

OFFICIAL PROGRAM

Forty-Ninth ANNUAL MEETING

March 2 – March 5, 2022



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

National and International Constituency

Compiled and Edited by Degan J. Kettles
Brigham Young University

With special thanks to the 2022 FBD Association Program Chairs

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FEDERATION OF BUSINESS DISCIPLINES

49th Annual Conference

March 2 - 5, 2022
Hilton New Orleans Riverside
New Orleans, Louisiana

50th Annual Conference

March 8 - 11, 2023
Hyatt Regency Houston
Houston, Texas

51st Annual Conference

April 10 - 13, 2024
Moody Gardens Hotel & Convention
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:

iMotions

MBTN

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



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

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Make plans to join us in Houston, TX for our 2023 conference.



50th Annual Conference
March 8 - 11, 2023
Hyatt Regency Houston
Houston, TX

PRESIDENT'S MESSAGE



University of
LOUISIANA
at Monroe

College of Business and Social Sciences

700 University Avenue • Monroe, LA 71209-0100
Phone: 318.342.1100 • Fax: 318.342.1101

Welcome to New Orleans and the 2022 FBD Annual Conference!

On behalf of the FBD Board of Directors, the association program chairs, and the staff of the Hilton New Orleans Riverside welcome to the 49th annual FBD meeting! We are excited you are here and hope you will enjoy this year's meeting. This conference is an interdisciplinary forum for scholarly research, professional development and pedagogical innovations; it is also where you meet people who become an extended family. Thank you in advance for taking all safety precautions during the meeting to keep everyone healthy and safe.

Please join me in thanking our program chair, Degan Kettles, and his team for the extremely hard work they have invested in bringing to us this program which lists the many sessions and events planned. Challenge yourself to attend at least one session that is not in your current association. Take advantage of the networking opportunities to reconnect with old friends and to meet new colleagues. Please visit with our sponsors and exhibitors and convey your appreciation to them. Without their support, many of the activities that enhance our reputation as a high-quality professional organization and help us recognize the achievements of our members would not be possible. I look forward to greeting you at the FBD annual President's Welcome Reception Thursday evening where you can enjoy food and drink as you mingle. For those who registered for or were invited to the Wednesday evening FBD Award Reception and Banquet, please join me in honoring our Distinguished Paper Award and Outstanding Educator recipients.

My special thanks to FBD Executive Council members Suzanne Clinton, Vivek Natarajan, Kim Webb, Degan Kettles and Eugenie Ardoin for volunteering many, many hours. A special thanks to Michelle McEacharn, FBD Executive Director, for her wisdom, guidance, and friendship. I cannot thank you enough!! Thank you to David Douglas, Paul Cronan, and Tom Jones. You introduced me to FBD (then SWFAD) when I was a doctoral student and encouraged me to accept leadership roles; thank you for serving as a sounding board throughout the years. A special thank you to my husband, Mike, who attended many an FBD meeting serving in multiple roles including my support system and co-author.

Our 2023 conference will be our 50th conference and will take place in Houston; make plans to join us there. Eugenie Ardoin and her team of association program chairs will put together an exciting program for all of us to enjoy. For now, enjoy FBD New Orleans. We are glad you are here!

Sincerely,

Peggy L. Lane, Ph.D.

President, Federation of Business Disciplines

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ULM is a member of the University of Louisiana System • AA/EOE

GENERAL PROGRAM CHAIR'S MESSAGE

BYU MARRIOTT

SCHOOL OF BUSINESS

Greetings!

Welcome to the FBD conference in New Orleans! We are happy to be returning to New Orleans after 10 years! We are so glad you are here and hope you have a wonderful conference. The Federation of Business Disciplines (FBD) conference is well known as the interdisciplinary forum for scholarly research, professional development and teaching techniques. We are made up of ten associations. We invite you to look over the program and investigate a session or two not in your primary association. The meeting rooms are in the Riverside complex of the conference hotel, Hilton New Orleans Riverside. Team New Orleans has worked hard so that you will have an excellent conference experience. Many people make up Team New Orleans including the FBD Executive Committee and the Association program chairs. I have worked closely with the Association Program Chairs and personally thank Trevor, Lindsay, Arturo, Jason, Rajasree, Venu, Carlos, Cody, Bill, and Ali for their hard work and attention to detail. Please be sure to look for them and thank them. They have spent many hours putting the program together and working on your behalf. Thank you to Sandy Edwards, Director of Marketing for all her work.

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

A very special thank you to Michelle McEacharn, FBD Executive Director. She gives so much of herself to FBD and is appreciated more than she could ever know. Thank you to Peggy Lane, FBD President and to Vivek Natarajan and Suzanne Clinton. I appreciate all of you for your support and guidance. Thank you to my dean, Brigitte Madrian, Bonnie Anderson, Steve Liddle, Michelle Hepner, and Lisa Miller for their leadership and encouragement to me personally over the years. Thank you to my wife, Danielle Kettles, for her support, encouragement, and understanding during this past year as I worked on the program.

Houston, we have an upcoming conference! Make plans to join us next year in Houston for our 50th anniversary. Eugenie Ardoin will be our program chair. For now, enjoy New Orleans, attend sessions, coffee breaks, and receptions. Renew friendships and make new ones. See a little of the city after sessions end for the day. Most of all, be in the moment and enjoy!

Sincerely,

Degan J. Kettles, Ph.D.

Vice President and General Program Chair

DISTINGUISHED PAPER AWARDS

**The Federation of Business Disciplines is pleased to recognize the recipients of the
2022 Federation of Business Disciplines Distinguished Paper Awards**

American Accounting Association, Southwest Region

Investor Reaction to the International Provisions of the Tax Cuts and Jobs Act of 2017

Kuan-Chen (K.C.) Lin, Central Michigan University

Jared Moore, Western Washington University

David Tree, Old Dominion University

Association for Business Communication, Southwestern U.S.

Giving Values a Voice in the Business Communication Classroom

N. L. Reinsch, Jr., Lubbock Christian University

Association for Small Business and Entrepreneurship

COVID Reboot: Increasing Employee Engagement through Cultural Change
Martin Bressler, Professor Emeritus, Southeastern Oklahoma State University

Association of Business Information Systems

A Review of Research Trend in Information Systems (IS) Discipline

Shuaibu Hassan Usman, Morgan State University

Ganesh Bhatt, Morgan State University

Association of Collegiate Marketing Educators

Critical Role of Perceived Humor When Brands Post Memes on Social Media

Sphurti Sewak, Florida International University, Miami, Florida

Jae Hoon Lee, Florida International University, Miami, Florida

DISTINGUISHED PAPER AWARDS (Continued)

Decision Sciences Institute, Southwest Region

Establishing a Workload Productivity Target in an Outpatient Infusion Pharmacy

Kimberly Haverstick, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas

Southwest Academy of Management

The Hazards of Unethical Work Experiences: The Serial Impact of Moral Injury on Work-Related Stress, Trauma-Induced Ill-Being, and Moral Post-Traumatic Stress Disorder

Robert Giacalone, John Carroll University

Sean Valentine, University of North Dakota

Southwest Case Research Association

Cajun Fest

Robert Stevens, Southeastern Oklahoma State University

Lawrence Silver, Southeastern Oklahoma State University

Rhonda Richards, Southeastern Oklahoma State University

David Whitlock, Southeastern Oklahoma State University

Southwestern Finance Association

Risk premium relationships between large and small countries: Before, during and after the Great Recession

Kenneth J. Kopecky, Temple University

Tai David Yi, SUNY Fredonia

Southwestern Society of Economists

Impact of State-owned Enterprises on U.S. Competitors

Tahsin Huq, University of New Orleans

Mohammad Kabir Hassan, University of New Orleans

Reza Houston, Ball State University

Sydul Karim, Dickinson College

OUTSTANDING EDUCATOR AWARDS

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

2022 Federation of Business Disciplines Outstanding Educator Awards

American Accounting Association, Southwest Region
Richard G. Brody, University of New Mexico

Association for Business Communication, Southwestern U.S.
Lindsay Clark, Sam Houston State University

Association for Small Business and Entrepreneurship
Martin Bressler, Professor Emeritus, Southeastern Oklahoma State University

Association of Business Information Systems
Eddie Horton, Northwestern State University

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

Decision Sciences Institute, Southwest Region
Moham Rao, Texas A&M University – Corpus Christi

Southwestern Finance Association
Marilyn Wiley, University of North Texas

Southwestern Society of Economists
Muhammad Mustafa, South Carolina 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.*

Southwest Academy of Management
Outstanding Educator Award
will be recognized at the SWAM Social Mixer

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

FBD AWARDS AND RECOGNITION RECEPTION AND BANQUET INFORMATION
(By Invitation/Additional Fee Only)

Wednesday, March 3, 2022
6:30 p.m. – 7:30 p.m.
The District
Awards and Recognition Reception

Wednesday, March 3, 2022
7:30 p.m. – 9:30 p.m.
St Charles
Awards and Recognition Dinner

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

ANNUAL BUSINESS MEETINGS

| | |
|---|---|
| FBD 2021-2022 Board of Directors Fulton | Wednesday, March 2, 2022 2:00 p.m. - 5:00 p.m. |
| FBD 2022-2023 New Program Chairs Royal | Saturday, March 5, 2022 8:00 a.m. - 9:00 a.m. |
| FBD 2022-2023 Board of Directors Royal | Saturday, March 5, 2022 9:00 a.m. - 11:00 a.m. |
| American Accounting Association, Southwest Region River Room | Friday, March 4, 2022 12:00 p.m. - 1:30 p.m. |
| Association for Business Communication, Southwestern U.S. Camp | Friday, March 4, 2022 10:30 a.m. – 12:00 p.m. |
| Association for Small Business and Entrepreneurship Fulton | Friday, March 4, 2022 12:00 p.m. - 2:00 p.m. |
| Association of Business Information Systems Canal | Friday, March 4, 2022 8:30 a.m. - 10:00 a.m. |
| Association of Collegiate Marketing Educators Port | Friday, March 4, 2022 12:15 p.m. – 2:15 p.m. |
| Decision Sciences Institute, Southwest Region Compass | Thursday, March 3, 2022 3:30 p.m. - 5:00 p.m. |
| Southwest Academy of Management Royal | None |
| Southwest Case Research Association Fulton | Thursday, March 3, 2022 3:30 p.m. - 5:00 p.m. |
| Southwestern Finance Association St Charles | Friday, March 4, 2022 12:00 p.m. - 1:45 p.m. |
| Southwestern Society of Economists St Charles | Friday, March 4, 2022 8:00 a.m. - 10:00 a.m. |

Make plans to join us in Houston, Texas for our 2023 conference.



50th Annual Conference
March 8 - 11, 2023
Hyatt Regency Houston
Houston, Texas

FBD POSTER PRESENTATIONS

This year we are proud to sponsor our 5th Annual Conference-wide Poster Sessions. Take time to visit the Exhibit Hall – St Charles to view the research selected for inclusion in these sessions. Authors will be available to discuss their research with you. This is a great chance for you to engage in this interactive presentation of research. Badges are required to enter the Exhibit Hall.

Thursday, March 3

3:00 p.m. – 4:00 p.m. – Exhibit Hall – St Charles

ACES: Accounting Career Essential Skills, a Co-Curricular Program (SWAAA)

Stephanie Watson, University of Central Arkansas

Qifeng Wu, University of Central Arkansas

Diversity and Inclusion in the on-line class: mindful selection of course materials, examples and activities (SWAAA)

Lyudmyla Vasylivna Krylova, Texas State University

The Production Company – an Activity Based Assessment for Introductory Managerial Accounting Concepts (SWAAA)

Angela M. Brown, Penn State University-Schuylkill

Enhancing Course Engagement Through Use of a Digital Class Notebook (SWAAA)

Kimberly J. Webb, Texas Wesleyan University

Bonnie R. Albritton, Texas Wesleyan University

Financial Accounting Research Paper (SWAAA)

Karen Marie Oxner, University of Central Arkansas

Friday, March 4

10:00 a.m. – 11:00 a.m. – Exhibit Hall – St Charles

Crude oil prices, analyst forecast revisions and stock returns (SWAAA)

Guoyu Lin, Clarkston University

The Zombie Firm Effect and the Inefficient Allocation of Capital (SWAAA)

Joseph Faello, Mississippi State University-Meridian

Yingge Qu, Mississippi State University-Meridian

Accelerators in Iran Entrepreneurial Environment (SWAM)

Nazanin Tourani, Penn State Fayette

Soheil Khodadadi, Concordia University

Martin Zargaran, Amirkabir University of Technology

Investor Sentiment and Financial Reporting Quality (SWAAA)

Tianpei Li, Florida Atlantic University

Tyler Ricco, Florida Atlantic University

Marketing Intramurals & Campus Recreation at Small Colleges: An Exploratory Study (ACME)

Robert Zullo, West Minster College

Tell Me Why: The Effect of Others' Attributions in Feedback (SWAM)

Caitlin Sockbeson, Jacksonville University

FBD POSTER PRESENTATIONS

Friday, March 13
3:00 p.m. – 4:00 p.m. – Exhibit Hall - Regency Center

A Wicked Problem of the Global Covid-19 Vaccine Rollout: How Pharmaceutical Firms Made Sense of the Pandemic and Dealt with External Stakeholders (SWAM)

Aleksandra Rebeka, Franklin and Marshall College

Anna Abdulmanova, Robert Morris University

Ellyn Fritz, Franklin and Marshall College

Study of Restaurant Business Owners during the Covid-19 Pandemic (SWAM)

Aleksandra Rebeka, Franklin and Marshall College

Alyse Danyi, Franklin and Marshall College

Lily Nolan, Franklin and Marshall College

Client Communication Tasks in Tax Return Projects (SWAAA)

Andrew Dale Almand, Henderson State University

Ashley Phillips, University of Central Arkansas

Joshua Simer, University of Central Arkansas

Gender Diversity in Undergraduate Business Majors: Understanding the Major Selection Process (SWAM)

Suzanne Clinton, University of Central Oklahoma

Lori Marie Houghtalen, Abilene Christian University

Jody Jones, Abilene Christian University

Kimberly Merritt, Oklahoma Christian University

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



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FBD CHOICE PICK SESSIONS

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

Association of Business Communication
Association of Business Information Systems
Thursday, March 12 – 8:30 a.m. – 10:00 a.m. – Camp

ABC-SWUS and ABIS Joint Session

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

Lindsay Clark, Sam Houston State University

Jason Powell, Northwestern State University

ABC-SWUS Distinguished Paper: *Giving Values a Voice in the Business Communication Classroom*
N. L. Reinsch, Jr., Lubbock Christian University

ABIS Distinguished Paper: *A Review of Research Trend in Information Systems (IS) Discipline*
Shuaibu Hassan Usman, Morgan State University
Ganesh Bhatt, Morgan State University

Southwestern Finance Association
Thursday, March 3 3:30 – 5:00 p.m. – Quarterdeck B

Session Chair: **Huan Qiu**, Millsaps College

2022 Federation of Business Disciplines Distinguished Paper

SWFA Best Paper in Financial Markets Track

Risk premium relationships between large and small countries: Before, during and after the Great Recession

Tai Yi, SUNY Fredonia

Kenneth J. Kopecky, Temple University

Sean Sehyun Yoo, Belmont University

Discussant: **Yihui You**, Peking University

Sovereign credit default swaps and macroeconomic fundamentals

Daniele Bianchi, Queen Mary, University London

Discussant: **Tai Yi**, SUNY Fredonia

Climate Change Exposure and Stock Return Predictability

Yihui You, Peking University

Discussant: **Daniele Bianchi**, Queen Mary, University London

FBD CHOICE PICK SESSIONS

Southwest Academy of Management
Friday, March 04 10:30 a.m. – 12:00 p.m. - Norwich

TRACK TITLE: Pedagogical Innovation/Pedagogical Research

SESSION C: Panel Discussion

Session Chair: Vance Johnson Lewis, University Central Arkansas

Extreme Pedagogy: An Integrative Approach for Preparing Business Leaders

Dave Silberman, Boston University

Herman Aguinis, The George Washington University

Rob Carpenter, RedLeaf Ventures

Jasmine Kernaleguen, Rhythmic Leader Science Co.

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

Southwestern Society of Economists
Thursday, March 3, 2022, from 10:30 a.m. – 12:00 p.m. – Windward

SESSION A Monetary economics

Session Chair: Matiur Rahman, McNeese State University

Discussants: Matiur Rahman, McNeese State University
Naafey Sardar, Texas A&M University-San Antonio
Mashuk Rahman, University of New Orleans

Government Nominal Bond-Yield Spread and Germany's Economic Growth

Matiur Rahman, McNeese State University

Muhammad Mustafa, South Carolina State University

Anticipated Monetary Policy and the Stock Market

Syed Harun, Texas A&M University-San Antonio

Naafey Sardar, Texas A&M University-San Antonio

FX-rate pass through in Bangladesh – a non-linear approach

Mashuk Rahman, University of New Orleans

Gabor Sztano, Corvinus, University of Budapest

Mohammad Kabir Hassan, University of New Orleans

FBD CHOICE PICK SESSIONS

Association for Small Business and Entrepreneurship

Friday, March 4, 10:30 – 12:00 p.m. – Fulton

SESSION Entrepreneurial Success Factors

Session Chair: Martin Bressler, Professor Emeritus

An Analysis of Business Owner Insurance Purchase Decisions and Its Potential Impact on Small and Medium-Sized Enterprises

Christine Berry, University of Louisiana at Monroe

Claudia Williams, University of Louisiana at Monroe

Do Personal Characteristics and Behaviors Affect Entrepreneurial Intentions?

Jim Cater, University of Texas at Tyler

Marilyn Young, University of Texas at Tyler

COVID Reboot: Increasing Employee Engagement through Cultural Change

Martin Bressler, Professor Emeritus

American Accounting Association, Southwest Region

Friday, March 4, 10:30 – 12:00 p.m – Jackson

PLENARY SESSION

Members of all FBD associations are invited to attend

“Building a Burnout Resistant Environment”

Aneika Simmons, PhD

Full Professor of Management, Texas Academic Leadership Academy Fellow Sam Houston State University

The COVID-19 pandemic has caused many faculty, staff, and students to experience burnout due to a variety of factors. Dr. Simmons specializes in organizational behavior, human resources, leadership, creativity, and interpersonal relationships. Further, some of her current research focuses on burnout in higher education. She will present a research-based definition of burnout and provide a framework for managing stress while preventing and avoiding burnout. These concepts will provide the tools needed to help build a burnout resistant environment.

FBD CHOICE PICK SESSIONS

Association of Collegiate Marketing Educators
Friday, March 4 – 10:30 – 12:00 p.m. – Windsor

PLENARY SESSION

Members of all FBD associations are invited to attend.

LEADING THE WAY TO SUCCESS – WAYS TO BE A TRANSFORMATIONAL LEADER

Beheruz N. Sethna, Regents' Professor of Marketing, Richards College of Business
University of West Georgia, Carrollton, Georgia

Plenary Session Overview. Dr. Beheruz N. Sethna is that rare Marketing academic who has also been an accomplished administrator in higher education. Dr. Sethna has served in various universities in the capacity of Department Chair, Dean, Interim Executive Vice President, President, and Interim Executive Chancellor for the entire University System of Georgia. He served as President of the University of West Georgia (UWG) for nineteen years, and when he retired from administration, was the longest-serving University President in the State of Georgia (among both public and private colleges and universities). Some of his outstanding achievements include increasing enrollments by 50% to 12,000 students, spearheading the construction of about 40 new buildings, increasing the endowment ten-fold from the time he started, and bringing transformative change to the institution from a College to a State University to a Ph.D.-granting SACS Level VI University. In December of 2013, after his retirement from the position of President, he was given the University of West Georgia's highest honor, The Founder's Award. The Carnegie Corporation has recognized him as being one of America's Great Immigrants.

In this talk, Dr. Sethna will share some lessons he has learned over a professional lifetime of leadership at the departmental, college, and university levels at a variety of different types of institutions – Research I, Research III, Comprehensive, commuter and residential, rural and urban.

Decision Sciences Institute, Southwest Region
Friday, March 4th – 3:30 p.m. – 5:00 p.m. – Pelican

SESSION E Management, Healthcare & Organizational Behavior-IV

Session Chair: Kimberly Haverstick, University of Central Arkansas

Establishing a Workload Productivity Target in an Outpatient Infusion Pharmacy

Kimberly Haverstick, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas

Supply Chains and COVID-19 Vaccines: How Fast Can We Reach Herd Immunity?

Adam Penman, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas

A Nonlinear Study on the Relationship Between Corporate Social Responsibility and Risk-taking

Xiang Li, Dongbei University of Finance and Economics

Qinyu Liao, The University of Texas Rio Grande Valley

FBD EXHIBITOR PRESENTATIONS

iMotions

Presenters: Jessica M. Wilson PhD, Technical Director
Kieu Wong, Director of Customer Solutions
Thursday, March 3, 2022 at 10:30 am, Durham

Bringing Neuroscience into your Business School

Human behavior research has become increasingly prevalent in the study of business, from consumer neuroscience to education, communication to decision-making. Business schools who have incorporated biosensor and physiological technologies to understand human behavior have been able to reap the benefits of an augmented research program, the ability to teach students marketable skills, and the opportunity to secure lucrative academic-commercial collaborations. In this hour-long session, join behavioral experts at iMotions as they provide a crash-course in the most common biosensors, including new remote eye tracking and facial expression tools via iMotions Online, and how they've been successfully deployed within business schools all over the world.

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-ninth annual meeting of the Federation of Business Disciplines (formerly Southwestern Federation of Administrative Disciplines) takes place on March 2 – March 5, 2022, in New Orleans, Louisiana. The Hilton New Orleans Riverside Hotel serves as the conference venue and the conference hotel.

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

- Promote high-quality teaching, research and service
- 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

2022 FBD Conference Hotel

The Hilton New Orleans Riverside Hotel is serving as the Conference Hotel.

Special Accommodations

Any individual who requires special accommodations for a specific disability should contact the conference hotel (Hilton New Orleans Riverside Hotel) at least two weeks prior to the conference.

FBD Distinguished Paper Awards

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

FBD Outstanding Educator Awards

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

Make plans to join us in Houston, TX for our 2023 conference.



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March 8 - 11, 2023
Hyatt Regency Houston
Houston, TX

FBD GENERAL INFORMATION

Purpose of FBD

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

FBD Organization

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

Pre-Registration

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

Registration

The registration area is located in the The Distric (outside St. James/Exhibit Hall) at the Hilton New Orleans Riverside Hotel. Participants may register on-site or pick up conference materials (name badges, programs/proceedings, etc.) at the registration area. Registration hours are:

| | |
|--------------------------------|------------------------|
| Wednesday, March 2 | 11:00 a.m. - 5:30 p.m. |
| Thursday, March 3 | 7:30 a.m. - 5:00 p.m. |
| Friday, March 4 | 7:30 a.m. - 4:00 p.m. |
| Saturday, March 5 (if needed): | 7:30 a.m. - 9:00 a.m. |

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

2022 Association Registration Fees (In addition to the \$100 Required FBD Fee) *

| | |
|--|----------|
| American Accounting Association, Southwest Region..... | \$160.00 |
| Association for Business Communication, Southwestern U.S. | \$65.00 |
| Association for Small Business and Entrepreneurship..... | \$100.00 |
| Association of Business Information Systems | \$65.00 |
| Association of Collegiate Marketing Educators..... | \$125.00 |
| Decision Sciences Institute, Southwest Region..... | \$105.00 |
| Southwest Academy of Management..... | \$125.00 |
| Southwest Case Research Association..... | \$100.00 |
| Southwestern Finance Association | \$100.00 |
| Southwestern Society of Economists | \$49.00 |

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

FBD GENERAL INFORMATION

Value for Your FBD Fee

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

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

FBD GENERAL INFORMATION

Exhibitors

Publishers' exhibits will be located in Exhibit Hall – St James. 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 2 | 2:00 p.m. – 5:30 p.m. |
| Thursday, March 3 | 8:00 a.m. – 5:00 p.m. |
| Friday, March 4 | 8:00 a.m. – 4:00 p.m. |

Badges

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

Guest Registrations

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

Meeting Rooms

Meetings will be held in the conference hotel, Hilton New Orleans Riverside Hotel. The locations of the rooms can be found by referring to the floor plan in the back of this program.

The room locations "At a Glance" are listed here:

| Floor | Rooms |
|--------------------------|---|
| Riverside Complex | Compass, Steering, Bridge, Pelican, Windward, Leeward, Kabacoff, Port, Starboard, River, Quarterdeck A, Quarterdeck B, Quarterdeck C, Chart A, Chart B, Chart C |
| Third Floor | Trafalgar, Norwich, Durham, Warwick, Windsor, Ascot, Newberry, Commerce, Canal, Camp, Royal, Magazine, Jackson, Bourbon, Parish, Fulton, St. James, St. Charles |

GENERAL TIMETABLE FOR 2023 FBD MEETING

| | |
|---------------------------|--|
| February 2022 | FBD 2023 General Program Chair prepares a 2023 FBD “Call for Papers” for distribution at the FBD Annual Meeting. |
| March 2022 | The 2023 Association Program Chairs and the 2023 FBD General Program Chair start planning for the 2023 conference at the New Program Chairs meeting held on Saturday morning during the 2022 FBD conference. |
| April/May 2022 | 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 2022 | FBD Officers and Association Program Chairs participate in FBD Boot Camp at hotel of the 2023 conference. |
| June 2022 | FBD General Program Chair and each Association Program Chair send out “Call for Papers” reminders to current and prospective participants. |
| July/August 2022..... | Association Track Chairs continue soliciting manuscripts, special session proposals, tutorials, and workshops for the 2023 FBD Conference. |
| July/August 2022..... | 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 2022 | 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 2022 | 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 2022 | Each Association Program Chair compiles, organizes and sends all program information to the 2023 FBD General Program Chair. |
| December 2022 | Each Association Chair complete a final proof of their program. Registration for the conference opens. |
| Early January 2023 | FBD General Program Chair completes compilation of 2023 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 2023 | 2023 FBD Program is posted on FBD Web site. |
| February 2023 | Deadline for receipt of hotel reservations and pre-conference registration. |

2021-2022 FBD EXECUTIVE COUNCIL

FBD EXECUTIVE COUNCIL

The FBD Bylaws, 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.”

Peggy L. Lane, President
University of Louisiana Monroe

Degan Kettles, VP/General Program Chair
Brigham Young University

Eugenie Ardoin, VP/General Program Chair – Elect
University of Louisiana Monroe

Kimberly Webb, Secretary-Treasurer
Texas Wesleyan University

Michelle McEacharn, Executive Director
University of Louisiana Monroe

Vivek S. Natarajan, Immediate Past President
Lamar University

M. Suzanne Clinton, Past President
University of Central Oklahoma

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

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

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

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

FBD 2022 ASSOCIATION PRESIDENTS

Federation of Business Disciplines
Peggy L. Lane, University of Louisiana Monroe

American Accounting Association, Southwest Region
Nikki Shoemaker, Stephen F. Austin State University

Association for Business Communication, Southwestern U.S.
Leslie Ramos Salazar, West Texas A&M University

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

Association of Business Information Systems
Eddie Horton, Northwestern State University of Louisiana

Association of Collegiate Marketing Educators
Türkan Dursun-Kilic, West Texas A&M University

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

Southwest Academy of Management
Ethan P. Waples, University of Houston – Downtown

Southwest Case Research Association
Kendra Ingram, Southeastern Oklahoma State University

Southwestern Finance Association
Ivelina Pavlova, University of Houston - Clear Lake

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

FBD 2022 ASSOCIATION PROGRAM CHAIRS

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

Federation of Business Disciplines Vice-President and Program Chair-Elect
Eugenie Ardoin, University of Louisiana Monroe

American Accounting Association, Southwest Region
Trevor England, Sam Houston State University

Association for Business Communication, Southwestern U.S.
Lindsay C. Clark, Sam Houston State University

Association for Small Business and Entrepreneurship
Arturo Rodriguez, University of Louisiana at Monroe

Association of Business Information Systems
Jason W. Powell, Northwestern State University of Louisiana

Association of Collegiate Marketing Educators
Rajasree K. Rajamma, Fairfield University

Decision Sciences Institute, Southwest Region
Venugopal (Venu) Gopalakrishna-Remani, University of Texas at Tyler

Southwest Academy of Management
Carlos Baldo, Colorado Mesa University

Southwest Case Research Association
Cody Bogard, Southeastern Oklahoma State University

Southwestern Finance Association
William Hudson, St. Cloud State University

Southwestern Society of Economists
Ali Ashraf, Frostburg State University

**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2022 ANNUAL MEETING**

2021 – 2022 OFFICERS

| | |
|--|---|
| President: | Nikki Shoemaker , Stephen F. Austin State University |
| Program Chair & President Elect: | Trevor England , Sam Houston State University |
| Program Chair Elect: | Syed Zaidi , Louisiana State University Shreveport |
| Secretary/Treasurer: | Calee Jo Holcombe , Stephen F. Austin State University |
| Historian: | D. Elaine Sanders , University of Texas-San Antonio |
| Webmaster: | Jay Vega , Stephen F. Austin State University |
| Past President: | Cheryl Prachyl , University of Texas-Arlington |
| Coordinating Committee Member At Large: | Tom Stafford , Louisiana Tech University |
| AAA Council Representative: | Mary Fischer , University of Texas-Tyler |

2021-2022 SECTION REGIONAL COORDINATORS

| | |
|---|--|
| Accounting, Behavior & Organizations | Jesse C. Robertson , University of North Texas |
| American Taxation Association | Marina Y. Ruseva , Lamar University |
| Auditing | Moon-Kyung Cho , Texas A&M International University |
| Diversity, Gender, & Work/Life Balance | William Strawser , Sam Houston State University |
| Financial Accounting and Reporting | Annika Wang , University of Houston |
| Government and Nonprofit | Orry Swift , Lamar University |
| International Accounting | Li Sun , University of Tulsa |
| Management Accounting | Alice Muncy , Baylor University |
| Public Interest | Marty Stuebs , Baylor University |
| Strategic and Emerging Technologies | TBA |
| Teaching, Learning and Curriculum | Edward Walker , University of Central Oklahoma |
| Student Research | Mary Fischer , University of Texas-Tyler |
| Two Year College | Sidney Askew , City University of New York |

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

AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2022 ANNUAL MEETING

PAST PRESIDENTS

| | |
|-----------|--|
| 2020-2021 | Cheryl Prachyl, University of Texas-Arlington |
| 2019-2020 | Cassy Henderson, Sam Houston State University |
| 2018-2019 | Kelly Noe, Stephen F. Austin State University |
| 2017-2018 | Robert M. Cornell, University of Nevada-Las Vegas |
| 2016-2017 | Derek K. Oler, Texas Tech University |
| 2015-2016 | Katherine Boswell, University of Louisiana 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 |

2022 AWARDS

Federation of Business Disciplines
Outstanding Educator Award

Richard G. Brody, University of New Mexico

Federation of Business Disciplines
Distinguished Paper Award

Investor Reaction to the International Provisions of the Tax Cuts and Jobs Act of 2017

Kuan-Chen (K.C.) Lin, Central Michigan University

Jared Moore, Western Washington University

David Tree, Old Dominion University

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

Teaching, Learning and Curriculum Best Paper Award

License to Steal

Karen Marie Oxner, University of Central Arkansas

Kyleen Whitehead Prewett, University of Arkansas-Little Rock

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

Gender Issues & Work-Life Balance Best Paper Award

Gender, Gender Pairing, and Audit Quality

Kevin Sun, St. John's University

Joseph Zhang, University of Memphis

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

Outstanding Doctoral Student Paper Award

The Consequences of Losing All-Star Status

Ling Zhang, University of Oklahoma

(Presented in Session A, Friday, 3:30 p.m. to 5:00 p.m.)

AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2022 ANNUAL MEETING

March 2, 2022
(Wednesday)

1:30 p.m. – 3:00 p.m.

(Accounting) 1.5 CPE Hours

Jackson

Workshop: Soft Skills for Accounting Students: Incorporating Critical Thinking, Leadership, and Communication into the Curriculum

Presenters: **Elizabeth Schroeder**, La Salle University*
 Kristin Wentzel, La Salle University*

Practicing accountants, employers, professional organizations, and accrediting bodies continue to demand more soft skills development in accounting students. Moreover, some students complain about lack of instruction in soft skills and yearn to be taught more. However, instructors incur significant opportunity costs within their courses because time devoted to soft skills often come at the expense of covering technical concepts, which are also heavily demanded by the profession.

The presenters developed a three-credit professional development course within their school of business to empower students to take accountability for their professional and career development, while also sharpening the critical thinking, leadership, and communication skills necessary for success as an accountant. They will share their experiences and best practices during the workshop.

Elizabeth Schroeder is director of the Business Leadership Fellowship Program at La Salle University. Kristin Wentzel, is chair of the accounting department and associate professor of accounting at La Salle University.

**The presenters authored “Business Soft Skills Education: Incorporating Critical Thinking, Leadership and Communication,” which was published in CPA Now (a publication of the Pennsylvania Institute of CPAs) on November 18, 2020. The article can be accessed at <https://www.picpa.org/articles/cpa-now-blog/cpa-now/2020/11/18/business-soft-skills-education-incorporating-critical-thinking-leadership-and-communication>.*

3:30 p.m. – 5:00 p.m.

(Accounting) 1.5 CPE Hours

Jackson

Workshop: Using Analytics in the Accounting Profession: Real-World Insights from Practitioners

Presenter: **Christopher M. Veith, CPA**
 Senior Managing Consultant
 BKD Analytics (Bowling Green, KY)

Analytics is transforming the accounting profession, and the demand for accountants with data analytics skills is growing rapidly. Moreover, AACSB includes data analytics in Business Standard 9 (Curriculum Content) and Accounting Standard A7 (Information Technology Skills and Knowledge for Accounting Graduates). However, instructors are not always privy to real-world applications of data analytics that can lead to the development of meaningful projects to incorporate into the curriculum.

The presenter will provide a broad range of real-world data analytics examples and methodologies that cover multiple industries and various topical areas (e.g., financial, operational, fraud, etc.). He will also cover various analytical tools and examples of how they are used by the profession. Lastly, he will provide suggestions of how to incorporate real-world data analytics projects into the curriculum.

AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2022 ANNUAL MEETING

March 3, 2022
(Thursday)

8:30 a.m. – 10:00 a.m.

(Accounting) 1.5 CPE Hours

Jackson

SESSION A Teaching Fraud and Cybersecurity

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

*Deficiencies in the Audit of Wirecard: The Enron of Germany**

William F. Miller, University of Wisconsin-Eau Claire

Steven M. Mintz, California Polytechnic State University-San Luis

*License to Steal**

Karen Marie Oxner, University of Central Arkansas

Kyleen Whitehead Prewett, University of Arkansas-Little Rock

*Cybersecurity in the Accounting Curriculum: Benchmarking the Best**

Carolyn Conn, Texas State University

AraBelle West, Texas State University

8:30 a.m. – 10:00 a.m.

