Forty-Seventh ANNUAL MEETING

March 11 – March 14, 2020

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

National and International Constituency

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

With special thanks to the 2020 FBD Association Program Chairs

And to

MI Printing
www.miprinting.net
47th Annual Conference

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

48th Annual Conference

March 17 - 20, 2021
Moody Gardens
Galveston, Texas

♦♦♦

For more information visit

FEDERATION OF BUSINESS DISCIPLINES

Website:

http://www.fbdonline.org
The FBD Gratefully Acknowledges the Support of the Following Exhibitors:

The Case Centre

iMotions

Interpretive Simulations

MBTN

OpenStax, Rice University

Pinpoint

Stukent

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

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

Title Page ................................................................................................................... 1
Conferences – 2020 - 2021 ........................................................................................ 2
Exhibitors .................................................................................................................. 3
Table of Contents....................................................................................................... 4
Letter from the President of FBD ............................................................................. 5
Letter from the FBD Program Chair ....................................................................... 6
2020 *Federation of Business Disciplines* Distinguished Paper Awards ............. 7-8
2020 *Federation of Business Disciplines* Outstanding Educator Awards .......... 9
FBD Awards Reception and Banquet Information ..................................................... 10
Annual Business Meetings ....................................................................................... 11
FBD Poster Presentations ......................................................................................... 12-15
FBD Choice Pick Sessions ....................................................................................... 16-20
FBD Exhibitor Presentations .................................................................................... 21-22
FBD General Information ....................................................................................... 23-26
A General Timetable for the 2021 FBD Meeting in Galveston, Texas ..................... 27
Executive Council .................................................................................................... 28
FBD Association Presidents .................................................................................... 29
FBD Association Program Chairs ........................................................................... 30

**Association Programs**

- American Accounting Association, Southwest Region ........................................ 31-47
- Association for Business Communication, Southwestern U.S. ......................... 48-55
- Association for Small Business and Entrepreneurship .................................... 56-61
- Association of Business Information Systems ................................................... 62-70
- Association of Collegiate Marketing Educators ................................................. 71-88
- Decision Sciences Institute, Southwest Region .................................................. 89-117
- Southwest Academy of Management ................................................................. 118-137
- Southwest Case Research Association ............................................................... 138-143
- Southwestern Finance Association .................................................................... 144-195
- Southwestern Society of Economists ................................................................. 196-206

FBD History ........................................................................................................... 207-215
Hotel Floor/Room Maps ......................................................................................... 216-217
Notes ....................................................................................................................... 218
Index of Participants ............................................................................................... 219-231

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

♦♦♦

**48th Annual Conference**
March 17 - 20, 2021
Moody Gardens
Galveston, Texas
Hello and Howdy.

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

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

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

This program book lists the many sessions and events planned. These opportunities provide for great networking and opportunities to meet and greet colleagues, and to exchange ideas within your discipline as well as with other disciplines represented. I eagerly look forward to the FBD annual Presidential Welcome Reception, scheduled for Thursday evening from 5:30 p.m. – 7:00 p.m., where I will personally welcome you all and meet and greet. Please also enjoy food, drink, and relaxing music as you reconnect with colleagues and meet new friends. I wish to thank our sponsors and exhibitors for their support. Their support and participation allow us to offer many of the activities that enhance the overall value of the conference. Please remember to visit our exhibitors to review their latest instructional materials and to express your appreciation for their support of the FBD program.

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

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

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

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

VivekShankar Natarajan, Ph.D
President
Greetings!

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

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

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

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

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

Sincerely,

Peggy L. Lane, University of Louisiana Monroe
Vice President and General Program Chair
The Federation of Business Disciplines is pleased to recognize the recipients of the

2020 Federation of Business Disciplines Distinguished Paper Awards

American Accounting Association, Southwest Region

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

Association for Business Communication, Southwestern U.S.

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

Association for Small Business and Entrepreneurship

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

Association of Business Information Systems

Faculty and Student Communication
Eddie Horton, Northwestern State University

Association of Collegiate Marketing Educators

CEOs’ Level of Confidence, Marketing Outcomes, and Role of Marketing Power
Prachi Gala, Elon University
Saim Kashmiri, University of Mississippi
Decision Sciences Institute, Southwest Region


M. Kabir Hassan, University of New Orleans
Selma Izadi, Loyola University
Yichi Zhang, University of New Orleans

Southwest Academy of Management

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

Franziska Renz, The University of Texas at El Paso

Southwest Case Research Association

Waterhaven Park

Robert Stevens, Southeastern Oklahoma State University
David Loudon, Stamford University
Rhonda Richards, Southeastern Oklahoma State University
Lawrence Silver, Southeastern Oklahoma State University

Southwestern Finance Association

Monitoring Effectiveness of Independent Chair Led Boards

Krishnan Dandapani, Florida International University
Shahid Hamid, Florida International University
Suchismita Mishra, Florida International University
Arun Upadhyay, Florida International University

Southwestern Society of Economists

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

Huubinh B. Le, University of South Alabama
OUTSTANDING EDUCATOR AWARDS

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

2020 Federation of Business Disciplines Outstanding Educator Awards

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

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

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

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

Association of Collegiate Marketing Educators
Vaidas Lukosius, Tennessee State University

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

Southwest Academy of Management
Abbie Lambert, University of Central Oklahoma

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

Southwestern Finance Association
Susan Crain, Missouri State University

Southwestern Society of Economists
Shari Lawrence, Nicholls State University

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

◆

All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
FBD AWARDS AND RECOGNITION RECEPTION AND BANQUET INFORMATION
(By Invitation/Additional Fee Only)

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

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

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

FBD 2019-2020 Board of Directors
Rio Grande Ballroom East
Wednesday, March 11, 2020
2:00 p.m. - 5:00 p.m.

