Speaker: Sara El Yahyaoui

Can Leasing and Certification Mitigate Asymmetric Information in the Used Car Market

8:30 AM - 10:00 AM
Location: Studio 312
Speaker: Arif Sultan

8:30 AM - 10:00 AM   **SWAM_Strategic Initiatives for Firm Performance**
Location: Birch

> **The Shape-Shifting Characteristics of the EO-Performance Relationship: The Role of Firm Size**
> 8:30 AM - 10:00 AM
> Location: Birch
> Speakers: Gang Fan, Mengge Li, Derrick E. D'Souza
>
> **Path-Creating Strategies of a Latecomer MNE in an Emerging Market: The Case of Ferrero**
> 8:30 AM - 10:00 AM
> Location: Birch
> Speakers: Kiran Mahasuar, Niyati Bhanja
>
> **Sustainability Practices and Firms' International Financial Performance: Moderating Role of R&D and Marketing Capabilities**
> 8:30 AM - 10:00 AM
> Location: Birch
> Speakers: Zahidul Karim, Saha Iqbal Hossain
>
> **A Systematic Literature Review of the Value Capture Network Model for Business Strategy Formation**
> 8:30 AM - 10:00 AM
> Location: Birch
> Speaker: Xiaoying Li
>
> **Imposterism and First Steps in the C-Suite**
> 8:30 AM - 10:00 AM
> Location: Birch
> Speakers: Bina Ajay, Achira Sedari Mudiyanselage

8:30 AM - 10:00 AM   **SWAM_Program and Course Development in Management Education**
Location: Cedar

> **Experiential Leadership Development: Long-Distance Cycling and Management Education**
> 8:30 AM - 10:00 AM
> Location: Cedar
> Speakers: Coleman Patterson, Carol Krueger, Jessyca Krueger
>
> **Students Becoming Certified Personnel Consultants**
> 8:30 AM - 10:00 AM
> Location: Cedar
> Speakers: Lee Tyner, M. Suzanne Clinton
>
> **Using Societal Impact According to AACSB Standards to Implement a Bachelor of Applied Sciences Degree**
> 8:30 AM - 10:00 AM
> Location: Cedar
> Speaker: Emily Hammer

8:30 AM - 10:00 AM   **SWAM_Panel: The Civility Dilemma_How Human Resources Can Lead the Charge for Respect**
Location: Pecan
Speakers: Cate Wengelnik, Sandra Degrassi, Stephanie Black

8:30 AM - 10:00 AM   **SWCRA_Accounting/Finance/Economics/Pedogogy Track**
Location: Studio 306

> **Stretch it Out: Examining the Impact of 16-week Quantitative Classes Compared to their 7-week Counterparts**
> 8:30 AM - 10:00 AM
> Location: Studio 306
> Speakers: Wade Graves, Eric Kennedy
>
> **Peach State University Hotel: A Teaching Case on the Journal Entry Completeness Testing and Random Sample Testing**
> 8:30 AM - 10:00 AM
> Location: Studio 306
> Speakers: Baizhou Chen, Matthew Van Ingen
>
> **Super Micro Computer 2025**
> 8:30 AM - 10:00 AM
> Location: Studio 306
> Speakers: Ying-Chou Lin, Yu-Chen Lin
>
> **Cabin Fever: Navigating Hochatown's Economic Shifts**
> 8:30 AM - 10:00 AM
> Location: Studio 306
> Speakers: Ersong Li, Courtney Kernek, Rhonda Richards

8:30 AM - 10:00 AM **SWCRA_Human Resource Management/ Organizational Behavior Track**
Location: Studio 306

Steven Howard's Collegiality Issue
8:30 AM - 10:00 AM
Location: Studio 306
Speakers: Christine Berry, Claudia Williams, Jun Yu, Joyce Zhou

Navigating Post-Partum Return to Work in High-Stress Jobs: Career Progression, Workplace Accommodations, and Health Considerations
8:30 AM - 10:00 AM
Location: Studio 306
Speakers: Shanker Menon, Lakshmi Narayanan, Ashley Hampton, David Whitlock, Eric Kennedy

The Gift Card Gambit
8:30 AM - 10:00 AM
Location: Studio 306
Speakers: Cody Bogard, David Whitlock, Ashley Hampton

Are You Ready for Lunch? A Case of the BDO
8:30 AM - 10:00 AM
Location: Studio 306
Speakers: Lakshmi Narayanan, Wendelyn Risher, Shanker Menon, Rhonda Richards

8:30 AM - 10:00 AM **SWCRA_International Business/Small Business/Entrepreneurship Track**
Location: Studio 306

The Automotive Industry and Pakistani Markets
8:30 AM - 10:00 AM
Location: Studio 306
Speaker: Syed Tariq Anwar

Spencer Supply Company: Crumb Rubber Material Supplier
8:30 AM - 10:00 AM
Location: Studio 306
Speakers: Robert Stevens, Lawrence Silver, Rhonda Richards, Martin Bressler

Wreaths Across America
8:30 AM - 10:00 AM
Location: Studio 306
Speaker: Martin Bressler

Rig 89 Tavern
8:30 AM - 10:00 AM
Location: Studio 306
Speakers: Ashley Hampton, Lawrence Silver, Robert Bogart

Moonbot Studios: A Retrospective
8:30 AM - 10:00 AM
Location: Studio 306
Speaker: Tim Wise

8:30 AM - 10:00 AM **SWDSI_Economics, Law, and Finance I**
Location: Sycamore A
Speaker: M. Kabir Hassan

The COVID Crisis, CEO Pay Balance and Firm Performance
8:30 AM - 10:00 AM
Location: Sycamore A
Speakers: Halil Kaya, Zahar Rosinsky

Influence of Global Financial Crises on the Economic and Financial Systems: Developed Vs. Developing Countries
8:30 AM - 10:00 AM
Location: Sycamore A
Speakers: Hiba Aldosari, M. Kabir Hassan, Md. Naiem Hossain

COVID-19 Effect on Firm Performance: A comparison between Shari'ah compliant vs non-compliant firms in OIC
8:30 AM - 10:00 AM
Location: Sycamore A
Speakers: Mohammed Alharbi, M. Kabir Hassan, Rashedul Hasan

8:30 AM - 10:00 AM   **SWDSI_CIS**
Location: Sycamore B
Speaker: James Parrish

An Empirical Analysis of the Societal Effects of Video Game Addiction
8:30 AM - 10:00 AM
Location: Sycamore B
Speakers: Kashif Saeed, James Parrish, Audesh Paswan, Dan J. Kim, Eui Jun Jeong

Buy-Now-Pay-Later (BNPL) Lending: Innovation and Opportunity
8:30 AM - 10:00 AM
Location: Sycamore B
Speaker: Subramanian Narayanaswamy

What is the Role of Technology Readiness in the Relationships among Service Quality – Satisfaction – Loyalty in the E-Learning Setting?
8:30 AM - 10:00 AM
Location: Sycamore B
Speakers: Long Pham, Lam Vu, Miguel Zúñiga, Thuy Nguyen

Integrating Statistical Methods and Machine Learning Techniques for Enhanced Detection of Financial Statement Fraud in Macroeconomic Contexts: A Focus on the MD&A Section.
8:30 AM - 10:00 AM
Location: Sycamore B
Speaker: Ummahani Akter

8:30 AM - 10:00 AM   **SWDSI_Quantitative Methods, Quality and Business Analytics I**
Location: Silver Oak B
Speaker: Robert Pavur

A Comparative Evaluation of Intermittent Demand Methods for Estimating Variance of Demand Per Time Unit
8:30 AM - 10:00 AM
Location: Silver Oak B
Speakers: Matthew Lindsey, Robert Pavur

Simulation Analysis of Energy Costs for Residential Households
8:30 AM - 10:00 AM
Location: Silver Oak B
Speakers: Vinay Gonela, Atif Osmani, Raghavan Srinivasan

Optimizing Crowdfunding Equity: Tailoring Data Visualizations to Education Levels for Fairer Campaign Judgments
8:30 AM - 10:00 AM
Location: Silver Oak B
Speakers: Anjana Arunkumar, Arun Madapusi, Daniel A. Cernas Ortiz

8:30 AM - 10:00 AM   **ACME_Ethics in Professional Selling & Sales Management**
Location: Redbud A

Turning Challenges into Profits: Navigating Business Success Amidst Adversity
8:30 AM - 10:00 AM
Location: Redbud A
Speaker: Anthony Dodson

Extinguishing the Fire: The Ethical Climate's implication on Workplace Incivility and Customer Injustice
8:30 AM - 10:00 AM
Location: Redbud A
Speakers: Omar S. Itani, Ashish Kalra, Mohamad Amir Merhabi

8:30 AM - 10:00 PM   **SWDSI_Empirical and Quantitative Finance I**
Location: Magnolia
Speaker: Farhad Moeeni

Green Life and Black Gold: ESG Performances and Earnings Management in Sensitive Industry (Oil and Gas Extraction Industry) In the U.S.
8:30 AM - 10:00 AM
Location: Magnolia
Speakers: Koffi Konan, M. Kabir Hassan, Muhammad Khan

Geopolitical risk and House price Dynamics: New Evidence from Geopolitically Sensitive Economies
8:30 AM - 10:00 AM
Location: Magnolia
Speaker: Huson Joher Ali Ahmed

Investment Risk Profiling at a Subconscious Level
8:30 AM - 10:00 AM
Location: Magnolia
Speaker: Farhad Moeeni

Cryptocurrency: Shariah-Compliant Alternative Trend and Financial Risk
8:30 AM - 10:00 AM
Location: Magnolia
Speaker: Ahmad Abdulkadir Ibrahim

8:30 AM - 10:00 AM   **SWDSI_Management, Healthcare, and Organizational Behavior I**
Location: Dogwood
Speaker: Jason Matyus

AI and other technology on job availability in Retail
8:30 AM - 10:00 AM
Location: Dogwood
Speakers: Jason Matyus, Jacob Crabtree

Operations and Supply Chain Management in Cold Chains
8:30 AM - 10:00 AM
Location: Dogwood
Speakers: Huyen Ho, Mark McMurtrey

Firm Value Models with Esscher Transform and EM Algorithm
8:30 AM - 10:00 AM
Location: Dogwood
Speaker: Sung Ik Kim

Do Subjects View AI Differently than Traditional Decision Support System?
8:30 AM - 10:00 AM
Location: Dogwood
Speakers: Paul Owusu, Narayanan Narayanan, Javier Rubio-Herrero

10:00 AM - 10:30 AM   **FBD_Coffee Break & Poster Sessions**
Location: Sequoia - Exhibit Hall

10:00 AM - 10:30 AM   **Poster Sessions**
Location: Sequoia - Exhibit Hall

Financial Considerations for Pastors: Parsonage or Housing Allowance?
10:00 AM - 10:30 AM
Location: Sequoia - Exhibit Hall
Speakers: Michelle McEacharn, Katie Wilder

Expanding Bankruptcy Research by Comparing Financial Information
10:00 AM - 10:30 AM
Location: Sequoia - Exhibit Hall
Speakers: Ting-Tsen Yeh, Shirley Daniel, Tom Pearson

Learner Engagement: Reflecting, Writing, and Connecting
10:00 AM - 10:30 AM
Location: Sequoia - Exhibit Hall
Speaker: Julia Frink

Contract Revenues Recognition Fraud: A Teaching Case of Financial Fraud Against Modern Forensic AI Service
10:00 AM - 10:30 AM
Location: Sequoia - Exhibit Hall
Speaker: Daniel Hsiao

Practice Sets Make Perfect! Improving Student Performance in Intermediate Accounting
10:00 AM - 10:30 AM
Location: Sequoia - Exhibit Hall
Speaker: William Strawser

10:30 AM - 12:00 PM   **AARE_Decoding the Decline: Insights from those in the CPA Pipeline**
Location: Council Oak C
Speaker: Kari Natale

10:30 AM - 12:00 PM   **ABC-SW_The Power of Words: Business Communication in Technology and Culture**
Location: Council Oak A
Speaker: Kristen Wilson

Applying Research-Based Guidelines for Developing Effective Warning Labels: Implications for Technical Writing
10:30 AM - 12:00 PM
Location: Council Oak A
Speaker: John McGrath

The Human Connection: The Use of AI and Communicating Changes in the Transportation Industry
10:30 AM - 12:00 PM
Location: Council Oak A
Speakers: Kristen Wilson, Juila Graham, Kirby Easterling, Teresa Smith

Cult-y Business: Examining How CEOs Use Communication to Encourage Cult-like Behaviors
10:30 AM - 12:00 PM
Location: Council Oak A
Speakers: Danica Schieber, Bina Ajay

Communicative Advantage in the Global Marketplace?: African Languages as Capital, "Kola," & Economic Clout
10:30 AM - 12:00 PM
Location: Council Oak A
Speaker: Anita Pandey

10:30 AM - 12:00 PM   **ABIS_AI and Information Systems: Opportunities, Risks, & Challenges**
Location: Council Oak B
Speaker: Carla Barber

AI – All In? An Analysis of Student Use and Perceptions of AI Usage in College
10:30 AM - 12:00 PM
Location: Council Oak B
Speakers: Sherry Rodrigue, Lori Soule, Carla Barber, Betty Kleen

Confronting Challenges Due to the Rise of AI Usage in Discovery
10:30 AM - 12:00 PM
Location: Council Oak B
Speakers: Carmella Parker, Mary Fair