(Accounting) 1.5 CPE Hours

Magazine

SESSION B International Accounting

Moderator: **Ben V. Le**, University of Tennessee at Martin

*Earnings Management, Market Liquidity, and Ownership Structure of Seasoned Equity Firms in a Transition Economy**

Ben V. Le, University of Tennessee at Martin

Nischala Reddy, University of Central Missouri

Paula Moore, University of Tennessee at Martin

*Inventory Leanness and Firm Performance: Evidence from a Developing Economy**

Partha Sarathi Mohapatra, California State University-Sacramento

Anup Nandialath, University of Wisconsin-La Crosse

Andrew Stapleton, University of Wisconsin-La Crosse

*The Impact of Audit Quality on Earnings Management and Cost of Equity Capital: Evidence from a Developing Market**

Ben V. Le, University of Tennessee at Martin

Paula Moore, University of Tennessee at Martin

*Resume Fraud Among Nigerian Government Officials**

Richard G. Brody, University of New Mexico

Ryan Knight, University of New Mexico

Kehinde Ogunade, University of Memphis

*Full acceptance is conditioned upon at least one author registering for the conference and presenting the paper. Administrators may contact the Program Chair at england@shsu.edu to verify the conditions were fulfilled.

AMERICAN ACCOUNTING ASSOCIATION – SOUTHWEST
2022 ANNUAL MEETING

March 03
(Thursday)

8:30 a.m. – 10:00 a.m.

(Accounting) 1.5 CPE Hours

Royal

SESSION C Social Media and Privacy

Moderator: Veronda F. Willis, The University of Texas at Tyler

*Technology Diffusion and Corporate Twitter Adoption Patterns**

Atul Singh, Ball State University

Sok-Hyon Kang, George Washington University

Robert Savickas, George Washington University

Amin Hosseini, George Washington University

*The Heterogeneous Corporate Use of Social Media**

Minjae Koo, University of Houston

Steve Crawford, University of Houston

Thien Le, Texas A&M University-Commerce

*Social Media, Earnings Management, and Audit Fees**

Md Zubair Zuven, University of Texas Rio Grande Valley

Haiyan Helen Zhou, University of Texas Rio Grande Valley-Edinburg

*Consumer Information Privacy: Are We There Yet? A Comparison of the Privacy Management Framework and Current Federal Privacy Laws**

Veronda F. Willis, The University of Texas at Tyler

Tammy Cowart, The University of Texas at Tyler

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10:00 a.m. – 10:30 a.m.

Exhibit Hall – St James

FBD Coffee Break

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

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

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.*

AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2022 ANNUAL MEETING

March 3, 2022
(Thursday)

10:30 a.m. – 12:00 p.m. (Accounting) 1.5 CPE Hours Jackson

SESSION A Gender, Diversity, and Families

Moderator: Kevin Sun, St. John's University

*Gender, Gender Pairing, and Audit Quality**

Kevin Sun, St. John's University

Joseph Zhang, University of Memphis

*Regulation Interventions Impact on Board Diversity**

Qynh Do, University of Bath

Dimitrios Gounopoulos, University of Bath

*CEO Political Ideology and "Sticky Costs"**

Adam Michael Esplin, The University of Texas at El Paso

Yun Ke, The University of Texas at El Paso

Kari Joseph Olsen, Utah Valley University

Jiwoo Seo, The University of Texas at El Paso

*Family Control & Corporate Anti-Corruption Disclosures: The Moderating Effect of Female Directors**

Jihad Al-Okaily, King Fahd University of Petroleum and Minerals

10:30 a.m. – 12:00 p.m. (Accounting) 1.5 CPE Hours Magazine

SESSION B Audit Quality

Moderator: Michael C. Turner, University of New Mexico

*Reducing Fraud Risk in the Audit Confirmation Process**

Richard G. Brody, University of New Mexico

Zachary Hess, University of New Mexico

Yanglin Li, Florida International University

Michael C. Turner, University of New Mexico

*PCAOB Inspections as a Measure of Audit Quality and the Public Interest**

Steven M. Mintz, California Polytechnic State University-San Luis

William F. Miller, University of Wisconsin-Eau Claire

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AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2022 ANNUAL MEETING

March 3, 2022
(Thursday)

10:30 a.m. – 12:00 p.m.

(Accounting) 1.5 CPE Hours

Royal

SESSION C Taxation and Management Credibility

Moderator: **Marina Y. Ruseva**, Lamar University

*Investor Reaction to the International Provisions of the Tax Cuts and Jobs Act of 2017**

Kuan-Chen (K.C.) Lin, Central Michigan University

Jared Moore, Western Washington University

David Tree, Old Dominion University

*The Effects of the Tax Cuts and Jobs Act on Profit Offshoring by Multinational Corporations**

D. Elaine Sanders, The University of Texas at San Antonio

Alejandro Lopez, The University of Texas at San Antonio

*The Evolution of Tax Return Information in IRS Disclosures Cases: Who is Protected? **

Roger Lirely, The University of Texas at Tyler

Alex Brandt, The University of Texas at Tyler

Tammy Cowart, The University of Texas at Tyler

*Measuring Management Credibility**

Sai Harsha Katuri, University of Houston

Volkan Muslu, University of Houston

Thien Le, Texas A&M University-Commerce

**Full acceptance is conditioned upon at least one author registering for the conference and presenting the paper. Administrators may contact the Program Chair at england@shsu.edu to verify the conditions were fulfilled.*

12:00 p.m. – 1:30 p.m.

(Accounting) 1.5 CPE Hours

St. Charles

LUNCH and KEYNOTE SPEAKER

Dr. Yvonne L. Hinson, CPA, CGMA; CEO, American Accounting Association

Yvonne Hinson, PhD, CPA, CGMA, is the CEO of the American Accounting Association. Prior to assuming this role in September 2020, she served as the Academic in Residence for the Association of International Certified Professional Accountants. She began her accounting career with Arthur Andersen in Charlotte, NC. After returning to the University of Tennessee to pursue her Ph.D., Yvonne accepted a position with Wake Forest University. During her over 18-year career at Wake Forest University, she served as a faculty member, Director of Graduate Studies, Director of Accountancy and Dean of Charlotte Programs. Yvonne has served on numerous academic and community committees and nonprofit Boards and is a past President of the Federation of Schools of Accountancy and past Chair of the AAA Membership Advisory Committee. She is currently a member of the KPMG PhD Project Board, the Federal Government's Cost Accounting Standards Board, the AACSB Accounting Accreditation Committee, the AACSB Accounting Accreditation Policy Committee and the IFAC Accounting Education Panel. Her research has been published in both academic and practitioner journals. She earned her BS in accounting and MBA from UNC-Charlotte.

AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2022 ANNUAL MEETING

March 3, 2022
(Thursday)

1:30 p.m. – 3:00 p.m.

(Accounting) 1.5 CPE Hours

Jackson

Plenary Speakers

“The Future of the Accounting Profession”

Gary Dressler, CPA

Chair, Society of Louisiana Certified Public Accountants
Associate Tax Director, Postlethwaite & Netterville, APAC (New Orleans)

Gary is an Associate Tax Director with Postlethwaite & Netterville (P&N). He joined the firm in June 2015. Prior to joining P&N, Gary was a Senior Manager in KPMG, LLP’s national state and local tax (SALT) practice. Gary’s accounting career officially started when he joined KPMG in September 1996 after graduating Cum Laude from the University of New Orleans in May 1996 with a Bachelor of Science degree in Accounting. He successfully passed the CPA exam in November 1996. Prior to attending UNO, Gary spent 19 years in the retail fabric industry with Cloth World and as co-owner of Sew Smart Fabrics. Gary also spent nearly two years in the tax department of the Louisiana Land and Exploration Company while attending UNO.

Throughout his 25 plus years in the accounting profession, Gary has practiced mainly in the area of sales tax, assisting clients with audit mitigation, transaction analysis and planning, and recovery of overpayments. In addition, he has significant experience assisting clients with the compliance related to Louisiana tax incentive programs. Gary leads the P&N SALT practice today. Gary served as the Louisiana and Mississippi tax resource for KPMG’s national state tax resource network from 1999 through 2015.

Professional memberships include the AICPA, Louisiana Association of Tax Administrators (LATA), Construction Financial Management Association (CFMA) and the LCPA.

Ron Gitz, CPA/CGMA

Executive Director/CEO, Society of Louisiana Certified Public Accountants

3:00 p.m. – 3:30 p.m.

Exhibit Hall – St. James

FBD Coffee Break

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

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

AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2022 ANNUAL MEETING

March 3, 2022
(Thursday)

3:30 p.m. – 5:00 p.m.

(Accounting) 1.5 CPE Hours

Jackson

SESSION A Accounting Education and Tax Issues

Moderator: **Thomas Stafford**, Louisiana Tech University

*Modifications to Career Theory Models as Applied to the Field of Accounting**
Brian Lee Johnson, George Fox University

*Novel Doctoral Learning Approaches for Accounting Information Systems**
Hahn Le, Louisiana Tech University
Mossamat Kamrun Nahar, Louisiana Tech University
Thomas Stafford, Louisiana Tech University

*Do Private Tax Disclosures Affect the Quality of Financial Reporting?**
Juan Wu, University of Oregon

*Manager and Market Reaction to Analyst Tax Coverage**
Hunter Stohlmeyer, University of Oklahoma

**Full acceptance is conditioned upon at least one author registering for the conference and presenting the paper. Administrators may contact the Program Chair at tengland@shsu.edu to verify the conditions were fulfilled.*

3:30 p.m. – 5:00 p.m.

(Accounting) 1.5 CPE Hours.

Magazine

SESSION B Panel: Repositioning the Skill Sets of the Accounting Profession

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

The landscape of accounting education in America is shifting again. These constant shifts are necessary to catch up with the rapidly evolving needs of American businesses. As the overall business environment has evolved, so has the role of accountants and the accounting curricula. As globalization and sustainability became large factors in the business world, accounting curricula changed to reflect the times. A larger focus on forensic accounting and ethics in the accounting curricula followed the widespread fraudulent activity and financial statement scandals that crippled the accounting profession in the late 1990s and early 2000s. Currently, the CPA examination is undergoing one of the most significant overhauls in the exam's history. The CPA Evolution Project is transforming the CPA licensure model to a process which integrates the technological and analytical expertise of future accounting professionals with their core accounting skills. Thus, it is time for disruptive thinkers in accounting programs everywhere to begin integrating data analytics, artificial intelligence, block chain, virtual reality, and other leading-edge technologies into their curricula in order to move students and the profession forward.

Panel Members: **Melissa Aldredge**, Northwestern State University
 Ronnie Abukhalaf, Northwestern State University
 Vianka Miranda, Northwestern State University

**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2022 ANNUAL MEETING**

**March 3, 2022
(Thursday)**

5:00 p.m. – 6:00 p.m.

Magazine

SWAAA Officer Meeting

5:30 p.m. – 7:00 p.m.

Exhibit Hall

FBD Presidential Welcome Reception – Badge required for entry

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

Make plans to join us in Houston, Texas for our 2023 conference.



50th Annual Conference

March 8 - 11, 2023

Hyatt Regency Houston
Houston, Texas

51st Annual Conference

April 10 - 13, 2024

Moody Gardens Hotel & Convention
Galveston, Texas

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AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2022 ANNUAL MEETING

March 4, 2022
(Friday)

8:30 a.m. – 10:00 a.m.

(Accounting) 1.5 CPE Hours

Jackson

SESSION A Employee Motivation, Burnout, and Public Policy

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

*Financial Transparency, Internal Controls, and Employee Motivation**

Abhishek Ramchandani, The University of Texas at Austin

*The Influence of Leaders, Social Dominance Orientation, and Burnout Performance During a Pandemic**

Aneika Simmons, Sam Houston State University

Shani Robinson, Sam Houston State University

Jennifer Bunn, Sam Houston State University

*Proving Their Mettle: Managerial Ability and Firm Performance in Trying Times**

Barry R. Hettler, Ohio University

James Cordeiro, SUNY Brockport

Arno Forst, University of Texas Rio Grande Valley

*Working Capital Management and Firm Performance: Evidence from the NOx Budget Trading Program**

Paula Moore, University of Tennessee at Martin

Ben V. Le, University of Tennessee at Martin

Donna L. Paul, Washington State University at Vancouver

*Temperature Change and Companies' Cash Policies**

Dimitrios Gounopoulos, University of Bath

Yu Zhang, University of College Dublin

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8:30 a.m. – 10:00 a.m.

(Accounting) 1.5 CPE Hours

Magazine

SESSION B Workshop: Teaching at an Access Institution: Tips and Discussion

Presenter: **Reanna Berry**, Georgia Gwinnett College

Teaching at an access institution provides a unique set of challenges and opportunities for success. This workshop will provide insights about how to effectively face these challenges and opportunities in an interactive format. Following a brief introduction, attendees will be presented with anonymized real scenarios involving student and pedagogical challenges and asked to analyze and discuss methods of addressing the challenges. The workshop will be led by a faculty member with nearly a decade of experience teaching accounting in an AACSB accredited business school at an access institution where the main entrance requirement is having a high school diploma or GED.

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March 4, 2022
(Friday)

8:30 a.m. – 10:00 a.m.

(Accounting) 1.5 CPE Hours

Royal

SESSION C Compensation and Bribery

Moderator: **Wanying Jiang**, Louisiana State University

*Exploring the Role of Liquidity in Executive Equity Compensation Design for S&P 1500 Firms**

Emrah Ekici, University of Wisconsin-Eau Claire

Marina Y. Ruseva, Lamar University

*Pay Disparity and Financial Reporting Similarity**

Wanying Jiang, Louisiana State University

Joseph Johnston, Illinois State University

Tianpei Li, Florida Atlantic University

Stephanie Walton, Louisiana State University

*The Impact of CEO Compensation Incentives on Financial Reporting Choices: Evidence from Potential Ghost Revenues Created in Mergers and Acquisitions**

Jason Alan Ashby, University of Louisiana Monroe

*Controls and Processes to Prevent Employees from being Bribed by Third Parties**

Marianne M. Rexer, Wilkes University

Woojun Lee, Wilkes University

Dawn M. Burdsall, Georgian Court University

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10:00 a.m. – 10:30 a.m.

Exhibit Hall

FBD Coffee Break

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**March 4, 2022
(Friday)**

10:30 a.m. – 12:00 p.m.

(Accounting) 1.5 CPE Hours

Jackson

Plenary Speaker

“Building a Burnout Resistant Environment”

Aneika Simmons, PhD

Full Professor of Management, Texas Academic Leadership Academy Fellow Sam Houston State University

The COVID-19 pandemic has caused many faculty, staff, and students to experience burnout due to a variety of factors. Dr. Simmons specializes in organizational behavior, human resources, leadership, creativity, and interpersonal relationships. Further, some of her current research focuses on burnout in higher education. She will present a research-based definition of burnout and provide a framework for managing stress while preventing and avoiding burnout. These concepts will provide the tools needed to help build a burnout resistant environment.

12:00 p.m. – 1:30 pm

River Room

LUNCH and BUSINESS MEETING

Nikki Shoemaker, SWAAA President

Nikki Shoemaker joined Stephen F. Austin State University (SFA) in August 2012. Her primary teaching interests include managerial accounting and internal auditing where she enjoys incorporating real world projects to bring her classes to life. Her primary research area is management control systems. Before coming to SFA, she taught at the University of North Texas and worked as the Risk and Compliance Auditor at SFA.

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(Friday)

1:30 p.m. – 3:00 p.m.

(Accounting) 1.5 CPE Hours

Jackson

SESSION A Teaching, Learning, and Curriculum

Moderator: Edward Walker, University of Central Oklahoma

*Snowball Sportsweat: A Case in Revenue Recognition**

Nikki Shoemaker, Stephen F. Austin State University

Marie Kelly, Stephen F. Austin State University

Jose Vega, Stephen F. Austin State University

*The Importance of Introductory Finance to Performance in Intermediate Financial Accounting 2**

Theresa Presley, Pittsburg State University

*Do Multiple Modalities Improve E-Learning of Accounting for All Students?**

Janet Alice Meade, University of Houston

Kiran Parthasarathy, University of Houston

*Age Characteristics of Current Accounting Ph.D. Faculty: School Specific Characteristics Affecting the Impact of Impending Faculty Retirements**

Curtis Eugene Clements, Abilene Christian University

Paul Wertheim, Abilene Christian University

O. Scott Stovall, Abilene Christian University

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March 4, 2022
(Friday)

| | | |
|---|--|----------|
| 1:30 p.m. – 3:00 p.m. | (Accounting) 1.5 CPE Hours | Magazine |
| <hr/> | | |
| SESSION B | Auditors and Audit Committees | |
| Moderator: | Essam Elshafie , Northern Illinois University | |
| <i>The Impacts of Opportunistic Management Strategy on Auditor Change*</i> | | |
| Yen-Yu Chou , Providence University | | |
| Ying Chou Lin , Southeastern Oklahoma State University | | |
| Yu-Chen Lin , National Cheng Kung University | | |
| <i>Do Auditors Behave Differently in the Initial-Year Engagements?*</i> | | |
| Essam Elshafie , Northern Illinois University | | |
| <i>Does an Audit Office's Quality Control System Impact Audit Quality? Evidence from Audit Report Errors*</i> | | |
| Stephanie Merrell , Nicholls State University | | |
| Lawrence J. Abbott , University of Wisconsin-Milwaukee | | |
| William L. Buslepp , Louisiana State University | | |
| Blair B. Marquardt , University of North Texas | | |
| <i>Audit Committee Connectedness and Financial Reporting Complexity (FRC)*</i> | | |
| Tianpei Li , Florida Atlantic University | | |
| Sharif Islam , Southern Illinois University-Carbondale | | |
| William McCumber , Louisiana Tech University | | |
| <hr/> | | |
| 1:30 p.m. – 3:00 p.m. | (Accounting) 1.5 CPE Hours | Royal |

SESSION C **Earnings and Financial Statement Quality**

Moderator: **Qifeng Wu**, University of Central Arkansas

*Analysts' Long-Term Forecasts and Real Earnings**

Wael Aguir, The University of Texas Rio Grande Valley

Linxiao Lin, University of West Georgia

Carroll Griffin, Georgia Gwinnett College

Zhenfeng Liu, University of Michigan-Flint

*Meet and Cheat: An Analysis of the Long-Term Returns on Misstated Earnings**

Andrew Thomas Snyder, University of Oklahoma

*Net Operating Assets and Earnings Manipulation**

Kevin Kim, KAIST

Derek K. Oler, Texas Tech University

*How Does Managerial Entrenchment Relate to Financial Statement Comparability?**

Qifeng Wu, University of Central Arkansas

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3:30 p.m. – 5:00 p.m.

(Accounting) 1.5 CPE Hours

Jackson

SESSION A ESG, Creditors, and Transparency

Moderator: **Cheryl Prachyl**, The University of Texas at Arlington

*An Investigation of Voting on Shareholder Proposals**

James H. Thompson, Central Washington University

Vandana Shankar, Central Washington University

*An Exploratory Study of Sentiment Analysis of ESG Disclosures Related to Water Management Issues in the Food and Beverage Industry**

Amy Foshee Holmes, Trinity University

Alexander Feeney, Trinity University

*Listen Up Accounting Students! Changes are Coming: A Student's Insights on the CPA Exam**

Aoi Kaise, The University of Texas at Tyler

*Trade Credit and Audit Risk**

Bo Ren, The University of Connecticut

*The Consequences of Losing All-Star Status**

Ling Zhang, University of Oklahoma

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March 4, 2022
(Friday)

3:30 p.m. – 5:00 p.m.

(Accounting) 1.5 CPE Hours

Magazine

SESSION B Management Accounting and CEOs

Moderator: **David Tree**, Old Dominion University

*COVID-19 Disruption and Manufacturers' Reporting of Abnormal Excess Capacity Costs in 2020**
Benjamin P. Foster, University of Louisville

*Internal Governance and Trade Credit**

David Tree, Old Dominion University

Md Mahmudul Hasan, Old Dominion University

*Do Cashflow Performance Metrics Incentivize CEOs to be Better Innovators?**

Yiting Cao, Cal State University-Los Angeles

Qi Dong, Kennesaw State University

Hongrui Feng, Pennsylvania State University-Erie

*CEO Marital Status and Dividend Policy**

Christian Sobngwi, University of Texas Rio Grande Valley

Brandon D. Ater, University of Texas Rio Grande Valley

Md Noman Hossain, Central Washington University

Monika Rabarison, University of Texas Rio Grande Valley

3:30 p.m. – 5:00 p.m.

(Accounting) 1.5 CPE Hours

Royal

SESSION C Financial Accounting

Moderator: **D. Elaine Sanders**, The University of Texas at San Antonio

*An Analysis of Revenue Recognition Footnotes—A Focus on Earnings Restatements**

Yu-Ho Chi, University of Tennessee at Martin

David A. Ziebart, University of Kentucky

*Deposit Insurance, Accounting Discretion, and Conservatism in Loan Loss Provisions**

Leonid Pugachev, Rochester Institute of Technology

Ashok J. Robin, Rochester Institute of Technology

Dilin Wang, Rochester Institute of Technology

Rong Yang, Rochester Institute of Technology

*Revisiting the Corporate Bond Returns—Evidence from New Econometrics Approaches**

Guoyu Lin, Clarkston University

*The Effect of Option Holding on Managerial Risk Taking—A Modern Literature Review**

Guoyu Lin, Clarkston University

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**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

2021-2022 OFFICERS

| | |
|--|--|
| President | Leslie Ramos Salazar , West Texas A&M University |
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| Proceedings Editor | Seth Frei , Texas State University |
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CONGRATULATIONS!

Recipient of the 2022 Federation of Business Disciplines Distinguished Paper Award

Giving Values a Voice in the Business Communication Classroom
N. L. Reinsch, Jr., Lubbock Christian University

Recipient of the 2022 Federation of Business Disciplines Outstanding Educator Award

Lindsay C. Clark
Sam Houston State University

**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**March 3, 2022
(Thursday)**

7:30 a.m. – 8:30 a.m.

Camp

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 Entry

8:30 a.m. – 10:00 a.m.

Joint Session with ABIS

Camp

ABC-SWUS and ABIS Joint 2022 Distinguished Paper Session

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

Lindsay Clark, Sam Houston State University

Jason Powell, Northwestern State University

ABC-SWUS Distinguished Paper: *Giving Values a Voice in the Business Communication Classroom*

N. L. Reinsch, Jr., Lubbock Christian University

ABIS Distinguished Paper: *A Review of Research Trend in Information Systems (IS) Discipline*

Shuaibu Hassan Usman, Morgan State University

Ganesh Bhatt, Morgan State University

10:00 a.m. – 10:30 a.m.

Exhibit Hall – St. James

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(Thursday)**

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Camp

Communication Technology and Innovation

Session Chair: Ashley Hall

Communication, Collegiality, and Cheating? Students' Use of GroupMe in Business Courses

Lindsay C. Clark, Sam Houston State University

Ashton Mouton, Sam Houston State University

Traci Austin, Sam Houston State University

Using Grammarly: Perceptions of Employees' Use in Professional Settings

Carol S. Wright, Stephen F. Austin State University

Virginia Hemby, Middle Tennessee State University

Creating Well-organized, Visually Appealing Slide Decks: Principles Derived from the Synthesis of Cognitive and Graphic Design Models

Thomas Cavanagh, Dominican University of California

Sophie Hyunah Jung

Teamwork & Project Management: Using Online Collaboration Boards in a Business Communication Course

Rachel Dolechek, Fort Hays State University

Gregory Weisenborn, Fort Hays State University

Ron Rohlf, Fort Hays 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: Port)**

1:30 p.m. – 3:00 p.m.

Camp

Issues in Business Education

Session Chair: Kayla Sapkota, Arkansas State University-Beebe

Factors to Consider in Maximizing Benefits and Reducing Costs of Business Course Materials

Marsha L. Bayless, Stephen F. Austin State University

Manuel Guerrero, Stephen F. Austin State University

Jonathan M. Helmke, Stephen F. Austin State University

Students' Perceptions of Feedback on their Business Writing Accuracy in Disciplinary Business Courses

Ashly Bender Smith, Sam Houston State University

Course Assessment Best Practices: Tips for the Busy Professor

Jean Ann Edrington, Arkansas State University-Beebe

Power Skills: Don't Be Soft

Marcel Robles, Eastern Kentucky University

ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES

March 3, 2022
(Thursday)

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3:30 p.m. – 5:00 p.m.

Camp

Impacts of Technology on Communication

Session Chair: Seth Frei, Texas State University

Helping Students Effectively Navigate a Noisy World

Ashley Hall

Impact of Mobile Communication in the Bateyes of the Dominican Republic

John Powers, Quinnpiac University

In Cancel Culture Not All Cancellations are Equal

Rod Carveth, Morgan State University

The Relationship between Computer-Mediated Communication and Active Learning during the COVID-19 Pandemic: Gratitude and Self-Compassion as Potential Mediators

Leslie Ramos Salazar, West Texas A&M University

Audrey Meador, West Texas A&M University

5:30 p.m. – 7:00 p.m.

Exhibit Hall – St. James

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(Friday)**

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8:30 a.m. – 10:00 a.m.

Camp

Organizational Communication

Session Chair: N. L. Reinsch, Jr., Lubbock Christian University

Essential Communication Skills During Crisis

Marcia Hardy, Northwestern State University of Louisiana

Danny Upshaw, Northwestern State University of Louisiana

Willingness to communicate and solidarity in Russian organizations

Ekaterina Balezina, HSE University

Tatiana Permyakova, HSE University

Leveraging Best Confirmation Practices: How Leaders in Organizations Could Leverage Confirming Behaviors Often Found in Sport Relationships

Susanna Alford, University of the Incarnate Word

Redrawing the Boundaries of Professional Attire: DEI Movements, CSR, and Virtual Work as a Catalyst for Change

Lorelei Amanda Ortiz, St. Edward's University

How Sorry Are You? A Cross-Cultural, Linguistic Experiment on Perceived Remorse in Corporate Apologies

Effrosyni Georgiadou, Zayed University

10:00 a.m. – 10:30 a.m.

Exhibit Hall – St. James

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**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**March 4, 2022
(Friday)**

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

Camp

ABC-SWUS Business Meeting (all members welcome)

Presiding: **Leslie Ramos Salazar**, ABC-SWUS President
West Texas A&M University

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

Enjoy local cuisine in New Orleans!

1:30 p.m. – 3:00 p.m. Choice Session: Joint Session with ABIS

Camp

Innovative and Multidisciplinary Topics I

Session Chair: Ronnie Abukhalaf, Northwestern State University

COVID Business Interruption Claim Decisions that Could Impact Insurance E-Policy Development

Mary Beth Fair, Esq./MA, Northwestern State University

Carmella Parker, Esq./MBA, Northwestern State University

How Interpersonal Communication Skills could Aid to Overcome the Increased Challenges in an Evolving Remote Work Environment

Matthew Flores, University of the Incarnate Word

Panel Discussion: The Increasing Career Readiness for Accounting, Computer Information Systems, and Finance Majors

Vianka Miranda, Northwestern State University

Ronnie Abukhalaf, Northwestern State University

Melissa Aldredge, Northwestern State University

1:30 p.m. – 3:00 p.m. Choice Session

Ascot

Innovative Instructional Methods

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

Self as a Water Jug: A Nifty Way to Help Learners Think and Communicate about Diversity & Inclusion

Trey Guinn, University of Texas at Austin

Organizational Communication: Product Warning Labels and Technical Writing

John M. McGrath, Trinity University

How to Drive Home to Students the Importance of Audience in a Business Communication Class

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

A Presentation of the Professional Self on LinkedIn

Danica L. Schieber, Sam Houston State University

**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

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

Camp

Innovative and Multidisciplinary Topics II

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

Student-Focused Online Learning: What Can COVID Teach Us?

Kristen Brewer Wilson, Eastern Kentucky University

Exposing Business Law Students to Virtual Depositions

Russell Sylvester, Esq., Northwestern State University

Carmella Parker, Esq./MBA, Northwestern State University

Roundtable Discussion: Engaging Students with Assignments in Online Classes

Kayla Sapkota, Arkansas State University at Beebe

Carol S. Wright, Stephen F. Austin State University

Lucia Sigmar, Stephen F. Austin State University

Marice Jackson, Stephen F. Austin State University

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Officers

| | |
|----------------------------------|---|
| President: | Rhonda Richards Southeastern Oklahoma State University |
| President Elect: | Kendra L. Ingram Southeastern Oklahoma State University |
| Vice-President- Programs: | Arturo Rodriguez University of Louisiana at Monroe |
| Secretary/Treasurer: | Theresa Sadler Texas A&M-Commerce |
| Immediate Past President: | Courtney Kernek Southeastern Oklahoma State University |
| Executive Director: | Martin Bressler Professor Emeritus- Southeastern Oklahoma State University |

Program Schedule Synopsis

Thursday, March 3, 2022

| | |
|-----------------------|------------------------------------|
| 3:00 p.m. – 3:30 p.m. | FBD Coffee Break; Poster sessions |
| 5:30 p.m. – 7:00 p.m. | FBD Presidential Welcome Reception |

Friday, March 4, 2022

| | |
|-------------------------|---|
| 7:30 a.m. – 8:30 a.m. | Welcome Breakfast and Meet the Leadership Team |
| 8:30 a.m. – 10:00 a.m. | Paper Sessions: Environmental Threats and Opportunities |
| 10:00 a.m. – 10:30 a.m. | FBD Coffee Break; Poster sessions |
| 10:30 a.m. – 12:00 p.m. | Paper Sessions: Entrepreneurial Success Factors |
| 12:00 p.m. – 2:00 p.m. | ASBE Business Meeting and Awards Luncheon |
| 2:00 p.m. – 3:00 p.m. | Paper Sessions: Engaging Students Continued and Financial Matters |
| 3:00 p.m. – 3:30 p.m. | FBD Coffee Break; Poster Sessions |
| 3:30 p.m. – 5:00 p.m. | Paper Sessions: Engaging Students Continued and Financial Matters |
| After Paper Sessions | Executive Board Meeting (by invitation only) |

March 3, 2022
(Thursday)

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COVID Reboot: Increasing Employee Engagement through Cultural Change
Martin Bressler, Professor Emeritus, Southeastern Oklahoma State University

Recipient of the 2022 Federation of Business Disciplines Outstanding Educator Award

Martin Bressler, Professor Emeritus, Southeastern Oklahoma State University

Recipient of the 2022 ASBE Outstanding University Award

University of Louisiana at Monroe

3:00 p.m. – 3:30 p.m.

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ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP

March 4, 2022
(Friday)

7:00 a.m. – 8:30 a.m.

Fulton

ASBE Breakfast and Meet the Leadership Team

Rhonda Richards (President), Southeastern Oklahoma State University
Kendra L. Ingram (President-Elect), Southeastern Oklahoma State University
Arturo Rodriguez (Vice President – Programs), University of Louisiana at Monroe
Theresa Sadler (Secretary/Treasurer), Texas A&M-Commerce
Courtney Kernek (Immediate Past President), Southeastern Oklahoma State University
Martin Bressler (Executive Director), Professor Emeritus

8:30 a.m. – 10:00 a.m.

Fulton

SESSION Environmental Threats and Opportunities

Session Chair: Eugenie Ardoin, University of Louisiana at Monroe

Who is the Expert: The Impact of Consumer-Made Versus Firm-Based Brand Decisions

Courtney Kernek, Southeastern Oklahoma State University
Eric Kennedy, Southeastern Oklahoma State University

Small Business, COVID 19, and PPP: The Industries and Demographics that Were Most Impacted

Eugenie Ardoin, University of Louisiana at Monroe
Arturo Rodriguez, University of Louisiana at Monroe
Sunil Dangol, University of Louisiana at Monroe

Bean Counter or Bust: How the Shortage of Accountants Impacts Entrepreneurs

Courtney Kernek, Southeastern Oklahoma State University
Kendra Ingram, Southeastern Oklahoma State University
Rhonda Richards, Southeastern Oklahoma State University

10:00 a.m. – 10:30 a.m.

Exhibit Hall – St James

FBD COFFEE BREAK

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

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

ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP

March 4, 2022
(Friday)

10:30 a.m. – 12:00 p.m.

Fulton

SESSION Entrepreneurial Success Factors

Session Chair: **Martin Bressler**, Professor Emeritus, Southeastern Oklahoma State University

An Analysis of Business Owner Insurance Purchase Decisions and Its Potential Impact on Small and Medium-Sized Enterprises

Christine Berry, University of Louisiana at Monroe

Claudia Williams, University of Louisiana at Monroe

Do Personal Characteristics and Behaviors Affect Entrepreneurial Intentions?

Jim Cater, University of Texas at Tyler

Marilyn Young, University of Texas at Tyler

COVID Reboot: Increasing Employee Engagement through Cultural Change

Martin Bressler, Professor Emeritus, Southeastern Oklahoma State University

12:00 p.m. – 2:00 p.m.

Fulton

ASBE Business Meeting and Awards Luncheon

(All members are invited)

2:00 p.m. – 3:00 p.m.

Fulton

SESSION Engaging Students Continued and Financial Matters

Session Chair: **Rhonda Richards**, Southeastern Oklahoma State University

Tax Planning Shenanigans: Maximizing After Tax Income for Entrepreneurs

Rhonda Richards, Southeastern Oklahoma State University

Courtney Kernek, Southeastern Oklahoma State University

Stephanie Metts, Southeastern Oklahoma State University

The Surplus Lines: Unseen, Unknown, Unloved but Critical to Economic Development

Christine Berry, University of Louisiana at Monroe

March 4, 2022
(Friday)

3:00 p.m. – 3:30 p.m.

Exhibit Hall – St James

FBD COFFEE BREAK

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

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

3:30 p.m. – 5:00 p.m.

Fulton

SESSION **Engaging Students Continued and Financial Matters**

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

Effect of the JOBS Act on Underpricing and Stock Performance

Charles R. Olsavsky, Jacksonville State University

S. Keith Lowe, Jacksonville State University

Integrating Philosophy into the Entrepreneurship Curriculum: Using Stoicism as a Practical Guide for Entrepreneurship Students

Lawrence Silver, Southeastern Oklahoma State University

Building a Business on Etsy

Laurie Babin, University of Mississippi

Make plans to join us in Houston for our 2023 conference.



50th Annual Conference

March 8 - 11, 2023

Hyatt Regency Houston

Houston, TX

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

2021-2022 OFFICERS

| | |
|-------------------------------------|--|
| President | Eddie Horton , Northwestern State University of Louisiana |
| Vice President/Program Chair | Jason W. Powell , Northwestern State University of Louisiana |
| Secretary (pro tempore) | Jason W. Powell , Northwestern State University of Louisiana |
| Treasurer | Carla J. Barber , University of Central Arkansas |
| Proceedings Editor | Lori Soule , Nicholls State University |
| Past President | Richard Kumi , University of Arkansas - Little Rock |
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| Journal Editor | Ashley Hall , Stephen F. Austin State University |
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ABIS is seeking board member nominees for several positions!

Please contact a current board member if you are interested in serving our organization.

CONGRATULATIONS!

