

OFFICIAL PROGRAM

Forty-Sixth ANNUAL MEETING

March 13 – March 16, 2019



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

National and International Constituency

Compiled and Edited by Vivek S. Natarajan
Lamar University

With special thanks to the 2019 FBD Association Program Chairs

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FEDERATION OF BUSINESS DISCIPLINES

46th Annual Conference

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

47th Annual Conference

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

48th Annual Conference

March 17 - 20, 2021
Moody Gardens
Galveston, Texas



For more information visit

FEDERATION OF BUSINESS DISCIPLINES

Website:

<http://www.fbdonline.org>

EXHIBITORS

The FBD Gratefully Acknowledges the Support of the Following Exhibitors:

- Cambridge Business Publishers
 - The Case Centre
 - EthicsGame
- Idea Academic Publishing
- Interpretive Simulations
 - Ivey Publishing
 - StuKent
 - Wessex Press
 - Wiley

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



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

TABLE OF CONTENTS

Title Page.....	1
Conferences – 2019 - 2021	2
Exhibitors	3
Table of Contents.....	4
Letter from the President of FBD	5
Letter from the FBD Program Chair	6
2019 Federation of Business Disciplines Distinguished Paper Awards	7-8
2019 Federation of Business Disciplines Outstanding Educator Awards	9
Annual Business Meetings	10
FBD Poster Presentations	11-12
FBD Special Sessions.....	13
FBD Choice Pick Sessions	14-18
FBD Exhibitor Presentations	19-20
FBD General Information.....	21-24
A General Timetable for the 2020 FBD Meeting in San Antonio, Texas	25
Executive Council.....	26
FBD Association Presidents	27
FBD Association Program Chairs.....	28

Association Programs

American Accounting Association, Southwest Region.....	29-40
Association for Business Communication, Southwestern U.S.	41-48
Association for Small Business and Entrepreneurship.....	49-54
Association of Business Information Systems	55-63
Association of Collegiate Marketing Educators.....	64-78
Decision Sciences Institute, Southwest Region	79-105
Southwest Academy of Management	106-122
Southwest Case Research Association.....	123-129
Southwestern Finance Association	130-173
Southwestern Society of Economists	174-185
FBD History	186-194
Hotel Floor/Room Maps	195-199
Notes.....	200
Index of Participants.....	201

Make plans to join us in San Antonio, Texas for our 2020 conference.



47th Annual Conference
 March 11 - 14, 2020
 Hyatt Regency San Antonio
 San Antonio, Texas

PRESIDENT'S MESSAGE



COLLEGE OF
Business
UNIVERSITY OF CENTRAL OKLAHOMA

Welcome to Houston and the 2019 FBD Annual Conference!

On behalf of the FBD Board of Directors, the association program chairs, and the staff of the Hyatt Regency Houston, I welcome you to the 46th Annual Meeting of the Federation of Business Disciplines. FBD has a long history of providing an interdisciplinary forum for scholarly research, professional development, and pedagogical insights. A team of your peers has invested many long hours and much effort to ensure that this year's conference is the most successful meeting possible. I hope you find it rewarding!

I have enjoyed working with Vivek Natarajan, FBD Program Chair, as he has worked with the ten associations that comprise FBD. Developing a program of this magnitude entails exhausting work. My sincere thanks and appreciation go out to Vivek. Your effort is evident in this program.

As I serve as FBD President this year, I must once again seize this opportunity to thank the people who were my support and sanity keepers!

Michelle McEachern, words cannot express my thanks to you, both in FBD and as a friend. Thank you for answering (and reanswering!) all the millions of questions I had, and helping me navigate all that is the progression of FBD offices. I especially want to thank you for trusting Kimberly and me to fill in (as best we could) for you when you needed us. Your faith in us was unwavering, although our confidence in ourselves was sometimes shaky! You are FBD, and without your guidance and leadership, we are nothing!

Kimberly Merritt, thank you for encouraging me to accept an executive leadership role within FBD--although begrudgingly at the onset, it is heartfelt now! I will always be grateful for the team that you and I have been throughout this process! We have consistently proven ourselves as valuable to the organizations of which we are a part. I am very proud of our accomplishments in FBD. More significantly, I am thankful for our forever friendship!

Finally, and most important, I wish to thank my family. To my husband, Paul, thank you for listening to me through all of this, encouraging me when I was frustrated, and celebrating our successes with me. No matter which side I was on, you were always there with me! You kept me laughing throughout this process. I love you more! To our daughter, Josie, you are our future. Your accomplishments will far surpass mine, and I cannot wait to see the impact you will have on this world.

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

Looking forward, please make plans to be with us for our 2020 conference in San Antonio. Kishore Kulkarni and the team of association program chairs will certainly put together an exciting program for all of us to enjoy.

A handwritten signature in black ink that reads 'M. Suzanne Clinton'. The signature is written in a cursive, flowing style.

M. Suzanne Clinton, DBA, SPHR
President, Federation of Business Disciplines

College of Business
100 North University Drive • Edmond, Oklahoma 73034
Phone (405) 974-2809 • Fax (405) 974-3821 • <http://business.uco.edu/>

GENERAL PROGRAM CHAIR'S MESSAGE



LAMAR UNIVERSITY

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM™

Hello and Howdy. On behalf of the FBD Board of Directors, the association program chairs, the staff of the Hyatt Regency, Houston, and the many volunteers who make this meeting possible, I am delighted to offer a warm Texas sized welcome to all of you for the 46th Annual Meeting of the Federation of Business Disciplines. I hope that you will enjoy this year's meeting.

This conference is an interdisciplinary forum for scholarly research, professional development and pedagogical innovations. Working with the ten associations that comprise FBD has been a rewarding experience for me. From their very first meeting in March 2018, through the intrigue of Boot Camp in May 2018, and throughout all of the challenges that creating a program of this magnitude entails, the FBD program chairs accepted the challenge to make the conference outstanding. My sincere thanks and appreciation go out to all our Program Chairs: Cassy, Carol, Laurie, Shane, Renee, Matt, Brian, Rhonda, Tommy, and Matiuur. Your hard work is evident in this program. Go Team Houston!

I wish to thank our sponsors and exhibitors for their support. Their support and participation allow us to offer many of the activities that enhance the overall value of the conference.

The Hyatt Regency Houston has been a great friend. The staff, under the direction of Shea Ashley has helped us in planning our conference yet and their support and commitment goes a long way in enabling us to offer a great event.

I started my journey in 2005 meeting as a rookie doctoral student and have travelled a long way in coming to this juncture as the FBD program chair for the 2019 meeting. It was possible only with the support of some great people - the people who took time to mentor me over the past few years. Lou Pelton, thank you for believing in me and motivating me to aspire and attain academic leadership positions. From my first FBD meeting in Dallas in 2015 until today, you have been a great mentor and a catalyst for my growth. I am also grateful to Ashish Chandra and David Paul for being good mentors. Michelle McEachern, I cannot thank you enough for your wise counsel and patience. You patiently answered all the questions I had and helped me navigate the program process this year. You are the bedrock of FBD! Ann Wilson, thank you for encouraging me to serve FBD and helping me succeed. Suzzane Clinton, thank you for your support. Kim, thank you for being a great treasurer and secretary. It is one tough job. I am also grateful to the executive council for their continued support. I am very grateful to my school, Lamar University, for its support in my FBD leadership journey. I owe a debt of gratitude to my buddies Kishore, Irfan and Sanjay for their wise counsel. Finally, I wish to thank my family. My wife Vyjayanthi and daughter Chithkalashri have taken my frequent absences and my lack of time for them in their stride and have been pillars of support to me.

Our 46th annual conference location, Houston, Texas, is particularly wonderful during the time of our meeting. The famous Houston Rodeo will be on when we meet. I encourage you to visit the Rodeo. You can also choose to visit the Space center if you are a science buff. The beaches in Galveston are a good option for someone seeking the shores and some good seafood. The Museum district has quite a few attractions as well. Enjoy indulging at some of the area's amazing restaurants and exhilarating nightlife. There is something in the Bayou city for everyone. It is my hope that each of you will "get out" and enjoy what this city has to offer.

Our 2020 conference is scheduled to be in San Antonio and please make your calendars for the same. I wish the incoming program chair, Kishore Kulkarni, the very best as he prepares next year's program. A seasoned academic, Kishore brings vast experience and ability to the table. I am confident that he and his team of association program chairs will certainly put together an exciting program for all of us to enjoy.

VivekShankar Natarajan, Ph.D

Vice President and General Program Chair

Department of Management-Marketing
P.O. Box 10025 Beaumont, Texas 77710 (409)880-8622

DISTINGUISHED PAPER AWARDS

**The Federation of Business Disciplines is pleased to recognize the recipients of the
2019 Federation of Business Disciplines Distinguished Paper Awards**

American Accounting Association, Southwest Region

Big Data Analytics Challenges & Internal Audit Function (IAF)'s Reliance on Big Data Analytics

Md. Shariful Islam, Louisiana Tech University

Thomas Stafford, Louisiana Tech University

William Stammerjohan, Louisiana Tech University

Association for Business Communication, Southwestern U.S.

Just Get to the Point: Persuasive Strategies for the iGeneration

Traci L. Austin, Sam Houston State University

Lindsay C. Clark, Sam Houston State University

Lucia S. Sigmar, Sam Houston State University

Association of Business Information Systems

Moving Toward Better Equipped Students in Excel

Lori Soule, Nicholls State University

Sherry Rodrigue, Nicholls State University

Betty Kleen, Nicholls State University

Association of Collegiate Marketing Educators

International Business Event Perceived Quality, Visitors' Positive Emotions, and Behavioral Intentions to Attend: An Investigation of Relationships

Sarath Nonis, Arkansas State University

Clint Relyea, Troy University

Association of Small Business and Entrepreneurship

Customer Relationship Management and the Performance of Small Business: Evidence from the Survey of Business Owners

Mark D. Heileman, Rollins College

Emmanuel T. Kodzi, Rollins College

Timothy L. Pett, Rollins College

DISTINGUISHED PAPER AWARDS (Continued)

Decision Sciences Institute, Southwest Region

The Influential Factors of Knowledge Sharing and Knowledge Transfer for Expatriates

Li-Yueh Lee, Kun Shan University

Phuoc Thien Nguyen, Nanhua University

Southwest Academy of Management

The Antecedents to and Consequences of Accountability Approach: Test of Competing Perspectives and Replicable Results across Two Samples

Jeremy Brees, Northern Arizona University

David Sikora, Georgia Southern University

Gerald Ferris, Florida State University

Southwest Case Research Association

Amplify Snack Brands, Inc.: Dealing with Success in 2017

John K. Masters, Cameron University

Pamela Rogers, Stephen F. Austin State University

Southwestern Finance Association

Media and Shareholder Activism

Abhishek Ganguly, Indiana University

Southwestern Society of Economists

The Impact of Firm-Level Characteristics and Country-Specific Attributes on the Performance and Efficiency of Microfinance Institutions

Nazar Mustapha, Dillard University

M. Kabir Hassan, University of New Orleans

Ali Ashraf, Frostburg State University

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



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

OUTSTANDING EDUCATOR AWARDS

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

2019 Federation of Business Disciplines Outstanding Educator Awards

American Accounting Association, Southwest Region

Elaine Sanders, University of Texas at San Antonio

Association for Business Communication, Southwestern U.S.

Traci L. Austin, Sam Houston State University

Association for Small Business and Entrepreneurship

Laurie A. Babin, University of Louisiana at Monroe

Association of Business Information Systems

Degan Kettles, Brigham Young University

Association of Collegiate Marketing Educators

Patrick D. “Pat” Fountain, East Central University

Southwest Academy of Management

Manjula Salimath, University of North Texas

Southwest Case Research Association

Timothy D. Wise, Southern Arkansas University

Southwestern Finance Association

William Reichenstein, Baylor University

Southwestern Society of Economists

Kishore G. Kulkarni, Metropolitan State University of Denver

ANNUAL BUSINESS MEETINGS

FBD 2018-2019 Board of Directors Arboretum 5	Wednesday, March 13, 2019 2:00 p.m. - 5:00 p.m.
FBD 2019-2020 New Program Chairs Window Box	Saturday, March 16, 2019 8:00 a.m. - 9:00 a.m.
FBD 2019-2020 Board of Directors Window Box	Saturday, March 16, 2019 9:00 a.m. - 11:00 a.m.
American Accounting Association, Southwest Region Window Box	Friday, March 15, 2019 12:00 p.m. - 1:30 p.m.
Association for Business Communication, Southwestern U.S. Arboretum 5	Friday, March 15, 2019 10:30 a.m. – 12:00 p.m.
Association for Small Business and Entrepreneurship Conference Room 10	Friday, March 15, 2019 12:00 p.m. - 2:00 p.m.
Association of Business Information Systems Arboretum 4	Friday, March 15, 2019 8:30 a.m. - 10:00 a.m.
Association of Collegiate Marketing Educators Cottonwood	Friday, March 15, 2019 12:00 p.m. - 1:15 p.m.
Decision Sciences Institute, Southwest Region Magnolia	Thursday, March 14, 2019 3:30 p.m. - 5:00 p.m.
Southwest Academy of Management Dogwood	Friday, March 15, 2019 12:00 p.m. - 1:00 p.m.
Southwest Case Research Association Regency Room	Thursday, March 14, 2019 3:30 p.m. - 5:00 p.m.
Southwestern Finance Association Regency Room	Friday, March 15, 2019 12:00 p.m. - 1:45 p.m.
Southwestern Society of Economists Windowbox	Friday, March 15, 2019 8:00 a.m. - 10:00 a.m.

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FBD POSTER PRESENTATIONS

This year we are proud to sponsor our 3rd Annual Conference-wide Poster Sessions. Take time to visit the Exhibit Hall to view the research selected for inclusion in these sessions. Authors will be available to discuss their research with you. This is a great chance for you to engage in this interactive presentation of research.

Thursday, March 14 – Accounting for Businesses 10:00 a.m. – 11:00 a.m. – Exhibit Hall - Market Place

Clearing the Confusion of Process Costing (SWAAA)
Nikki Shoemaker, Stephen F. Austin State University
Marie Kelly, Stephen F. Austin State University

Non-GAAP Financial Measures: Emerging Industries in Canada (SWAAA)
Sameera K Hassan, Ryerson University

Chief Marketing or Customer Officer: Why Funding Matters? (ACME)
Mohammed Nadeem, National University

Does Scarcity Appeal Promote Consumers' Environmental Protection Act? An Attitude-Behavior Gap Perspective (ACME)
Haifeng Qi, East China University of Science and Technology
Qunqun Lu, East China University of Science and Technology
Hongping Fei, East China University of Science and Technology
Weixing Ford, Texas A&M University - San Antonio

Thursday, March 14 – Teaching of Business Classes and Corporate Responsibility 3:00 p.m. – 4:00 p.m. – Exhibit Hall - Market Place

Utilizing Graduate Assistants for Supplemental Instruction (SWAAA)
Rachel Cox, Oklahoma State University
Sarah Elizabeth Johnson, Oklahoma State University
Alyssa Vowell, Oklahoma State University

Corporate Social Responsibility Ratings by Sector (SWAAA)
James H Thompson, Central Washington University
Timothy L McCoy, Lamar University

The Application of Quality Matters™ to the Teaching of Business Communication in a Virtual Environment (ABC-SW)
James “Skip” Ward, Fort Hays State University
Linda A., Fort Hays State University

What Factors Impact the Configuration Management Process in Department of Defense (DoD) projects? (SWAM)
Manessa Threatt, Florida Institute of Technology

FBD POSTER PRESENTATIONS

Friday, March 15 – Financial Issues and Firms
10:00 a.m. – 11:00 a.m. – Exhibit Hall - Market Place

The Impact of Goodwill on Firm Performance: Evidence from the S&P 500 Index (SWFA)
Jose Mercado Mendez, University of Central Missouri

Don't be a DRIP (SWFA)
William Pratt, Oklahoma City University

Noise Trading, Predictability and Informational Efficiency in Commodity Exchange Traded Notes (SWFA)
Abdullah Noman, Nicholls State University,
Selma Izadi, Loyola University of New Orleans, Louisiana

Comparing Typical or Atypical Attributes: The Role of Comparison Valence and Relative Market Share in Comparative Ad Persuasion (ACME)
Ying-Ching Lin, National Chengchi University
Kai-Yu Wang, Brock University
Wei-Ting Jhang, National Dong Hwa University

Friday, March 15 – Data Issues and Macroeconomy
3:00 p.m. – 4:00 p.m. – Exhibit Hall - Market Place

Forecast Precision and Forecast Accuracy from Moving Average and Moving Median Methods on Skewed Lognormal Time Series (SWFA)
Luh Ren, University of Houston Victoria
Peter Ren, University of Houston Downtown

An Empirical Study of Relationships among Labor Productivity, GDP Per-capita and Employment from a Macroeconomic Viewpoint: The Case of the Mexican Economy between the Years of 1951 and 2016 (SWFA)
Esther Castro, University of Houston Downtown
Thai Nguyen, University of Houston Downtown.

An Exploratory Study of the Effects of HPWS Practices on Small and Micro Business (SWAM)
Susie Cox, University of Arkansas at Little Rock
John Hendon, University of Arkansas at Little Rock
Laura Marler, Mississippi State University

Social Media Mavenship: An Action-Driven Exemplar for Knowledge Dissemination on Social Networks (ACME)
Muhammad Aljukhadar, American University of Beirut
Sylvain Senecal, HEC Montréal
Amélie Bériault Poirier, HEC Montréal

FBD SPECIAL SESSIONS

March 13, 2019
(Wednesday)

2:00 p.m. – 5:00 p.m.

Arboretum 4

Workshop: Introduction to Predictive Analytics

Presenter: Barry Babin, Louisiana Tech University

Session Chair: Mel F. Zuberi, Hood College

This hands-on workshop will present important concept of Structural Equation Modelling and follow up with hands-on exercises using SPSS-AMOS. Structural Equation Modelling is an important methodological technique for social science researchers. The workshop is designed for doctoral students and faculty that want to become more knowledgeable of Structural Equation Modelling using SPSS-AMOS. Users will need to bring their laptops with SPSS-AMOS already installed.

March 15th, 2019
(Friday)

8:30 a.m. – 10:00 a.m.

Willow

“How to get Published” Panel Discussion by Current and Former Journal Editors

Panelists:

Barry Babin, Louisiana Tech University, former marketing section Editor and current special issue Editor, Journal of Business Research (JBR).

Lou Pelton, University of North Texas, Former Editor, Journal of Marketing Channels

Mary Fischer, University of Texas at Tyler, Editor, Federation of Business Disciplines Journal

Kishore Kulkarni, Metropolitan State University of Denver, Chief Editor, International Review of Business and Economics

Ashish Chandra, University of Houston-Clear Lake, Executive Editor, Hospital Topics

Moderator:

Irfan Ahmed, Sam Houston State University, Editor, Southwestern Case Research Journal

FBD CHOICE PICK SESSIONS

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

Federation of Business Disciplines

Wednesday, March 13th – 2:00 p.m. – 5:00 p.m. – Arboretum 4

Structural Equation Modelling Methodology Workshop- **Barry Babin**, Louisiana Tech University

Southwestern Finance Association

Thursday, March 14th- 8:30 am- 10:00 am.- Conference Room 7

SESSION G Corporate Finance 2

Session Chair: **Maria de Boyrie**, New Mexico State University

Geographic Dispersion of Firms and Post-Earnings Announcement Drift

Selcuk Karahan, West Chester University

Discussant: **Abhishek Ganguly**, Indiana University

2019 Federation of Business Disciplines Distinguished Paper Award

Media and Shareholder Activism

Abhishek Ganguly, Indiana University

Discussant: **Lifei Xue**, University of Texas at El Paso

How Does Asymmetrical Learning in Bad Time Affect Analysts' Decision on Following a Firm?

Feixue Xie, University of Texas at El Paso

Lifei Xue, University of Texas at El Paso

Discussant: **Monika Rabarison**, The University of Texas Rio Grande Valley

How the Financial Crisis and the ACA relate to the profitability of US publicly traded health services firms: Implications for public health

Bruno Arthur, The University of Texas Rio Grande Valley

Monika Rabarison, The University of Texas Rio Grande Valley

Alessandra Rios, The University of Texas Rio Grande Valley

Discussant: **Selcuk Karahan** West Chester University

FBD CHOICE PICK SESSIONS

Southwest Academy of Management

Thursday, March 14th - 8:30 a.m. – 10:00 a.m. – Arboretum 3

TRACK TITLE: Workplace Behavior: Organizational Behavior / Human Resources / Careers / Leadership / Diversity

SESSION C: Psychology of Work

Session Chair: Steven Jaros, Southern University

Discussant: Satvir Singh, Angelo State University

The Salience of Intrinsic Spirituality as a Motivational Construct in the Workplace

Phillip Lewis, Oklahoma Christian University

The Antecedents to and Consequences of Accountability Approach: Test of Competing Perspectives and Replicable Results across Two Samples

Jeremy Brees, Northern Arizona University

David Sikora, Georgia Southern University

Gerald Ferris, Florida State University

Employee Empowerment and Job Performance: Investigating the Role of Power Distance

Satvir Singh, Angelo State University

Prajya Vidyarthi, University of Texas at El Paso

Association of Business Information Systems

Thursday, March 14th - 10:30 a.m. – 11:45 p.m. – Arboretum 4

SESSION B Impacts of Social Media

Session Chair: **Ashley Hall**

Generation Z and Social Media—An Inventory of Use

Julie C. McDonald, Northwestern State University

Margaret Sepulvado Kilcoyne, Northwestern State University

Begona Perez-Mira, Northwestern State University

Sarah Wright, Northwestern State University

**Guest Presenters from ABC*

Not Your Kid's Twitter: Business and Education Style

Carol S. Wright, Stephen F. Austin State University

Laurie S. Rogers, Stephen F. Austin State University

Amanda Smith, Stephen F. Austin State University

Social Media: To Hire or to Fire?

Marcel M. Robles, Eastern Kentucky University

Lauren Butterfield, Eastern Kentucky University

#CustomerService: An Investigation of How Companies Use Social Media for Customer Service

Ashley Hall, Stephen F. Austin State University

FBD CHOICE PICK SESSIONS

Southwest Case Research Association

Thursday, March 14th – 12:00 p.m. – 1:30 p.m. – Regency Room

(Lunch participation limited to Registered SwCRA members only)

DeLorean Motor Company in 2019: Branding and Future Growth Issues
Rogert Dartt, President

Association of Collegiate Marketing Educators

Thursday, March 14th – 1:30 p.m. – 3:00 p.m. – Cottonwood

Houston Livestock Show and Rodeo:
Economic Impact and Future Directions

ACME Plenary Session, co-hosted by ACME and the Southwest Case Research Association (SWCRA)

Federation of Business Disciplines

Friday, March 15th – 8:30 a.m. – 10:00 p.m. – Willow

“How to get Published”- Panel Discussion by Current and Former Journal Editors

FBD CHOICE PICK SESSIONS

Decision Sciences Institute, Southwest Region

Friday, March 15th - 10:30 a.m. – 12:00 p.m. – Pecan

SESSION C Management and Org Behavior-II

Session Chair: **Nguyen Phuoc Thien**, Nanhua University

The Influential Factors of Knowledge Sharing and Knowledge Transfer for Expatriates

Li-Yueh Lee, Kun Shan University

Phuoc Thien Nguyen, Nanhua University

The Effects of Customer Participation and Customer Citizenship Behaviors

Wann-Yih Wu, Nanhua University

Nguyen Phuoc Thien, Nanhua University

The Scrum Management: Examples from Microsoft Global and Microsoft Turkey

Ahu Tugba Karabulut, Istanbul Commerce University

Esra Ergun, Istanbul Commerce University

Creativity and Perseverance: Toward an Empirical Model Delineating the Role of Motivation

Veena Prabhu, California State University – Los Angeles

Yang Zhang, University of Texas – El Paso

Rigorous Relevance or Relevant Rigor: A Discussion of the Attributes of Academic Rigor and Practitioner Relevance

Rodney Carmack, Arkansas State University

Association for Small Business and Entrepreneurship

Friday, March 15th – 10:30 a.m. – 12:00 p.m. – Conference Room 10

Entrepreneurial Success Factors

Association of Business Communication

Friday, March 15th - 3:30 p.m. – 5:00 p.m. – Arboretum 5

Improving Collaborative Communication Strategies

FBD CHOICE PICK SESSIONS

Southwestern Society of Economists

Friday, March 15th - 1:30 p.m. – 3:00 p.m. – Willow

SESSION B **Economic Growth and Trade**
Session Chair: **Matiur Rahman**, McNeese State University

Discussants: **Muhammad Mustafa**, South Carolina State University
 Sayera Younus, Bangladesh Bank
 Anisul Islam, University of Houston-Downtown
 Kishore G. Kulkarni, Metropolitan State University of Denver

Determinants of Inflation in Bangladesh: Evidence from Post-Floating Exchange Rate Regime
Sayera Younus, Bangladesh Bank

Some Dynamic Perspectives for India's Economic Growth: Applications of Linear ARDL Bounds Testing for Co-integration and VECM
Matiur Rahman, McNeese State University
Anisul Islam, University of Houston-Downtown

Trade and Louisiana Economy: Linear ARDL Bounds Testing and Evidence for 1980-2016
Matiur Rahman, McNeese State University
Muhammad Mustafa, South Carolina State University
Daniel Groft, Louisiana Department of Revenue

India's Economic Growth Empirics: Evidence from Linear ARDL Procedure and VECM
Matiur Rahman, McNeese State University
Muhammad Mustafa, South Carolina State University
Sambidhan Khaniya, McNeese State University

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



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FBD EXHIBITOR PRESENTATIONS

StuKent

Presenter: Riley Pettegrew

Thursday, March 14, 2019 at 3:30 pm, The Study (2nd floor)

5 Tips to Teach an Awesome Digital Marketing Class

In this value-packed session, Riley Pettegrew shares strategies used by top digital marketing educators around the globe to make a massive impact on their students' lives and help students land jobs at companies like Google and Adobe. Riley will share the top tips for educators teaching a digital marketing class in 2019, including how to keep pace with the fast-changing digital marketing industry and help students get excited about the fantastic career opportunities available in digital marketing.

Interpretive Solutions

Presenter: Tim Sams, Director of Marketing, Interpretive Solutions

Friday, March 15, 2019 @ 10:30 am, The Study (2nd floor)

Come and see first-hand how our simulations make the connection between concept and application for students in business classes. In this demonstration, we'll use an example of some typical learning objectives common to a Business Essentials class (it could apply to any class, depending on the simulation) and we'll then walk through a few rounds of our simulation to show how those principles come alive when applied in a simulated business.

FBD EXHIBITOR PRESENTATIONS

Wiley CPA

Presenter: Melissa Cruz

Friday, March 15, 2019 at 1:30 pm, The Study (2nd floor)

Integrating Certification Reviews On Campus

Many students are all for sitting for their exams while in school, however, once they graduate what happens? Learn how integrating a certification review can give students the confidence they need to *actually sit* for the exams. While teaching them to be the great career accountants, integrating exam questions simply reinforces their ability to confidently take these exams. This presentation will demonstrate the ease of use and implementation. It will also demonstrate the creation of custom quizzes, grade book, announcements and many more features that Wiley offers.

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



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

FBD GENERAL INFORMATION

The FBD Meeting

The forty-sixth annual meeting of the Federation of Business Disciplines (formerly Southwestern Federation of Administrative Disciplines) takes place on March 13 – March 16, 2019, in Houston Texas. The Hyatt Regency serve as the conference venue and the conference hotel.

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

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

2019 FBD Conference Hotel

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

Special Accommodations

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

FBD Distinguished Paper Awards

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

FBD Outstanding Educator Awards

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

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FBD GENERAL INFORMATION

Purpose of FBD

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

FBD Organization

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

Pre-Registration

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

Registration

The registration area is located in the Marketplace Exhibit Hall on the lower level at the Hyatt Regency Hotel. Participants may register on-site or pick up conference materials (name badges, receipts, programs/proceedings, etc.) at the registration area. Registration hours are:

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

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

2019 Association Registration Fees (In addition to the \$100 Required FBD Fee) *

American Accounting Association, Southwest Region.....	\$110.00
Association for Business Communication, Southwestern U.S.....	\$50.00
Association for Small Business and Entrepreneurship.....	\$100.00
Association of Business Information Systems	\$55.00
Association of Collegiate Marketing Educators.....	\$90.00
Decision Sciences Institute, Southwest Region.....	\$85.00
Southwest Academy of Management.....	\$100.00
Southwest Case Research Association.....	\$75.00
Southwestern Finance Association	\$100.00
Southwestern Society of Economists	\$49.00

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

FBD GENERAL INFORMATION

Value for Your FBD Fee

As all business academicians recognize, various costs are involved in any professional association endeavor. FBD is no exception. Your registration fee is used to cover a variety of operating costs incurred by the organization. This list details how the FBD fee is used in serving the FBD associations. These costs are often subsidized by an FBD officer's college, university or professional association. The FBD \$100 registration fee remains one of the lowest for any professional association. Contact the FBD Secretary-Treasurer for more details.

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

FBD GENERAL INFORMATION

Placement Service

FBD will provide a Placement Service for academic positions in a designated area in Exhibit Hall - Market Place. The service will be staffed during the following hours:

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

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

Carla J. Barber

University of Central Arkansas
Conway, AR 72035

Exhibitors

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

Wednesday, March 13	2:00 p.m. – 5:30 p.m.
Thursday, March 14	8:00 a.m. – 5:00 p.m.
Friday, March 15	8:00 a.m. – 4:00 p.m.

Meeting Rooms

There is only one property for this conference, Hyatt Regency Houston. The locations of the rooms can be found by referring to the floor plan in the back of this program.

The Hyatt Regency Houston is a 100% non-smoking facility.

GENERAL TIMETABLE FOR 2019 FBD MEETING

February 2018	FBD 2019 General Program Chair prepares a 2019 FBD “Call for Papers” for distribution at the FBD Annual Meeting.
March 2018	The 2019 Association Program Chairs and the 2019 FBD General Program Chair start planning for the 2019 conference at the New Program Chairs meeting held on Saturday morning during the 2018 FBD conference.
April/May 2018.....	Program Committees/Track Chairs are selected by Association Program Chairs. Each Association sends out a Preliminary “Call for Papers” to current and prospective participants.
Summer 2018.....	FBD Officers and Association Program Chairs participate in FBD Boot Camp at hotel of the 2019 conference.
June 2018	FBD General Program Chair and each Association Program Chair send out “Call for Papers” reminders to current and prospective participants.
July/August 2018.....	Association Track Chairs continue soliciting manuscripts, special session proposals, tutorials and workshops for the 2019 FBD Conference.
Summer 2018.....	FBD updates its website in preparation for forthcoming conference, solicits registration fee information from the associations, and ensures the associations are marketing the conference.
September 2018.....	Deadlines for receipt of papers, abstracts and proposals. Track Chairs for each Association initiate the review process and report the submission data to their Association Program Chairs.
October 2018.....	Track Chairs make acceptance/rejection decisions. Solicitation of nominees and judging of the candidates for the FBD Distinguished Paper and Outstanding Educator Awards occurs.
Early November 2018	Each Association Program Chair compiles, organizes and sends all program information to the 2019 FBD General Program Chair.
Early January 2019.....	FBD General Program Chair completes compilation of 2019 FBD Program Book and sends it to the printer. Each Association Program Chair contacts hotel caterers to arrange for receptions, dinners, breakfasts and special events.
Late January 2019	2019 FBD Program is posted on FBD Web site.
February 2019	Deadline for receipt of hotel reservations and pre-conference registration.

2018-2019 FBD EXECUTIVE COUNCIL

EXECUTIVE COUNCIL

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

M. Suzanne Clinton, President
University of Central Oklahoma

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

Kishore Kulkarni, VP/General Program Chair – Elect
Metropolitan University of Denver

Kimberly J. Webb, Secretary-Treasurer
Texas Wesleyan University

Michelle McEacharn, Executive Director
University of Louisiana at Monroe

Kimberly L. Merritt, Immediate Past President
Oklahoma Christian University

Barbara J. Davis, Past President
Centenary College of Louisiana

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

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

FBD 2019 ASSOCIATION PRESIDENTS

Federation of Business Disciplines
M. Suzanne Clinton, University of Central Oklahoma

American Accounting Association, Southwest Region
Kelly Noe, Stephen F. Austin State University

Association for Business Communication, Southwestern U.S.
Kelly A. Grant, Tulane University

Association for Small Business and Entrepreneurship
Courtney Kernek, Southeastern Oklahoma State University

Association of Business Information Systems
Degan Kettles, Brigham Young University

Association of Collegiate Marketing Educators
Irfan Ahmed, Sam Houston State University

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

Southwest Academy of Management
Robert H. Epstein, University of Central Oklahoma

Southwest Case Research Association
Martin Bressler, Southeastern Oklahoma State University

Southwestern Finance Association
Marilyn Wiley, University of North Texas

Southwestern Society of Economists
Roman Wong, Barry University

FBD 2019 ASSOCIATION PROGRAM CHAIRS

Federation of Business Disciplines Vice President and Program Chair
Vivek S. Natarajan, Lamar University

Federation of Business Disciplines Vice President and Program Chair-Elect
Kishore Kulkarni, Metropolitan University of Denver

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

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

Association for Small Business and Entrepreneurship
Laurie A. Babin, University of Louisiana at Monroe

Association of Business Information Systems
Shane Schartz, Fort Hays University

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

Decision Sciences Institute, Southwest Region
Matt Lindsey, Stephen F. Austin State University

Southwest Academy of Management
Brian Kulik, Whittier College

Southwest Case Research Association
Rhonda Richards, Southeastern Oklahoma State University

Southwestern Finance Association
Tommy Thompson, University of Texas, Arlington

Southwestern Society of Economists
Matiur Rahman, Mcneese State University

**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2019 ANNUAL MEETING**

2018 – 2019 OFFICERS

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

2018-2019 SECTION REGIONAL COORDINATORS

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

AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2019 ANNUAL MEETING

PAST PRESIDENTS

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

2019 AWARDS

Federation of Business Disciplines
Distinguished Paper Award

Big Data Analytics Challenges & Internal Audit Function (IAF)'s Reliance on Big Data Analytics

Md. Shariful Islam, Louisiana Tech University
Thomas Stafford, Louisiana Tech University
William Stammerjohan, Louisiana Tech University

(Presented in Session C, Friday, 8:30 am to 10:00 am, Live Oak)

Federation of Business Disciplines
Outstanding Educator Award

Elaine Sanders, University of Texas at San Antonio

Teaching, Learning and Curriculum Best Paper Award

A Case Study of Accounting Program Quality Changes Resulting from AACSB and ACBSP Business Accreditation

Pamela Baker, Texas Woman's University

(Presented in Session A, Thursday, 10:30 am to 12:00 pm, Cedar)

Outstanding Doctoral Student Paper Award

Audit Quality Inputs and Financial Statement Reliability
Thien Le, University of Houston - Houston

(Presented in Session A, Thursday, 8:30 am to 10:00 pm, Cedar)

AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2019 ANNUAL MEETING

March 14, 2019
(Thursday)

8:30 a.m. – 10:00 a.m.

(Accounting) 1.5 CH*

Cedar

SESSION A Auditing

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

Audit Quality Inputs and Financial Statement Reliability

Thien Le, University of Houston - Houston

Phases of CEO Tenure and Audit Pricing

Qiao Xu, University of Houston – Victoria

Rachana Kalelkar, University of Houston - Victoria

The Relationship between Internal Control Weakness and Debt Structure

Yinghong Zhang, University of Central Oklahoma

Bambi A Hora, University of Central Oklahoma

Edward R Walker, University of Central Oklahoma

8:30 a.m. – 10:00 a.m.