Criminology, Cybercrime, Education and AI - working together?
10:30 AM - 12:00 PM
Location: Council Oak B
Speakers: Elizabeth Prejean, Vianka Esteves Miranda, Eddie Horton, Danny Upshaw, Daniel Gordy

Run Your Own Personal AI Model
10:30 AM - 12:00 PM
Location: Council Oak B
Speaker: Eddie Horton

10:30 AM - 12:00 PM   **ACME_Consumer Behavior & Psychological Well-Being**
Location: Redbud A

Free-Range Consumer Behavior: Demographic Antecedents
10:30 AM - 12:00 PM
Location: Redbud A
Speakers: Sally Baakbaki-Yassine, Angelica Bahl, Gregory Black

Financial Infidelity and Household Dynamics: A Cross-Cultural Investigation
10:30 AM - 12:00 PM
Location: Redbud A
Speakers: Atefeh Yazdanparast, Yasser Alhenawi

Forgive and Forget: The Role of Regional Loyalty
10:30 AM - 12:00 PM
Location: Redbud A
Speaker: Komal Karani

A Critical Analysis of Consumer Feedback
10:30 AM - 12:00 PM
Location: Redbud A
Speaker: Tony Yan

10:30 AM - 12:00 PM   **ACME_Navigating the Network: Innovations in Marketing Channels & Logistics**
Location: Redbud B

Role of Supply Chain Sustainability Orientation in Creating sustainable Supply Chains
10:30 AM - 12:00 PM
Location: Redbud B
Speakers: Prashant Srivastava, Karthik Iyer

Illusion of Control in B2B Service Failures
10:30 AM - 12:00 PM
Location: Redbud B
Speakers: Lou Pelton, Vinu Simon, Stephen Wang, Henson Mendonca

A Scientific Analysis of Different Strategies on Digital Transformation in Small and Medium Enterprises: Critical Review
10:30 AM - 12:00 PM
Location: Redbud B
Speakers: Amit Kohli, Rajeev Gurung, Eleazar Anthony Noel

10:30 AM - 12:00 PM   **ACME_Winning Strategies: Marketing in Sports, Gaming, Hospitality, and Entertainment**
Location: Maple Theater

Green Initiatives in Destination Marketing: A Case Study of Sustainable Strategies and Future Directions
10:30 AM - 12:00 PM
Location: Maple Theater
Speakers: Joyce Zhou, Jun Yu

How Effective is Fear as a Brand Identity in Tourism Experience Satisfaction?
10:30 AM - 12:00 PM
Location: Maple Theater
Speaker: Alex Cheing

COVID-19 Effect on Daily Casino Revenue for Holidays
10:30 AM - 12:00 PM
Location: Maple Theater
Speaker: James Rauch

Trackers and Treats: Examining the Impact of Wearable Activity Trackers on Food Indulgence
10:30 AM - 12:00 PM
Location: Maple Theater
Speaker: Jiani Jiang

10:30 AM - 12:00 PM　　　　**SSE_Economic Growth Issues**
Location: Studio 312

> **Digital trade governance and regional integration**
> 10:30 AM - 12:00 PM
> Location: Studio 312
> Speaker: Didier François Diégane Diop
>
> **Economic Development Stages, Globalization, and Premature Deindustrialization: A Machine Learning Study of 130 Economies (1970-2019)**
> 10:30 AM - 12:00 PM
> Location: Studio 312
> Speaker: Azat Aituar
>
> **Bridging the Gap: Advancing Opportunities in Labor Markets, Educational Policies, and Workforce Development for the Arts and Entertainment Sector**
> 10:30 AM - 12:00 PM
> Location: Studio 312
> Speakers: John Payne-Rios, Roman Wong
>
> **An examination of the prevalence factors that explain digital finance use in Togo, West Africa**
> 10:30 AM - 12:00 PM
> Location: Studio 312
> Speakers: Leslie Ramos Salazar, Anne Macy, Oscar Solis, Elvis Owusu

10:30 AM - 12:00 PM　　　　**SSE_Macro-Economic Issues**
Location: Studio 316

> **Monetary Policy Indicator--or Imposter? Federal Funds Rate Targeting Post-2008**
> 10:30 AM - 12:00 PM
> Location: Studio 316
> Speaker: Russell Dabbs
>
> **Examining the "Lucas Paradox": A New Comprehensive Index**
> 10:30 AM - 12:00 PM
> Location: Studio 316
> Speakers: M. Ershad Hussain, Mahfuzul Haque
>
> **Seeking Economic Development with Political Constraints**
> 10:30 AM - 12:00 PM
> Location: Studio 316
> Speaker: Warren Matthews

10:30 AM - 12:00 PM　　　　**SWAM_Entrepreneurs and Startups: The Struggles and Successes**
Location: Birch

> **How Does Corruption Affect SMEs in Different Institutional Environments?**
> 10:30 AM - 12:00 PM
> Location: Birch
> Speakers: Zhe Zhang, Stephanie Black, Guisheng Sun
>
> **Worldview: The Impact on Entrepreneurial Mindset and the Development of Firm Competencies**
> 10:30 AM - 12:00 PM
> Location: Birch
> Speakers: Janice Black, Yvonne Smith, Nicholas Rhew
>
> **She's Kicking Glass: Lessons Learned About Startup Strategy and Access to Funding for Women Entrepreneurs Who Broke Through**
> 10:30 AM - 12:00 PM
> Location: Birch
> Speaker: Neil Pollard
>
> **The Digital She-conomy: Leveraging Digital Marketing to Empower Women's Financial Voice in Family Decisions**
> 10:30 AM - 12:00 PM
> Location: Birch
> Speakers: Vikas Kochhar, Khushbu Pandia
>
> **Investigating Start-Up Financing Options for Entrepreneurs with Limited Industry Experience**
> 10:30 AM - 12:00 PM
> Location: Birch
> Speakers: Douglas Carter, Leonard Love

10:30 AM - 12:00 PM **SWAM_Innovation in Business Pedagogy**
Location: Cedar

Taylor-Made Training: Using Taylor Swift's Music to Teach Dark Management Concepts
10:30 AM - 12:00 PM
Location: Cedar
Speakers: Sandra Degrassi, Ruby Daniels

Utilizing Student Personality Assessments to Teach Team Dynamics
10:30 AM - 12:00 PM
Location: Cedar
Speaker: Kristen Faile

Leadership and Coaching: Delivering an Impact on Organizations
10:30 AM - 12:00 PM
Location: Cedar
Speaker: Dan Lawrence

Redeveloping Historical Properties: A Case Study of the Singer Lofts
10:30 AM - 12:00 PM
Location: Cedar
Speaker: Doug McIntyre

Structuring Drone Curriculum in Higher Education
10:30 AM - 12:00 PM
Location: Cedar
Speaker: Darrion Flunder-Jenkins

10:30 AM - 12:00 PM **SWAM_The Dark Side of Organizational Behavior**
Location: Pecan

Psychological Distress and Leadership: A Bibliographic Review of Research Trends and Publications
10:30 AM - 12:00 PM
Location: Pecan
Speakers: Noha Alajhar, Saleh Bajaba

The Impact of Job-Related Stress, Fatigue, and Burnout on Turnover Intentions of County Jailers
10:30 AM - 12:00 PM
Location: Pecan
Speakers: Ray Scifres, Samantha Murray, Jenny Dutton, Jesse Greer

The Effect of Job Satisfaction and Organizational Commitment on Loyalty Factors with the Role of Workplace Isolation
10:30 AM - 12:00 PM
Location: Pecan
Speakers: Marcie Marks, Laura Munoz, Thomas Brill

Ethical Engagement: Is Meaningful Work an Antidote for Counterproductive Work Behaviors?
10:30 AM - 12:00 PM
Location: Pecan
Speakers: Anushri Rawat, Shivasharan Nadavulakere, Neha Jain

Trauma or Drama? Toward Understanding How the Lived Experiences of Workplace Trauma Impact Employee Well-Being, Motivation, and Performance
10:30 AM - 12:00 PM
Location: Pecan
Speakers: Megan Weinkauf, Doris Feltham, Jane Malcolm, Jeff Paul

10:30 AM - 12:00 PM **SWCRA_Marketing Track**
Location: Studio 306

Lightning strikes twice: The impact of poor market research on the Edsel and F150 EV
10:30 AM - 12:00 PM
Location: Studio 306
Speakers: Eric Kennedy, Robert Stevens, Lawrence Silver

Beyond the Brew: Balancing Retail, Wholesale, and Brand Identity at Umble Coffee
10:30 AM - 12:00 PM
Location: Studio 306
Speakers: James Barnes, Matthew Janzen

Lathering Up Success: Fika Farms' Formula for AI-Enhanced Marketing
10:30 AM - 12:00 PM
Location: Studio 306
Speakers: Rhonda Richards, Courtney Kernek, Eric Kennedy

From Mayberry to Louisville: Mainstreaming Distillation through Community College Education
10:30 AM - 12:00 PM
Location: Studio 306
Speaker: Wade Graves

10:30 AM - 12:00 PM   **SWCRA_Strategic Management/Business Policy Track**
Location: Studio 306

> **Braum's Ice Cream and Dairy Store**
> 10:30 AM - 12:00 PM
> Location: Studio 306
> Speakers: Robert Stevens, Lawrence Silver, Rhonda Richards
>
> **Help! I Can't Get Back to Port**
> 10:30 AM - 12:00 PM
> Location: Studio 306
> Speakers: Pamela Rogers, Charlotte Allen
>
> **Commercial Metals Corportation in 2024**
> 10:30 AM - 12:00 PM
> Location: Studio 306
> Speaker: John K. Masters
>
> **Buc-ee's: Success of A Small-Town Convenience Store**
> 10:30 AM - 12:00 PM
> Location: Studio 306
> Speakers: Robert Stevens, Lawrence Silver, Rhonda Richards
>
> **Ørsted's Global Ventures and Internationalization**
> 10:30 AM - 12:00 PM
> Location: Studio 306
> Speaker: Syed Tariq Anwar

10:30 AM - 12:00 PM   **SWCRA_Student Track/Embryo Track**
Location: Studio 306

> **The Human Element: Understanding Today's In-Person College Learners**
> 10:30 AM - 12:00 PM
> Location: Studio 306
> Speakers: Brynn Birchfield, Carley Harper, Rowdy Nimrod, Ethyn Snider, Eric Kennedy
>
> **Risk Management Concerns: Dog Shelter on ULM Campus**
> 10:30 AM - 12:00 PM
> Location: Studio 306
> Speakers: Christine Berry, Claudia Williams

10:30 AM - 12:00 PM   **SWDSI_Marketing and International Business I**
Location: Sycamore A
Speaker: Halil Kaya

> **The Competition from the Informal Sector: Do Retailers or Wholesalers Suffer More?**
> 10:30 AM - 12:00 PM
> Location: Sycamore A
> Speakers: Halil Kaya, Ayse Balas
>
> **Attitudes and Behaviors towards Thrifting: Implications for the Circular Economy**
> 10:30 AM - 12:00 PM
> Location: Sycamore A
> Speakers: Jyotsna Mukherji, Ananda Mukherji
>
> **Promoting Adaptive Service Behaviors among Frontline Employees.**
> 10:30 AM - 12:00 PM
> Location: Sycamore A
> Speaker: Kwabena Boakye

10:30 AM - 12:00 PM   **SWDSI_Operations and Project Management**
Location: Sycamore B
Speaker: Rolando Pena-Sanchez

> **Operational Efficiency of Sustainable Supplier Integration: Natural-Resource-Based view and Stakeholder perspective**
> 10:30 AM - 12:00 PM
> Location: Sycamore B
> Speakers: Saha Iqbal Hossain, Ajith Venugopal, Balaji Janamanchi
>
> **Design of a computer lab of virtual reality to support training effectiveness and production efficiency at any type of corporation**
> 10:30 AM - 12:00 PM
> Location: Sycamore B
> Speaker: Rolando Pena-Sanchez
>
> **The Impact of Sustainability on Market Performance: A Signaling Theory Approach**
> 10:30 AM - 12:00 PM
> Location: Sycamore B
> Speakers: Rahul Bharadwaj, Radhika Santhanam, Naveen Kumar
>
> **Supply Chain Management in Mail Services**
> 10:30 AM - 12:00 PM
> Location: Sycamore B
> Speakers: Ripp Inman, Mark McMurtrey, Carl M. Rebman Jr.