**Recipients of the ABIS 2022 Federation of Business Disciplines
Distinguished Paper Award**

A Review of Research Trend in Information Systems (IS) Discipline

Shuaibu Hassan Usman, Morgan State University

Ganesh Bhatt, Morgan State University



Association of Business
Information Systems

ABIS 2022 Program Overview

Thursday March 3, 2022

| | |
|-------------------------|---|
| 7:30 a.m. – 10:00 a.m. | ABIS & ABC-SWUS Joint Breakfast |
| 8:30 a.m. – 10:00 a.m. | Session A: ABC-SWUS & ABIS Joint Session – Distinguished Paper Presentations |
| 10:30 a.m. – 11:45 a.m. | Session B: Teaching Analytics |
| 11:45 a.m. – 1:30 p.m. | Lunch on your own *Executive Board Meeting (by Invitation) |
| 1:30 p.m. – 3:00 p.m. | Session C: Research in Information Systems |
| 3:30 p.m. – 5:00 p.m. | Session D: Improving Information Systems Curriculum I |
| 5:30 p.m. – 7:00 p.m. | FBD Presidential Welcome Reception |

Friday March 4, 2022

| | |
|-------------------------|--|
| 7:30 a.m. – 8:30 a.m. | ABIS & ABC-SWUS Joint Breakfast |
| 8:30 a.m. – 10:00 a.m. | Session E: ABIS Business Meeting *All Members Welcome* |
| 10:30 a.m. – 12:00 p.m. | Session F: Improving Information Systems Curriculum II |
| 12:00 p.m. – 1:30 p.m. | Lunch on your own |
| 1:30 p.m. – 3:00 p.m. | Session G: ABC-SWUS & ABIS Joint Session - Innovative and Multidisciplinary Topics I |
| 3:30 p.m. – 5:00 p.m. | Session H: ABC-SWUS & ABIS Joint Session - Innovative and Multidisciplinary Topics II |

CONGRATULATIONS!

Recipient of the 2022 FBD Outstanding Educator Award

Eddie Horton
Northwestern State University

Recipient of the 2021 FBD Outstanding Educator Award

Richard Kumi
University of Arkansas - Little Rock

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 3, 2022
(Thursday)

7:30 a.m. – 8:30 a.m.

Camp

ABC–SWUS and ABIS Joint Breakfast

We invite ABC-SWUS and ABIS Associations presenters and members to enjoy breakfast together!

ABC-SWUS or ABIS Association Name Badge Required for Entry

8:30 a.m. – 10:00 a.m.

Joint Session with ABC-SWUS

Camp

SESSION A

ABC-SWUS and ABIS Joint 2022 Distinguished Paper Session

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

Jason W. Powell, Northwestern State University

Lindsay Clark, Sam Houston State University

ABC-SWUS Distinguished Paper: *Giving Values a Voice in the Business Communication Classroom*
N. L. Reinsch, Jr., Lubbock Christian University

ABIS Distinguished Paper: *A Review of Research Trend in Information Systems (IS) Discipline*

Shuaibu Hassan Usman, Morgan State University

Ganesh Bhatt, Morgan State University

10:00 a.m. – 10:30 a.m.

Exhibit Hall – St James

FBD Coffee Break

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

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

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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 3, 2022
(Thursday)

10:30 a.m. – 11:45 a.m.

Canal

SESSION B Teaching Analytics

Session Chair: Mahesh S. Raisinghani, Texas Woman's University

Evolution of an Undergraduate Business Analytics Program
Robert Mitchell, University of Arkansas at Little Rock

Utilizing Live Class Sessions in an Asynchronous Online Course: The Case of the MBA BI Course
Kimberly L. Merritt, Oklahoma Christian University
K. David Smith, Cameron University

A Transdisciplinary Bridge Program for Teaching Forensic Information System via Analytics, Machine Learning and Bioinformatics
Joselina Cheng, University of Central Oklahoma
Rhonda Williams, University of Central Oklahoma
Alexia Benson, University of Central Oklahoma

11:45 a.m. – 1:30 p.m.

Lunch on your own

ABIS Executive Board Meeting and Luncheon by Invitation Only (Location: Port)

1:30 p.m. – 3:00 p.m.

Canal

SESSION C Research in Information Systems

Session Chair: Eddie Horton, Northwestern State University

The Future of Cloud Computing: Implications for Theory and Practice
Mahesh S. Raisinghani, Texas Woman's University

Why Do People Do That? Coding Self-Reports of Reasons for Multicommunicating
N. L. Reinsch Jr., Lubbock Christian University
Jeanine W. Turner, Georgetown University

Apple's NeuralHash: An Exploration of Security, Public Trust, and Law
Daniel Gordy, Northwestern State University
Eddie Horton, Northwestern State University
Danny Upshaw, Northwestern State University



Association of Business
Information Systems

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 3, 2022
(Thursday)

3:00 p.m. – 3:30 p.m.

Exhibit Hall – St James

FBD Coffee Break

Please attend the poster sessions and visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their 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.

Canal

SESSION D Improving Information Systems Curriculum I

Session Chair: **Shane Schartz**, Fort Hays State University

The Virtual Career Fair: An Engaging Simulation for Business Communication and Business Information Students

Ashton Mouton, Sam Houston State University

Traci Austin, Sam Houston State University

Danica Schieber, Sam Houston State University

Can Resiliency Be Taught? A Review of a Class Assignment

Carol S. Wright, Stephen F. Austin State University

Kayla Sapkota, Arkansas State University at Beebe

GMetric: Is there an ROI?

Julie McDonald, Northwestern State University

Mary Beth Fair, Northwestern State University

The Minimalist View: Creating an Information Systems OER Textbook For All

Shane Schartz, Fort Hays State University

5:30 p.m. – 7:00 p.m.

Exhibit Hall – St James

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

Name Badge Required for Entry

Enjoy your evening in New Orleans!

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 4, 2022
(Friday)

7:30 a.m. – 8:30 a.m.

Camp

ABC–SWUS and ABIS Joint Breakfast

We invite ABC-SWUS and ABIS Associations presenters and members to enjoy breakfast together!

ABC-SWUS or ABIS Association Name Badge Required for Entry

8:30 a.m. – 10:00 a.m.

Canal

SESSION E ABIS Business Meeting * All Members Welcome *

Session Chair/ABIS President: Eddie Horton, Northwestern State University

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

The meeting agenda includes:

Election of Officers and Executive Board positions

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

Information and discussion on next year's conference

General discussion on topics introduced by the membership

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

Exhibit Hall – St James

FBD Coffee Break

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

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

CONGRATULATIONS!

**Recipients of the ABIS 2021 Federation of Business Disciplines
Distinguished Paper Award**

*Faculty Perceptions of Technology Challenges in a University's 100 Percent
Virtual Instruction Environment during a Pandemic*

Sherry Rodrigue, Nicholls State University

Lori Soule, Nicholls State University

Betty Kleen, Nicholls State University

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 4, 2022
(Friday)

10:30 a.m. – 12:00 p.m.

Canal

SESSION F Improving Information Systems Curriculum II

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

Examining Student Engagement from a Social Network Analysis Perspective

Richard Kumi, University of Arkansas at Little Rock

Students' Successes and Challenges in Compressed Course Formats Compared to Traditional Program Students

Lori Soule, Nicholls State University

Sherry Rodrigue, Nicholls State University

Jennifer White, Nicholls State University

Betty Kleen, Nicholls State University

Using Experiential Learning Strategies to Teach Information Systems and Technology

Douglas G. Darby, Lubbock Christian University

12:00 p.m. – 1:30 p.m.

Lunch on your own

Enjoy local cuisine in New Orleans!

1:30 p.m. – 3:00 p.m.

Joint Session with ABC-SWUS

Camp

SESSION G Innovative and Multidisciplinary Topics I

Session Chair: **Ronnie Abukhalaf**

COVID Business Interruption Claim Decisions that Could Impact Insurance E-Policy Development

Mary Beth Fair, Esq./MA, Northwestern State University

Carmella Parker, Esq./MBA, Northwestern State University

How Interpersonal Communication Skills could Aid to Overcome the Increased Challenges in an Evolving Remote Work Environment

Matthew Flores, University of the Incarnate Word

Panel Discussion: The Increasing Career Readiness for Accounting, Computer Information Systems, and Finance Majors

Vianka Miranda, Northwestern State University

Ronnie Abukhalaf, Northwestern State University

Melissa Aldredge, Northwestern State University

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

**March 4, 2022
(Friday)**

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

Exhibit Hall – St James

FBC Coffee Break

Please attend the poster sessions and visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their 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.

Joint Session with ABC-SWUS

Camp

SESSION H Innovative and Multidisciplinary Topics II

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

Student-Focused Online Learning: What Can COVID Teach Us?

Kristen Brewer Wilson, Eastern Kentucky University

Exposing Business Law Students to Virtual Depositions

Russell Sylvester, Esq., Northwestern State University

Carmella Parker, Esq./MBA, Northwestern State University

Roundtable Discussion: Engaging Students with Assignments in Online Classes

Kayla Sapkota, Arkansas State University at Beebe

Carol S. Wright, Stephen F. Austin State University

Lucia Sigmar, Stephen F. Austin State University

Marice Jackson, Stephen F. Austin State University



**Association of Business
Information Systems**

Stay connected with ABIS between conferences!

<https://www.facebook.com/AssocBusInfoSys/>

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

ABIS.FBD@gmail.com

Please make plans to join us in Houston for our 2023 conference.



50th Annual Conference

March 8 - 11, 2023

Hyatt Regency Houston, Texas

Welcome to New Orleans and the ACME 2022 Conference!



Association of Collegiate Marketing Educators

ACME Officers, 2021-2022

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| Secretary and Director of Communications | Weixing M. Ford , Texas A&M University – San Antonio, Texas |
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| Webmaster | Stacey Bolin , East Central University, Ada, Oklahoma |
| Proceedings Editor | Ayse Ersoy , Cape Breton University, Sydney, Nova Scotia, Canada |

ACME Program Planning Team, 2021-2022

| |
|---|
| Rajasree K. Rajamma , Program Chair, Fairfield University, Fairfield, Connecticut |
| Lilly Ye , Vice President of Membership and Associate Program Chair, Frostburg State University, Frostburg, Maryland |
| Renée Gravois , Sam Houston State University, Huntsville, Texas |
| Atefeh Yazdanparast Ardestani , Clark University, Worcester, Massachusetts |

CONGRATULATIONS!

**2022 Federation of Business Disciplines
Distinguished Paper Award**

Critical Role of Perceived Humor When Brands Post Memes on Social Media

Sphurti Sewak

Florida International University, Miami, Florida

Jae Hoon Lee

Florida International University, Miami, Florida

CONGRATULATIONS!

**2022 Federation of Business Disciplines
Outstanding Educator Award**

Irfan Ahmed

Sam Houston State University, Huntsville, Texas

CONGRATULATIONS!

**2022 Lou E. Pelton Award for
Early Career Excellence in Marketing**

J. Ricky Fergurson

Indiana State University, Terre Haute, Indiana

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

Marketing Education and Experiential Learning Track

*The Value of Service Learning for Marketing: An Empirical Research
Review of the Literature*

Ray Wang, Thammasat University, Bangkok, Thailand

Personal Selling and Sales Management Track

The Use of AI in Sales: A Literature Review and Bibliometric Analysis

John Gironda, University of North Carolina-Wilmington, Wilmington, North Carolina

Maria Petrescu, Embry-Riddle Aeronautical University, Daytona Beach, Florida

Social Media, Mobile Marketing, and Digital Marketing Track

Critical Role of Perceived Humor When Brands Post Memes on Social Media

Sphurti Sewak, Florida International University, Miami, Florida

Jae Hoon Lee, Florida International University, Miami, Florida

Make plans to join us in Houston, Texas for our 2023 conference.



50th Annual Conference

March 8 - 11, 2023

Hyatt Regency Houston

Houston, Texas

51st Annual Conference

April 10 - 13, 2024

Moody Gardens Hotel & Convention

Galveston, Texas

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

Track Chairs

Thank you to the ACME Track Chairs for 2021-2022. ACME greatly appreciates your service!

Advertising and Integrated Marketing Communications

Tommy Hsu, Tarleton State University, Stephenville, Texas

Branding and Brand Management

David Taylor, Sacred Heart University, Fairfield, Connecticut

Consumer Behavior and Psychology

Gary Holmes, University of North Texas at Dallas, Dallas, Texas

Saeed Tajdini, Indiana University Southeast, New Albany, Indiana

Public Policy, Sustainability, and Social Responsibility

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

Kate Abraham, Concordia University, Chicago, Illinois

Global Marketing

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

Sangeeta Devanathan, Jain University, Bangalore, India

Fashion Merchandising

Sua Jeon, Texas Wesleyan University, Fort Worth, Texas

Kiseol Yang, University of North Texas, Denton, Texas

Health Care and Pharmaceutical Marketing

Amit Malhan, North Carolina A&T State University, Greensboro, North Carolina

Logistics and Supply Chain Management

Subhro Mitra, University of North Texas at Dallas, Dallas, Texas

Macromarketing and Political Marketing

Irfan Ahmed, Sam Houston State University, Huntsville, Texas

Ardhendu Shekhar Singh, Symbiosis International, Pune, India

Marketing Education and Experiential Learning

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

Data Driven Marketing for Consumer Insights

Zhenning “Jimmy” Xu, California State University-Bakersfield, Bakersfield, California

Guanyu Geng, University of North Texas, Denton, Texas

Marketing Strategy, New Product Development, and Innovation

Jun Yu, University of Louisiana Monroe, Monroe, Louisiana

Prachi Gala, Kennesaw State University, Kennesaw, Georgia

Retailing and Electronic Commerce

Joyce Zhou, University of Louisiana Monroe, Monroe, Louisiana

Ayse Ersoy, Cape Breton University, Nova Scotia, Canada

Personal Selling and Sales Management

J. Ricky Ferguson, Indiana State University, Terre Haute, Indiana

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

Track Chairs (continued)

Services, Tourism and Hospitality Marketing

Jingxian “Kelly” Jiang, Texas A&M University, College Station, Texas

Social Media, Mobile Marketing, and Digital Marketing

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

Eyad Youssef (deceased), Frostburg State University, Frostburg, Maryland

Sports and Recreational Marketing

Joshua Shuart, Sacred Heart University, Fairfield, Connecticut

Student Research

Marilyn Eastman, Morningside University, Sioux City, Iowa

Special Sessions, Panel Discussions, Workshops, and Posters

Atefeh Yazdanparast Ardestani, Clark University, Worcester, Massachusetts

ACME Reviewers

ACME thanks each of the following colleagues for their valuable service in reviewing submissions for our 2022 ACME Conference!

Irfan Ahmed, Sam Houston State University, Huntsville, Texas

Aaron Arndt, Old Dominion University, Norfolk, Virginia

Laurie Babin, University of Mississippi, University, Mississippi

Michelle Bednarz Beauchamp, Mississippi College, Clinton, Mississippi

Banu Goktan Bilhan, University of North Texas at Dallas, Dallas, Texas

Pankaj Chaudhary, North Carolina A&T State University, Greensboro, North Carolina

Jing Chen, Texas A&M University-Kingsville, Kingsville, Texas

Rui Chen, Tarleton State University, Stephenville, Texas

Marilyn Eastman, Morningside University, Sioux City, Iowa

David Fleming, Indiana State University, Terre Haute, Indiana

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

Judith Forney, University of North Texas, Denton, Texas

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

Guanyu Geng, University of North Texas, Denton, Texas

Aisha Ghimire, University of Mississippi, Oxford, Mississippi

Lynn Godwin, University of St. Thomas, Houston, Texas

Renée Gravois, Sam Houston State University, Huntsville, Texas

Scott Griffith, Briar Cliff University, Sioux City, Iowa

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

Gary R. Holmes, University of North Texas at Dallas, Dallas, Texas

Chang Huh, University of Texas Rio Grande Valley, Edinburg, Texas

Sua Jeon, Texas Wesleyan University, Fort Worth, Texas

Jingxian “Kelly” Jiang, Texas A&M University, College Station, Texas

Jing Chen, Texas A&M University-Kingsville, Kingsville, Texas

Dee Knight, University of North Texas, Denton, Texas

Jae Hoon Lee, Florida International University, Miami, Florida

Robert Lloyd, Fort Hays State University, Fort Hays, Kansas

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

ACME Reviewers (continued)

Arwen Matos-Wood, Kennesaw State University, Kennesaw, Georgia
Laura Munoz, University of Dallas, Irving, Texas
Amit Malhan, North Carolina A&T State University, Greensboro, North Carolina
Sanjay S. Mehta, Sam Houston State University, Huntsville, Texas
Adam J. Mills, Loyola University, New Orleans, Louisiana
Iman Naderi, Fairfield University, Fairfield, Connecticut
Atanas Nikolov, Appalachian State University, Boone, North Carolina
Audhesh K. Pasawan, University of North Texas, Denton, Texas
Rajasree K. Rajamma, Fairfield University, Fairfield, Connecticut
Daniel Rajaratnam, University of Texas at Dallas, Richardson, Texas
Jen Riley, Kennesaw State University, Kennesaw, Georgia
Scott D. Roberts, University of the Incarnate Word, San Antonio, Texas
Don Roy, Middle Tennessee State University, Murfreesboro, Tennessee
David Rylander, Texas Woman's University, Denton, Texas
Anshu Saran, University of Texas - Permian Basin, Odessa, Texas
Michael Sciandra, Fairfield University, Fairfield, Connecticut
Sphurti Sewak, Florida International University, Miami, Florida
Nazuk Sharma, Fairfield University, Fairfield, Connecticut
Butch Sim, Emporia State University, Emporia, Kansas
Arjun Singh, University of Texas Rio Grande Valley, Edinburg, Texas
Prashant Srivastava, University of Tennessee, Chattanooga, Tennessee
John Story, University of St. Thomas, Houston, Texas
Saeed Tajdini, Indiana University Southeast, New Albany, Indiana
Ray Wang, Thammasat University, Bangkok, Thailand
Jeffrey Wendt, University of North Texas at Dallas, Dallas, Texas
Zhenning "Jimmy" Xu, California State University-Bakersfield, Bakersfield, California
Kiseol Yang, University of North Texas, Denton, Texas
Atefeh Yazdanparast Ardestani, Clark University, Worcester, Massachusetts
Lilly Ye, Frostburg State University, Frostburg, Maryland
Noni Zaharia, Saint Louis University, St. Louis, Missouri

Join us for the 2023 ACME/FBD Conference!
March 8-11, 2023
Hyatt Regency Houston ♦ Houston, Texas

ACME Volunteer Opportunities

Interested in volunteering for the 2023 ACME Conference in Houston, Texas?
Contact Lilly Ye, ACME Program Chair for 2022-2023, at lye@frostburg.edu.

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 2, 2022
(Wednesday)

1:30 p.m. – 3:00 p.m.

Commerce

SESSION A Strategic Curriculum Design

Research Presentations | Marketing Education and Experiential Learning Track

Session Chair: **Hector Gomez Macfarland**, Huston-Tillotson University, Austin, Texas

Marketing Metrics for Managers: A New, Fully Online Course for MBA Students

Gopala “GG” Ganesh, University of North Texas, Denton, Texas

Which Colleges Can Offer a More Innovative Marketing Curriculum?

Selcuk Ertekin, Brenau University, Gainesville, Georgia

Linda Barton, Brenau University, Gainesville, Georgia

Whited Sepulchers: Religious Colleges in the United States

Lynn Godwin, University of St. Thomas, Houston, Texas

John Story, University of St. Thomas, Houston, Texas

1:30 p.m. – 3:00 p.m.

Warwick

SESSION B Student Research

Research Presentations | Student Track

Session Chair: **Robert Lloyd**, Fort Hays State University, Hays, Kansas

A Qualitative Analysis of the Social Media Revolution on the Performance of Small Businesses

Shelain Lewis, Morningside University, Sioux City, Iowa

Zoomed Out and Mentally Logged Off: The Impact of Virtual Fatigue During COVID-19 on College Students' Co-curricular Experiences

Clarisa Galindo, Sam Houston State University, Huntsville, Texas

Renée Gravois, Sam Houston State University, Huntsville, Texas

Meredith Conrey, Sam Houston State University, Huntsville, Texas

The Impact of Event Sustainability Using the Triple Bottom Line

Zoë Cooper, Fort Hays State University, Hays, Kansas

James Budge, Fort Hays State University, Hays, Kansas

Robert Lloyd, Fort Hays State University, Hays, Kansas

Thomas Lippert, Fort Hays State University, Hays, Kansas

Analysis of the Disconnect Between Generation Z Work Preferences and Traditional Work Model

Jemar Lee, Morningside University, Sioux City, Iowa

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 2, 2022
(Wednesday)

1:30 p.m. – 3:00 p.m.

Durham

SESSION C **Fashion Marketing and Merchandising**
Research Presentations | Fashion Marketing and Merchandising Track

Session Chair: **Sua Jeon**, Texas Wesleyan University, Fort Worth, Texas

Systematic Review of Sustainable Packaging Solutions in the Apparel and Footwear Industry

Iva Jestratijevic, University of North Texas, Denton, Texas

Urška Vrabič-Brodnjak, University of Ljubljana, Slovenia

Transparency in the Fashion, Clothing, and Textile Industry

Gabriella Wulff, University of Borås, Sverige, Sweden

Iva Jestratijevic, University of North Texas, Denton, Texas

Understanding Consumers in Purchasing Clothes through Online Reviews

Shaoqiong Zhao, State University of New York, Plattsburgh, New York

Md Al-Emran, McNeese State University, Lake Charles, Louisiana

1:30 p.m. – 3:00 p.m.

Norwich

SESSION D **Understanding Consumers**
Research Presentations | Consumer Behavior and Psychology Track

Session Chair: **Irfan Ahmed**, Sam Houston State University, Huntsville, Texas

The Role of Cultural Dimensions in Flow Search Experience: Comparing Taiwanese and Mexican Online Consumers

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

Ahmed Mahfouz, Prairie View A&M University, Prairie View, Texas

Wen-Hung Stephen Huang, National Taiwan Ocean University, Keelung City, Taiwan

Diana Dávila Ruiz, Universidad Anahuac, Naucalpan de Juárez, Mexico

Claudia Jaquelina Jackie González-Trujillo, Universidad de Monterrey, San Pedro Garza García, Mexico

Service Failures, Recovery Efforts, and Customer Satisfaction within the Amazon Corporation

Andreas W. Stratemeyer, California State University-Fresno, Fresno, California

Susan D. Geringer, California State University-Fresno, Fresno, California

James Taylor, California State University-Fresno, Fresno, California

The Buying Center Concept: A Bibliometric Analysis

Irfan Ahmed, Sam Houston State University, Huntsville, Texas

Vivekshankar Natarajan, Lamar University, Beaumont, Texas

Sanjay Mehta, Sam Houston State University, Huntsville, Texas

C. Ganeshkumar, Indian Institute of Plantation Management, Bengaluru, India

How Mindsets Influence the Effects of Valence of Online Reviews

Dipanwita Bhattacharjee, Bond University, Queensland, Australia

Mark Spence, Bond University, Queensland, Australia

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 2, 2022
(Wednesday)

3:00 p.m. – 3:30 p.m.

Exhibit Hall – St James

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

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.

Commerce

SESSION A **Workshop on Confirmatory Factor Analysis using Structural Equation Modelling (AMOS)**
Workshop | Open to Members of All FBD Associations | *Requires Registration*

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

Presenter: **Barry J. Babin**, University of Mississippi, University, Mississippi

Join us for this hands-on workshop on Confirmatory Factor Analysis using Structural Equation Modelling. Workshop includes advanced topics such as a comparison of the Preacher and Hayes (more recently Hayes) apps with SEM, as well as the use of AMOS and R. *Attendees should bring a laptop.*
* Workshop requires advance registration. *

3:30 p.m. – 5:00 p.m.

Durham

SESSION B **Student Research**
Research Presentations | Student Track

Session Chair: **Marilyn Eastman**, Morningside University, Sioux City, Iowa

It's a New World: How Generation Z Views Investing and the Financial Markets

Robin Thomala, Morningside University, Sioux City, Iowa

The Effects of Nike's Social Justice Position on Consumer's Brand Image and Purchasing Behavior

Laia Badosa, Morningside University, Sioux City, Iowa

Consumer Perceptions of the Environmental Impact of the Fast Fashion Clothing Industry in Mexico and the USA

Maria Nava, Morningside University, Sioux City, Iowa

Corporate Social Responsibility and its Influence on Marketing Activities and Outcomes

James Budge, Fort Hays State University, Hays, Kansas

Zoë Cooper, Fort Hays State University, Hays, Kansas

Robert Lloyd, Fort Hays State University, Hays, Kansas

Thomas Lippert, Fort Hays State University, Hays, Kansas

The Psychological Impact of Using Influencers as Brand Ambassadors

Giuseppe Del Rio Broggi, Morningside University, Sioux City, Iowa

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 2, 2022
(Wednesday)**

3:30 p.m. – 5:00 p.m.

Norwich

SESSION C **Why Bother with the Liberal Arts?**
Panel Discussion | Marketing Education and Experiential Learning Track

Session Chair: **Matthew Vollrath**, Ohio Wesleyan University, Delaware, Ohio

Matthew Vollrath, Ohio Wesleyan University, Delaware, Ohio
Dan Mertens, Jacksonville State University, Jacksonville, Alabama
Robert Lloyd, Fort Hays State University, Hays, Kansas

Evening

Dinner on Your Own

Get together with some ACME and FBD colleagues and
Enjoy dinner together! Explore New Orleans!

Join us for the 2023 ACME/FBD Conference!
March 8-11, 2023
Hyatt Regency Houston ◆ Houston, Texas

ACME Volunteer Opportunities

Interested in volunteering for the 2023 ACME Conference in Houston, Texas?
Contact Lilly Ye, ACME Program Chair for 2022-2023, at lye@frostburg.edu.

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



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

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 3, 2022
(Thursday)**

8:30 a.m. – 10:00 a.m.

Windsor

SESSION A **Fostering Students' Quantitative Reasoning and Research Skills**
Panel Discussions | Marketing Education and Experiential Learning Track

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

Enhancing Quantitative Reasoning Skills Across the Business Curriculum

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

Ruby Daniels, Texas A&M University - San Antonio, San Antonio, Texas

Kathryn Appenzeller Knowles, Texas A&M University - San Antonio, San Antonio, Texas

Kenneth Sweet, Texas A&M University - San Antonio, San Antonio, Texas

Best Practices in Encouraging, Guiding, and Enjoying Student Research

Marilyn Eastman, Morningside University, Sioux City, Iowa

Zhenning "Jimmy" Xu, California State University-Bakersfield, Bakersfield, California

Renée Gravois, Sam Houston State University, Huntsville, Texas

Scott Griffith, Briar Cliff University, Sioux City, Iowa

Robert Lloyd, Fort Hays State University, Hays, Kansas

8:30 a.m. – 10:00 a.m.

Ascot

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

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

Critical Role of Perceived Humor When Brands Post Memes on Social Media

Sphurti Sewak, Florida International University, Miami, Florida

Jae Hoon Lee, Florida International University, Miami, Florida

Do Social Media Marketing Activities Help in Creating Masstige Brand Value?

Mallika Srivastava, SVKM's Narsee Monjee Institute of Management Studies, Bangalore, India

Mudita Sinha, Christ University, Bengaluru, India

Social Media in a Global Crisis

David Rylander, Texas Woman's University, Denton, Texas

Jeffrey Radighieri, Texas Woman's University, Denton, Texas

An Exploratory Study of Acronyms Used in Social Media Comments

Selcuk Ertekin, Brenau University, Gainesville, Georgia

Susie Pryor, Buena Vista University, Storm Lake, Iowa

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 3, 2022
(Thursday)

8:30 a.m. – 10:00 a.m.

Newberry

SESSION C **Technology and Fashion Marketing**
Research Presentations | Fashion Marketing and Merchandising Track

Session Chair: **Sua Jeon**, Texas Wesleyan University, Fort Worth, Texas

Attitudes Toward Facebook Mobile Retail Apps: A Thai Consumer Perspective

Dee Knight, University of North Texas, Denton, Texas

Suksai Sukitta, University of North Texas, Denton, Texas

Judith Forney, University of North Texas, Denton, Texas

Changing Consumer Shopping Attitudes and Behaviors in a Post-Pandemic Era

Jill Kurp, Robert Morris University, Moon Township, Pennsylvania

Theresa Clarke, James Madison University, Harrisonburg, Virginia

Jordan Pratt, James Madison University, Harrisonburg, Virginia

Mobile Fashion Apps: Influences of Motivations and Fashion Innovativeness

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

8:30 a.m. – 10:00 a.m.

Trafalgar

SESSION D **ACME AxxessCapon Teaching Innovation Competition – Finalist Presentations**

Session Chair: **Lilly Ye**, Frostburg State University, Frostburg, Maryland

Join us for this session featuring finalists for the 2022 ACME AxxessCapon Teaching Innovation Competition. The winning teaching innovation will be selected from the finalist presentations, with all finalists recognized at the ACME Awards Luncheon and Business Meeting on Friday from 12:15-2:15.

Thank you to Wessex Press for its generous sponsorship of this competition and award!

10:00 a.m. – 10:30 a.m.

Exhibit Hall – St. James

FBD COFFEE BREAK. Attend poster sessions. 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.

Windsor

PLENARY SESSION

Members of all FBD associations are invited to attend.

Session Chair: **Renée Gravois**, Sam Houston State University, Huntsville, Texas

MARKETING NEW ORLEANS IN AN EVER-CHANGING WORLD

Mark Romig, Senior Vice President and Chief Marketing Officer, New Orleans & Company

Kelly Schulz, Senior Vice President, Communications and Public Relations, New Orleans & Company

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 3, 2022
(Thursday)

12:00 p.m. – 1:00 p.m.

LUNCH ON YOUR OWN

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

1:30 p.m. – 3:00 p.m.

Royal

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

Session Chair: **Gary Holmes**, University of North Texas at Dallas, Dallas, Texas

Brand Loyalty for the Automotive Market

Gary Holmes, University of North Texas at Dallas, Dallas, Texas

Using WOM to Overcome Consumer Aversion for Returned Products

Ishani Banerji, Fort Lewis College, Durango, Colorado

How Having Access to Customer Information Influences Service Provider's Service Disposition: A Test from Two Competing Theories

Jing Chen, Texas A&M University-Kingsville, Kingsville, Texas

Brand Essence Effects on Extension Information Accessibility

Joseph W. Chang, University of Massachusetts-Dartmouth, Dartmouth, Massachusetts

1:30 p.m. – 3:00 p.m.

Windsor

SESSION B **The Learning Experience**
Research Presentations | Marketing Education and Experiential Learning Track

Session Chair: **Joe Alexander**, Belmont University, Nashville, Tennessee

Experiential Learning in Undergraduate Research

Judith Forney, University of North Texas, Denton, Texas

Dee Knight, University of North Texas, Denton, Texas

The Value of Service Learning for Marketing: An Empirical Research Review of the Literature

Ray Wang, Thammasat University, Bangkok, Thailand

Implementing Yellowdig in Marketing Principles: Case Study and Recommendations

Laurie Babin, University of Mississippi, University, Mississippi

Reflections on Working with a Local Foundation on the Largest Giving Day Event in the Country

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

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 3, 2022
(Thursday)

1:30 p.m. – 3:00 p.m.

Ascot

SESSION C **Personal Selling and Sales Management**
Research Presentations | Personal Selling and Sales Management Track

Session Chair: **J. Ricky Ferguson**, Indiana State University, Terre Haute, Indiana

How Does Supervisory Support Impact Salesperson Lone Wolf Tendencies and the Resulting Relationship with Turnover Intention and Outcome Performance?

Barron Brown, Louisiana Tech University, Ruston, Louisiana

David Locander, University of Tennessee at Chattanooga, Chattanooga, Tennessee

William Locander, Louisiana Tech University, Ruston, Louisiana

The Important Roles of Time Flexibility and Compensation Equity in Salesperson Work-Life Balance

Blake Nielson, Weber State University, Ogden, Utah

Nicole Flink, Weber State University, Ogden, Utah

Mikelle Barberi-Weil, Weber State University, Ogden, Utah

Brock Adams, Weber State University, Ogden, Utah

The Use of AI in Sales: A Literature Review and Bibliometric Analysis

John Gironda, University of North Carolina-Wilmington, Wilmington, North Carolina

Maria Petrescu, Embry-Riddle Aeronautical University, Daytona Beach, Florida

1:30 p.m. – 3:00 p.m.

Trafalgar

SESSION D **Student Research**
Research Presentations | Student Track

Session Chair: **Marilyn Eastman**, Morningside University, Sioux City, Iowa

Delivering Online Classes: An Examination of Student Expectations Across Business Disciplines

Travis Albers, Louisiana State University-Shreveport, Shreveport, Louisiana

Nancy Albers, Louisiana State University-Shreveport, Shreveport, Louisiana

Tami Knotts, Louisiana State University-Shreveport, Shreveport, Louisiana

Analyzing Organic Listings, Paid Results, and Text Reviews on Yelp: Seeing the Forest from the Trees

Yi Hua Tseng, California State University-Bakersfield, Bakersfield, California

Zhenning “Jimmy” Xu, California State University-Bakersfield, Bakersfield, California

Applying Data Science to Analyze Avocado Retail Pricing for Years 2017-2020

Javier Moreno, California State University-Bakersfield, Bakersfield, California

Zhenning “Jimmy” Xu, California State University-Bakersfield, Bakersfield, California

The Influences of Targeted Social Media Advertising on Consumer Behavior

Sean Guerrero, Texas Wesleyan University, Fort Worth, Texas

Juan Taboada, Texas Wesleyan University, Fort Worth, Texas

Dana Mejia, Texas Wesleyan University, Fort Worth, Texas

Mechelle Poche, Texas Wesleyan University, Fort Worth, Texas

Sua Jeon, Texas Wesleyan University, Fort Worth, Texas

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 3, 2022
(Thursday)**

3:00 p.m. – 3:30 p.m.

Exhibit Hall – St James

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

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

3:30 p.m. – 5:00 p.m.

Royal

SESSION A Translating Knowledge into Practice

Panel Discussion; Workshop | Marketing Education and Experiential Learning Track

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

Methods for Teaching Social Responsibility by Addressing UT Dallas' 100 Hours of Student Community Engagement Requirement

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

Rita Egeland, University of Texas at Dallas, Richardson, Texas

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

The Value Proposition Problem in Business Education: Inadequate Knowledge of "Life Skills"

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

3:30 p.m. – 5:00 p.m.

Windsor

SESSION B Services, Tourism, and Hospitality Marketing

Research Presentations | Services, Tourism, and Hospitality Marketing Track

Session Chair: **Jingxian "Kelly" Jiang**, Texas A&M University, College Station, Texas

COVID 19 Effect on Casino Revenue and Headcount

James Rauch, East Central University, Ada, Oklahoma

A Framework for Defining and Conceptualizing Structured Experiences

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

Patti Freeman, Brigham Young University, Provo, Utah

Jingxian "Kelly" Jiang, Texas A&M University, College Station, Texas

Family Holidays as Welfare Benefits: The Case for Rebranding Vacations as Necessities Rather Than Luxuries?

Jeff Christensen, Brigham Young University-Hawaii, Laie, Hawaii

The Role of Social Capital in Shaping Sustainable Marketing: Tips for Practitioners

Lilly Ye, Frostburg State University, Frostburg, Maryland

Yimin Zhuang, Frostburg State University, Frostburg, Maryland

Mousumi Bose Godbole, Fairfield University, Fairfield, Connecticut

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 3, 2022
(Thursday)**

3:30 p.m. – 5:00 p.m.

Ascot

SESSION C Using R to Create Data Visualizations | Open to Members of All FBD Associations Workshop | Data Driven Marketing for Consumer Insights Track

Presenter: Zhenning “Jimmy” Xu, California State University-Bakersfield, Bakersfield, California

Join us for this hands-on workshop on using R to create data visualizations, starting with an overview of the structure of the program and terminology used. The workshop will include a sample data visualization project, focusing especially on some of the cool features that might benefit marketing researchers and business analytics professionals. Participants will gain exposure to the language and dashboard design principles with a real-world example. Beginners are welcome – the workshop is designed for people with all different interests and skill levels. *Attendees should bring a laptop.*

5:30 p.m. – 7:00 p.m.