(Accounting) 1.5 CH*

Holly

SESSION B Taxation

Moderator: **Linda Ann Bressler**, Southeastern Oklahoma State University

Reputation and Corporate Tax Planning: A Moral Licensing View

Yu Bai, University of Houston - Houston

The Interplay among Tax Specialists, Corporate Tax Behavior, and Tax Accrual Quality

Pradeep Sapkota, Louisiana State University

The Role of Syndicated Loans in Corporate Governance: Evidence from Borrowing Firms' Tax Planning

Fuzhao Zhou, University of Texas at El Paso

Jianning Huang, University of Memphis

Pei Shao, University of Lethbridge

Feixue Xie, University of Texas at El Paso

8:30 a.m. – 10:00 a.m.

(Accounting) 1.5 CH*

Ponderosa

SESSION C Conservatism and Data Analysis

Moderator: **Liya Hou**, University of Texas at Dallas

Review of Difference-in-Difference Analyses in Social Sciences: Application in Policy Test Research

Min Liu, Brooklyn College

William Greene, New York University

The Effect of Bank Competition on Accounting Conservatism: Evidence from a Natural Experiment

Liya Hou, University of Texas at Dallas

**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2019 ANNUAL MEETING**

**March 14, 2019
(Thursday)**

10:00 a.m. – 10:30 a.m.

Exhibit Hall - Market Place

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

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

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

10:30 a.m. – 12:00 p.m.

(Accounting) 1.5 CH

Cedar

SESSION A Case Studies and Social Media

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

Social Media Visibility, Investor Diversity, and Trading Consensus

Weiwei Wang, Weber State University

Rajib Hasan, University of Houston - Clear Lake

Women's Health Association: Online Fundraising Program: A Discussion Case for Auditing

Clara L Richardson, McMurry University

A Case Study of Accounting Program Quality Changes Resulting from AACSB and ACBSP Business Accreditation

Pamela Baker, Texas Woman's University

10:30 a.m. – 12:00 p.m.

(Accounting) 1.5 CH

Holly

SESSION B Regulation

Moderator: **Trevor England**, Sam Houston State University

The Effect of Dodd-Frank on Stock Volatility: the Case of US, European and Canadian Banks

Jan Smolarski, Rowan University

Jose Vega, Clarkson University

Alasdair Turnbull, Clarkson University

What is the Impact on Tax Information Exchange Agreements?

Jan Smolarski, Rowan University

Neil A. Wilner, University of North Texas

**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2019 ANNUAL MEETING**

**March 14, 2019
(Thursday)**

10:30 a.m. – 12:00 p.m.

(Accounting) 1.5 CH

Ponderosa

SESSION C Earnings Management

Moderator: **Joseph Nketia**, Oklahoma State University

A Challenge to Business Leaders to End Earnings Management
Jason Eugene Call, University of Wisconsin - La Crosse

Earnings Management in United States Private Firms
Joseph Nketia, Oklahoma State University
Ramesh Rao, Oklahoma State University
Moshen Mollagholamali, Western Kentucky University

Real Earnings Management and the Trade-off among Earnings Management Alternatives in Innovation-Intensive Companies
Haochuan Hu, Oklahoma State University

12:00 p.m. – 1:30 p.m.

(Accounting) 1.5 CH

Magnolia

LUNCH and KEYNOTE SPEAKER

Terry Shevlin

Terry Shevlin is President-Elect of the American Accounting Association 2018-19. Terry served as AAA Vice President - Research and Publications 2015-2018 and chaired the AAA Publications Committee 2013-2016. He has served as editor on three AAA journals: *Journal of the American Taxation Association* (1996-1999), Senior Editor, *The Accounting Review* (2002-2005) and Co-editor, *Accounting Horizons* (2009-2012) and on numerous editorial boards (including the top 4 accounting journals). He has published over 40 articles in the very top accounting and finance journals.

Terry earned his PhD from Stanford University in 1986 and joined the faculty at the University of Washington where he worked for 26 years until joining the University of California-Irvine in the summer of 2012. He holds a Paul Merage Chair in Business and he is Associate Dean for Research and Doctoral Programs at the Merage School of Business at UCI. He held the Paul Pigott/Paccar Professor of Business Administration from 2004-2012. While at Washington, he held various administrative position: faculty director of the PhD Program 1998-2006 and Accounting Department Chair from 2006-2012.

He has received a number of awards for his research and mentoring of PhDs the most recent being named the American Accounting Association Outstanding Educator for 2012. He was also named the American Taxation Association 2005 Ray M. Sommerfeld Outstanding Tax Educator. He has won the American Taxation Association Tax Manuscript Award 3 times (in 2004, 1995, and 1992) and twice won the AAA Competitive Manuscript for young scholars (1990 and 1987). He has been awarded the UW Business School Dean's Faculty Research Award 4 times.

AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2019 ANNUAL MEETING

March 14, 2019
(Thursday)

1:30 p.m. – 3:00 p.m.

(Accounting) 1.5 CH

Cedar

SESSION A Classification Shifting and Earnings Management

Moderator: **Kelly Ha**, University of Oklahoma

Predicting Aggregate Stock Returns with Aggregate Accrual Components
Liya Hou, University of Texas at Dallas

The Costs and Constraints of Income Classification Shifting

Haeyoung Shin, University of Houston - Clear Lake

Michael J Lacina, University of Houston - Clear Lake

Shanshan Pan, University of Houston - Clear Lake

Classification Shifting as the Ultimate Earnings Management Tool

Kelly Ha, University of Oklahoma

1:30 p.m. – 3:00 p.m.

(Accounting) 1.5 CH

Holly

SESSION B Auditing - Regulations and Standards

Moderator: **Wael Aguir**, University of Texas Rio Grande Valley - Edinburg

An Analysis of Comment Letters in Response to the Public Company Oversight Board's Changes to Audit Reporting Standards

Sharon Yang, SUNY - Albany

Regulation and Opinion Shopping: the Case of U.S. Broker-Dealer Industry

Yu Bai, University of Houston - Houston

3:00 p.m. – 3:30 p.m.

Exhibit Hall - Market Place

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

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

AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2019 ANNUAL MEETING

March 14, 2019
(Thursday)

3:30 p.m. – 5:00 p.m.

(Accounting) 1.5 CH

Cedar

SESSION A Value Relevance, Other Comprehensive Income, Note Disclosure

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

Do People Perceive the Implications of Religiosity on Accounting Information: An Investor Perspective
Yiding Wang, University of Oklahoma

Financial Statement Note Disclosure: An Analysis of Public Two-Year Colleges

Mary Fischer, University of Texas at Tyler

Treba A Marsh, Stephen F. Austin State University

Concepts of Income and Descriptive Research of Other Comprehensive Income

Leah Griffin, University of Central Arkansas

Karen Marie Oxner, University of Central Arkansas

3:30 p.m. – 5:00 p.m.

(Accounting) 1.5 CH

Holly

SESSION B Reporting and Engagement Partner Quality

Moderator: **Thien Le**, University of Houston - Houston

The Relationship among Graphs, Information Recall and Firm Valuation in the Financial Report Presentations

Linh Le, University of North Texas

Anh Viet Ta, University of North Texas

Victor Prybutok, University of North Texas

Institutional Investors and Financial Statement Comparability

Thien Le, University of Houston - Houston

5:00 p.m. – 6:00 p.m.

Boardroom B

AAA Officer Meeting

5:30 p.m. – 7:00 p.m.

Exhibit Hall - Market Place

FBD Presidential Welcome Reception

You are invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and a cash bar. Stop by to relax and wind down from the day's conference activities before heading out for the evening. A limited number of drink tickets will be distributed.

AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2019 ANNUAL MEETING

March 15, 2019
(Friday)

8:30 a.m. – 10:00 a.m.

(Accounting) 1.5 CH

Holly

SESSION A **Teaching, Learning & Curriculum**

Moderator: **Veronda F Willis**, University of Texas at Tyler

Millennials Out & the Next Generation is In (Arriving at Your Accounting Classroom)

Carolyn Conn, Texas State University

Isabella Longoria, Texas State University

Skills Needed by New Accounting Graduates in a Rapidly Changing Technological Environment

Linda Ann Bressler, Southeastern Oklahoma State University

Diana Pence, University of Houston – Downtown

How to Table: A Student Guide to the Formatting and Presentation of Accounting Information

Nicholas J. Fessler, University of Texas at Tyler

Veronda F. Willis, University of Texas at Tyler

8:30 a.m. – 10:00 a.m.

(Accounting) 1.5 CH

Ponderosa

SESSION B **Disclosure**

Moderator: **Yiding Wang**, University of Oklahoma

Banks' Performance, Social Responsibility Disclosures and Fair Value Measurements

Yi Zhang, Prairie View A&M University

Gin Chong, Prairie View A&M University - Northwest Houston Center

Ruixin Jia, Prairie View A&M University

Derivative Disclosure Regulation (SFAS 161), Trading Volume Sensitivity, and Risk Relevance of Fair Value Disclosures

Qihong Zhao, Texas A&M University - Corpus Christi

Does Bank Competition Affect Managers' Asymmetric Disclosure?

Liya Hou, University of Texas at Dallas

AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2019 ANNUAL MEETING

March 15, 2019
(Friday)

8:30 a.m. – 10:00 a.m.

(Accounting) 1.5 CH

Live Oak

SESSION C Information Systems

Moderator: **Calee Jo Holcombe**, Stephen F. Austin State University

Big Data Analytics Challenges & Internal Audit Function (IAF)'s Reliance on Big Data Analytics

M.D. Shariful Islam, Louisiana Tech University

Thomas Stafford, Louisiana Tech University

William Stammerjohan, Louisiana Tech University

Data Breaches and the Financial Impacts on Firms

Shawna Coram, Florida State College at Jacksonville

Daphne Wang, Jacksonville University

10:00 a.m. – 10:30 a.m.

Exhibit Hall - Market Place

FBD Coffee Break

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

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

10:30 a.m. – 12:00 p.m.

(Accounting) 1.5 CH

Holly

SESSION A Engagement Partner Affects

Moderator: **Shani Nicole Robinson**, Sam Houston State University

Does the Gender of Audit Partners Matter? Evidence from the Adoption of Rule 3211

Meng Guo, The University of Texas at San Antonio

Jie Hao, Texas Tech University

Viet Pham, The University of Texas at San Antonio

Engagement Partner Quality, Costs of Capital, and Valuation

Min Liu, Brooklyn College

Kose John, New York University

Self-Esteem: Its Overall Effect on Professional Skepticism

Leslie Helen Blix, Sam Houston State University

Shani Nicole Robinson, Sam Houston State University

Lawrence Chui, University of St Thomas - St. Paul

Byron Pike, Minnesota State University, Mankato

AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2019 ANNUAL MEETING

March 15, 2019
(Friday)

10:30 a.m. –12:00 p.m.

(Accounting) 1.5 CH

Ponderosa

SESSION B Earnings Forecasting

Moderator: **K.C. Lin**, Central Michigan University

Lost in Translation? Analysts' Forecasts of Cross-Listed Firms

Volkan Muslu, University of Houston

Hyunkwon Cho, Sejong University

Minjae Koo, University of Houston

The Effects of Credits Default Swaps on Analyst Forecasting

Emrah Ekici, University of Wisconsin - Eau Claire

Analyst Reaction to Non-articulation between the Balance Sheet and the Statement of Cash Flows

K.C. Lin, Central Michigan University

Dilin Wang, Oregon State University

Peter Frischmann, Oregon State University

12:00 p.m. – 1:30 pm

Window Box

LUNCH and BUSINESS MEETING

Kelly Noe, President

Kelly Noe is Associate Professor and Director of the Gerald W. Schlieff School of Accountancy at Stephen F. Austin State University. She earned a Ph.D. in Accounting at The University of Texas at San Antonio, a Master of Business Administration from Stephen F. Austin State University, a Bachelor of Science in Business Administration from the University of South Carolina, and is a Certified Public Accountant in the State of Texas. Professor Noe teaches graduate and undergraduate governmental and nonprofit accounting. Noe's research interests include nonprofit healthcare research with an emphasis in Hospice and Accounting Information Systems.

Make plans to join us in San Antonio for our 2020 conference.



47th Annual Conference
March 11-14, 2020
Hyatt Regency San Antonio
Houston, TX

AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2019 ANNUAL MEETING

March 15, 2019
(Friday)

1:30 p.m. – 3:00 p.m.

(Accounting) 1.5 CH

Holly

SESSION A **Insider Ownership, Social Networks, and Extraversion Effects**

Moderator: **Leslie Helen Blix**, Sam Houston State University

The Impact of High Insider Ownership on Sox 404 Internal Controls

Lucy Uche Diala, Jacksonville University

Robert Houmes, Jacksonville University

The Importance of Director External and Internal Social Networks to Stock Price Crash Risk

Xiaohua Fang, Florida Atlantic University

Jeffrey Pittman, Memorial University of Newfoundland

Yuping Zhao, University of Houston - Houston

CEO Extraversion and Management Earnings Forecasts

Yue Qiu, University of Houston - Houston

1:30 p.m. – 3:00 p.m.

(Accounting) 1.5 CH

Ponderosa

SESSION B **International Accounting**

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

The Effect of Mandatory Corporate Social Responsibility Expenditures on Earnings Management: Evidence from India's 2% Rule

Leila Emily Hickman, University of New Mexico

Subramanian Iyer, University of New Mexico

Nemiraja Jادیyappa, Institute of Management Technology, Nagpur

To Give an Insight into Financial Crisis from Corporate Governance

Chia-Hsin Hung, National Chengchi University

Yi-Hua Hsieh, Tamkang University

Ku-Jun Lin, Tamkang University

3:00 p.m. – 3:30 p.m.

Exhibit Hall - Market Place

FBD Coffee Break

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

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

AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2019 ANNUAL MEETING

March 15, 2019
(Friday)

3:30 p.m. – 5:00 p.m.

(Accounting) 1.5 CH

Holly

SESSION A Teaching, Learning & Curriculum

Moderator: **James H Thompson**, Central Washington University

Student Success Strategies in Intermediate Accounting I

Karen Marie Oxner, University of Central Arkansas

Stephanie Watson, University of Central Arkansas

Using the CPA Examination Blueprints to Enhance Learning Objectives for Accounting Courses

Zane Swanson, University of Central Oklahoma

Edward R Walker, University of Central Oklahoma

Louise Miller, University of Central Oklahoma

Richard Green, Texas A&M University San Antonio

3:30 p.m. – 5:00 p.m.

(Accounting) 1.5 CH

Ponderosa

SESSION B Management Accounting

Moderator: **Zhimin Yu**, University of Houston - Downtown

Customer Satisfaction, Cost Behavior, and Firm Performance

Mark C Anderson, University of Calgary

Zhimin Yu, University of Houston - Downtown

Director and Officer Liability Protection and Firm Value: Unintended Consequences

Iness Aguir, The American University of Sharjah

Wael Aguir, University of Texas Rio Grande Valley - Edinburg

Impact of Corporate Performance and Firm Size on Executive Compensation in Japan: Study based on Corporate Lifecycle

Yukiko Kusu, Aoyama Gakuin University

Hirohisa Hirai, Kanagawa University

Make plans to join us in San Antonio for our 2020 conference.



47th Annual Conference
March 11-14, 2020
Hyatt Regency San Antonio
Houston, TX

**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

2018-2019 OFFICERS

President	Kelly A. Grant , Tulane University
President-Elect and Program Chair	Carol S. Wright , Stephen F. Austin State University
Secretary/Treasurer	Kayla Sapkota , Arkansas State University-Beebe
Historian	Leslie Ramos Salazar , West Texas A&M
Proceedings Editor	Danica L. Schieber , Sam Houston State University
Immediate Past President	Laura Lott Valenti , Nicholls State University
Program and Paper Reviewers	Traci L. Austin , Sam Houston State University Marsha L. Bayless , Stephen F. Austin State University Tammy L. Croghan , Northwestern State University Kelly A. Grant , Tulane University Susan Evans Jennings , Stephen F. Austin State University Margaret S. Kilcoyne , Northwestern State University Chynette Nealy , University of Houston Downtown Lorelei Amanda Ortiz , St. Edward's University Leslie Ramos Salazar , West Texas A&M Kayla Sapkota , Arkansas State University-Beebe Lucia S. Sigmar , Sam Houston State University Danica L. Schieber , Sam Houston State University Laura Lott Valenti , Nicholls State University Ashley Hall , Stephen F. Austin State University

CONGRATULATIONS!

Recipient of the 2019 Federation of Business Disciplines Paper Award

Just Get to the Point: Persuasive Strategies for the iGeneration

Traci L. Austin, Sam Houston State University

Lindsay C. Clark, Sam Houston State University

Lucia S. Sigmar, Sam Houston State University

Recipient of the 2019 Federation of Business Disciplines Outstanding Educator Award

Traci L. Austin

Sam Houston State University

**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**March 14, 2019
(Thursday)**

7:30 a.m. – 8:30 a.m.

Window Box

ABC – SWUS and ABIS Joint Breakfast

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

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

8:30 a.m. – 10:00 a.m.

Joint Session with ABIS

Window Box

ABC-SWUS and ABIS Joint Session

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

Carol S. Wright, Stephen F. Austin State University

Shane Schartz, Fort Hays State University

ABC-SWUS Best Paper: *Just Get to the Point: Persuasive Strategies for the iGeneration*

Traci L. Austin, Sam Houston State University

Lindsay C. Clark, Sam Houston State University

Lucia S. Sigmar, Sam Houston State University

ABIS Best Paper: *Moving Toward Better Equipped Students in Excel*

Lori Soule, Nicholls State University

Sherry Rodrigue, Nicholls State University

Betty Kleen, Nicholls State University

10:00 a.m. – 10:30 a.m.

Exhibit Hall

FBD Coffee Break

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**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**March 14, 2019
(Thursday)**

10:30 a.m. – 11:45 a.m.

Arboretum 5

Looking at the Business School Curriculum

Session Chair: Lamar Reinsch, Lubbock Christian University

Reflecting Critically on Business Curriculum: Integration via Blogging

Jonna Myers, Southwestern Oklahoma State University

Amanda Evert, Southwestern Oklahoma State University

"You Want to Survey...ALL of our Alumni?" Navigating Potential Barriers to Institutional Data-Gathering

Christopher McKenna, Stephen F. Austin State University

How Aristotle Missed the Ploiaron

Lamar Reinsch, Lubbock Christian University

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

Arboretum 4

Impacts of Social Media

*** Guest ABC Presenter at ABIS Session B**

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

Generation Z and Social Media—An Inventory of Use

Julie C. McDonald, Northwestern State University

Margaret Sepulvado Kilcoyne, Northwestern State University

Begona Perez-Mira, Northwestern State University

Sarah Wright, Northwestern State University

11:45 a.m. – 1:30 p.m.

Lunch on your own

**ABC – SWUS Executive Board Meeting and Luncheon
By Invitation Only (Location: Boardroom B)**

**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**March 14, 2019
(Thursday)**

1:30 p.m. – 3:00 p.m.

Arboretum 5

Improving Oral Communication Skills of Students

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

Power Posing Revisited

David Allen Ward, University of Wisconsin-Madison

Moving Students Past “You did great!”: Using Daily Speeches and Peer Feedback to Improve Students’ Assessment of Presentation

Ashly Bender Smith, Sam Houston State University

Once Upon a Time: Using Storytelling in Business Communication Classes to Teach Oral Communication Skills

Marsha L. Bayless, Stephen F. Austin State University

Laurie Rogers, Stephen F. Austin State University

A Pilot Study on the Use of Automated Speech Coaching Software in Online MBA Business Communication Courses

Leslie Ramos Salazar, West Texas A&M University

3:00 p.m. – 3:30 p.m.

Exhibit Hall

FBD Coffee Break

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**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**March 14, 2019
(Thursday)**

3:30 p.m. – 5:00 p.m.

Concurrent Session I

Arboretum 5

A Deeper Look into Communication Skills

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

Peer Review in the Business Writing Classroom: Does it really help? Or is it just a waste of time?

Leticia A. French, University of Houston Clear Lake

Promoting Deeper Audience Awareness in the Business and Professional Communication Classroom: A Content Analysis

Danica L. Schieber, Sam Houston State University

Vincent Robles, University of North Texas

Investigating How Students Perceive Their Communication Skills

Ashley Hall, Stephen F. Austin State University

Carol S. Wright, Stephen F. Austin State University

Improving Persuasion Skills through Peer Reviewed Blog Posts

Rebecca Dowden, University of St. Thomas

Using Verbal De-Escalation to Reduce Conflict

Debbie D. DuFrene, Stephen F. Austin State University

3:30 p.m. – 5:00 p.m.

Concurrent Session II

Arboretum 4

Concurrent Session held with Association for Business Information Systems

Using Technology for Student Engagement

Session Chair: **Degan Kettles**, Brigham Young University

Job Readiness: LinkedIn

H. Steve Leslie, Arkansas State University

Karen McDaniel, Arkansas State University

Sandra H. Beville, Arkansas State University

Interactive and Innovative Decision-Making Communication Framework

Carolyn Ashe, University of Houston - Downtown

5:30 p.m. – 7:00 p.m.

Exhibit Hall

FBD Presidential Welcome Reception

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

**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**March 15, 2019
(Friday)**

7:30 a.m. – 8:30 a.m.

Arboretum 5

ABC-SWUS and ABIS Joint Breakfast

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

8:30 a.m. – 10:00 a.m.

Arboretum 5

Interacting Outside the Classroom

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

Perceptions of Risk and Responses to Product Warning Messages

John M. McGrath, Trinity University

Harry Wallace, Trinity University

Utilizing Facebook Groups for Communications in a Nonprofit Setting

Kayla Sapkota, Arkansas State University-Beebe

Examining Sexual Persecution in Digital Communication through Haptic Communications

Leslie Ramos Salazar, West Texas A&M University

Soumen Mukherjee, VIT University, Vellore, India

Simulated Internship: Increasing Student Engagement, Enhancing Skills Application in Business Communication Courses

Deirdre (Dee) Fuchs, Tulane University

Questionable Communication in Greenwashed Advertisements: Does Customer Confusion Alter Purchase Intentions?

Amy Roe, Eastern Kentucky University

Marcel Marie Robles, Eastern Kentucky University

10:00 a.m. – 10:30 a.m.

Exhibit Hall

FBD Coffee Break

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

**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**March 15, 2019
(Friday)**

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

Arboretum 5

ABC SWUS Business Meeting (all members welcome)

Presiding: **Kelly Grant**, ABC-SWUS President
Tulane University

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

1:30 p.m. – 3:00 p.m.

Arboretum 5

Using Communicating to Engage with Others

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

Cultivating Students' Cultural Literacy through Research and Writing: Instructor and Librarian Collaboration

Hui-Fen Chang, Oklahoma State University
Kristina Schaap, Oklahoma State University

Contextualizing the Digital Skills of Professional Communication Students in Hispanic-Serving Institutions

Kenneth Robert Price, Texas A&M University-Kingsville

Rethinking Theory and Praxis in Biz Comm: A Call for Civic Engagement
Jessie Lynn Richards, University of Utah

3:00 p.m. – 3:30 p.m.

Exhibit Hall

FBD Coffee Break

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**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**March 15, 2019
(Friday)**

3:30 p.m. – 5:00 p.m.

Arboretum 5

Improving Collaborative Communication Strategies

Session Chair: Dianne R. Garrett, University of North Carolina at Greensboro

Teamwork in the School of Business at a Four-Year University

Michelle Dawson, Missouri Southern State University

Beverly Block, Missouri Southern State University

Stephanie Schartel Dunn, Missouri Southern State University

Using Social Collaborations to Develop Team Skills

Chynette Nealy, University of Houston Downtown

Innovative Technology Implementations: Communication Strategies for Project Success

Lila Carden, University of Houston

Raphael Boyd, Clark Atlanta University

Using a Design Thinking Hands-on Project as the context in a Business Communication Course

Dianne R. Garrett, University of North Carolina at Greensboro

A Business Communication Course - Planning a Study Abroad Experience in Thailand

James G. Ward, Fort Hays State University

Scott Jones, Fort Hays State University

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



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Make plans to join us in San Antonio in 2020!

47th Annual Conference

March 11 - 14, 2020

Hyatt Regency San Antonio

San Antonio, Texas

Officers

President:	Courtney Kernek Southeastern Oklahoma State University
President Elect	Laurie A. Babin University of Louisiana at Monroe
Vice-President- Programs	Laurie A. Babin University of Louisiana at Monroe
Vice President- Membership	Eugenie Ardoin University of Louisiana at Monroe
Secretary/Treasurer:	Kendra L. Ingram Texas A&M University Commerce
Immediate Past President	Mary Jo Jackson Stetson University
Executive Director	William Jackson Stetson University

Program Schedule Synopsis

Thursday, March 14, 2019

1:30 p.m. – 3:00 p.m.	Executive Board Meeting (by invitation only)
3:00 p.m. – 3:30 p.m.	FBD Coffee Break
3:30 p.m. – 5:00 p.m.	Paper Session: Engaging Students
5:30 p.m. – 7:00 p.m.	FBD Presidential Welcome Reception

Friday, March 15, 2019

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

March 14, 2019
(Thursday)

CONGRATULATIONS!

Recipient of the 2019 Federation of Business Disciplines Paper Award

Customer Relationship Management and the Performance of Small Business: Evidence from the Survey of Business Owners

Mark D. Heileman, Rollins College
Emmanuel T. Kodzi, Rollins College
Timothy L. Pett, Rollins College

Recipient of the 2019 Federation of Business Disciplines Outstanding Educator Award

Laurie A. Babin, University of Louisiana at Monroe

Recipient of the 2019 ASBE Outstanding University Award

Stetson University

1:30 p.m. – 3:00 p.m.

Conference Room 9

Executive Board Meeting
(By invitation only)

3:00 p.m. – 3:30 p.m.

Exhibit Hall - Market Place

FBD COFFEE BREAK

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ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP

March 14, 2019
(Thursday)

3:30 p.m. – 5:00 p.m.

Ponderosa

SESSION Engaging Students

Session Chair: Laurie A. Babin, University of Louisiana at Monroe

Enterprise Experiential Learning Activities in Higher Education and the Successfulness of Preparing Business Students to Become Real Entrepreneurs

Luci Parmer, Southeastern Oklahoma State University

Life Perspectives of Entrepreneurs in Executive Education Programs: A Qualitative Study

Justin Keeler, Ouachita Baptist University

Helping Students Develop an Entrepreneurial Mindset

Laurie A. Babin, University of Louisiana at Monroe

Claire S. Stammerjohan, University of Louisiana at Monroe

5:30 p.m. – 7:00 p.m.

Exhibit Hall - Market Place

FBD Presidential Welcome Reception

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



47th Annual Conference
March 11 - 14, 2020
Hyatt Regency San Antonio
San Antonio, Texas

ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP

March 15, 2019
(Friday)

7:00 a.m. – 8:30 a.m.

Conference Room 10

ASBE Breakfast and Meet the Leadership Team

Courtney Kernek (President), Southeastern Oklahoma State University
Laurie A. Babin (President-Elect and Vice President - Programs), University of Louisiana at Monroe
Eugenie Ardoin (Vice President – Membership), University of Louisiana at Monroe
Kendra L. Ingram (Secretary/Treasurer), Texas A&M University Commerce
Mary Jo Jackson (Immediate Past President), Stetson University
William Jackson (Executive Director), Stetson University

8:30 a.m. – 10:00 a.m.

Conference Room 10

SESSION

Case Studies

Session Chair:

Martin S. Bressler, Southeastern Oklahoma State University

Golden Pond Marina Case Study

Martin S. Bressler, Southeastern Oklahoma State University

Franchisepreneurship: A 10 Year Case Study

Michael R. Lane, University of Louisiana at Monroe

Peggy L. Lane, University of Louisiana at Monroe

Entrepreneurship and Decision Making: Have Your Cake and Eat It Too

Rhonda Richards, Southeastern Oklahoma State University

Courtney Kernek, Southeastern Oklahoma State University

Kendra Ingram, Southeastern Oklahoma State University

Kitty Campbell, Southeastern Oklahoma State University

10:00 a.m. – 10:30 a.m.

Exhibit Hall - Market Place

FBD COFFEE BREAK

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March 15, 2019
(Friday)

10:30 a.m. – 12:00 p.m.

Conference Room 10

SESSION **Entrepreneurial Success Factors**

Session Chair: **Eugenie Ardoin**, University of Louisiana at Monroe

*Customer Relationship Management and the Performance of Small Business:
Evidence from the Survey of Business Owners*

Mark D. Heileman, Rollins College

Emmanuel T. Kodzi, Rollins College

Timothy L. Pett, Rollins College

Initial Service Failure and the Size of the Gratuity: The Role of Mindset

Lawrence S. Silver, Southeastern Oklahoma State University

Courtney Kernek, Southeastern Oklahoma State University

Personal Selling in a Small Business

Cindy Strickler, University of Louisiana at Monroe

Stan Williamson, University of Louisiana at Monroe

Eugenie Ardoin, University of Louisiana at Monroe

Henry Cole, University of Louisiana at Monroe

12:00 p.m. – 2:00 p.m.

Conference Room 10

ASBE Business Meeting and Awards Luncheon

(All members are invited)

2:00 p.m. – 3:00 p.m.

Conference Room 10

SESSION **Environmental Threats and Opportunities**

Session Chair: **Laurie A. Babin**, University of Louisiana at Monroe

The General Data Protection Regulation (GDPR): Good for Entrepreneurs or Barrier to Entry?

Lawrence S. Silver, Southeastern Oklahoma State University

Lab-Grown Cultured Meat: 'Frankenfood' or Entrepreneurial Opportunity?

Laurie A. Babin, University of Louisiana at Monroe

ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP

March 15, 2019
(Friday)

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3:30 p.m. – 5:00 p.m.

Conference Room 10

SESSION **Financial Matters**

Session Chair: **Eugenie Ardoin**

Navigating Crowdfunding

Long Dang Hoang, University of Louisiana at Monroe

Eugenie Ardoin, University of Louisiana at Monroe

Arturo Rodriguez, University of Louisiana at Monroe

Entrepreneur's Hard and Soft Skills: How to Avoid Small Business Loan Failure

Gianluca Zanella, University of Texas at San Antonio

Diego Capeletti, University of Texas at San Antonio

Teja Guda, University of Texas at San Antonio

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2018-2019 OFFICERS

President	Degan Kettles , Brigham Young University
Vice President/Program Chair	Shane Schartz , Fort Hays State University
Secretary	Richard Kumi , University of Arkansas - Little Rock
Treasurer	Carla J. Barber , University of Central Arkansas
Proceedings Editor	Lori Soule , Nicholls State University
Past President	Sherry Rodrigue , Nicholls State University
Historian/Parliamentarian	Marsha L. Bayless , Stephen F. Austin State University
Journal Editor	Ashley Hall , Stephen F. Austin State University
Program and Paper Reviewers	Akhilesh Bajaj , University of Tulsa Carla J. Barber , University of Central Arkansas Aurore Kamssu , Tennessee State University Degan Kettles , Brigham Young University Jim Larsgaard , Eastern Kentucky University Carmella Parker , Northwestern State University Curtis Penrod , Northwestern State University Jason Powell , Northwestern State University Marcel M. Robles , Eastern Kentucky University Lori Soule , Nicholls State University James G. (Skip) Ward , Fort Hays State University Carol S. Wright , Stephen F. Austin State University Sarah Wright , Northwestern State University

CONGRATULATIONS!

**Recipients of the ABIS 2019 Federation of Business Disciplines
Distinguished Paper Award**

Moving Toward Better Equipped Students in Excel

Lori Soule, Nicholls State University

Sherry Rodrigue, Nicholls State University

Betty Kleen, Nicholls State University

CONGRATULATIONS!

Recipient of the 2019 FBD Outstanding Educator Award

Degan Kettles, Brigham Young University



Association of Business
Information Systems

ABIS 2018 Program Overview

Thursday March 14, 2019

7:30 a.m. – 10:00 a.m.	8:00 a.m. – ABIS & ABC – SWUS Joint Breakfast
	8:30 a.m. - ABC-SWUS & ABIS Joint Session - Best Paper Presentations
10:30 a.m. – 11:45 a.m.	Session: Impacts of Social Media
11:45 a.m. – 1:30 p.m.	Lunch on your own *Executive Board Meeting - Boardroom C
1:30 p.m. – 3:00 p.m.	Session: Information Literacy Skills
3:30 p.m. – 5:00 p.m.	Session: Information Systems and Business
5:30 p.m. – 7:00 p.m.	FBD Presidential Welcome Reception

Friday March 15, 2019

7:30 a.m. – 8:30 a.m.	ABIS & ABC – SWUS Joint Breakfast
8:30 a.m. – 10:00 a.m.	ABIS Business Meeting * All Members Welcome *
10:30 a.m. – 12:00 p.m.	Session: Improving the IS Curriculum I
Noon – 1:30 p.m.	Lunch on your own
1:30 p.m. – 3:00 p.m.	Session: Improving the IS Curriculum II
3:30 p.m. – 5:00 p.m.	Roundtable Discussion of IS Topics

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 14, 2019
(Thursday)

7:30 a.m. – 8:30 a.m.

Window Box

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8:30 a.m. – 10:00 a.m.

Joint Session with ABC

Window Box

SESSION A

ABC-SWUS and ABIS Joint Session

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

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Shane Schartz, Fort Hays State University

ABC-SWUS Best Paper: *Just Get to the Point: Persuasive Strategies for the iGeneration*

Traci Austin, Sam Houston State University

Lindsay Camille Clark, Sam Houston State University

Lucia Sigmar, Sam Houston State University

ABIS Best Paper: *Moving Toward Better Equipped Students in Excel*

Lori Soule, Nicholls State University

Sherry Rodrigue, Nicholls State University

Betty Kleen, Nicholls State University

10:00 a.m. – 10:30 a.m.

Exhibit Hall - Market Place

FBD Coffee Break

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ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 14, 2019
(Thursday)

10:30 a.m. – 11:45 a.m.

Arboretum 4

SESSION B Impacts of Social Media

Session Chair: Ashley Hall

Generation Z and Social Media—An Inventory of Use

- Julie C. McDonald**, Northwestern State University
- Margaret Sepulvado Kilcoyne**, Northwestern State University
- Begona Perez-Mira**, Northwestern State University
- Sarah Wright**, Northwestern State University

**Guest Presenters from ABC*

Not Your Kid’s Twitter: Business and Education Style

- Carol S. Wright**, Stephen F. Austin State University
- Laurie S. Rogers**, Stephen F. Austin State University
- Amanda Smith**, Stephen F. Austin State University

Social Media: To Hire or to Fire?

- Marcel M. Robles**, Eastern Kentucky University
- Lauren Butterfield**, Eastern Kentucky University

#CustomerService: An Investigation of How Companies Use Social Media for Customer Service

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

11:45 a.m. – 1:30 p.m.

Lunch on your own...

ABIS Executive Board Meeting and Luncheon By Invitation Only

Boardroom C

1:30 p.m. – 3:00 p.m.

Arboretum 4

SESSION C Information Literacy Skills

Session Chair: Sherry Rodrigue

The GMetrix Exam: A Comparison of Predictors of Success for the Microsoft Office Specialist in Excel Certification Exam

- Lily Pharris**, Northwestern State University
- Mary Beth Tarver**, Northwestern State University
- Curtis Penrod**, Northwestern State University

Doing Business with Bruner: Scaffolding for Success in Evidence-Driven Business Communication

- Traci Austin**, Sam Houston State University
- Lindsay Clark**, Sam Houston State University
- Lucia S. Sigmar**, Sam Houston State University

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 14, 2019
(Thursday)

3:00 p.m. – 3:30 p.m.

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3:30 p.m. – 5:00 p.m. Joint Session with ABC

Arboretum 4

SESSION D Information Systems and Business Implications

Session Chair: Degan Kettles

Digital Disruption: Implications for Business and Education

Robert B. Mitchell, University of Arkansas at Little Rock

Understanding the IT Job Market: Identifying Causes of Underserved States

Olamide Olasupo, University of Arkansas at Little Rock

Richard W. Woolridge, University of Arkansas at Little Rock

Job Readiness: LinkedIn

Sandra H. Bevill, Arkansas State University

Karen McDaniel, Arkansas State University

H. Steve Leslie, Arkansas State University

Interactive and Innovative Decision-Making Communication Framework

Carolyn Ashe, University of Houston - Downtown

5:30 p.m. – 7:00 p.m.