10:30 AM - 12:00 PM **SWDSI_E-Commerce and Social Networking**
Location: Dogwood
Speaker: Veera Venkata Naga Krishna Chaitanya Atkuri

> **Efficient Anomaly Detection in Credit Card Transactions**
> 10:30 AM - 12:00 PM
> Location: Dogwood
> Speaker: Veera Venkata Naga Krishna Chaitanya Atkuri
>
> **Detecting Fake Companies on LinkedIn: A Machine Learning Approach**
> 10:30 AM - 12:00 PM
> Location: Dogwood
> Speaker: Kaushal Thaker
>
> **Analyzing the Influence of Gas Prices on Electric Vehicle Conversations in Social Media**
> 10:30 AM - 12:00 PM
> Location: Dogwood
> Speakers: Sina Shokoohyar, Vahid Ghomi, Weimin Liang, Andrew Sinclair, Charlie Evert
>
> **Employee Well-Being and Investment: The Case of Smoking-Ban Laws**
> 10:30 AM - 12:00 PM
> Location: Dogwood
> Speaker: Gang Fan

10:30 AM - 12:00 PM **SWDSI_Innovative Education I**
Location: Silver Oak B
Speaker: Jamie Chen

> **The Impact of Leadership System on Student Performance Results in Higher Education: A Baldrige Perspective**
> 10:30 AM - 12:00 PM
> Location: Silver Oak B
> Speakers: Muhammad Hossain, Victor Prybutok
>
> **Students' Learning Experience with Chatbots in Business Education**
> 10:30 AM - 12:00 PM
> Location: Silver Oak B
> Speaker: Jamie Chen
>
> **AI-Driven Solutions for Faculty: Enhancing Instructional Efficiency in Scriptwriting, Question Banks, and LMS Integration**
> 10:30 AM - 12:00 PM
> Location: Silver Oak B
> Speaker: LeAnn Boyce

10:30 AM - 12:00 PM **AARE_Panel Session_How Can Other Disciplines Introduce AI Knowledge to Accounting Students**
Location: Council Oak D
Speakers: Ronnie Abukhalaf, Jason W. Powell, Weiwen Liao, Njeri S. Ngacha

12:00 PM - 1:30 PM **AARE_Luncheon | Empowering Tomorrow's Accountants: The Role of FMAA in Career Development and the Accounting Pipeline**
Location: Silver Oak A
Speaker: Alexandra Graham

12:00 PM - 1:30 PM **ABC-SW_Board Meeting and Luncheon**
Location: Cypress Boardroom
Speakers: Ashley Hall, Ashton Mouton, Kristen Wilson, Timothy Ponce, Lindsay Clark, Mark Evans, Christopher McKenna, Lucia Sigmar

12:00 PM - 1:30 PM **ABIS_Board Meeting and Luncheon**
Location: Ficus Boardroom
Speakers: Kimberly Merritt, Jason W. Powell, Carla Barber, Sherry Rodrigue, Mahesh S. Raisinghani, Daniel Gordy

12:00 PM - 1:00 PM **SWAM_Keynote Session: The Future of Space Exploration**
Location: Birch
Speaker: Jim Bridenstine

12:00 PM - 1:00 PM **SWCRA_Lunch**
Location: Studio 306

12:00 PM - 1:00 PM **SWCRA_Business Meeting**
Location: Studio 306

1:30 PM - 3:00 PM **ACME_Meet the Editors**
Location: Maple Theater
Speakers: Qin Sun, Atefeh Yazdanparast, Seth Ketron

1:30 PM - 3:00 PM   **ACME_Expanding Horizons: Global Marketing Strategies in Emerging Markets**
Location: Redbud A

> ### Path-Creating Strategies of a Latecomer MNE in an Emerging Market: The Case of Ferrero
> 1:30 PM - 3:00 PM
> Location: Redbud A
> Speakers: Kiran Mahasuar, Niyati Bhanja
>
> ### Fourth Industrial Revolution Technologies Adoption in the Plantation Sector of India
> 1:30 PM - 3:00 PM
> Location: Redbud A
> Speakers: Sandra Mariam Binu, Ganesh Kumar, Sanjay S. Mehta, Irfan Ahmed, Vivekshankar Natarajan

1:30 PM - 3:00 PM   **AARE_Panel Session_The CPA Competency-Based Experienced Pathway to Licensure**
Location: Council Oak C
Speakers: Shani Robinson, Renee Foshee, Ashley Plyushko, Kent Absec, Pamela Baker, Richard Price, Mark Fiegerner

1:30 PM - 3:00 PM   **AARE_Student Research 1**
Location: Council Oak D
Speaker: Wendelyn Risher

> ### Fair Value Accounting
> 1:30 PM - 3:00 PM
> Location: Council Oak D
> Speakers: Sidney Mack, Karen Oxner
>
> ### Restructure of a Private Corporation
> 1:30 PM - 3:00 PM
> Location: Council Oak D
> Speakers: Bulice Bradley, Karen Oxner
>
> ### Evolution of Estate Taxation
> 1:30 PM - 3:00 PM
> Location: Council Oak D
> Speakers: Sidney Mack, Ashley Phillips
>
> ### OCI Recognition
> 1:30 PM - 3:00 PM
> Location: Council Oak D
> Speakers: Griffin Carson, Karen Oxner

1:30 PM - 3:00 PM   **Innovative Explorations in Business Communication Education**
Location: Council Oak A
Speaker: Lindsay Clark

> ### An Exploratory Study of On-Line Presentation Success in the Arabian Gulf Region
> 1:30 PM - 3:00 PM
> Location: Council Oak A
> Speakers: Jeanine Turner, Lamar Reinsch
>
> ### Complicating and Clarifying Disciplinary Practices: Enacting Positive Communication Strategies in the Classroom
> 1:30 PM - 3:00 PM
> Location: Council Oak A
> Speaker: Lindsay Clark
>
> ### An Invitational Exploration: Can the Business Communication Classroom Foster an Invitational Learning Environment?
> 1:30 PM - 3:00 PM
> Location: Council Oak A
> Speaker: Ashton Mouton

1:30 PM - 3:00 PM　　　**ACME_Clicks, Tricks, and Risks: How Digital Worlds Shape Choices, Security, and Shopping Sprees**

Location: Redbud B

The Application of Information Systems in Ride-sharing: Strategies to Strengthen Cyber Security

1:30 PM - 3:00 PM
Location: Redbud B
Speakers: Kishwar Joonas, Ahmed Mahfouz, Antoine Banks, Dinah Murphy, Tiara Johnson, Jasmine Napper, Larry Luellen

Exploring Deinfluencers & How Consumers' Parasocial Relationships with Deinfluencers can influence Mindful Consumption Intentions

1:30 PM - 3:00 PM
Location: Redbud B
Speakers: Gina Tran, Khaled Aboulnasr, Youngok Sunny Song

Unveiling the Dynamics of Perceived Social Commmerce Design Efficacy and its Influence on Consumer Repurchase Intention

1:30 PM - 3:00 PM
Location: Redbud B
Speakers: Sam Rahimzadeh Holagh, Maryam Zolfaghar, Swagata Chakraborty

Reddit Stories vs. Yahoo Finance Stories for Financial Investment Decisions

1:30 PM - 3:00 PM
Location: Redbud B
Speakers: Zhenning Xu, Fernando Parra, Pan Liu

1:30 PM - 3:00 PM　　　**SSE_Consumer Financial Decisions_I**

Location: Studio 312

The FEMA 50-50 Rule: A Case Study with Student-Driven Decision-making

1:30 PM - 3:00 PM
Location: Studio 312
Speakers: Victor Claar, H. Shelton Weeks, Marcus T. Allen, Jesse Wright

The COVID-19 Effect on Retirement Preparation through Employer-Sponsored Retirement Plans

1:30 PM - 3:00 PM
Location: Studio 312
Speakers: Yu Zhang, Xun Li, Shari Lawrence, Andrea Chiasson

Consumer Financial Anxiety through the Covid-19 Pandemic

1:30 PM - 3:00 PM
Location: Studio 312
Speakers: Lianfen Qian, David Spohn, Wei Feng

1:30 PM - 3:00 PM　　　**SSE_Industrial Economics**

Location: Studio 316

German vs. US Hidden Champions: Similarities and differences in key performance indicators (KPIs) and industry 4.0/leadership approaches

1:30 PM - 3:00 PM
Location: Studio 316
Speakers: Kai-Uwe Wellner, Roman Wong

Respect pricing in the US airline industry

1:30 PM - 3:00 PM
Location: Studio 316
Speaker: Huubinh Le

SSE - Retail Gasoline Price Dispersion and Consumer Preferences: A Detailed Analysis at the Gas Station Level

1:30 PM - 3:00 PM
Location: Studio 316
Speaker: Yun Wang

1:30 PM - 3:00 PM   **SWAM_A Human Resource Perspective on Work & Education**
Location: Birch

> **Mitigating the Golem Effect and Fostering Inclusion: Strategies for Organizations to Support Autistic Adults in the Workplace**
> 1:30 PM - 3:00 PM
> Location: Birch
> Speakers: Salvador Villegas, Andrew Ellestad

> **Helping Early Childhood Educators Thrive: Insights from Human Resource Management**
> 1:30 PM - 3:00 PM
> Location: Birch
> Speaker: Huda Masood

> **Emotional Intelligence and Resistance to Change: An Age-Generational Perspective**
> 1:30 PM - 3:00 PM
> Location: Birch
> Speakers: Noor Ashouri, Daphne Wang

> **What is the Impact of Focusing on Diversity, Equity, and Inclusion without Fostering Belonging on Nonprofit Organizations' Employee Retention of Black Employees?**
> 1:30 PM - 3:00 PM
> Location: Birch
> Speaker: Edmond Tyra

> **Virtual Team Management: Understanding the Dynamics and Developing Effective Strategies**
> 1:30 PM - 3:00 PM
> Location: Birch
> Speakers: Melody Borg, Douglas Carter

1:30 PM - 3:00 PM   **SWAM_Digital Warfare in the Workplace: Artificial Intelligence Across Industries**
Location: Cedar

> **Generative AI in the Job Search: Examining Trust, Social Influence, and Ethical Perspectives on ChatGPT Usage Among Job Applicants**
> 1:30 PM - 3:00 PM
> Location: Cedar
> Speakers: Dan Chen, Oyinkansola Sodiya

> **Artificial Intelligence and Customer Engagement Behavior in the Banking Industry: A Moderated-Mediation Study**
> 1:30 PM - 3:00 PM
> Location: Cedar
> Speakers: Saleh Bajaba, Abdulah Bajaba

> **Understanding Information Asymmetry's Influence on the Demands for Artificial Intelligence Transparency Among Insurance Brokerage Principals and Agents**
> 1:30 PM - 3:00 PM
> Location: Cedar
> Speakers: McGraw Darren, Timothy Veach

> **When More Means Less: Information Overload and the Digital Workplace Trap**
> 1:30 PM - 3:00 PM
> Location: Cedar
> Speaker: Ella Matule

1:30 PM - 3:00 PM   **SWAM_Panel: Reinventing Online Business Education in the Era of Artificial Intelligence_Innovations for the New Professional Student**
Location: Pecan
Speakers: Wendy Clayton, James Clayton, Brett Landry

1:30 PM - 3:00 PM   **SWCRA_Case Study Creation Workshop**
Location: Studio 306

1:30 PM - 3:00 PM   **SWDSI_Economics, Law, and Finance II**
Location: Magnolia
Speaker: Ananda Mukherji

Environmental, Social, and Governance (ESG) disclosure and banks' performance: Islamic vs. conventional banks
1:30 PM - 3:00 PM
Location: Magnolia
Speakers: Nouf Al Katheery, M. Kabir Hassan

The 2001 Recession, the Sarbanes-Oxley Act, and Director Characteristics
1:30 PM - 3:00 PM
Location: Magnolia
Speaker: Halil Kaya

Navigating the Challenges of Applying Conventional Legal Framework for the Recovery of Islamic Banks' Defaults: Bridging Shari'ah Principles and Conventional Legal Frameworks
1:30 PM - 3:00 PM
Location: Magnolia
Speakers: Md Tanvir Islam, Dr. Abu Umar Faruq Ahmad

Three Macro-economic Variables That Have Serious Implications: An Examination of Debt, the Budget Deficit, and the Trade Deficit
1:30 PM - 3:00 PM
Location: Magnolia
Speakers: Ananda Mukherji, Jyotsna Mukherji

1:30 PM - 3:00 PM   **SWDSI_AI Topics**
Location: Sycamore A
Speaker: Ali Ashraf

Adoption of AI into Accounting and Finance Education
1:30 PM - 3:00 PM
Location: Sycamore A
Speaker: Ali Ashraf

Navigating AI Policy and Consumer Resistance: An Assessment and Qualitative Approach to Enhancing AI Systems Governance
1:30 PM - 3:00 PM
Location: Sycamore A
Speakers: Robert Fajardo, Victor Prybutok

Investigating the Impacts of Labeling AI-Generated Content on User Perceptions
1:30 PM - 3:00 PM
Location: Sycamore A
Speakers: Jie Zhang, Han Li, Jennifer Ziegelmayer

1:30 PM - 3:00 PM   **SWDSI_Student Track I**
Location: Sycamore B
Speaker: M. Kabir Hassan

Impacts of Organizational Support and LMX on Work Behaviors: Mediating Role of Mindfulness
1:30 PM - 3:00 PM
Location: Sycamore B
Speaker: Zahidul Karim

Do Climate Concerns Augment Green Investment: Implications for the Mitigation of Carbon-Based Asset Reliance
1:30 PM - 3:00 PM
Location: Sycamore B
Speaker: Md. Naiem Hossain

Machine Learning-Based Optimization of Capital Structure Decisions
1:30 PM - 3:00 PM
Location: Sycamore B
Speaker: Mohammad Rezoanul Hoque

Unveiling the Drivers of Citizen Developer Effectiveness: A Conceptual Model for Accelerating Digital Transformation
1:30 PM - 3:00 PM
Location: Sycamore B
Speaker: Shakeel Muhammad

1:30 PM - 3:00 PM   **SWDSI_Management, Healthcare, and Organizational Behavior II**
Location: Dogwood
Speaker: Jennifer Hinebaugh

Employment Trends in The Aviation and Aerospace Workforce: Key Considerations for Different Generations
1:30 PM - 3:00 PM
Location: Dogwood
Speakers: Jennifer Hinebaugh, Laura Reece, Michael Dipierro

Sustainable Leadership on Employee Pro-Environmental Behavior: Evidence from Bangladesh Garments Industry
1:30 PM - 3:00 PM
Location: Dogwood
Speakers: Abdullah Al Masum, Sathi Khandakar