Exhibit Hall – St James

FBD Presidential Welcome Reception – Badge required for entry

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

Join us for the 2023 ACME/FBD Conference!
March 8-11, 2023
Hyatt Regency Houston ♦ Houston, Texas

ACME Volunteer Opportunities

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



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

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 4, 2022
(Friday)

8:30 a.m. – 10:00 a.m.

Windsor

SESSION A **Knowing and Doing: Student Success**
Special Session | Marketing Education and Experiential Learning Track

Session Chairs: **Michelle Bednarz Beauchamp**, Mississippi College, Clinton, Mississippi

Exploring Writing Skills Sought in Recent Marketing Graduates

Michelle Bednarz Beauchamp, Mississippi College, Clinton, Mississippi

Donald P. Roy, Middle Tennessee State University, Murfreesboro, Tennessee

Marketing Students Know Analytics Is Important, But Why Do They Not Enroll?

Yang He, Belmont University, Nashville, Tennessee

Joe Alexander, Belmont University, Nashville, Tennessee

Rui Chen, Tarleton State University, Stephenville, Texas

Atanas Nikolov, Appalachian State University, Boone, North Carolina

Motivational Factors in Entrepreneurship: Theoretical Framework

Alma Cristina Gomez Macfarland, Tec de Monterrey, Monterrey, Mexico

Hector Gomez Macfarland, Huston-Tillotson University, Austin, Texas

Rohan R. Thompson, Huston-Tillotson University, Austin, Texas

8:30 a.m. – 10:00 a.m.

Ascot

SESSION B **Marketing Strategy**
Research Presentations | Marketing Strategy Track

Session Chair: **Jun Yu**, University of Louisiana Monroe, Monroe, Louisiana

Stock Market Reaction to Chief Marketing Officer's Promotion Announcements

Aisha Ghimire, University of Mississippi, University, Mississippi

The Effect of Fancy Brand Names on Young Consumers' Perception of Products

Tingxuan Lu, Idaho State University, Pocatello, Idaho

Jun Yu, University of Louisiana Monroe, Monroe, Louisiana

Joyce Zhou, University of Louisiana Monroe, Monroe, Louisiana

Mostofa Wahid SoykothJun Yu, Emporia State University, Emporia, Kansas

Strategic Orientation, Organizational Learning Behavior, and New Product Performance

Prashant Srivastava, University of Tennessee, Chattanooga, Tennessee

Karthik Iyer, University of Northern Iowa, Cedar Falls, Iowa

A Chance to Shine: Impact of Chief Marketing Officers During Crisis and the Role of Corporate Social Performance and Chief Innovation Officers

Jasmine Parajuli, University of Mississippi, University, Mississippi

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 4, 2022
(Friday)

8:30 a.m. – 10:00 a.m.

Newberry

SESSION C The Process and Value of Digital Marketing Certifications for BBA and MBA Students

Panel | Social Media, and Mobile and Digital Marketing Track

Session Chair: Sphurti Sewak, Florida International University, Miami, Florida

Integrating Hubspot Student Certifications into the Curriculum
Anshu Saran, University of Texas Permian Basin, Odessa, Texas

Google Ads Certification: More than a Resume Builder
Scott Roberts, University of the Incarnate Word, San Antonio, Texas

Google Analytics as Career Prep for Graduate and Undergraduate Students
Sereikhuoch Eng, Emerson College, Boston, Massachusetts

This session is dedicated to the late Dr. Eyad Youssef.

10:00 a.m. – 10:30 a.m.

Exhibit Hall – St James

FBD COFFEE BREAK. Attend poster sessions. 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.

Windsor

PLENARY SESSION

Members of all FBD associations are invited to attend.

Session Chair: Irfan Ahmed, Sam Houston State University, Huntsville, Texas

LEADING THE WAY TO SUCCESS – WAYS TO BE A TRANSFORMATIONAL LEADER

Beheruz N. Sethna, Regents' Professor of Marketing, Richards College of Business
University of West Georgia, Carrollton, Georgia

Dr. Beheruz N. Sethna is that rare Marketing academic who has also been an accomplished administrator in higher education. Dr. Sethna has served in various universities in the capacity of Department Chair, Dean, Interim Executive Vice President, President, and Interim Executive Chancellor for the entire University System of Georgia. He served as President of the University of West Georgia (UWG) for nineteen years, and when he retired from administration, was the longest-serving University President in the State of Georgia (among both public and private colleges and universities). Some of his outstanding achievements include increasing enrollments by 50% to 12,000 students, spearheading the construction of about 40 new buildings, increasing the endowment ten-fold from the time he started, and bringing transformative change to the institution from a College to a State University to a Ph.D.-granting SACS Level VI University. In December of 2013, after his retirement from the position of President, he was given the University of West Georgia's highest honor, The Founder's Award. The Carnegie Corporation has recognized him as being one of America's Great Immigrants.

In this talk, Dr. Sethna will share some lessons he has learned over a professional lifetime of leadership at the departmental, college, and university levels at a variety of different types of institutions – Research I, Research III, Comprehensive, commuter and residential, rural and urban.

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 4, 2022
(Friday)**

12:15 p.m. – 2:15 p.m.

Port

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

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

THIS EVENT IS OPEN ONLY TO ACME MEMBERS AND REGISTERED GUESTS

2:15 p.m. – 3:00 p.m.

Port

NETWORKING AND PHOTOS

- Enjoy networking and taking photos with your ACME colleagues.
- Start discussions about your submission plans for the 2023 ACME Conference in Houston.
- Chat with ACME officers to learn more about how you can contribute to next year's conference.

3:00 p.m. – 3:30 p.m.

Exhibit Hall – St James

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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.

Windsor

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

Session Chair: **Amit Malhan**, North Carolina A&T State University, Greensboro, North Carolina

National Culture and Coronavirus Deaths: Focus on Inglehart's and Weitzel's Two Cultural Values Dimensions - Traditional vs. Secular Values and Survival vs. Self-Expressive Values
Sarath Nonis, Arkansas State University, Jonesboro, Arkansas

The Influence of Stress and Financial Stabilizing Measures Used During Covid by Dentists Have on Their Psychological Outcomes
Gary Stillwell, Arkansas State University, Jonesboro, Arkansas
Kim Hester, Arkansas State University, Jonesboro, Arkansas
Sarath Nonis, Arkansas State University, Jonesboro, Arkansas
Hilary Schloemer, Arkansas State University, Jonesboro, Arkansas

Customer Orientation of Health Care Professionals in Covid Era
Ceyhan Kilic, Tarleton State University, Stephenville, Texas
Türkan Dursun-Kilic, West Texas A&M University, Canyon, Texas

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 4, 2022
(Friday)

3:30 p.m. – 5:00 p.m.

Ascot

SESSION B Hospitality Marketing

Special Session | Services, Tourism, and Hospitality Marketing Track

Session Chair: Jingxian “Kelly” Jiang, Texas A&M University, College Station, Texas

Designing and Managing an Omni-channel Guest Experience: Lessons from one Asian Airline
Jeff Christensen, Brigham Young University-Hawaii, Laie, Hawaii

3:30 p.m. – 5:00 p.m.

Newberry

SESSION C Applied Analytics

Research Presentations | Consumer Behavior and Psychology Track

Session Chair: Guanyu Geng, University of North Texas, Denton, Texas

Consumer Market Analysis for Branded Packaged Food in Sub Urban Markets in India
Sanjay Arora, Guru Nanak Khalsa College, Yamunanagar, India
Suhani Arora, Cap Gemini, New Delhi, India

Understanding SEO Success Factors Using Principal Component Analysis
Zhenning “Jimmy” Xu, California State University-Bakersfield, Bakersfield, California
Jing Chen, Texas A&M University-Kingsville, Kingsville, Texas
Fernando Parra, California State University-Fresno, Fresno, California

A Framework for Airport Evacuation: Assessment of Landside Capacity Using Micro-Meso Simulation Model
Subhro Mitra, University of North Texas at Dallas, Dallas, Texas

Thank you for attending ACME 2022!

Join us for the 2023 ACME/FBD Conference!
March 8-11, 2023
Hyatt Regency Houston ♦ Houston, Texas



Association of Collegiate Marketing Educators

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

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2021-2022 TRACK CHAIRS

| | |
|---|--|
| Accounting and Ethics | Mary Fischer , University of Texas at Tyler |
| DSS & ES | Catalin Dinulescu , Tarleton State University |
| 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 | Will Senn , Tarleton State University |
| Innovative Education | Pamela Rogers , Stephen F. Austin State University |
| Internet of Things & Big Data | John Seydel , Arkansas State University |
| Management, Healthcare & Organizational Behavior | Mary Helen Fagan , University of Texas at Tyler |
| Management Info Systems | Michael E. Ellis , University of Central Arkansas |
| Marketing & International Business | Thiagarajan Ramakrishnan (Ram) , Prairie View A&M University |
| Operations Management & Project Management | Balaji Janamanchi , Texas A&M International University |
| Quantitative Methods, Quality & Business Analytics | Robert Pavur , University of North Texas |
| Supply Chain, Logistics UAVs | Zhen Li , Texas Woman's University |
| Student Track | Gayle Prybutok , University of North Texas |
| Special Panels | S. Mantravadi , University of West Florida |
| Proceedings Editor | Catalin Dinulescu , Tarleton State University |

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

SPECIAL EVENTS, WORKSHOPS & PANELS

Workshop: Wednesday, March 2, 2022, 1:00 p.m. - 5:00 p.m

Workshop on ‘Creating a Teaching Portfolio’ Gayle Prybutok, University of North Texas

Workshop: Wednesday, March 2, 2022, 1:00 p.m. - 5:00 p.m.

Workshop on PRISMA , Will Senn, Tarleton State University

Doctoral Consortium
By Invitation Only

Friday, March 4, 2022, 12:30 p.m. – 5:00p.m.

MEETINGS

SWDSI 2022 Business Meeting

Thursday, March 3, 2022 3:30 p.m. - 5:00 p.m.

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



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

Make plans to join us in Houston, Texas for our 2023 conference.



50th Annual Conference

March 8 - 11, 2023

Hyatt Regency Houston
Houston, Texas

51st Annual Conference

April 10 - 13, 2024

Moody Gardens Hotel & Convention
Galveston, Texas

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is presented to



Peggy L. Lane

In recognition of thirty-two years of professional commitment, leadership, and service to the Decision Sciences Institute, Southwest Region, Dr. Peggy L. Lane is the recipient of the 2022 Lifetime Achievement Award. She will retire in August 2022 after 28 years of teaching and 4 years in industry. Dr. Lane serves as the JoAnn and Miles Sager, Jr. Endowed Professor of Computer Information Systems at the University of Louisiana Monroe. She has served in various administrative roles at Missouri Western State University, Emporia State University, and the University of Louisiana Monroe including Associate Dean and Interim Dean. She has received the SWDSI Outstanding Educator Award, SWDSI Distinguished Service Award, and numerous college teaching recognition awards.

Peggy was the third person to earn a PhD from the University of Arkansas with a major in Information Systems (1992). She taught with SAP for 10 years including the TERP10 certification course. She currently teaches courses in Management Information Systems, Business Analytics, and Networking. Her research includes ERP, entrepreneurship, impacts of culture on technology acceptance, information systems teaching pedagogy, and assessment.

Dr. Lane has been a member of the Southwest Decision Sciences Institute (SWDSI) since 1990. She has actively served SWDSI as well as the Federation of Business Disciplines (FBD) in various leadership roles and has exhibited valuable professional service to the organizations. Dr. Lane has served SWDSI in numerous ways including Chair of the Strategic Planning Committee (2016-2017), President of SWDSI (2015-2016), SWDSI Program Chair (2013-2014), and SWDSI Council Member for approximately 8 years. She currently serves SWDSI as the Regional Archivist. She has provided valuable service to FBD as the Coordinator of Registration for four years and is the current FBD President.

SWDSI is fortunate to have had Peggy's dedicated service to the organization, as well as her friendship and support to numerous colleagues and students.

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

CONGRATULATIONS!!!

**RECIPIENT OF THE 2022 FEDERATION OF BUSINESS DISCIPLINES
DISTINGUISHED PAPER AWARD**

Alpha Iota Delta Best Paper Award

Establishing a Workload Productivity Target in an Outpatient Infusion Pharmacy
Kimberly Haverstick, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

**RECIPIENT OF THE 2022 FEDERATION OF BUSINESS DISCIPLINES
OUTSTANDING EDUCATOR AWARD**

Mohan Rao, Texas A&M University – Corpus Christi

RECIPIENT OF THE SWDSI DISTINGUISHED SERVICE AWARD

Khaled Alshare, Qatar University

RECIPIENT OF THE SWDSI LIFETIME ACHIEVEMENT AWARD

Peggy Lane, University of Louisiana Monroe

RECIPIENTS OF THE 2022 BEST STUDENT PAPER AWARDS

A Theoretical Framework for Study of Information Behavior by Opportunistic Insiders
Vikas Sinha, University of North Texas
Bill Randall, University of North Texas

Effectiveness of Mobile Phone Messaging to Reduce Social Isolation of Older Adults
Heath Harlee, University of North Texas

Influence of Financial Status, Openness to Change and Positive Attitude Towards Life on Emotional Wellbeing Among Retirees.
Pranathy Enamela, University of North Texas
Charity Tinofirei, University of North Texas

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 2, 2022
(Wednesday)

1:00 p.m. – 5:00 p.m.

Camp

Workshop A: Workshop on ‘Creating a Teaching Portfolio’

Presenter: Gayle Prybutok, University of North Texas

Description:

When I say great teacher, I’m not just talking about the ones I liked best. I mean the teachers who had the greatest influence on me — the ones whose names I still remember to this day, even though in some cases it’s been more than 40 years since I sat in their classrooms. They are people I’ve tried to emulate in my own teaching. Creating a teaching portfolio is an important tool in making you an intentional teacher- a teacher who carefully selects the strategies that work for them and for their students, who can explain their methods and successful materials and who can present themselves dimensionally, and with clarity to those that want to understand how to develop more fully as educators. The Teaching Portfolio Seminar will show you how to not only create your own teaching portfolio but will give you samples of each segment of the teaching portfolio so that you can use them as templates to create your own.

1:00 p.m. – 5:00 p.m.

Canal

Workshop B: Workshop on PRISMA

Presenter: Will Senn, Tarleton State University

Description:

This Prisma review workshop provides a hands-on exploration of conducting a systematic literature review and meta analyses. The workshop covers the salient points of what a systematic review and meta-analysis of scholarly literature entails and why it is useful for scientific endeavors. In addition, a brief presentation of several review and meta-analysis studies will be provided. Covered material includes the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework in some depth. The workshop is structured as a series of alternating learning and hands-on sessions, each lasting up to 30 minutes depending on the complexity of the material covered. The workshop will also offer the opportunity for an open discussion about applications of systematic literature reviews and meta-analysis techniques.

3:00 p.m. – 3:30 p.m.

Camp

SWDSI Coffee Break for SWDSI Workshop Participants

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



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

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 3, 2022
(Thursday)**

7:00 a.m. – 8:30 a.m.

River Room

MEETING Officers and Directors Meeting

Presiding: **Matthew Lindsey**, Stephen F. Austin State University

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

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

Starboard

SESSION A Internet of Things and Big Data-I

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

Hadoop and Spark: A Dataproc Cluster in Google Cloud Platform – A Hands-on Workshop

Thuan Nguyen, University of North Texas

Literature Review on Evolution of Marketing Analytics in the Age of Big Data

Kamlesh Tiwari, University of Arkansas at Pine Bluff

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

Compass

SESSION B Management Information Systems-I

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

The Sharing Behavior of Mental Illness Experience on Social Media Platforms Amidst COVID-19

M A Shariful Amin, University of North Texas

Abhijeet Kumar, University of North Texas

Victor Prybutok, University of North Texas

Open Source Software for Agile Project Management: Reflections and Takeaways

Balaji Janamanchi, Texas A & M International University

Manufacturing on Advanced Information (Rumors) Using an Extended Newsvendor Model

Hakan Tarakci, University of North Texas

Fouad Mirzaei, University of North Texas

Yasemin Tarakci, University of North Texas

Adeela Gulzari, University of North Texas

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

Steering

SESSION C E-Commerce & Social Networking-I

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

Intention to Use Mobile Commerce: A Comprehensive Model

Robert Cutshall, Texas A&M University – Corpus Christi

Customer's Perceived Value, Satisfaction, and Loyalty in Online Securities Trading

Long Pham, University of Louisiana at Monroe

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 3, 2022
(Thursday)

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

Bridge

SESSION D Operations & Project Management

Session Chair: Cenk Caliskan, Utah Valley University

The Role of Industry Concentration on the Competitive Interactions of Leader and Challenger Firms' Inventory Positions in Manufacturing Industries

Rajat Mishra, Stephen F. Austin State University

Randy Napier, University of Texas at Arlington

Evaluation of Visual Uncertainty Representations in Schedule Risk Analysis

Anjana Arunkumar, Arizona State University

Arun Madapusi, Northeastern State University

Teaching the Economic Order Quantity Model Without Using Calculus

Cenk Caliskan, Utah Valley University

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

Pelican

SESSION E Management, Healthcare & Organizational Behavior-I

Session Chair: Stephen Bushardt, University of Texas at Tyler

The Impact of Resilience and Burnout on Intention to Work Remotely During the COVID-19 Pandemic

Colleen Carraher-Wolverton, University of Louisiana at Lafayette

Pilot Testing a Collaborative Care Training Course Series

Faith Obanua, University of Houston

Jamison Kovach, University of Houston

Holly Hutchins, University of Houston

Employee Engagement: Implications of Job Design During a Pandemic

Marilyn Young, University of Texas at Tyler

Timothy Morgan, University of Texas at Tyler

Stephen Bushardt, University of Texas at Tyler

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

Exhibit Hall – St James

FBD Coffee Break

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

Attend poster sessions.

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

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 3, 2022
(Thursday)**

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

Compass

SESSION A Operations & Project Management

Session Chair: Ahmed Kamara, Texas A&M University - Corpus Christi

A Mathematical Comparison of the Profit-Linked Multifactor Productivity Measurement Models

Mohan Rao, Texas A&M University – Corpus Christi

Ahmed Kamara, Texas A&M University – Corpus Christi

The Evolution of Project Management: The Future is Now?

Mary Griffin, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas

The Evolution of Continuous Improvement Methodologies: A Ground Floor Perspective

Van Falgout, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas

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

Steering

SESSION B Management Information Systems-I

Session Chair: Balaji Janamanchi, Texas A&M International University

The Sharing Behavior of Mental Illness Experience on Social Media Platforms Amidst COVID-19

M A Shariful Amin, University of North Texas

Abhijeet Kumar, University of North Texas

Victor Prybutok, University of North Texas

Open-Source Software for Agile Project Management: Reflections and Takeaways

Balaji Janamanchi, Texas A&M International University

Manufacturing on Advanced Information (Rumors) Using an Extended Newsvendor Model

Hakan Tarakci, University of North Texas

Fouad Mirzaei, University of North Texas

Yasemin Tarakci, University of North Texas,

Adeela Gulzari, University of North Texas

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 3, 2022
(Thursday)

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

Bridge

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

Session Chair: Hongkai Zhang, East Central University

Global Sensitivity Analysis of a Capacity Allocation Model Under Alternative Pricing Strategies

Hongkai Zhang, East Central University

Jiehui Ma, University of Wisconsin – Whitewater

James Rauch, East Central University

The Practical Significance of Empirical Research Findings: A Literature Review

Khaled Alshare, Qatar University

Descriptive Analysis of the Risk of COVID-19 Infections with Respect to Ethnicity and Blood Types in the U.S.

Reza Gharoie Ahangar, University of North Texas

Robert Pavur, University of North Texas

Decoding the Stars: A Perspective from Text Mining

Ahasan Harun, University of Texas Rio Grande Valley

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

Pelican

SESSION D Management, Healthcare & Organizational Behavior-II

Session Chair: Gary Hackbarth, Valdosta State University

Lean Management and Emergency Medicine

Carl Johns, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas

COVID-19 Changes the Nature of Tele-Mental Health – A Systematic Literature Review

Gary Hackbarth, Valdosta State University

Teuta Cata, Northern Kentucky University

Usage of Information Communication Technology by an Aging Population

Heath Harllee, University of North Texas

Will Senn, Tarleton State University

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 3, 2022
(Thursday)

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

Starboard

SESSION A Student Track-III

Session Chair: Kiran Patil, University of North Texas

An Insight into the Factors Influencing the Avoidance of Home IoT

Md Golam Rabbani, University of North Texas

Marketing Intelligence: A Bibliometric Network and Content Analysis

Mostofa Wahid Soykoth, Emporia State University

Proposed Scale to Measure Blockchain Behavioral Adoption

Kiran Patil, University of North Texas

Exploring Influencer's Impact on Day Trading During Covid-19 Pandemic

Heng Xie, The University of Texas Permian Basin

Lili Gai, The University of Texas Permian Basin

Ryan Peckham, The University of Texas Permian Basin

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

Compass

SESSION B Management Information Systems-III

Session Chair: Robert Pavur, University of North Texas

Examining Dynamic Information Technology Capabilities on Innovation in the Context of Digital Transformation

Adilson Carlos Yoshikuni, Mackenzie Presbyterian University

Rajeev Dwivedi, Eastern Washington University

Estimation of Vulnerable Rates in Software Operating Systems

Matt Lindsey, Stephen F. Austin State University

Robert Pavur, University of North Texas

A Semi Passive RFID System for Yard Management

Farhad Moeeni, Arkansas State University

Jaouad Boukachur, University of Le Havre

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 3, 2022
(Thursday)

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

Steering

SESSION C E-Commerce & Social Networking-III

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

E-Commerce Brings Food Delivery to the Digital Age – Case Study

Charlotte Allen, Stephen F. Austin State University

Gina Harden, Stephen F. Austin State University

Understanding Bitcoin National Acceptance from Microblog Sentiments: Operationalization of TAM Factors

Tanja Steigner, Emporia State University

Geethalakshmi Shivanapura Lakshmikanth, Emporia State University

Javier Flores, Emporia State University

Juan Chavarria, Emporia State University

Revenue Sharing Contract with Stockout Compensation in a Drop-Shipping Supply Chain

Raj Kamalapur, Angelo State University (Texas Tech University System)

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

Bridge

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

Session Chair: **Amanda Noah**, University of North Texas

Transitioning Performance Evaluation Applications from Excel Tableau

Mohan Rao, Texas A&M University – Corpus Christi

Are Your Data Odd? Strategies For Dealing with Outliers in Multiple Regression

Amanda Noah, University of North Texas

Charity Tinofirei, University of North Texas

Linear Regression and Data Utilization in Beef Cattle Production

David Ashley, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 3, 2022
(Thursday)

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

Pelican

SESSION E Management, Healthcare & Organizational Behavior-III

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

The Effect of Narcissism on Self efficacy and Fitness Performance

Logan Jones, Missouri Western State University

Maria Jones, Rockhurst University

Development of Predicted Model for Cost in Health Support

Sangoh Shim, Hanbat National University

Using Predictive Analytics to Forecast Healthcare Utilization

Amy Manion, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas

3:00 p.m. – 3:30 p.m.

Exhibit Hall – St James

FBD Coffee Break

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

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

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

Compass

SWDSI 2022 Business Meeting – All SWDSI participants are encouraged to attend.

5:30 p.m. – 7:00 p.m.

Exhibit Hall – St James

FBD Presidential Welcome Reception – Badge required for entry

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

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 4, 2022
(Friday)

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

Port

DSI-SW Networking Breakfast

Come enjoy some light breakfast food while networking with colleagues before heading to Friday's sessions.

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

Starboard

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

Session Chair: Heath Harlee, University of North Texas

Examining User Privacy Perceptions of IOT Cloud-Based Assistants Based on Technology Adoption

Biodun Awojobi, University of Dallas

Brett Landry, University of Dallas

Effectiveness of Mobile Phone Messaging to Reduce Social Isolation of Older Adults

Heath Harlee, University of North Texas

Exploring the Perceptions of Chinese Business Professionals Towards AI Technology

Sung Shim, Seton Hall University

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

Compass

SESSION B Special Topics

Session Chair: Liz Mulig, Southeastern Oklahoma State University

Three Significant Skills for Entry Level Accountants Entering the Workforce for the Century

Jannatun Naim, Lamar University

Md Shahriar Hossain, Northwestern State University

Drone Delivery Model for Vaccine

Abhijeet Kumar, University of North Texas

M A Shariful Amin, University of North Texas

Victor Prybutok, University of North Texas

Minimizing Power Consumption for 3D Printed Consumable Mold

Md Shahriar Hossain, Northwestern State University

Icing on the Cake: Practical Applications of Digital Badging for Accreditation Purposes (Abstract)

Vallari Chandna, University of Wisconsin - Green Bay

Praneet Tiwari, University of Wisconsin - Green Bay

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 4, 2022
(Friday)

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

Steering

SESSION C DSS & Expert Systems - II

Session Chair: Jooh Lee, Rowan University

Blockchain Technology – A visual Analysis with Cluster Exploration and Literature Survey

Juan Chavarria, Emporia State University

Javier Flores, Emporia State University

Geethalashmi Shivanapura Lakshmikanth, Emporia State University

Tanja Steigner, Emporia State University

Dynamic Interplay of R&D, Advertising, and Exports on Market Value: Capabilities Perspectives

He-Boong Kwon, Colorado State University – Pueblo

Jooh Lee, Rowan University

Examining Bank Consumer Lending Decision Support Algorithms for Preferences

Queen Booker, Metropolitan State University

Carl Rebman, University of San Diego

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

Bridge

SESSION D Student Track-I

Session Chair: Vikas Sinha, University of North Texas

Optimism Amid Risk: How Non-IT Employees' Beliefs Affect Cybersecurity Behavior

Jimoh Fatoki, New Mexico State University

A Theoretical Framework for Study of Information Behavior by Opportunistic Insiders

Vikas Sinha, University of North Texas

William Randall, University of North Texas

Responses to the Climate Change in the Agricultural Supply Chain: Cooperation and Conflict

Oriana Labaqui, The University of Texas Permian Basin

Heng Xie, The University of Texas Permian Basin

Pinyarat Sirisomboonsuk, The University of Texas Permian Basin

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 4, 2022
(Friday)

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

Pelican

SESSION E Innovative Education-I

Session Chair: Jeremy Bellah, University of Oklahoma

Redesign of an Advanced Programming Class: Standardizing Problem Based Learning Across Multiple Sections

Jeremy Bellah, University of Oklahoma

Adam Ackerman, University of Oklahoma

Wilford Wu, University of Oklahoma

Robert Beatty, University of Oklahoma

Challenges of Using Artificial Intelligence Technology in Higher Education: A Systematic Study of Influencing factors

Refaiya Zaman, Emporia State University

Geethalakshmi Shivanapura Lakshmikanth, Emporia State University

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

Exhibit Hall – St James

FBD Coffee Break

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for the low submission fee of \$40.*

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 4, 2022
(Friday)

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

Starboard

SESSION A Economics, Law & Finance-I

Session Chair: Qinyu Liao, The University of Texas Rio Grande Valley

Bank-Enterprise Relationship and Corporate Bond Financing – The Perspective of Spillover Effect

Xiang Li, Dongbei University of Finance and Economics

Qinyu Liao, The University of Texas Rio Grande Valley

One Share Hypothesis

William Johnson, Texas A&M Corpus Christi

Leveraged Financial Networks and Debt Covenants

Alexander Becker, Boston University

Ivan Julio, Boston University

Irena Vodenska, Boston University

Xin Zhang, Shanghai Maritime University

Green Innovation and Environmental Misconduct

Blake Rayfield, Northern Arizona University

Omer Unsal, Merrimack College

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

Steering

SESSION B Marketing & International Business-I

Session Chair: Alexander Mechitov, University of Montevallo

Social Media Addiction and Its Impact on Young Black Consumers

Qiang Fei, Prairie View A&M University

Influence of Business Intelligence and Analytics (BI & A) Capabilities on Marketing Strategies

Thiagarajan Ramakrishnan, Prairie View A&M University

Specifics of Socio-economic Development in Scandinavian Countries

Alexander Mechitov, University of Montevallo

Helen Moshkovich, University of Montevallo

Make plans to join us in Houston, Texas for our 2023 conference.



50th Annual Conference

March 8 - 11, 2023

Hyatt Regency Houston

Houston, Texas

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 4, 2022
(Friday)

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

Bridge

SESSION C Student Track-II

Session Chair: William Senn, Tarleton State University

Virtual Social Engagement of Older Adults by Aging-in-Place Organizations

John Alagood, University of North Texas

Gayle Prybutok, University of North Texas

William Senn, Tarleton State University

Framing of COVID-19 in National and Local Newspapers: A perspective from the U.S.A.

Rifat Afrin, University of North Texas

Influence of Financial Status, Openness to Change and Positive Attitude Towards Life on Change and Positive Attitude Towards Life on Emotional Wellbeing Among Retirees

Pranathy Enamela, University of North Texas

Charity Tinofirei, University of North Texas

Foreign Education Experience and Family Investment Behaviors: Evidence from Chinese Household Investments Survey

Kaidan Zheng, University of Central Arkansas

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

Pelican

SESSION D Innovative Education-II

Session Chair: Elizabeth Keiffer, University of Arkansas

Survey of Perceptions on Student Engagement

Jennifer Hinebaugh, Embry Riddle Aeronautical University

Angela Cheatham, Embry Riddle Aeronautical University

James Gibson, Embry Riddle Aeronautical University

Data Mining Competition in the Classroom

Elizabeth Keiffer, University of Arkansas

Michael Dereszynski, University of Arkansas

A Curriculum to Fill the Skills Gap in Mainframe Computing and COBOL

James Parrish, University of North Texas

LeRoy Hardy, University of North Texas

12:00 p.m. – 5:00 p.m.

Compass

SESSION A

Doctoral Consortium

by Invitation Only – Must register with SWDSI to attend.

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 4, 2022
(Friday)

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

Starboard

SESSION B Supply Chain, Logistics, & UAVs-I

Session Chair: Krishan Rana, Alabama A&M University

A Task Taxonomy for Supply Chain Network Visualization

Anjana Arunkumar, Arizona State University

Arun Madapusi, Northwestern State University

ESG in Supply Chains: Exploring the Impact of a Chief Sustainability Officer on ESG Ratings Among Four Payment Processors

Lauren Lovelady, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas

A Multi-Objective Optimization Model to Design a Sustainable Bioethanol Supply Chain from Agricultural Residues for Developing Countries

Vinay Gonela, Texas A&M – Central Texas

Dalila Salazar, Louisiana State University Shreveport

Importance of Seaports in Global Supply Chain Management

Krishan Rana, Alabama A&M University

Emeka Dunu, Alabama A&M University

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DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 4, 2022
(Friday)

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

Steering

SESSION C Marketing & International Business-II

Session Chair: Hesam Shahriari, Prairie View A&M University

ESG Controversies, Disaster Coverage, and Firm Performance

Hesam Shahriari, Prairie View A&M University

Examining the Influence of Informal Institution on Country Risk in International Business

Namporn Thanetsunthorn, Pennsylvania State University - Shenango

Rattaphon Wuthisatian, Southern Oregon University

Customer Orientation of Faculty and Staff in COVID Era

Ceyhan Kilic, Tarleton State University

Turkan Kilic, West Texas A&M University

Make plans to join us in Houston, Texas for our 2023 conference.



50th Annual Conference

March 8 - 11, 2023

Hyatt Regency Houston

Houston, Texas

51st Annual Conference

April 10 - 13, 2024

Moody Gardens Hotel & Convention

Galveston, Texas

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 4, 2022
(Friday)

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

Bridge

SESSION D DSS & Expert Systems

Session Chair: Carl Rebman, University of San Diego

Is the Current Usage of Business Analytics the Most Effective for Decision Making in Corporate Firms?

Kouassi Desire Kossonou, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas

Carl Rebman, University of San Diego

On the Incessant Pro-Punditry of Knowledge Management in the Literature and the Industry: Just Exactly What's Going On?

Jose Castillo, University of Arkansas at Pine Bluff

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

Pelican

SESSION E Innovative Education-III

Session Chair: Pamela Rogers, Stephen F. Austin State University

Can Audio Feedback Enhance Learning Outcomes Amongst Diverse Students?

Lina De La Garza, Texas A&M International University

Vikram Bhadauria, Texas A&M University – Texarkana

Online Course Performance: Does Pre-Screening Affect Outcomes?

Pamela Rogers, Stephen F. Austin State University

Gina Harden, Stephen F. Austin State University

Jamie Derrick, Stephen F. Austin State University

Do Targeted Assignment Reminders Have an Effect on Timely Assignment Completion Rates?

Jamie Derrick, Stephen F. Austin State University

Pamela Rogers, Stephen F. Austin State University

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 4, 2022
(Friday)

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

Canal

SESSION F Accounting, Economics, Law and Finance

Session Chair: Stephanie Metts, Southeastern Oklahoma State University

E-Commerce Online Sales Tax and Other Business Taxes

Kelsey Hagan, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas

Assuring Academic Integrity of Online Testing in Fundamentals of Accounting Courses

Liz Mulig, Southeastern Oklahoma State University

Stephanie Metts, Southeastern Oklahoma State University

Searching Hedging Instruments Against Diverse Global Risks and Uncertainties

Bokhtiar Hasan, Islamic University Kushtia

M. Kabir Hassan, University of New Orleans

Humaira Tahsin Rafia, Islamic University Kushtia

Mamunur Rashid, Islamic University Kushtia

Currency Systemic Risk in Asia-Pacific FOREX Ecosystem

Molla Ramizur Rahman, Indian Institute of Technology Kharagpur

M. Kabir Hassan, University of New Orleans

Arun Kumar Misra, Indian Institute of Technology Kharagpur

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

Exhibit Hall – St James

FBD Coffee Break

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

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

Compass (continued)

SESSION A

Doctoral Consortium

by Invitation Only

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 4, 2022
(Friday)

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

Starboard

SESSION B Supply Chain, Logistics, & UAVs-II

Session Chair: Mark McMurtrey, University of Central Arkansas

Seaport Disruptions and Risk Management

Krishan Rana, Alabama A&M University

Shachi Jagtap, Alabama A&M University

Food Grain Supply Chains of India and Economic Impact

Krishan Rana, Alabama A&M University

Mahesh Rana, Alabama A&M University

How Blockchain Enhances Supply Chain

T. Shane Smith, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas

Supply Chain Sustainability: A Must Have for Today's Competitive Business Environment

Joseph Thoman, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas

Carl Rebman, University of San Diego

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

Steering

SESSION C Marketing & International Business-III

Session Chair: Md Al-Emran, Bangladesh Agricultural University

Buyers' Demographics, Shopping Patterns, and Modes of Payment

Md Al-Emran, Bangladesh Agricultural University

Understanding Customers' Online Purchasing Behavior Through Their Online Reviews

Md Al-Emran, Bangladesh Agricultural University

Make plans to join us in Houston, Texas for our 2023 conference.