Exhibit Hall - Market Place

FBD Presidential Welcome Reception

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

Enjoy your evening in Houston!

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

**March 15, 2019
(Friday)**

7:30 a.m. – 8:30 a.m.

Arboretum 5

ABIS and ABC–SWUS Joint Breakfast

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

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

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

Arboretum 4

SESSION E

ABIS Business Meeting

*** All Members Welcome ***

Session Chair/ ABIS President:

Degan Kettles

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

The meeting agenda includes:

Election of Officers and Executive Board positions

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

Information and discussion on next year’s conference

General discussion on topics introduced by general membership

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

Exhibit Hall - Market Place

FBD Coffee Break

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

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

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



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

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

**March 15, 2019
(Friday)**

10:30 a.m. – 12:00 p.m.

Arboretum 4

SESSION F Improving the IS Curriculum I

Session Chair: Shane Schartz

A Simulation, Game, and Real-World Experience in One. ERPSIM, What It Is and How It Works.

Shane Schartz, Fort Hays State University

Misty Schartz, Fort Hays State University

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

Kimberly Merritt, Oklahoma Christian University

K. David Smith, Cameron University

Developing Reality-based Mobile Phone Skills in the Classroom

Chynette Nealy, University of Houston Downtown

12:00 p.m. – 1:30 p.m.

Lunch on your own

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

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

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

Contact us at: ABIS.FBD@gmail.com



ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 15, 2019
(Friday)

1:30 p.m. – 3:00 p.m.

Arboretum 4

SESSION G Improving the IS Curriculum II

Session Chair: Carla J. Barber

Experiential Learning Through Solving Campus Problems

Jeff Hill, University of Central Arkansas

Carla J. Barber, University of Central Arkansas

Using Conferencing Software Zoom to Enhance Face-to-Face and Online Classes

Marsha Bayless, Stephen F. Austin State University

Manuel Guerrero, Stephen F. Austin State University

Collaborating Across Business Classes for Success through Experiential Learning

S. Ann Wilson, Stephen F. Austin State University

Marlene Kahla, Stephen F. Austin State University

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

Exhibit Hall - Market Place

FBC Coffee Break

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

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

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



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

March 15, 2019
(Friday)

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

Arboretum 4

SESSION H Round Table Discussion of IS Topics

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

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

Topic Facilitator: Shane Schartz



Make plans to join us in San Antonio for our 2020 conference.



47th Annual Conference
March 11-14, 2020
Hyatt Regency San Antonio
San Antonio, Texas

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

Welcome to the ACME Conference!

ACME Officers, 2018-2019

Acting President	Irfan Ahmed , Sam Houston State University, Huntsville, Texas
Acting Program Chair	Renée Gravois , Sam Houston State University, Huntsville, Texas
Vice President for Membership	Mel F. Zuberi , Hood College, Frederick, Maryland
Secretary	Türkan Dursun-Kilic , West Texas A&M University, Canyon, Texas
Treasurer	Kishwar Joonas , Prairie View A&M University, Prairie View, Texas
Immediate Past President	Irfan Ahmed , Sam Houston State University, Huntsville, Texas
Webmaster	Stacey Bolin , East Central University, Ada, Oklahoma
Proceedings Editors	Kishwar Joonas , Prairie View A&M University, Prairie View, Texas Türkan Dursun-Kilic , West Texas A&M University, Canyon, Texas

ACME Board of Directors, 2018-2019

Irfan Ahmed, Sam Houston State University, Huntsville, Texas
Renée Gravois, Sam Houston State University, Huntsville, Texas
Vivek S. Natarajan, Lamar University, Beaumont, Texas
Prashant Srivastava, Drexel University, Philadelphia, Pennsylvania
Nacef Mouri, Université Internationale de Rabat, Salé, Morocco

Please join us for the 2020 ACME Conference!
March 11-14, 2020 ♦ San Antonio, Texas ♦ Hyatt Regency San Antonio

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

CONGRATULATIONS!

**2019 Federation of Business Disciplines
Distinguished Paper Award**

*International Business Event Perceived Quality, Visitors' Positive Emotions,
and Behavioral Intentions to Attend: An Investigation of Relationships*

Sarath Nonis, Arkansas State University, Jonesboro, Arkansas
Clint Relyea, Troy University, Troy, Alabama

CONGRATULATIONS!

**2019 Federation of Business Disciplines
Outstanding Educator Award**

Patrick D. "Pat" Fountain
Professor Emeritus
East Central University, Ada, Oklahoma

CONGRATULATIONS!

**2019 Lou E. Pelton Award for
Early Career Excellence in Marketing**

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

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

CONGRATULATIONS!

BEST PAPER IN TRACK AWARD WINNERS

Consumer Behavior and Customer Relationship Management Track

International Business Event Perceived Quality, Visitors' Positive Emotions, and Behavioral Intentions to Attend: An Investigation of Relationships

Sarath Nonis, Arkansas State University, Jonesboro, Arkansas

Clint Relyea, Troy University, Troy, Alabama

Marketing Education and Experiential and Service Learning Track

Where Does the Time Go? Time Use of College Students Today Versus Twelve Years Ago

Sarath Nonis, Arkansas State University, Jonesboro, Arkansas

Gail Hudson, Arkansas State University, Jonesboro, Arkansas

Melodie Philhours, Arkansas State University, Jonesboro, Arkansas

Marketing Strategy and Innovation Track

CEO Integrity and Entrepreneurial Orientation: Role Played by Marketing Power and Compensation

Prachi B. Gala, Elon University, Elon, North Carolina

Supply Chain and Business-to-Business Marketing Track

Exploring the Impact of Organizational and Customer Complexity on Direct Sellers' Relational Incongruity and its Ensuing Role on Direct Sales Distributor and System Performance

Guanyu "Charles" Geng, University of North Texas, Denton, Texas

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

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

Track Chairs

Branding and Brand Management

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

Consumer Behavior and Customer Relationship Management

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

Ethics, Legal, and Public Policy

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

Qiang “Tony” Yan, College of St. Benedict, St. Joseph, Minnesota; and
St. John’s University, Collegeville, Minnesota

Global and Cross-Cultural Marketing

Yi-Chia “Shair” Wu, Tarleton State University, Stephenville, Texas

Marketing Education and Experiential and Service Learning

Missy W. Graham, University of Central Oklahoma, Edmond, Oklahoma

Marketing Research

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

Marketing Strategy and Innovation

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

Paloma Bernal-Turnes, The World Bank, Washington, DC; Georgetown University,
Washington, DC; and Universidad Rey Juan Carlos, Madrid, Spain

New Media, Advertising, and Marketing Communications

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

Student Research

Thanh Tran, University of Central Oklahoma, Edmond, Oklahoma

Supply Chain Management and Business-to-Business Marketing

Mel F. Zuberi, Hood College, Frederick, Maryland

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

ACME Reviewers

ACME thanks each of the following colleagues for their valuable service in reviewing submissions for our 2019 ACME Conference!

Grant C. Aguirre, University of Central Oklahoma, Edmond, Oklahoma
Irfan Ahmed, Sam Houston State University, Huntsville, Texas
Ahmet Aksoy, Texas Tech University, Lubbock, Texas
Syed Tariq Anwar, West Texas A&M University, Canyon, Texas
Enrique Marino Artigas, Universidad de Santiago de Chile, Santiago, Chile
Ayse Balas, Virginia State University, Petersburg, Virginia
Paloma Bernal-Turnes, The World Bank, Washington, DC; Georgetown University, Washington, DC; and Universidad Rey Juan Carlos, Madrid, Spain
Stacey Bolin, East Central University, Ada, Oklahoma
Türkan Dursun-Kilic, West Texas A&M University, Canyon, Texas
Weixing Ford, Texas A&M University – San Antonio, San Antonio, Texas
Patrick D. “Pat” Fountain, Professor Emeritus, East Central University, Ada, Oklahoma
Stefan E. Genchev, University of Central Oklahoma, Edmond, Oklahoma
Souparno Ghosh, Texas Tech University, Lubbock, Texas
Missy W. Graham, University of Central Oklahoma, Edmond, Oklahoma
Renée Gravois, Sam Houston State University, Huntsville, Texas
Julie Haworth, University of Texas at Dallas, Dallas, Texas
Heidi E. Huntington, West Texas A&M University, Canyon, Texas
Michael R. Hyman, New Mexico State University, Las Cruces, New Mexico
Kishwar Joonas, Prairie View A&M University, Prairie View, Texas
Priyanka Khandelwal, West Texas A&M University, Canyon, Texas
Ceyhan Kilic, Tarleton State University, Stephenville, Texas
Jackie Marr, West Texas A&M University, Canyon, Texas
Silvia L. Martin, California State University - Los Angeles, Los Angeles, California
Elizabeth Randon McDougal, Southeastern Louisiana University, Hammond, Louisiana
Sanjay S. Mehta, Sam Houston State University, Huntsville, Texas
Pamela L. Mickelson, Morningside College, Sioux City, Iowa
John J. Newbold, Sam Houston State University, Huntsville, Texas
Sarath Nonis, Arkansas State University, Jonesboro, Arkansas
Daniel Rajaratnam, University of Texas at Dallas, Dallas, Texas
Sanjeev Sharma, National Institute of Industrial Engineering, Mumbai, India
Thanh Tran, University of Central Oklahoma, Edmond, Oklahoma
Yi-Chia “Shair” Wu, Tarleton State University, Stephenville, Texas
Meltem Yaman, Nisantasi University, Istanbul, Turkey
Qiang “Tony” Yan, College of St. Benedict, St. Joseph, Minnesota; and St. John’s University, Collegeville, Minnesota
Yafei Zhang, West Texas A&M University, Canyon, Texas
Mel F. Zuberi, Hood College, Frederick, Maryland

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 14, 2019
(Thursday)**

8:30 a.m. – 10:00 a.m.

Mesquite

SESSION A Consumer Behavior and Customer Relationship Management

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

International Business Event Perceived Quality, Visitors' Positive Emotions, and Behavioral Intentions to Attend: An Investigation of Relationships

Sarith Nonis, Arkansas State University, Jonesboro, Arkansas

Clint Relyea, Troy University, Troy, Alabama

Sensing Market Pulse for New Product Development: A Demographic Approach

Sanjeev Verma, National Institute of Industrial Engineering (NITIE), Mumbai, India

Abhishek Prasad, National Institute of Industrial Engineering (NITIE), Mumbai, India

The Reward, the Promotion or the Philanthropy? A Study Exploring the Giving of the Mobile Service Providers in the Hurricane Season

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

Cynthia Carrera, West Texas A&M University, Canyon, Texas

An Examination of Nationalism and the U.S. Consumer

Phyllis L. Flott, Tennessee State University, Nashville, Tennessee

Lydia Njoroge, University of North Texas, Denton, Texas

8:30 a.m. – 10:00 a.m.

Redbud

SESSION B Backpacks to Briefcases: Experiences that Prepare Students for their Futures
Special Session | Marketing Education and Experiential and Service Learning Track

Session Chairs: **Stacey Bolin**, East Central University, Ada, Oklahoma
 Kristen Byers, East Central University, Ada, Oklahoma

The Interview Assignment: A Realistic Career Preview

Patrick D. "Pat" Fountain, East Central University, Ada, Oklahoma

Nathan D. Fountain, East Central University, Ada, Oklahoma

Creating a Consulting Mindset: Driving Students from Academic Expectations to Professional Competencies

Elizabeth Randon McDougal, Southeastern Louisiana University, Hammond, Louisiana

Renée Gravois, Sam Houston State University, Huntsville, Texas

OKC Thunder College Influencer Program: An All-Star Marketing Project

Kristen Byers, East Central University, Ada, Oklahoma

Chelsea Tucker, East Central University, Ada, Oklahoma

Hands-on Marketing Projects with Rave Student Reviews

Stacey Bolin, East Central University, Ada, Oklahoma

Michael Scott, East Central University, Ada, Oklahoma

Chloe Hull, East Central University, Ada, Oklahoma

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 14, 2019
(Thursday)**

8:30 a.m. – 10:00 a.m.

Cottonwood

SESSION C Student Research Symposium

Session Chair: **Thanh Tran**, University of Central Oklahoma, Edmond, Oklahoma

Traditional Versus Social Celebrities and YouTube Success

Mary Margaret Anthony, James Madison University, Harrisonburg, Virginia

Lauren A. Calderaro, James Madison University, Harrisonburg, Virginia

Understanding Consumer Cyber-smearing: A Conceptual Framework

Haylee Hermann, Kent State University Stark, North Canton, Ohio

Haithem Zourrig, Kent State University Stark, North Canton, Ohio

Impact of Stock-Trak on ECU Students

CeJay Bonner, East Central University, Ada, Oklahoma

Jim Rauch, East Central University, Ada, Oklahoma

Panel Discussion – Student Research: A Transformative Learning Experience

Student and Faculty Participants, Student Research Track

10:00 a.m. – 10:30 a.m.

Exhibit Hall - Market Place

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

10:30 a.m. – 12:00 p.m.

Mesquite

SESSION A Global and Cross-Cultural Marketing

Session Chair: **Yi-Chia “Shair” Wu**, Tarleton State University, Stephenville, Texas

Does it Pay to be Glocal? An Investigation into the Congruence Between Personal Identity and Brand Outcomes

Terence Motsi, Earlham College, Richmond, Indiana

Edita Danielyan, Earlham College, Richmond, Indiana

Jeremy Nicholas Douyere, Earlham College, Richmond, Indiana

The Impact of Culture on the Consumption and Preferences on the Private Brand Versus the National Brand

Pei-Chiang Wu, National Cheng Kung University, Tainan, Taiwan

Ya-Hui Kuo, National Cheng Kung University, Tainan, Taiwan

Perception of Marketing Expertise in International Business

Yi-Chia “Shair” Wu, Tarleton State University, Stephenville, Texas

Ceyhan Kilic, Tarleton State University, Stephenville, Texas

Aray Chen, Tarleton State University, Stephenville, Texas

Del Nagy, Tarleton State University, Stephenville, Texas

H. Kevin Fulk, Tarleton State University, Stephenville, Texas

User Perceptions and Cultural Adaptation Online: A Study of American and Malaysian Restaurants’ Website and Social Media Pages

Missy W. Graham, University of Central Oklahoma, Edmond, Oklahoma

Kim Chong, University of Central Oklahoma, Edmond, Oklahoma

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 14, 2019
(Thursday)

10:30 a.m. – 12:00 p.m.

Redbud

SESSION B Panel Discussion: What 100+ Years of Academic Life has Taught Us

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

Panelists: **Nancy D. Albers-Miller**, Louisiana State University at Shreveport, Shreveport, Louisiana
Barry J. Babin, Louisiana Tech University, Ruston, Louisiana
Lou E. Pelton, University of North Texas, Denton, Texas
Sarath Nonis, Arkansas State University, Jonesboro, Arkansas
Daniel Rajaratnam, University of Texas at Dallas, Dallas, Texas
Sanjay S. Mehta, Sam Houston State University, Huntsville, Texas

10:30 a.m. – 12:00 p.m.

Cottonwood

SESSION C Student Research Symposium

Session Chair: **Thanh Tran**, University of Central Oklahoma, Edmond, Oklahoma

Is Price-Matching Really Attractive? How and When to Use Price-Matching in a Competitive Marketplace

Linh Doan, University of Central Oklahoma, Edmond, Oklahoma

Thanh Tran, University of Central Oklahoma, Edmond, Oklahoma

The NFL Protest from a Marketing Perspective: Does Protesting Affect NFL Ticket Sales?

Audra Phillips Crow, University of Texas at Dallas, Dallas, Texas

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

The Impact of Mentors on Student Productivity as Evidenced by Project Journal Entries

Claudia Kwee, University of Texas at Dallas, Dallas, Texas

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

Panel Discussion – Student Research: Challenges and Opportunities

Student and Faculty Participants, Student Research Track

12:00 p.m. – 1:30 p.m.

Lunch on Your Own

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

Please join us for the 2020 ACME Conference!
March 11-14, 2020 ♦ San Antonio, Texas ♦ Hyatt Regency San Antonio

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 14, 2019
(Thursday)

1:30 p.m. – 3:00 p.m.

Regency Room

PLENARY SESSION

*Houston Livestock Show and Rodeo:
Economic Impact and Future Directions*

Co-hosted by ACME and the Southwest Case Research Association (SWCRA)
Members of all FBD associations are invited to attend

Plenary Session Overview

Since its origins in 1932, the Houston Livestock Show and Rodeo™ (HLSR) has hosted “an annual, family-friendly experience that educates and entertains the public, supports Texas youth, showcases Western heritage and provides year-round educational support within the community” (<https://www.rodeohouston.com/>). The event is the biggest livestock exhibition and rodeo in the world. It attracts 2.5 million visitors each year and has contributed more than \$475 million to programs benefiting Texas youth.

Learn about the challenges of managing a rodeo legacy of 90+ years, marketing a nationally-renowned and legendary brand, and introducing fresh initiatives and experiences to ensure continued growth and engage new audiences and generations of fans.

3:00 p.m. – 3:30 p.m.

Exhibit Hall - Market Place

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3:30 p.m. – 5:00 p.m.

Mesquite

SESSION A Marketing Strategy and Supply Chain

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

Exploring the Impact of Organizational and Customer Complexity on Direct Sellers' Relational Incongruity and its Ensuing Role on Direct Sales Distributor and System Performance

Guanyu “Charles” Geng, University of North Texas

Lou E. Pelton, University of North Texas

*The Role of Operations Analytics in Creating Sustainable Competitive Advantage:
A Practice-Based View (PBV)*

Venugopal Gopalakrishna-Remani, University of Texas at Tyler, Tyler, Texas

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

Incremental Revenue and Headcount from a Casino Promotion

Jim Rauch, East Central University, Ada, Oklahoma

Hongkai Zhang, East Central University, Ada, Oklahoma

Richard Strickler, East Central University, Ada, Oklahoma

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 14, 2019
(Thursday)**

3:30 p.m. – 5:00 p.m.

Redbud

SESSION B ACME AccessCapon Teaching Innovation Competition – Finalist Presentations

Session Chair: **Mel F. Zuberi**, Hood College, Frederick, Maryland

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

ACME expresses its tremendous gratitude to AccessCapon for sponsoring this award. AccessCapon specializes in marketing and international business textbooks with a variety of formats and affordable prices. For more information, visit <https://wessexlearning.com>.

3:30 p.m. – 5:00 p.m.

Cottonwood

SESSION C Student Research Symposium

Session Chair: **Thanh Tran**, University of Central Oklahoma, Edmond, Oklahoma

International Sales Practices: A Comparative Study Between the United States and México

Alejandro Lopez Diaz, University of Central Oklahoma, Edmond, Oklahoma

Stefan E. Genchev, University of Central Oklahoma, Edmond, Oklahoma

OKC Thunder College Uproar Program

Chelsea Tucker, East Central University, Ada, Oklahoma

Kristen Byers, East Central University, Ada, Oklahoma

Impact of Oklahoma Business Week on ECU Students

Chloe Hull, East Central University, Ada, Oklahoma

Stacey Bolin, East Central University, Ada, Oklahoma

Michael Scott, East Central University, Ada, Oklahoma

Effects of New Certification Program at East Central University

Corey Allen Burton, East Central University, Ada, Oklahoma

Stacey Bolin, East Central University, Ada, Oklahoma

5:30 p.m. – 7:00 p.m.

Exhibit Hall - Market Place

FBD Presidential Welcome Reception

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

ACME Volunteer Opportunities

Interested in volunteering for the 2020 ACME Conference in San Antonio?
Contact Mel F. Zuberi, ACME Program Chair for 2019-2020, at zuberi@hood.edu.

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 15, 2019
(Friday)**

8:30 a.m. – 10:00 a.m.

Mesquite

SESSION A Branding, Brand Management, and Marketing Communications

Session Chairs: **Türkan Dursun-Kilic**, West Texas A&M University, Canyon, Texas
 Priyanka Khandelwal, West Texas A&M University, Canyon, Texas

The Power of Intangible Assets: CEO, Corporate Reputation, and Brand Value

Chien-Chung Chen, New Mexico Highlands University, Las Vegas, New Mexico

Ali Arshad, New Mexico Highlands University, Las Vegas, New Mexico

The Effects of Mood, Website Personality, and Human Personality on Impulse Buying

Elizabeth Dunn, University of North Texas, Denton, Texas

Greener or Better? The Effect of Tradeoff Between Functional and Environmental Product Attributes on Green Product Choice

Pradnya Joshi, West Texas A&M University, Canyon, Texas

Digital Marketing Expertise Model

Ceyhan Kilic, Tarleton State University, Stephenville, Texas

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

Yi-Chia “Shair” Wu, Tarleton State University, Stephenville, Texas

Aray Chen, Tarleton State University, Stephenville, Texas

H. Kevin Fulk, Tarleton State University, Stephenville, Texas

Del Nagy, Tarleton State University, Stephenville, Texas

8:30 a.m. – 10:00 a.m.

Redbud

SESSION B Marketing Education and Experiential and Service Learning

Session Chair: **Missy W. Graham**, University of Central Oklahoma, Edmond, Oklahoma

Where Does the Time Go? Time Use of College Students Today Versus Twelve Years Ago

Sarath Nonis, Arkansas State University, Jonesboro, Arkansas

Gail Hudson, Arkansas State University, Jonesboro, Arkansas

Melodie Philhours, Arkansas State University, Jonesboro, Arkansas

Performance-Centric Course Design: Overcoming the Fixation on Graded Deliverables

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

Developing Microskills in Professional Sales Students in Think-Pair-Share Format

Laura Lott Valenti, Nicholls State University, Thibodaux, Louisiana

Impact Chain Analysis: A Pedagogical Method for Explicating Marketing Environment Events

Irfan Ahmed, Sam Houston State University, Huntsville, Texas

8:30 a.m. – 10:00 a.m.

Conference Room 9

SESSION C Assessing the Impact of a Web-based Marketing Metrics Drill Exercise

Special Session | Marketing Education and Experiential and Service Learning Track

Session Presenter: **Gopala “GG” Ganesh**, University of North Texas, Denton, Texas

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 15, 2019
(Friday)**

10:00 a.m. – 10:30 a.m.

Exhibit Hall - Market Place

FBD COFFEE BREAK

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

10:30 a.m. – 12:00 p.m.

Mesquite

SESSION A Ethics, Legal, and Public Policy Issues

Session Chairs: **Qiang “Tony” Yan**, College of St. Benedict, St. Joseph, Minnesota; and
 St. John’s University, Collegeville, Minnesota
 Grant C. Aguirre, University of Central Oklahoma, Edmond, Oklahoma

Clean Water Projects in Rural Guatemala: Community-Impact Survey and Usage Research
Julie Haworth, University of Texas at Dallas, Dallas, Texas

Internal Marketing of Corporate Wellness Programs: A Literature Review
Kimball Marshall, Alcorn State University, Lorman, Mississippi
Faith Bontranger, Cigna Health and Life Insurance Company

Consumers’ False Voice and Exit and Effective Brands Provision
Qiang “Tony” Yan, College of St. Benedict, St. Joseph, Minnesota; and St. John’s University,
Collegeville, Minnesota
Grant C. Aguirre, University of Central Oklahoma, Edmond, Oklahoma

10:30 a.m. – 12:00 p.m.

Redbud

SESSION B Content of Marketing Research, Analytics, and Metrics Courses
Panel Discussion | Marketing Research Track

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

Panelists: **Gopala “GG” Ganesh**, University of North Texas, Denton, Texas
 Daniel Rajaratnam, University of Texas at Dallas, Dallas, Texas
 Vivek S. Natarajan, Lamar University, Beaumont, Texas
 Mel F. Zuberi, Hood College, Frederick, Maryland
 Sanjay S. Mehta, Sam Houston State University, Huntsville, Texas

12:00 p.m. – 1:15 p.m.

Cottonwood

ACME Business Meeting and Awards Luncheon

All ACME members and invited guests are encouraged to attend as we honor our award winners and hold our annual Business Meeting. The event is open only to ACME members and invited guests.

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 15, 2019
(Friday)**

1:30 p.m. – 3:00 p.m.

Mesquite

SESSION A Marketing Strategy and Innovation

Session Chair: **Enrique Marinao Artigas**, Universidad de Santiago de Chile, Santiago, Chile
 Paloma Bernal-Turnes, The World Bank, Washington, DC; Georgetown
 University, Washington, DC; and Universidad Rey Juan Carlos, Madrid, Spain

CEO Integrity and Entrepreneurial Orientation: Role Played by Marketing Power and Compensation
Prachi B. Gala, Elon University, Elon, North Carolina

Correlation Between Creative Tourism and Agrotourism Services Experiences: An Empirical Research in the Mexican Rural Tourism Environment

Alma Cristina Gómez Macfarland, Instituto Tecnológico y de Estudios Superiores de Monterrey, México
Hector Gómez Macfarland, Huston-Tillotson University, Austin, Texas
Rohan R. Thompson, Huston-Tillotson University, Austin, Texas

Tourism Marketing Strategies. Role of Trust Toward the Tourist Destination

Leslier Valenzuela-Fernández, Universidad de Chile, Santiago, Chile
Karla Barajas-Portas, Universidad Anáhuac México, Campus Sur, Ciudad de México
Enrique Marinao Artigas, Universidad de Santiago de Chile, Santiago, Chile

Marketing Management Innovation Organizational Capabilities. How Well Are We Prepared to Face Future Challenges?

Karla Barajas-Portas, Universidad Anáhuac México, Campus Sur, Ciudad de México
Leslier Valenzuela-Fernández, Universidad de Chile, Santiago, Chile
Natacha Peñaloza Briones, Universidad de Chile, Santiago, Chile
Enrique Marinao Artigas, Universidad de Santiago de Chile, Santiago, Chile
Silvia L. Martin, California State University, Los Angeles, Los Angeles, California

1:30 p.m. – 3:00 p.m.

Redbud

SESSION B Marketing Education and Experiential and Service Learning

Session Chair: **Missy W. Graham**, University of Central Oklahoma, Edmond, Oklahoma

Inspiring Entrepreneurialism Among High School Students

Stacey Bolin, East Central University, Ada, Oklahoma
Michael Scott, East Central University, Ada, Oklahoma

Learning Management Systems and Mobile Device Support

Danny Upshaw, Northwestern State University of Louisiana, Natchitoches, Louisiana
Marcia Hardy, Northwestern State University of Louisiana, Natchitoches, Louisiana
Eddie Norton, Northwestern State University of Louisiana, Natchitoches, Louisiana

Development and Assessment of a Financial Literacy Course

Ian Norris, Berea College, Berea, Kentucky

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 15, 2019
(Friday)

1:30 p.m. – 3:00 p.m.

Arboretum 3

SESSION C Supply Chain Management and Business-to-Business Marketing

Session Chair: **Mel F. Zuberi**, Hood College, Frederick, Maryland

The Advantages of Using Additive Manufacturing for Repair Parts in the U.S. Army

Bryson Soden, Texas A&M University, College Station, Texas

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

Wei Lu, Texas A&M University, College Station, Texas

Re-insourcing Warehousing to Improve Logistics Efficiency: A Case Study

Dawn Ellis, Texas A&M University, College Station, Texas

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

Wei Lu, Texas A&M University, College Station, Texas

Quantifying Customer Value for TTI, Inc.

Jill Roberts, Texas A&M University, College Station, Texas

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

Wei Lu, Texas A&M University, College Station, Texas

Customer Reacquisition in the Age of Digital Marketing

Mel F. Zuberi, Hood College, Frederick, Maryland

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

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

3:00 p.m. – 3:30 p.m.

Exhibit Hall - Market Place

FBD COFFEE BREAK

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

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

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Interested in volunteering for the 2020 ACME Conference in San Antonio?
Contact Mel F. Zuberi, ACME Program Chair for 2019-2020, at zuberi@hood.edu.

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**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 15, 2019
(Friday)**

3:30 p.m. – 5:00 p.m.

Mesquite

SESSION A Marketing Issues in the Indian Subcontinent

Session Chair: **Yi-Chia “Shair” Wu**, Tarleton State University, Stephenville, Texas

India's Regional Economic Integration with ASEAN and SAARC Countries: An Evaluation of Trade Flows Using Gravity Model

Raj Kumar Singh, Himachal Pradesh University, Shimla, India

Devinder Sharma, Himachal Pradesh University, Shimla, India

Balbir Singh, Government Degree College, Bassa, Mandi, Himachal Pradesh, India

Conceptualizing a New Model of Luxury Brand Purchase Intention in an Emerging Country Setting: A Sri Lankan Perspective

Sumith S. De Silva, Management and Science University, Shah Alam, Selangor, Malaysia

Eugene L. Seeley, Utah Valley University, Orem, Utah

Gerry N. Muuka, Al-Ghurair University, Dubai, United Arab Emirates

Zafar U. Ahmed, Al-Ghurair University, Dubai, United Arab Emirates

Is Product Life Cycle a Cause or a Result?

Uday Salunkhe, Welingkar Institute of Management Development and Research, Mumbai, India

D. N. Murthy, Welingkar Institute of Management Development and Research, Bengaluru, India

Ashish Chandra, University of Houston – Clear Lake, Houston, Texas

An Exploration into Marketing Mix Practices of the Handloom Industry in India: A Case Study of District Panipat, Haryana

Sanjay Arora, Guru Nanak Khalsa (PG) College, Yamuna Nagar, India

Akshta Dhingra, Budha College, Karnal, Haryana, India

3:30 p.m. – 5:00 p.m.

Redbud

SESSION B Marketing Education and Experiential and Service Learning

Session Chair: **Missy W. Graham**, University of Central Oklahoma, Edmond, Oklahoma

Graduate-Level Experiences in Service-Learning

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

Chidiebere Udoye, Prairie View A&M University, Prairie View, Texas

Keeping the Social Media Marketing and Communications Course Fresh and Fun: Assignments and Activities to Increase Engagement

Missy W. Graham, University of Central Oklahoma, Edmond, Oklahoma

Experiential Learning Effectiveness in the Marketing Research Course

Susanna Warnock, Piedmont College, Demorest, Georgia

Please join us for the 2020 ACME Conference!
March 11-14, 2020 ♦ San Antonio, Texas ♦ Hyatt Regency San Antonio

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2018-2019 TRACK CHAIRS

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

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

SPECIAL EVENTS, WORKSHOPS & PANELS

Workshop: Data Visualization Principles with an Introduction to Tableau

Wednesday, March 13, 2019, 1:00 p.m. - 5:00 p.m.

David E. Douglas, University of Arkansas

Elizabeth Keiffer, University of Arkansas

Journal Editors Panel

Thursday, March 14, 2019, 1:30 p.m. - 3:00 p.m.

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

Khaled A. Alshare, Studies in Business and Economics

Mary Fischer, Federation of Business Disciplines Journal

Kai S. Koong, International Journal of Services and Standards

Jason Chen, International Journal of Revenue Management

ERP Using SAP Panel

Friday, March 13, 2019, 10:30 a.m. - 12:00 p.m.

Gina Harden, Stephen F. Austin State University

Mary Helen Fagan, The University of Texas at Tyler

Krist Swimberghe, The University of Texas at Tyler

Susan Bristow, University of Arkansas

Pam Rogers, Stephen F. Austin State University

Workshop: An Introduction to Self-service Business Analytics with Microsoft Power BI and Excel Tools

Friday, March 15, 2019, 8:30 a.m. – 10:00 a.m.

Mary Helen Fagan, University of Texas - Tyler

Choice Pick Sessions

Friday, March 15th - 10:30 a.m. – 12:00 p.m.– Pecan

SESSION C Management and Org Behavior-II

Session Chair: Phuoc Thien Nguyen, Nanhua University

Doctoral Consortium

By Invitation Only

Friday, March 15, 2019, 12:30 p.m. – 5:00p.m.

MEETINGS

SWDSI 2019 Business Meeting

Thursday, March 14, 2019 3:30 p.m. - 5:00 p.m.

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

CONGRATULATIONS!!!

**RECIPIENT OF THE 2019 FEDERATION OF BUSINESS DISCIPLINES
DISTINGUISHED PAPER AWARD**

Alpha Iota Delta Best Paper Award

The Influential Factors of Knowledge Sharing and Knowledge Transfer for Expatriates

Li-Yueh Lee, Kun Shan University
Phuoc Thien Nguyen, Nanhua University

RECIPIENT OF THE SWDSI DISTINGUISHED SERVICE AWARDS

Peggy Lane, University of Louisiana at Monroe

RECIPIENTS OF THE 2019 BEST STUDENT PAPER AWARDS

The Role of Cybersecurity Systems on Optimizing Production System Maintenance Policies
Anh Ta, University of North Texas

*Exposure Control Plan (Blood Borne Pathogens Program) For the Environmental Health and
Safety Office at SUNY Cortland*
Keya Sen, University of North Texas

*Assessment of Distribution Efficiency in Sub-Saharan Africa: An Example with Reproductive
Health Commodity*
Xinyu Wei, University of North Texas

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 13, 2019
(Wednesday)**

1:00 p.m. – 5:00 p.m.

Cottonwood

Workshop: Introduction to Predictive Analytics

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

This hands-on workshop will present important visualization principals and follow up with hands-on visualizations using Tableau. Data visualization continues to be a critical component of data analytics and Tableau is a leading and powerful visualization software. The workshop is designed for faculty that want to become more knowledgeable of visualization principles and gain hands-on visualization capability using Tableau. Users will need to bring their laptops but having Tableau installed is not required, as they will be using Tableau hosted by the University of Arkansas Enterprise Systems.

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



*All FBD conference participants are eligible to have their work considered
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47th Annual Conference
March 11 - 14, 2020
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San Antonio, Texas

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 14, 2019
(Thursday)**

7:00 a.m. – 8:30 a.m.

Magnolia

MEETING Officers and Directors Meeting

Presiding: Mark McMurtrey, University of Central Arkansas

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

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

Sandalwood A

SESSION A Operations Management-I

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

Application of a Lean Process Improvement Approach for Designing a Consolidated Digital Platform

Jamison Kovach, University of Houston

Isaac Edeh, University of Houston

Hitaishi Paramashiva, University of Houston

Hawkes Learning Company: The Transition from Traditional To Agile Governance

Rick Simmons, Texas A&M University - Central Texas

Angela Patrick, Texas A&M University - Central Texas

Rusty Calk, Texas A&M University - Central Texas

Using a Measurement Model to Uncover Problem Areas and Improve Performance in an Engineering Firm

Scott Harris, Texas A&M University - Corpus Christi

Mohan Rao, Texas A&M University - Corpus Christi

Comparative Analysis of the APC and PPP Models: A Micro-Irrigation Company Case

Mohan Rao, Texas A&M University - Corpus Christi

Lean Management and Business Performance: An Examination through the lens of Respect for People

Koushikkee Dutta, Louisiana Tech University

Kevin Watson, Louisiana Tech University

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



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DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 14, 2019
(Thursday)

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

Sandalwood B

SESSION B **Internet of Things and Big Data-I**

Session Chair: **Anna Sidorova**, University of North Texas

The Impact of Contingency Factors on Cloud Computing Technology

Catalin Dinulescu, University of North Texas

Victor Prybutok, University of North Texas

Big Data, Analytics, Arkansas

Christy Peel, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas

Studying The Effect of Artificial Intelligence Capabilities on User's IOT Perceptions

Mobark Aldossari, University of North Texas

Anna Sidorova, University of North Texas

A Review of Applications of Analytics of Things (AOT)

Robert Vinaja, Texas A&M University – San Antonio

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

Pecan

SESSION C **Innovative Education-I**

Session Chair: **Michael Ellis**, University of Central Arkansas

A Foundation for MIS Students: Technology and Programming Skills

Michael Ellis, University of Central Arkansas

Geoffrey Hill, University of Central Arkansas

James Downey, University of Central Arkansas

Teaching SQL in the Core MIS Course: A Four Semester Perspective

Kriti Chauhan, University of Louisiana at Monroe

Peggy Lane, University of Louisiana at Monroe

Determinants of Intention to Learn Cloud Computing: Thai Students' Perspective

Chuleeporn Changchit, Texas A&M University - Corpus Christi

Robert Cutshall, Texas A&M University - Corpus Christi

Cyber Bullying Information-Seeking and Communication Behavior of Middle-School Principals

Juergen Stegmair, University of North Texas

Victor Prybutok, University of North Texas

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 14, 2019
(Thursday)

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

Ebony

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

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

The Role of Attitude in the Relationship between Malware Awareness and Intention to Comply With Information Security Policy

Kamphol Wipawayangkool, Sam Houston State University

Juliana Lilly, Sam Houston State University

Revisiting Common Disaster Recovery Perceptions

Brett Landry, University of Dallas

M. Scott Koger, N.O.A.A.

Using the Heuristic-Systematic Model to Examine Systematic Processing of Android Access Notifications

Tabitha James, Virginia Tech University

Jennifer Ziegelmayr, IESEG School of Management

Arianna Schuler Scott, University of Oxford

Grace Fox, Dublin City University

Laurie Barfitt, Western New Mexico University

Privacy Policy Comparison of Universities in Saudi Arabia and United States: Policy Ease of Access and Readability

Majed Aljazaeri, Towson University

Yuanqiong Wang, Towson University

The Role of Moderators in ERP System Deployment Success

Arun Madapusi, Northeastern State University

Anjana Arunkumar, Anna University

Monica Jenefer, Anna University

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DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

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

Raintree

SESSION E Innovative Education-II

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

Examining the Critical Success Factors for Business Analytics Courses Delivered Through Hybrid Learning

Colleen Carraher Wolverton, University of Louisiana at Lafayette

Zhwei Zhu, University of Louisiana at Lafayette

Guolin Lai, University of Louisiana at Lafayette

Denise Benton, University of Louisiana at Lafayette

Measuring the Impact of Innovation within Supply Chain and Logistics Education

Jack Crumbly, Tuskegee University

Exploring the Associations of the Bicycle Drawing Test (BDT) On Textual and Graphical Assessments in Economics Courses

Leslie Ramos Salazar, West Texas A&M University

Stephen Hayward, West Texas A&M University

Does Coloring Mandalas Reduce Students' Math Anxiety in Business Statistics Courses?