Who Detaches More Effectively from Work? Differences Across Temporal Focus Profiles
1:30 PM - 3:00 PM
Location: Dogwood
Speakers: Daniel A. Cernas Ortiz, Arun Madapusi, Anjana Arunkumar

Generation of AI Images for Marketing Research
1:30 PM - 3:00 PM
Location: Dogwood
Speakers: Charlotte Allen, Wenjing Li, Pamela Rogers

1:30 PM - 3:00 PM   **SWDSI_Health Related Issues**
Location: Silver Oak B
Speaker: Kazim Topuz

Health or Wealth? Results of a USA Experience
1:30 PM - 3:00 PM
Location: Silver Oak B
Speakers: Orhan Erdem, Zeynullah Gider

Quantifying Anxiety: An Analytical Study to Understanding Mental Health
1:30 PM - 3:00 PM
Location: Silver Oak B
Speakers: Ander Bengoetxea, Ivanina Petrova, Samuel Eddins, Kazim Topuz

A Case Study in TQM and Implementation Science in PT: Renue Physical Therapy
1:30 PM - 3:00 PM
Location: Silver Oak B
Speakers: Brian Gallagher, Mark McMurtrey

Understanding Psychological Symptom Interconnections
1:30 PM - 3:00 PM
Location: Silver Oak B
Speakers: Bowen Zheng, Julian Atuguba, Bayrta Nimgirova

1:30 PM - 3:00 PM   **ABIS_Information Systems: Theory and Practice in Action**
Location: Council Oak B
Speaker: Marcia Hardy

Assessing the Impact of Computer-Based Interruptions on Task Performance an Eye-Tracking Experimental Study
1:30 PM - 3:00 PM
Location: Council Oak B
Speakers: Ziyi Niu, George Kurian, Ying Yan

The Applications and Viability of ARIMA Modeling Using Current Employment Statistics
1:30 PM - 3:00 PM
Location: Council Oak B
Speakers: Joseph Adams, Jason W. Powell, Curtis Penrod

Using Business Data to Identify Victims of the Tulsa Race Massacre
1:30 PM - 3:00 PM
Location: Council Oak B
Speaker: Traci Austin

Integrating Quality Management 4.0 with AI and Machine Learning
1:30 PM - 3:00 PM
Location: Council Oak B
Speakers: Mahesh S. Raisinghani, Leilani Uttenreither

3:00 PM - 3:30 PM   **FBD_Coffee Break & Poster Sessions**
Location: Sequoia - Exhibit Hall

3:00 PM - 3:30 PM   **Poster Sessions**
Location: Sequoia - Exhibit Hall

Integrating AI and LinkedIn Engagement in Business Education: Preliminary Findings and Pedagogical Insights
3:00 PM - 3:30 PM
Location: Sequoia - Exhibit Hall
Speaker: Heida Reed

The Moderating Effect of Covid-19 Pandemic on the Relationship between Financial Performance, Sustainability Performance, and Sustainability Disclosure in the Airline Industry - A Global Study
3:00 PM - 3:30 PM
Location: Sequoia - Exhibit Hall
Speaker: Lucy Lu

The Effects of Communication Mode Richness and Risk Priming on Auditors' Skeptical Judgment and Action
3:00 PM - 3:30 PM
Location: Sequoia - Exhibit Hall
Speaker: Katie Harris

ISO 37001 Anti-Bribery Management Systems Certification: A Global Perspective
3:00 PM - 3:30 PM
Location: Sequoia - Exhibit Hall
Speakers: Daniel Hsiao, Yu-Ho Chi

AI-Driven Pricing and Personalization: Impact on Trust and Consumer Engagement in Online Travel Agencies
3:00 PM - 3:30 PM
Location: Sequoia - Exhibit Hall
Speaker: Minsun Kim

3:30 PM - 5:00 PM   **AARE_Board Meeting**
Location: Cypress Boardroom

3:30 PM - 5:00 PM   **AARE_Auditors, Fees, and Internal Controls**
Location: Council Oak C
Speaker: Qifeng (Charles) Wu

The effectiveness of internal controls over financial reporting at dual-class firms
3:30 PM - 5:00 PM
Location: Council Oak C
Speakers: Arno Forst, Dina F. El-Mahdy, Barry Hettler, Kathleen Rankin

Enhancing Junior Auditors Speak Up: The Role of Trust and Communication Modes in Distributed Audit Teams
3:30 PM - 5:00 PM
Location: Council Oak C
Speakers: Ran Li, Robert C. Giambatista, Douglas M. Boyle

Audit Fees, Cost of Debt, and Debt Covenant Compliance Assurance
3:30 PM - 5:00 PM
Location: Council Oak C
Speakers: Alisha Blush, David Folsom, Xiang Gao, Rebecca Perez, Qifeng (Charles) Wu

3:30 PM - 5:00 PM   **AARE_Student Learning and Engagement**
Location: Council Oak D
Speaker: Pamela Baker

An Examination of Accounting Student Background and Cognitive Ability: Are Students Failing in Critical Thinking?
3:30 PM - 5:00 PM
Location: Council Oak D
Speakers: Matthew Sargent, Bradley Winton

Enhancing Student Engagement and Instructor Evaluations through Gamification: A Study of Kahoot! in United States Introductory Accounting Courses
3:30 PM - 5:00 PM
Location: Council Oak D
Speakers: Kelly Green, Laura Guichard Latiolais

The Two-Minute Standing Meeting: Applying Neuroscience in the Accounting Classroom
3:30 PM - 5:00 PM
Location: Council Oak D
Speaker: Maggie Schlerman

3:30 PM - 5:00 PM   **AARE_CEOs and Firm Performance**
Location: Council Oak E
Speaker: Orrin Swift

>   ### CEO Overconfidence and Goodwill Impairment
>   3:30 PM - 5:00 PM
>   Location: Council Oak E
>   Speakers: Binod Guragai, Steve Garner, Ankita Singhvi
>
>   ### The unintended consequence of hiring generalist CEOs: CEO general managerial skills and non-GAAP earnings
>   3:30 PM - 5:00 PM
>   Location: Council Oak E
>   Speakers: Yun Ke, Jiwoo Seo
>
>   ### How does firm performance affect CEO bonus pay?
>   3:30 PM - 5:00 PM
>   Location: Council Oak E
>   Speakers: Emrah Ekici, Marina Ruseva

3:30 PM - 5:00 PM   **ABC-SW_Workshop: Leveraging AI for Data-Informed Resume Writing: Teaching Resumes in the Age of LLMs**
Location: Council Oak A
Speaker: Timothy Ponce

3:30 PM - 5:00 PM   **ABIS_Information Systems Workshop**
Location: Council Oak B
Speaker: Mahesh S. Raisinghani

>   ### The Journey to Content-based Student Engagement: Using Synthetic Datasets for Tableau Learning
>   3:30 PM - 5:00 PM
>   Location: Council Oak B
>   Speaker: Shane Schartz

3:30 PM - 5:00 PM   **ACME_Shaping the Future: Macro, ESG Strategies and Political Marketing Dynamics**
Location: Maple Theater

>   ### Mind over Money: The Role of Mindfulness in Controlling Overspending
>   3:30 PM - 5:00 PM
>   Location: Maple Theater
>   Speakers: Chandan Kumar Behera, Ritika Dadra, Anirudh Singh
>
>   ### A Sentiment Analysis of Generation Z's Voting Intention in the 2024 Presidential Campaign
>   3:30 PM - 5:00 PM
>   Location: Maple Theater
>   Speakers: Lili Gai, Analyssa Betancourt
>
>   ### Sustainable Luxury Consumption: Role of Self-Consciousness and Mindset
>   3:30 PM - 5:00 PM
>   Location: Maple Theater
>   Speakers: Mona Safizadeh, Fuat Firat, Khondoker Hossain
>
>   ### Visit Florida by EV? That is the Question
>   3:30 PM - 5:00 PM
>   Location: Maple Theater
>   Speakers: Julie Haworth, Bryan Haworth

3:30 PM - 5:00 PM   **ACME_Exploration & Innovation: Student Perspective**
Location: Redbud A

>   ### Artificial Consumption: Co-Creation of Meaning through the Real and the Virtual
>   3:30 PM - 5:00 PM
>   Location: Redbud A
>   Speaker: Kevin McGuire
>
>   ### Paying for the Past: Analyzing the effects of Nostalgia on Consumer Behavior
>   3:30 PM - 5:00 PM
>   Location: Redbud A
>   Speakers: Cynthia Garcia, Jayson Christian, Sua Jeon
>
>   ### Generative AI and online-painting market: Evidence from Pixiv
>   3:30 PM - 5:00 PM
>   Location: Redbud A
>   Speakers: Mingzuo Yang, Anli Tang, Jingyi Fan, Lilly Ye, Yiming Zhuang
>
>   ### Game Adoption and Digital Currency: A Case Study with Counter-Strike 2
>   3:30 PM - 5:00 PM
>   Location: Redbud A
>   Speakers: Aaron Liang, Lilly Ye

3:30 PM - 5:00 PM   **ACME_Marketing in the Healthcare Industry**
Location: Redbud B

> **Manager's Perception of the Sustainable Marketing Mix-Comparative Study of Chain Versus Standalone Diagnostic Labs**
> 3:30 PM - 5:00 PM
> Location: Redbud B
> Speakers: Ashish Sahdev, Syed Hameedur Rehman Zain
>
> **The Impacts and Implications of Stressors in the Service Professions: A Review and Framework**
> 3:30 PM - 5:00 PM
> Location: Redbud B
> Speakers: Irfan Ahmed, Sanjay S. Mehta, Vivekshankar Natarajan
>
> **The Effect of Calorie Presentation Order on Customizing Healthy Meals**
> 3:30 PM - 5:00 PM
> Location: Redbud B
> Speaker: Samuel Sekar
>
> **When Patients are Powerless: Exploring the Impact of Interactional Justice on Healthcare Service Recovery**
> 3:30 PM - 5:00 PM
> Location: Redbud B
> Speakers: Rajasree Rajamma, Vinu Simon, Lou Pelton

3:30 PM - 5:00 PM   **SWAM_Signature Panel: The Use of AI in Strategic Planning_Opportunities and Pitfalls**
Location: Birch
Speakers: Ann-Marie Constable, Bill Crawford, Rafael Duarte, Marshal Wright, Shahan Perera

3:30 PM - 5:00 PM   **SWDSI_Business Meeting**
Location: Silver Oak A
Speaker: M. Kabir Hassan

3:30 PM - 5:00 PM   **SWDSI_AI and Machine Learning**
Location: Sycamore A
Speaker: Alexander N. Chen

> **Factors Influencing Artificial Intelligence (AI) Adoption and Use Behavior Among Americans**
> 3:30 PM - 5:00 PM
> Location: Sycamore A
> Speakers: Alexander N. Chen, Rebecca Thomas
>
> **Job Threat from AI Integration in the Workflow: An Empirical Analysis of Software Developers' Perspectives**
> 3:30 PM - 5:00 PM
> Location: Sycamore A
> Speakers: Yubaraj Subedi, Guoying Zhang
>
> **On the Ethicality of Artificial Intelligence (AI) in Business Practices**
> 3:30 PM - 5:00 PM
> Location: Sycamore A
> Speaker: Steven Dabelow
>
> **Advancing Firm Valuation Uncertainty Prediction: A Comparative Analysis of Machine Learning and Large Language Model Approaches**
> 3:30 PM - 5:00 PM
> Location: Sycamore A
> Speaker: Levent Bulut

3:30 PM - 5:00 PM   **SWDSI_Empirical and Quantitative Finance II**
Location: Sycamore B
Speaker: Reza Houston

> **The Ripple Effect: How Subsidies Transform Firm Behavior**
> 3:30 PM - 5:00 PM
> Location: Sycamore B
> Speakers: José Antonio Pérez Amuedo, M. Kabir Hassan, Reza Houston
>
> **The impact of internet banking adoption on the financial performance of the banking industry: evidence from Morocco**
> 3:30 PM - 5:00 PM
> Location: Sycamore B
> Speaker: Sara El Yahyaoui
>
> **Does Corporate Reputation Moderate the Relationship Between Economic Policy Uncertainty and Financing Choice?**
> 3:30 PM - 5:00 PM
> Location: Sycamore B
> Speakers: Huson Joher Ali Ahmed, Xueli Tang Tang, Md Safi Ullah
>
> **The Application of Total Quality Management: An International Office in a University Setting**
> 3:30 PM - 5:00 PM
> Location: Sycamore B
> Speakers: Jingjing Li, Mark McMurtrey

3:30 PM - 5:00 PM   **SSE_Economy and Society**
Location: Studio 312

> **The Cursed Cuppa: The Persistent Labour Market Effects of Sri Lanka's Colonial-Era Tea Plantations**
> 3:30 PM - 5:00 PM
> Location: Studio 312
> Speaker: Sudaraka Ariyaratne

> **Young Women Self Help Group Membership in Uttar Pradesh: Does Independent Decision-Making Matter?**
> 3:30 PM - 5:00 PM
> Location: Studio 312
> Speaker: Aliyah Banerjee

> **Compare the Importance of Migration Drivers: Migration Flows into OECD Countries 1984-2015**
> 3:30 PM - 5:00 PM
> Location: Studio 312
> Speaker: Yun Wang

> **The Latin America and Caribbean Region: Collective Issues? Collective Outcomes? Collective Solutions?**
> 3:30 PM - 5:00 PM
> Location: Studio 312
> Speaker: Alex Sharland