50th Annual Conference

March 8 - 11, 2023

Hyatt Regency Houston

Houston, Texas

March 4, 2022
(Friday)

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

Bridge

SESSION D: Supply Chain Management

Session Chair **Himali Patil**, University of North Texas

Influence of Additive Manufacturing on Supply Chain Resilience: An Empirical Analysis

Himali Patil, University of North Texas

Suman Niranjana, University of North Texas

Arunachalam Narayanan, University of North Texas

A Review of Information Sharing Practices in Supply Chain Management and Human Resource Management: Obstacles and Innovations

Shravya Dharba, New Mexico State University

Shammi Gandhi, New Mexico State University

Carol Flinchbaugh, New Mexico State University

Innovation and Entrepreneurial Markers in Transportation and Logistics Firms

Will Senn, Tarleton State University

Catalin Dinulescu, Tarleton State University

Victor Prybutok, University of North Texas

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

Pelican

SESSION E Management, Healthcare & Organizational Behavior-IV

Session Chair: Kimberly Haverstick, University of Central Arkansas

Establishing a Workload Productivity Target in an Outpatient Infusion Pharmacy

Kimberly Haverstick, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas

Supply Chains and COVID-19 Vaccines: How Fast Can We Reach Herd Immunity?

Adam Penman, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas

A Nonlinear Study on the Relationship Between Corporate Social Responsibility and Risk-taking

Xiang Li, Dongbei University of Finance and Economics

Qinyu Liao, The University of Texas Rio Grande Valley

March 4, 2022
(Friday)

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

Canal

SESSION F Innovative Education-IV

Session Chair: Vallari Chandna, University of Wisconsin-Green Bay

Innovative Use of Technologies To Enhance Student Learning Experience in Difficult Times Like COVID-19

Venugopal Gopalakrishna-Remani, The University of Texas at Tyler

Nandagopal Gopalakrishna-Remadevi, Mind Tree

Innovation and Entrepreneurial Markers in Transportation and Logistics Firms

Will Senn, Tarleton State University

Catalin Dinulescu, Tarleton State University

Victor Prybutok, University of North Texas

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Houston, Texas

51st Annual Conference

April 10 - 13, 2024

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*All FBD conference participants are eligible to have their work considered
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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

SWAM BOARD

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CONGRATULATIONS!

Recipient of the Distinguished Paper Award - Federation of Business Disciplines

The Hazards of Unethical Work Experiences: The Serial Impact of Moral Injury on Work-Related Stress, Trauma-Induced Ill-Being, and Moral Post-Traumatic Stress Disorder

Robert Giacalone, John Carroll University
Sean Valentine, University of North Dakota

Recipient of the 2022 Southwest Academy of Management Best Reviewer Award

Julie Seidel, Colorado Mesa University

2022 TRACK CHAIRS

HR / Careers / Diversity

Robert Lloyd, Fort Hays State University
Sal Villegas, Northern State University

Organizational Behavior / Leadership

Jestine Philip, New Haven University

Organizational Theory / Strategic Management / International Management

Gustavo Barboza, Loyola University New Orleans

Entrepreneurship / Small Business / Family Business

Vallari Chandna, University of Wisconsin – Green Bay

Professional Development

Kenneth Sweet, Texas A&M – San Antonio

Pedagogical Innovations / Pedagogical Research / Professional Development

Vance Lewis, University of Central Arkansas

Hospitality Management

Shiang-Lih Chen McCain, Colorado Mesa University

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 02, 2022
(Wednesday)**

09:00 a.m. – 10:30 a.m.

Bourbon Boardroom

SPECIAL SESSION

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

10:30 a.m. – 12:00 p.m.

Windsor

TRACK TITLE: Doctoral Consortium

SESSION A: Session 1: Meet, Greet and Discuss

Session Chair: Ethan P. Waples, University of Houston – Downtown

Collaborator: Carlos Baldo, Colorado Mesa University.

1:00 p.m. – 1:30 p.m.

Windsor

WELCOME TO THE SOUTHWEST ACADEMY OF MANAGEMENT ANNUAL MEETING

Carlos M. Baldo, 2022 Program Chair

Make plans to join us in Houston, Texas for our 2023 conference.



50th Annual Conference

March 8 - 11, 2023

Hyatt Regency Houston

Houston, Texas

51st Annual Conference

April 10 - 13, 2024

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 02, 2022
(Wednesday)**

1:30 p.m. – 3:00 p.m.

Windsor

TRACK TITLE: Organizational Behavior-Leadership

SESSION A: Relationships

Session Chair: **Abbie Lambert**, University of Central Oklahoma

IGNITE! Presentation

The impact of coronavirus on employees' job satisfaction, commitment and learning
Hanan Almazrouei, University of Southern Mississippi

Traditional Presentations

Millennial Student Debt and Entitlement: The Role of Self-threat, Stress, and Fairness
Juliana Lilly, Sam Houston State University
Janice Francis Super, Murray State University

Who wants what? Potential moderators of the relationship between individualized deals (i- deals) and turnover intentions

Justin Scott, Pensacola Christian College
John Batchelor, University of West Florida
Maggie Davis, University of South Alabama
Gerald Burch, University of West Florida
Timothy Dunne, Boise State University

Big but Certainly Not Easy: Individual and Group Processes, Strategy, and Strategic Decision-Making Under Crises such as COVID-19

Jim McCleskey, Western Governors University

An Integrative Conceptualization of Embodied Leadership in Organizations

Kenneth Sweet, Texas A&M University – San Antonio
Celia Szelwach, Cabrini University
Kassim Tarhini, United States Coast Guard Academy
Peter Vermeer, United States Coast Guard Academy

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51st Annual Conference

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Galveston, Texas

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 02, 2022
(Wednesday)**

1:30 p.m. – 3:00 p.m.

Ascot

TRACK TITLE: Pedagogical Innovation/ Pedagogical Research

SESSION B: Creativity in the Classroom

Session Chair: John Davis, Hardin-Simmons University

IGNITE! Presentation

Virtual Learning and the Impact on Higher Education

Sunil Ramlall, Concordia University-Wisconsin

Traditional Presentations

Introducing Management with Hans Christian Andersen

John Davis, Hardin-Simmons University

Experiential Learning is the next Big Thing in Management Education

Stephanie Gapud, Spring Hill College

Suzanna Sobolewska, Telanto

Teaching Management on Steroids: Using Tenets of Seamless Learning as a Lived Experience

Dana Sendziol, Concordia University Chicago

Helga Hambrock, Concordia University Chicago

1:30 p.m. – 3:00 p.m.

Newberry

TRACK TITLE: HR/Careers/ Diversity

SESSION C: Organizational & Multicultural Diversity

Session Chair: Emily Hammer, West Texas A&M University

Indian Interculturality: Latin American business successes and failures

Valentina Mendieta, Sergio Arboleda University

Laura Sofia Cepeda, Sergio Arboleda University

Camilo Ferrer, Sergio Arboleda University

Motivating Racial Diversity Efforts Through Executive Compensation

William Obenauer, University of Maine

Understanding the Impact of Invisible and Visible Stigmas in the Indian Workplace through Political Ideology, Caste and Gender

Faiz Ahamad, XIM University

Stephanie Black, Texas A&M University San Antonio

Rethinking Human Resource Management Education: The promise of social psychology in a post-pandemic world

Rohan Crichton, Clarkson University

Nicole Ellegate, Clarkson University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 02, 2022
(Wednesday)**

1:30 p.m. – 3:00 p.m.

Trafalgar

TRACK TITLE: Organizational Theory / Strategic Management / International Management

SESSION D: Strategy

Session Chair: Marcia Hardy, Northwestern State University

Do Partner Organizations Benefit by Training Small Business Managers? Role of Country Investment Climate

Subrata Chakrabarty, North Carolina A&T State University

Skylar Rolf, University of Houston - Clear Lake

The U.S. Military and Organization Development: A Strategic Perspective

Robert Reinhard, Benedictine University

Therese Yaeger, Benedictine University

Peter Sorensen, Benedictine University

On Machiavelli and Business Process Reengineering A Comparative Theoretical Analysis with Modern Implications

Salvador Villegas, Northern State University

Robert Lloyd, Fort Hays State University

Ed Vengrouskie, Fort Hays State University

3:00 p.m. – 3:30 p.m.

Windsor

SWAM COFFEE BREAK

3:30 p.m. – 5:00 p.m.

Windsor

TRACK TITLE: Professional Development

SESSION A: POWER PDW – 2IN1 → Teaching Focus

Session Chair: Justin Wareham, Oklahoma City University

Building Quantitative Reasoning Skills in Business Students

Kenneth Sweet, Texas A&M University-San Antonio

Kathryn Appenzeller Knowles, Texas A&M University-San Antonio

Douglas Carter, St. Edward's University

Reflection for “Big” Engagement and “Easy” Knowledge Retention in Online Courses

Suzanne Clinton, University of Central Oklahoma

Abbie Lambert, University of Central Oklahoma

Kimberly Merritt, Oklahoma Christian University

Melody Edwards, University of Central Oklahoma

Samantha Murray, Wayland Baptist University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 02, 2022
(Wednesday)**

3:30 p.m. – 5:00 p.m.

Ascot

TRACK TITLE: Organizational Theory / Strategic Management / International Management

SESSION B: International Business

Session Chair: Salvador Villegas, Northern State University

Cultural Intelligence and its Role in Ex-pat Leader-Follower Relationship

Scott Placke, University of Dallas

Permission to work: case of Arab women

Katlin Cundiff, Drury University

Janis Prewitt, Drury University

The Effect of Corruption Distance on Entry Mode Choice

Anh Phan, University of Hawaii at Manoa

Does the Corporate Governance Index influence the Firm's Value: A study on Indian Perspective

Prashant Salwan, Indian Institute of Management Indore

Rajib Dhal, Indian Institute of Management Indore

Kamal Sharma, Indian Institute of Management Indore

3:30 p.m. – 5:00 p.m.

Newberry

TRACK TITLE: Doctoral Consortium

SESSION C: Session 2:

Session Chair: Ethan P. Waples, University of Houston – Downtown

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 02, 2022
(Wednesday)**

3:30 p.m. – 5:00 p.m.

Trafalgar

TRACK TITLE: Entrepreneurship / Small Business / Family Business

SESSION D: Education and Innovation in Entrepreneurship

Session Chair: John Davis, Hardin-Simmons University.

IGNITE! Presentations

The Politics of Innovation: Effects of Sub-national Institutions

Rusty Karst, Texas A&M University-Corpus Christi

Andrew Johnson, Texas A&M University-Corpus Christi

Entrepreneurial Education and Entrepreneurial Intentions: A Configurational Meta-Analytic Review

Vasiliki Kosmidou, University of New Haven

Jestine Philip, University of New Haven

Traditional Presentations

Collaboration in an Innovation Ecosystem

Misty Sabol, University of South Alabama

Dale Fodness, University of Dallas

Sue Conger, University of Dallas

Established Organizations as Providers of Managerial Training for Micro-Entrepreneurs

Subrata Chakrabarty, North Carolina A&T State University, Center of Excellence in Entrepreneurship and Innovation

Skylar Rolf, University of Houston - Clear Lake

Successfully Mentoring Daughters in Family Firms

John Cater, The University of Texas at Tyler

Marilyn Young, The University of Texas at Tyler

Elizabeth Mulig, Southeastern Oklahoma State University

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Galveston, Texas

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 02, 2022
(Wednesday)**

5:00 p.m. – 6:00 p.m.

Ascot

TRACK TITLE: Organizational Behavior-Leadership

SESSION A: OB-L overlapping topics

Session Chair: Robert Lloyd, Fort Hays State University

Do Leaders Play Favorites?: Evaluating Personality Similarities, LMX, and Job Performance

Cherie Hohertz, University of Dallas

J. Lee Whittington, University of Dallas

A Study on the Influence of Managers Trust to Employee Altruism's impact on CSR Participation and OCBs

Jeff Barland, University of Dallas

Charismatic Leadership and OCB Among Different Types of Followership Styles

Robert Murimi, University of Dallas

A Two-Stage Model of CEO Hubris and Its Organizational Consequences

Spencer Fraseur, University of Texas at Arlington

Evaluating Antecedents to Work-Life Balance and Creative Process Engagement

Fredrick Rice, University of Texas at Arlington

6:00 p.m. – 7:00 p.m.

Location: Offsite, TBD by Consortium Director

TRACK TITLE: Doctoral Consortium

SESSION A: Session 3: Doctoral Consortium Dinner

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

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 03, 2022
(Thursday)**

8:00 a.m. – 9:00 a.m.

Durham

**SPECIAL SESSION
Journal Editor's Panel**

Presiding: Emily Hammer, West Texas A&M University

Panelists:

Robert Yawson – Quinnipac University - Organizational Management Journal Editor.

Vance Lewis – University of Central Arkansas - Organizational Management Journal Editor.

Alexander Bolinger – Idaho State University – Journal of Management Education Associate Editor.

Kerri A Brannen – Widener University – incoming Management Teaching Review Editor.

9:15 a.m. – 10:15 a.m.

Durham

**SPECIAL SESSION
Academy of Management Perspectives**

Facilitators:

Gideon D. Markman, Colorado State University, Associate Editor

10:00 a.m. – 10:30 a.m.

Exhibit Hall – St James

FBD Coffee Break

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

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

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 03, 2022
(Thursday)**

11:00 a.m. – 12:00 p.m.

Starboard

KEYNOTE SPEAKER

Angelo DeNisi, Tulane University

Dr. DeNisi is the Albert Harry Cohen Chair of Business Administration at Tulane University – Freeman School of Business. He has been in academia for more than 40 years. He is a fellow at the Academy of Management, APA, SIOP, and SMA. He has published books and many articles in top journals, including Journal of Managerial Issues, Human Relations, Academy of Management Journal, Journal of Management and Journal of Applied Psychology, among many others.

12:00 p.m. – 1:00 p.m.

River Room

Southwest Academy of Management Networking Annual Lunch

Complementary for pre-registered SWAM Members.

1:00 p.m. – 2:00 p.m.

Durham

SPECIAL SESSION

Premium Professional Development Workshop: *Writing Case Studies*

Facilitator: **Rebecca Morris**, Westfield State University – Editor in Chief, The CASE Journal

The facilitator has several cases in multiple formats and outlets.

2:00 p.m. – 3:00 p.m.

Durham

TRACK TITLE: Doctoral Consortium

Session 4: Doctoral Consortium meeting with Journal Editors

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

Doctoral consortium participants will have a more in-depth gathering with Journal Editors.

3:00 p.m. – 3:30 p.m.

Exhibit Hall – St James

FBD Coffee Break

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

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

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 03, 2022
(Thursday)**

3:30 p.m. – 5:15 p.m.

Durham

TRACK TITLE: Organizational Behavior / Leadership

SESSION A: Power Panel Discussion – 2IN1→ Office and leaders

Creating a Successful Virtual Office: A Big, but not Easy Task

Panelists:

Samantha Murray, Wayland Baptist University

M. Suzanne Clinton, University of Central Oklahoma

Tawnya Garcia, Wayland Baptist University

Jenny Dutton, Wayland Baptist University

Too Big to Fail? Toxic Leaders: Their Rise and....Survival?

Panelists:

Ethan P. Waples, University of Houston-Downtown

Holly Osburn, University of Central Oklahoma

Kenneth Sweet, Texas A&M University-San Antonio

Robert Robinson, University of Houston-Downtown

Mike Osburn, State of Oklahoma

Richard Peters, Xavier University of Louisiana

3:30 p.m. – 5:15 p.m.

Trafalgar

TRACK TITLE: Entrepreneurship / Small Business / Family Business

SESSION B: Entrepreneurship and the future

Session Chair: Elizabeth Mulig, Southeastern Oklahoma State University.

IGNITE! Presentations

Business model decisions and the concern for desirability, feasibility, and viability

Nilamadhab Mohanty, Chandragupt Institute of Management Patna

Not by choice: A phenomenological study of subsistence entrepreneurship

Robert Lloyd, Fort Hays State University

Riley Sanford, Fort Hays State University

Damaris Flores-Ruiz, Fort Hays State University

Traditional Presentations

Blockchain solutions for small businesses

Mysore Ramaswamy, Southern University and A&M College

Small Business Survival in a VUCA Environment

Renee Lucero, University of Dallas

Gender, Entrepreneurial Personality and Breadwinner Status: A Data-driven Literature Review

Fredrick Rice, University of Texas at Arlington

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 03, 2022
(Thursday)**

3:30 p.m. – 5:15 p.m.

Steering

TRACK TITLE: Professional Development

SESSION C: PDW –Research Focus

Session Chair: Justin Wareham, Oklahoma City University

Understanding, Applying, and Practicing a Thing Called, “Multigroup CFA,” “Measurement Invariance Analysis” or, “Measurement Equivalence/Invariance (ME/I)”

Justin Keeler, Texas Christian University

3:30 p.m. – 5:15 p.m.

Bridge

TRACK TITLE: Hospitality Management

SESSION D: Hospitality current issues and Education

Session Chair: Shiang-Lih Chen McCain, Colorado Mesa University

The impact of wildfires on visitation to the National Parks in the Four Corners Region of the United States: A Structural Break Analysis

Kara Walter, Colorado Mesa University

The effects of COVID-19 on consumer evaluations of restaurant service quality

Gerald Burch, University of West Florida

Eva Mrakovic, University of West Florida

Jana Burch, University of West Florida

John Batchelor, University of West Florida

Hospitality programs in business schools: A triangular perspective

Britt Mathwich, Colorado Mesa University

Ruiying Cai, Colorado Mesa University

An investigation of student satisfaction in hospitality and tourism management program at US universities

Pin-Chieh Wang, Texas A&M University – Commerce

5:30 p.m. – 7:00 p.m.

Exhibit Hall – St James

FBD Presidential Welcome Reception – Badge required for entry

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

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 04, 2022
(Friday)**

8:00 a.m. – 9:00 a.m.

Durham

SPECIAL SESSION

Deans Panel Discussion

Panelists:

Linda Nichols, University of Louisiana at Lafayette – Dean B.I. Moody III College of Business

Chris Martin, Louisiana Tech - Dean of the College of Business, Chase Endowed Professor

Maury Peiperl, George Mason University – Dean School of Business.

9:00 a.m. – 10:00 a.m.

Durham

SPECIAL SESSION

Premium Professional Development Workshop: *Writing for practitioners' journals and publications*

Facilitators:

Suzanne C. De Janasz, George Mason University - Professor, Management and Conflict Analysis & Resolution.

Maury Peiperl, George Mason University – Dean School of Business.

Both facilitators have published in outlets like Harvard Business Review, CNN, The Huffington Post, Forbes India, The Sunday Times, Newsweek, The Hill, Forbes, Business Insider. Besides their contributions to these media outlets, they have published their research on the British Journal of Management, International Journal of Human Resource Management, Academy of Management Perspectives, Group & Organization Management, and the Journal of International Business Studies.

10:00 a.m. – 10:30 a.m.

Exhibit Hall – St James

FBD Coffee Break

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Attend poster sessions.

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

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 04, 2022
(Friday)**

10:30 a.m. – 12:00 p.m.

Warwick

TRACK TITLE: Entrepreneurship / Small Business / Family Business

SESSION A: POWER PANEL DISCUSSIONS – 2IN1 → Founders and Practices

Big, but Not Easy: Best Practices for Locating Entrepreneurship Programs and Innovation Spaces in the University

Panelists:

Stephanie Black, Texas A&M University – San Antonio

Douglas Carter, St. Edwards University

Leonard Love, Texas A&M University – San Antonio

Black Female Founders Making a COVID-19 Pivot

Moderators:

Montressa Washington, Shenandoah University

Jennifer Madden, Linfield University

Panelists:

Tiffany Tate, Founder and CEO of *VAULT Technologies*

Taueret Thomas, Chef and Owner of *Khepera's Kitchen*

Kimberly Moore, Founder of *CarPool to School*

This two-part workshop will provide attendees with two different narratives in relation to entrepreneurship.

10:30 a.m. – 12:00 p.m.

Durham

TRACK TITLE: Human Resources - Careers - Diversity

SESSION B: Gender Research in the Workplace

Session Chair: Katherine Roberto, Texas A&M University-Corpus Christi

A social media engagement framework for applicant attraction to organizations

Katherine Roberto, Texas A&M University - Corpus Christi

Jennifer Taylor, Texas A&M University - Corpus Christi

Is Women's Leadership Really Associated with Fewer Covid-19 Deaths? Re-Examining This Question Through the Use of Panel Data

William Obenauer, University of Maine

Examining the Moderating Role of Family-Work Conflict in the Relationship Between Career Enhancement Strategies, Supportive Work Relationships and Subjective Career Success

Anushri Rawat, Eastern Michigan University

Shiva Nadavulakere, Saginaw Valley State University

Linda Isenhour, Eastern Michigan University

Jean Mc-Energy, Eastern Michigan University

Gender and Workplace Equity: Perceptions of Treatment, Fairness, and Justice

Peggy Dufour, Hood College

Anita Jose, Hood College

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 04, 2022
(Friday)**

10:30 a.m. – 12:00 p.m.

Norwich

TRACK TITLE: Pedagogical Innovation/Pedagogical Research

SESSION C: Panel Discussion

Session Chair: Vance Johnson Lewis, University Central Arkansas

Extreme Pedagogy: An Integrative Approach for Preparing Business Leaders

Dave Silberman, Boston University

Herman Aguinis, The George Washington University

Rob Carpenter, RedLeaf Ventures

Jasmine Kernaleguen, Rhythmic Leader Science Co.

10:30 a.m. – 12:00 p.m.

Trafalgar

TRACK TITLE: Hospitality Management

SESSION D: Ideas development, and panel.

Session Chair: Gerald Burch

IGNITE! Presentations

Economic development: Are City of San Antonio practices effective? And sustainable?

Frank Murphy, William Jessup University

Panel Discussion

Big but Not Easy: The Myth of Case Study Method in Teaching and Publication

Li-Chun Lin, Montclair State University

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 04, 2022
(Friday)**

12:45 p.m. – 1:15 p.m.

Durham

Special Session

Best Paper presentation and award SWAM 2022

ALL SOUTHWEST ACADEMY OF MANAGEMENT SESSION

Presiding: **Robert Lloyd**, Fort Hays University

SWAM Outstanding Educator, Southwest Academy of Management 2021

SWAM 2022 Best Paper

The Hazards of Unethical Work Experiences: The Serial Impact of Moral Injury on Work-Related Stress, Trauma-Induced Ill-Being, and Moral Post-Traumatic Stress Disorder

Robert Giacalone, John Carroll University

Sean Valentine, University of North Dakota

SWAM 2022 Outstanding Reviewer

Julie Seidel, Colorado Mesa University

1:15 p.m. – 3:00 p.m.

Durham

TRACK TITLE: Organizational Behavior / Leadership

SESSION A: Leadership

IGNITE! Presentation

The Evolution of a Princess: Pop Culture's Pathway to Effective Leadership

Bradley Winton, University of Southern Mississippi

Good veteran = bad civilian? An investigation of stereotype content and ambivalent emotions towards U.S. military veterans

Justin Wareham, Oklahoma City University

Traditional Presentations

Positional Authority and Influence in Servant Leadership

Elliott Long, Aflac

Kevin Hurt, Columbus State University

Leader Commitment to Diversity (Unconscious Bias) And Its Impact

Renee Lucero, University of Dallas

Theoretically distinguishing between abusive and exploitative . . .

Daniel Jones, University of Nevada Reno

Steven Mueller, University of Nevada Reno

Heather Patchell, University of Nevada Reno

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 04, 2022
(Friday)**

1:15 p.m. – 3:00 p.m.

Warwick

TRACK TITLE: Pedagogical Innovation – Pedagogical Research

SESSION B: Current Challenges to Higher Education

Session Chair: Janie Gregg, University of West Alabama

Traditional Papers

Ethical Awareness in Higher Education: A comparison between Accounting students and Business Management students

Carlos Baldo, Colorado Mesa University

Suzanne Owens-Ott, Colorado Mesa University

Shiang-Lih Chen McCain, Colorado Mesa University

Are Retention Rate Studies Generalizable to Other Populations in Higher Education?

Robert Tucker, Hardin-Simmons University

Examining educational delivery modes, political factors, and COVID-19 cases across US public educational institutions

Andrew Johnson, Texas A&M University-Corpus Christi

Katherine Roberto, Texas A&M University-Corpus Christi

Leadership Development in the Age of Information Overload

Kenneth Sweet, Texas A&M University - San Antonio

Kathryn Appenzeller Knowles, Texas A&M University - San Antonio

Ethan P. Waples, University of Houston-Downtown

Workshop

Educating Faculty and Students in Times of Crisis: A Comparison of the Covid Response of Two Similar Rural and Semi-rural Campuses

Janie Gregg, University of West Alabama

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 04, 2022
(Friday)**

1:15 p.m. – 3:00 p.m.

Norwich

TRACK TITLE: Human Resources - Careers - Diversity

SESSION C: Career Management

Session Chair: William Obenauer, University of Maine

The Traveling Nurse: A Compensation Conundrum
Emily Hammer, West Texas A&M University

High-performance work practices, perceived organizational support and commitment: does generation matter?

Natasha Johnson, Lipscomb University
Caitlin Sockbeson, Jacksonville University
Zonghui Li, Jacksonville University
John Shaw, Jacksonville University

The Glass Ceiling: Alive and Thriving in Business Today
Isabelle McClung, Emerson Automation Solution
Janie Gregg, University of West Alabama

Firm-Specific Human Capital: Mobility Constraint or Enhancer?
Bukky Akinsanmi Oyedeji, University of Texas at Austin
Russell W. Coff, University of Wisconsin-Madison

Looking for the Big Payoff Isn't Easy: Business Coaching Outcomes Assessment
Jim McCleskey, Western Governors University

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 04, 2022
(Friday)**

1:15 p.m. – 3:00 p.m.

Trafalgar

TRACK TITLE: Organizational Theory / Strategic Management / International Management

SESSION D: Strategic capabilities

Session Chair: Adrian Guardia, Texas A&M – San Antonio

Greasing the Wheels: Corporate Corruption among Small and Medium Enterprises

Anh Phan, University of Hawaii at Manoa

Kentaro Hayashi, University of Hawaii at Manoa

Todd Inouye, University of Hawaii at Hilo

Interplay of knowledge management, operational and dynamic capabilities in project phases

Prashant Salwan, Indian Institute of Management Indore

Atul Patankar, Jammnal Bajaj Institute of Management Studies

Practice what you preach: Examining the relationship between corporate values, sustainability, and performance within the global energy sector

Sal Villegas, Northern State University

Robert Lloyd, Fort Hays State University

Daniel Mertens, Jacksonville State University

A Transaction Cost Economic Framework for Developing the Adoption Criteria of Open-Source Software in Organizations

Robert Murimi, University of Dallas

3:00 p.m. – 3:30 p.m.

Exhibit Hall – St James

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

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

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**March 04, 2022
(Friday)**

3:30 p.m. – 5:15 p.m.

Warwick

TRACK TITLE: Organizational Behavior

SESSION A: Workplace

Session Chair: Justin Wareham, Oklahoma City University

IGNITE! Presentation

I Don't Want to Hear You: The Moderating Effect of Sleep on Manager Reaction to Daily Employee Voice

Zahra Heydarifard, University of Texas, San Antonio

Kristen Faile, University of Texas, San Antonio

Under Pressure: Good Soldier OCB Experience in Air Force Logistics Officers

Rachael Summerville

Traditional Presentations

How experienced HRM practices influence organizational justice perception

Oscar Ortiz-Mendoza, Tecnologico de Monterrey, EGADE Business School

Sergio Madero-Gomez, Tecnologico de Monterrey

Carlos Baldo, Colorado Mesa University

Sowing the Seeds of Trust and Cynicism: Recruitment, Selection and Socialization

Fredrick Rice, University of Texas at Arlington

The Impact of a Cognitively Taxing Workplace Environment on Efforts to Suppress Prejudice

William Obenauer, University of Maine

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 04, 2022
(Friday)**

3:30 p.m. – 5:15 p.m.

Durham

TRACK TITLE: Organizational Theory / Strategic Management / International Management

SESSION B: Politics, Culture and CSR

Session Chair: Bukky Akinsanmi Oyedeji, University of Texas at Austin

Ethical decision making: A culture influenced virtue specific model for multinational corporations

Andrew Ellestad, George Fox University

Political ideology effect on corporate political activity

Aaron McDonald, California State University San Marcos

Andrew Johnson, Texas A&M University Corpus Christi

Human Capital Capabilities: Effects of Spatial Interconnectedness on Unit-Level Performance

Bukky Akinsanmi Oyedeji, University of Texas at Austin

Yea Hee Ko, University of Wisconsin-Madison

David Harrison, University of Texas at Austin

Rationalizing Corporate Socially Responsible Behavior: An Empirical Study

Namporn Thanetsunthorn, Pennsylvania State University-Shenango

Rattaphon Wuthisatian, Southern Oregon University

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

**March 04, 2022
(Friday)**

3:30 p.m. – 5:15 p.m.

Norwich

TRACK TITLE: Organizational Theory / Strategic Management / International Management

SESSION C: Media, technology and CSR

Session Chair: Bradley Winton, University of Southern Mississippi

IGNITE! Presentation

Corporate Environmental Responsibility and Strategic Outcomes: The role of Stakeholder Perception and Social Media Marketing

Praneet Tiwari, University of Wisconsin-Green Bay

Anup Nair, The Walt Disney Company

Vallari Chandna, University of Wisconsin-Green Bay

Propensity for adoption of digital platforms that enable crowdfunding and facilitate social entrepreneurial endeavors: Impact of individual values and external factors

Vallari Chandna, University of Wisconsin-Green Bay

Praneet Tiwari, University of Wisconsin-Green Bay

Kanishka Mendhekar, Maynooth University

Karishmaa Oluchi, Freelance Creative Director

Traditional Presentations

The Media Choice for Organizational Memory in Dispersed Organizational Arrangements

Heloisa Aragao, University of Texas Arlington

You Snooze, You Win? Obtaining Competitive Advantage in Hardware Platforms

Matthew Farrell, Old Dominion University

Christopher Willis, Old Dominion University

Samuel Wilson, Old Dominion University

Big, But Not Easy - Decision-Making under Uncertainty: The Unrecognized Role of Social Mood

Leonard Love, Texas A&M University-San Antonio

Dennis Elam, Texas A&M University-San Antonio

Douglas Carter, Texas A&M University-San Antonio

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 04, 2022
(Friday)**

3:30 p.m. – 5:15 p.m.

Trafalgar

TRACK TITLE: Professional Development

SESSION D: POWER PDW – 2IN1 → Leadership Focus

Session Chair: John Davis, Hardin-Simmons University

Developing the Next Generation of Women Leaders: A Big, but not Easy Task

Kimberly Merritt, Oklahoma Christian University

Samantha Murray, Wayland Baptist University

Abbie Lambert, University of Central Oklahoma

Suzanne Clinton, University of Central Oklahoma

Melody Edwards, University of Central Oklahoma

Faculty as Servant Leaders and Tools to Build Student Resilience

Jason Elliot, University of Central Oklahoma

Holly Osburn, University of Central Oklahoma

5:15 p.m. – 6:00 p.m.

Durham

TRACK TITLE: Doctoral Consortium

SESSION A: Session 5: Farewell

Session Chair: Ethan P. Waples, University of Houston – Downtown

6:00 p.m. – 8:00 p.m.

River Room

**SPECIAL SESSION: SWAM Annual Social Mixer
&
SWAM 2022 Outstanding Educator Award recognition**

Presiding:

Ethan P. Waples, University of Houston – Downtown
President, Southwest Academy of Management, 2021-2023

Carlos Baldo, Colorado Mesa University
Program Chair 2022 - President-Elect, Southwest Academy of Management, 2022-2023

SWAM members and guests, please join us to recognize and celebrate our SWAM 2022 Outstanding Educator.

Doctoral students will have the opportunity to meet and mingle with SWAM members. Light appetizers and a cash bar are available. (Be sure to wear your badge)

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

2021-2022 OFFICERS

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CONGRATULATIONS!

Recipient of the 2021 Federation of Business Disciplines Distinguished Paper Award

Cajun Fest

Robert Stevens, Southeastern Oklahoma State University
Lawrence Silver, Southeastern Oklahoma State University
Rhonda Richards, Southeastern Oklahoma State University
David Whitlock, Southeastern Oklahoma State University

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2021-2022 TRACK CHAIRS

| | |
|---|--|
| Accounting/Finance/Economics | Julia Kwok , Northeastern State University Brian Walkup , University of Tulsa |
| Human Resource Management/ Organizational Behavior | Kendra Ingram , Southeastern Oklahoma State University |
| International Business | Syed Tariq Anwar , West Texas A&M University |
| Non-Profit Management/Ethics | David Whitlock , 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 3

| | |
|------------------------|---|
| 8:30 a.m. – 9:00 a.m. | Breakfast Honoring Past Presidents |
| 9:00 a.m. – 12:00 p.m. | Case Sessions |
| 12:00 p.m. – 2:00 p.m. | Networking Lunch |
| 2:00 p.m. – 3:00 p.m. | Developing VR Case Studies with special guest speaker Christala Smith |
| 3:00 p.m. – 3:30 p.m. | FBD Coffee Break; Attend poster sessions |
| 3:30 p.m. – 5:00 p.m. | 2022-2023 Business Meeting & Program Planning |

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

March 3, 2022
(Thursday)

8:30 a.m. – 9:00 a.m.

Fulton

BREAKFAST HONORING PAST PRESIDENTS

All SWCRA Members invited.

9:00 a.m. – 12:00 p.m.

Fulton

SESSION A Accounting and Finance Track

Session Chairs: **Julia S. Kwok**, Northeastern State University
 Brian Walkup, University of Tulsa

Embezzlement and Board Governance: Chamber of Commerce

Julia Kwok, Northeastern State University
Denise Deason-Toyne, Northeastern State University
Halil Kaya, Northeastern State University

Luckin Coffee Inc.

Ying Chou Lin, Southeastern Oklahoma State University
Rhonda Richards, Southeastern Oklahoma State University
Hanzhi Xu, Southeastern Oklahoma State University

“Two Shades of Gray: Are Housekeepers Employees or Independent Contractors and Why Do We Care?”

Rhonda Richards, Southeastern Oklahoma State University
Courtney Kernek, Southeastern Oklahoma State University
Kendra Ingram, Southeastern Oklahoma State University

9:00 a.m. – 12:00 p.m.

Fulton

SESSION B Marketing Track

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

Cajun Fest

Robert Stevens, Southeastern Oklahoma State University
Lawrence Silver, Southeastern Oklahoma State University
David Whitlock, Southeastern Oklahoma State University
Lawrence Silver, Southeastern Oklahoma State University

Image, Identity, and Brew Fest: Advancing Downtown Ford Post-Pandemic.

Rachel Dolechek, Fort Hays State University
Stacey L. Smith, Fort Hays State University
Karen Thal, Fort Hays State University

Renoir Jigsaw Puzzle Company: Making Puzzles More Than Puzzles

Chih-Ning Chu, Chung Yuan Christian University
Grace C. Su, McNeese State University
Ting-Yuan Huang, Feng-Chia University

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

March 3, 2022
(Thursday)

9:00 a.m. – 12:00 p.m.

Fulton

SESSION C Human Resource Management Track/Strategic Management Track

Session Chairs: **Kendra Ingram**, Southeastern Oklahoma State University
 Robert E. Stevens, Southeastern Oklahoma State University

Disney Interactive and the Videogame Industry
Timothy D. Wise, Southern Arkansas University

Mystic River Cruises
Martin Bressler, Southeastern Oklahoma State University

Examining Pay Bias in the STEM Fields
Jeffrey J. Risher, Southeastern Oklahoma State University
Priscilla Gonzalez, Southeastern Oklahoma State University
Wendy W. Risher, University of Texas at Arlington

Amazon Air: Building a Cargo Airline for the U.S. And Global Markets
Syed Tariq Anwar, West Texas A&M University

9:00 a.m. – 12:00 p.m.