Leslie Ramos Salazar, West Texas A&M University

Teaching the Value of Postponement in Supply Chains Using a Spreadsheet Simulation Model

Don Pope, Abilene Christian University

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

Exhibit Hall

FBD Coffee Break

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

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for the low submission fee of \$40.*

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 14, 2019
(Thursday)

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

Sandalwood A

SESSION A DSS & Expert Systems – I

Session Chair: **Thuan Nguyen**, University of North Texas

Automated Monitoring of Customer Service Quality Using Deep Learning Facial Expression Recognition System

Juan Melendez, University of Central Arkansas

Avinash Garud, University of Central Arkansas

Olcay Kursun, University of Central Arkansas

An Empirical Study of IT-Business Value: The Impacts of Organizational Knowledge of Strategy on IT Strategic Alignment

Adilson Carlos Yoshikuni, Fundação Getulio Vargas – EASESP

Alberto Albertin, Fundação Getulio Vargas – EASESP

Deep Learning with Artificial Neural Networks - A Hands-On Workshop

Thuan Nguyen, University of North Texas

Mortgage Default, With an Examination of Race and Income on Home Foreclosures in a Louisiana City

Douglas Bible, Louisiana State University at Shreveport

Douglas White, Louisiana State University at Shreveport

The Leveling Course as Preparation for Graduate Study

Mary White, Louisiana State University at Shreveport

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

Sandalwood B

SESSION B Student Track-I

Session Chair: **Keya Sen**, University of North Texas

Exposure Control Plan (Blood Borne Pathogens Program) For the Environmental Health and Safety Office at SUNY Cortland

Keya Sen, University of North Texas

An Overview of the Usage of University Health Insurance with Respect to Cost, Quality, Coverage, and Ease of Access

Yuchen Wang, University of North Texas

Yasemin Tarackia, University of North Texas

Adeela Gulzari, University of North Texas

Evaluation of an Online Clinic Appointment System using WebQual

Heng Xie, University of North Texas

Victor Prybutok, University of North Texas

Healthy Aging in U.S. Long-Term Care Institutions: Physical Activity Program Evaluation

Theresa Abah, University of North Texas

Gayle Prybutok, University of North Texas

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 14, 2019
(Thursday)

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

Pecan

SESSION C Innovative Education-III

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

Using Experiential Learning for Teaching Database Design

Vikram Bhadauria, Texas A&M University Texarkana

Anil Singh, University of Texas Rio Grande Valley

Anil Gurung, Marshall University

Study Abroad – Providing an International Perspective on Sustainable Business Practices

Kimberly Webb, Texas Wesleyan University

Heida Reed, Texas Wesleyan University

Experiential Learning in Decision Sciences: Operating Outside the Traditional Higher Education Box

Amanda Evert, Southwestern Oklahoma State University

Jeremy Evert, Southwestern Oklahoma State University

Integrating ERP into the Business Curriculum: A case study

Pamela Rogers, Stephen F. Austin State University

Gina Harden, Stephen F. Austin State University

Consistency of Journal Impact Factors as an Indicator of Quality

K Koong, Tuskegee University

Lai Liu, University of Texas – Rio Grande Valley

Haoyu Wen, Xidian University

Yuntao Zhang, Xidian University

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

Ebony

SESSION D Economics, Law & Finance

Session Chair: **Kevin Lee**, The University of Tampa

Corporate Social Responsibility on Bank Risk Taking Behavior and Risk Monitoring

Kevin Lee, The University of Tampa

The Relationship between Oil Price and Stock Market: The New Paradigm

Banamber Mishra, McNeese State University

Oil and Sovereign Credit Risk: Asymmetric Nonlinear Dynamic Interactions

Geoffrey Ngene, Mercer University

Jinghua Wang, Pacific Lutheran University

Kabir Hassan, University of New Orleans

Ivan Julio, Boston University

Are Equity Markets Really Casinos? Maybe...

Will Johnson, Texas A&M University - Corpus Christi

Tanakorn Likitapiwat, Chulalongkorn University

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 14, 2019
(Thursday)

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

Raintree

SESSION E E-Commerce & Social Networking -I

Session Chair: **Raj Kamalapur**, Angelo State University

When Intention-Related Online Practices Affect Perceived Digital Expertise

Rui Chen, Tarleton State University

Delmer Nagy, Tarleton State University

H. Kevin Fulk, Tarleton State University

Yi-Chia Wu, Tarleton State University

Ceyhan Kilic, Tarleton State University

Discovering the Suspicious Factors in Electronic Word-Of-Mouth Communication

Jerry Zhang, Lamar University

Cynthia Barnes, Lamar University

Parent Involvement in Child Online Activities

Jie Zhang, Midwestern State University

Han Li, University of New Mexico

Factors Influencing Consumers' Participation in Social Commerce

Robert Cutshall, Texas A&M University- Corpus Christi

Chuleeporn Changchit, Texas A&M University- Corpus Christi

Reconfiguration of E-Commerce Supply Chain for Reusable Packaging

Raj Kamalapur, Angelo State University

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

Sandalwood A

SESSION A JOURNAL EDITORS PANEL

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

Topic: How to Quickly Earn a Rejection: Avoiding Common Pitfalls

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

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 14, 2019

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

Sandalwood B

SESSION B Marketing- I

Session Chair: **Hongkai Zhang**, East Central University

Optimizing Offline and Online Selling Prices in a Monopolistic Environment

Hongkai Zhang, East Central University

Jiehui Ma, University of Wisconsin - Whitewater

James Rauch, East Central University

Cross-Cultural Online Buying Behavior of Mobile-Only-Internet-Users

Kamlesh Tiwari, University of Arkansas – Pine Bluff

Hidden Price Promotion: Could Retailer Price Promotions Backfire?

Wenjing Li, Stephen F. Austin State University

David Hardesty, University of Kentucky

Adam Craig, University of Kentucky

The Effect of Expert Personality on Expert Performance in Personal Selling

Ceyhan Kilic, Tarleton State University

Turkan Dursun, West Texas A&M State University

Yi-Chia Wu, Tarleton State University

Aray Chen, Tarleton State University

H. Kevin Fulk, Tarleton State University

Del Nagy, Tarleton State University

Exploring the Cognitive Communications of Religious Marketing toward Group Networks

Chin-Feng Lin, National Pingtung University

Yi-Ru Huang, National Pingtung University

Jui-Chun Chien, National Pingtung University

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

Pecan

SESSION C DSS & Expert Systems - II

Session Chair: **Seyede Yasaman Amirkiaee**, University of North Texas

Key Factors In Design of Self-Driving Taxi Service

Seyede Yasaman Amirkiaee, University of North Texas

Hossein Najmi, University of North Texas

Nicholas Evangelopoulos, University of North Texas

A Novel Approach for Search Results Evaluation

Aarushi Jain, IIM Indore

Session Continued on next page

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 14, 2019
(Thursday)

1:30 p.m. - 3:00 p.m. *Continued from prior page*

Pecan

When Intention-Related Online Practices Affect Perceived Digital Expertise

H. Kevin Fulk, Tarleton State University
Del Nagy, Tarleton State University
Yi-Chia Wu, Tarleton State University
Ceyhan Kilic, Tarleton State University

Antecedents of Perceived Expertise Online

Del Nagy, Tarleton State University
H. Kevin Fulk, Tarleton State University
Yi-Chia Wu, Tarleton State University
Ceyhan Kilic, Tarleton State University

Investigating the co-creation of 'legal tech' expertise through Twitter Interactions: A Sociomaterial Perspective

H. Kevin Fulk, Tarleton State University
Delmer Nagy, Tarleton State University
Rui Chen, Tarleton State University
Yi-Chia Wu, Tarleton State University
Ceyhan Kilic, Tarleton State University

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

Ebony

SESSION D Management and Org Behavior-I

Session Chair: **Michael Blanchett**, University of Central Arkansas

Gender Gap and Employment in Stem Disciplines

Qianqian Yu, Arkansas State University
John Seydel, Arkansas State University

A Multitheoretical Perspective on the Psychology of Workplace Disrespect

Juliana Lilly, Sam Houston State University
Kamphol Wipawayangkool, Sam Houston State University

Adding a Link to the Value Chain: Revisions for the Digital Economy

Delmer Nagy, Tarleton State University
Alan Dubinsky, Purdue University
Alonzo Moss, Tarleton State University

Human Capital and Success of Minority Entrepreneurs in Arkansas

Michael Blanchett, University of Central Arkansas
Alexander Chen, University of Central Arkansas

Predicting Financial Distress in Acute Care Hospitals

Karima Lalani, UTHealth School of Public Health

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 14, 2019
(Thursday)**

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

Raintree

SESSION E International Business

Session Chair: **Najam Saqib**, Laurentian University

A Cross-Cultural Comparison of Health Psychology Theories
Najam Saqib, Laurentian University

Identifying the Key Performance Challenges to Achieve Improved Export Performance for Qatari SMEs
Ali Salman Saleh, Qatar University
Arsalan Safari, Qatar University

Exploring Opportunities and Threats to Research Agendas in International Settings
Scott Warren, University of North Texas
Lynne Cagle-Cox, University of North Texas

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

3:00p.m. – 3:30 p.m.

Exhibit Hall

FBD Coffee Break

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

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

Magnolia

SWDSI 2019 Business Meeting – SWDSI members are encouraged to attend.

5:30 p.m. – 7:00 p.m.

Exhibit Hall - MarketPlace

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

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 15, 2019
(Friday)

7:30 a.m. – 8:30 a.m.

Magnolia

Light Continental Breakfast

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

Sandalwood A

SESSION A E-Commerce & Social Networking -II

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

Balancing Privacy with the Need of Social Connections among People Living With HIV and AIDS

Guruprasad Gadgil, Francis Marion University

Victor Prybutok, University of North Texas

Gayle Prybutok, University of North Texas

Social Presence Factors: The Impact on Social Commerce Purchase Intentions

Lucian Visinescu, Texas State University

Gina Harden, Stephen F. Austin State University

Michael Magro, Shenandoah University

E-Payment Use in Japanese Youths

Moe Ota, University of Central Arkansas

Michael Ellis, University of Central Arkansas

Alexander Chen, University of Central Arkansas

E-Payment Usage among Young Urban Chinese

Scott Nadler, University of Central Arkansas

Alexander N. Chen, University of Central Arkansas

Shuai-Fu Lin, University of Central Arkansas

Dong Xie, University of Central Arkansas

Weikun Yao, University of Central Arkansas

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

Sandalwood B

SESSION B Accounting-I

Session Chair: **B. Brian Lee**, Arkansas State University

Innovative Efforts of Target Firms in the Pharmaceutical and Biotech Industries

B. Brian Lee, Prairie View A&M University

The Qualified Business Income Deduction under Section 199A: What Is the Impact on the Reasonable Salary Question?

Nathan Oestreich, San Diego State University

Thomas Hahn, San Diego State University

John Cooper, San Diego State University

Hierarchical Importance of Course Prerequisites in Undergraduate Accounting Programs

Rusty Calk, Texas A&M University - Central Texas

Dara Marshall, Texas A&M University - Central Texas

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

Robert Tennant, Texas A&M University - Central Texas

March 15, 2019
(Friday)

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

Pecan

SESSION C Student Track-II

Session Chair: **Pranathy Enamela**, University of North Texas

Assessment of Distribution Efficiency in Sub-Saharan Africa: An Example with Reproductive Health Commodity

Xinyu Wei, University of North Texas

The Expense of the Elderly Inmates in the State of Texas

Heath Harlee, University of North Texas

Gayle Prybutok, University of North Texas

A Case Study on Wearable Devices to Improve Health in the Elderly

Pranathy Enamela, University of North Texas

Open Data Evaluation Framework

Abdulrahman Habib, University of North Texas

An Exploratory Study of Long Short-term Memory on Consumer Complaints to Financial Services

Xiaoguang Tian, University of North Texas

Zongze Li, University of North Texas

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

Ebony

SESSION D Management Information Systems-II

Session Chair: **Marcus Smith**, Texas A&M University - Commerce

Proposed Study to Identify Conditions Impacting Personal Decision Factors Considered By Information Technology Executives: Their Impacts on Business Intentions and Consequent Cloud Computing Services Adoption Rates

Marcus Smith, Texas A&M University - Commerce

Impact of Vendor CMMI Capability on User System Success Perception and Its Interaction with Trust in an IT Outsourcing Project

Sameer Dutta, McKendree University

Milton Silver, Drexel University

Olu Omolayole, Grambling State University

Investigating the Use of Gamification to Reward Compliant It Security Behavior

Janis Warner, Sam Houston State University

Application of Artificial Intelligence in Automation of Supply Chain Management

Rupa Dash, Dash Global Media

Upendra Kar, University of Arkansas for Medical Sciences

Mark McMurtrey, University of Central Arkansas

Carl Rebman, University of San Diego

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 15, 2019
(Friday)

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

Raintree

SESSION E Healthcare – I

Session Chair: Jamison Kovach, University of Houston

Using Lean Six Sigma to Reduce In-Take No-Show Rates and Admission Process Time for A Substance Abuse Treatment Program

Jamison Kovach, University of Houston

Manuel Flores, University of Houston

Improving Revenue Collection for The University of Houston's Speech-Language and Hearing Clinic Using Lean Six Sigma

Jamison Kovach, University of Houston

Damilola Sanni, University of Houston

Factors Driving Local Health Departments' Partnership with Other Organizations in Food Safety, Community Health Assessment And Planning And Environmental Health

Ganesh Baniya, University of North Texas

Giving Medical Technicians A Reason to Stay

Michelle Ruiz, Saint Mary-of-the-Woods College

Lori Peterson, Missouri State University

Lean Methodology In Hospitals: The Critical Role Of Education And Empowerment For Frontline Staff

Jenna Burns, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas

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

Cedar

SESSION F Operations Management - II

Session Chair: William Senn, Texas Woman's University

Smart Journal for Personal Learning and Maturity

Pinyarat Sirisomboonsuk, University of Texas of the Permian Basin

James Burns, Texas Tech University

The Use of LSA in Behavioral Operations Research Trend Analysis

Heng Xie, University of North Texas

Robert Pavur, University of North Texas

Impact of ISO 14001 Best Practices on Firm Environmental, Operational, and Firm Performance and the Mediating Effect of Environmental Innovation

Venugopal Gopalakrishna-Remani, The University of Texas at Tyler

Nisha Kulangara, Baylor University

Robert Sroufe, Duquesne University

Sherry Jackson, The University of Texas at Tyler

The Impact of Process Improvement on Queuing Performance for a Quick-Service Restaurant

Kittipong Boonme, Texas Woman's University

William Senn, Texas Woman's University

Victor Prybutok, University of North Texas

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 15, 2019
(Friday)**

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

Exhibit Hall

FBD Coffee Break

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

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

Sandalwood A

SESSION A ERP Using SAP PANEL

Session Chair: **Gina Harden**, Stephen F. Austin State University
 Mary Helen Fagan, The University of Texas at Tyler

Topic: Integrating Enterprise Resource Planning (ERP) knowledge and skills into the curriculum using SAP: Best practices and lessons learned

Panelists: **Krist Swimberghe**, The University of Texas at Tyler
 Susan Bristow, University of Arkansas
 Pam Rogers, Stephen F. Austin State University

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

Sandalwood B

SESSION B Healthcare - II

Session Chair: **Zhi Tao**, University of North Texas

A Case Study of Lead Time Reduction on Healthcare Supply Chain
Zhi Tao, University of North Texas

Do You See Online Doctor?
Zhi Tao, University of North Texas

When is Help Really Received? Conceptualization and Preliminary Scale Development of Receipt of Help
Nicaise Miquelle Robinson, Midwestern State University
Shih Yung Chou, Midwestern State University

Integrating Laddering and Critical Incident Techniques to Reveal Patient Perception toward Doctor's Orders
Liang-Shiun Lin, Kaohsiung Medical University
Yin-Chih Fu, Kaohsiung Medical University

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 15, 2019
(Friday)

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

Pecan

SESSION C Management and Org Behavior-II

Session Chair: **Phuoc Thien Nguyen**, Nanhua University

The Influential Factors of Knowledge Sharing and Knowledge Transfer for Expatriates

Li-Yueh Lee, Kun Shan University

Phuoc Thien Nguyen, Nanhua University

The Effects of Customer Participation and Customer Citizenship Behaviors

Wann-Yih Wu, Nanhua University

Nguyen Phuoc Thien, Nanhua University

The Scrum Management: Examples from Microsoft Global and Microsoft Turkey

Ahu Tugba Karabulut, Istanbul Commerce University

Esra Ergun, Istanbul Commerce University

Creativity and Perseverance: Toward an Empirical Model Delineating the Role of Motivation

Veena Prabhu, California State University – Los Angeles

Yang Zhang, University of Texas – El Paso

Rigorous Relevance or Relevant Rigor: A Discussion of the Attributes of Academic Rigor and Practitioner Relevance

Rodney Carmack, Arkansas State University

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

Ebony

SESSION D Management Information Systems I

Session Chair: **Ronald Washington**, University of the Incarnate Word

ES Configurations and their Impact on Firm Performance

Arun Madapusi, Northeastern State University

Monica Jenefer, Anna University

Anjana Arunkumar, Anna University

Profiling Millennials' Malware Awareness: A Preliminary Study

Kamphol Wipawayangkool, Sam Houston State University

Juliana Lilly, Sam Houston State University

Digital Micro Management: How Digital Devices Extend Managerial Reach

Ronald Washington, University of the Incarnate Word

An Attention, Beliefs, and Values-Based (ABV) View of Failure to Test

Dorothy Kirkman, University of Houston – Clear Lake

Clifton Mayfield, University of Houston – Clear Lake

Denise Kirkman, Sentient Consulting Group

Doug Steel, University of Houston – Clear Lake

Investigating User Satisfaction and Antecedents of System and Information Quality in the Context of Voice User Interface

Quynh Nguyen, University of North Texas

Anh Ta, University of North Texas

Victor Prybutok, University of North Texas

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 15, 2019
(Friday)

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

Raintree

SESSION E Student Track-III

Ryan Bailey, University of Tulsa

Tools of the Trade: An Exploratory Analysis of VOSviewer

Ryan Bailey, University of Tulsa

From Voice Recognition Technology to the Intelligent Personal Assistant (IPA): A Research Review

Md Rasel Al Mamun, University of North Texas

Alsius David, University of North Texas

The Role of Cybersecurity Systems on Optimizing Production System Maintenance Policies

Anh Ta, University of North Texas

Augmented Reality in Information Systems – A Literature Review

Alsius David, University of North Texas

Md Rasel Al Mamun, University of North Texas

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

Cedar

SESSION F Quantitative Methods and Business Analytics-II

Mary Helen Fagan, The University of Texas at Tyler

Big Data Education: Integrating Analytics and Accounting in Business Schools

Yvette Essounga Njan, Tuskegee University

Maxine Morgan, Long Island University - Brooklyn

Meeting the Need for Business Analytics Skills with Self-Service Analytics and Business Intelligence Tools

Mary Helen Fagan, The University of Texas at Tyler

The Novel Model to Empirically Investigate the Factors That Influence Graduate GPA: Emergency Loan

Efosa Idemudia, Arkansas Tech University

Ralph Ferguson, Texas Tech University

More than Just Compliance: A Model of High Impact Practices That Enhances Student Achievement beyond the Influence of Accreditation Requirements

Michael Porter, Alabama A&M University

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 15, 2019
(Friday)**

12:30 p.m. - 5:00 p.m.

Magnolia

Doctoral Consortium **by Invitation Only**

Light lunch provided and open to doctoral students only.

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

Sandalwood A

SESSION A Innovative Education-III

Session Chair: **Queen Booker**, Minnesota State University - Mankato

Measuring e-learning service quality: An exploratory study in a newly emerging country

Long Pham, University of Louisiana at Monroe

Stan Williamson, University of Louisiana at Monroe

Bruce Walker, University of Louisiana at Monroe

Thomas DeNardin, University of Louisiana at Monroe

Cindy Strickler, University of Louisiana at Monroe

Student Perceptions of Online Learning: An Analysis of Online Course Evaluations of Operations Management

Queen Booker, Minnesota State University - Mankato

Fred Kitchens, Ball State University

The Impact of Being a Procrastinator on Academic Success: A Case Study in an Online Learning Environment

Yasemin Tarakci, University of North Texas

Hakan Tarakci, University of North Texas

Effective Strategies of Delivering Technical Courses in the Virtual World Learning Environment

Purnendu Mandal, Lamar University

Kaushik Ghosh, Lamar University

Vivek Natarajan, Lamar University

Active Learning Methodology: Bridging Theory & Practice

Sandhya M.K., Anna University

Anjana Arunkumar, Anna University

Arun Madapusi, Northeastern State University

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 15, 2019
(Friday)**

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

Sandalwood B

SESSION B Supply Chain, Logistics and UAVs

Session Chair: **Michael Blanchett**, University of Central Arkansas

Strategies for Sustainable Supply Chains

Krishan Rana, Alabama A&M University

Improving Healthcare through Supply Chain Management

Emeka Dunu, Alabama A&M University

Krishan Rana, Alabama A&M University

Environmental Impact of Unmanned Aerial Vehicles (UAVs)

Krishan Rana, Alabama A&M University

Emeka Dunu, Alabama A&M University

A Multiobjective Optimization Model for Sustainable Reverse Logistics in Indian E-Commerce Context

Anurag Mishra, Indian Institute of Technology - Bombay

Pankaj Dutta, Indian Institute of Technology – Bombay

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

Pecan

SESSION C Management and Organizational Behavior

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

Examining decision-making considerations regarding the boundary of the firm with systems, service, and strategy views

Scott Warren, University of North Texas

Lynne Cagle-Cox, University of North Texas

The Impact of Rank on Organizational Commitment

Megan Douglas, Missouri Southern State University

Organizational Citizenship Behaviors in Millennials: An Exploratory Study and Measurement Development

Federica Bove, Midwestern State University

Ashley Baird, Midwestern State University

Shih Yung Chou, Midwestern State University

Charles Ramser, Midwestern State University

Operational Management and The Leadership Indifference Epidemic

Craig McMahon, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas

What Is Good Life? Developing and Validating a Multi-Dimensional Scale with Evidence from Three Countries

Yang Zhang, University of Texas – El Paso

Veena Prabhu, California State University – Los Angeles

Stephen Mcguire, California State University – Los Angeles

Kern Kwong, California State University – Los Angeles

Robert Tang, De La Salle- College of Saint Benilde

Minghao Shen, California State University – Los Angeles

Tatiana Goroshnikova, Financial Institute of Russia

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 15, 2019
(Friday)**

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

Ebony

SESSION D Management Information Systems - II

Session Chair: **Peter DeVries**, University of Houston - Downtown

Connection and Impact through Digital Transformation: A Case Study

Qinyu Liao, The University of Texas – Rio Grande Valley

Xinchen Li, Hengyang Normal University

The Automated Home of the 21st Century

Peter DeVries, University of Houston - Downtown

Mobile Self-Checkout Systems Adoption: The Impact of Perceived Privacy, Security, and Accuracy

Vess Johnson, University of Arkansas – Little Rock

Richard Woolridge, University of Arkansas – Little Rock

Wenjun Wang, University of Arkansas – Little Rock

Evaluating the Quality of Hedonic and Functional Mobile Augmented Reality Apps

Alsius David, University of North Texas

Md Rasel Al Mamun, University of North Texas

Sarbottam Bhagat, University of North Texas

Daniel Peak, University of North Texas

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

Raintree

SESSION E Quantitative Methods - II

Session Chair: **John Seydel**, Arkansas State University

Sustainable Humanitarian Supply Chain Management: Developing a Framework Using Dematel Approach

Abhishek Behl, Indian Institute of Technology - Bombay

Pankaj Dutta, Indian Institute of Technology - Bombay

Revised Loan Payback Model for Gender Inequity

Qianqian Yu, Arkansas State University

John Seydel, Arkansas State University

Optimization of Capital Asset Renovation under Improving Technology and Uncertain Costs

Yuri Yatsenko, Houston Baptist University

Natali Hritonenko, Prairie View A&M University

Seilkhan Boranbayev, L.N. Gumilyov Eurasian University

Mobile Virtual Network Operators Profit Success Model: The Effect of Switching Decisions

Bo Han, Texas A&M University – Commerce

Evaluating Chinese Banking System Efficiency: A Network DEA Slack Based Model

Jun Huang, Angelo State University

Haibo Wang, Texas A&M International University

Zhibin Xiong, South China Normal University

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 15, 2019
(Friday)

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

Cedar

SESSION F

Workshop: An Introduction to Self-service Business Analytics with Microsoft Power BI and Excel Tools

Presenter: Mary Helen Fagan, The University of Texas at Tyler

In this ninety-minute workshop, participants will learn about the capabilities of Microsoft Power BI, a self-service business analytics platform. Faculty will learn ways in which they can incorporate the free Power BI desktop platform in their classes as a tool for data modeling and the creation of interactive visualizations, dashboards, and reports. In addition, participants in this workshop will learn about advanced Excel data analysis tools that enable self-service analytics using an Excel data model (e.g., Power Query, Power Pivot, and Power View). After this workshop, participants will have a high-level understanding of the capabilities of the Microsoft self-service analytics tools that have enabled Microsoft to be recognized, along with Tableau, as a leader and visionary in analytics and BI platforms.

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

Exhibit Hall

FBD Coffee Break

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

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

Sandalwood A

SESSION A Accounting - II

Session Chair: Dara Marshall, Texas A&M University – Central Texas

Public Policy Proposals to Mitigate Violence in the Democratic Republic of the Congo: A Case Study

Robert Tennant, Texas A&M University – Central Texas

Dara Marshall, Texas A&M University – Central Texas

Sunny Expose, a Tax and Managerial Accounting Case

Nathan Oestreich, San Diego State University

Matthew Kerr, San Diego State University

Hung Chan, San Diego State University

Municipality Stress: An Investigation of Bankruptcy, Financial Issues and Consequences

Mary Fischer, University of Texas - Tyler

Treba A. Marsh, Stephen F. Austin State University

The Impact of Global Diversification on the Value Relevance of Other Comprehensive Income Disclosure: Evidence for Multinational Corporation

Taisier A. Zoubi, American University of Sharjah

Gender, Media and Voluntary Disclosure: The Case of Emerging Economics

Mostafa Kamal Hassan, Qatar University

Fathia Elleuch Lahyani, Qatar University

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 15, 2019
(Friday)

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

Sandalwood B

SESSION B Management Information Systems-IV

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

Social Influence on E-Payment Adoption in China

Alexander Chen, University of Central Arkansas

Scott Nadler, University of Central Arkansas

Wenhui Chen, University of Central Arkansas

Yung-Ming Kao, University of Central Arkansas

The National Culture and Technology Adoption Models

Khaled Alshare, Qatar University

Factors Affecting Individual Usage of E-Payment Systems among Young Americans

Shuai-Fu Lin, University of Central Arkansas

Alexander N. Chen, University of Central Arkansas

Scott Nadler, University of Central Arkansas

Hsin-Ke Lu, Chinese Culture University

Systems End of Life: What Adoption Factors Contribute to Systems End of Life?

Delmer Nagy, Tarleton State University

Nathan Baldwin, Tarleton State University

Systems End of Life: What Happens To System Functionality?

Delmer Nagy, Tarleton State University

Samantha Wight, Tarleton State University

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

Pecan

SESSION C Quantitative Methods

Session Chair: **Huguette Tran**, University of North Texas

Effects of Delayed Demand on Intermittent Forecasting

Matthew Lindsey, Stephen F. Austin State University

Robert Pavur, University of North Texas

Text Mining Approach in Human Resource Management

Xiaoguang Tian, University of North Texas

Robert Pavur, University of North Texas

An Alternative to Shannon's Entropy in Data Fusion and Clustering

Huguette Tran, University of North Texas

Robert Pavur, University of North Texas

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 15, 2019
(Friday)**

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

Ebony

SESSION D Internet of Things and Big Data- II

Session Chair: **Robert Vinaja**, Texas A&M University - San Antonio

Big Data Analytics and Privacy: Examining the impacts of personal data leaks on User trust

Rajiv Dahiya, Louisiana Tech University

Kevin Watson, Louisiana Tech University

Privacy and Ethics for Internet of Things and Big Data

Anitha Chennamaneni, Texas A&M University - Central Texas

Shehryar Iqbal, Texas A&M University - Central Texas

A Review of Open Data Initiatives in Developing Countries

Robert Vinaja, Texas A&M University - San Antonio

Business Analytics Job Postings: Content Analysis Approach

Ferdi Eruysal, Texas A&M University - Central Texas

Marco Villarreal, The University of Texas at San Antonio

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

Raintree

SESSION E Innovative Education-V

Session Chair: **Ron Duggins**, University of Central Arkansas

How to Engage, Motivate and Educate Gen Y and Gen Z College Students

Mahesh Vanjani, Texas Southern University

Mayur Desai, Texas Southern University

Innovation and Problem Solving Teaching Case: The Breakout Box – A Desktop Escape Room

Ron Duggins, University of Central Arkansas

Automatic Data Capture: An Innovative Course, Achievements and Pitfalls

Farhad Moeeni, Arkansas State University

How to Engage, Motivate and Educate Gen Y and Gen Z College Students

Juan Chavarria, Emporia State University

Javier Flores, Emporia State University

The Effect of Student's Behavior of Using Codecademy

Guoying Zhang, Midwestern State University

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 15, 2019
(Friday)

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

Cedar

SESSION F Project Management

Session Chair: **Xiaojun Gene Shan**, University of Houston – Clear Lake

Approach to Improve Pre-hire Processing and Onboarding in an Urban area School District with Project Management and Technology Solutions

Jamie Claire Handy, University of Houston – Clear Lake

Xiaojun Shan, University of Houston – Clear Lake

Effect of Yerkes-Dodson Law on Probability of Project Completion

Balaji Janamanchi, Texas A&M International University

Conformance to PMI Standards: A Better Design for a Project Management Information System

Jeremy Bellah, University of Oklahoma

James Burns, Texas Tech University

Make plans to join us in San Antonio for our 2020 conference!



47th Annual Conference

March 11-14, 2020

San Antonio, Texas

Hyatt Regency San Antonio

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CONGRATULATIONS!

Recipient of the Distinguished Paper Award - Federation of Business Disciplines

The Antecedents to and Consequences of Accountability Approach: Test of Competing Perspectives and Replicable Results across Two Samples

Jeremy Brees, Northern Arizona University

David Sikora, Georgia Southern University

Gerald Ferris, Florida State University

2019 SWAM Outstanding Educator

Manjula Salimath, University of North Texas

Recipients of the 2019 Southwest Academy of Management Best Reviewer Award

Cory Angert, University of Houston Downtown

Robert Lloyd, Fort Hays State University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

2019 TRACK CHAIRS

**Workplace Behavior: Organizational Behavior / Human Resources / Careers / Leadership /
Diversity**

Sarah Walker, Creighton University
Zahir Latheef, University of Houston Downtown
Kenneth Sweet, Texas A&M - San Antonio

**Organizational Mission: Organizational Theory / Strategic Management & Leadership /
International Management**

David Epstein, University of Houston Downtown
Marcia Hardy, Northwestern State University of Louisiana
Guclu Atinc, Texas A&M University Commerce

Change in Organizations: Organizational Development / Conflict Management

Peter Sorensen, Benedictine University
Therese Yaeger, Benedictine University

Professional Development Workshops

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

**The Purposeful Organization: Social Responsibility, Consciousness, Relationships, Collaboration,
Community & Sustainability**

Brian Kulik, Whittier College

Recent Vistas on Management: The Latin American Context.

Sessions in this track are presented in Spanish.
Carlos Baldo, Colorado Mesa University
Oscar Montiel, Universidad Autónoma de Ciudad Juárez

The Single Business Enterprise: Entrepreneurship / Small Business / Family Business / Innovation

Manjula S. Salimath, University of North Texas
Vallari Chandna, University of Wisconsin-Green Bay

Teaching and Learning Conference

Janie Gregg, University of West Alabama
Karen Leonard, University of Arkansas Little Rock

SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

**March 13, 2019
(Wednesday)**

12:00 p.m. – 1:30 p.m.

Library

SPECIAL SESSION

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

1:30 p.m. – 3:00 p.m.

Arboretum 1

WELCOME TO THE SOUTHWEST ACADEMY OF MANAGEMENT ANNUAL MEETING
Robert H. Epstein, 2019 SWAM President

TRACK TITLE: Organizational Mission: Organizational Theory/Strategic Mgt. & Leadership/International Management

SESSION A: Corporate Governance

Session Chair: **Marcia Hardy**, Northwestern State University of Louisiana

The Human Capital of Boards of Directors and Innovation: An Empirical Examination of the Pharmaceutical Industry

Stephen Horner, Pittsburg State University

Alix Valenti, University of Houston Clear Lake

The Selection of CEO Successors and Post-succession Strategic Change

Xin Liu, Hebei University of Technology

Board Characteristics and the Acquisition of Newly Public Firms

Christopher Reutzell, Sam Houston State University

Carrie Belsito, Sam Houston State University

Gender Quota and Organizational Outcome: A Comparative Study between Countries that Mandate Gender Quota and Countries that do Not

Samira Baten, University of Central Oklahoma

1:30 p.m. – 3:00 p.m.

Arboretum 2

TRACK TITLE: The Purposeful Organization: Social Responsibility, Consciousness, Relationships, Collaboration, Community and Sustainability

SESSION B:

Session Chair: **Brian Kulik**, Whittier College

Ethical Analysis of Enterprise Resource Planning

Hatem Bata, Albany State University

Devi Akella, Albany State University

The Federal Sentencing Guidelines for Organizations (FSGO) and Proactive Small Business Ethics Programs

Larry Ruddell, Belhaven University – Houston

Out of Touch and in the Present: How Mindfulness and Moral Attentiveness May Not Share the Moment

Alex Hill, Eastern Illinois University

Chris Adams, Eastern Illinois University

Joshua Harden, Eastern Illinois University

Uday Shinde, Eastern Illinois University

The Moral Development of the Estonian Business Community

Mari Kooskora, Esotnian Business School

Caitlin Cundiff, Drury University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 13, 2019
(Wednesday)**

1:30 p.m. – 3:00 p.m.