3:30 PM - 5:00 PM   **SWDSI_Accounting, Operations and Ethics**
Location: Magnolia
Speaker: Russell Calk

> **CEO Overconfidence and Corporate Misconduct: Evidence from Federal Law Violations**
> 3:30 PM - 5:00 PM
> Location: Magnolia
> Speakers: Md Ismail Haidar, Saha Iqbal Hossain

> **An Accounting Lab: The Impact of Tutoring on Students in Upper-Level Accounting Courses**
> 3:30 PM - 5:00 PM
> Location: Magnolia
> Speakers: Russell Calk, Landri Ognowski, Angela Patrick

> **Measures for improving operational excellence and financial sustainability of the local governments**
> 3:30 PM - 5:00 PM
> Location: Magnolia
> Speaker: Mohan Rao

> **Hey Mr. DJ: Accounting Dilemmas in Entrepreneurship**
> 3:30 PM - 5:00 PM
> Location: Magnolia
> Speakers: Wendelyn Risher, Liz Whitlow, Ashley Hampton

3:30 PM - 5:00 PM   **SWDSI_Management, Healthcare, and Organizational Behavior III**
Location: Dogwood
Speaker: Gayle Prybutok

> **Effectiveness of AI Chatbots in Providing Mental Health Support through Patient Portals: A Mixed-Methods Study**
> 3:30 PM - 5:00 PM
> Location: Dogwood
> Speakers: Navya Velverthi, Victor Prybutok

> **Use of Videoconference Technology in the Social Engagement of Older Adults by Aging in Place Organizations: A Prisma Systematic Literature Review**
> 3:30 PM - 5:00 PM
> Location: Dogwood
> Speakers: John Alagood, William Senn, Gayle Prybutok

> **Strategic Outsourcing Decision: Beyond the Two Sides of a Coin**
> 3:30 PM - 5:00 PM
> Location: Dogwood
> Speaker: Tochukwu Emegwa

> **AI and Machine Learning in the Diagnosis, Treatment, and Comprehensive Management of Postpartum Depression**
> 3:30 PM - 5:00 PM
> Location: Dogwood
> Speakers: Mounika Prabha Mahadasu, Zeynep Orhan, Tolga Ensari, Fatma Arslan, Betul Ensari

5:30 PM - 7:00 PM   **FBD President's Welcome Reception**
Location: Sequoia - Exhibit Hall

Fri, Mar 21, 2025

7:00 AM - 8:30 AM   **SWDSI_Networking Breakfast**
Location: Redbud B
Speaker: M. Kabir Hassan

7:30 AM - 8:30 AM   **ABC-SW_ABIS_Joint Breakfast**
Location: Council Oak A

7:30 AM - 8:00 AM   **SWAM_Coffee Break**
Location: Birch

7:30 AM - 4:00 PM   **FBD Conference Registration**
Location: Sequoia - Exhibit Hall

8:00 AM - 8:30 AM   **ASBE_Working Breakfast**
Location: Studio 306

8:00 AM - 10:00 AM   **ACME_Marketing Education Super Session**
Location: Redbud A

> ### Personal Brand Logo and Student Success in Undergraduate Introductory Marketing Courses
> 8:00 AM - 10:00 AM
> Location: Redbud A
> Speaker: Phillip Frank
>
> ### Innovative Approaches to Teaching Hospitality and Tourism Marketing: Enhancing Student Competencies Through Real Case Project
> 8:00 AM - 10:00 AM
> Location: Redbud A
> Speakers: Ilma Aulia Zaim, Rossy Sjarifah Sjarif, Herry Hudrasyah
>
> ### Learn How to Teach??!! I've Been Teaching 30 Years!
> 8:00 AM - 10:00 AM
> Location: Redbud A
> Speakers: Danny Upshaw, Anna Upshaw, Marcia Hardy
>
> ### Enriching Students' Inner Lives: Spirituality Profiles of College Students and Relationship with Personal, Situational, and Outcome Variables
> 8:00 AM - 10:00 AM
> Location: Redbud A
> Speakers: Sarath Nonis, Gail Hudson
>
> ### Students' Perceptions of Experiential Learning Company Projects in a Business Education Course
> 8:00 AM - 10:00 AM
> Location: Redbud A
> Speakers: courtney Jansson, Ryann Shelton

8:30 AM - 10:00 AM   **AARE_Panel Session_Excel-lent Ways to Ensure Accounting Job Success in Year 1**
Location: Council Oak C
Speaker: Rubik Yeriazarian

8:30 AM - 10:00 AM   **AARE_Special Topics in Accounting**
Location: Council Oak D
Speaker: Ben Le

> ### Family Leave Policies and Entrepreneurship Across the World
> 8:30 AM - 10:00 AM
> Location: Council Oak D
> Speaker: Anastassia Vilderson
>
> ### Dark Data: Unseen Risks & Proposed Solutions
> 8:30 AM - 10:00 AM
> Location: Council Oak D
> Speakers: Will Chapman, Carolyn Conn, Trevi Kelley
>
> ### Exploring Intersectional Influences on Leadership: The Role of Gender and Race
> 8:30 AM - 10:00 AM
> Location: Council Oak D
> Speakers: Victor Blocker, John R. Hollenbeck, Quinetta M. Roberson

8:30 AM - 10:00 AM **ABC-SW_Classroom and Career: Applied Business Communication**
Location: Council Oak A
Speaker: Timothy Ponce

> **Business Communication and True Crime: Dilemmas and Difficult Conversations**
> 8:30 AM - 10:00 AM
> Location: Council Oak A
> Speaker: Traci Austin
>
> **Global Discovery & Design: Country Infographics in Canva**
> 8:30 AM - 10:00 AM
> Location: Council Oak A
> Speakers: MaKenzie Norman, Izzy Pankey Nguyen
>
> **Fostering Entrepreneurial Thinking in Professional Writing: Using Entrepreneurial Projects to Engage Potential Entrepreneurship Students**
> 8:30 AM - 10:00 AM
> Location: Council Oak A
> Speaker: Timothy Ponce
>
> **Author Talk: The Who, What, Why, and How of Authoring a Popular Press Business Book**
> 8:30 AM - 10:00 AM
> Location: Council Oak A
> Speaker: Trey Guinn

8:30 AM - 10:00 AM **ABIS_Business Meeting**
Location: Council Oak B

8:30 AM - 10:00 AM **ASBE**
Location: Studio 306

> **Empowering Entrepreneurs: Best Practices for Integrating AI Prompt Engineering in Marketing Education**
> 8:30 AM - 10:00 AM
> Location: Studio 306
> Speakers: Courtney Kernek, Rhonda Richards, Eric Kennedy
>
> **Is Self-Presentation the Key to Digital Entrepreneurship Success? A Case Study of Influencer Mikayla Nogueira**
> 8:30 AM - 10:00 AM
> Location: Studio 306
> Speakers: Wendelyn Risher, Faith Fox
>
> **The Small Business Owner and Their Insurance Intermediary: Which Comes First?**
> 8:30 AM - 10:00 AM
> Location: Studio 306
> Speakers: Christine Berry, Claudia Williams, Jun Yu, Joyce Zhou
>
> **Can You Feel How I Feel? An Examination of Emotional Labor in Five Different Work Environments**
> 8:30 AM - 10:00 AM
> Location: Studio 306
> Speakers: Shanker Menon, Lakshmi Narayanan, Ashley Hampton, David Whitlock, Eric Kennedy
>
> **Entrepreneur Ebby Halliday - "First Lady"**
> 8:30 AM - 10:00 AM
> Location: Studio 306
> Speakers: Carol Sullivan, Liz Whitlow

8:30 AM - 10:00 AM **SWAM_A Social Understanding of Strategic Initiatives**
Location: Birch

> **Sabotaging Trust: How Deception, Gaslighting, and Self-Sabotaging Behavior Erode Institutional Trust**
> 8:30 AM - 10:00 AM
> Location: Birch
> Speakers: Timothy Mcilveene, Maggie Davis, Justin Scott
>
> **Repairing Strategic Coherence Disruptions**
> 8:30 AM - 10:00 AM
> Location: Birch
> Speakers: Janice Black, Frances Fabian
>
> **Are Family Firms Uniquely Positioned to Meet Individuals' Needs?**
> 8:30 AM - 10:00 AM
> Location: Birch
> Speakers: Justin Scott, Justin W. Carter
>
> **An Empirical Study on Corporate Social Responsibility Towards Employees**
> 8:30 AM - 10:00 AM
> Location: Birch
> Speakers: Weihui Fu, Grace Heinrichs, Xavier Perry, Kayla Redman

8:30 AM - 10:00 AM   **SWAM_The Future of Business Education: Strategy and Initiatives**
Location: Cedar

> ### Immersive Extended Reality, the Metaversity, and the Future of Online Higher Education
> 8:30 AM - 10:00 AM
> Location: Cedar
> Speakers: Nancy Kucinski, Brian Burton, Doug Darby, Scott Hamm, Rich Tanner, Chaz McKell
>
> ### Mission-Fit and Market-Aligned: A Framework for Market Analysis and Marketing Insights in Higher Education Academic Program Development
> 8:30 AM - 10:00 AM
> Location: Cedar
> Speaker: Curtis Wech
>
> ### Winds of Change: A Case Study of Thunderbird Business School
> 8:30 AM - 10:00 AM
> Location: Cedar
> Speaker: Carlisle Paul
>
> ### The General Business "Question"
> 8:30 AM - 10:00 AM
> Location: Cedar
> Speakers: Andrew Johnson, Sandra Degrassi, Katherine Roberto
>
> ### Servant Leadership and Christian Higher Education: A Case for Integrative Approaches in an Era of Disruption
> 8:30 AM - 10:00 AM
> Location: Cedar
> Speaker: Curtis Wech

8:30 AM - 10:00 AM   **SWAM_Methodology & Theory Extension**
Location: Pecan

> ### A Review of Moral Intensity in Ethical Decision Making: New Perspectives on Subjective Versus Objective Measurement
> 8:30 AM - 10:00 AM
> Location: Pecan
> Speakers: Meagan Baskin, Vance Lewis, Bradley Winton
>
> ### Validation of Readiness For Change Scale In Pakistan: Evidence From Two Independent Samples
> 8:30 AM - 10:00 AM
> Location: Pecan
> Speakers: Haroon Bakari, Stephen Jaros
>
> ### Impacts of Emotional Intelligence on Job Satisfaction and Job Performance of Employees: Evidence from Bangladesh
> 8:30 AM - 10:00 AM
> Location: Pecan
> Speakers: Zahidul Karim, Saha Iqbal Hossain, Sumaya Fatema Binte Shahid
>
> ### Family Business Metastasis: An Analogy of Dissemination and Corporate Collapse
> 8:30 AM - 10:00 AM
> Location: Pecan
> Speakers: Oscar Javier Montiel Mendez, Araceli Alvarado Carrillo, Mark Clark, Adriana Reyes Sanchez, Yazmin Alexandra Gonzalez Iniguez
>
> ### Fine Arts and Organization Theory: Shall We Dance?
> 8:30 AM - 10:00 AM
> Location: Pecan
> Speakers: Riley Hall, M. Suzanne Clinton

8:30 AM - 10:00 AM   **SWAM_Workshop: Expanding Innovation Partnerships_Higher Education and the National Guard**
Location: Studio 316
Speakers: D. Shawn Hussey, Paul Shelton

8:30 AM - 10:00 AM   **SWDSI_Economics, Law, and Finance III**
Location: Magnolia
Speaker: M. Kabir Hassan

ESG and Bank Risk-Taking: The Mediating Role of Fintech-Based Financial Inclusion
8:30 AM - 10:00 AM
Location: Magnolia
Speakers: Hassan Bataineh, M. Kabir Hassan, Hiba Aldosari

The Effects of Artificial Intelligence on the Triple Bottom Line, ESG, and Human Resource Management from a Financial Perspective
8:30 AM - 10:00 AM
Location: Magnolia
Speakers: Elizabeth Prejean, Vianka Esteves Miranda

Assessing ESG Impact on the Capital Cost Structure of Energy Firms: A Global Perspective
8:30 AM - 10:00 AM
Location: Magnolia
Speakers: Abdullah Alshehri, M. Kabir Hassan

Have State Pension Plans Generated Positive Alphas, 2001 to 2023?
8:30 AM - 10:00 AM
Location: Magnolia
Speakers: Martin Hanby, Srinidhi Kanuri, Russell Calk

8:30 AM - 10:00 AM   **SWDSI_Fintech and Artificial Intelligence**
Location: Sycamore A
Speaker: Alexander N. Chen

Balancing Accuracy and Safety in AI: A Novel Adversarial Training Approach
8:30 AM - 10:00 AM
Location: Sycamore A
Speaker: Veera Venkata Naga Krishna Chaitanya Atkuri

Employees in which Industries are more likely to use Artificial Intelligence?
8:30 AM - 10:00 AM
Location: Sycamore A
Speakers: Alexander N. Chen, Huyen Ho

Rise of Financial technology and emerging themes in the green finance research: a systematic literature review and future research agenda
8:30 AM - 10:00 AM
Location: Sycamore A
Speakers: Dr. Mohd Shahid Ali, Dr. Sujood Sujood, Dr. Mohd Atif

Unraveling the Mystery Interplay Between FinTech, BigTech, and the Banking Industry
8:30 AM - 10:00 AM
Location: Sycamore A
Speakers: Muneer Shaik, Mustafa Raza Rabbani, Mabruk Billah Syed

8:30 AM - 10:00 AM   **SWDSI_Islamic Finance**
Location: Sycamore B
Speaker: M. Kabir Hassan