Fulton

SESSION D International Business Track/Ethics Track

Session Chair: **Syed Tariq Anwar**, West Texas A&M University College of Business
 David Whitlock, Southeastern Oklahoma State University

Global Desalination Industry and Water Shortages: A Case of Pakistan
Syed Tariq Anwar, West Texas A&M University

Dr. Howard Stevens's Ethical Dilemma: Textbook Buyers
Robert Howard, Southeastern Oklahoma State University
Stephanie Metts, Southeastern Oklahoma State University
David Whitlock, Southeastern Oklahoma State University
Cody Bogard, Southeastern Oklahoma State University

12:00 p.m. – 2:00 p.m.

Fulton

SESSION E NETWORKING LUNCHEON
All SWCRA Members invited

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

March 3, 2022
(Thursday)

2:00 p.m. – 3:00 p.m.

Fulton

SESSION F

Special Guest Speaker
Developing Virtual Reality Case Studies

As newer technologies including virtual reality become more common among students, and as the technology costs have dramatically decreased, their use may prove beneficial for the professor using the case study method for instruction. Utilizing virtual reality technology as a tool for developing business case studies will be presented by Christala Smith who assisted SWCRA members in the development of a VR Case Study presented at this year's conference.

3:00 p.m. – 3:30 p.m.

Exhibit Hall – St James

FBD COFFEE BREAK

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

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

3:30 p.m. – 5:00 p.m.

Fulton

SESSION G Business Meeting & 2023 Program Planning Meeting

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

All SWCRA members are invited to attend this business meeting. Stay after and help prepare for our 2023 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.

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Syed M. Harun, Texas A&M San Antonio
M. Kabir Hassan, University of New Orleans
Ann Marie Hibbert, West Virginia University
Seth Anthony Hoelscher, Missouri State University
Catalina Hurwitz, State University of New York, The College at Oneonta
Young Ha Ki, Widener University
Aslihan G. Korkmaz, Dominican University of California
Julia S. Kwok, Northeastern State University
Chad Kwon, University of Texas - Rio Grande Valley
Rui Liu, Dequesne University
Andrew Lynch, University of Arkansas*
Timothy Michael, University of Houston-Clear Lake
Huong Nguyen, Louisiana State University at Eunice
Takeshi, Nishikawa, University of North Texas
Humnath Panta, Humboldt State University
Ivelina Pavlova, University of Houston - Clear Lake
James D. Philpot, Missouri State University*
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Robinson Reyes Peña, Florida International University
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Salil K. Sarkar, University of Texas - Arlington
Shahil Sharma, Texas A&M University - San Antonio
Luke Stein, Babson College
David L. Stowe, Ohio University
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Thomas Thompson, University of Texas – Arlington*
Nacasius Ujah, South Dakota State University
Buvaneshwaran Venugopal, University of Central Florida
Priti Verma, Texas A&M - Kingsville
Jinghua Wang, Pacific Lutheran University
Susana Yu, Montclair State University*
Christina Zhang, California State University - Monterey Bay*
Le Zhao, Florida International University

***Members of Best Paper Award Committee**

Congratulations to Our Award Winners!

2022 Federation of Business Disciplines Outstanding Educator Award
Marylin Wiley, University of North Texas

**SOUTHWESTERN FINANCE
ASSOCIATION**

Congratulations to Our Award Winners! Continued

2022 Federation of Business Disciplines Distinguished Paper

Risk premium relationships between large and small countries: Before, during and after the Great Recession

Kenneth J. Kopecky, Temple University

Tai David Yi, SUNY Fredonia

Sean Sehyun Yoo, Belmont University

Pricing Climate Change Risk in Corporate Bonds

Elsa Allman, Banque de France

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SWFA Best Paper in Financial Institutions Track

Corporate ESG Profiles, Matching, and the Cost of Bank Loans

David Shin, Indiana University

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SWFA Best Paper in Financial Markets Track

Risk premium relationships between large and small countries: Before, during and after the Great Recession

Kenneth J. Kopecky, Temple University

Tai David Yi, SUNY Fredonia

Sean Sehyun Yoo, Belmont University

Sponsored by The Journal of Financial Research

SWFA Best Paper in Behavioral Finance Track

Divergent Opinions on Social Media

Kotaro Miwa, Kyushu University

Sponsored by Oklahoma State University

SWFA Best Doctoral Student Paper in Corporate Finance Track

Does Ethical Culture Affect Stock Repurchasing?

Anand Jha, Wayne State University

Manoj Kulchania, Wayne State University

Min-Joeng Kwon, Wayne State University

Sponsored by The University of New Orleans

SWFA Best Doctoral Student Paper in Financial Institutions Track

Climate Change, the Partisan Divide, and Exposure to Climate Risk

Song Zhang, Boston College

Sponsored by The Journal of Financial Research

SWFA Best Doctoral Paper in Financial Markets Track

Tracing out Monetary Policy Shocks through Credit Risk Premia

Stefan Walz, Columbia University

Sponsored by The Journal of Financial Research

SWFA Best Doctoral Paper in Behavioral Finance Track

Racial Discrimination in Markets: Evidence from Horse Racing

Spencer Barnes, Florida State University

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Dr. M. Kabir Hassan, University of New Orleans

Best Doctoral Student Paper in Corporate Finance

The Journal of Financial Research

Best Paper in Financial Markets Track, Best Doctoral Student Paper in Financial Institutions, Best Doctoral Paper in Financial Markets and Best Doctoral Paper in Behavioral Finance

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SWFA Special Events

| Day | Time | Event | Room |
|------------|------------------------|--|------------------------------------|
| Thursday | 12:00 p.m. – 1:30 p.m. | Doctoral student luncheon and panel for registered doctoral students | Commerce |
| Thursday | 7:00 p.m. – 10:00 p.m. | SWFA Reception | Napoleon House. 500 Chartes Street |
| Friday | 7:00 a.m. – 8:30 a.m. | Southwestern Finance Association Board Meeting and Breakfast | River Room |
| Friday | 12:00 p.m. – 1:45 p.m. | Southwestern Finance Association Luncheon and Business Meeting* | St Charles |

Thursday Luncheon for SWFA Registered Doctoral Students Panel presentation and open discussion of issues facing new faculty in finance. Panelists at different positions in their careers and with experience at a variety of types of institutions will share insights from their experiences. Topics include job-hunting, interviewing, the first year on the job, publishing, service to the institution and profession, and others. Panelists will address questions from the session attendees.

Our panelists include **James Philpot** (Missouri State University), **Andrew Lynch** (University of Arkansas), **Sri Nippani** (Texas A&M University – Commerce) and **Megan Rainville**, (Missouri State University).

SWFA Thursday Reception: All registered SWFA attendees are welcome to attend the reception.

SWFA Friday Luncheon and Business Meeting: Our annual luncheon includes our business meeting, presentations of awards, and keynote address by Dr. Donald Chance, James C. Flores Endowed Chair of MBA Studies & Professor of Finance Louisiana State University.

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

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 2, 2022
(Wednesday)**

1:30 p.m. – 3:00 p.m.

Magazine

SESSION A Investments 4

Session Chair: **Thomas Korankye**, The University of Arizona

The Nexus Between Ownership of Annuity Insurance and Investor Sophistication: Evidence from the U.S. National Financial Capability Study

Thomas Korankye, The University of Arizona

Discussant: **Danjue Shang**, Utah State University

Subjective and Objective Financial Knowledge and their Impact on Risk Tolerance

Abdullah Noman, University of North Carolina at Pembroke

Lanlan Chu, St. Catherine University

Mohammad Rahman, University of North Carolina at Pembroke

Discussant: **Thomas Korankye**, The University of Arizona

Tax Avoidance Regulations and Stock Market Responses

Danjue Shang, Utah State University

Discussant: **Abdullah Noman**, University of North Carolina at Pembroke

1:30 p.m. – 3:00 p.m.

Royal

SESSION B Fixed Income 2

Internal Capital Markets and Credit Ratings: Evidence from Business Groups

Omar Alkharashi, University of Texas at San Antonio

Palani-Rajan Kadapakkam, University of Texas at San Antonio

Discussant: **Paul Haensly**, University of Texas-Permian Basin

Linguistic Complexity in ABS Prospectuses - Evidence from European Securitization Data

Jörn Debener, University of Muenster

Arved Fenner, University of Muenster

Philipp Klein, University of Muenster

Discussant: **Omar Alkharashi**, University of Texas at San Antonio

Do We Need a Ladder, or Will a TIPS Fund Do?

Paul Hanesley, University of Texas-Permian Basin

Discussant: **Jörn Debener**, University of Muenster

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 2, 2022
(Wednesday)**

3:30 p.m. – 5:00 p.m.

Magazine

SESSION A Banking 3

Session Chair: **David Shin**, Indiana University

Corporate ESG Profiles, Matching, and the Cost of Bank Loans

David Shin, Indiana University

Discussant: **Kim Fe Cramer**, Columbia University

How Arbitrageurs Exploit Asset Pricing Anomalies: Evidence from Hedge Fund Industry

Quan Qi, University of Kentucky

Discussant: **David Shin**, Indiana University

Bank Presence and Health

Kim Fe Cramer, Columbia University

Discussant: **Quan Qi**, University of Kentucky

3:30 p.m. – 5:00 p.m.

Royal

SESSION B Fixed Income 3

Famous Firms, Earnings Clusters, and the Stock Market

Yixin Chen, University of Rochester

Randolph Cohen, Harvard Business School

Zixuan Wang, HAP Capital

Discussant: **Richard Lord**, Montclair State University

Economic Policy Uncertainty and Corporate Bond Liquidity

Jeff Black, University of Memphis

Nirmol Chandra Das, University of Memphis

Diego Gonzalez, Southern Methodist University

Discussant: **Yixin Chen**, University of Rochester

Discontinued Operations and Changes in Bond Ratings

Richard Lord, Montclair State University

Yoshie Saito, Brooklyn College of the City University of New York

Discussant: **Nirmol Chandra Das**, University of Memphis

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 3, 2022
(Thursday)**

8:30 a.m. – 10:00 a.m.

Quarterdeck A

SESSION A Corporate Governance 1

Session Chair: **Leonid Pugachev**, Rochester Institute of Technology

Banking Access and Racial Inequality: Wealth and Human Capital Accumulation of Young Men

Rong Hai, University of Miami

Discussant: Maryam Shariatmadari, University of Western Australia

Banking on Culture: Customer Culture and U.S. Bank Performance

Leonid Pugachev, Rochester Institute of Technology

Discussant: Rong Hai, University of Miami

Target Firms in the Spotlight: The Use of Strategic Media Management in M&A Transactions

Maryam Shariatmadari, University of Western Australia

Discussant: Leonid Pugachev, Rochester Institute of Technology

8:30 a.m. – 10:00 a.m.

Quarterdeck B

SESSION B Asset Pricing 1

Session Chair: **Thomas Thompson**, University of Texas at Arlington

A One-factor Model for Expected Night-minus-day Stock Returns

Zhongjin Lu, University of Georgia

Zhongling Qin, Auburn University

Discussant: Kuntara Pukthuanthong, University of Missouri

Short Squeezes

Baixiao Liu, Florida State University

Andrew Schrowang, Florida State University

Wei Xu, HSBC Business School, Peking University

Discussant: Zhongling Qin, Auburn University

Changing Expected Returns Can Induce Spurious Serial Correlation

Kuntara Pukthuanthong, University of Missouri

Richard Roll, California Institute of Technology

Avanidhar Subrahmanyam, University of California, Los Angeles

Discussant: Andrew Schrowang, Florida State University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 3, 2022
(Thursday)**

8:30 a.m. – 10:00 a.m.

Quarterdeck C

SESSION C Banking 1

Session Chair: **Catalina Hurwitz**, SUNY Oneonta

Investing in Lending Technology: IT Spending in Banking

Sheila Jiang, University of Florida

Discussant: Jing Ao, Kent State University

Limits of Stress-Test Based Bank Regulation

Isha Agarwal, University of British Columbia

Tirupam Goel, Bank for International Settlements

Discussant: Yongli Luo, Houston Baptist University

Shadow Banking and Corporate Working Capital Management: Evidence from the Lending Channel

Jing Ao, Kent State University

Discussant: Tirupam Goel, Bank for International Settlements

8:30 a.m. – 10:00 a.m.

Chart A

SESSION D Corporate Social Responsibility 1 DONE

Session Chair: **Aslihan Korkmaz**, Dominican University of California

Does the Giant Asset-Owner Improve CSR? - Who Monitors the Institutional Investors?

Yoko Shirasu, Aoyama Gakuin University

Katsushi Suzuki, Hitotsubashi University

Sadok El Ghoul, University of Alberta

Discussant: Da Tian, University of Florida

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

Obed Izaguirre, University of New Orleans

Fatima Jebari, Wheaton College

Sudha Krishnaswami, University of New Orleans

Matthew Lutey, Indiana University NW

Discussant: Yoko Shirasu, Aoyama Gakuin University

Can Individual Liability Restrain the Limits of Limited Liability: Evidence from Parent and Subsidiary Pollution

Da Tian, University of Florida

Discussant: Fatima Jebari, Wheaton College

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 3, 2022
(Thursday)**

8:30 a.m. – 10:00 a.m.

Chart B

SESSION E Behavioral Finance 1 DONE

Session Chair: **Nacasius Ujah**, South Dakota State University

Celebrity SPACs: SPACtacular or SPACocalypse?

Chaehyun Pyun, University of Georgia

Discussant: Lawrence Kryzanowski, Concordia University

Does Sunshine Cloud Investor Judgement?

Joshua Thornton, University of California, Irvine

Discussant: Chaehyun Pyun, University of Georgia

Does the Mad Money Show cause investors to go madly attentive?

Lawrence Kryzanowski, Concordia University

Ali Rouhghalandari, Concordia University

Discussant: Joshua Thornton, University of California, Irvine

8:30 a.m. – 10:00 a.m.

Chart C

SESSION F COVID 19 1

Session Chair: **Ruggero Jappelli**, Leibniz Institute for Financial Research SAFE

Capital Structure Decisions and the COVID-19 Pandemic

Mahnaz Paydarzarnaghi, University of Texas at Arlington

J Diltz, University of Texas at Arlington

Discussant: Shuang Wu, Stevens Institute of Technology

The Core, The Periphery, and the Disaster: Corporate-Sovereign Nexus in COVID-19 Times

Ruggero Jappelli, Leibniz Institute for Financial Research SAFE

Loriana Pelizzon, Leibniz Institute for Financial Research

Alberto Plazzi, USI Lugano

Discussant: Mahnaz Paydarzarnaghi, University of Texas at Arlington

Impact of Economic Shocks on Financial Access: Evidence from Covid-19 Pandemic

Anand Goel, Stevens Institute of Technology

Shuang Wu, Stevens Institute of Technology

Discussant: Ruggero Jappelli, Leibniz Institute for Financial Research SAFE

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 2, 2022
(Thursday)**

8:30 a.m. – 10:00 a.m.

Kabacoff

SESSION G Industrial Portfolios, Auditor Independence and Retirement

Auditor Independence and IPO Stock Performance: Evidence from the Enactment of the Sarbanes-Oxley Act

Dona Siregar, SUNY Oneonta

Discussant: Selma Izadi, Tennessee State University

Industrial portfolios and COVID-19

Selma Izadi, Tennessee State University

Discussant: Marlene Koch, University of Konstanz

Mandatory pension saving and homeownership

Marcel Fischer, University of Konstanz

Bjarne Astrup Jensen, Copenhagen Business School

Marlene Koch, University of Konstanz

Discussant: Dona Siregar, SUNY Oneonta

10:00 a.m. – 10:30 a.m.

Exhibit Hall – St James

FBD COFFEE BREAK

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

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

10:30 a.m. – 12:00 p.m.

Quarterdeck A

SESSION A Banking 2

Session Chair: Elisabeta Pana, Central Connecticut State University

Accounting Information and Bank Deposit Rates

Prateek Sharma, University of Minnesota Duluth

Discussant: Elisabeta Pana, Central Connecticut State University

Application of Difference-in-Differences Strategies in Finance: The Case of Natural Disasters and Bank Responses

Yeosong Yoon, Auburn University

Discussant: Prateek Sharma, University of Minnesota Duluth

Liquidity Creation: A Bibliometric Analysis

Elisabeta Pana, Central Connecticut State University

Discussant: Yeosong Yoon, Auburn University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 2, 2022
(Thursday)**

10:30 a.m. – 12:00 p.m.

Quarterdeck B

SESSION B Corporate Finance 2

Session Chair: **Humnath Panta**, Humboldt State University

The Tax Shield Increases the Interest Rate

Bjarne Jensen, Copenhagen Business School

Discussant: **Humnath Panta**, Humboldt State University

Forecasting Value-at-Risk with Multi-Layer Hidden Markov Switching GARCH Model: Empirical Study on S&P 500 and VIX Futures

Yi-Ju Chien, University of Texas at Arlington

Discussant: **Bjarne Jensen**, Copenhagen Business School

Tone on Annual Reports and Corporate Cash Holdings

Humnath Panta, Humboldt State University

Salil Sarkar, University of Texas at Arlington

Binam Ghimire, Northumbria University

Discussant: **Yi-Ju Chien**, University of Texas at Arlington

10:30 a.m. – 12:00 p.m.

Quarterdeck C

SESSION C COVID 19 2

Session Chair: **Nacasius Ujah**, South Dakota State University

COVID-19 and Trade Credit Speed of Adjustment

Haowen Luo, Purdue University Fort Wayne

Discussant: **Ahmed Alam**, University of New Orleans

In-kind financing during a pandemic: Trade credit and COVID-19

Jagriti Srivastava, University of Kerala

Balagopal Gopalakrishnan, Indian Institute of Management Kozhikode

Discussant: **Haowen Luo**, Purdue University Fort Wayne

Banking risk and return volatility during COVID-19 pandemic

Ahmed Alam, University of New Orleans

M. Kabir Hassan, University of New Orleans

Dung Tran, Univ Grenoble Alpes

Discussant: **Jagriti Srivastava**, University of Kerala

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 3, 2022
(Thursday)**

10:30 a.m. – 12:00 p.m.

Chart A

SESSION D Corporate and Social Responsibility 2

Session Chair: **Dhruba Banjade**, Brenau University

The Effect of ESG Disclosure on Corporate Investment Efficiency

Joonsung Won, Baruch College

Discussant: Weiming Zhang, Chinese University of Hong Kong

Environmental, Social, and Governance (ESG) scores and Firm Performance

Dhruba Banjade, Brenau University

John Diltz, University of Texas Arlington

Humnath Panta, Humboldt State University

Arun Narayanasamy, University of Northern Iowa

Discussant: Joonsung Won, Baruch College

Green or Brown: Which Overpriced Stock to Short Sell?

Weiming Zhang, Chinese University of Hong

Discussant: Dhruba Banjade, Brenau University

10:30 a.m. – 12:00 p.m.

Chart B

SESSION E Emerging Markets and Financial Accounting

Session Chair: **Yuxin Wu**, Boston College

*Will Longer Working Hours Hurt Household Well-Being When Accompanied by Higher Income?
Evidence from China*

Pengpeng Yue, Beijing Technology and Business University

Aslihan Korkmaz, Dominican University of California

Zhichao Yin, Capital University of Economics and Business

Haigang Zhou, Cleveland State University

Discussant: Yuxin Wu, Boston College

Accounting Complexity and Credit Risk Uncertainty

Mehdi Khorram, Louisiana State university

Pradeep Sapkota, University of North Texas

Discussant: Aslihan Korkmaz, Dominican University of California

The Spillover Effect of Financial Restatements on Peer Firms' Stock Repurchases

Yuxin Wu, Boston College

Discussant: Mehdi Khorram, Louisiana State University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 3, 2022
(Thursday)**

10:30 a.m. – 12:00 p.m.

Chart C

SESSION F Corporate Social Responsibility and Corporate Governance

Session Chair: **Min-Jeong Kwon**, Wayne State University

The Implications of Social Trust on Corporate Social Responsibility: International Evidence

Hui Zhu, Ontario Tech University

Eva Wagner, Johannes Kepler University Linz

Discussant: **Md Noman Hossain**, Central Washington University

Does Ethical Culture Affect Stock Repurchasing?

Anand Jha, Wayne State University

Manoj Kulchania, Wayne State University

Min-Jeong Kwon, Wayne State University

Discussant: **Hui Zhu**, Ontario Tech University

Shareholder litigation rights and tax avoidance: evidence from Universal Demand laws

Md Noman Hossain, Central Washington University

Discussant: **Min-Jeong Kwon**, Wayne State University

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**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 3, 2022
(Thursday)**

10:30 a.m. – 12:00 p.m.

Kabacoff

SESSION G Asset Pricing 6

Session Chair: **Thomas Thompson**, University of Texas at Arlington

Death and Analyst Accuracy: Evidence from the Art Market

Spencer Barnes, Florida State University

Brandon Mendez, Florida State University

Andrew Schrowang, Florida State University

Discussant: Yuanyi Zhang, Louisiana State University

The Pricing of Continuous and Discontinuous Factor Risks

Tobias Hemauer, University of St. Gallen

Discussant: Brandon Mendez, Florida State University

Applying IPCA to Delta-Vega-Neutral Portfolios

Yuanyi Zhang, Louisiana State University

Discussant: Tobias Hemauer, University of St. Gallen

10:30 a.m. – 12:00 p.m.

Ascot

SESSION H Corporate Finance 7 and Bankruptcy

Session Chair: **John Garcia**, California Lutheran University

CEO Pay-for-Performance Sensitivity & Agency Theory: The Impact of Independent Board

Dishant Pandya, Spalding University

Ian Van Deventer, Spalding University

Discussant: John Garcia, California Lutheran University

Off-the-job Managerial Indiscretion and Insider Trading

Brandon Cline, Mississippi State University

Haoyang Xiong, Mississippi State University

Discussant: Dishant Pandya, Spalding University

Bankruptcy Prediction Using Synthetic Sampling

John Garcia, California Lutheran University

Discussant: Haoyang Xiong, Mississippi State University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 12, 2020
(Thursday)**

10:30 a.m. – 12:00 p.m.

Newberry

SESSION I Hunting COVID and Alpha

Session Chair: **Andreas Christopoulos**, Yeshiva University
The Effects of Remittances in Alleviating Poverty induced by Covid-19

Esther Castro, University of Houston-Downtown

Juan Castro, Louisiana College

Discussant: **Thomas Covington**, Auburn University

15 seconds to alpha: Higher frequency risk pricing for commercial real estate securities

Andreas Christopoulos, Yeshiva University

Joshua Barratt, Barratt Consulting

Discussant: **Esther Castro**, University of Houston-Downtown

CEO Sportsmen and Environmental Decisions of the Firm

Thomas Covington, Auburn University

Discussant: **Andreas Christopoulos**, Yeshiva University

1:30 p.m. – 3:00 p.m.

Quarterdeck A

SESSION A Asset Pricing 3

Session Chair: **Idan Hodor**, Monash University

Asset Pricing Implications of the Mismatch Between Performance Window and Benchmark Duration

Idan Hodor, Monash University

Fernando Zapatero, Boston University

Discussant: **Muhammed Yona**, Baruch College, The City University of New York

Firm Characteristics and Stock Price Levels: a Long-Term Discount Rate Perspective

Yixin Che, University of Rochester

Ron Kaniel, University of Rochester

Discussant: **Idan Hodor**, Monash University

Social Ties and Predictable Returns

Lin Peng, Baruch College, The City University of New York

Sheridan Titman, University of Texas at Austin

Muhammed Yona, Baruch College, The City University of New York

Dexin Zhou, Baruch College, The City University of New York

Discussant: **Yixin Chen**, University of Rochester

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 3, 2022
(Thursday)**

1:30 p.m. – 3:00 p.m.

Quarterdeck B

SESSION B Corporate Finance 3

Session Chair: **Christina Zhang**, California State University, Monterey Bay

The Long-term Impacts of Distressed Bank Loans on Future Loan Spread and Lending Relationship

Christina Zhang, California State University, Monterey Bay

Discussant: Nomalia Manna, Fairfield University

Debt Contract Enforcement and Product Innovation: Evidence from a Legal Reform in India

Tanya Jain, Indian Institute of Management Bangalore

Rahul Singh, Ahmedabad University

Chetan Subramanian, Indian Institute of Management Bangalore

Discussant: Christina Zhang, California State University, Monterey Bay

Corporate Investments in Startups: CVC unit vs. Direct Investment

Sungjoun Kwon, Wayne State University

Nomalia Manna, Fairfield University

Discussant: Tanya Jain, Indian Institute of Management Bangalore

1:30 p.m. – 3:00 p.m.

Quarterdeck C

SESSION C Behavioral Finance 3

Session Chair: **Karen Smith**, Brandeis University

Expectations' Formation and Boom-Bust Cycles in Mortgage Lending

Karen Smith, Brandeis University

Discussant: Md Nazmul Hasan Bhuyan, North Carolina A&T State University

The U.S. Investor Sentiment and Stock Returns in the Americas

Juan Rodriguez-Nieto, Drury University

Discussant: Karen Smith, Brandeis University

CEO Marital Status and Capital Allocation Efficiency

Md Noman Hossain, Central Washington University

Md Nazmul Hasan Bhuyan, North Carolina A&T State University

Discussant: Juan Rodriguez-Nieto, Drury University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 3, 2022
(Thursday)**

1:30 p.m. – 3:00 p.m.

Chart A

SESSION D Market Efficiency 5

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

Feedback, Flow-induced Fire Sales, and Option Returns

Han Xiao, Pennsylvania State University

Discussant: Artem Malinin, Florida Atlantic University

Impact of Non-Normality of Returns on the Informational Efficiency of Stock Prices

Ahmed Baig, Boise State University

Hassan Butt, Missouri Southern State University

Farooq Malik, Northern Arizona University

Discussant: Han Xiao, Pennsylvania State University

Stock Price Informativeness and Social Capital

Artem Malinin, Florida Atlantic University

Luis Garcia-Feijoo, Florida Atlantic University

Discussant: Hassan Butt, Missouri Southern State University

1:30 p.m. – 3:00 p.m.

Chart B

SESSION E Behavioral Finance 2

Session Chair: **Nacasius Ujah**, South Dakota State University

Do Managers Use Reference Points? Evidence from Stock Repurchases

Nicholas Clarke, Middle Tennessee State University

Dylan Norris, Troy University

Andrew Schrowang, Florida State University

Discussant: Zhongdong Chen, University of Northern Iowa

The Endowment Effect and the Trading of Draft Picks in Major Professional U.S. Sports

Jeff Hobbs, Appalachian State University

Vivek Singh, University of Michigan, Dearborn

Discussant: Nicholas Clarke, Middle Tennessee State University

The Role of Retail Investors in the Numbers Game: Retail Investor Attention and Earnings Management

Zhongdong Chen, University of Northern Iowa

Lei Gao, Mason University

Justin Lallemand, Pittsburg State University

Brett Olsen, University of Northern Iowa

Discussant: Jeff Hobbs, Appalachian State University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 3, 2022
(Thursday)**

1:30 p.m. – 3:00 p.m.

Chart C

SESSION F Corporate Finance 10

Session Chair: **Daniel Tut**, Ryerson University

Cash Holdings and Firm-Level Exposure to Epidemic Diseases

Daniel Tut, Ryerson University

Discussant: Md Noman Hossain, Central Washington University

To Delegate or Not to Delegate? On the Quality of Voluntary Corporate Financial Disclosure and Its Market Impacts

Yankuo Qiao, Oakland University

Discussant: Daniel Tut, Ryerson University

CEO Marital Status and Dividend Policy

Md Noman Hossain, Central Washington University

Monika K. Rabarison, University of Texas Rio Grande Valley

Discussant: Yankuo Qiao, Oakland University

1:30 p.m. – 3:00 p.m.

Kabacoff

SESSION G Corporate Governance 3

Session Chair: **Hong Zhou**, University of Massachusetts Boston

A Good Fit Matters: Evidence from the Impact of Gender Quota on Financial Performance in France

Rey Dang, ISTECH Paris

Lucia Gao, University of Massachusetts Boston

L'Hocine Houanti, EM Normandie

Honggang Qiu, University of Massachusetts Boston

Linh-Chi Vo, Catholic University of Lyon

Discussant: Hong Zhou, University of Massachusetts Boston

CEO Network Centrality, Inside Debt, and the Riskiness of Corporate Policies

Jing He, University of Delaware

Ran Lu-Andrews, California Lutheran University

Yin Yu-Thompson, Oakland University

Discussant: Lucia Gao, University of Massachusetts Boston

Board Diversity and CEO Compensation

Hong Zhou, University of Massachusetts Boston

Discussant: Ran Lu-Andrews, California Lutheran University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 3, 2022
(Thursday)**

1:30 p.m. – 3:00 p.m.

Magazine

SESSION H Corporate Finance 15 and International Finance 4

Session Chair: **Stephanie Yates**, University of Alabama at Birmingham

How Does Firm Size and Sector Impact Female and Minority Representation in the C-Suite?

Stephanie Yates, University of Alabama at Birmingham

Discussant: Sun Yong Kim, Northwestern University

The Optimal Design of Green Securities

Adelina Barbalau, University of Alberta

Federica Zeni, Imperial College of London

Discussant: Stephanie Yates, University of Alabama at Birmingham

US Wealth Shares, the Dollar and Global Risk Premia

Sun Yong Kim, Northwestern University

Discussant: Federica Zeni, Imperial College of London

1:30 p.m. – 3:00 p.m.

Newberry

SESSION I Corporate Governance 6 DONE

Session Chair: **Megan Rainville**, Missouri State University

Indirect evergreening using related parties: Evidence from India

Nishant Kashyap, Indian School of Business

Sriniwas Mahapatro, Indian Business School

Prasanna Tantri, Indian School of Business

Discussant: Megan Rainville, Missouri State University

Impact of Bottom-Up Internal Governance on Risk-Taking and Corporate Decisions

Md Raihan Uddin Chowdhury, University of Texas at El Paso

Feixue Xie, University of Texas at El Paso

Discussant: Sriniwas Mahapatro, Indian Business School

Military Independent Directors and Merger Activity

Zhe Li, University of Southern Indiana

Megan Rainville, Missouri State University

Discussant: Feixue Xie, University of Texas at El Paso

3:00 p.m. – 3:30 p.m.

Exhibit Hall – St James

FBD COFFEE BREAK

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

**SOUTHWESTERN FINANCE
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**March 3, 2022
(Thursday)**

3:30 p.m. – 5:00 p.m.

Quarterdeck A

SESSION A Corporate Governance 4

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

Mutual fund performance, side-by-side management, and boards

Liang, Sun, University of North Texas

Takeshi Nishikawa, University of North Texas

Discussant: Christos Giannikos, Baruch College, City University of New York

Corporate Governance and the Relevance of Shares with Unequal Voting Rights in Europe

Wolfgang Bessler, University of Hamburg

Discussant: Liang, Sun, University of North Texas

Voting rules, risk, return and firm ownership structure

Christos Giannikos, Baruch College, City University of New York

Magnus Wiberg, National Institute of Economic Research

Discussant: Wolfgang Bessler, University of Hamburg

3:30 p.m. – 5:00 p.m.

Quarterdeck B

SESSION B Asset Pricing 4

Session Chair: **Huan Qiu**, Millsaps College

2022 Federation of Business Disciplines Distinguished Paper

SWFA Best Paper in Financial Markets Track

Risk premium relationships between large and small countries: Before, during and after the Great Recession

Tai Yi, SUNY Fredonia

Kenneth J. Kopecky, Temple University

Sean Sehyun Yoo, Belmont University

Discussant: Yihui You, Peking University

Sovereign credit default swaps and macroeconomic fundamentals

Daniele Bianchi, Queen Mary, University London

Discussant: Tai Yi, SUNY Fredonia

Climate Change Exposure and Stock Return Predictability

Yihui You, Peking University

Discussant: Daniele Bianchi, Queen Mary, University London

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 3, 2022
(Thursday)**

3:30 p.m. – 5:00 p.m.

Quarterdeck C

SESSION C Fixed Income 1

Session Chair: **Steven Shu-Hsiu Chen**, Texas A&M International University

Inflation Volatility Risk and the Cross-section of Corporate Bond Returns

Luis Ceballos, Pennsylvania State University

Discussant: Steven Shu-Hsiu Chen, Texas A&M International University

Dissecting Bond Volatility

Jie Cao, University of Hong Kong

Tarun Chordia, Emory University

Linyu Zhou, Chinese University Hong Kong

Discussant: Luis Ceballos, Pennsylvania State University

Origination of RMBS: Escape from Crisis or Maintain Reputation?

Steven Shu-Hsiu Chen, Texas A&M Internatioal University

Discussant: Steven Shu-Hsiu Chen, Texas A&M International University

3:30 p.m. – 5:00 p.m.

Chart A

SESSION D Banking 4

The Role of ESG Performance in Banking Efficiency: International Evidence

Ahmed Alam, University of New Orleans

Hasanul Banna, Manchester Metropolitan University

M. Kabir Hassan, University of New Orleans

Discussant: Stefan Walz, Columbia University

Persistent Risk-Taking and Bank Recovery from the 2007 Financial Crisis

Zhongdong Chen, University of Northern Iowa

Karen Ann Craig, Eastern Michigan University

Alireza Ebrahim, OCC

Discussant: Ahmed Alam, University of New Orleans

Tracing out Monetary Policy Shocks through Credit Risk Premia

Stefan Walz, Columbia University

Discussant: Karen Ann Craig, Eastern Michigan University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 3, 2022
(Thursday)**

3:30 p.m. – 5:00 p.m.

Chart B

SESSION E Cryptocurrency 2

Raining Cryptos

Luca Liebi, University of St. Gallen

Discussant: Mahnaz Paydarzarnaghi, University of Texas at Arlington

Uncovering Retail Trading in Bitcoin: The Impact of COVID-19 Stimulus Checks

Anantha Divakaruni, University of Bergen

Peter Zimmerman, Federal Reserve Bank of Cleveland

Discussant: Luca Liebi, University of St. Gallen

Crypto-ETFs and Young Investors

Mahnaz Paydarzarnaghi, University of Texas at Arlington

Nima Vafai, University of Texas Permian Basin

David Rakowski, University of Texas at Arlington

Discussant: Peter Zimmerman, Federal Reserve Bank of Cleveland

3:30 p.m. – 5:00 p.m.

Chart C

SESSION F Behavioral Finance 4

Session Chair: Abhishek Bhardwaj, New York University

Number sense, trading decisions and mispricing: An experiment

Patrick Roger, University of Strasbourg

Tristan Roger, ICN Business School

Marc Willinger, ICN Business School

Discussant: Sulei Han, University of Central Florida

Do Lending Relationships Matter When Loans Are Securitized?

Abhishek Bhardwaj, New York University

Discussant: Patrick Roger, University of Strasbourg

How Does Investor Disagreement Affect Stock Prices? Evidence Based on Changing Investor Disagreement

Sulei Han, University of Central Florida

Discussant: Abhishek Bhardwaj, New York University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 3, 2022
(Thursday)**

3:30 p.m. – 5:00 p.m.