Arboretum 3

TRACK TITLE: Workplace Behavior: Organizational Behavior / Human Resources / Careers / Leadership / Diversity

SESSION C: Recruiting and Selection

Session Chair: **Andrew Johnson**, Texas A&M University - Corpus Christi

Discussant: **Emily Hammer**, West Texas A&M University

Employment Discrimination and Unprotected Classes in the Age of Social Networking Sites

Andrew Johnson, Texas A&M University-Corpus Christi

Katherine Roberto, Texas A&M University-Corpus Christi

The Use of Fourth Party References in the Selection Process

Katherine Roberto, Texas A&M University-Corpus Christi

Andrew Johnson, Texas A&M University-Corpus Christi

Anita Reed, Texas A&M University-Corpus Christi

Behavior-based Interviews: A Literature Review and Interviewee Perceptions

Ramanuja Vokkarane, University of Central Oklahoma

Suzanne Clinton, University of Central Oklahoma

Retention When Recruiting is Difficult; Medical Technicians in Rural Communities

Michelle Ruiz, Saint Mary-of-the-Woods College

Lori Peterson, Missouri State University

1:30 p.m. – 3:00 p.m.

The Study

TRACK TITLE: Professional Development Workshops

SESSION D: Managing Conflict in the Workplace

Strategies and Practice for Managing Conflict in the Workplace Environment

Lucinda Parmer, Southeastern Oklahoma State University

3:00 p.m. – 3:30 p.m.

Arboretum 1

SWAM COFFEE BREAK

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 13, 2019
(Wednesday)**

3:30 p.m. – 5:00 p.m.

Arboretum 1

TRACK TITLE: Organizational Mission: Organizational Theory/Strategic Mgt. & Leadership/International Management

SESSION A: Strategic Leadership

Session Chair: **Marcia Hardy**, Northwestern State University of Louisiana

Redefining Leadership Roles and Structure in Special Education: Applying Organizational Theory to the Public School System

Juliana Lilly, Sam Houston State University

William Blackwell, Sam Houston State University

Kamphol Wipawayangkool, Sam Houston State University

Employing the Internal Marketing Theory to Explain how Knowledge Dissemination can be Enhanced in Organizations

Sheron Lawson, Wayland Baptist University

Perspicacity, Sagacity & Mentorship: A Management Model for Strategic Leadership Success in Faculty Senate Governance

Marcia Hardy, Northwestern State University of Louisiana

Danny Upshaw, Northwestern State University of Louisiana

Proactive Personality and Social Entrepreneurship: Testing an Empirical Model Across Six Countries

Yang Zhang, University of Texas, El Paso

Juanita Trusty, California State University, Los Angeles

Juan Perusquía, Universidad Autónoma de Baja California

Louise Kelly, University of La Verne

Tatiana Goroshnikova, Financial Institute of Russia

Robert Tang, De La Salle College of Saint Benilde

Minghao Shen, Guandong University of Foreign Studies

Kern Kwong, California State University, Los Angeles

Stephen McGuire, California State University, Los Angeles

Veena Prabhu, California State University, Los Angeles

3:30 p.m. – 5:00 p.m.

Arboretum 2

TRACK TITLE: Teaching and Learning Conference

SESSION B: Teaching Ethics and Negotiation

Session Chair: **Karen Leonard**, University of Arkansas – Little Rock

Teaching Business Ethics as Decision Making

Kenneth Sweet, Texas A&M University – San Antonio

Teaching Value Creation in Negotiation

Brad Almond, Texas A&M University – Central Texas

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 13, 2019
(Wednesday)**

3:30 p.m. – 5:00 p.m.

Arboretum 3

TRACK TITLE: Workplace Behavior: Organizational Behavior / Human Resources / Careers / Leadership / Diversity

SESSION C: Careers

Session Chair: **Susie Cox**, University of Arkansas at Little Rock
Discussant: **Zahir Latheef**, University of Houston Downtown

Staffing Professionals' Perspectives of the Secondary Labor Market Protean and Boundaryless Career Phenomenon

Rebecca McPherson, Texas A&M - Central Texas

Career Differences between Mexican and American Women Workers

Alicia Cavazos-Garza, LSU E. J. Ourso College of Business

Monica Santaella, LSU E. J. Ourso College of Business

Counter-offers, a Dilemma between Trust and Loyalty on Key Employees

Carlos Baldo, Colorado Mesa University

Michael Conklin, Colorado Mesa University

Using Human Resource Development (HRD) Communication Channels, the Integration of Ethics and Diversity, and Diversity Intelligence (DQ) to Develop Leaders

Claretha Hughes, University of Arkansas, Fayetteville

Elsa Camargo, University of Arkansas, Fayetteville

3:30 p.m. – 5:00 p.m.

The Study

TRACK TITLE: Doctoral Consortium

SESSION D: Meet & Greet

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

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



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

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 14, 2019
(Thursday)**

8:30 a.m. –10:00 a.m.

Arboretum 1

TRACK TITLE: Recent Vistas on Management: The Latin American Context

SESSION A: Recent Vistas on Management (Note: Session presented in Spanish)

Session Chair: **Oscar Montiel**, Universidad Autonoma de Ciudad Juarez

El Lado Oscuro de la Empresa Familiar: Una Perspectiva Exploratoria
Oscar Montiel, Universidad Autonoma de Ciudad Juarez

Speaking Spanish at Work: The Impact on Workplace Familism on Work Outcomes of Bilingual Hispanic Workers

Laura Guerrero, UH - Clear Lake
Saul Valdiviezo, Springfield College

Relacion de los Factores de Atractividad de las Empresas y la Satisfaccion Laboral para los Buscadores de Empleo que Desean Integrarse a la Vida Laboral

Sergio Madero, Tecnologico de Monterrey

Prácticas y Límites de la Publicidad: Una Propuesta de Indagación Crítica hacia las Campañas Políticas

Nilton Valencia, Universidad Autonoma de Ciudad Juarez
Oscar Montiel, Universidad Autonoma de Ciudad Juarez
Claudia Rodriguez, Universidad Autonoma de Ciudad Juarez

¿Real Inclusión o Simulación? Una Exploración Hacia las Campañas Publicitarias y la Comunidad Gay en México

Cynthia Martinez, Universidad Autonoma de Ciudad Juarez
Oscar Montiel, Universidad Autonoma de Ciudad Juarez

8:30 a.m. –10:00 a.m.

Arboretum 2

TRACK TITLE: Teaching and Learning Conference

SESSION B: Creating New Programs and Reaching Hispanic Students

Session Chair: **Janie Gregg**, University of West Alabama

How to Better Reach Hispanic Students in Your Classroom

Laura Guerrero, University of Houston – Clear Lake
Sal Valdiviezo, Springfield College
Julio Canedo, University of Houston Downtown

The 'Berth' of a Maritime Management Program: A Value Creating Relationship Between Academia and Industry

Ken Chadwick, Nicholls State University
Luke Cashen, Nicholls State University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 14, 2019
(Thursday)**

8:30 a.m. – 10:00 a.m.

Arboretum 3

TRACK TITLE: Workplace Behavior: Organizational Behavior / Human Resources / Careers / Leadership / Diversity

SESSION C: Psychology of Work

Session Chair: **Steven Jaros**, Southern University
Discussant: **Satvir Singh**, Angelo State University

The Salience of Intrinsic Spirituality as a Motivational Construct in the Workplace
Phillip Lewis, Oklahoma Christian University

The Antecedents to and Consequences of Accountability Approach: Test of Competing Perspectives and Replicable Results across Two Samples
Jeremy Brees, Northern Arizona University
David Sikora, Georgia Southern University
Gerald Ferris, Florida State University

Employee Empowerment and Job Performance: Investigating the Role of Power Distance
Satvir Singh, Angelo State University
Prajya Vidyarthi, University of Texas at El Paso

8:30 a.m. – 10:00 a.m.

Dogwood

TRACK TITLE: Professional Development Workshops

SESSION D: Faith and Learning in a Christian University

Integrating Faith and Learning in the Curriculum at a Christian University

Samantha Murray, Jan Jones, and Sheron Lawson, Wayland Baptist University

8:30 a.m. – 10:00 a.m.

Boardroom B

**SPECIAL SESSION (By Invitation Only)
SWAM Officers' Meeting**

Presiding: Robert H. Epstein, University of Central Oklahoma
President, Southwest Academy of Management, 2018-2019

10:00 a.m. – 10:30 a.m.

Market Place - Exhibit Hall

FBD Coffee Break

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

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

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 14, 2019
(Thursday)**

10:30 a.m. – 12:00 p.m.

Arboretum 1

TRACK TITLE: Change in Organizations: Organizational Development / Conflict Management

SESSION A: Panel Discussion: Organization Development and Integration as the Doorway to Innovation

Session Chair: **Therese Yaeger**, Benedictine University

Discussant: **Peter Sorensen**, Benedictine University

Panelists:

Anjylla Foster, Museum of Science and Industry

Michael O'Hara, Benedictine University Doctoral Student

Janell Whaley, Benedictine University

Sonia Watson, College of DuPage

10:30 a.m. – 12:00 p.m.

Arboretum 2

TRACK TITLE: Doctoral Consortium

SESSION B: (2)

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

10:30 a.m. – 12:00 p.m.

Arboretum 3

TRACK TITLE: Workplace Behavior: Organizational Behavior / Human Resources / Careers / Leadership / Diversity

SESSION C: Organizational Commitment

Session Chair: **Jeremy Brees**, Northern Arizona University

Discussant: **Satvir Singh**, Angelo State University

Stretched Too Thin? The Impact of School-Work Conflict on Job Satisfaction and Organizational Commitment

Laura Walker, University of North Texas

Wenjuan Guo, University of North Texas

Commitment to change: Validation of scale through EFA and CFA in privatization context of Pakistan

Haroon Bakari, Sindh University

Ahmed Imran Hunjra, PMAS-Arid Agriculture University

Stephen Jaros, Southern University

Consequences and Predictors of Psychological Detachment: Is Personality a Moderator?

Samantha Murray, Wayland Baptist University

Suzanne Clinton, University of Central Oklahoma

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 14, 2019
(Thursday)**

10:30 a.m. – 12:00 p.m.

Dogwood

TRACK TITLE: Round Table Discussion

SESSION D: Past Presidents' Reflections: How My Participation in SWAM Influenced My Careers

Session Chair: **John N. Davis**, Hardin-Simmons University

Panelists: **Donna Ledgerwood**, University of North Texas

Janie Gregg, University of West Alabama

M. Suzanne Clinton, University of Central Oklahoma

Janice A. Black, Coastal Carolina University

Larry Garner, Texas A&M University - Central Texas

Donald Baack, Pittsburg State University

Stephen V. Horner, Pittsburg State University

Manjula Salimath, University of North Texas

A panel of SWAM Past Presidents will give their views on how their participation in SWAM has influenced their careers. This is a chance to hear from those who have "been there and done that." Find out how service and participation in SWAM helped advance the careers of others and think about how it can help advance yours. Bring your questions and observations. Graduate students and junior scholars, as well as those who have adopted any kind of nontraditional career, are particularly welcome.

This session is open to all SWAM members!

12:00 p.m. – 1:30 p.m.

Window Box

TRACK TITLE: SWAM Luncheon and Reception (Registration Required)

Presiding: Veena P. Prabhu, California State University - Los Angeles

President Elect, Southwest Academy of Management, 2018-19

1:30 p.m. – 3:00 p.m.

Arboretum I

TRACK TITLE: Change in Organizations: Organizational Development / Conflict Management

SESSION A: Panel Discussion: Pushing OD Boundaries: Technology, Design and Global Boundaries

Session Chair: **Peter Sorensen**, Benedictine University

Discussant: **Therese Yaeger**, Benedictine University

Panelists:

Dan Lichter, Midwestern University

Lionel Sweeny, HS Partners INC

Gerald Baraza, Shoreline Containers Inc.

Dina Puthenpurakal, Benedictine University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 14, 2019
(Thursday)**

1:30 p.m. – 3:00 p.m.

Arboretum 2

TRACK TITLE: Doctoral Consortium

SESSION B: (3)

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

1:30 p.m. – 3:00 p.m.

Arboretum 3

TRACK TITLE: Workplace Behavior: Organizational Behavior / Human Resources / Careers / Leadership / Diversity

SESSION C: Organizational Culture

Session Chair: **Samantha Murray**, Wayland Baptist University

Discussant: **Emily Hammer**, West Texas A&M University

The Role of Cultural Values on Behavioral Intentions in a Conflicting Roles Situation

Julio Canedo, University of Houston Downtown

Eugene Stone-Romero, Retired

Dianna Stone, Universities of New Mexico, Albany, and Virginia Tech

Model of Workplace Hazing

Kenneth Sweet, Texas A&M University – San Antonio

Sean Rogers, University of Rhode Island

Marcus Valenzuela, California State University Bakersfield

Mortaza Zare, University of Texas Permian Basin

Carma Claw Nez, New Mexico State University

A Mode of the Dimensions of Spirituality and Their Possible Influence on Corporate Culture

Phillip Lewis, Oklahoma Christian University

Learning the Accountability Ropes: An Attributional Perspective

Jeremy Brees, Northern Arizona University

1:30 p.m. – 3:00 p.m.

Dogwood

TRACK TITLE: Professional Development Workshops

SESSION D: Gender Issues

Gender Issues in Workplace Leave

Emily Hammer, West Texas A&M

The Role of Colleges and Universities in Preparing Women for the Workplace: Today's Challenges and Tomorrow's Opportunities

Kimberly Merritt, Oklahoma Christian University

M. Suzanne Clinton, University of Central Oklahoma

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 14, 2019
(Thursday)**

3:00 p.m. – 3:30 p.m.

Market Place - Exhibit Hall

FBD Coffee Break

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

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

3:30 p.m. – 5:00 p.m.

Arboretum 1

TRACK TITLE: Change in Organizations: Organizational Development / Conflict Management

SESSION A: A Time for Integration: Organization Development, Leaders and Deviant Subordinates

Session Chair: **Therese Yaeger**, Benedictine University

Discussant: **Peter Sorensen**, Benedictine University

Toxins in the Place of Work, A Phenomenological Investigation: Supervisors and the Deviant Subordinates

Clifford Hill, Benedictine University

A Tale of Two Leaders: Exploring Sources of Resistance to New Leader Integration

Dan Lichter, Benedictine University

Erica Sokol, Benedictine University

3:30 p.m. – 5:00 p.m.

Arboretum 2

TRACK TITLE: Teaching and Learning Conference

SESSION B: Experiential Exercises and Collaboration Modeling in the Classroom

Session Chair: **Janie Gregg**, University of West Alabama

Operation Integration: Modeling Innovative Cross-disciplinary Collaboration

Jonna Meyers, Southwestern Oklahoma State University

Amanda Evert, Southwestern Oklahoma State University

Experiential Exercises in Management Courses: Do “Old-timey” Games still Work?

Vallari Chandna, University of Wisconsin - Green Bay

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 14, 2019
(Thursday)**

3:30 p.m. – 5:00 p.m.

Arboretum 3

TRACK TITLE: Workplace Behavior: Organizational Behavior / Human Resources / Careers / Leadership / Diversity

SESSION C: Professional Practice

Session Chair: **Satvir Singh**, Angelo State University

Discussant: **Susie Cox**, University of Arkansas at Little Rock

How Signals Influence Citation Patterns

Francee Preston, University of Memphis

Ronei Leonel, University of Memphis

Exploring Strategic Training Approaches that Lead to the Retention of Talented Employees

Howard Demotta, Wayland Baptist University

Sonia Gonzalez, Wayland Baptist University

Sheron Lawson, Wayland Baptist University

Exploring How Trainers Can Use Humor to Increase Self-Efficacy of Employees

Angelica Laundry, Wayland Baptist University

Christian Homan, Wayland Baptist University

Sheron Lawson, Wayland Baptist University

Identifying Integration Issues for MNE Single Leave Policy Adaptation

Emily Hammer, West Texas A&M University

3:30 p.m. – 5:00 p.m.

Dogwood

TRACK TITLE: Professional Development Workshops

SESSION D: Business Based Projects in the Classroom

Integrating Entrepreneurial Leadership Practices Through Student Engagement in MBA Consulting Projects

Janie Gregg, University of West Alabama

Uchenna Akpom, University of West Alabama

Designing and Implementing a Business Based Project that Benefits both Students and Your College

Holly Osburn, University of Central Oklahoma

Bianca Daneshmand, University of Central Oklahoma

Christina Alexander, University of Central Oklahoma

5:00 p.m. – 6:00 p.m.

Magnolia

SPECIAL SESSION

Planning Meeting for the SWAM 2020 Conference

San Antonio, Texas, March 11-14, 2020

Presiding: Ethan Waples, University of Houston Downtown

Program Chair-Elect, Southwest Academy of Management, 2019-2020

Help shape SWAM's next meeting to be held in San Antonio, Texas, at the Hyatt Regency San Antonio, March 11-14, 2020. Join in a thoughtful exchange of ideas and creative suggestions as we seek to continually improve the SWAM conference experience.

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 14, 2019
(Thursday)**

5:30 p.m. – 7:00 p.m.

Market Place – Exhibit Hall

FBD Presidential Welcome Reception

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

**March 15, 2019
(Friday)**

8:30 a.m. – 10:00 a.m.

Arboretum 1

TRACK TITLE: Change in Organizations: Organizational Development / Conflict Management

SESSION A: Discussion Panel: Organization Development and Teams: Joining Efforts

Session Chair: **Will Towns**, Benefit Chicago
Discussant: **Clifford Hill**, Benedictine University

Panelists:

Gabriel Lopez, Gartner
Lisa Finucane, Benedictine University
Erica Sokol, Naperville Area Humane Society
Karen Dombrowski, Dabir
Jorge Cestou, Benedictine University

8:30 a.m. – 10:00 a.m.

Arboretum 2

TRACK TITLE: The Purposeful Organization

SESSION B: (2)

Session Chair: **Guclu Atinc**, Texas A&M University Commerce

Ethical Gatekeepers: Hiring Ethics and Employee Selection

Salvador Villegas, George Fox University
Robert Lloyd, Fort Hays State University
Addison Tritt, Fort Hays State University
Ed Vengrouskie, Fort Hays State University

Clearing the Bar: VOSviewer Standards in Social Entrepreneurship Research

Ryan Bailey, University of Tulsa

Scientific Management in the Sunday School? Are You Kidding Me?

John Davis, Hardin-Simmons University

A Hawaiian Model for Management Faculty Collegiality: Aloha, Pono and Kuleana

Brian Kulik, Whittier College
Cheryl Crozier-Garcia, Hawaii Pacific University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 15, 2019
(Friday)**

8:30 a.m. – 10:00 a.m.

Arboretum 3

TRACK TITLE: Workplace Behavior: Organizational Behavior / Human Resources / Careers / Leadership / Diversity

SESSION C: Organizational Leadership

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

Discussant: **Sarah Walker**, Creighton University

Ambiguous Leadership Assessment

Phillip Lewis, Oklahoma Christian University

Relational Communication Messages, Servant Leadership, and Employee Outcomes

David Sloan, Whitworth University

Alan Mikkelson, Whitworth University

Timothy Wilkinson, Whitworth University

The Aural Identification of Implicit Leadership Theories

Brad Almond, Texas A&M University – Central Texas

Joshua Albrecht, University of Mary Hardin-Baylor

Exploring the Process of Trickle-Down Leadership and Ownership: The Mediating Role of Overall Justice

Saul Valdiviezo, Springfield College

8:30 a.m. – 10:00 a.m.

Dogwood

TRACK TITLE: Professional Development Workshop

SESSION D: Strategies for Ensuring Student Learning

Successfully Integrating HR Simulations

Abbie Lambert and Lee Tyner, University of Central Oklahoma

Building Effective Teams in the Classroom Setting

Jason Eliot, University of Central Oklahoma

Making the Transition from Managing Human Resources to Teaching Human Resources

Jason Eliot, Abbie Lambert, and Lee Tyner, University of Central Oklahoma

10:00 a.m. – 10:30 a.m.

Market Place - Exhibit Hall

FBD Coffee Break

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

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

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 15, 2019
(Friday)**

10:30 a.m. – 12:00 p.m.

Arboretum 1

TRACK TITLE: Organizational Mission: Organizational Theory/Strategic Mgt. & Leadership/International Management

SESSION A: Change in the Business Environment

Session Chair: **David Epstein**, University of Houston Downtown

A Multi-dimensional Model of MNE Region Localization

Rusty Karst, Texas A&M University - Corpus Christi

Candace Tenbrink and Marcia Hardy. Change is the Only Constant: A Dynamic Capabilities Perspective on Artificial Intelligence

David Epstein, University of Houston Downtown

Non-market Strategies to Change Institutions around Digital IP Rights: Firms' Response to Digital Piracy

Aaron McDonald, University of Oregon

A Conceptual Integration and Development of a Comprehensive Model of Perceived Environmental Uncertainty: A Spinning Wheel for Managers

Leonard Love, Texas A&M University-San Antonio

Douglas Carter, Texas A&M University-San Antonio

10:30 a.m. – 12:00 p.m.

Arboretum 2

TRACK TITLE: The Single Business Enterprise: Entrepreneurship / Small Business / Family Business / Innovation

SESSION B: Integrating Entrepreneurship: Digitization, Innovation & Accountability

Session Chair: **Manjula Salimath**, University of North Texas

Discussant: **Ifeoluwa Tobi Popoola**, McMurray University

Driving Organizational Innovation as a Form of Intrapreneurship Within the Context of Small Businesses

Sonia Aguilar, Fort Hays State University

Ed Vengrouskie, Fort Hays State University

Robert Lloyd, Fort Hays State University

Digital Affordances, Traditional Enablers, and Defining the Rural Entrepreneurial Ecosystem

Robert Lloyd, Fort Hays State University

Ed Vengrouskie, Fort Hays State University

Entrepreneurial Accountability: Implications for Researching Entrepreneurship in Montenegro

Ifeoluwa Tobi Popoola, McMurry University

Rajko Novicevic, Faculty for Business Economics

Stuart Schafer, University of Mississippi

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 15, 2019
(Friday)**

10:30 a.m. – 12:00 p.m.

Arboretum 3

TRACK TITLE: Change in Organizations: Organizational Development / Conflict Management

SESSION C: Discussion Panel: Organization Development and Integration as the Doorway to Innovation

Session Chair: **Therese Yaeger**, Benedictine University

Discussant: **Peter Sorensen**, Benedictine University

Discussion Panelists:

Anjylla Foster, Museum of Science and Industry

Michael O'Hara, Benedictine University Doctoral Student

Janell Whaley, Benedictine University

Sonia Watson, College of DuPage

10:30 a.m. – 12:00 p.m.

Dogwood

SPECIAL SESSION: SWAM Officers' Meeting

Presiding:

Robert H. Epstein, University of Central Oklahoma
President, Southwest Academy of Management, 2018-2019

Veena P. Prabhu, California State University - Los Angeles
2019-2020 President
Southwest Academy of Management Meeting with the 2019-2020 Board

12:00 p.m. – 1:00 p.m.

Dogwood

SPECIAL SESSION: SWAM Annual Business Meeting

Presiding:

Robert H. Epstein, University of Central Oklahoma
2018-2019 President, Southwest Academy of Management
Veena P. Prabhu, California State University - Los Angeles
2019-2020 President, Southwest Academy of Management

All members are encouraged to attend our annual business meeting. We look forward to seeing you there.

Refreshments served.

*Have a safe and enjoyable trip back home!
See you next year in San Antonio!*



SWAM 2020
March 11th - 14th, San Antonio, TX
Hyatt Regency San Antonio

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

2018-2019 OFFICERS

President	Martin Bressler , Southeastern Oklahoma State University
President Elect	Courtney Kernek , Southeastern Oklahoma State University
Vice President, Programs	Rhonda Richards , Southeastern Oklahoma State University
Secretary	Mary Anne Doty , Texas A&M - Commerce
Treasurer	Julia Kwok , Northeastern State University
Vice President, Technology	Gerald Kohers , Sam Houston State University
Vice President, Publications (Proceedings Editor)	Irfan Ahmed , Sam Houston State University
Historian and Archivist	Daniel F. Jennings , Texas A&M University - College Station
Immediate Past President	Timothy D. Wise , Southern Arkansas University

CONGRATULATIONS!

Recipient of the 2019 Federation of Business Disciplines Distinguished Paper Award

Amplify Snack Brands, Inc.: Dealing with Success in 2017

John K. Masters, Cameron University

Pamela Rogers, Stephen F. Austin State University

Recipient of the 2019 FBD Outstanding Educator Award

Timothy D. Wise, Southern Arkansas University

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

2018-2019 TRACK CHAIRS

Accounting/Finance/Economics	Julia Kwok , Northeastern State University Brian Walkup , University of Tulsa
Human Resource Management/ Organizational Behavior	Martin Bressler , Southeastern Oklahoma State University
International Business	Syed Tariq Anwar - West Texas A&M University
Non-Profit Management/Ethics	Robert Howard , Southeastern Oklahoma State University Kendra Ingram , Southeastern Oklahoma State University
Marketing	Courtney Kernek , Southeastern Oklahoma State University
Small Business/Entrepreneurship	Timothy D. Wise , Southern Arkansas University
Strategic Management/ Business Policy	Robert Stevens , Southeastern Oklahoma State University
Student/Embryo	Lawrence Silver , Southeastern Oklahoma State University

PROGRAM OVERVIEW

Thursday, March 14

7:30 a.m. – 8:00 a.m.	Breakfast Honoring Past Presidents
8:00 a.m. – 9:00 a.m.	Case Writing Workshop 101: The Beginners Guide to Writing and Publishing Cases
9:00 a.m. – 12:00 p.m.	Case Sessions
12:00 p.m. – 1:30 p.m.	Networking Lunch & Special Guest Speaker- Rogert Dartt, President, DeLorean Motor Company
1:30 p.m. – 3:00 p.m.	Houston Livestock Show and Rodeo Special Guest Speaker
3:00 p.m. – 3:30 p.m.	FBD Coffee Break
3:30 p.m. – 5:00 p.m.	2019-2020 Business Meeting & Program Planning

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

March 14, 2019
(Thursday)

7:30 a.m. – 8:00 a.m.

Regency Room

BREAKFAST HONORING PAST PRESIDENTS

All SWCRA Members invited.

8:00 a.m. – 9:00 a.m.

Regency Room

SESSION A

Special Guest Speaker
Case Writing Workshop 101:
The Beginners Guide to Writing and Publishing Cases

Whether you're looking to implement cases in your courses, write cases for the classroom or for publication this workshop provides critical elements of the case method to help you get started. This hour-long workshop will cover topics including: an introduction to the types of cases, the "anatomy" of a case, how to prepare for writing a case, the teaching note, and getting your case published (how and where). If you missed Case Writing 101, or just want to improve your case writing this workshop is a must! The final 30 minutes will be an open Q&A session.

9:00 a.m. – 12:00 p.m.

Regency Room

SESSION B Accounting and Finance Track

Session Chairs: **Julia Kwok**, Northeastern State University
 Brian Walkup, University of Tulsa

Real-World Issues Caused by Information Technology General Control
Jessie George, University of Houston - Downtown

Effective Accountants' Strategies for Settling Tax Debts under Exceptional Circumstances
Cynthia B. Lloyd, University of Houston - Downtown
Darshan Wadhwa, University of Houston - Downtown

Immigration Connection, Start-Up Non-Profit Business
Juan R. Castro, Louisiana College
Esther E. Castro, University of Houston - Downtown

Saving J.C. Penney
Esther E. Castro, University of Houston - Downtown

Embezzlement - Chamber of Commerce, Tahlequah, Oklahoma
Julia S. Kwok, Northeastern State University-Broken Arrow
Denise Deason-Toyne, Northeastern State University- Tahlequah
Halil Kaya, Northeastern State University-Broken Arrow

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

March 14, 2019
(Thursday)

9:00 a.m. – 12:00 p.m.

Regency Room

SESSION C Marketing Track / Small Business and Entrepreneurship Track

Session Chair: **Courtney Kernek**, Southeastern Oklahoma State University
 Timothy D. Wise, Southern Arkansas University

SWOL Sport Performance

Stacey Bailey, SWOL Sport Performance
Amanda Evert, Southwestern Oklahoma State University

Tin Star Furniture

Leslie Toombs, Independent Scholar
Courtney Kernek, Southeastern Oklahoma State University

Iron Fed Fitness: If We Build It, Will They Come?

Rhonda Richards, Southeastern Oklahoma State University
Kendra Ingram, Southeastern Oklahoma State University
Courtney Kernek, Southeastern Oklahoma State University

Mark's RV Park

David Loudon, Samford University
Robert Stevens, Southeastern Oklahoma State University
Lawrence Silver, Southeastern Oklahoma State University
Rhonda Richards, Southeastern Oklahoma State University

Jill Williamson on the Realities of Being a Fantasy Novelist

Timothy D. Wise, Southern Arkansas University

9:00 a.m. – 12:00 p.m.

Regency Room

SESSION D Student Track/Embryo Track

Session Chair: **Lawrence Silver**, Southeastern Oklahoma State University

Factors Driving Valuation of the US Based Multi-National Corporations and International MNC Cross Listed in the USA

Elena Skouratova, Concordia University Texas

Public Private Partnerships (PPP) in Emerging Markets: The Cases of Pakistan's Thar Coalfield and Reko Diq Mine

Syed Tariq Anwar, West Texas A&M University.

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

9:00 a.m. – 12:00 p.m.

Regency Room

SESSION E Strategic Management Track/ Business Policy Track

Session Chair: **Robert E. Stevens**, Southeastern Oklahoma State University

Starbucks' Italian Princi and Reserve Roastries: Branding Issues and Global Strategies
Syed Tariq Anwar, West Texas A&M University

Amplify Snack Brands, Inc.: Dealing with Success in 2017
John K. Masters, Cameron University
Pamela Rogers, Stephen F. Austin State University

Perfect Deliverable - Non-Negotiable Customer Requirement: On-Time Delivery
J. Robert Collins, Texas A&M University-Commerce
Mildred Golden Pryor, Texas A&M University-Commerce

The Houston Livestock Show and Rodeo
Martin S. Bressler , Southeastern Oklahoma State University

9:00 a.m. – 12:00 p.m.

Regency Room

SESSION F Organizational Behavior and Human Resource Management Track / Non-Profit Management/Ethics Track

Session Chair: **Martin Bressler**, Southeastern Oklahoma State University
 Robert Howard, Southeastern Oklahoma State University
 Kendra Ingram, Southeastern Oklahoma State University

Santa Claus Comes to Higher Ed: Short-Term Benefits and Long-Term Costs of Gift Authorship
C. W. Von Bergen, Southeastern Oklahoma State University

10:00 a.m. – 10:30 a.m.

Exhibit Hall - MarketPlace

FBD COFFEE BREAK

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

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

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

March 14, 2019
(Thursday)

12:00 p.m. – 1:30 p.m.

Regency Room

SESSION G

NETWORKING LUNCHEON

All SWCRA Members invited

SWCRA Choice Pick Session

DeLorean Motor Company in 2019: Branding and Future Growth Issues

Rogert Dartt, President

1:30 p.m. – 3:00 p.m.

Regency Room

SESSION H

Houston Livestock Show and Rodeo

Presenter: Representative from Houston Livestock Show and Rodeo

The Houston Livestock Show and Rodeo™ promotes agriculture by hosting an annual, family-friendly experience that educates and entertains the public, supports Texas youth, showcases Western heritage and provides year-round educational support within the community.

3:00 p.m. – 3:30 p.m.

Exhibit Hall - MarketPlace

FBD COFFEE BREAK

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

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

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

March 14, 2019
(Thursday)

3:30 p.m. – 5:00 p.m.

Regency Room

SESSION I Business Meeting & 2020 Program Planning Meeting

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

All SWCRA members are invited to attend this business meeting. Stay after and help prepare for our 2020 program. Anyone interested in being a track chair, reviewer, discussant, etc. are encouraged to attend and share ideas to grow and further the art of case writing.

Make plans to join us in San Antonio for our 2020 conference!



47th Annual Conference
March 11-14, 2020
San Antonio, Texas
Hyatt Regency San Antonio

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

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**SOUTHWESTERN FINANCE
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- Ran Lu-Andrews**, California Lutheran University
- Haowen Luo**, Indiana University Purdue University - Ft. Wayne
- Andrew Lynch**, University of Mississippi
- Qingzhong Ma**, California State University, Chico
- Timothy Michael**, University of Houston - Clear Lake
- Amit Mittal**, Indian Institute of Management- Lucknow
- Karyn Neuhauser**, Lamar University
- Geoffrey M. Ngene**, Mercer University
- Huong Nguyen**, University of Mount Olive
- Ivelina Pavlova**, University of Houston - Clear Lake
- Gabriel Power**, Laval University, Canada
- David Rakowski**, University of Texas – Arlington
- Ramesh Rao**, Oklahoma State University*
- James R. Scott**, Missouri State University
- R. Stephen Sears**, Texas A&M International University*
- Anand Shah**, Task Consultancy Services
- Vivek Singh**, University of Michigan - Dearborn
- John D. Stowe**, Ohio University
- David Stowe**, Ohio University
- Chin-Huei (Debby) Su**, St. Thomas University
- Thomas Thompson**, University of Texas - Arlington
- Nacasius Ujah**, South Dakota State University
- Hongxia Wang**, Ashland University
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- Marilyn Wiley**, University of North Texas*
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**SOUTHWESTERN FINANCE
ASSOCIATION**

Congratulations to Our Award Winners!

2019 Federation of Business Disciplines Outstanding Educator Award
William Reichenstein, Baylor University, Social Security Solutions, Inc.

2019 Federation of Business Disciplines Distinguished Paper Award

Media and Shareholder Activism
Abhishek Ganguly, Indiana University
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SWFA Best Paper in Corporate Finance Track

Hedge Fund Activism and CEO Compensation
Jana Fidrmuc, University of Warwick
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SWFA Best Paper in Investments Track

Futures risk premia in the era of shale oil
Fabrizio Ferriani, Banca d'Italia (Bank of Italy)
Filippo Natoli, Banca d'Italia (Bank of Italy)
Giovanni Veronese, Banca d'Italia (Bank of Italy)
Federica Zeni, Imperial College London
Sponsored by American Association of Individual Investors

SWFA Best Paper in Financial Institutions Track

Who Wins and Loses from Bank Deregulation? Analysis of Financially Constrained and Unconstrained Firms
Allen Berger, University of South Carolina, Wharton Financial Institutions Center
Ruiyuan Chen, West Virginia University
Sadok El Ghouli, University of Alberta
Omrane Guedhami, University of South Carolina
Sponsored by University of North Texas

SWFA Best Paper in Financial Markets Track

Information Frictions in Securitization Markets: Unsophisticated Investors or Opaque Assets?
David Echeverry, University of Notre Dame
Sponsored by Southwestern Finance Association

SWFA Best Doctoral Student Paper in Corporate Finance Track

Confidentiality in Loan Credit Agreements
Ca Nguyen, The University of Texas at San Antonio
Sponsored by Southwestern Finance Association

SWFA Best Doctoral Student Paper in Investments Track

The nitty gritty of bond valuation
Wadim Djatschenko, European University Viadrina
Sponsored by Journal of Financial Research

SWFA Best Doctoral Student Paper in Financial Institutions Track

Depositors Disciplining Banks: The Impact of Scandals
Mikael Homanen, Cass Business School
Sponsored by Southwestern Finance Association

SWFA Best Doctoral Paper in Financial Markets Track

The shine of stars: The effect of analyst awards on market reactions.
Siyu Chen, National University of Singapore

Runjing Lu, University of San Diego
Sponsored by Southwestern Finance Association

**SOUTHWESTERN FINANCE
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for sponsoring the Special Topic Panel and Best Paper in Corporate Finance

**SOUTHWESTERN FINANCE
ASSOCIATION**

SWFA Special Events

Day	Time	Event	Room
Thursday	1:30 p.m. – 3:00 p.m.	Panel Presentation for SWFA registered doctoral students	Cottonwood
Thursday	6:30 p.m. – 8:00 p.m.	SWFA Reception	Benihana, 1318 Louisiana St. (One block from hotel)
Friday	7:00 a.m. – 8:30 a.m.	Southwestern Finance Association Board Meeting and Breakfast	Cottonwood
Friday	12:00 p.m. – 1:45 p.m.	Southwestern Finance Association Luncheon and Business Meeting*	Regency Room

Thursday Panel Presentation for SWFA Registered Doctoral Students: Panel Presentation and Open Discussion of Issues Facing New Faculty in Finance.