Unveiling Interconnectedness and Tail Risk in Financial Markets: A Quantile VAR Analysis of AI-Based Assets, Sukuk, and Islamic Equity Indices
8:30 AM - 10:00 AM
Location: Sycamore B
Speaker: Syed Mabruk Billah

Covid-19 Effect on Islamic vs. Conventional Insurance Performance: Case of OIC Countries
8:30 AM - 10:00 AM
Location: Sycamore B
Speakers: Yazeed Almoaheem, M. Kabir Hassan, Rashedul Hasan

The impact of COVID-19 on Bank Performance: A comparison between Islamic vs. Conventional Banks in OIC Countries
8:30 AM - 10:00 AM
Location: Sycamore B
Speakers: Abdulaziz Alhaddab, M. Kabir Hassan, Rashedul Hasan

Exploring the ESG reporting: A Bibliometric Literature Review and Future Research Agenda
8:30 AM - 10:00 AM
Location: Sycamore B
Speakers: Hicham Chbihi Kaddouri, Mohamed Kadous

8:30 AM - 10:00 AM   **SWDSI_Teaching and Education**

Location: Silver Oak B
Speaker: Khaled Alshare

Internal Controls and the Medellin Drug Cartel - A teaching analysis

8:30 AM - 10:00 AM
Location: Silver Oak B
Speaker: April Poe

Interactive MS Excel Models to Teach Operations Management Concepts

8:30 AM - 10:00 AM
Location: Silver Oak B
Speaker: Balaji Janamanchi

The Use and Impact of Artificial Intelligence (AI) on Higher Education: A use Case Approach

8:30 AM - 10:00 AM
Location: Silver Oak B
Speakers: Khaled Alshare, Maisoun Sewailem

8:30 AM - 10:00 AM   **SWDSI_Innovative Education II**

Location: Maple Theater
Speaker: Dennis Jones

Application of the Community of Inquiry Framework to Online Graduate Information Systems Courses: Impact of Course Redesign (A Preliminary Analysis)

8:30 AM - 10:00 AM
Location: Maple Theater
Speakers: Dennis Jones, Scott January

Towards an Innovative Curriculum For Student Success, Accreditation, and Beyond

8:30 AM - 10:00 AM
Location: Maple Theater
Speakers: Lina Marie De La Garza, Vikram Bhadauria

Developing an Assessment Instrument for Evaluating Quantitative Literacy and Analytical Reasoning in Business Decision-Makers

8:30 AM - 10:00 AM
Location: Maple Theater
Speakers: Xi Wang, Cheryl Hild

Enhancing App Development Coursework Through the Use of genAI Tools

8:30 AM - 10:00 AM
Location: Maple Theater
Speakers: Qianqian Yu, John Seydel, Sabin Neupane

8:30 AM - 10:00 AM   **SSE_Breakfast Social**

Location: Silver Oak A

8:30 AM - 10:00 AM   **ACME - Revolutionizing Marketing Education: Leveraging AI Tools for Dynamic Teaching and Learning**

Location: Redbud B
Speaker: Vaidas Lukosius

8:30 AM - 10:00 AM   **AARE_Student Research 2**

Location: Council Oak E
Speaker: Ashley Phillips

CFO and Firm Performance

8:30 AM - 10:00 AM
Location: Council Oak E
Speakers: Victoria Sharma, Chieh Lin

Culture and Fraud in a Rural Bank in Ghana

8:30 AM - 10:00 AM
Location: Council Oak E
Speakers: Eric A. Nsoh, Andrew A. Anabila

Campus Activity Attendance

8:30 AM - 10:00 AM
Location: Council Oak E
Speakers: Samantha Foster, Ashley Phillips

Sustainability in Healthcare: Legitimate or Lip Service?

8:30 AM - 10:00 AM
Location: Council Oak E
Speakers: Mackenzie Loganl, Giorgio Gianoulis, Patrick Shay, Amy Foshee Holmes

8:30 AM - 10:00 AM   **SWDSI_Innovations in Marketing**
Location: Dogwood
Speaker: Sergio Palacios Wulschner

> ### Mobile Recruitment Service Quality and its Role in Applicant Attraction in Startups
> 8:30 AM - 10:00 AM
> Location: Dogwood
> Speakers: Sergio Palacios Wulschner, Lilian Hernandez Peregrino, Victoria Olguin, Sandra Villegas Ibarra

> ### The Customer Relationship-Driven Paradigm a Model for Operational Success in the 21st Century
> 8:30 AM - 10:00 AM
> Location: Dogwood
> Speakers: Eva Marie Coyne, Joshua Coyne, Mark McMurtrey, Carl M. Rebman Jr.

> ### Clustering Software Engineer Job Posting for Labor Market Analysis
> 8:30 AM - 10:00 AM
> Location: Dogwood
> Speakers: Pedro Navarrete, Bernard Chen

10:00 AM - 10:30 AM   **FBD_Coffee Break & Poster Sessions**
Location: Sequoia - Exhibit Hall

10:00 AM - 10:30 AM   **Poster Sessions**
Location: Sequoia - Exhibit Hall

> ### Influence of Espoused National Culture on the Employees' Willingness to Return-to-Office (RTO)
> 10:00 AM - 10:30 AM
> Location: Sequoia - Exhibit Hall
> Speaker: Nabila Zaidi

> ### The Readiness Gap: Examining the Impact of Experiential Learning on Career Readiness Outcomes Among College Graduates and Early Career Professionals
> 10:00 AM - 10:30 AM
> Location: Sequoia - Exhibit Hall
> Speaker: Annmarie Canas

> ### Workplace Favoritism's Dimensional Effects on Counterproductive Work Behavior
> 10:00 AM - 10:30 AM
> Location: Sequoia - Exhibit Hall
> Speaker: Laura Walker

> ### The Potential and Pitfalls of Leaders Using Generative AI
> 10:00 AM - 10:30 AM
> Location: Sequoia - Exhibit Hall
> Speakers: Gordon Schmidt, Clint Martin

> ### Mandatory Data Breach Notification and Accounting Conservatism
> 10:00 AM - 10:30 AM
> Location: Sequoia - Exhibit Hall
> Speakers: Xiang Gao, Yicheng Zhu, Yuyun Zhou

10:30 AM - 12:00 PM   **AARE_Panel Session_Recruitment, Retention, and Remediation in Accounting Programs. Where do we go from here?**
Location: Council Oak C
Speaker: Laura Owens

10:30 AM - 12:00 PM   **ABC-SW_Business Meeting**
Location: Council Oak A
Speakers: Ashley Hall, Ashton Mouton, Kristen Wilson, Timothy Ponce, Lindsay Clark, Mark Evans, Christopher McKenna, Lucia Sigmar

10:30 AM - 12:00 PM   **ABIS_Contemporary Topics in Information Systems**
Location: Council Oak B
Speaker: Mahesh S. Raisinghani

#GameOver or #OverGamed? – The Effect of Self-Control and Video Gaming Addiction on Academic Stress

10:30 AM - 12:00 PM
Location: Council Oak B
Speakers: Kashif Saeed, James Parrish, Audesh Paswan, Dan J. Kim, Eui Jun Jeong

Technology Scouting and the Role of Social Media: Leveraging Online Platforms for Innovation and Market Insights

10:30 AM - 12:00 PM
Location: Council Oak B
Speakers: Mahesh S. Raisinghani, Nafisa Bhuiyan, Azarria Childress-Gaynor, Neilequelette Roy

Towards Data Mining Time Management Data to Predict Student Success During COVID-19

10:30 AM - 12:00 PM
Location: Council Oak B
Speakers: Peter Yu, Jason W. Powell, Lily Pharris, Marcia Hardy

Digital Business Communication in the Arabian Gulf

10:30 AM - 12:00 PM
Location: Council Oak B
Speakers: Lamar Reinsch, Jeanine Turner

10:30 AM - 11:30 AM   **ACME_Keynote Speaker Sessopm**
Location: Redbud A
Speaker: Zhenning Xu

Post-singularity Marketing

10:30 AM - 11:30 AM
Location: Redbud A
Speaker: Michael Hyman

Marketing in the Tourism Industry

10:30 AM - 11:30 AM
Location: Redbud A
Speaker: Guest Speaker

10:30 AM - 12:00 PM   **ASBE**
Location: Studio 306

The Antecedents of Entrepreneurial Orientation: A Multi-Level Categorization

10:30 AM - 12:00 PM
Location: Studio 306
Speakers: Gang Fan, Derrick D'Souza

Life's a Dream Cone: Pursuing a Small Business Opportunity

10:30 AM - 12:00 PM
Location: Studio 306
Speakers: Wendelyn Risher, Liz Whitlow, Ashley Hampton

A Comparison of Factors Influencing the Perceptions of Business Students as it Relates the Effectiveness of Virtual Onboarding

10:30 AM - 12:00 PM
Location: Studio 306
Speakers: Shanker Menon, Lakshmi Narayanan, Ashley Hampton, David Whitlock, Eric Kennedy

Judy Love: Part of the Entrepreneurial Journey with the Love's Travel Stops

10:30 AM - 12:00 PM
Location: Studio 306
Speakers: Carol Sullivan, Stephanie Metts, Liz Whitlow, Rhonda Richards

Debt Capital Access Procedures Among Small and Medium-sized Enterprises in a Developing Economy: Does Financial Knowledge Matter?

10:30 AM - 12:00 PM
Location: Studio 306
Speakers: James Tuffour, Albert Acheampong, Enock Mensah-Williams, Maureen Ayikoru

ASBE_The Legend: A New Bar in Town

10:30 AM - 12:00 PM
Location: Studio 306
Speakers: Kendra Ingram, Jennifer Flanagan

10:30 AM - 12:00 PM   **SSE_Consumer Financial Decisions_II**
Location: Studio 312

> **Measurement of the Loss of Fringe Between Benefits in Personal Injury Claims, A Common Sense Approach**
> 10:30 AM - 12:00 PM
> Location: Studio 312
> Speakers: Denis Boudreaux, John Moddy, S.P Rao, Deergha Adhikari
>
> **How U.S. Investors Used their Pandemic Stimulus Payment – A Behavior Study**
> 10:30 AM - 12:00 PM
> Location: Studio 312
> Speakers: Kevin Kemerer, Wei Feng
>
> **I know I don't know: How financial knowledge affects investors' risk-taking behavior?**
> 10:30 AM - 12:00 PM
> Location: Studio 312
> Speakers: Wei Feng, Shirley Ye Sheng, Lianfen Qian

10:30 AM - 12:00 PM   **SWAM_Signature Panel (Business Deans): TITLE PLACEHOLDER**
Location: Cedar

10:30 AM - 12:00 PM   **SWDSI_Economics, Law, and Finance IV**
Location: Magnolia
Speaker: M. Kabir Hassan

> **Towards Sustainable Development Goals in OECD Economies: Does Environmental Policy Stringency, Financial Technology and Green Energy Transition matter?**
> 10:30 AM - 12:00 PM
> Location: Magnolia
> Speakers: Hiba Aldosari, M. Kabir Hassan, Mustafa Raza Rabbani, Madiha Kiran
>
> **Government Subsidies, Cost of Debt, and Firm Performance**
> 10:30 AM - 12:00 PM
> Location: Magnolia
> Speakers: José Antonio Pérez Amuedo, Sumaiya Zaman
>
> **Evaluating Informational Efficiency and Market Friction in US Banking Stocks: A Comprehensive Analysis**
> 10:30 AM - 12:00 PM
> Location: Magnolia
> Speakers: Muhammad Hossain, Syed Mabruk Billah, Mohammad Rezoanul Hoque, Huson Joher Ali Ahmed

10:30 AM - 12:00 PM   **SWDSI_Enterprise Systems (ERP), Information Security and Privacy**
Location: Sycamore A
Speaker: Veera Venkata Naga Krishna Chaitanya Atkuri

> **Priv.ly: A Flexible Privacy Stack for Web Applications**
> 10:30 AM - 12:00 PM
> Location: Sycamore A
> Speaker: Veera Venkata Naga Krishna Chaitanya Atkuri
>
> **Configurational Alignment of Enterprise Systems**
> 10:30 AM - 12:00 PM
> Location: Sycamore A
> Speakers: Arun Madapusi, Daniel A. Cernas Ortiz, Anjana Arunkumar
>
> **Organizational Compliant Cyber Security Compliance Assessment and Remedy Framework**
> 10:30 AM - 12:00 PM
> Location: Sycamore A
> Speakers: Rashid Manzar, Rajat Mishra

10:30 AM - 12:00 PM   **SWDSI_Quantitative Methods, Quality and Business Analytics II**
Location: Sycamore B
Speaker: Binshan Lin

> **Precision Forecast: Leveraging Data-Driven Insights for Enhanced Capacity Planning and Workforce Optimization**
> 10:30 AM - 12:00 PM
> Location: Sycamore B
> Speaker: Athena Alimirzaei
>
> **Evaluating the Impact of Oversampling Techniques on Imbalanced Healthcare Data: A Case Study on Stroke Prediction**
> 10:30 AM - 12:00 PM
> Location: Sycamore B
> Speakers: Dara Tourt, Queen Booker, Carl M. Rebman Jr.
>
> **Quality of Care on Customer Equity and Intention to Revisit**
> 10:30 AM - 12:00 PM
> Location: Sycamore B
> Speaker: Binshan Lin
>
> **Impact of Dropout on Overfitting**
> 10:30 AM - 12:00 PM
> Location: Sycamore B
> Speakers: Mehmet Orhan, Zeynep Orhan