Kabacoff

SESSION G Corporate Finance 4

Litigating Payouts or Not? Evidence from Quasi-natural Experiments

Huilin Zhang, Independent

Xiaoran Ni, Xiamen University

Discussant: Jie Zhang, Trent University

Political Favor and Value of Corporate Cash Holdings

Humnath Panta, Humboldt State University

Ramesh Adhikari, Humboldt State University

Arun Narayanasamy, University of Northern Iowa

Discussant: Xiaoran Ni, Xiamen University

Share Pledging and Corporate Securities Fraud

Lawrence Kryzanowski, Concordia University

Mingyang Li, Zhongnan, University of Economics and Law

Sheng Xu, Zhongnan, University of Economics and Law

Jie Zhang, Trent University

Discussant: Humnath Panta, Humboldt State University

3:30 p.m. – 5:00 p.m.

Newberry

SESSION H Investments 5

Session Chair: Catalina Hurwitz, SUNY Oneota

Do Stockholders Care About Central Banks in the Corporate Debt Market? Evidence from ECB's Purchases

Gustav Finne, Hanken School of Economics

Toni Sundqvist, Hanken School of Economics

Discussant: Herminio Romero-Perez, University of Puerto Rico at Carolina

Index Fund Trading Costs are Inversely Related to Fund and Family Size

John Adams, University of Texas at Arlington

Darren Hayunga, University of Georgia

Sattar Mans, Virginia Tech

Discussant: Gustav Finne, Hanken School of Economics

Does leverage pays off? The case of equity-leveraged mutual funds

Javier Rodriguez, University of Puerto Rico

Herminio Romero-Perez, University of Puerto Rico at Carolina

Discussant: John Adam, University of Texas at Arlington

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 3, 2022
(Thursday)**

5:30 p.m. – 7:00 p.m.

Exhibit Hall – St James

FBD Presidential Welcome Reception – Badge required for entry

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

7:00 p.m. – 10:00 p.m.

SWFA Reception

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ASSOCIATION**

**March 4, 2022
(Friday)**

7:00 a.m. – 8:30 a.m.

River Room

**SWFA Board Meeting and Breakfast
(Board Members and Invited Guests Only)**

8:30 a.m. – 10:00 a.m.

Quarterdeck A

SESSION A Corporate Governance 5

Session Chair: **Jiawei Wang**, University of Iowa
The Effects of Governance Quality on the Stability of Equity Markets: Evidence from Cross-Listed Securities

David Yechiam Aharon, Ono Academic College

Ahmed Baig, Boise State University

Jared DeLisle, Utah State University

Discussant: Huan Qui, Milsaps College

Boardroom Networks and Corporate Investment

Suyong Song, University of Iowa

Jiawei Wang, University of Iowa

Discussant: Ahmed Baig, Boise State University

CEO Social Capital and the Value Relevance of Accounting Figures

Mike Luehlfing, Louisiana Tech University

William McCumber, Louisiana Tech University

Huan Qui, Milsaps College

Discussant: Jiawei Wang, University of Iowa

8:30 a.m. – 10:00 a.m.

Quarterdeck B

SESSION B Cryptocurrency 1

Session Chair: **Peter Mueller**, University of Oklahoma

Does Bitcoin help for hedging? The analysis of Bitcoin in portfolio-based approach

Phuvadon Wuthisatian, Hastings College

Jennifer Brodmann, California State University Dominguez Hills

Discussant: Antonio Doblas-Madrid, Michigan State University

The public blockchain ecosystem: An empirical analysis

Felix Irresberger, Durham University

Kose John, New York University

Peter Mueller, University of Oklahoma

Fahad Saleh, Wake Forest University

Discussant: Phuvadon Wuthisatian, Hastings College

Crypto Bubbles: Timing is Everything

Luis Araujo, Michigan State University

Antonio Doblas-Madrid, Michigan State University

Discussant: Peter Mueller, University of Oklahoma

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 4, 2022
(Friday)**

8:30 a.m. – 10:00 a.m.

Quarterdeck C

SESSION C Portfolio Management 1

Session Chair: **Abhishek Bhardwaj**, NYU Stern School of Business

Workplace Automation and Portfolio Choice

Abhishek Bhardwaj, NYU Stern School of Business

Saptarshi Mukherjee, Northeastern University

Discussant: Yi-Ju Chien, University of Texas at Arlington

Mutual Funds Picking Crashes

Prince Asamoah, City University of Hong Kong

Discussant: Abhishek Bhardwaj, NYU Stern School

Killing George Floyd Changed How Mutual Fund Managers are Hired

John Adams, University of Texas at Arlington

Long Thai Bui, University of Texas at Arlington

Yi-Ju Chien, University of Texas at Arlington

Discussant: Prince Asamoah, City University of Hong Kong

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**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 4, 2022
(Friday)**

8:30 a.m. – 10:00 a.m.

Chart A

SESSION D Banking 5

Session Chair: **Jing Ao**, Kent State University

Board diversity and green finance: What matters for the global Banking sector?

Hassan Bataineh, University of New Orleans

Rashedul Hasan, Coventry University

M. Kabir Hassan, University of New Orleans

Discussant: Tirupam Goel, Bank of International Settlements

Shadow Banking, Asset Allocation, and Bank Performance

Jing Ao, Kent State University

Eric Johnson, Kent State University

Discussant: Hassan Bataineh, University of New Orleans

Banking Industry Dynamics and Size-Dependent Capital Regulation

Tirupam Goel, Bank of International Settlements

Discussant: Jing Ao, Kent State University

8:30 a.m. – 10:00 a.m.

Chart B

SESSION E Corporate Finance 5

Session Chair: **Huan Qiu**, Milsaps College

The Role of Stock Indices in Analyst Career Outcomes

Stefan Pohl, Swiss Finance Institute, University of Zurich.

Discussant: Tirupam Goel, Bank for International Settlements

Sovereign Wealth Funds and Relationship Lending: Evidence from Syndicated Loan

Feiyu Liu, West Virginia University

Discussant: Stefan Pohl, Swiss Finance Institute, University of Zurich

Credit Constrained Firms and Government Subsidies: Evidence from a European Union Program

Tirupam Goel, Bank for International Settlements

Discussant: Feiyu Liu, West Virginia University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 4, 2020
(Friday)**

8:30 a.m. – 10:00 a.m.

Chart C

SESSION F Market Efficiency 6

Stock price crash risk: A critique of the agency theory viewpoint

Panayiotis Andreou, Cyprus University of Technology
Neophytos Lambertides, Cyprus University of Technology,
Marina Magidou, University of Central Lancashire
Discussant: Nasim Sabah, Framingham State University

Real-Time Predictability of Mutual Fund Performance Predictors

Yu Xia, McGill University
Discussant: Panayiotis Andreou, Cyprus University of Technology

Labor Matching and Equity Prices

Nasim Sabah, Framingham State University
Discussant: Yu Xia, McGill University

8:30 a.m. – 10:00 a.m.

Leeward

SESSION G Asset Pricing 5

Session Chair: Huan Qiu, Millsaps College

The Construction and Pricing of Synthetic Bermuda Options

Daryl Ono, Occidental College
Efstathia Korkou, York College CUNY
Discussant: Chaehyun Pyun, University of Georgia

Factor Model Comparisons with Conditioning Information

Wayne Ferson, University of Southern California
Andrew Siegel, University of Washington
Junbo Wang, Louisiana State University
Discussant: Efstathia Korkou, York College CUNY

Social Investing and Hype in the Stock Market

Chaehyun, Pyun, University of Georgia
Discussant: Junbo Wang, Louisiana State University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 4, 2022
(Friday)**

8:30 a.m. – 10:20 a.m.

Kabacoff

SESSION H Mergers and Acquisitions 5

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

Impact of State-owned Enterprises on U.S. Competitors

M. Kabir Hassan, University of New Orleans

Tahsin Huq, University of New Orleans

Reza Houston, Ball State University

Mohammad Sydul Karim, University of New Orleans

Discussant: Siti Farida, University Birmingham

Managing Climate Change Risks: Sea Level Rise and Mergers and Acquisitions

Chen Shen, University of North Carolina at Charlotte

Discussant: Tahsin Huq, University of New Orleans

M&As and Innovation: Empirical Evidence from Acquiring Public versus Private Targets

Siti Farida, University Birmingham

Discussant: Chen Shen, University of North Carolina at Charlotte

8:30 a.m. – 10:00 a.m.

Commerce

SESSION I Covid, Crypto and Commodities

Session Chair: **Linus Wilson**, University of Louisiana at Lafayette

The impact of commodities and global stock prices on the idiosyncratic risk of Bitcoin during the COVID pandemic

Edgardo Cayon, CESA

Discussant: Shuming Bai, McNeese State University

GPU Prices and Cryptocurrency Returns

Linus Wilson, University of Louisiana at Lafayette

Discussant: Edgardo Cayon, CESA

The Impact of COVID-19 on the U.S. Airline Companies

Shuming Bai, McNeese State University

Discussant: Linus Wilson, University of Louisiana at Lafayette

**SOUTHWESTERN FINANCE
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**March 4, 2022
(Friday)**

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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.

Quarterdeck A

SESSION A Real Estate

Innovation and Housing Costs

Roger White, Arizona State University

Discussant: Simon Stehle, University of Konstanz

Housing Affordability and Household Mobility

Dimuthu Ratnadiwakara, Louisiana State University

Santoshi Rimal, Louisiana State University

Discussant: Roger White, Arizona State University

How do assessed values affect transaction prices of homes?

Simon Stehle, University of Konstanz

Discussant: Santoshi Rima, Louisiana State University

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**March 4, 2022
(Friday)**

10:30 a.m. – 12:00 p.m.

Quarterdeck B

SESSION C Investments 1

Session Chair: **Difang Huang**, Monash University

Cross-Sectional Uncertainty and Aggregate Stock Returns

Difang Huang, Monash University

Deshui Yu, Hunan University

Discussant: Sukhun Lee, Loyola University Chicago

Do Retail Investors Matter?

Shibo Bian, Shanghai University of Finance and Economics

Feng Li, Shanghai Advanced Institute of Finance

Zhipeng Yan, New Jersey Institute of Technology

Discussant: Difang Huang, Monash University

Microfinance Institutions and Diversification Benefits to Global Investors

Ki Han, Suffolk University

Sukhun Lee, Loyola University Chicago

David Suk, Rider University

Hyunmo Sung, Handong Global University

Discussant: Zhipeng Yan, New Jersey Institute of Technology

10:30 a.m. – 12:00 p.m.

Quarterdeck C

SESSION D Market Efficiency 1

Tomorrow Is Another Day: Stocks Active Mutual Funds Overweight Predict the Next-Day Market

Shuaiyu Chen, Purdue University

Yixin Chen, University of Rochester

Randolph Cohen, Harvard Business School

Discussant: Selma Izadi, Tennessee State University

Does the market watch 60 Minutes?

Manuel Lobato, University of Puerto Rico

Javier Rodriguez, University of Puerto Rico

Herminio Romero-Perez, University of Puerto Rico at Carolina

Discussant: Yixin Chen, University of Rochester

Does weekend effect still exist in capital markets

Selma Izadi, Tennessee State University,

Discussant: Herminio Romero-Perez, University of Puerto Rico at Carolina

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 4, 2022
(Friday)**

10:30 a.m. – 12:00 p.m.

Chart A

SESSION E Market Microstructure

Session Chair: **Jiwei Chen**, Mississippi State University

Trading Volume Shares and Market Quality: Pre- and Post-Zero Commission

Pankaj Jain, University of Memphis

Suchismita Mishra, Florida International University

Shawn O'Donoghue, Independent

Le Zhao, Florida International University

Discussant: Wei-Xuan Li, Stockton University

Insider Trading amidst Political Uncertainty

Jiwei Chen, Mississippi State University

Discussant: Le Zhao, Florida International University

Informed trading in index options during the COVID-19 pandemic period

Wei-Xuan Li, Stockton University

Joseph French, University of Northern Colorado

James Nguyen, Texas A&M Texarkana

Discussant: Jiwei Chen, Mississippi State University

10:30 a.m. – 12:00 p.m.

Chart B

SESSION F Market Microstructure and Volatility

Carbon Emissions, Institutional Trading, and the Liquidity of Corporate Bonds

Jie Cao, Chinese University of Hong Kong

Yi Li, Federal Reserve Board

Xintong Zhan, Chinese University of Hong Kong

Weiming Zhang, Chinese University of Hong Kong

Linyu Zhou, Chinese University of Hong Kong

Discussant: Yajie Wang, University of Rochester

How does the Robinhood investor trade? A study at the intraday level

Clément Aymard, HEC

Discussant: Linyu Zhou, Chinese University of Hong Kong

Fluctuations in Volatility, Financial Frictions, and Unemployment

Yajie Wang, University of Rochester

Discussant: Clément Aymard, HEC

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 4, 2022
Friday**

10:30 a.m. – 12:00 p.m.

Chart C

SESSION G Corporate Finance 6

Risk Management and the Choice between Secured and Unsecured Debt - Evidence from Natural Experiment

Kyuyoung Oh, University of Kentucky

Discussant: Pil-Seng Lee, University of Texas at Dallas

Earnings Management Around Reverse Stock Splits

Shrikant Jategaonkar, Southern Illinois University Edwardsville

Yuan Shi, Penn State Great Valley

Xiaoxiao Song, Southern Illinois University Edwardsville

Discussant: Kyuyoung Oh, University of Kentucky

How Does Hedge Fund Activism Reengineer Corporate Culture?

Pil-Seng Lee, University of Texas at Dallas

Discussant: Shrikant Jategaonkar, Southern Illinois University Edwardsville

10:30 a.m. – 12:00 p.m.

Leeward

SESSION H Portfolio Management 2

Incentives of Fund Managers and Precautionary Fire Sales

Saptarshi Mukherjee, Northeastern University

Kose John, New York University

Abhishek Bhardwaj, New York University

Discussant: Matteo Binfare, University of Missouri

Should Investors Defer Long-Term Gains in Taxable Stock Portfolios?

Jeff Whitworth

Discussant: Saptarshi Mukherjee, Northeastern University

Doing Good and Doing it With (Investment) Style

Matteo Binfare, University of Missouri

Kyle Zimmerschied, University of Missouri

Discussant: Jeff Whitworth, University of Houston Clear Lake

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 4, 2022
(Friday)**

10:30 a.m. – 12:00 p.m.

Kabacoff

SESSION I Corporate Governance 2

Session Chair: **William McCumber**, Louisiana Tech University

CEO-Board Social Connections and Seasoned Equity Offerings

Md Nazmul Hasan Bhuyan, North Carolina A&T University

Maimuna Akter, Florida Atlantic University

Discussant: William McCumber, Louisiana Tech University

Specialization Effect of Non-technological Strategic Alliances on Innovation

Nur Al Faisal, Louisiana State University

Miaomiao Yu, Louisiana State University

Discussant: Md Nazmul Hasan Bhuyan, North Carolina A&T University

CEO Networks and Shareholder Litigation

William McCumber, Louisiana Tech University

Lingna Sun, Louisiana Tech University

Discussant: Nur Al Faisal, Louisiana State University

10:30 a.m. – 12:00 p.m.

Commerce

SESSION J Asset Pricing 2

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

Size, Value and Volatility

Stanley Peterburgsky, Brooklyn College

Discussant: Sarah AlTalafha, University of New Orleans

Short Selling Bans and Limits to Regulatory Arbitrage in a Multi-Market Setting

Yu Hu, The University of Texas at El Paso

Pankaj K. Jain, The University of Memphis

Suchi Mishra, Florida International University

Robinson Reyes Pena, Florida International University

Discussant: Stanley Peterburgsky, Brooklyn College

The effect of conditional volatility, skewness, and kurtosis on interest rates

Sarah AlTalafha, University of New Orleans

Neal Maroney, University of New Orleans

Discussant: Robinson Reyes Pena, Florida International University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 4, 2022
(Friday)**

10:30 a.m. – 12:00 p.m.

Ascot

SESSION K Banking 7

Session Chair: **Jiayuan Tian**, University of New Orleans

Correlated Default Risk and the Cost of Bank Loans
Theophilus Osah, University of Texas Rio Grande Valley
Siamak Javadi, University of Texas Rio Grande
Discussant: Noah Urban, University of Duisburg-Essen

Do politically connected banks perform better in a democratic environment?
Jiayuan Tian, University of New Orleans
Discussant: Theophilus Osah, University of Texas Rio Grande Valley

Credit Risk Modeling in the Age of Machine Learning
Martin Hibbeln, University of Duisburg-Essen
Raphael Kopp, University of Duisburg-Essen
Discussant: **Jiayuan Tian**, University of New Orleans

12:00 p.m. – 1:30 p.m.

St Charles

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ASSOCIATION**

**March 4, 2022
(Friday)**

1:45 p.m. – 3:15 p.m.

Quarterdeck A

SESSION A Mergers and Acquisitions 1

Session Chair: **Leonid Pugachev**, Rochester Institute of Technology

Determinants of bank M&A success in the Asia-Pacific region

Sascha Kolaric, Technical University of Darmstadt

Florian Kiesel, Grenoble Ecole de Management

Dirk Schiereck, Technische Universität Darmstadt

Discussant: Emily Huang, California State University, Chico

Market deposit-loan imbalances and bank M&A outcomes

Leonid Pugachev, Rochester Institute of Technology

Discussant: Sascha Kolaric, Technical University of Darmstadt

Investor Inattention and Managerial Opportunism: Evidence from Private Acquisitions

Emily Huang, California State University, Chico

Qingzhong Ma, California State University, Chico

Athena Wei Zhang, California State University, Chico

Discussant: Leonid Pugachev, Rochester Institute of Technology

1:45 p.m. – 3:15 p.m.

Quarterdeck B

SESSION B Investments 2

Corporate Social Responsibility Investments: Do Risk-Taking Attitudes Play a Role?

Chu Chen, Texas A&M University -Commerce

Discussant: Abdullah Noman, University of North Carolina at Pembroke

Retail Investor Attention, Information Asymmetry, and Stock Return Predictability

Zhongdong Chen, University of Northern Iowa

Karen Ann Craig, Eastern Michigan University

Lei Gao, George Mason University

Discussant: Chu Chen, Texas A&M University -Commerce

Forecasting Stock Returns with Sum-of-the-Parts Methodology: Further Evidence

Mahtab Athari, Mercyhurst University

Atsuyuki Naka, University of New Orleans

Abdullah Noman, University of North Carolina at Pembroke

Discussant: Zhongdong Chen, University of Northern Iowa

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 4, 2022
(Friday)**

1:45 p.m. – 3:15 p.m.

Quarterdeck C

SESSION C Real Estate and Retirement Issues

Session Chair: **David Nickerson**, Ryerson University

Adverse Selection, Concentration and Efficiency in Secondary Mortgage Markets

David Nickerson, Ryerson University

Discussant: Tural Karimli, Frankfurt School of Finance and Management

Evaluating The Performance of Real Estate Investment Trusts

Srinidhi Kanuri, University of Southern Mississippi

Davinder Malhotra, Thomas Jefferson University

Jing Zhang Thomas, Jefferson University

Discussant: David Nickerson, Ryerson University

Opioids Epidemic and Mortgage Default

Tural Kariml, Frankfurt School of Finance and Management

Discussant: Davinder Malhotra, Thomas Jefferson University

1:45 p.m. – 3:15 p.m.

Chart A

SESSION D Central Banking 1

Session Chair: **Biljana Gilevska**, Universidad Carlos III de Madrid

Liquidity Stress, ECB's Interventions, and Sovereign Creditworthiness: The Rise of the Black Swan

Mehdi Janbaz, University of Udine and University of Trieste

Discussant: Nacsius Ujah, South Dakota State University

The ECB's Extraordinary Monetary Policy Measures from 2011 to 2018: How important were these policies compared to the usual factors affecting banks' investment choices?

Gerald Dwyer, Wilbur O. and Ann Powers College of Business, Clemson University

Biljana Gilevska, Universidad Carlos III de Madrid

Maria Nieto, Banco de Espana

Margarita Samartin, Universidad Carlos III de Madrid

Discussant: Mehdi Janbaz, University of Udine and University of Trieste

Economic Policy Uncertainty and Firm Efficiency

Renee Oyotode -Adebile, Northwest Missouri State University

Augustine Tarkom, Texas A&M International University

Nacsius Ujah, South Dakota State University

Discussant: Biljana Gilevska, Universidad Carlos III de Madrid

**SOUTHWESTERN FINANCE
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**March 4, 2022
(Friday)**

1:45 p.m. – 3:15 p.m.

Chart B

SESSION E Market Efficiency 2

Session Chair: **Ivelina Pavlova**, University of Houston Clear Lake

Pre-announcement Premium

George Jiang, Washington State University

Guanzhong Pan, Washington State University

Zhigang Qiu, Renmin University of China

Discussant: Ivelina Pavlova, University of Houston Clear Lake

Post-Earnings Announcement Drift: An Event Study Analysis

Yixun Zhou, Rutgers Business School

Discussant: George Jiang, Washington State University

The Sell-in-May Effect in ESG Indices

Ivelina Pavlova, University of Houston Clear

Jeff Whitworth, University of Houston Clear

Maria de Boyrie, New Mexico State University

Discussant: Yixun Zhou, Rutgers Business School

1:45 p.m. – 3:15 p.m.

Chart C

SESSION F Corporate Finance 7 done

Session Chair: **Yuxin Wu**, Boston College

The Impact of Dynamic Firm Life Cycles on Stock Repurchases and Firms' Post-Repurchase Performances

Yuxin Wu, Boston College

Discussant: Megnan Zhu, Brandeis University International Business School

Does a Financial Crisis Impair Corporate Innovation?

Masami Imai, Wesleyan University

Michiru Sawada, Nihon University

Discussant: Yuxin Wu, Boston College

Does the Confidential IPO Registration Process Create Value?

Megnan Zhu, Brandeis University International Business School

Discussant: Masami Imai, Wesleyan University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 4, 2022
(Friday)**

1:45 p.m. – 3:15 p.m.

Leeward

SESSION G Fixed Income 4

Session Chair: **James Philpot**, Missouri State

The effect of labor unions on municipal bonds

Yunhui Han, University of Utah

Huayi Tang, University of Utah

Discussant: Stefano Pegoraro, University of Notre Dame

From Rating to Investing: Do Credit Rating Analysts Outperform in Bond Fund Management?

Xiaolu Hu, RMIT University

Haoyi Luo, University of Melbourne

Zijin Xu, University of Melbourne

Discussant: Yunhui Han, University of Utah

Issuance and Valuation of Corporate Bonds with Quantitative Easing

Stefano Pegoraro, University of Notre Dame

Mattia Montagna, European Central Bank

Discussant: Haoyi Luo, University of Melbourne

1:45 p.m. – 3:15 p.m.

Kabacoff

SESSION H Covid, Risk and CEO Tenure

Disaster Risk, Politicians, Firms, and Capital Exuding: A New Role of Stock Market Participation

Art Durnev, University of Iowa

Discussant: Dong Hyun Kim, Ohio Northern University

What do We Know about the Emergency Lending Facilities of the Fed during the Financial Crisis of 2007-2008 and the Covid-19 Pandemic?

Mujtaba Zia, University of North Texas at Dallas

Hiro Nishi, University of North Texas at Dallas

Discussant: Art Durnev, University of Iowa

Should I Stay or Should I Go: An Examination of CEO Tenure and Outside Employment Opportunities

Daewoung Choi, Louisiana State University Shreveport

Dong Hyun Kim, Ohio Northern University

Justin Lord, Louisiana State University Shreveport

Lukai Yang, University of Alabama

Discussant: Dong Hyun Kim, Ohio Northern University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 4, 2022
(Friday)**

1:45 p.m. – 3:15 p.m.

Windward

SESSION I Market Microstructure and Macro Finance

Session Chair: **Ying Huang**, University of South Alabama

The Credit Card and Small Business Lending Channels of Monetary Policy
Maximillian Littlejohn, Millsaps College

Social Media Sentiment and the Stock Market
Amir Fekrazad, Texas A&M University-San Antonio
Syed Harun, Texas A&M University-San Antonio
Naafey Sardar, Texas A&M University-San Antonio
Discussant: **Maximillian Littlejohn**, Millsaps College

Public Auction Versus Private Negotiation in Residential Property Sales
Ying Huang, University of South Alabama
Reid Cummings, University of South Alabama
Ronald Spahr, University of Memphis
Mark Sunderman, University of Memphis
Discussant: **Syed Harun**, Texas A&M University-San Antonio

1:45 p.m. – 3:15 p.m.

Commerce

SESSION J Behavioral Finance 6

Session Chair: **Aslihan Korkmaz**, Dominican University of California

Earnings Expectation and Interactive Discussion with Corporate Insiders
Kotaro Miwa, Kyushu University
Discussant: **Angie Wang**, The Chinese University of Hong Kong

Racial Discrimination in Markets: Evidence from Horse Racing
Spencer Barnes, Florida State University
Discussant: **Kotaro Miwa**, Kyushu University

From Words to Syntax: Identifying Context-specific Information in Textual Analysis
Sean Cao, Georgia State University
Yongtae Kim, Santa Clara University
Angie Wang, The Chinese University of Hong Kong
Houping Xiao, Georgia State University
Discussant: **Spencer Barnes**, Florida State University

**SOUTHWESTERN FINANCE
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**March 4, 2022
(Friday)**

1:45 p.m. – 3:15 p.m.

Windsor

SESSION K Corporate Finance 12

Session Chair: **Yinghong Zhang**, University of Central Oklahoma

Firm-Level Physical Risk of Climate Change: Evidence from Extreme Climate Events

Li Ai, University of Massachusetts Boston

Lucia Gao, University of Massachusetts Boston

Discussant: Yinghong Zhang, University of Central Oklahoma

Homophily and corporate decisions: evidence from mergers and acquisitions

Stefano Bonini, Stevens Institute of Technology

Discussant: Li Ai, University of Massachusetts Boston

Customer Concentration and Debt Financing Choice

Bambi Hora, University of Central Oklahoma

Paula Sanders, University of Central Oklahoma

Yinghong Zhang, University of Central Oklahoma

Discussant: Stefano Bonini, Stevens Institute of Technology

1:45 p.m. – 3:15 p.m.

Newberry

SESSION L Corporate Finance 13

Session Chair: **Jiawei Wang**, University of Iowa

Customer-Supplier Relationships and Non-linear Financial Policy Response

Kacheng Wong, Peking University

Longkai Zhao, Guanghua School of Management

Discussant: Reza Houston, Ball State University

Optimal Investment, Tobin's q , and Cash Flow: Does Unobserved Productivity Matter?

Kyoo il Kim, Michigan State University

Suyong Song, University of Iowa

Jiawei Wang, University of Iowa

Discussant: Kacheng Wong, Peking University

Corporate Value Creation and the Award of Procurement Contracts

Stephen Ferris, Ball State University

Reza Houston, Ball State University

Blake Rayfield, Northern Arizona University

Discussant: Jiawei Wang, University of Iowa

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(Friday)**

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

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**SOUTHWESTERN FINANCE
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**March 4, 2022
(Friday)**

3:30 p.m. – 5:00 p.m.

Quarterdeck A

SESSION A Mergers and Acquisitions 2

Session Chair: **Bradley Stevenson**, Bellarmine University

Acquirer Efficiency and the Bank Acquisition Discount

Aigbe Akhigbe, University of Miami University of Central Florida

Bradley Stevenson, Bellarmine University

Ann Marie Whyte

Discussant: Andrew Lynch, University of Arkansas

Does the volatility around merger and acquisition announcements

Patty Bick, University of Nebraska – Omaha

Matthew Crook, University of Mississippi

Andrew Lynch, University of Arkansas

Discussant: Bradley Stevenson, Bellarmine University

M&A Capability and Long-Term Firm Performance

Eduardo Vinocur, Rollins College

Halil Kiyamaz, Rollins College

Misty Loughry, Rollins College

Discussant: Bradley Stevenson, Bellarmine University

3:30 p.m. – 5:00 p.m.

Quarterdeck B

SESSION B Investments 3

Session Chair: **Robinson Reyes Pena**, Florida International University

Retail Investor Attention and Retail Investor Base: A Test of the Investor Recognition Hypothesis

Zhongdong Chen, University of Northern Iowa Eastern Michigan University

Karen Ann Craig, Eastern Michigan University

Discussant: David Brown, University of Florida

Mean-Variance Market Timing the U.S. Stock Market

Luca Pezzo, University of New Orleans

Discussant: Karen Ann Craig, Eastern Michigan University

Discount Rates and Asset Returns: Implications for Endowment Strategies

David Brown, University of Florida

Discussant: Luca Pezzo, University of New Orleans

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 4, 2022
(Friday)**

3:30 p.m. – 5:00 p.m.

Quarterdeck C

SESSION C Finance Law and International Finance

Session Chair: **Pritam Saha**, Texas Tech University

SEC Reforms of Floating NAV and the Lending Behavior of Money Market Funds

Pritam Saha, Texas Tech University

Discussant: Jun Chen, University of California San Diego

Policy Opacity

William Cassidy, University of Chicago

Discussant: Pritam Saha, Texas Tech University

One Country, Two Markets: The Spillover Effect of Earnings Management

Jun Chen, University of California, San Diego

Yibin Liu, University of California, San Diego

Discussant: William Cassidy, University of Chicago

3:30 p.m. – 5:00 p.m.

Chart A

SESSION D Market Efficiency 3 and Overconfidence

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

Can a momentum strategy outperform the S&P 500 index in a retirement plan?

Akhtar Lodgher, Texas A&M University-San Antonio

Syed Harun, Texas A&M University-San Antonio

Discussant: Tianchen Zhao, University of Maryland

Divergent Opinions on Social Media

Kotaro Miwa, Kyushu University

Discussant: Syed Harun, Texas A&M University-San Antonio

Managerial Overconfidence and Corporate Credit Ratings

Tianchen Zhao, University of Maryland

Discussant: Kotaro Miwa, Kyushu University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 4, 2022
(Friday)**

3:30 p.m. – 5:00 p.m.

Chart B

SESSION E Commodities and Contagion

Session Chair: **Natee Amornsiripanitch**, Federal Reserve Bank of Philadelphia

Do pre-IPO investments generate information advantages? Evidence from mutual funds

Julie Ngo, Auburn University

Discussant: Darshana Palkar, Nova Southeastern University

Bond Insurance and Public Sector Employment

Natee Amornsiripanitch, Federal Reserve Bank of Philadelphia

Discussant: Julie Ngo, Auburn University

The Spillover Effects of Financial Misconduct on The Value of Cash of Peer Firms

Darshana Palkar, Nova Southeastern University

Discussant: Natee Amornsiripanitch, Federal Reserve Bank of Philadelphia

3:30 p.m. – 5:00 p.m.

Chart C

SESSION F Macro-Finance 1

Session Chair: **Melih Firat**, Johns Hopkins University

CEO Overconfidence and Intangible Corporate Investments

Lingyan Yang, Arizona State University

Discussant: Melih Firat, Johns Hopkins University

The Inelastic Market: Stockholder Wealth, Consumption Share and Belief

Xiaoyu Zong, Heriot-watt University

Discussant: Lingyan Yang, Arizona State University

US Monetary Policy Shock Spillovers: Evidence from Firm-Level Data

Melih Firat, Johns Hopkins University

Discussant: Xiaoyu Zong, Heriot-watt University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 4, 2022
(Friday)**

3:30 p.m. – 5:00 p.m.

Leeward

SESSION G Corporate Finance 8

Do Powerful CEOs Make Efficient Investment Decisions?

Md Raihan Uddin Chowdhury, University of Texas at El Paso

Feixue Xie, University of Texas at El Paso

Discussant: Aslihan Korkmaz, Dominican University of California

Bankruptcy Prediction of Privately Held SMEs Using Feature Selection Methods

Florentina Paraschiv, Zeppelin University

Markus Schmid, University of St. Gallen

Ranik Wahlstrøm, Norwegian University of Science and Technology

Discussant: Feixue Xie, University of Texas at El Paso

Social Injustice and Corporate Innovation

Aslihan Korkmaz, Dominican University of California

Erdem Ucar, California State University Fullerton

Discussant: Ranik Wahlstrøm, Norwegian University of Science and Technology

3:30 p.m. – 5:00 p.m.

Kabacoff

SESSION H Insurance and Risk Management 1

Session Chair: Steven Shu-Hsiu Chen, Texas A&M International University

An Examination of Life Insurer Share Price Behavior Surrounding COVID-19 Death Announcements (Part I)

Seongsu David Kim, St. Cloud State University

Swarn Chatterjee, University of Georgia

Joseph Haley, St. Cloud State University

Discussant: Steven Shu-Hsiu Chen, Texas A&M International University

Correlation Aversion and Insurance Demand

Christos Giannikos, Baruch College

Andreas Kakolyris, Kean University

Discussant: Seongsu David Kim, St. Cloud State University

Foreign Investments of Japanese Life Insurance Companies

Steven Shu-Hsiu Chen, Texas A&M International University

Discussant: Andreas Kakolyris, Kean University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 4, 2022
(Friday)**

3:30 p.m. – 5:00 p.m.

Windward

SESSION I Banking 6

Session Chair: **Aslihan Korkmaz**, Dominican University of California

Preventing borrower runs: The prompt corrective action approach

Nishant Kashyap, Indian School of Business

Sriniwas Mahapatro, Indian School of Business

Prasanna Tantr, Indian School of Business

Discussant: Jinoug Jeung, Emory University

Climate Change, the Partisan Divide, and Exposure to Climate Risk

Song Zhang, Boston College

Discussant: Sriniwas Mahapatro, Indian School of Business

Politically Polarized Depositors

Jinoug Jeung, Emory University

Discussant: Song Zhang, Boston College

3:30 p.m. – 5:00 p.m.

Commerce

SESSION J Corporate Finance 14

Session Chair: **Thomas Thompson**, University of Texas at Arlington

Foreign Promoters and Corporate Investment

Anushka Agarwal, IIT Delhi

Neeru Chaudhry, IIT Delhi

Discussant: Emmanuel Alanis, Texas State University

Understanding the Price Reaction to Large Dividend Increases

Ebenezer Asem, University of Lethbridge

Discussant: Neeru Chaudhry, IIT Delhi

Can Machine Learning Methods Predict Beta?

Emmanuel Alanis, Texas State University

Vance Lesseig, Texas State University

Janet Payne, Texas State University

Margot Quijano, Texas State University

Discussant: Ebenezer Asem, University of Lethbridge

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 5, 2022
(Saturday)**

8:00 a.m. – 9:50 a.m.

Camp

SESSION A Corporate Finance 9

Applying Instrumented Principal Component Analysis to Delta-Vega-Neutral Portfolios

Yuanyi Zhang, Louisiana State University

Discussant: Stefano Pegoraro, University of Notre Dame

Investment of product market peers and the value of cash holdings

Siqi Liu, Queen's University Belfast

Chao Yin, Durham University

Yeqin Zeng, Durham University

Discussant: Linh Thompson, University of Texas El Paso

Local Labor Match and Corporate Investments

Nasim Sabah, Framingham State University

Linh Thompson, University of Texas El Paso

Discussant: Siqi Liu, Queen's University Belfast

Risk Aversion with Nothing to Lose

Stefano Pegoraro, University of Notre Dame

Discussant: Yuanyi Zhang, Louisiana State University

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**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 5, 2022
(Saturday)**

8:00 a.m. – 9:50 a.m.