Our panelists include **William Reichenstein**, Baylor University, **Tarun K. Mukherjee** (Editor of *Review of Financial Economics*), **M. Kabir Hassan** (Editor of *the Global Journal of Finance and Economics*), **R. Stephen Sears** (Dean of the School of Business at Texas A&M International University), **Betty Simkins**, Chair, Department of Finance, Oklahoma State University, and **Marilyn Wiley** (Dean of College of Business at University of North Texas).

SWFA Thursday Reception: All registered SWFA attendees are welcome to attend the reception

SWFA Friday Luncheon and Business Meeting: Our annual luncheon includes our business meeting, presentations of awards, and keynote address by **Jesse Thompson**, Senior Business Economist, Houston Branch of the Dallas Federal Reserve Bank, on the economic forecast for the Houston area and energy firms.

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 14, 2019
(Thursday)**

8:30 a.m. – 10:00 a.m.

Conference Room 1

SESSION A Corporate Finance 1

Session Chair: **Geoffrey Ngene**, Mercer University

Debt Structure: Evidence from Acquisitions

Abdulaziz Alshamrani, University of Texas at Arlington

Salil Sarkar, The University of Texas at Arlington

Discussant: **Ramesh Rao**, Oklahoma State University

Debt Diversification and Debt Capacity

Nemiraja Jادیyappa, Institute of Management Technology

Ramesh Rao, Oklahoma State University

Namrata Saikia, Indiana University of Pennsylvania

Discussant: **Ca Nguyen**, The University of Texas at San Antonio

SWFA Best Doctoral Student Paper in Corporate Finance Track

Confidentiality in Loan Credit Agreements

Ca Nguyen, The University of Texas at San Antonio

Discussant: **Abdulaziz Alshamrani**, University of Texas at Arlington

8:30 a.m. – 10:00 a.m.

Conference Room 2

SESSION B Corporate Governance 1

Session Chair: **Mary Kelly**, Texas A&M Univ. Central Texas

Does Litigation Risk Deter Opportunistic Insider Trading? Evidence from Universal Demand Laws

Bina Sharma, University of Texas Rio Grande Valley

Discussant: **Shenghui Tong**, Siena College

How do independent directors view corporate social responsibility (CSR)? Evidence from a quasi-natural experiment

Shenghui Tong, Siena College

Discussant: **Mohammad Hashemi Joo** Florida International University

Effect of Board Gender Diversity on Litigation Risk

Mohammad Hashemi Joo, Florida International University

Edward Lawrence, Florida International University

Discussant: **Bina Sharma**, University of Texas Rio Grande Valley

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 14, 2019
(Thursday)**

8:30 a.m. – 10:00 a.m.

Conference Room 3

SESSION C IPOs 1

Session Chair: **Jason Morrison**, University of Texas at Arlington

The impact of IPOs on innovation: Easing financial constraints, short-termism, or cashing out?

Xiangchao Hao, Nankai University

Qingbin Meng, Renmin University of China

Kam Chan, Western Kentucky University

Discussant: **Kai Chen**, SUNY Oneonta

Auditor Independence and IPO Long-Term Market Performance Around the SOX Enactment

Kai Chen, SUNY Oneonta

Dona Siregar, SUNY Oneonta

Discussant: **Bobbur Abhilash Chowdary** Indian Institute of Management Calcutta

Window Dressing in Mutual Funds: New Evidence

Bobbur Abhilash Chowdary, Indian Institute of Management Calcutta

Ashok Banerjee, Indian Institute of Management Calcutta

Discussant: **Jason Morrison**, University of Texas at Arlington

Juicing the Dividend Yield for Higher Mutual Fund Returns

Jason Morrison, University of Texas at Arlington

Discussant: **Kam Chan**, Western Kentucky University

8:30 a.m. – 10:00 a.m.

Conference Room 4

SESSION D International Finance 1

Session Chair: **Jinghua Wang**, Pacific Lutheran University

Transparency of Translation: Has the shift changed hedging practice?

Han Jin, Auburn University

Beverly Marshall, Auburn University

Discussant: **Romora Sitorus**, The University of Oklahoma

Wire the money? The effect of policy uncertainty on VC investments around the world

Romora Sitorus, The University of Oklahoma

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

Financial Market Integration between Latin America and the US

Obed Izaguirre, University of New Orleans

Discussant: **Han Jin**, Auburn University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 14, 2019
(Thursday)**

8:30 a.m. – 10:00 a.m.

Conference Room 5

SESSION E Investments 1

Session Chair: **Chih-Huei (Debby) Su**, University of St. Thomas

Informed Insiders, Uninformed attorneys

Matthew Pierson, Florida State University

Discussant: **Timothy Krause**, Penn State Erie, The Behrend College

Market Efficiency in Emerging Markets ETFs

Timothy Krause, Penn State Erie, The Behrend College

Discussant: **Xiaoqiong Wang**, Indiana University Kokomo

Commonality in Liquidity of Nearby Firms

Chengcheng Li, Dongbei University of Finance & Economics

Xiaoqiong Wang, Indiana University Kokomo

Discussant: **Matthew Pierson**, Florida State University

8:30 a.m. – 10:00 a.m.

Conference Room 6

SESSION F Volatility

Session Chair: **David Stowe**, Ohio University

Consumption volatility risk and the inversion of the yield curve

Adriana Grasso, Bank of Italy

Filippo Natoli, Bank of Italy

Discussant: **Yongkil Ahn**, National Taiwan Normal University

Intangible Capital, Volatility Shock, and the Value Premium

Yongkil Ahn, National Taiwan Normal University

Discussant: **Naji Al-Shammasi**, King Fahd University of Petroleum and Minerals

R&D, Patents, and Idiosyncratic Volatility

Naji Al-Shammasi, King Fahd University of Petroleum and Minerals

Discussant: **Adriana Grasso**, Bank of Italy

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 14, 2019
(Thursday)**

8:30 a.m. – 10:00 a.m.

Conference Room 7

SESSION G Corporate Finance 2

Session Chair: **Maria de Boyrie**, New Mexico State University

Geographic Dispersion of Firms and Post-Earnings Announcement Drift

Selcuk Karahan, West Chester University

Discussant: **Abhishek Ganguly**, Indiana University

2019 Federation of Business Disciplines Distinguished Paper Award

Media and Shareholder Activism

Abhishek Ganguly, Indiana University

Discussant: **Lifei Xue**, University of Texas at El Paso

How Does Asymmetrical Learning in Bad Time Affect Analysts' Decision on Following a Firm?

Feixue Xie, University of Texas at El Paso

Lifei Xue, University of Texas at El Paso

Discussant: **Monika Rabarison**, The University of Texas Rio Grande Valley

How the Financial Crisis and the ACA relate to the profitability of US publicly traded health services firms: Implications for public health

Bruno Arthur, The University of Texas Rio Grande Valley

Monika Rabarison, The University of Texas Rio Grande Valley

Alessandra Rios, The University of Texas Rio Grande Valley

Discussant: **Selcuk Karahan** West Chester University

8:30 a.m. – 10:00 p.m.

Conference Room 8

SESSION H Markets and Volatility

Session Chair: **Karyn Neuhauser**, Lamar University

High-Frequency Trading Is Innovative and Disruptive in the VUCA-Filled Stock Market

Viktoria Dalko, Hult IBS

Discussant: **Karyn Neuhauser**, Lamar University

Government Intervention and Market Quality

Zhishen Li, Zhongnan University

Bing-Xuan Lin, University of Rhode Island

David Michayluk, University of Technology Sydney

Karyn Neuhauser, Lamar University

Discussant: **Kaitao Lin**, University of Houston

Informed Liquidity Provision versus Demand: A Study of the Tick Size Pilot Program

Kaitao Lin, University of Houston

Discussant: **Md Shahedur Rahaman Chowdhury**, The University of Texas RGV

Testing for U.S. Housing Market Bubbles: The Impact of Fundamentals on the U.S. Housing Market Bubbles

Md Shahedur Rahaman Chowdhury, The University of Texas Rio Grande Valley

Diego Escobari, The University of Texas Rio Grande Valley

Discussant: **Viktoria Dalko**, Hult IBS

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 14, 2019
(Thursday)**

8:30 a.m. – 10:00 p.m.

Conference Room 9

SESSION I Investments 2

Session Chair: **Devendra Kale**, University of Texas Dallas

The predictive power of analyst price target and its dispersion

Heng Wang, Oklahoma State University

Shu Yan, Oklahoma State University

Discussant: **Nima Vafai**, The University of Texas At Arlington

Impacts of Sector and Company Size on Effective Factor Investing: Evidence from U.S. Equity Market

Yibing Du, The University of Texas At Arlington

Salil Sarkar, The University of Texas at Arlington

Nima Vafai, The University of Texas At Arlington

Discussant: **Tibebe Assefa**, Bowie State University

Information Content of Dividend Yield: Case Study of Dow Jones Components

Tibebe Assefa, Bowie State University

Godwin Sekyere, Bowie State University

Discussant: **Heng Wang**, Oklahoma State University

10:00 a.m. – 10:30 a.m.

Exhibit Hall - Market Place

FBD COFFEE BREAK

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

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

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 14, 2019
(Thursday)**

10:30 a.m. – 12:00 p.m.

Conference Room 1

SESSION A Asset Pricing 1

Session Chair: **Arati Kale**, University of Texas- Arlington

Alpha Beta Risk and Stock Returns

Chengbo Fu, University of Northern British Columbia
Discussant: **Yang Luo**, University of Houston

Beating the Simple Average: Monitoring Forecasts with Machine Learning

Yang Luo, University of Houston
Discussant: **Travis Box**, University of Mississippi

Information Driven Stock Price Comovement

Travis Box, University of Mississippi
Danjue Shang, Utah State University
Discussant: **Chengbo Fu**, University of Northern British Columbia

10:30 a.m. – 12:00 p.m.

Conference Room 2

SESSION B Banking 1

Session Chair: **Marilyn Wiley**, University of North Texas

SWFA Best Doctoral Student Paper in Financial Institutions Track

Depositors Disciplining Banks: The Impact of Scandals

Mikael Homanen, Cass Business School
Discussant: **Jon Taylor**, Florida Atlantic University

An Empirical Comparison of Early Warning Bank Failure Models Using McNemar's Test

Rebel Cole, Florida Atlantic University
Jon Taylor, Florida Atlantic University
Discussant: **Yunbi An**, University of Windsor

Measuring banks' liquidity risk: An option-pricing approach

Jinqing Zhang, Fudan University
Liang He, Fudan University
Yunbi An, University of Windsor
Discussant: **Masim Suleymanov**, Florida Atlantic University

Changes in Personal Bankruptcy Protection Laws: The Impact on Bank Lending to Small Businesses

Rebel Cole, Florida Atlantic University
Jason Damm, Florida Atlantic University
Masim Suleymanov, Florida Atlantic University
Discussant: **Mikael Homanen**, Cass Business School

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 14, 2019
(Thursday)**

10:30 a.m. – 12:00 p.m.

Conference Room 3

SESSION C

Banking 2

Session Chair: **Abdulaziz Alshamrani**, University of Texas at Arlington

What Do We Know about the Federal Reserve System's Emergency Lending Facilities during the Financial Crisis of 2007-2008?

Mujtaba Zia, Southern Arkansas University

Discussant: **Bradley Stevenson**, Bellarmine University

Cicumstance, Management Quality, and Bank Efficiency

James McNulty, Florida Atlantic University

Bradley Stevenson, Bellarmine University

Discussant: **Sadok El Ghouli**, University of Alberta

SWFA Best Paper in Financial Institutions Track

Who Wins and Loses from Bank Deregulation? Analysis of Financially Constrained and Unconstrained Firms

Allen Berger, University of South Carolina, Wharton Financial Institutions Center

Ruiyuan Chen, West Virginia University

Sadok El Ghouli, University of Alberta

Omrane Guedhami, University of South Carolina

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

The Impact of Counterparty Risk on Global Equity Returns, Global Banking Stock Returns, Oil Prices and Global REITs

Akash Dania, Delaware State University

Syed Harun, Texas A&M University-San Antonio

Discussant: **Mujtaba Zia**, Southern Arkansas University

10:30 a.m. – 12:00 p.m.

Conference Room 4

SESSION D

Corporate Finance 3

Session Chair: **R. Stephen Sears**, Texas A&M International

Firm reputation and the cost of bank debt

Ye Wang, The University of Arizona

Discussant: **Charles Danso**, California State University-Los Angeles

The Life Cycle of Corporate Debt Issuance

Charles Danso, California State University-Los Angeles

Benjamin Jansen, Middle Tennessee State University

Discussant: **Hari Adhikari**, Embry-Riddle Aeronautical University

Working Capital (Mis) management - Impact of Executive Age

Hari Adhikari, Embry-Riddle Aeronautical University

Marcin Krolkowski, Providence College

Nilesh Sah, Northeastern Illinois University

Discussant: **Kyle Wells**, Dixie State University

A New Measure for Non-debt Tax Shields and the Impact on Debt Policy

Kyle Wells, Dixie State University

Madhuparna Kolay, University of Portland

Jim Schallheim, University of Utah

Discussant: **Ye Wang**, The University of Arizona

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 14, 2019
(Thursday)**

10:30 a.m. – 12:00 p.m.

Conference Room 5

SESSION E Derivatives 1

Session Chair: Chunda Chen, Lamar University

SWFA Best Paper in Investments Track

Futures risk premia in the era of shale oil

Fabrizio Ferriani, Banca d'Italia (Bank of Italy)

Filippo Natoli, Banca d'Italia (Bank of Italy)

Giovanni Veronese, Banca d'Italia (Bank of Italy)

Federica Zeni, Imperial College London

Discussant: **Seth Hoelscher**, Missouri State University

The Informativeness of Derivatives Use: Evidence from Corporate Disclosure through Public Announcements

Chitru Fernando, University of Oklahoma

Seth Hoelscher, Missouri State University

Vikas Raman, Lancaster University

Discussant: **Fei Fang**, University of Massachusetts Amherst

Using Information in the Options Market to Predict Cross-Sectional Stock Returns - The Impact of Stock Liquidity

Fei Fang, University of Massachusetts Amherst

Discussant: **Arthur Wharton**, Virginia State University

SFAS 140/ASC 860 Disclosures and MBS Securitization Credit Ratings Downgrades and Defaults

Arthur Wharton, Virginia State University

Discussant: **Fabrizio Ferriani**, Banca d'Italia (Bank of Italy)

10:30 a.m. – 12:00 p.m.

Conference Room 6

SESSION F Economic Theory and Modeling 1

Session Chair: Dhruva Banjade, University of Texas at Arlington

Financial Development and Innovation-led Growth: A Nonlinear Study

Xiaoyang Zhu, Oklahoma State University

Discussant: **Mohammad Refakar**, Université de Sherbrooke

Media Corruption Perceptions and US Foreign Direct Investment

Mohammad Refakar, Université de Sherbrooke

Jean-Pierre Gueyie, UQAM

Discussant: **Yulin Li**, the University of Texas at San Antonio

Sovereign Bonds, Coskewness, and Monetary Policy

Yulin Li, the University of Texas at San Antonio

Discussant: **Hitoshi Takehara**, Waseda University

Reexamination of Liquidity Adjusted Capital Asset Pricing Model: Evidence from Japan

Xin Zhong, Waseda University

Hitoshi Takehara, Waseda University

Discussant: **Xiaoyang Zhu**, Oklahoma State University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 14, 2019
(Thursday)**

10:30 a.m. – 12:00 p.m.

Conference Room 7

SESSION G Investments 3

Session Chair: **Shuming Bai**, University of Texas Permian Basin

Explaining the asymmetric response of stock markets to oil price shocks

Diego Escobari, the University of Texas RGV

Shahil Sharma, Texas A&M University San Antonio

Discussant: **Yi Liu**, Texas Tech University

The Effect of Myopic Behavior on Stock Market Risk Perception

Yi Liu, Texas Tech University

Michael Guillemette, Texas Tech University

Discussant: **Tengfei Zhang**, Louisiana State University

An Instrumental Variables Approach to Construct Factor Mimicking Portfolios for Non-Traded Factors

Tengfei Zhang, Louisiana State University

Junbo Wang, Louisiana State University

Kuntara Pukthuanthong, University of Missouri

Discussant: **Shahil Sharma**, Texas A&M University San Antonio

10:30 a.m. – 12:00 p.m.

Conference Room 8

SESSION H IPOs 2

Session Chair: **Jason Morrison**, University of Texas at Arlington

The Choice of Flotation Methods: Evidence from Chinese Seasoned Equity Offerings

Xuechen Gao, University of Central Arkansas

Discussant: **Alexander Barinov**, University of California Riverside

Stock Liquidity and Issuing Activity

Alexander Barinov, University of California Riverside

Discussant: **Wenyao Hu**, Rensselaer Polytechnic Institute

What's Really in a Deal? Evidence from Textual Analysis

Wenyao Hu, Rensselaer Polytechnic Institute

Thomas Shohfi, Rensselaer Polytechnic Institute

Runzu Wang, The University of Oklahoma

Discussant: **Martin Abrahamson**, Uppsala University

Offer Price and Ownership Structure — A Study of Shareholders in Swedish IPOs 2006–2016

Martin Abrahamson, Uppsala University

Discussant: **Xuechen Gao**, University of Central Arkansas

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 14, 2019
(Thursday)**

10:30 a.m. – 12:00 p.m.

Conference Room 9

SESSION I IPOs 3

Session Chair: **Thomas Thompson**, University of Texas at Arlington

An Examination of the Liquidity Carve-out/Spin-off

Thomas Thompson, University of Texas at Arlington

Discussant: **Yini Liu**, University of Texas at San Antonio

How Reverse Merger Firms Raise Capital in PIPEs: The Role of Placement Agent Reputation and Stage Financing

Yini Liu, University of Texas at San Antonio

Discussant: **Richard Schubert**, Karlsruhe Institute of Technology (KIT)

Stock Recalls as a Source of Informational Advantage through Short Selling: Empirical Evidence from Mergers and Acquisitions

Richard Schubert, Karlsruhe Institute of Technology (KIT)

Jan-Oliver Strych, Karlsruhe Institute of Technology (KIT)

Discussant: **Geoffrey Ngene**, Mercer University

Who Poisons the Pool? Asymmetric and Nonlinear Causal Inference between Investment and Speculative Bonds

Yea Lee Kim, Mercer University

Geoffrey Ngene, Mercer University

Jinghua Wang, Pacific Lutheran University

Discussant: **Thomas Thompson**, University of Texas at Arlington

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 14, 2019
(Thursday)**

1:30 p.m. – 3:00 p.m.

Conference Room 1

SESSION A Banking 3

Session Chair: **Shari Lawrence**, Nicholls State University

Targeted by an Activist Hedge Fund, Do the Lenders Care?

Sandeep Dahiya, Georgetown University

Issam Hallak, European Commission Joint Research Centre

Discussant: **Shari Lawrence**, Nicholls State University

The Impact of the Qualified Mortgage Regulations on Mortgage Lending by Commercial Banks

John Lajaunie, Nicholls State University

Shari Lawrence, Nicholls State University

Ronnie Fanguy, Nicholls State University

Discussant: **Elisabeta Pana**, Central Connecticut State University

Earnings Management: New Evidence from Bank Holding Companies

Tarun Mukherjee, University of New Orleans

Elisabeta Pana, Central Connecticut State University

Discussant: **Sandeep Dahiya** Georgetown University

1:30 p.m. – 3:00 p.m.

Conference Room 2

SESSION B Behavioral Finance 1

Session Chair: **Jinghua Wang** Pacific Lutheran University

Do As I Tell You, Not As I Do.

Negin Azamian, California State University- Northridge

Discussant: **M.Faisal Safa**, McKendree University

The Impact of Incarceration on Firm Performance

Jennifer Brodmann, California State University Dominguez Hills

Makeen Huda, Economics and Finance

M. Kabir Hassan, University of New Orleans

M. Faisal Safa, McKendree University

Discussant: **Stefanos Delikouras** University of Miami

Clustering Fosters Investment: Local Agglomeration and Household Portfolio Choice

Jawad Addoum, Cornell University

Stefanos Delikouras, University of Miami

Da Ke, University of South Carolina

George Korniotis, University of Miami

Discussant: **Zi Jia**, University of Arkansas Little Rock

Virtue Signaling Using Risk Preferences to Signal Trustworthiness

Zi Jia, University of Arkansas Little Rock

Matthew McMahon, University of Arkansas Little Rock

Discussant: **Negin Azamian**, California State University- Northridge

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 14, 2019
(Thursday)**

1:30 p.m. – 3:00 p.m.

Conference Room 3

SESSION C Corporate Finance 4

Session Chair: **Andrew Lynch**, University of Mississippi

Intraday Arbitrage between ETFs and their Underlying Portfolios

Travis Box, University of Mississippi

Ryan Davis, University of Alabama at Birmingham

Richard Evans, University of Virginia

Andrew Lynch, University of Mississippi

Discussant: **Timothy Krause**, Penn State Erie, The Behrend College

Hedge Fund Return Factors, Risk, Uncertainty, and Loss Aversion

Timothy Krause, Penn State Erie, The Behrend College

Greg Filbeck, Penn State University

Discussant: **Emmanuel Morales-Camargo**, The University of Texas Arlington

Information and Risk Attitudes: An Experiment

Emmanuel Morales-Camargo, University of Texas Arlington

Discussant: **Daewoung Choi**, Louisiana State University in Shreveport

CEO Lifetime Work Experience and Stock Price Crash Risk

Daewoung Choi, Louisiana State University in Shreveport

Thanh Ngo, East Carolina University

Ha-Chin Yi, Texas State University

Discussant: **Andrew Lynch**, University of Mississippi

1:30 p.m. – 3:00 p.m.

Conference Room 4

SESSION D Corporate Governance 2

Session Chair: **Shan Lei**, West Texas A&M University

Board Diversity: An analysis of the market reaction to the gender diversity rules for TSX listed companies

Vishaal Baulkaran, University of Lethbridge

Discussant: **Bailey Brewer**, University of Texas Arlington

Activist Settlements

Adrian Aycan Corum, Cornell University

Discussant: **Tai Yi**, SUNY Fredonia

Corporate Social Responsibility, Media Freedom, and Firm Value

Tai Yi, SUNY Fredonia

Discussant: **Vishaal Baulkaran**, University of Lethbridge

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 14, 2019
(Thursday)**

1:30 p.m. – 3:00 p.m.

Conference Room 5

SESSION E Derivatives 2

Session Chair: **Seth Hoelscher**, Missouri State University

Pricing of Idiosyncratic Volatility: Levels or Jumps

Anandi Banerjee, Queens University of Charlotte

Discussant: **William Procasky**, Westminster College

The Relative Role of CDS and Bond Markets in Efficiently Pricing Emerging Market Sovereign Credit Risk

Zubair Ali Raja, Thompson Rivers University

William Procasky, Westminster College

Renee Oyotode, Northwest Missouri State University

Discussant: **David Buchuk**, Pontificia Universidad Católica de Chile

The determinants of hedging policies: Evidence from a structural estimation

David Buchuk, Pontificia Universidad Católica de Chile

Discussant: **Guanglian Hu**, ITAM

The Volatility Risk Premium and Option Returns

Guanglian Hu, ITAM

Yuguo Liu, University of Houston

Discussant: **Anandi Banerjee**, Queens University of Charlotte

1:30 p.m. – 3:00 p.m.

Conference Room 6

SESSION F International Finance 2

Session Chair: **Ivelina Pavlova**, University of Houston Clear Lake

Importance of Transaction Costs for Asset Allocations in FX Markets

Luca Pezzo, University of New Orleans

Thomas Maurer, Washington University in St. Louis

Mark Taylor, Washington University in St. Louis

Discussant: **Lei Ye**, World Bank

Corporate Debt Overhang and Investment in Emerging Economies: Firm-Level Evidence

Lei Ye, World Bank

Discussant: **Ivalina Kalcheva**, University of California, Riverside

Dual-class structure and corporate innovation: International evidence

Julian Atanassov, University of Nebraska

Hyun Hong, University of California, Riverside

Ivalina Kalcheva, University of California, Riverside

Ji Woo Ryou, The University of Texas Rio Grande Valley

Discussant: **Mohamed Abdelaziz Eissa**, Qatar University

FDI Determinants in Oil Exporting Countries: Revisiting the Role of Natural Resources

Mohamed Abdelaziz Eissa, Qatar University

Discussant: **Luca Pezzo** University of New Orleans

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 14, 2019
(Thursday)**

1:30 p.m. – 3:00 p.m.

Conference Room 7

SESSION G Investments 9

Session Chair: **Lynn Kendall**, University of Dallas

Agency Factors in Midstream Master Limited Partnerships and Corporations

Nina Rogers, Tarleton State University

Lynn Kendall, University of Dallas

Discussant: **Ravi Shukla**, Syracuse University

The Cost of Imperfect Diversification

Ravi Shukla, Syracuse University

Discussant: **Ji Woo Ryou**, University of Texas Rio Grande Valley

Product Market Power: Evidence from the Sensitivity of Corporate Innovation Efficiency to CDS Price Informativeness

Hyun A Hong, University of California Riverside

Ji Woo Ryou, University of Texas Rio Grande Valley

Discussant: **Lynn Kendall**, University of Dallas

1:30 p.m. – 3:00 p.m.

Conference Room 8

SESSION H Socially Responsible Investing 1

Session Chair: **Yibing Du**, The University of Texas at Arlington

Which corporate social deeds matter? Evidence from the motivated institutional ownership

Jiun-Lin Chen, Valparaiso University

Wenbin Liao, Jiangxi University of Finance and Economics

Ping-Wen Sun, Jiangxi University of Finance and Economics

Discussant: **Stefan Wendt**, Reykjavik University

Firm- and country-level determinants of green investments: An empirical analysis

Wangchao Yuan, Concordia University

Thomas Walker, Concordia University

Stefan Wendt, Reykjavik University

Discussant: **Aslihan Korkmaz**, Dominican University of California

Do socially responsible countries pay a premium for high ESG firms?

Aslihan Korkmaz, Dominican University of California

Zhichao Yin, Capital University of Economics and Business

Pengpeng Yue, Capital University of Economics and Business

Haigang Zhou, Cleveland State University

Discussant: **Nacasius Ujah**, South Dakota State University

Political Connectedness, Firm Performance and Corporate Risk Taking: Are Emerging Markets Different?

Augustine Tarkom, South Dakota State University

Nacasius Ujah, South Dakota State University

Discussant: **Jiun-Lin Chen**, Valparaiso University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 14, 2019
(Thursday)**

1:30 p.m. – 3:00 p.m.

Cottonwood

SESSION I SWFA Doctoral Student Panel Presentation
Sponsored by the Department of Finance at Oklahoma State University

All Ph.D. students registered for SWFA are required to participate.

Panel presentation and open discussion of issues facing new faculty in finance. Panelists (representing several perspectives and stages of the academic career) share insights from experience. Topics include: getting and keeping a job; the tenure/promotion battle; publishing; becoming a “university citizen”; service to the profession; and others.

The panel will entertain questions from participants.

Moderator: William Reichenstein, Baylor University

Our panelists are:

M. Kabir Hassan, Editor of *the Global Journal of Finance and Economics* and Professor, University of New Orleans

Tarun K. Mukherjee, Editor of *Review of Financial Economics* and Professor, University of New Orleans

R. Stephen Sears, Dean & Killam Distinguished Professor, Texas A&M International University

Betty Simkins, Chair, Department of Finance, Oklahoma State University

Marilyn Wiley, Dean of College of Business at University of North Texas

3:00 p.m. – 3:30 p.m.

Exhibit Hall - Market Place

FBD COFFEE BREAK

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

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

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 14, 2019
(Thursday)**

3:30 p.m. – 5:00 p.m.

Conference Room 1

SESSION A Banking 4

Session Chair: **Ran Lu-Andrews**, California Lutheran University

Notes on a Simple Taxonomy of Capital and Leverage Regulation, Conflicts, and Compliance

George Morgan, Virginia Polytechnic Institute and State University

Discussant: **Bradley Stevenson**, Bellarmine University

Determinants of Credit Union Benefits to Members

Bradley Stevenson, Bellarmine University

Discussant: **Atul Saxena**, Georgia Gwinnett College

Performance of Large BHCs

Atul Saxena, Georgia Gwinnett College

Discussant: **George Morgan**, Virginia Polytechnic Institute and State University

3:30 p.m. – 5:00 p.m.

Conference Room 2

SESSION B Banking 5

Session Chair: **Barbara Davis**, Centenary College of Louisiana

Flow Toxicity and Bank Equity Holdings

Wei-Ling Song, Louisiana State University

Jianfeng Hu, Singapore Management University

Gary Sanger, Louisiana State University

Jiun-Lin Chen, Valparaiso University

Discussant: **Nazar Mustapha**, Dillard University

Market Power and Bank Performance in MENA Countries

Nazar Mustapha, Dillard University

M. Kabir Hassan, University of New Orleans

Jennifer Brodmann, California State University Dominguez Hills

Discussant: **Md Nazmul Hasan Bhuyan**, Florida Atlantic University

CEO Political Ideology and Bank Risk Taking

Avishek Bhandari, UW-Whitewater

Md Nazmul Hasan Bhuyan, Florida Atlantic University

Rebel Cole, Florida Atlantic University

Discussant: **Jiun-Lin Chen**, Valparaiso University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 14, 2019
(Thursday)**

3:30 p.m. – 5:00 p.m.

Conference Room 3

SESSION C Corporate Finance 5

Session Chair: **Manu Gupta**, Virginia Commonwealth University

Product market competition and corporate investments: An empirical analysis

Shahram Amini, University of Denver

Raman Kumar, Virginia Tech

Dilip Shome, Virginia Tech

Discussant: **Alexander Barinov**, University of California Riverside

Firm Complexity and Conglomerates Expected Returns

Alexander Barinov, University of California Riverside

Discussant: **Catalina Hurwitz**, University of Tennessee Chattanooga

The Impact of Globalization on Corporate Policies of Newly Listed Firms

Chun-Hao Chang, Florida International University

Wen Chou, Florida International University

Catalina Hurwitz, University of Tennessee Chattanooga

Discussant: **Shahram Amini**, University of Denver

3:30 p.m. – 5:00 p.m.

Conference Room 4

SESSION D Corporate Finance 6

Session Chair: **Chih-Huei (Debby) Su**, University of St. Thomas

Toeholds and Information Precision in Common Value Takeover Auctions

Anna Dodonova, University of Ottawa

Yuri Khoroshilov, University of Ottawa

Discussant: **Reza Houston**, Ball State University

Do Tone Changes in Financial Statements Predict Acquisition Behavior?

John Berns, University of Mississippi

Patty Bick, University of Tulsa

Ryan Flugum, The University of Tulsa

Reza Houston, Ball State University

Discussant: **Aaron Rosenblum**, University of Wyoming

Distressed Acquirers

Aaron Rosenblum, University of Wyoming

Discussant: **Chih-Huei (Debby) Su**, University of St. Thomas

Strategic Announcement Sequencing- Earnings Announcements and M&A Announcements

Chih-Huei (Debby) Su, University of St. Thomas

Katarzyna Platt, SUNY College at Old Westbury

Huajing Hu, Adelphi University

Discussant: **Yuri Khoroshilov**, University of Ottawa

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 14, 2019
(Thursday)**

3:30 p.m. – 5:00 p.m.

Conference Room 5

SESSION E Corporate Governance 3

Session Chair: **Mary Kelly**, Texas A&M Univ. Central Texas

CEO Ownership & Board Independence

Dishant Pandya, Spalding University

Discussant: **Aaron Henrichsen**, University of Northern Colorado

Board Members' Expertise and Distressed Firm Bankruptcy

Aaron Henrichsen, University of Northern Colorado

Discussant: **Abhishek Ganguly**, Indiana University

Hedge Fund Activism and Capital Structure

Lin Ge, University of Mississippi

Abhishek Ganguly, Indiana University

Discussant: **Dishant Pandya**, Spalding University

3:30 p.m. – 5:00 p.m.

Conference Room 6

SESSION F Energy Investing

Session Chair: **Shuming Bai**, University of Texas Permian Basin

U.S. shale producers: a case of dynamic risk management?

Fabrizio Ferriani, Banca d'Italia

Giovanni Veronese, Banca di Italia

Discussant: **Md Shahedur Rahaman Chowdhury**, The University of Texas- RGV

Oil Shocks, Economic Activity and Employment: Evidence from Oil Export and Import Countries

Md Shahedur Rahaman Chowdhury, University of Texas Rio Grande Valley

Amirhossein Fard, University of Texas Rio Grande Valley

Discussant: **Yu Li**, University of Houston

Fundamental Shocks and the Co-Movement of Natural Gas and Electricity Prices

Yu Li, University of Houston

Discussant: **Shuming Bai**, University of Texas Permian Basin

Oil and Gas Reserves Disclosures and E&P Firm Performance

Shuming Bai, University of Texas Permian Basin

Kai Koong, Tuskegee University

Discussant: **Fabrizio Ferriani**, Banca d'Italia

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 14, 2019
(Thursday)**

3:30 p.m. – 5:00 p.m.

Conference Room 7

SESSION G Fixed Income 1

Session Chair: **Rui Liu**, Duquesne University

Information in the Term Structure: A Forecasting Perspective

Hitesh Doshi, University of Houston

Kris Jacobs, University of Houston

Rui Liu, Duquesne University

Discussant: **Diego Leal Gonzalez**, The University of Oklahoma

Nonlinear Structural Estimation of Corporate Bond Liquidity

Diego Leal Gonzalez, The University of Oklahoma

Bryan Stanhouse, University of Oklahoma

Duane Stock, University of Oklahoma

Discussant: **Nicolas Duvernois**, University of New Orleans

Green Bonds: Is there a Benefit to 3rd Party Certification

Nicolas Duvernois, University of New Orleans

Duygu Zirek, University of New Orleans

Discussant: **Rui Liu**, Duquesne University

3:30 p.m. – 5:00 p.m.

Conference Room 8

SESSION H Investments 5

Session Chair: **Nima Vafai**, University of Texas at Arlington

Foreign-born resident networks and stock comovement: When local bias meets home (country) bias

Yun Meng, Ball State University

Christos Pantzalis, University of South Florida

Discussant: **Xiaori Zhang**, Fudan University

Analyst Attention and Firm Innovation: New Evidence from China

Xiaori Zhang, Fudan University

Fangfang Sun, Harbin Institute of Technology

Yin-Che Weng, National Dong Hwa University

Discussant: **Steven Shu-Hsiu Chen**, University of Houston

Origination of RMBS: Escape from Crisis or Maintain Reputation?

Steven Shu-Hsiu Chen, University of Houston

Discussant: **Yifan Liu**, Oklahoma State University

Modeling cryptoasset returns using Lévy processes

Yifan Liu, Oklahoma State University

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

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 14, 2019
(Thursday)**

3:30 p.m. – 5:00 p.m.

Conference Room 9

SESSION I Market Microstructure

Session Chair: **Susana Yu**, Montclair State University

SWFA Best Paper in Financial Markets Track

Information Frictions in Securitization Markets: Unsophisticated Investors or Opaque Assets?