10:30 AM - 12:00 PM   **SWDSI_Student Track II**
Location: Dogwood
Speaker: M. Kabir Hassan

> **Investigating Drug Mortality in Texas from 2018 to 2021**
> 10:30 AM - 12:00 PM
> Location: Dogwood
> Speaker: Sandra Villegas Ibarra
>
> **Do Bank ESG Controversies Lead to Earnings Management?**
> 10:30 AM - 12:00 PM
> Location: Dogwood
> Speaker: Md Jaber Al Islam
>
> **Effect of Artificial Intelligence in Truck Driver Shortage**
> 10:30 AM - 12:00 PM
> Location: Dogwood
> Speaker: Adebola Akintomide

10:30 AM - 12:00 PM   **SWDSI_Innovations in Banking**
Location: Maple Theater
Speaker: Mark McMurtrey

> **Benefits And Challenges of Real-Time Big Data Processing in Banking**
> 10:30 AM - 12:00 PM
> Location: Maple Theater
> Speakers: Zadie St. Louis, Mark McMurtrey
>
> **Liquidity creation, funding diversification, and bank risk-taking: Evidence from U.S. commercial banks**
> 10:30 AM - 12:00 PM
> Location: Maple Theater
> Speakers: Sattam Bin Kowibeen, M. Kabir Hassan
>
> **The Impact of Bank Regulations on Liquidity Risk and Financial Stability**
> 10:30 AM - 12:00 PM
> Location: Maple Theater
> Speakers: David Hodgson, Ahmed Bouteska, M. Kabir Hassan, Benito Sanchez

10:30 AM - 12:00 PM   **AARE_Accounting Education**
Location: Council Oak D
Speaker: Katie Harris

> **Accounting Standard-Setting: The Case of Revenue Recognition**
> 10:30 AM - 12:00 PM
> Location: Council Oak D
> Speakers: Barbara W. Scofield, Sinuta Rao
>
> **Teaching Intermediate Accounting II as a Business with Teams and Technology**
> 10:30 AM - 12:00 PM
> Location: Council Oak D
> Speaker: Pamela Baker
>
> **To Incorporate Data Analytics or to Not Incorporate Data Analytics? How it Affects Graduates**
> 10:30 AM - 12:00 PM
> Location: Council Oak D
> Speakers: Lisa K. Restivo, M. Suzanne Clinton

12:00 PM - 1:30 PM   **AARE Luncheon and Business Meeting**
Location: Council Oak E

12:00 PM - 1:30 PM   **ABC-SW_Lunch and Learn Panel**
Location: Council Oak A
Speaker: Ashton Mouton

> **Totally Bad: Tips and Tricks for Eliminating Lousy Student Writing Habits!**
> 12:00 PM - 1:30 PM
> Location: Council Oak A
> Speakers: Carol S. Wright, Kayla Sapkota, Rachel Dolechek, Sarah Moore, Lucia Sigmar, Virginia Hemby

12:00 PM - 1:00 PM   **ASBE_Lunch**
Location: Studio 306

12:00 PM - 1:15 PM   **SWAM_Luncheon and Annual Business Meeting**
Location: Silver Oak A
Speaker: Kenneth Sweet

12:00 PM - 3:00 PM   **SWDSI_Doctoral Consortium**
Location: Dogwood
Speaker: M. Kabir Hassan

12:45 PM - 2:45 PM **ACME_Luncheon, Business Meeting, and Award Ceremony**
Location: Redbud B
Speakers: Atefeh Yazdanparast, Lili Gai, Lilly Ye

1:00 PM - 2:00 PM **ASBE_Annual Meeting**
Location: Studio 306

1:30 PM - 3:00 PM **AARE_Auditing and Governance**
Location: Council Oak C
Speaker: Alisha Blush

> **Gender Dynamics in Corporate Governance: The Impact of Female CFOs and Gender Diverse Audit Committees on Auditor Quality**
> 1:30 PM - 3:00 PM
> Location: Council Oak C
> Speakers: Tonya Blocker, Scott E. Seavey, Maya Thevenot
>
> **Do adverse opinions on internal controls affect auditor resignation? Evidence from financially distressed firms**
> 1:30 PM - 3:00 PM
> Location: Council Oak C
> Speaker: Ibrahim Oz
>
> **Are International Financial Reporting Standards (IFRS) Stare Decisis?**
> 1:30 PM - 3:00 PM
> Location: Council Oak C
> Speakers: Gaurav Gupta, Stephen B. Salter, Hong Kim Duong

1:30 PM - 3:00 PM **AARE_Corporate Disclosures and Perceptions**
Location: Council Oak D
Speaker: John Robert Sparger

> **Corporate Purpose Disclosure in the Annual Report: Substance or Cheap Talk? An Experimental Analysis of Non-professional Investors' Perception**
> 1:30 PM - 3:00 PM
> Location: Council Oak D
> Speakers: Kevin Gauch, Jochen Theis
>
> **Analysts' Status by Association and the Price Discovery Process**
> 1:30 PM - 3:00 PM
> Location: Council Oak D
> Speakers: Rajib Hasan, Shanshan Pan
>
> **Impressions of Usefulness of CSR Reports - Evidence from Accounting Users**
> 1:30 PM - 3:00 PM
> Location: Council Oak D
> Speakers: Yu-Ho Chi, David A. Ziebart

1:30 PM - 3:00 PM **ABC-SW_Power, Equity, and Generational Shifts: Rethinking Career Communication Strategies**
Location: Council Oak A
Speaker: Ashley Hall

> **Courtesy Titles, Honorifics, and GenZ: The Power Dynamic**
> 1:30 PM - 3:00 PM
> Location: Council Oak A
> Speaker: Virginia Hemby
>
> **Ghosting in the Employment Process**
> 1:30 PM - 3:00 PM
> Location: Council Oak A
> Speaker: Ashley Hall
>
> **Unequal Representation? A Review of Business Fields in the ABDC Journal Quality List**
> 1:30 PM - 3:00 PM
> Location: Council Oak A
> Speaker: Traci Austin
>
> **Helping People Chart a Career Path, Communicate Their Value(s), and Cultivate More Joy at Work and Beyond**
> 1:30 PM - 3:00 PM
> Location: Council Oak A
> Speaker: Trey Guinn

1:30 PM - 3:00 PM

SSE_Investment
Location: Studio 312

> **Bitcoin and Ethereum: A Decade of Risk/Return Analysis**
>
> 1:30 PM - 3:00 PM
> Location: Studio 312
> Speakers: Srinidhi Kanuri, Martin Hanby, Russell Calk
>
> **Ticker Talk, Do Memorable Tickers Explain ETF Volatility?**
>
> 1:30 PM - 3:00 PM
> Location: Studio 312
> Speaker: Benjamin Fudali
>
> **The Uniqueness of REIT as a Financial Asset**
>
> 1:30 PM - 3:00 PM
> Location: Studio 312
> Speakers: Wei Feng, Travis Jones
>
> **Reassessing Financial Skill Building: The Predominance of Practices Over Financial Literacy and Family Socialization**
>
> 1:30 PM - 3:00 PM
> Location: Studio 312
> Speakers: Shirley Ye Sheng, Andrew Feng

1:30 PM - 3:00 PM

SWAM_The "Good" and The "Bad" of Human Resources
Location: Birch

> **Digital Daggers: The Amplifying Effects of Cyber Incivility in Virtual Workplaces**
>
> 1:30 PM - 3:00 PM
> Location: Birch
> Speakers: Vikas Kochhar, Khushbu Pandia
>
> **The Nefarious Origins of the Gantt Chart and Its Implications for Our Understanding of Management History**
>
> 1:30 PM - 3:00 PM
> Location: Birch
> Speakers: Robert Lloyd, Edward Vengrouskie, Christianna Pruden
>
> **Work-Life Benefits Backlash: Is There a Solution?**
>
> 1:30 PM - 3:00 PM
> Location: Birch
> Speaker: Gayle Baugh
>
> **Establishing Credibility as a Human Resource Practitioner Within Organizations: A Personal Perspective Based on Six Critical Transformational Roles and Levels**
>
> 1:30 PM - 3:00 PM
> Location: Birch
> Speaker: Stephanie Dunn
>
> **Antecedents and Consequences of Quiet Quitting: A Theoretical Model**
>
> 1:30 PM - 3:00 PM
> Location: Birch
> Speakers: Samantha Murray, M. Suzanne Clinton

1:30 PM - 3:00 PM

SWAM_The Social Side of Leadership
Location: Cedar

> **Relationship Between Authentic Leadership and the Big Five Personality Trait of Extraversion: An Empirical Study**
>
> 1:30 PM - 3:00 PM
> Location: Cedar
> Speakers: Jasmine Baker, Janet Jones, Jenny Dutton
>
> **Analyzing The Role of Transformational Leadership Style in Employee Motivation and Accepting Organization Change**
>
> 1:30 PM - 3:00 PM
> Location: Cedar
> Speakers: Stephanie Combs, Jenny Dutton, Samantha Murray
>
> **Social Skills and Attitudes as Predictors of Followership Styles**
>
> 1:30 PM - 3:00 PM
> Location: Cedar
> Speakers: Lucinda Parmer, Lawrence Silver, Joe Story
>
> **Grint's Social Leadership Model Applied to Fostering Religious Leadership Sustainability Engagement**
>
> 1:30 PM - 3:00 PM
> Location: Cedar
> Speaker: Timothy Ewest
>
> **The Role of Sustainable Leadership in Building Resilience: Mediating and Moderating Mechanisms**
>
> 1:30 PM - 3:00 PM
> Location: Cedar
> Speakers: Abdullah Al Masum, Sathi Khandakar, Shah Md Imon Khandoker

1:30 PM - 3:00 PM   **SWAM_Location Matters: Economic Decisions Based on a Range of Inputs**
Location: Pecan

Strategic Location in Nature: A Qualitative Study of Outdoor Manufacturing Firms Near Parks and Natural Outdoors Sites
1:30 PM - 3:00 PM
Location: Pecan
Speaker: Carlos Baldo

The Culture Coefficient: Examining the Role of Cultural Distance in Gravity of Trade Across Varieties of Capitalism
1:30 PM - 3:00 PM
Location: Pecan
Speakers: Timothy Veach, Kara Grant, D. Shawn Hussey

Key Determinants Influencing Senior Executives' Relocation Decisions When Reshoring Operations from China: The Case of a US Sporting Goods Manufacturer
1:30 PM - 3:00 PM
Location: Pecan
Speaker: William Parsons

Property Tax Abatements for Wind and Solar Projects: State of Texas
1:30 PM - 3:00 PM
Location: Pecan
Speaker: Patricia Lapoint

1:30 PM - 3:00 PM   **SWDSI_Big Data Analytics**
Location: Magnolia
Speaker: Carl M. Rebman Jr.

The Generation, Acquisition, and Management of Big Data
1:30 PM - 3:00 PM
Location: Magnolia
Speakers: Skyler Thompson, Mark McMurtrey, Carl M. Rebman Jr.

Mining Simulation Log Data-Preliminary Insights
1:30 PM - 3:00 PM
Location: Magnolia
Speaker: Farhad Moeeni

Immersive Reality (XR) Training for Firefighters: Using Cutting Technologies to Implement an Educational Approach
1:30 PM - 3:00 PM
Location: Magnolia
Speakers: Lila Carden, Laveria Hutchison, David Crawley

Semiconductors and Supply Chains
1:30 PM - 3:00 PM
Location: Magnolia
Speakers: David Norris, Mark McMurtrey

1:30 PM - 3:00 PM   **SWDSI_Investments and Finance**
Location: Sycamore A
Speaker: Ying-Chou Lin

Weather Effects on Market Returns: Evidence from TASI
1:30 PM - 3:00 PM
Location: Sycamore A
Speaker: Nouf Al Katheery

Faraday Future's Reverse Stock Splits: Examining Nasdaq and NYSE Regulations and Investor Protection
1:30 PM - 3:00 PM
Location: Sycamore A
Speakers: Hanzhi Xu, Ying-Chou Lin

1:30 PM - 3:00 PM   **SWDSI_Quantitative Methods, Quality and Business Analytics III**
Location: Sycamore B
Speaker: Ali Ashraf

A Comprehensive Analysis of Age-Related Variability in Correlated Symptom Dimensions Among Clinically Diagnosed OCD Patients
1:30 PM - 3:00 PM
Location: Sycamore B
Speakers: Niloy Saha, Abdullah Al Prince

Analyzing Anxiety Symptoms through Statistical Techniques and Pattern Recognition
1:30 PM - 3:00 PM
Location: Sycamore B
Speakers: Mohammad Alshabibi, Saleh Bayramli, Narges Salehin

A Graph-Based Machine Learning Model for Risk Detection in Bank Transactions
1:30 PM - 3:00 PM
Location: Sycamore B
Speaker: Yi-Che Chen

SWDSI_Transformation in Supply Chain Management: Unleashing the Power of Big Data Analytics
1:30 PM - 3:00 PM
Location: Sycamore B
Speakers: Umar Nawaz Kayani, Mirzat Ullah, Oleg Mariev, Ghaleb A. Elrefae

1:30 PM - 3:00 PM   **ABIS_Information Sytems: Tips, Tools, and Techniques**
Location: Council Oak B
Speaker: Jason W. Powell

Examining GMetrix Objectives in Relation to the Microsoft Office Specialist (MOS) Certification in Excel Performance in Business Courses
1:30 PM - 3:00 PM
Location: Council Oak B
Speakers: Nesrin Bakir, Leslie Ramos Salazar