Canal

SESSION B Macro Finance 2

Identifying the True Nature of Price Discovery and Cross-Market Informational Flow in the Investment Grade CDS and Equity Markets: A DLM Approach

William Procasky, Texas A&M University – Kingsville

Anwen Yin, Texas A&M International University

Discussant: Gulnara Zaynutdinova, West Virginia University

The Stock Market, Labor-Income Risk and Unemployment in the US: Empirical Findings and Policy Implications

Kaan Celebi, European Institute for International Economic Relations

Paul Welfens, EIIW/University Wuppertal

Discussant: William Procasky, Texas A&M University – Kingsville

How Banks Go Abroad: The Impact of Fast Internet on International Financial Services

Edoardo Chiarotti, The Graduate Institute, Geneva

Stela Rubínová, World Trade Organization

Discussant: Kaan Celebi, European Institute for International Economic Relations

Returns to Firm Globalization: Risk Premium or Mispricing?

Jared DeLisle, Utah State University

Mengying Wang, Indiana State University

H. Zafer Yuksel, Texas A&M University, Corpus Christi

Gulnara Zaynutdinova, West Virginia University

Discussant: Edoardo Chiarotti, The Graduate Institute, Geneva

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Houston, Texas

51st Annual Conference

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**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 5, 2022
(Saturday)**

8:00 a.m. – 9:50 a.m.

Commerce

SESSION C Behavioral Finance 5

Session Chair: Karen Smith, Brandeis University

Linguistic errors and investment decisions: The case of ICO white papers

Ozgur Arslan-Ayaydin, University of Illinois at Chicago

James Thewissen, KU Leuven,

Jennifer Thewissen, University of Antwerp

Wouter Torsin, HEC Management School, University of Liège

Discussant: Efstathia Korkou, York College CUNY

Unlocking ESG Premium from Options

Jie Cao, Chinese University of Hong Kong

Amit Goyal, University of Lausanne

Xintong Zhan, Chinese University of Hong Kong

Weiming Zhang, Chinese University of Hong Kong

Discussant: Ozgur Arslan-Ayaydin, University of Illinois at Chicago

Expectations' Formation and Boom-Bust Cycles in Mortgage Lending

Karen Smith, Brandeis University

Discussant: Weiming Zhang, Chinese University of Hong Kong

Gender Differences in Risk-Taking Investment Strategies in Defined Contribution Plans

Christos Giannikos, Baruch College

Efstathia Korkou, York College CUNY

Discussant: Karen Smith, Brandeis University

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**March 5, 2022
(Saturday)**

10:00 a.m. – 11:50 a.m.

Camp

SESSION A Corporate Finance

Session Chair: **Anna Danielova**, McMaster University

Corporate operating performance following seasoned equity offerings: It pays to pay dividends

Anna Danielova, McMaster University

Discussant: John Elder, Colorado State University

Do Corporate Insiders Take Advantage of Their Political Connections? Evidence from Insider Trading

Xia Liu, University of Oklahoma

Discussant: Anna Danielova, McMaster Univer

Accounting Conservatism and Firm Value: 2011 – 2020

Mahnaz Paydarzarnaghi, University of Texas Arlington

J Diltz, University of Texas - Arlington

Discussant: Xia Liu, University of Oklahoma

Uncertainty and Investment: Evidence from Domestic Oil Rigs

Asad Dossani, Colorado State University

John Elder, Colorado State University

Discussant: Mahnaz Paydarzarnaghi, University of Texas Arlington

10:00 a.m. – 11:50 a.m.

Canal

SESSION B Fixed Income 5

Session Chair: **Nacasius Ujah**, South Dakota State University

A new perspective on the corporate bond liquidity factor

Fabian Dienemann, UNSW

Discussant: Elsa Allman, Banque de France

Ownership Hedging: Why Do Insiders Sell Stocks after Receiving Options?

Fei Fang, Clark University

Discussant: Fabian Dienemann, UNSW

The Information Advantage of Forthcoming Patents on Debt Financing

Kelly Cai, University of Michigan Dearborn

Hui Zhu, Ontario Tech University

Discussant: Fei Fang, Clark University

SWFA Best Paper in Investments Track

Pricing Climate Change Risk in Corporate Bonds

Elsa Allman, Banque de France

Discussant: Hui Zhu, Ontario Tech University

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 5, 2022
(Saturday)**

10:00 a.m. – 11:50 a.m.

Commerce

SESSION C Mergers and Acquisitions 4

Trading Activities Prior To M&A Announcements: Beyond the Acquirer and the Target

Danjue Shang, Utah State University

Discussant: Razan Vlahu, De Nederlandsche Bank

Customer Concentration and Predation Risk

Siqi Liu, University of Belfast

Yeqin Zeng, Durham University

Discussant: Danjue Shang, Utah State University

Corporate acquisitions and bank relationships

Razan Vlahu, De Nederlandsche Bank

Discussant: Suin Lee, University of Texas Rio Grande Valley

Migration Networks and M&A Decisions

Suin Lee, University of Texas Rio Grande Valley

Christos Pantzalis, University of South Florida

Discussant: Yeqin Zeng, Durham University

12:00 p.m. – 1:50 p.m.

Camp

SESSION A Mergers and Acquisitions 3 and Carbon Emissions

Session Chair: Robinson Reyes, Florida International University

Ex-ante variables and divestiture IPO parent returns

Thomas Thompson, University of Texas at Arlington

Discussant: Yongli Luo, Houston Baptist University

Carbon Efficient Investment in Asia: The Cases of China, Japan, Korea, and India

Yongli Luo, Houston Baptist University

Discussant: Mohammadli Fallah, University of Texas San Antonio

Impact of Vertical Mergers on Rivals' Cost of Debt

Mohammadli Fallah, University of Texas San Antonio

Discussant: Thomas Thompson, University of Texas at Arlington

**SOUTHWESTERN FINANCE
ASSOCIATION**

**March 5, 2022
(Saturday)**

12:00 p.m. – 1:50 p.m.

Canal

SESSION B Market Efficiency 4

Session Chair: **Phuvadon Wuthisatian**, Hastings College

The Price of Hidden Risk in Cross-Section

Shenru Li, West Virginia University

Discussant: Darko Vukovic, People's Friendship University of Russia

Momentum Returns and Volatility. Does Volatility Matter for Winner-Minus-Loser Strategy? Evidence from the Idiosyncratic Volatility and Conditional Volatility.

Phuvadon Wuthisatian, Hastings College

Discussant: Shenru Li, West Virginia University

Review of Time Series Momentum and Empirical Evidence from the European Equity Market

Darko Vukovic, People's Friendship University of Russia

Discussant: Phuvadon Wuthisatian, Hastings College

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CONGRATULATIONS!

Recipient of the Federation of Business Disciplines Distinguished Paper Award

Impact of State-owned Enterprises on U.S. Competitors

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Professor Muhammad Mustafa, South Carolina State University

SOUTHWESTERN SOCIETY OF ECONOMISTS

March 3, 2022
(Thursday)

8:30 a.m. – 10:00 a.m.

Windward

SESSION A **COVID pandemic and economy**

Session Chair: **Roman Wong**, Barry University

Discussants: **Roman Wong**, Barry University
 Nicholas Hill, Claflin University
 Denis Boudreaux, University of Louisiana at Lafayette

A Financial Analysis of Firms Identified by Value Line as Building the Highest Levels of Financial Leverage During a Worldwide Pandemic

Roman Wong, Barry University

John Payne, University of Central Florida

Bruce Payne, Barry University

The Economic Influence of Minority Entrepreneurship from the Covid-19 Pandemic on Communities.

Nicholas Hill, Claflin University

Micah Crump, Medger Evers College, CUNY

Dorian Williams, Dillard University

A Critique of California's Recent Civil Tort Legislation

Denis Boudreaux, University of Louisiana at Lafayette

Huong Nguyen, University of Louisiana at Lafayette

Spuma Rao, University of Louisiana at Lafayette

8:30 a.m. – 10:00 a.m.

Leeward

SESSION B **Empirical finance**

Session Chair: **Hasanul Banna**, Manchester Metropolitan University

Discussants: **Ahmed Wasiful Alam**, University of New Orleans
 Hasanul Banna, Manchester Metropolitan University

ESG and Bank risk-taking: International Evidence

Mridu Pradhan, University of New Orleans

Ahmed Wasiful Alam, University of New Orleans

Hasanul Banna, Manchester Metropolitan University

Mohammad Kabir Hassan, University of New Orleans

ESG activities and bank efficiency: A comparative analysis of conventional and Islamic banks

Ahmed Wasiful Alam, University of New Orleans

Hasanul Banna, Manchester Metropolitan University

Mohammad Kabir Hassan, University of New Orleans

SOUTHWESTERN SOCIETY OF ECONOMISTS

March 3, 2022
(Thursday)

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

Exhibit Hall – St James

FBD Coffee Break

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

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

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

Windward

SESSION A Monetary economics

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

Discussants: **Matiur Rahman**, McNeese State University
 Naafey Sardar, Texas A&M University-San Antonio
 Mashuk Rahman, University of New Orleans

Government Nominal Bond-Yield Spread and Germany's Economic Growth

Matiur Rahman, McNeese State University

Muhammad Mustafa, South Carolina State University

Anticipated Monetary Policy and the Stock Market

Syed Harun, Texas A&M University-San Antonio

Naafey Sardar, Texas A&M University-San Antonio

FX-rate pass through in Bangladesh – a non-linear approach

Mashuk Rahman, University of New Orleans

Gabor Sztano, Corvinus, University of Budapest

Mohammad Kabir Hassan, University of New Orleans

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**March 3, 2022
(Thursday)**

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

Leeward

SESSION B Labor Market Topics

Session Chair: **Shari Lawrence**, Nicholls State University

Discussants: **Shari Lawrence**, Nicholls State University
 N H Manzur E Maula, Texas Tech University
 Dorian Williams, Dillard University

Geopolitical Uncertainty and its Impact on the Macroeconomy and the Labor Market
N H Manzur E Maula, Texas Tech University

Entrepreneurship as a Catalyst for Economic Development: Comparative Analysis of Black Entrepreneurship in the US and the Caribbean Diaspora
Nicholas Hill, Claflin University
Micah Crump, Medger Evers College, CUNY
Dorian Williams, Dillard University

Alternative Retirement and Estate Planning Strategies since the Removal of the Stretch IRA
Shari Lawrence, Nicholls State University
Andrea Chiasson, Nicholls State University
Matthew French, Nicholls State University

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

Lunch on your own. There are great restaurants in walking distance.

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SOUTHWESTERN SOCIETY OF ECONOMISTS

March 3, 2022
(Thursday)

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

Windward

SESSION A Trade and Developing Economies

Session Chair: **Yun Wang**, Barry University

Discussants: **Yun Wang**, Barry University
 Dorian Williams, Dillard University
 Mohammed Ershad Hussain, Dillard University

On Regional Trade Agreements and the Law of One Price

Yun Wang, Barry University

Lucas Paradox: Explanation for flow of capital from developed to developing countries

Mahfuzul Haque, Indiana State University

Mohammed Ershad Hussain, Dillard University

The Economic Impact of Entrepreneurship Programs on Historically Black Colleges and Universities

Nicholas Hill, Claflin University

Micah Crump, Medger Evers College, CUNY

Dorian Williams, Dillard University

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

Leeward

SESSION B Bank and Corporate Governance

Session Chair: **Nichole Castater**, Barry University

Discussants: **Jiayuan Tian**, University of New Orleans
 Rabia Zeba, University of New Orleans
 Nichole Castater, Barry University

Do politically connected banks perform better in a democratic environment

Jiayuan Tian, University of New Orleans

Do Controversial Banks Use Environmental, Social and Governance (ESG) Disclosure as a Signaling Mechanism to Boost Firm Value?

Mohammad Kabir Hassan, University of New Orleans

Rashedul Hasan, Coventry University

Rabia Zeba, University of New Orleans

A financial inquiry into those industries reporting the greatest contributions to Economic Value Added (EVA) in a period of economic growth

Nichole Castater, Barry University

Bruce Payne, Barry University

Gayle Workman, Barry University

SOUTHWESTERN SOCIETY OF ECONOMISTS

March 3, 2022
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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.

Windward

SESSION A: Miscellaneous -1

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

Discussants: **Ali Ashraf**, Frostburg State University
 Ohaness Paskelian, University of Houston – Downtown
 Mercy Palamuleni, McNeese State University

ESG Investments – Analysis of Characteristics and Performance of select ESG ETFs

Ohaness Paskelian, University of Houston – Downtown

Stephen Bell, Park University

Henry Roehrich, Park University

Julia Creek, Park University

The Impact of Economic Complexity on Population Health: Evidence from Developing Countries

Mercy Palamuleni, McNeese State University

Borrower profiles and FHFA Mortgage loan returns

Ali Ashraf, Frostburg State University

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SOUTHWESTERN SOCIETY OF ECONOMISTS

March 3, 2022
(Thursday)

3:30 p.m. – 5:00 p.m.

Leeward

SESSION B: Bank Performance

Session Chair: Asaad Sendi, University of New Orleans

Discussants: Hassan Bataineh, University of New Orleans
Asaad Sendi, University of New Orleans
Doreen Adu, University of New Orleans

Board diversity and green finance: What matters for the global Banking sector?

Hassan Bataineh, University of New Orleans

Rashedul Hasan, Coventry University

Mohammad Kabir Hassan, University of New Orleans

Economic Crisis and Inflation – Causes and Risk Management

Kirby Cundiff, UMGC

Fintech – based Financial Inclusion and Bank Efficiency

Doreen Adu, University of New Orleans

Mohammad Kabir Hassan, University of New Orleans

5:00 p.m. – 6:00 p.m.

Windward

SSE Executive Committee Meeting

Presiding: Denis Boudreaux, University of Louisiana at Lafayette

All current and past officers are invited to attend.

5:30 p.m. – 7:00 p.m.

Exhibit Hall – St James

FBD Presidential Welcome Reception – Badge required for entry

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

SOUTHWESTERN SOCIETY OF ECONOMISTS

March 4, 2022
(Friday)

8:00 a.m. – 10:00 a.m.

St Charles

SSE Annual Business Breakfast Meeting

Presiding:

Denis Boudreaux, University of Louisiana at Lafayette

All SSE members should attend. New officers will be elected

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

Exhibit Hall – St James

FBD Coffee Break

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

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

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

Windward

SESSION A: Miscellaneous -2

Session Chair: **Tahsin Huq**, University of New Orleans

Discussants: **Tahsin Huq**, University of New Orleans
 Chu Nguyen, University of Houston-Downtown
 Minh Huynh, Southeastern Louisiana University
 Hasanul Banna, Manchester Metropolitan University

Impact of State-owned Enterprises on U.S. Competitors

Tahsin Huq, University of New Orleans
Mohammad Kabir Hassan, University of New Orleans
Reza Houston, Ball State University
Sydul Karim, Dickinson College

The effect of ESG on bank Stability: Islamic vs. Conventional

Asaad Sendi, University of New Orleans
Hasanul Banna, Manchester Metropolitan University
Mohammad Kabir Hassan, University of New Orleans

The Effectiveness of the Kyrgyz Countercyclical Monetary Policy as measured by Interest Rate Pass-Through in the Post-2000 Era

Chu Nguyen, University of Houston-Downtown

Responses of Consumer Prices to Depreciation of the Vietnamese Dong

Minh Huynh, Southeastern Louisiana University
Yu Hsing, Southeastern Louisiana University

FBD HISTORY

The Federation of Business Disciplines (FBD) – a 21st century designation for its organizational primogenitor, the Southwestern Federation of Administrative Disciplines (SWFAD) – has developed into one of the largest annual meetings for those disciplines common to business administration.

SWFAD was an outgrowth of the business disciplines in the Southwestern Social Science Association (SSA). The founders of SWFAD met in Dallas, Texas, April of 1973 and defined the purposes of SWFAD: (1) to foster professional development in each of the academic disciplines common to business administration, (2) to provide an annual meeting in the Southwest for each of the academic disciplines and (3) to provide a common general program in which all the disciplines participate together.

Eight disciplinary groups founded SWFAD. They were the Academy of Management, Southwest Division (now Southwest Academy of Management), American Accounting Association (Southwest Region), American Business Communication Association, Southwest Region (now Association for Business Communication, Southwest Region), American Institute for Decision Sciences, Southwest Region (now Decision Sciences Institute, Southwest Region), Southern Regional Business Law Association, Southwestern Business Administration Association (later Southwestern Business Dean's Association), Southwestern Finance Association, and the Southwestern Marketing Association (now Association of Collegiate Marketing Educators).

At the first annual meeting held in Dallas in March of 1974, the Southern Case Research Association (now Southwest Case Research Association) was admitted to membership. Successive disciplines were affiliated: Southwestern Society of Economics (1975), Southwestern Small Business Institute Association (1976) (later Association for Small Business and Entrepreneurship), and the Southwest Administrative Services Association (1979) (now Association of Business Information Systems). In 1989 the Board of Directors voted to permit the Academy of International Business, Southwest, to meet with the 1990 session. This discipline was admitted to membership in 1991. In 2004 the Industrial Distribution Educator's Association asked to meet with FBD as a guest association, and in 2005 the Organizational Systems Research Association also asked to meet with FBD as a guest association. From 2008 to 2015, FBD met with 10 associations. In 2015, the Academy of International Business, Southwest withdrew from the Federation of Business Disciplines. In 2019, the Association for Small Business and Entrepreneurship was admitted to membership.

Executive Director

Sam J. Bruno served as the Executive Director of the Association from 1982-2009. Betty Kleen was selected as Executive Director in 2009 and held the position until May of 2012. Michelle McEacharn assumed the role of Executive Director on June 1, 2012.

FBD HISTORY

FBD meetings consist of the professional programs of various business disciplines. The following table shows the number of registrations for these member (and guest) associations at 2012 - 2021 FBD meetings:

| | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
|---|------|------|------|------|------|------|------|------|------|------|
| Academy of International Business-SW | 54 | 43 | 61 | - | - | - | - | - | 0 | 0 |
| American Accounting Association, SW | 111 | 82 | 122 | 69 | 74 | 73 | 64 | 82 | 69 | 0 |
| Association for Business Communication, SWUS | 44 | 43 | 53 | 44 | 41 | 45 | 45 | 52 | 52 | 0 |
| Association for Small Business and Entrepreneurship | - | - | - | - | - | - | 20 | 23 | 30 | 0 |
| Association of Business Information Systems | 34 | 28 | 31 | 34 | 52 | 43 | 27 | 35 | 25 | 0 |
| Association of Collegiate Marketing Educators | 82 | 52 | 49 | 83 | 55 | 51 | 48 | 62 | 71 | 0 |
| Decision Sciences Institute, SW Region | 128 | 164 | 171 | 168 | 121 | 151 | 148 | 164 | 96 | 0 |
| Southwest Academy of Management | 101 | 123 | 132 | 104 | 136 | 113 | 72 | 95 | 98 | 0 |
| Southwest Case Research Association | 30 | 35 | 33 | 25 | 36 | 27 | 27 | 25 | 18 | 0 |
| Southwestern Finance Association | 175 | 195 | 204 | 187 | 150 | 157 | 159 | 247 | 282 | 0 |
| Southwestern Society of Economists | 41 | 46 | 48 | 49 | 34 | 43 | 49 | 61 | 50 | 0 |
| Total | 800 | 746 | 904 | 763 | 699 | 646 | 594 | 779 | 797 | 0 |

FBD HISTORY

The officers for each of the annual meetings in FBD's history are as follows:

| <u>Year</u> | <u>Location</u> | <u>Officers</u> |
|-------------|--|--|
| 1974 | Adolphus Hotel Dallas, Texas | Henry H. Hays, President Ridley J. Gros, Vice President |
| 1975 | Hyatt Regency Houston, Texas | Ridley J. Gros, President Donald R. Williams, Vice President George F. Pinches, Secretary/Treasurer |
| 1976 | Hilton Palacio Del Rio San Antonio, Texas | Donald R. Williams, President R. Conrad Doenges, Vice President Sam J. Bruno, Secretary/Treasurer |
| 1977 | Hyatt Regency New Orleans, Louisiana | R. Conrad Doenges, President John J. Willingham, Vice President Sam J. Bruno, Secretary/Treasurer |
| 1978 | Fairmont Hotel Dallas, Texas | John J. Willingham, President Van C. McGraw, Vice President Sam J. Bruno, Secretary/Treasurer |
| 1979 | Hyatt Regency Houston, Texas | Van C. McGraw, President Sam J. Bruno, Vice President Jack M. Starling, Secretary/Treasurer Peter M. Ginter, Coordinator of Registration |
| 1980 | Hilton Palacio Del Rio San Antonio, Texas | Sam J. Bruno, President Gaylord A. Jentz, Vice President Jack M. Starling, Secretary/Treasurer Peter M. Ginter, Coordinator of Registration |
| 1981 | Fairmont Hotel New Orleans, Louisiana | Gaylord A. Jentz, President John D. Pettit, Jr., Vice President Jack M. Starling, Secretary/Treasurer Peter M. Ginter, Coordinator of Registration |
| 1982 | Hyatt Regency Dallas, Texas | John D. Pettit, Jr. President Jack M. Starling, Vice President Peter M. Ginter, Secretary/Treasurer Linda E. Swayne, Coordinator of Registration Sam J. Bruno, Executive Director |
| 1983 | Hyatt Regency Houston, Texas | Jack M. Starling, President William T. Flannery, Vice President Peter M. Ginter, Secretary/Treasurer Linda E. Swayne, Coordinator of Registration Sam J. Bruno, Executive Director |

FBD HISTORY

| <u>Year</u> | <u>Location</u> | <u>Officers</u> |
|-------------|-------------------------------------|--|
| 1984 | Hyatt Regency San Antonio, Texas | William T. Flannery, President Paul A. Dierks, Vice President Peter M. Ginter, Secretary/Treasurer Linda E. Swayne, Coordinator of Registration Sam J. Bruno, Executive Director |
| 1985 | Sheraton New Orleans, Louisiana | Paul A. Dierks, President Thomas W. Jones, Vice President Linda E. Swayne, Secretary/Treasurer Andrew C. Rucks, Coordinator of Registration Sam J. Bruno, Executive Director |
| 1986 | Hyatt Regency Dallas, Texas | Thomas W. Jones, President Robert McGlashan, Vice President Linda E. Swayne, Secretary/Treasurer Andrew C. Rucks, Coordinator of Registration Sam J. Bruno, Executive Director |
| 1987 | Hyatt Regency Houston, Texas | Robert McGlashan, President Peter M. Ginter, Vice President Linda E. Swayne, Secretary/Treasurer Andrew C. Rucks, Coordinator of Registration Sam J. Bruno, Executive Director |
| 1988 | Hyatt Regency San Antonio, Texas | Peter M. Ginter, President Linda E. Swayne, Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration Sam J. Bruno, Executive Director |
| 1989 | Sheraton New Orleans, Louisiana | Linda E. Swayne, President Tom S. Sale, III, Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration Sam J. Bruno, Executive Director |
| 1990 | Hyatt Regency Dallas, Texas | Tom S. Sale, III, President David E. R. Gay, Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration Sam J. Bruno, Executive Director |
| 1991 | Hyatt Regency Houston, Texas | David E. R. Gay, Vice President W. Jack Lord, Jr., Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration Sam J. Bruno, Executive Director |

FBD HISTORY

| <u>Year</u> | <u>Location</u> | <u>Officers</u> |
|-------------|--|--|
| 1992 | Hyatt Regency San Antonio, Texas | W. Jack Lord, Jr., President Marlin C. Young, Vice President Robert J. Olney, Secretary/Treasurer Anita S. Bednar, Coordinator of Registration Sam J. Bruno, Executive Director |
| 1993 | Sheraton New Orleans, Louisiana | Marlin C. Young, President Thomas R. McKinnon, Vice President Robert J. Olney, Secretary/Treasurer Anita S. Bednar, Coordinator of Registration Sam J. Bruno, Executive Director |
| 1994 | Hyatt Regency Dallas, Texas | Thomas R. McKinnon, President Robert J. Olney, Vice President Timothy Paul Cronan, Secretary/Treasurer Steven D. White, Coordinator of Registration Sam J. Bruno, Executive Director |
| 1995 | Hyatt Regency Houston, Texas | Robert J. Olney, President James T. Hood, Vice President Timothy Paul Cronan, Secretary/Treasurer Steven D. White, Coordinator of Registration Sam J. Bruno, Executive Director |
| 1996 | Marriott Riverwalk San Antonio, Texas | James T. Hood, President Charlotte D. Sutton, Vice President Timothy Paul Cronan, Secretary/Treasurer Steven D. White, Coordinator of Registration Sam J. Bruno, Executive Director |
| 1997 | Sheraton New Orleans, Louisiana | Charlotte D. Sutton, President Timothy Paul Cronan, Vice President Steven D. White, Secretary/Treasurer Doug Rusth, Coordinator of Registration Sam J. Bruno, Executive Director |
| 1998 | Hyatt Regency Dallas, Texas | Timothy Paul Cronan, President John N. Norwood, Vice President Steven D. White, Secretary/Treasurer Debasish Banerjee, Coordinator of Registration Sam J. Bruno, Executive Director |
| 1999 | Hyatt Regency Houston, Texas | John N. Norwood, President Wilda F. Meixner, Vice President David E. Douglas, Secretary/Treasurer Debasish Banerjee, Coordinator of Registration Sam J. Bruno, Executive Director |

FBD HISTORY

| <u>Year</u> | <u>Location</u> | <u>Officers</u> |
|-------------|--|--|
| 2000 | Hyatt Regency San Antonio, Texas | Wilda F. Meixner, President Mary Fischer, Vice President David E. Douglas, Secretary-Treasurer Debasish Banerjee, Coordinator of Registration Sam J. Bruno, Executive Director |
| 2001 | Sheraton New Orleans, Louisiana | Mary Fischer, President C. Aaron Kelley, Vice President David E. Douglas, Secretary-Treasurer Peggy L. Lane, Coordinator of Registration Sam J. Bruno, Executive Director |
| 2002 | Adam's Mark St. Louis, Missouri | C. Aaron Kelley, President Lou E. Pelton, Vice President David E. Douglas, Secretary-Treasurer Peggy L. Lane, Coordinator of Registration Sam J. Bruno, Executive Director |
| 2003 | Hyatt Regency Houston, Texas | Lou E. Pelton, President Diana Reed, Vice President R. Wayne Headrick, Secretary-Treasurer Peggy L. Lane, Coordinator of Registration Sam J. Bruno, Executive Director |
| 2004 | Caribe Royale Orlando, Florida | Diana Reed, President David E. Douglas, Vice President R. Wayne Headrick, Secretary-Treasurer Sam J. Bruno, Executive Director |
| 2005 | Hyatt Regency Dallas, Texas | David E. Douglas, President Keith Tudor, Vice President R. Wayne Headrick, Secretary-Treasurer Sam J. Bruno, Executive Director |
| 2006 | Renaissance Hotel Oklahoma City, Oklahoma | Keith Tudor, President Wolfgang Hinck, Vice President Michelle McEacharn, Secretary-Treasurer Sam J. Bruno, Executive Director |
| 2007 | Town and Country Resort San Diego, California | Wolfgang Hinck, President Betty Kleen, Vice President Michelle McEacharn, Secretary-Treasurer Sam J. Bruno, Executive Director |
| 2008 | Hyatt Regency Houston, Texas | Betty Kleen, President Ashish Chandra, Vice President Michelle McEacharn, Secretary-Treasurer Sam J. Bruno, Executive Director |
| 2009 | Renaissance Hotel Oklahoma City, Oklahoma | Ashish Chandra, President David P. Paul, III, Vice President Thomas D. Tolleson, Secretary-Treasurer Sam J. Bruno, Executive Director |

FBD HISTORY

| <u>Year</u> | <u>Location</u> | <u>Officers</u> |
|-------------|--|---|
| 2010 | Sheraton Dallas Hotel Dallas, Texas | David P. Paul, III, President Michelle McEacham, Vice President Thomas D. Tolleson, Secretary-Treasurer Betty Kleen, Executive Director |
| 2011 | Hyatt Regency Houston, Texas | Michelle McEacham, 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 McEacham, Executive Director |
| 2014 | Sheraton Downtown Dallas, Texas | Thomas D. Tolleson, President Marshall J. Horton, Vice President Barbara J. Davis, Secretary-Treasurer Michelle McEacham, Executive Director |
| 2015 | Hyatt Regency Houston, Texas | Marshall J. Horton, President S. Ann Wilson, Vice President Russell (Rusty) Calk, Secretary-Treasurer Michelle McEacham, Executive Director |
| 2016 | Renaissance Hotel Oklahoma City, Oklahoma | S. Ann Wilson, President Barbara J. Davis, Vice President Cheryl Prachyl, Secretary-Treasurer Michelle McEacham, 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 McEacham, Executive Director |
| 2018 | Hyatt Albuquerque and Albuquerque Convention Center Albuquerque, New Mexico | Kimberly L. Merritt, President M. Suzanne Clinton, Vice President Cheryl Prachyl, Secretary-Treasurer Michelle McEacham, Executive Director |

FBD HISTORY

| <u>Year</u> | <u>Location</u> | <u>Officers</u> |
|-------------|--|--|
| 2019 | Hyatt Regency Houston Houston, Texas | M. Suzanne Clinton, President Vivek S. Natarajan, Vice President Kimberly Webb, Secretary-Treasurer Michelle McEacham, Executive Director |
| 2020 | Hyatt Regency San Antonio, Riverwalk, San Antonio, Texas | Vivek S. Natarajan, President Peggy L. Lane, Vice President Kimberly Webb, Secretary-Treasurer Michelle McEacham, Executive Director |
| 2021* | Conference not held due to COVID-19 pandemic. | |
| 2022 | Hilton New Orleans Riverside, New Orleans, Louisiana | Peggy L. Lane, President Degan J. Kettles, Vice President Kimberly Webb, Secretary-Treasurer Michelle McEacham, Executive Director |

FBD HISTORY

| Year | <u>Program</u> | | <u>Placement</u> | |
|------|----------------|--------------|------------------|-------------|
| | Registrants | Participants | Positions | Registrants |
| 1974 | 834 | 459 | | |
| 1975 | 991 | 806 | 201 | 104 |
| 1976 | 1,153 | 876 | 231 | 85 |
| 1977 | 1,280 | 1,053 | 264 | 120 |
| 1978 | 1,445 | 1,063 | 396 | 156 |
| 1979 | 1,556 | 1,306 | 438 | 166 |
| 1980 | 1,731 | 1,166 | 461 | 167 |
| 1981 | 1,579 | 1,485 | 473 | 188 |
| 1982 | 1,763 | 1,584 | 464 | 196 |
| 1983 | 1,619 | 1,397 | 379 | 174 |
| 1984 | 1,839 | 1,666 | 385 | 171 |
| 1985 | 1,765 | 1,655 | 429 | 202 |
| 1986 | 1,778 | 1,272 | 351 | 239 |
| 1987 | 1,636 | 1,154 | 310 | 194 |
| 1988 | 1,727 | 1,296 | 394 | 189 |
| 1989 | 1,884 | 1,411 | 306 | 225 |
| 1990 | 2,076 | 1,431 | 269 | 246 |
| 1991 | 1,703 | 1,831 | 164 | 252 |
| 1992 | 2,164 | 2,256 | 121 | 248 |
| 1993 | 1,921 | 1,509 | 141 | 221 |
| 1994 | 1711 | 1348 | 105 | 234 |
| 1995 | 1,575 | 1,335 | 80 | 180 |
| 1996 | 1,815 | 1,562 | 105 | 190 |
| 1997 | 1,405 | 1,365 | 158 | 142 |
| 1998 | 1,449 | 1,233 | 179 | 110 |
| 1999 | 1,110 | 1,285 | 187 | 95 |
| 2000 | 1,349 | 1,340 | 215 | 92 |
| 2001 | 1,241 | 1,100 | 206 | 77 |
| 2002 | 963 | 782 | 71 | 51 |
| 2003 | 1054 | 888 | 76 | 44 |
| 2004 | 849 | 715 | 60 | 34 |
| 2005 | 806 | 662 | 55 | 28 |
| 2006 | 843 | 727 | 43 | 45 |
| 2007 | 714 | 647 | 17 | 28 |
| 2008 | 883 | 786 | 37 | 11 |
| 2009 | 791 | 719 | 32 | 23 |
| 2010 | 875 | 767 | 12 | 23 |
| 2011 | 887 | 825 | 11 | 15 |
| 2012 | 800 | 738 | 12 | 18 |
| 2013 | 746 | 679 | 8 | 6 |
| 2014 | 904 | 834 | 5 | 19 |
| 2015 | 763 | 688 | 11 | 25 |
| 2016 | 698 | 650 | 0 | 0 |
| 2017 | 703 | 646 | 7 | 5 |
| 2018 | 642 | 594 | 2 | 2 |
| 2019 | 846 | 779 | 14 | 0 |

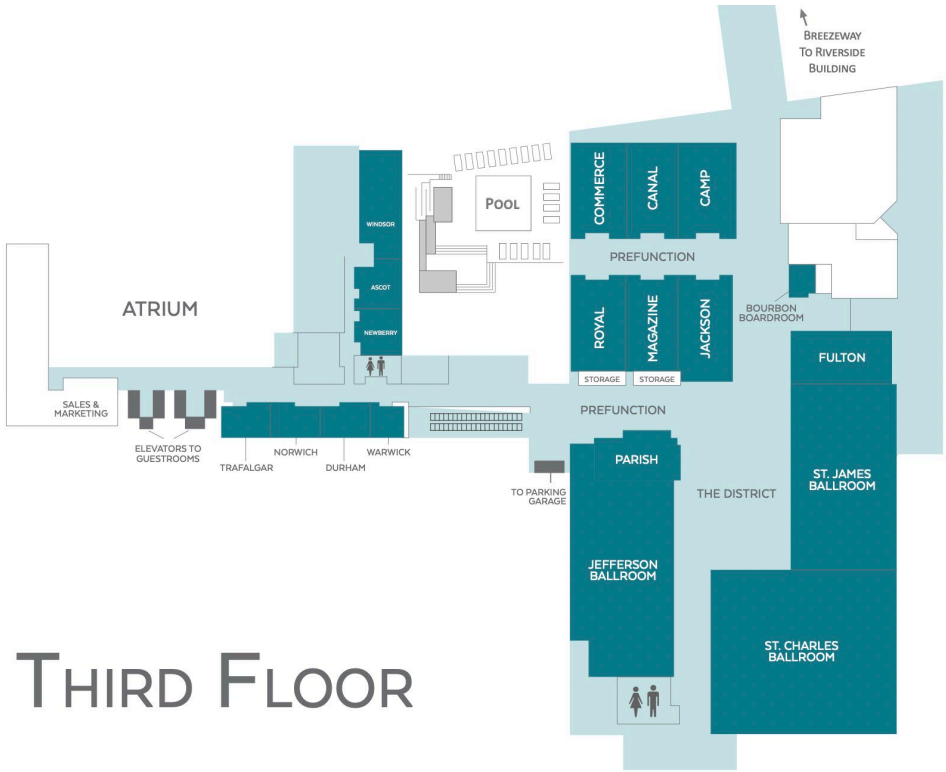
FBD HISTORY

| Year | Registrants | Program | Participants |
|-------------|--------------------|----------------|---------------------|
| 2020 | 791 | | 797 |
| 2021 | 0 | | 0 |

Hilton New Orleans Riverside

2 Poydras St.

New Orleans, LA 70130



THIRD FLOOR

MISSISSIPPI RIVER



RIVERSIDE COMPLEX

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