David Echeverry, University of Notre Dame

Discussant: **Khaled Alsabah**, University of Colorado at Boulder

The “15 Days” Debate: The Value of an Early Release of Information (Evidence from 10-K Submissions)

Khaled Alsabah, University of Colorado at Boulder

Discussant: **Kaitao Lin**, University of Houston

Information Acquisition and Short Selling

Kaitao Lin, University of Houston

Kevin Roshak, Bauer College of Business

Discussant: **Jianning Huang**, University of Memphis

Effects of Levelled Speed on Market Quality and Exchange Competition

Bidisha Chakraarty, Saint Louis University

Jianning Huang, University of Memphis

Pankaj K. Jain, The University of Memphis

Discussant: **David Echeverry** UC Berkeley

5:30 p.m. – 7:00 p.m.

Exhibit Hall - Market Place

FBD Presidential Welcome Reception

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

6:30 p.m. – 8:00 p.m.

SWFA Reception

All registered SWFA attendees are welcome to attend the reception at Benihana, 1318 Louisiana St. (One block from the hotel.)

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 15, 2019
(Friday)**

7:00 a.m. – 8:30 a.m.

Cottonwood

**SWFA Board Meeting and Breakfast
(Board Members and Invited Guests Only)**

8:30 a.m. – 10:00 a.m.

Conference Room 1

SESSION A Banking 6

Session Chair: **Jinghua Wang**, Pacific Lutheran University

The 10 Year Anniversary of the Global Financial Crisis: a Look at Financial Regulation Impact on Efficiency of the U.S. Commercial Banks.

Rhada Boujlil, University of New Orleans

Discussant: **Thi Hong Nguyen Nguyen**, Auburn University

Community Banks vs. Non-community Banks: Contribution to Local Small Businesses Funding

Thi Hong Nguyen Nguyen, Auburn University

Discussant: **Rouven Möller**, Ruhr-Universität Bochum

Bank Culture and Risk-Taking Evidence from the European Banking Sector

Rouven Möller, Ruhr-Universität Bochum

Discussant: **Rhada Boujlil**, University of New Orleans

8:30 a.m. – 10:00 a.m.

Conference Room 2

SESSION B Corporate Finance 7

Session Chair: **Yifan Liu**, Oklahoma State University

Trade Secrets Protection and Predation Risks

Dan Hu, UMass Lowell

Xiaojing Yuan, UMass Lowell

Chi Zhang, UMass Lowell

Discussant: **Yifan Liu**, Oklahoma State University

Institutional Investment Horizon, Liquidity, and Opportunity Cost of Catering Payout

Yifan Liu, Oklahoma State University

Heng Wang, Oklahoma State University

Discussant: **Huan Qiu**, Louisiana Tech University

CEO Social Capital, Earnings Management, and Earnings Quality

Huan Qiu, Louisiana Tech University

Discussant: **Dan Hu**, UMass Lowell

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 15, 2019
(Friday)**

8:30 a.m. – 10:00 a.m.

Conference Room 3

SESSION C Corporate Governance 4

Session Chair: **Lynn Kendall**, University of Dallas

SWFA Best Paper in Corporate Finance Track

Hedge Fund Activism and CEO Compensation

Jana Fidrmuc, University of Warwick

Swati Kanoria, University of Warwick

Discussant: **Jizhe Zhang**, University of Mississippi

CEO Tenure and Firm Innovation

Jizhe Zhang, University of Mississippi

Discussant: **Nilakshi Borah**, University of Wisconsin-La Crosse

Board Leadership Structure and Corporate Headquarters Location

Nilakshi Borah, University of Wisconsin-La Crosse

Hui James, University of Texas at Tyler

Discussant: **Swati Kanoria**, University of Warwick

8:30 a.m. – 10:00 a.m.

Conference Room 4

SESSION D Corporate Governance 5

Session Chair: **Nacasius Ujah**, South Dakota State University

Chapter 11: Re-evaluating Delaware as the Venue Of Choice

Qambar Abidi, Indian Institute of Management Ahmedabad

Discussant: **Hui James**, University of Texas at Tyler

CEO Age and Tax Avoidance

Hui James, University of Texas at Tyler

Discussant: **Jamshed Iqbal**, University of Vaasa, Finland

CEO Power and Bank Default Risk

Searat Ali, Griffith University

Jamshed Iqbal, University of Vaasa, Finland

Discussant: **Qambar Abidi**, Indian Institute of Management Ahmedabad

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 15, 2019
(Friday)**

8:30 a.m. – 10:00 a.m.

Conference Room 5

SESSION E Economic Theory and Modeling 2

Session Chair: **Rui Liu**, Duquesne University

Skewed Interest Rate Patterns and a Skewness-Adjusted Black-Derman-Toy Calibration Model

Stafford Johnson, Xavier University

Discussant: **David Stowe**, Ohio University

Portfolio Mathematics with General Linear and Quadratic Constraints

David Stowe, Ohio University

Discussant: **Hyungeun Choi**, Texas Tech University, Department of Finance

The Changing Dynamics between Interest Rates and Economic Activity

Hyungeun Choi, Texas Tech University, Department of Finance

Scott Hein, Texas Tech University

Discussant: **Anirban Banerjee**, Indian Institute of Management Calcutta

An Inspection into Information Flow Between Spot and Futures Market Through Order Imbalance

Anirban Banerjee, Indian Institute of Management Calcutta

Ashok Banerjee, Indian Institute of Management Calcutta

Discussant: **Stafford Johnson**, Xavier University

8:30 a.m. – 10:00 a.m.

Conference Room 6

SESSION F Fixed Income 2

Session Chair: **Ahn T. Nguyen**, University of Texas at Arlington

Moral Hazard, Bank Monitoring, and Bond Spreads

James Weston, Rice University

Emmanuel Yimfor, Jones Graduate School of Business, Rice University

Discussant: **Sharif Mazumder**, Oklahoma State University

Does stock return's idiosyncratic volatility still predict corporate bond returns?

Sharif Mazumder, Oklahoma State University

Discussant: **Wadim Djatschenko**, European University Viadrina

SWFA Best Doctoral Student Paper in Investments Track

The nitty gritty of bond valuation

Wadim Djatschenko, European University Viadrina

Discussant: **Emmanuel Yimfor**, Jones Graduate School of Business, Rice University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 15, 2019
(Friday)**

8:30 a.m. – 10:00 a.m.

Conference Room 7

SESSION G Insurance and Risk Management

Session Chair: **Abdullah Qari**, University of Texas at Arlington

Unsafe Insurance: International Evidence

Viktoria Dalko, Hult IBS

Discussant: **Junhao Liu**, University of Wisconsin–Madison

Enterprise Risk Management, Financial Reporting Outcomes, and Auditor Behavior

Franklin Amartey, University of Wisconsin - Whitewater

Rashiq Kamal, University of Wisconsin - Whitewater

Discussant: **Junhao Liu**, University of Wisconsin–Madison

Elections and Price Regulation

Tyler Leverty, University of Wisconsin Madison

Junhao Liu, University of Wisconsin–Madison

Discussant: **Rashiq Kamal**, University of Wisconsin - Whitewater

Compliance Costs of Contract Regulation

Junhao Liu, University of Wisconsin–Madison

Discussant: **Viktoria Dalko**, Hult IBS

8:30 a.m. – 10:00 a.m.

Conference Room 8

SESSION H Real Estate

Session Chair: **Ran Lu-Andrews**, California Lutheran University

Controlling Unobserved Heterogeneity in Repeat Sales Models: Application to the Disposition Effect in Housing

John Clapp, University of Connecticut

Ran Lu-Andrews, California Lutheran University

Tingyu Zhou, U of Connecticut

Discussant: **Steven Shu-Hsiu Chen**, University of Houston

Interdependence of Property Prices and Building Vacancy Rates in Residential and Commercial Real Estate Markets: Hong Kong and Singapore

Steven Shu-Hsiu Chen, University of Houston

Li-Min Hsueh, Chinese Society of Housing Studies

Discussant: **Alina Arefeva**, University of Wisconsin Madison

How to Set a Deadline for Auctioning a House

Alina Arefeva, University of Wisconsin Madison

Discussant: **Yuka Nishikawa**, Florida International University

Trust and REIT Performance

Yuka Nishikawa, Florida International University

Ali Parhizgari, Florida International University

Discussant: **Ran Lu-Andrews**, California Lutheran University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 15, 2019
(Friday)**

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

Exhibit Hall - Market Place

FBD Coffee Break

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

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

10:30 a.m. – 12:00 p.m.

Conference Room 1

SESSION A Banking 7

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

Evaluation of Return and its determinants in Rotating Saving Credit Associations (ROSCAs)

Indu Choudhary, Kalindi College, University of Delhi

Discussant: **Nicolas Duvernois**, University of New Orleans

Search for Yield: Does Size and Income Diversity Matter?

Nicolas Duvernois, University of New Orleans

M. Kabir Hassan, University of New Orleans

Andrea Paltrinieri, University of Udine

Discussant: **Ali Ashraf**, Frostburg State University

Another look at Bank Efficiency: Evidence from Failed Bank Acquisitions

Ali Ashraf, Frostburg State University

M. Kabir Hassan, University of New Orleans

Chaoyun Liu, University of New Orleans

Discussant: **Indu Choudhary**, Kalindi College, University of Delhi

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 15, 2019
(Friday)**

10:30 a.m. – 12:00 p.m.

Conference Room 2

SESSION B Behavioral Finance 2

Session Chair: Shari Lawrence Nicholls State University

Whether the Chairman's Overconfidence is Important in Collective Decision-making: Evidence from Chinese Listed Companies

Chao Liang, Changchun University of Sciences and Technology

Bai Liu, Jilin University

Yin-Che Weng, National Dong Hwa University

Discussant: **Shari Lawrence** Nicholls State University

The Impact of Financial Knowledge on Risk Tolerance

Abdullah Noman, Nicholls State University

Shari Lawrence, Nicholls State University

Margo Badeaux, Nicholls State University

Discussant: **Runjing Lu**, University of California, San Diego

SWFA Best Doctoral Paper in Financial Markets Track

The shine of stars: The effect of analyst awards on market reactions.

Siyu Chen, National University of Singapore

Runjing Lu, University of California San Diego

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

The Influences of Consumer Sentiments on Financial and Real Estate Market Indicators

Akash Dania, Delaware State University

Syed Harun, Texas A&M University-San Antonio

Discussant: **Yin-Che Weng**, National Dong Hwa University

10:30 a.m. – 12:00 p.m.

Conference Room 3

SESSION C Corporate Finance 8

Session Chair: Ramesh Rao, Oklahoma State University

The CAPE and the Price-Trend Earnings Ratio: A Comparative Analysis

Rolando Pelaez, University of Houston-Downtown

Discussant: **Yongli Luo**, Houston Baptist University

Tone of Languages, Financial Disclosure and Earnings Management: A Textual Analysis on Form 20-F

Shuangyan Li, Xi'an Jiaotong University

Yongli Luo, Houston Baptist University

Discussant: **Md Ruhul Amin**, University of Texas-Rio Grande Valley

Is earnings management associated with labor productivity gap?

Md Ruhul Amin, University of Texas-Rio Grande Valley

Nazmul Hassan, East West University Dhaka, Bangladesh

Md Noman Hossain, University of Texas-Rio Grande Valley

Abdullah Al Masum, University of Texas-Rio Grande Valley

Discussant: **Gabriele Lattanzio**, the University of Oklahoma

Classification Shifting and Firm Value

Gabriele Lattanzio, the University of Oklahoma

Discussant: **Rolando Pelaez**, University of Houston-Downtown

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 15, 2019
(Friday)**

10:30 a.m. – 12:00 p.m.

Conference Room 4

SESSION D Corporate Governance 6

Session Chair: **Nacsius Ujah**, South Dakota State University

Board Structure and Litigation Risk

Mohammad Hashemi Joo, Florida International University

Ali Parhizgari, Florida International University

Discussant: **Nacsius Ujah**, South Dakota State University

Working Capital Management and Managerial Talent

Nacsius Ujah, South Dakota State University

Augustine Tarkom, South Dakota State University

Collins Okafor, North Carolina A&T State University

Discussant: **Daqi Xin**, Rensselaer Polytechnic Institute

Gender and Earnings Conference Calls

Bill Francis, Rensselaer Polytechnic Institute

Thomas Shohfi, Rensselaer Polytechnic Institute

Daqi Xin, Rensselaer Polytechnic Institute

Discussant: **Mohammad Hashemi Joo**, Florida International University

10:30 a.m. – 12:00 p.m.

Conference Room 5

SESSION E Derivatives 3

Session Chair: **Susan Crain**, Missouri State University

Determinants of CDS trading on major banks

Benjamin Hippert, Paderborn University

Andre Uhde, University of Paderborn

Sascha Wengerek, Paderborn University

Discussant: **Tashfeen Hussain**, Mount Royal University

Do Credit Default Swaps Impact Lenders' Monitoring on Loans

Tashfeen Hussain, Mount Royal University

Xiaobing Ma, Queen's University

Miran Hossain, University of North Carolina Wilmington

Discussant: **Zagdbazar Davaadorj**, Texas A&M International University

Informationally advantaged lenders and Credit derivative market: evidence from Loan only Credit Default Index (LCDX)

Zagdbazar Davaadorj, Texas A&M International University

Jorge Brusa, Texas A&M International University

Discussant: **Yuguo Liu**, University of Houston

What Can We Learn from Option Returns? Implications for the Index Option Return Puzzle and the Risk-Return Tradeoff

Yuguo Liu, University of Houston

Discussant: **Benjamin Hippert**, Paderborn University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 15, 2019
(Friday)**

10:30 a.m. – 12:00 p.m.

Conference Room 6

SESSION F Investments 6

Session Chair: **John Stowe**, Ohio University

Equity Valuation and Corporate Share Transactions

John Stowe, Ohio University

Discussant: **Pawan Madhogarhia**, York College of Pennsylvania

Can Simple Strategies Beat S&P 500?

Pawan Madhogarhia, York College of Pennsylvania

Discussant: **Charles Danso**, California State University-Los Angeles

How does firm life cycle impact price informativeness? Evidence from insider trades

Charles Danso, California State University-Los Angeles

Anita Pennathur, Florida Atlantic University

Josh Schein, Global Key Advisors

Discussant: **John Stowe**, Ohio University

10:30 a.m. – 12:00 p.m.

Conference Room 7

SESSION G Investments 7

Session Chair: **Salil Sarkar**, The University of Texas at Arlington

Is VC market Liquid? Evidence from India

James Dominic, IIT Madras

Arun Kumar Gopalswamy, IIT Madras

Discussant: **Hongxia Wang**, Ashland University

Major Customers and Corporate Payout Flexibility

Hui James, The University of Texas at Tyler

Hongxia Wang, Ashland University

Bo Li, California State University, Los Angeles

Discussant: **Steve Johnson**, Sam Houston State University

Real options, capital investment, and manufacturing industry seasonality

Steve Johnson, Sam Houston State University

Discussant: **James Dominic**, IIT Madras

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 15, 2019
(Friday)**

10:30 a.m. – 12:00 p.m.

Conference Room 8

SESSION H Investments 8

Session Chair: Susana Yu, Montclair State University

Broken Bucks: Money Funds that Took Taxpayer Guarantees in 2008

Linus Wilson, University of Louisiana at Lafayette

Discussant: **M. Faisal Safa**, McKendree University

Do determinants of fees differ between Islamic and conventional funds?

Meryem Mehri, Paris Dauphine University

M. Kabir Hassan, University of New Orleans

M. Faisal Safa, McKendree University

Discussant: **Susana Yu**, Montclair State University

Momentum of ETFs Including or Excluding Dividend Payouts

Susana Yu, Montclair State University

Gwendolyn Webb, Baruch College

Discussant: **Linus Wilson**, University of Louisiana at Lafayette

10:30 a.m. – 12:00 p.m.

Conference Room 9

SESSION I Investments 9

Session Chair: Karyn Neuhauser, Lamar University

Improving Minimum Variance Portfolios by Alleviating Over-dispersion of Eigenvalues

Fangquan Shi, University of Macau

Discussant: **Qambar Abidi**, Indian Institute of Management Ahmedabad

An Investigation Into Home-Institution Bias

Qambar Abidi, Indian Institute of Management Ahmedabad

Discussant: **Yuexin Li**, Tilburg University

Trust in Art Markets

Yuexin Li, Tilburg University

Xiaoyin Ma, Tilburg University

Luc Renneboog, Tilburg University

Discussant: **Fangquan Shi**, University of Macau

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 15, 2019
(Friday)**

12:00 p.m. – 1:45 p.m.

Regency Room

Annual Business Meeting and Luncheon

Keynote Speaker: Jesse Thompson, **Senior Business Economist**, Houston Branch of the Dallas Fedreal Reserve

Topic: Energy Industry update and Houston economy

1:45 p.m. – 3:15 p.m.

Conference Room 1

SESSION A Asset Pricing 2

Session Chair: **Julia Kwok**, Northeastern State University

Does Collateral Value Affect Asset Prices? Evidence from a Natural Experiment in Texas

Albert Zevelev, Baruch CUNY

Discussant: **Cedric Mbanga**, Missouri State University

The Impact of Politics and Economic Policy Uncertainty on Anomaly-based Investment Strategies

Cedric Mbanga, Missouri State University

Jeffrey Jones, Missouri State University

Seth Hoelscher, Missouri State University

Discussant: **Xiaoyin Ma**, Tilburg University

Colors, Emotions, and the Auction Value of Paintings

Xiaoyin Ma, Tilburg University

Charles Noussair, University of Arizona

Luc Renneboog, Tilburg University

Discussant: **Albert Zevelev**, Baruch CUNY

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 15, 2019
(Friday)**

1:45 p.m. – 3:15 p.m.

Conference Room 2

SESSION B Asset Pricing 3

Session Chair: **Susan Crain**, Missouri State University

Institutional Investor Attention and the Information Content of Option Ratios

Susan Crain, Missouri State University

Cedric Mbanga, Missouri State University

Discussant: **Ivalina Kalcheva**, University of California, Riverside

Stock Price Reactions to the Tax Cuts and Jobs Act of 2017

Ivalina Kalcheva, University of California, Riverside

James Plecnik, Loyola Marymount University

Hai Tran, Loyola Marymount University

Jason Turkiela, University of Minnesota – Duluth

Discussant: **Min Cui**, Indiana University

The Hidden Assumption

Min Cui, Indiana University

Discussant: **Susan Crain**, Missouri State University

1:45 p.m. – 3:15 p.m.

Conference Room 3

SESSION C Behavioral Finance 3

Session Chair: **Mohammed Alhashim**, University of Texas at Arlington

The Impact of Investor Sentiment on Herding Behavior: Evidence from a Social Network of Investors

Mohammed Alhashim, University of Texas at Arlington

Discussant: **Wenyao Hu**, Rensselaer Polytechnic Institute

Are Managers 'Under-the-Weather' During Earnings Conference Calls?

Bill Francis, Rensselaer Polytechnic Institute

Wenyao Hu, Rensselaer Polytechnic Institute

Thomas Shohfi, Rensselaer Polytechnic Institute

Discussant: **Shizuka Sekita**, Kyoto Sangyo University

Wealth, Financial Literacy and Behavioral Biases: Evidence from Japan

Shizuka Sekita, Kyoto Sangyo University

Masao Ogaki, Keio University

Vikas Kakkar, City University of Hong Kong

Discussant: **Mohammed Alhashim**, University of Texas at Arlington

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 15, 2019
(Friday)**

1:45 p.m. – 3:15 p.m.

Conference Room 4

SESSION D Corporate Finance 9

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

The impact of Sarbanes Oxley Act on industrial diversification

Chun-Hao Chang, Florida International University

Wen-Hsiu Chou, Florida International University

Catalina Hurwitz, University of Tennessee Chattanooga

Discussant: **Jian Xu**, University of Texas Rio Grande Valley

Firm Location and Innovation: Evidence from Chinese Listed Firms

Jian Xu, University of Texas Rio Grande Valley

Xiaoyang Zhu, Oklahoma State University

Daqi Xin, Rensselaer Polytechnic Institute

Xi Yang, University of Texas Rio Grande Valley

Discussant: **Yifan Liu**, Oklahoma State University

Open market share repurchase: A perspective from up sided stock liquidity

Yifan Liu, Oklahoma State University

Discussant: **Blake Rayfield**, Indiana State University

Firm Innovation and Institutional Ownership

M. Kabir Hassan, University of New Orleans

Blake Rayfield, Indiana State University

Discussant: **Catalina Hurwitz**, University of Tennessee Chattanooga

1:45 p.m. – 3:15 p.m.

Conference Room 5

SESSION E Corporate Finance 10

Session Chair: **Devendra Kale**, University of Texas-Dallas

The Effect of Stratification Reform of China's New Three Board Market on Firms in Innovation Tier

Xiaoyang Zhu, Oklahoma State University

Jjian Xu, University of Texas Rio Grande Valley

Discussant: **Richard Walton**, Pepperdine Graziadio Business School

Why profit maximization is bad for shareholders.

Richard Walton, Pepperdine Graziadio Business School

Discussant: **Brian Silverstein**, Florida Atlantic University

Defined Benefit Pension De-Risking

Brian Silverstein, Florida Atlantic University

Discussant: **Devendra Kale** University of Texas-Dallas

The Quality of Accruals across Life Cycle Stages

Devendra Kale, University of Texas-Dallas

José Elias Almeida, UFES

Discussant: **Xiaoyang Zhu**, Oklahoma State University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 15, 2019
(Friday)**

1:45 p.m. – 3:15 p.m.

Conference Room 6

SESSION F Corporate Finance 11

Session Chair: **Hongxia Wang**, Ashland University

The US Financial Crisis and Corporate Dividend Reactions: For Better or for Worse?

Jitka Hilliard, Auburn University

John Jahera Jr., Auburn University

Haoran Zhang, Auburn University

Discussant: **Jennifer Brodmann**, California State University Dominguez Hills

Workplace Environment and Payout Policy

Jennifer Brodmann, California State University Dominguez Hills

Omer Unsal, Merrimack College

Discussant: **Shobhit Aggarwal**, Indian Institute of Management Udaipur

How do firms and investors respond to dividend tax laws in weak investor protection countries?

Shobhit Aggarwal, Indian Institute of Management Udaipur

Sankarshan Basu, Indian Institute of Management Bangalore

Discussant: **Haoran Zhang**, Auburn University

1:45 p.m. – 3:15 p.m.

Conference Room 7

SESSION G Corporate Governance 7

Session Chair: **John Stowe**, Ohio University

The Effect of Board Diversity on Greenhouse Gas Disclosure: Evidence from the UK

Maryam Al-Qahtani, Qatar University

Adel Elgharbawy, Qatar University

Discussant: **Ye Wang**, the University of Arizona

Hiring Retiring-age CEOs

Ye Wang, the University of Arizona

David Yin, Miami University

Discussant: **Nacasius Ujah**, South Dakota State University

Board Gender Diversity and Social Capital

Renee Oyotode-Adebile, Northwest Missouri State University

Nacasius Ujah, South Dakota State University

Discussant: **Adel Elgharbawy**, Qatar University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 15, 2019
(Friday)**

1:45 p.m. – 3:15 p.m.

Conference Room 8

SESSION H Cryptocurrency 1

Session Chair: **Arati Kale**, University of Texas at Arlington

An Exploration of Volatility Spillovers between Stablecoins and Traditional Asset Classes

Maria de Boyrie, New Mexico State University

Termkiat Kanchanapoom, Thammasat University

Ivelina Pavlova, University of Houston Clear Lake

Discussant: **Arati Kale**, University of Texas at Arlington

The efficacy of bitcoin and other cryptocurrencies in future

Mohammed Alhashim, The University of Texas at Arlington

Dhruba Banjade, University of Texas at Arlington

Arati Kale, University of Texas at Arlington

Jason Morrison, University of Texas at Arlington

Discussant: **Franz Hinzen**, New York University

The Proof-of-Work's Latency Dilemma and a Permissioned Alternative

Franz Hinzen, New York University

Kose John, New York University

Fahad Saleh, McGill University

Discussant: **Maria de Boyrie**, New Mexico State University

1:45 p.m. – 3:15 p.m.

Conference Room 9

SESSION I Capital Structure

Session Chair: **Lalatendu Misra**, University of Texas San Antonio

A Behavioral Explanation of Credit Ratings and Leverage Adjustments

Mohammad Hashemi Joo, Florida International University

Ozde Oztekin, Florida International University

Ali Parhizgari, Florida International University

Discussant: **Hamilton Galindo Gil** Arizona State University

Leverage and Capital Utilization

Hamilton Galindo Gil, Arizona State University

Discussant: **Omar Alkharashi**, University of Texas San Antonio

Impact of Access to Source of Capital on Capital Structure of Indian Firms

Omar Alkharashi, University of Texas San Antonio

Lalatendu Misra, University of Texas San Antonio

Discussant: **Charles Danso**, California State University-Los Angeles

Insider trading and financing constraints over the firm life cycle

Charles Danso, California State University-Los Angeles

Anita Pennathur, Florida Atlantic University

Josh Schein, Global Key Advisors

Discussant: **Mohammad Hashemi Joo**, Florida International University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 15, 2019
(Friday)**

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

Exhibit Hall - Market Place

FBD Coffee Break

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

3:30 p.m. – 5:00 p.m.

Conference Room 1

SESSION A Banking 8

Session Chair: **Andrew Lynch**, University of Mississippi

Does the Capital Market Encourage Small Business Lending by the U.S. Banks?

Xuan Zou, Rutgers University

Discussant: **Sascha Tobias Wengerek**, Paderborn University

The relationship between credit risk transfer and non-performing loans - Evidence from European banks

Benjamin Hippert, Paderborn University

Andre Uhde, University of Paderborn

Sascha Tobias Wengerek, Paderborn University

Discussant: **Zhenyu Hu**, Texas A&M International University

The Effect of Social responsibility on Syndicated Loan Structure

Zhenyu Hu, Texas A&M International University

Discussant: **Xuan Zou**, Rutgers University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 15, 2019
(Friday)**

3:30 p.m. – 5:00 p.m.

Conference Room 2

SESSION B Corporate Finance 12

Session Chair: **David Stowe**, Ohio University

The Effect of Corporate Acquisitions on Target Firms' Stakeholders: Do Acquiring Firms Maintain Targets' Superior CSR and Remedy Their CSR Problems?

By Gunae Choi, Manhattan College

Tae-Nyun Kim, the College of New Jersey

Discussant: **Sharier Azim Khan**, Texas Tech University

Leverage Target and Payout Policy

Sharier Azim Khan, Texas Tech University

Discussant: **Ya Anna Dai**, Metropolitan State University of Denver

Reverse Book Building in Minority Buyouts

Ya Anna Dai, Metropolitan State University of Denver

Discussant: **Tae-Nyun Kim**, the College of New Jersey

3:30 p.m. – 5:00 p.m.

Conference Room 3

SESSION C Corporate Governance 8

Session Chair: **Ankita Damani**, University of Texas at Arlington

Board Interlock and Fraud Restatement Spillover

Miran Hossain, University of North Carolina Wilmington

Tashfeen Hussain, Mount Royal University

Xiaobing Ma, Queens University

Discussant: **Nilesh Sah**, Northeastern Illinois University

Female Directors in Play Keep Short-Sellers Away!

Nilesh Sah, Northeastern Illinois University

Anisur Rahman, Westminster College

Discussant: **Fang Lin**, Pittsburg State University

Media Exposure and Executive Compensation: An Analysis of Turnover Events

Fang Lin, Pittsburg State University

Discussant: **Ankita Damani**, University of Texas at Arlington

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 15, 2019
(Friday)**

3:30 p.m. – 5:00 p.m.

Conference Room 4

SESSION D Cryptocurrency 2

Session Chair: **Maria de Boyrie**, New Mexico State University

Forecasting Bitcoin Price using Artificial Neural Network (ANN)

Dhruba Banjade, University of Texas at Arlington

Discussant: **Seungho Shin**, University of New Orleans

Analysis of Volatility in Cryptocurrency Market

Seungho Shin, University of New Orleans

Discussant: **Yifan Liu**, Oklahoma State University

The Cross Section of Cryptoasset Returns

Yifan Liu, Oklahoma State University

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

Can ICOs replace current financing options?

Yuka Nishikawa, Florida International University

Mohammad Hashemi Joo, Florida International University

Krishnan Dandapani, Florida International University

Discussant: **Dhruba Banjade**, University of Texas at Arlington

3:30 p.m. – 5:00 p.m.

Conference Room 5

SESSION E Fixed Income 3

Session Chair: **James Scott**, Missouri State University

AAA-Treasury Bond Spread Drift Theory

Armand Picou, Texas A&M Univ - CC

Discussant: **Kristopher Kemper**, Ball State University

Managerial Ability and Bond Rating Changes

Kristopher Kemper, Ball State University

Joel Harper, Miami University

Li Sun, University of Tulsa

Discussant: **Yifei Li**, University of Nevada Reno

Corporate Asset Growth, Debt Financing, and Bond Performance

Yifei Li, University of Nevada Reno

Zhenzhen Sun, University of Massachusetts Dartmouth

Tong Yu, University of Cincinnati

Discussant: **Dimuthu Ratnadiwakara**, University of Houston

Collateral Value and Strategic Default: Evidence from Auto Loans

Dimuthu Ratnadiwakara, University of Houston

Discussant: **Armand Picou**, Texas A&M Univ - CC

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 15, 2019
(Friday)**

3:30 p.m. – 5:00 p.m.

Conference Room 6

SESSION F Investments 10

Session Chair: **Mohammad Bani Hani**, The University of Texas at Arlington

Heterogeneity of institutional ownership and stock price delay

Jiun-Lin Chen, Valparaiso University

Shih-Cheng Lee, Yuan Ze University

Chien-Ting Lin, Deakin University

Ping-Wen Sun, Jiangxi University of Finance and Economics

Discussant: **Charles Hanby**, Texas A&M University Central Texas

Have State Pension Plans Taken Additional Investment Risk to Reduce Required Contributions?

Charles Hanby, Texas A&M University Central Texas

Discussant: **Yuka Nishikawa**, Florida International University

Cryptocurrency Market Inefficiency – Evidence from Event Studies

Mohammad Hashemi Joo, Florida International University

Yuka Nishikawa, Florida International University

Krishnan Dandapani, Florida International University

Discussant: **Jiun-Lin Chen**, Valparaiso University

3:30 p.m. – 5:00 p.m.

Conference Room 7

SESSION G Investments 11

Session Chair: **Seth Hoelscher**, Missouri State University

Anomalies in the Mexican Stock Market

Polux Diaz-Ruiz, ITAM

Renata Herrerias, ITAM

Aurelio Vasquez, ITAM

Discussant: **Alejandro Serrano**, Penn State Abington

Short-Term Institutions' Information Advantage and Overvaluation

Brian Du, Cal State East Bay

Alejandro Serrano, Penn State Abington

Andre Vianna, Ministry of Finance of Brazil

Discussant: **Devendra Prasad**, University of Massachusetts Lowell

The Altman 'Z' is "50" and Still Young: Bankruptcy Prediction and Stock Market Reaction due to Sudden Exogenous Shock

Devendra Prasad, University of Massachusetts Lowell

Discussant: **Renata Herrerias**, ITAM

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 15, 2019
(Friday)**

3:30 p.m. – 5:00 p.m.

Conference Room 8

SESSION H Socially Responsible Investing 2

Session Chair: **Shan Lei**, West Texas A&M University

To Green or Too Green: Does the Market Reward Firms for Voluntarily Going Green?

Leyuan You, Texas State University

Discussant: **Subramanian Iyer**, University of New Mexico

The Effect of Mandatory Corporate Responsibility Expenditures on Earnings Management: Evidence from India's 2% Rule

Leila Hickman, University of New Mexico

Subramanian Iyer, University of New Mexico

Nemiraja Jadiyahappa, Institute of Management Technology

Discussant: **Shan Lei**, West Texas A&M University

The Role of Media in the Socially Responsible Investment

Shan Lei, West Texas A&M University

Discussant: **Jennifer Brodmann**, California State University Dominguez Hills

The Liquidity and Performance of SRI Investments

Jennifer Brodmann, California State University Dominguez Hills

Phuvadon Wuthisatian, Hastings College

Duygu Zirek, University of New Orleans

Discussant: **Leyuan You**, Texas State University

3:30 p.m. – 5:00 p.m.

Cottonwood

SESSION I SWFA Doctoral Student Stipend Payment

Make plans to join us in San Antonio for our 2020 conference.



47th Annual Conference
March 11-14, 2020
Hyatt Regency San Antonio, TX

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CONGRATULATIONS!

Recipients of the Distinguished Paper Award Federation of Business Disciplines

*The Impact of Firm-Level Characteristics and Country-Specific Attributes on the Performance and
Efficiency of Microfinance Institutions*

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CONGRATULATIONS!

Recipient of the 2019 Federation of Business Disciplines Outstanding Educator Award

Kishore G. Kulkarni, Metropolitan State University of Denver

SOUTHWESTERN SOCIETY OF ECONOMISTS

March 14, 2019
(Thursday)

8:30 a.m. – 10:00 a.m.

Live Oak

SESSION A

Health Economics Issues

Session Chair:

Chase J. Edwards, University of Louisiana at Lafayette

Discussants:

Kirby R. Cundiff, University of Maryland University College

Teresa C. Moore, Jackson State University

Chu Nguyen, University of Houston – Downtown

William L. Ferguson, University of Louisiana at Lafayette

Vasudeva N.R. Murthy, Creighton University

Socioeconomic Determinants of Risks for Cardiovascular Diseases in the United States: A States-Level Empirical Study

Vasudeva N.R. Murthy, Creighton University

State Employer Drug/Alcohol Regulation and Workers' Compensation Claims

William L. Ferguson, University of Louisiana at Lafayette

Chase J. Edwards, University of Louisiana at Lafayette

A Comparative Impact Study of the Adoption and Safe Families Act of 1997 on the Foster Care Program in Selected Southern States

Teresa C. Moore, Jackson State University

Orlando C. Kilcrease, AVAC Outreach Services

The Outcomes and Structure of the United States Healthcare System Before and After the 1960s

Kirby R. Cundiff, University of Maryland University College

8:30 a.m. – 10:00 a.m.

Willow

SESSION B

Economic Growth Issues

Session Chair:

Kishore G. Kulkarni, Metropolitan State University of Denver

Discussants:

Matiur Rahman, McNeese State University

Sayera Younus, Bangladesh Bank

Mohammed Ershad Hussain, Dillard University

Amanda Kragt, University of Denver

Theoretical Arguments of Economic Growth as Applied to the Case of Nicaragua

Amanda Kragt, University of Denver

Kishore G. Kulkarni, Metropolitan State University of Denver

Is there any Link between Development and Earth's Environment? Evidence from 127 Countries for the Period 2007-2015

Mohammed Ershad Hussain, Dillard University

Mahfuzul Haque, Indiana State University

The Impact of Female Labor Force Participation and Demographic Dividend on Fertility Rate and Economic Growth in Bangladesh

Sayera Younus, Bangladesh Bank

Rownok Jahan, Notre Dame University, Bangladesh

Effects of Inclusive National Workplace Diversity on Global Competitiveness: TSCS Analysis

Matiur Rahman, McNeese State University

Lonnie Turpin, McNeese State University

Lonnie Phelps, McNeese State University

SOUTHWESTERN SOCIETY OF ECONOMISTS

March 14, 2019
(Thursday)

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

Exhibit Hall - Market Place

FBD Coffee Break

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

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

Live Oak

SESSION A **Financial Economics**
Session Chair: **Muhammad Mustafa**, South Carolina State University

Discussants: **Sayera Younus**, Bangladesh Bank
 Chu V. Nguyen, University of Houston-Downtown
 Habibur Rahman, Bangladesh Bank

The US Adjustable Rate Mortgages and the Federal Funds Rate Pass-through Before and After the 2008 Subprime Mortgage Crisis

Chu V. Nguyen, University of Houston-Downtown

Single Digit Interest Rate: Bangladesh Perspective

Habibur Rahman, Bangladesh Bank

Rezwatul Hoque, Bangladesh Bank

Nur-E-Alam Siddique, Bangladesh Bank

Lending Rate Behavior in Bangladesh: Some Facts and Determinants

Sayera Younus, Bangladesh Bank

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

Willow

SESSION B **Corporate Finance**
Session Chair: **M. Kabir Hassan**, University of New Orleans

Discussants: **Fatima Jaber**, University of New Orleans
 Roman Wong, Barry University
 Bruce C. Payne, Barry University

A Risk-Return Profile of those Firms in Emerging Markets Identified as Increasing and Maintaining the Highest Levels of Financial Leverage

Roman Wong, Barry University

Michael Tyler, Barry University

Bruce C. Payne, Barry University

The Determinants of Bank Capital Structure in the World

M. Kabir Hassan, University of New Orleans

Trung (Duc) Nguyen, Banking University of Ho Chi Minh

Dung (Viet) Tran, Banking University of Ho Chi Minh

Common Ownership and Firm's Lobbying Activity

Fatima Jebari, University of New Orleans

Roman Bohdan, University of New Orleans

M. Kabir Hassan, University of New Orleans

SOUTHWESTERN SOCIETY OF ECONOMISTS

March 14, 2019
(Thursday)

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

Lunch on your own. There are great restaurants in walking distance.