Soft Skills in Information Systems: The Need to Develop Communication Skills
1:30 PM - 3:00 PM
Location: Council Oak B
Speaker: Carol S. Wright

User Review in Open-Source Software Development: Do the Developers care?
1:30 PM - 3:00 PM
Location: Council Oak B
Speakers: Saif Bhuiyan, Kaye McKinzie

A Strategic Business Communication Class Partnership with The Kansas Land Institute Shaping the Institute's Website Resulting in Preparing Students in Writing Skills for the Workforce
1:30 PM - 3:00 PM
Location: Council Oak B
Speaker: Skip Ward

1:30 PM - 3:00 PM   **SWDSI_Marketing and International Business II**
Location: Silver Oak B
Speaker: Arun Madapusi

Evaluating Bilingual Engagement: Absorption and Trust in English vs. Non-English Infographics in Marketing Campaigns
1:30 PM - 3:00 PM
Location: Silver Oak B
Speakers: Anjana Arunkumar, Arun Madapusi, Daniel A. Cernas Ortiz

Theoretical exploration of the application of artificial intelligence in the optimization of inbound marketing practices
1:30 PM - 3:00 PM
Location: Silver Oak B
Speakers: Chouaib Dakouan, Oulaya El Bekkali, Oumaima Lebbar

Investigating Online Shopping Convenience Dimensions in the US
1:30 PM - 3:00 PM
Location: Silver Oak B
Speakers: Sergio Palacios Wulschner, Mercedes Palacios Diaz

3:00 PM - 3:30 PM   **FBD_Coffee Break & Poster Sessions**
Location: Sequoia - Exhibit Hall

3:00 PM - 4:30 PM

ACME_Marketing Strategy & Innovations
Location: Maple Theater

Digital transformation strategies and challenges: A case study of ABC company
3:00 PM - 4:30 PM
Location: Maple Theater
Speakers: Amit Kohli, O.P. Malik

CEO Integrity's Influence on Firm Digital Orientation: How CMOs and Ad Intensity Drive Digital Orientation
3:00 PM - 4:30 PM
Location: Maple Theater
Speakers: Prachi Gala, Saim Kashmiri, Nikolaos Iason Koufodontis

Sustaintima: An Information-based Conversational AI Agent for Mitigating Skepticism Against Sustainable Fast Fashion Brands
3:00 PM - 4:30 PM
Location: Maple Theater
Speakers: Elizabeth Campuzano, Swagata Chakraborty

Estimating Position and Social Influence Effects in Online Search
3:00 PM - 4:30 PM
Location: Maple Theater
Speakers: Ata Jameei Osgouei, Andrew Ching, Brian Ratchford, Shervin Shahrokhi Tehrani

The impact of customer-oriented strategy on AI social responsibility performance
3:00 PM - 4:30 PM
Location: Maple Theater
Speakers: Pengyi Shen, Yiming Chen

3:30 PM - 5:00 PM

AARE_Management Accounting
Location: Council Oak C
Speaker: Anastassia Vilderson

Customer Concentration and Credit Ratings
3:30 PM - 5:00 PM
Location: Council Oak C
Speaker: Chieh Lin

Examining the Missing Link in Bank Governance: Characteristics of the Asset-Liability Committee and Level 3 Fair Value Assets
3:30 PM - 5:00 PM
Location: Council Oak C
Speakers: Trevor England, Divesh S. Sharma

The Impact of Managerial Overconfidence and Gender on Data Security Breaches
3:30 PM - 5:00 PM
Location: Council Oak C
Speakers: Tonya Blocker, Scott E. Seavey

3:30 PM - 5:00 PM

AARE_Hedging Behavior and Taxes
Location: Council Oak D
Speaker: Moon-Kyung Cho

Are 'no UTB' firms less tax aggressive?
3:30 PM - 5:00 PM
Location: Council Oak D
Speakers: David Tree, Dilin Wang

A Review of Tax and Financial Accounitng Concenpts for Cooperative Entities
3:30 PM - 5:00 PM
Location: Council Oak D
Speaker: Louella Moore

Examining Financial Analyst Herding Behavior in Collectivistic vs. Individualistic Countries
3:30 PM - 5:00 PM
Location: Council Oak D
Speakers: Gaurav Gupta, Todd White, Scott Cohen

3:30 PM - 5:00 PM

AARE_International Accounting
Location: Council Oak E
Speaker: Jingxin Hu

The relationship between ESG rating adjustments and corporate financial performance
3:30 PM - 5:00 PM
Location: Council Oak E
Speakers: Yun-Chia (Anderson)Yan, Li-Chuan Chou

The Impact of Financial Reporting Quality on Foreign Investment and the Moderating Role of Economic Liberalization
3:30 PM - 5:00 PM
Location: Council Oak E
Speakers: Ben Le, Phong Quoc Nguyen, Paula Hearn Moore

Government Intervention and Firm Investment: New Evidence from The Choice of Affiliates
3:30 PM - 5:00 PM
Location: Council Oak E
Speakers: Jingxin Hu, Bin Li, Tao Li, Lihua Yuan

3:30 PM - 5:00 PM   **ABC-SW_Engaging Business Communication Students with Generative AI**
Location: Council Oak A
Speaker: Ashton Mouton

> **The Pathway Project: Implementing an Introduction Assignment for a Business Communication Class using Generative AI ChatGPT**
> 3:30 PM - 5:00 PM
> Location: Council Oak A
> Speakers: Marsha Bayless, Lucia Sigmar
>
> **AI Note-Taking: Experience, Engagement, and Employability**
> 3:30 PM - 5:00 PM
> Location: Council Oak A
> Speakers: Rachel Dolechek, Christina Glenn, Ronald Christian
>
> **Checking the Boxes: Adapting Revision and Assessment in the Age of AI**
> 3:30 PM - 5:00 PM
> Location: Council Oak A
> Speaker: Paul Sims
>
> **The ChatGPT Learning Challenges and Benefits of Diverse Students in Higher Education**
> 3:30 PM - 5:00 PM
> Location: Council Oak A
> Speakers: Leslie Ramos Salazar, Shanna Peeples, Mary Brooks, Hyndhavi Sirisilla

3:30 PM - 5:00 PM   **ABIS_Multidisciplinary Perspectives Regarding (Generative) AI**
Location: Council Oak B
Speaker: Kimberly Merritt

> **From Coordination to Collaboration: Leveraging Culture and Technology for Improved Project Team Learning**
> 3:30 PM - 5:00 PM
> Location: Council Oak B
> Speakers: Mingyu Zhang, Shekhar Rathor, Weidong Xia
>
> **Identifying the Effectiveness of Digital Platform Based Training in the Workplace: Relationships among Training Evaluation Criteria**
> 3:30 PM - 5:00 PM
> Location: Council Oak B
> Speaker: Suhyung Lee
>
> **Psychological, Behavioral, and Environmental Factors That Shape Cybersecurity Habits**
> 3:30 PM - 5:00 PM
> Location: Council Oak B
> Speaker: David Horton
>
> **Leveraging LMS for Improved Student Retention: A Pedagogical Perspective A Pedagogical Perspective**
> 3:30 PM - 5:00 PM
> Location: Council Oak B
> Speakers: Nabin Sapkota, Marcia Hardy, Susan Campbell, Mary Fair

3:30 PM - 5:00 PM   **SWAM_Panel: Small Business Consulting: with a Focus on Strategy and AI Integration**
Location: Birch
Speakers: Joel Dash, Rebecca Attah, Victor Bustinza, Rafael Duarte, Marshal Wright

3:30 PM - 5:00 PM   **SWAM_Knowing Your Students and its Application in Management Education**
Location: Cedar

> **Teaching to the Test: Bloom's Taxonomy and Cognitive Ability Overlap Amongst Business Students**
> 3:30 PM - 5:00 PM
> Location: Cedar
> Speakers: Matthew Sargent, Bradley Winton
>
> **What Do Students Mean When They Say the Professor Respects Them? Four Empirical Studies in Search of an Answer**
> 3:30 PM - 5:00 PM
> Location: Cedar
> Speaker: Tim Peterson
>
> **Unlocking Potential: Feedback Design Skills and Literacy**
> 3:30 PM - 5:00 PM
> Location: Cedar
> Speaker: Dan Lawrence
>
> **Assessing Teaching and Learning in FLEX YU Classrooms**
> 3:30 PM - 5:00 PM
> Location: Cedar
> Speaker: Aida Kazemi

3:30 PM - 5:00 PM   **SWAM_Leaders, Directors, Boards, and TMTs Role in Strategy Implementation**
Location: Pecan

> ### Sovereign Stewardship: The Propensity for Shareholder's Activism Among Sovereign Wealth Funds
> 3:30 PM - 5:00 PM
> Location: Pecan
> Speaker: Malak Malibari
>
> ### Board Gender Diversity Policy and Greenwashing Empirical Evidence
> 3:30 PM - 5:00 PM
> Location: Pecan
> Speakers: Md Ismail Haidar, Saha Iqbal Hossain
>
> ### Leadership Dimensions of Strategy Implementation: How Top Management Teams Can Support Middle Managers to Maximize Strategy Implementation Effectiveness
> 3:30 PM - 5:00 PM
> Location: Pecan
> Speaker: Christopher Rasberry
>
> ### The Bold and the Digital: Effect of CEO Narcissism on a Firm's Digital Orientation
> 3:30 PM - 5:00 PM
> Location: Pecan
> Speakers: Bina Ajay, Connor Lubojacky

3:30 PM - 5:00 PM   **SWDSI_Supply Chain, Logistics and UAVs**
Location: Magnolia
Speaker: Victor Prybutok

> ### Post-Pandemic Supply Chain Resilience: The Impact of Digitization and Technology
> 3:30 PM - 5:00 PM
> Location: Magnolia
> Speakers: Unzila Cheema, Mark McMurtrey
>
> ### Exploring AI Technologies for Enhanced Supply Chain Agility and Adaptability: Systematic Literature Review
> 3:30 PM - 5:00 PM
> Location: Magnolia
> Speakers: Vikas Kumar Reddy Sangana, Victor Prybutok, Suman Niranjan
>
> ### A Blockchain-Based Circular Model to Foster Sustainability in Avocado Supply Chains
> 3:30 PM - 5:00 PM
> Location: Magnolia
> Speakers: Arman Derakhti, Ernesto D.R. Santibañez Gonzalez
>
> ### Dynamic Evaluation of the Impact of VMI as a Coordination Mechanism in the Management of an Oncology Drug Supply Chain.
> 3:30 PM - 5:00 PM
> Location: Magnolia
> Speakers: Bryan Victoria, Natalia Vivas Vasquez

3:30 PM - 5:00 PM   **SWDSI_Technological Innovations**
Location: Sycamore B
Speaker: Zeynep Orhan

> ### Unveiling Key Dimensions of Mobile Service Quality in Philanthropic Applications: Insights for Enhancing User Satisfaction
> 3:30 PM - 5:00 PM
> Location: Sycamore B
> Speakers: Sergio Palacios Wulschner, Lilian Hernandez Peregrino, Victoria Olguin, Sandra Villegas Ibarra
>
> ### Exploring User Bias and Response Variability in Generative AI Systems
> 3:30 PM - 5:00 PM
> Location: Sycamore B
> Speakers: Zeynep Orhan, Meghana Kota, Rakesh Sarma Karra, Mounika Prabha Mahadasu
>
> ### Insights from the SCL-90, focusing on Age-Related Dynamics
> 3:30 PM - 5:00 PM
> Location: Sycamore B
> Speakers: Marcella Gonzaga, Ian Bates, Laura Nerlich, Kazim Topuz
>
> ### Anchoring in turbulent times: How businesses can adopt mimetic isomorphism in times of uncertainty.
> 3:30 PM - 5:00 PM
> Location: Sycamore B
> Speaker: Moses Abu
>
> ### Tracing the Footprint of Artificial Intelligence in Higher Education: Insights on Usage Patterns, Challenges, and Institutional Responses
> 3:30 PM - 5:00 PM
> Location: Sycamore B
> Speakers: Zeynep Orhan, Rakesh Sarma Karra, Meghana Kota, Mounika Prabha Mahadasu

3:30 PM - 5:00 PM   **SSE_Managerial Finance**
Location: Studio 312
Speaker: Roman Wong

> **The Ripple Effect: How Subsidies Transform Firm Behavior**
> 3:30 PM - 5:00 PM
> Location: Studio 312
> Speakers: José Antonio Pérez Amuedo, M. Kabir Hassan, Reza Houston
>
> **Corporate Governance and Capital Structure in Response to Economic Stimulus and Austerity Policies: A case Study of European Firms**
> 3:30 PM - 5:00 PM
> Location: Studio 312
> Speaker: Eurielle Niamke
>
> **Integrating AI into Business Workflows: Towards a Generic Framework for Effective Process Reengineering**
> 3:30 PM - 5:00 PM
> Location: Studio 312
> Speaker: Roman Wong

4:00 PM - 5:00 PM   **SWAM_Incoming Board Meeting**
Location: Studio 316
Speaker: Robert Lloyd

6:00 PM - 7:30 PM   **SWAM_Social Hour**
Location: Silver Oak A
Speakers: Kenneth Sweet, Robert Lloyd

Sat, Mar 22, 2025

8:00 AM - 9:00 AM   **FBD New Program Chair Meeting**
Location: Redbud B

9:00 AM - 11:00 AM   **FBD 2025-2026 Board Meeting**
Location: Redbud B