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

Live Oak

SESSION A

Session Chair:

Corporate Governance

Shari Lawrence, Nicholls State University

Discussants:

Kiran Paudel, University of New Orleans

Ohanes Paskelian, University of Houston-Downtown

John Lajaunie, Nicholls State University

Corporate Governance Impact on Chinese Bank Performance and Profitability

Ohanes Paskelian, University of Houston-Downtown

Stephen Bell, Park University

Julia Creek, Park University

The Differential Impact of Dodd-Frank on the Compliance Cost for Community Banks (Comp)

John Lajaunie, Nicholls State University

Shari Lawrence, Nicholls State University

Ronnie Fanguy, Nicholls State University

Financial Regulations VS Deregulations-Is there a Balanced Tradeoff?

Kiran Paudel, University of New Orleans

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

Willow

SESSION B

Session Chair:

Issues in Finance

Bruce C. Payne, Barry University

Discussants:

Yun Wang, Barry University

Nazar Mustapha, Dillard University

Yu Zhang, McNeese State University

Geungu Yu, Jackson State University

The Impact of Firm-Level Characteristics and Country-Specific Attributes on the Performance and Efficiency of Microfinance Institutions

Nazar Mustapha, Dillard University

M.Kabir Hassan, University of New Orleans

Ali Ashraf, Frostburg State University

Personal Financial Condition: A State by State Comparison

Yu Zhang, Nicholls State University

Andrea Chiasson, Nicholls State University

Xun Li, Nicholls State University

Shari Lawrence, Nicholls State University

The Impact of FANG Stocks on Portfolio Optimization with DOW Stocks

Geungu Yu, Jackson State University

A Financial Analysis of Those Firms in Emerging Market Identified as Having the Greatest Change in Invested Capitals

Yun Wang, Barry University

SOUTHWESTERN SOCIETY OF ECONOMISTS

**March 14, 2019
(Thursday)**

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

Ponderosa

SESSION C Teaching Modes and Styles

Session Chair: **Mercy Palamuleni**, McNeese State University

Discussants: **Susanne L. Toney**, Savannah State University
William B. Galose, McNeese State University
June Freund, Pittsburg State University
Lonnie M. Turpin, McNeese State University

A Model of Student Time Use and its Impact on Online Enrollment

William B. Galose, McNeese State University
Lonnie M. Turpin, McNeese State University

Comparison of Learning Styles and Three Micro Economics Class Presentation Modes

June Freund, Pittsburg State University

Online vs On-Ground: A Comparative Analysis of Delivery Mode Effectiveness on Student Learning Outcomes in a Principles of Economics Course

Susanne L. Toney, Savannah State University
Kristena P. Gaylor, Mississippi College

La Administracion General De Aduanas Como Institucion

Serigo Efrain Aivarez Acosta, Centro Universitario de Ciencias Economico Administrativas
Jose' Juarez Varagas-Hernandez, Universidad de Guadalajara

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

Exhibit Hall - Market Place

FBD Coffee Break

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March 14, 2019
(Thursday)

3:30 p.m. – 5:00 p.m.

Live Oak

SESSION A: Finance and Accounting

Session Chair: Mahfuzul Haque, Indiana State University- Terre Haute

Discussants: Jeanne-Claire Patin, McNeese State University
Mohammad Sydul Karim, University of New Orleans
William Miles, Wichita State University

Intangible Intensity, Investment q , and Dividend Relation: Evidence from Japan

Mohammad Sydul Karim, University of New Orleans

Atsuyuki Naka, University of New Orleans

Mohammad Kabir Hassan, University of New Orleans

Home Prices and Fundamentals: Solving the Mystery for the G-7 by Accounting for Nonlinearities

William Miles, Wichita State University

Impact of Asset Turnover on Stock Returns: A Panel Data Study for US Companies

John-Claire Patin, McNeese State University

Matiur Rahman, McNeese State University

Muhammad Mustafa, South Carolina State University

3:30 p.m. – 5:00 p.m.

Live Oak

SESSION B: Firm Behavior and Performance

Session Chair: Denis O. Boudreaux, University of Louisiana at Lafayette

Discussants: S.P. Rao, University of Louisiana at Lafayette
Candra Chahyadi, Eastern Illinois University
Junnatun Naym, Eastern Illinois University

Impact of CEO Industry-Specific VS General Managerial Experience on Compensation, Firm Performance and Risk-taking Behavior

Candra Chahyadi, Eastern Illinois University

Trang Doan, Eastern Illinois University

Junnatun Naym, Eastern Illinois University

Analysis and Valuation of Household Services for Men that Work Offshore and Involved in Personnel Injury and Death Causes

Denis O. Boudreaux, University of Louisiana at Lafayette

Spuma Rao, University of Louisiana at Lafayette

Sensitivity of Value at Risk to Different Asset Allocation Strategies during Retirement

S.P. Rao, University of Louisiana at Lafayette

Denis O. Boudreaux, University of Louisiana at Lafayette

SOUTHWESTERN SOCIETY OF ECONOMISTS

**March 14, 2019
(Thursday)**

5:00 p.m. – 6:00 p.m.

Boardroom C

SSE Executive Committee Meeting

Presiding: **Roman Wong**, Barry University

All current and past officers are invited to attend.

5:30 p.m. – 7:00 p.m.

Exhibit Hall - Market Place

FBD Presidential Welcome Reception

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

SOUTHWESTERN SOCIETY OF ECONOMISTS

March 15, 2019
(Friday)

8:00 a.m. – 10:00 a.m.

Window Box

SSE Annual Business Breakfast Meeting

Presiding:

Roman Wong, Barry University

All SSE members should attend. New officers will be elected

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

Exhibit Hall - Market Place

FBD Coffee Break

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

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

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

Live Oak

SESSION A: Entrepreneurial Issues

Session Chair **Mohammed Ershad Hussain**, Dillard University

Discussants: **Justin Keeler**, Ouachita Baptist University
Debashish Chakraborty, Central Michigan University
Sayera Younus, Bangladesh Bank
Makeen Huda, University of New Orleans

Do Terror Attacks Impede Entrepreneurial Activities?

M. Kabir Hassan, University of New Orleans

Mohsin Ali, Air University

Wajahat Azmi, Lorong Univerisi 'A'

Makeen Huda, University of New Orleans

Policy Analysis Using Dynamic Stochastic General Equilibrium (DSGE) Model for Bangladesh

Sayera Younus, Bangladesh Bank

Innovation and Economic Growth

Debashish Chakraborty, Central Michigan University

The Myopic of an Economic Educator: The Case of a Failed Tenure Candidate

Justin Keeler, Ouachita Baptist University

Marshall Horton, Ouachita Baptist University

SOUTHWESTERN SOCIETY OF ECONOMISTS

March 15, 2019
(Friday)

10:30 a.m. – 12:00 p.m.

Willow

SESSION B

Financial Markets

Session Chair: **Warren Matthews**, Belhaven University

Discussants: **Uchenna Akpom**, University of West Alabama
Ali Ashraf, Frostburg State University
Amitava Chatterjee, Texas Southern University
Amitabh S. Dutta, Florida Institute of Technology

Long memory in the Indian Equity Market: An ARFIMA-FIGARCH Approach
Amitava Chatterjee, Texas Southern University

Hedge Fund Performance: 2008-2014
Amitabh S. Dutta, Florida Institute of Technology

Unconventional Monetary Policy and Income Inequality: Evidence from USA
Ali Ashraf, Frostburg State University
M. Faisal Safa, McKendree University

Country Location as a Determinant of Foreign Direct Investment in Africa: An Empirical Study
Uchenna Akpom, University of West Alabama
Janie Gregg, University of West Alabama

12:00 p.m. – 1:30 p.m.

Lunch on your own. There are great restaurants in walking distance.

1:30 p.m. – 3:00 p.m.

Live Oak

SESSION A

Economic Growth and Development

Session Chair: **Haile M. Selassie**, South Carolina State University

Discussants: **Mercy L. Palamuleni**, McNeese State University
Bansi Sawhney, University of Baltimore
Mohammad Mustafa, South Carolina State University

Macroeconomic Determinants of Economic Growth: Evidences from ARDL Bound Approach, GMM and Dynamic OLS

Muhammad Mustafa, South Carolina State University
Haile M. Selassie, South Carolina State University

Effects of Depreciation and Appreciation of Dong on Aggregate Output
Yu Hsing, Southeastern Louisiana University
Minh Huynh, Southeastern Louisiana University

Monetary Policy, Inflation and Unemployment in India: Recent Data and Analysis
Bansi Sawhney, University of Baltimore
Kishore G. Kulkarni, Metropolitan State University of Denver

Financial Development, Poverty and Income Inequality in Less Developed Countries
Mercy L. Palamuleni, McNeese State University

SOUTHWESTERN SOCIETY OF ECONOMISTS

March 15, 2019
(Friday)

1:30 p.m. – 3:00 p.m.

Willow

SESSION B Economic Growth and Trade

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

Discussants: **Muhammad Mustafa**, South Carolina State University
Sayera Younus, Bangladesh Bank
Anisul Islam, University of Houston-Downtown
Kishore G. Kulkarni, Metropolitan State University of Denver

Determinants of Inflation in Bangladesh: Evidence from Post-Floating Exchange Rate Regime
Sayera Younus, Bangladesh Bank

Some Dynamic Perspectives for India's Economic Growth: Applications of Linear ARDL Bounds Testing for Co-integration and VECM

Matiur Rahman, McNeese State University
Anisul Islam, University of Houston-Downtown

Trade and Louisiana Economy: Linear ARDL Bounds Testing and Evidence for 1980-2016

Matiur Rahman, McNeese State University
Muhammad Mustafa, South Carolina State University
Daniel Groft, Louisiana Department of Revenue

India's Economic Growth Empirics: Evidence from Linear ARDL Procedure and VECM

Matiur Rahman, McNeese State University
Muhammad Mustafa, South Carolina State University
Sambidhan Khaniya, McNeese State University

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

Exhibit Hall - Market Place

FBD Coffee Break

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

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

SOUTHWESTERN SOCIETY OF ECONOMISTS

March 15, 2019
(Friday)

3:30 p.m. – 5:00 p.m.

Live Oak

SESSION A: Student Papers

Session Chair: Chu Nguyen, University of Houston-Downtown

Discussants: AM Bahram Ramesh, Kurukshetra University
Sambidhan Khaniya, McNeese State University
Mengyue Li, University of Houston-Downtown
Dali Gutierrez, University of Houston-Downtown

Factors Influencing the Capital Structures of Banking and Insurance Companies Listed on the Ho Chi Minh Stock Exchange

Mengyue Li, University of Houston-Downtown
Huynh Canh Thanh Thanh, Can Tho University
Mario Jordan, University of Houston-Downtown
Noman Zubairi, University of Houston-Downtown

Effects of Financial Inclusion on Economic Growth and Employment in India
Sambidhan Khaniya, McNeese State University

An Analysis of Correlation Among Democracy
AM Bahram Ramesh, Kurukshetra University

3:30 p.m. – 5:00 p.m.

Willow

SESSION B: Economic Issues

Session Chair: Donald I. Price, Lamar University

Discussants: Kabir C. Sen, Lamar University
Warren Matthews, Belhaven University
Mercy Palamuleni, McNeese State University

Socioeconomic Gradients in Early Childhood Health in Ghana and Malawi: Using the Free Full Primary Education Policy as a Natural Experiment

Mercy Palamuleni, McNeese State University
Fafanyo Asiseh, North Carolina Agricultural and Technical State University

The European Union, the Single Market, and National Sovereignty

Warren Matthews, Belhaven University
Robert Driver, Le Tourneau University

College Football Realignment: Sources of Revenue and Types of Expenditures, Before and After

Donald I. Price, Lamar University
Kabir C. Sen, Lamar University

SOUTHWESTERN SOCIETY OF ECONOMISTS

**March 15, 2019
(Friday)**

3:30 p.m. – 5:00 p.m.

Arboretum I

SESSION C: Macroeconomics and Stock Market

Session Chair: Anisul Islam, University of Houston-Downtown
Discussants: Mazhar M. Islam, Florida A&M University
Amitava Chatterjee, Texas Southern University
Kishor K. Guru-Gharana, Texas A & M University-Commerce

Toda-Yamamoto-Dolado-Lutkepohl Granger Causality Test of Relationships Among Stock Index (Nikkei 225) and Key Macroeconomic Variables for Japan

Kishor K. Guru-Gharana, Texas A & M University-Commerce

Short-and Long-Run Temporal and Multivariate Causality among Macroeconomic Indicators-A Case of India

Amitava Chatterjee, Texas Southern University

Oil Prices, Stock Markets and Economic Growth of the United States: Empirical Evidence Based on Dynamic Statistical Models

Mazhar M. Islam, Florida A&M University

Make plans to join us in San Antonio for our 2020 conference.



47th Annual Conference

March 11-14, 2020

Hyatt Regency San Antonio, San Antonio, TX

FBD HISTORY

The Federation of Business Disciplines (FBD) – a 21st century designation for its organizational primogenitor, the Southwestern Federation of Administrative Disciplines (SWFAD) – has developed into one of the largest annual meetings for those disciplines common to business administration.

SWFAD was an outgrowth of the business disciplines in the Southwestern Social Science Association (SSA). The founders of SWFAD met in Dallas, Texas, April of 1973 and defined the purposes of SWFAD: (1) to foster professional development in each of the academic disciplines common to business administration, (2) to provide an annual meeting in the Southwest for each of the academic disciplines and (3) to provide a common general program in which all the disciplines participate together.

Eight disciplinary groups founded SWFAD. They were the Academy of Management, Southwest Division (now Southwest Academy of Management), American Accounting Association (Southwest Region), American Business Communication Association, Southwest Region (now Association for Business Communication, Southwest Region), American Institute for Decision Sciences, Southwest Region (now Decision Sciences Institute, Southwest Region), Southern Regional Business Law Association, Southwestern Business Administration Association (later Southwestern Business Dean's Association), Southwestern Finance Association, and the Southwestern Marketing Association (now Association of Collegiate Marketing Educators).

At the first annual meeting held in Dallas in March of 1974, the Southern Case Research Association (now Southwest Case Research Association) was admitted to membership. Successive disciplines were affiliated: Southwestern Society of Economics (1975), Southwestern Small Business Institute Association (1976) (later Association for Small Business and Entrepreneurship), and the Southwest Administrative Services Association (1979) (now Association of Business Information Systems). In 1989 the Board of Directors voted to permit the Academy of International Business, Southwest, to meet with the 1990 session. This discipline was admitted to membership in 1991. In 2004 the Industrial Distribution Educator's Association asked to meet with FBD as a guest association, and in 2005 the Organizational Systems Research Association also asked to meet with FBD as a guest association. From 2008 to 2015, FBD met with 10 associations. In 2015, the Academy of International Business, Southwest withdrew from the Federation of Business Disciplines.

Executive Director

Sam J. Bruno served as the Executive Director of the Association from 1982-2009. Betty Kleen was selected as Executive Director in 2009 and held the position until May of 2012. Michelle McEachern assumed the role of Executive Director on June 1, 2012.

FBD HISTORY

FBD meetings consist of the professional programs of various business disciplines. The number of registrations for these member (and guest) associations at our 2009 - 2018 meetings was as follows:

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Academy of International Business-SW	52	55	68	54	43	61	-	-	-	-
American Accounting Association, SW	110	105	128	111	82	122	69	74	73	64
Association for Business Communication, SWUS	42	53	54	44	43	53	44	41	45	45
Association of Business Information Systems	36	36	29	34	28	31	34	52	43	27
Association of Collegiate Marketing Educators	68	109	65	82	52	49	83	55	51	48
Decision Sciences Institute, SW Region	140	144	140	128	164	171	168	121	151	148
Southwest Academy of Management	108	135	144	101	123	132	104	136	113	72
Southwest Case Research Association	36	44	31	30	35	33	25	36	27	27
Southwestern Finance Association	157	157	167	175	195	204	187	150	157	159
Southwestern Society of Economists	42	60	61	41	46	48	49	34	43	49
Total	791	898	887	800	746	904	763	699	646	594

FBD HISTORY

The officers for each of the annual meetings in FBD's history are as follows:

<u>Year</u>	<u>Location</u>	<u>Officers</u>
1974	Adolphus Hotel Dallas, Texas	Henry H. Hays, President Ridley J. Gros, Vice President
1975	Hyatt Regency Houston, Texas	Ridley J. Gros, President Donald R. Williams, Vice President George F. Pinches, Secretary/Treasurer
1976	Hilton Palacio Del Rio San Antonio, Texas	Donald R. Williams, President R. Conrad Doenges, Vice President Sam J. Bruno, Secretary/Treasurer
1977	Hyatt Regency New Orleans, Louisiana	R. Conrad Doenges, President John J. Willingham, Vice President Sam J. Bruno, Secretary/Treasurer
1978	Fairmont Hotel Dallas, Texas	John J. Willingham, President Van C. McGraw, Vice President Sam J. Bruno, Secretary/Treasurer
1979	Hyatt Regency Houston, Texas	Van C. McGraw, President Sam J. Bruno, Vice President Jack M. Starling, Secretary/Treasurer* Peter M. Ginter, Coordinator of Registration
1980	Hilton Palacio Del Rio San Antonio, Texas	Sam J. Bruno, President Gaylord A. Jentz, Vice President Jack M. Starling, Secretary/Treasurer* Peter M. Ginter, Coordinator of Registration
1981	Fairmont Hotel New Orleans, Louisiana	Gaylord A. Jentz, President John D. Pettit, Jr., Vice President Jack M. Starling, Secretary/Treasurer* Peter M. Ginter, Coordinator of Registration
1982	Hyatt Regency Dallas, Texas	John D. Pettit, Jr. President Jack M. Starling, Vice President* Peter M. Ginter, Secretary/Treasurer Linda E. Swayne, Coordinator of Registration Sam J. Bruno, Executive Director
1983	Hyatt Regency Houston, Texas	Jack M. Starling, President* William T. Flannery, Vice President Peter M. Ginter, Secretary/Treasurer Linda E. Swayne, Coordinator of Registration Sam J. Bruno, Executive Director

FBD HISTORY

<u>Year</u>	<u>Location</u>	<u>Officers</u>
1984	Hyatt Regency San Antonio, Texas	William T. Flannery, President Paul A. Dierks, Vice President Peter M. Ginter, Secretary/Treasurer Linda E. Swayne, Coordinator of Registration Sam J. Bruno, Executive Director
1985	Sheraton New Orleans, Louisiana	Paul A. Dierks, President Thomas W. Jones, Vice President Linda E. Swayne, Secretary/Treasurer Andrew C. Rucks, Coordinator of Registration Sam J. Bruno, Executive Director
1986	Hyatt Regency Dallas, Texas	Thomas W. Jones, President Robert McGlashan, Vice President Linda E. Swayne, Secretary/Treasurer Andrew C. Rucks, Coordinator of Registration Sam J. Bruno, Executive Director
1987	Hyatt Regency Houston, Texas	Robert McGlashan, President Peter M. Ginter, Vice President Linda E. Swayne, Secretary/Treasurer Andrew C. Rucks, Coordinator of Registration Sam J. Bruno, Executive Director
1988	Hyatt Regency San Antonio, Texas	Peter M. Ginter, President Linda E. Swayne, Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration Sam J. Bruno, Executive Director
1989	Sheraton New Orleans, Louisiana	Linda E. Swayne, President Tom S. Sale, III, Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration Sam J. Bruno, Executive Director
1990	Hyatt Regency Dallas, Texas	Tom S. Sale, III, President David E. R. Gay, Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration Sam J. Bruno, Executive Director
1991	Hyatt Regency Houston, Texas	David E. R. Gay, Vice President W. Jack Lord, Jr., Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration Sam J. Bruno, Executive Director

FBD HISTORY

<u>Year</u>	<u>Location</u>	<u>Officers</u>
1992	Hyatt Regency San Antonio, Texas	W. Jack Lord, Jr., President Marlin C. Young, Vice President Robert J. Olney, Secretary/Treasurer Anita S. Bednar, Coordinator of Registration Sam J. Bruno, Executive Director
1993	Sheraton New Orleans, Louisiana	Marlin C. Young, President Thomas R. McKinnon, Vice President Robert J. Olney, Secretary/Treasurer Anita S. Bednar, Coordinator of Registration Sam J. Bruno, Executive Director
1994	Hyatt Regency Dallas, Texas	Thomas R. McKinnon, President Robert J. Olney, Vice President Timothy Paul Cronan, Secretary/Treasurer Steven D. White, Coordinator of Registration Sam J. Bruno, Executive Director
1995	Hyatt Regency Houston, Texas	Robert J. Olney, President James T. Hood, Vice President Timothy Paul Cronan, Secretary/Treasurer Steven D. White, Coordinator of Registration Sam J. Bruno, Executive Director
1996	Marriott Riverwalk San Antonio, Texas	James T. Hood, President Charlotte D. Sutton, Vice President Timothy Paul Cronan, Secretary/Treasurer Steven D. White, Coordinator of Registration Sam J. Bruno, Executive Director
1997	Sheraton New Orleans, Louisiana	Charlotte D. Sutton, President Timothy Paul Cronan, Vice President Steven D. White, Secretary/Treasurer Doug Rusth, Coordinator of Registration Sam J. Bruno, Executive Director
1998	Hyatt Regency Dallas, Texas	Timothy Paul Cronan, President John M. Norwood, Vice President Steven D. White, Secretary/Treasurer Debasish Banerjee, Coordinator of Registration Sam J. Bruno, Executive Director
1999	Hyatt Regency Houston, Texas	John N. Norwood, President Wilda F. Meixner, Vice President David E. Douglas, Secretary/Treasurer Debasish Banerjee, Coordinator of Registration Sam J. Bruno, Executive Director

FBD HISTORY

<u>Year</u>	<u>Location</u>	<u>Officers</u>
2000	Hyatt Regency San Antonio, Texas	Wilda F. Meixner, President Mary Fischer, Vice President David E. Douglas, Secretary-Treasurer Debasish Banerjee, Coordinator of Registration Sam J. Bruno, Executive Director
2001	Sheraton New Orleans, Louisiana	Mary Fischer, President C. Aaron Kelley, Vice President David E. Douglas, Secretary-Treasurer Peggy Lane, Coordinator of Registration Sam J. Bruno, Executive Director
2002	Adam's Mark St. Louis, Missouri	C. Aaron Kelley, President Lou E. Pelton, Vice President David E. Douglas, Secretary-Treasurer Peggy Lane, Coordinator of Registration Sam J. Bruno, Executive Director
2003	Hyatt Regency Houston, Texas	Lou E. Pelton, President Diana Reed, Vice President R. Wayne Headrick, Secretary-Treasurer Peggy Lane, Coordinator of Registration Sam J. Bruno, Executive Director
2004	Caribe Royale Orlando, Florida	Diana Reed, President David E. Douglas, Vice President R. Wayne Headrick, Secretary-Treasurer Sam J. Bruno, Executive Director
2005	Hyatt Regency Dallas, Texas	David E. Douglas, President Keith Tudor, Vice President R. Wayne Headrick, Secretary-Treasurer Sam J. Bruno, Executive Director
2006	Renaissance Hotel Oklahoma City, Oklahoma	Keith Tudor, President Wolfgang Hinck, Vice President Michelle McEacharn, Secretary-Treasurer Sam J. Bruno, Executive Director
2007	Town and Country Resort San Diego, California	Wolfgang Hinck, President Betty Kleen, Vice President Michelle McEacharn, Secretary-Treasurer Sam J. Bruno, Executive Director
2008	Hyatt Regency Houston, Texas	Betty Kleen, President Ashish Chandra, Vice President Michelle McEacharn, Secretary-Treasurer Sam J. Bruno, Executive Director
2009	Renaissance Hotel Oklahoma City, Oklahoma	Ashish Chandra, President David P. Paul, III, Vice President Thomas D. Tolleson, Secretary-Treasurer Sam J. Bruno, Executive Director

FBD HISTORY

<u>Year</u>	<u>Location</u>	<u>Officers</u>
2010	Sheraton Dallas Hotel Dallas, Texas	David P. Paul, III, President Michelle McEacharn, Vice President Thomas D. Tolleson, Secretary-Treasurer Betty Kleen, Executive Director
2011	Hyatt Regency Houston, Texas	Michelle McEacharn, President Marsha L. Bayless, Vice President Thomas D. Tolleson, Secretary-Treasurer Betty Kleen, Executive Director
2012	Sheraton New Orleans New Orleans, Louisiana	Marsha L. Bayless, President Larry Garner, Vice President Barbara J. Davis, Secretary-Treasurer Betty Kleen, Executive Director
2013	Albuquerque Convention Center, Albuquerque, New Mexico	Larry Garner, President Thomas D. Tolleson, Vice President Barbara J. Davis, Secretary-Treasurer Michelle McEacharn, Executive Director
2014	Sheraton Downtown Dallas, Texas	Thomas D. Tolleson, President Marshall J. Horton, Vice President Barbara J. Davis, Secretary-Treasurer Michelle McEacharn, Executive Director
2015	Hyatt Regency Houston, Texas	Marshall J. Horton, President S. Ann Wilson, Vice President Russell (Rusty) Calk, Secretary-Treasurer Michelle McEacharn, Executive Director
2016	Renaissance Hotel Oklahoma City, Oklahoma	S. Ann Wilson, President Barbara J. Davis, Vice President Cheryl Prachyl, Secretary-Treasurer Michelle McEacharn, Executive Director
2017	Marriott Hotel and Statehouse Convention Center Little Rock, Arkansas	Barbara J. Davis, President Kimberly L. Merritt, Vice President Cheryl Prachyl, Secretary-Treasurer Michelle McEacharn, Executive Director
2018	Hyatt Albuquerque and Albuquerque Convention Center Albuquerque, New Mexico	Kimberly L. Merritt, President Suzanne Clinton, Vice President Cheryl Prachyl, Secretary-Treasurer Michelle McEacharn, Executive Director

FBD HISTORY

<u>Year</u>	<u>Location</u>	<u>Officers</u>
2019	Hyatt Regency Houston Houston, Texas	Suzanne Clinton, President Vivek Natarajan, Vice President Kimberly Webb, Secretary-Treasurer Michelle McEacharn, Executive Director

FBD HISTORY

Year	<u>Program</u>		<u>Placement</u>	
	Registrants	Participants	Positions	Registrants
1974	834	459		
1975	991	806	201	104
1976	1,153	876	231	85
1977	1,280	1,053	264	120
1978	1,445	1,063	396	156
1979	1,556	1,306	438	166
1980	1,731	1,166	461	167
1981	1,579	1,485	473	188
1982	1,763	1,584	464	196
1983	1,619	1,397	379	174
1984	1,839	1,666	385	171
1985	1,765	1,655	429	202
1986	1,778	1,272	351	239
1987	1,636	1,154	310	194
1988	1,727	1,296	394	189
1989	1,884	1,411	306	225
1990	2,076	1,431	269	246
1991	1,703	1,831	164	252
1992	2,164	2,256	121	248
1993	1,921	1,509	141	221
1994	1711	1348	105	234
1995	1,575	1,335	80	180
1996	1,815	1,562	105	190
1997	1,405	1,365	158	142
1998	1,449	1,233	179	110
1999	1,110	1,285	187	95
2000	1,349	1,340	215	92
2001	1,241	1,100	206	77
2002	963	782	71	51
2003	1054	888	76	44
2004	849	715	60	34
2005	806	662	55	28
2006	843	727	43	45
2007	714	647	17	28
2008	883	786	37	11
2009	791	719	32	23
2010	875	767	12	23
2011	887	825	11	15
2012	800	738	12	18
2013	746	679	8	6
2014	904	834	5	19
2015	763	688	11	25
2016	698	650	0	0
2017	703	646	7	5
2018	642	594	0	0

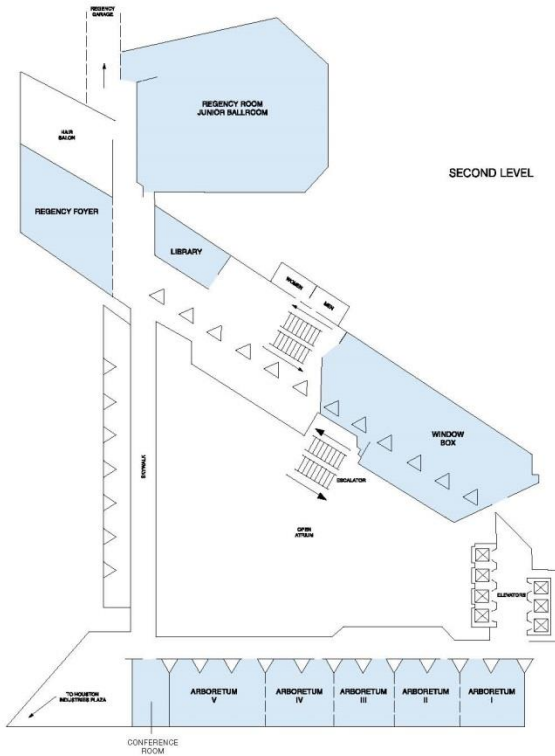


Hyatt Regency Houston

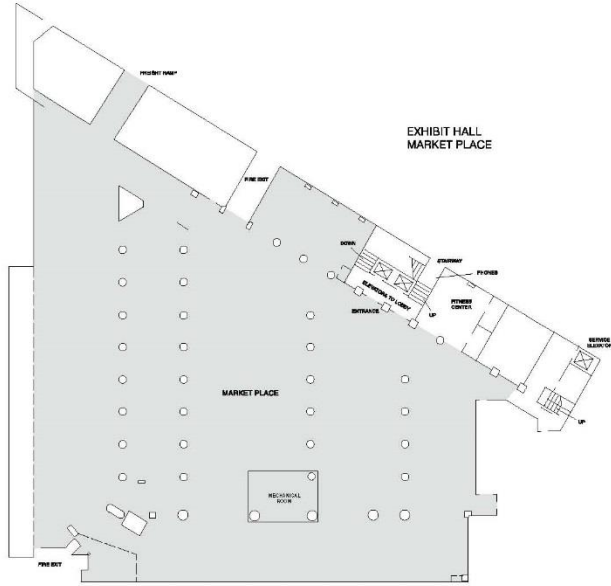
DIRECTIONS

From George Bush Intercontinental Airport (26 miles): Take Beltway 8 west to I-45 South. Exit at McKinney (left). Take McKinney to Miami. Turn right. Proceed three blocks to Polk. Turn Right. Cross Louisiana Intersection and enter Grand Entrance on left.

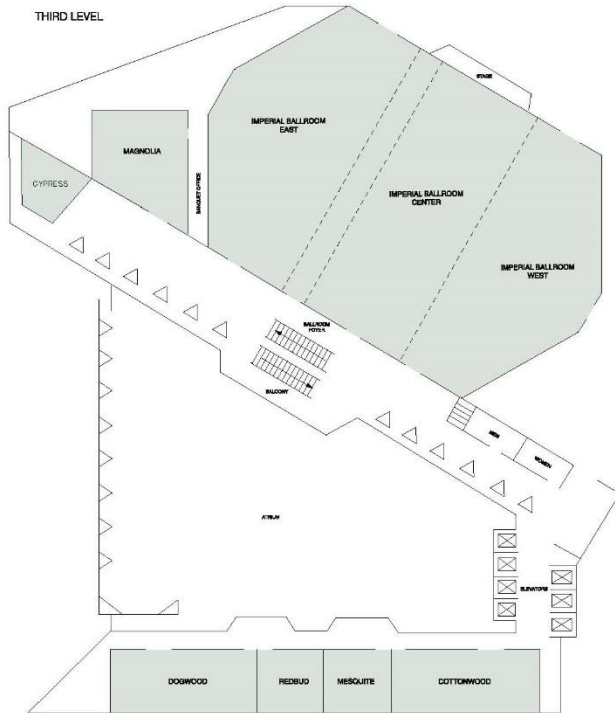
From Hobby Airport (12 miles): Take I-45 North. Follow downtown / Scott St. signs. Exit Pease. Drive 23 city blocks to Louisiana. Proceed four blocks to Polk. Turn left. Hotel entrance on right.



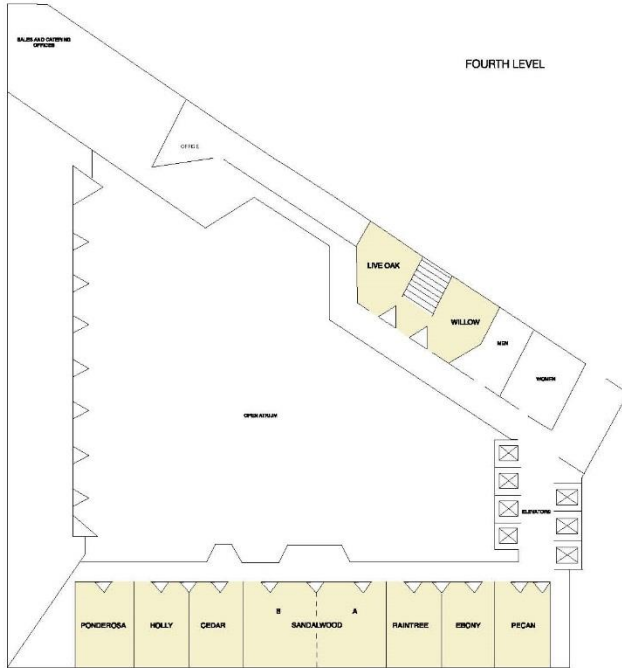
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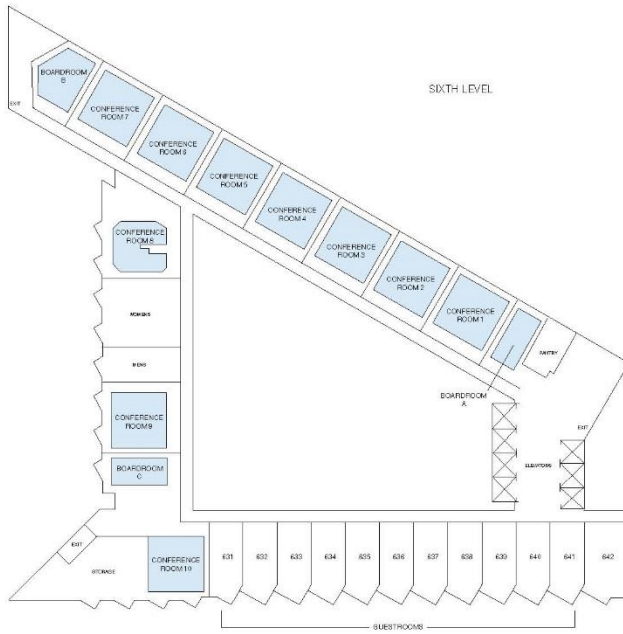
Hyatt Regency Houston



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Hyatt Regency Houston



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NOTES

PARTICIPANTS

No index entries found.