FBD 2020-2021 New Program Chairs
Chula Vista, Lobby Level
Saturday, March 14, 2020
8:00 a.m. - 9:00 a.m.

FBD 2020-2021 Board of Directors
Chula Vista, Lobby Level
Saturday, March 14, 2020
9:00 a.m. - 11:00 a.m.

American Accounting Association, Southwest Region
Garden Terrace, 1st Floor
Friday, March 13, 2020
12:00 p.m. - 1:30 p.m.

Association for Business Communication, Southwestern U.S.
Regency 2, Ballroom Level
Friday, March 13, 2020
10:30 a.m. – 12:00 p.m.

Association for Small Business and Entrepreneurship
Chula Vista, Lobby Level
Friday, March 13, 2020
12:00 p.m. - 2:00 p.m

Association of Business Information Systems
Regency 3, Ballroom Level
Friday, March 13, 2020
8:30 a.m. - 10:00 a.m.

Association of Collegiate Marketing Educators
Navarro, LCC
Friday, March 13, 2020
12:15 p.m. – 2:15 p.m.

Decision Sciences Institute, Southwest Region
Rio Grande Ballroom Center
Thursday, March 12, 2020
3:30 p.m. - 5:00 p.m.

Southwest Academy of Management
Rio Grande Ballroom West
Friday, March 13, 2020
12:00 p.m. - 1:00 p.m.

Southwest Case Research Association
Live Oak, Hill Country Level
Thursday, March 12, 2020
3:30 p.m. - 5:00 p.m.

Southwestern Finance Association
Regency 4, Ballroom Level
Friday, March 13, 2020
12:00 p.m. - 1:45 p.m.

Southwestern Society of Economists
Rio Grande Ballroom East
Friday, March 13, 2020
8:00 a.m. - 10:00 a.m.

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

♦♦♦

48th Annual Conference
March 17 - 20, 2021
Moody Gardens
Galveston, Texas
This year we are proud to sponsor our 4th Annual Conference-wide Poster Sessions. Take time to visit the Exhibit Hall - Regency Center to view the research selected for inclusion in these sessions. Authors will be available to discuss their research with you. This is a great chance for you to engage in this interactive presentation of research. Badges are required to enter the Exhibit Hall.

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

*Impact of XBRL in Emerging Countries* (SWAAA)
*Siti Azratul Azilah Azhar*, Universiti Teknologi Brunei
*Ulaganathan Subramanian*, Universiti Teknologi Brunei

*Innovations in Market Research: How Companies Can Use Eye-Tracking, Facial Recognition, and Brain Activity to Satisfy their Customers* (ACME)
*Casey Knight*, University of North Texas, Denton, Texas

*The Effectiveness of Radio Advertising on Informational Appeals* (ACME)
*Chris Obinzu*, Texas A&M University at San Antonio, Texas

*Incorporating Visual Design in Business Communication with Infographics* (SW-ABC)
*Lucia Sigmar*, Stephen F. Austin State University
*Manuel Guerrero*, Stephen F. Austin State University

*A Social Dominance View of Information Technology Security Using the Theory of Planned Behavior Framework* (SWAM)
*Janis Warner*, Sam Houston State University
*Aneika Simmons*, Sam Houston State University
*Kamphol Wipawayangkool*, Sam Houston State University

*Web-Based Professional Development* (SW-ABC)
*Matari Gunter*, Texas State University in San Marcos

*Does Money Talk? Examining from Currency Exchange Rates and International Trade* (SWFA)
*Biqing Huang*, Angelo State University
*Xiaowei Liu*, St. Ambrose University

*Improving Quality of Audits: How the UK and US Compare* (SWAAA)
*April R. Poe*, University of the Incarnate Word
*Tyler Miller*, University of the Incarnate Word

*The Relationship between Corporate Lifecycle and Executive Compensation in Japan* (SWAAA)
*Yukiko Kusu*, Aoyama Gakuin University, Japan
*Hirohisa Hirai*, Kanagawa University, Japan
Chocolate Chip Cookies in a Jar: Manufacturing Costs and CVP Analysis for the 2nd Semester Student (SWAAA)
Kendra Huff, Texas A&M University - Kingsville
Genevieve Scalan, Texas A&M University - Kingsville

Improving Learning Outcomes in an Introductory Accounting Course Using Checklists (SWAAA)
Catherine K. Weber, University of Houston

Active Learning Strategy: Writing to Learn in Undergraduate Accounting Courses (SWAAA)
Julia S. Frink, Tarrant County College - Connect

Financial Literacy, Financial Actions, and College Students - Do They Go Together? (SWFA)
Philip Tew, Arkansas State University
Dustin Ogden, Arkansas State University
Rachel Washam, Arkansas State University

Exploring Casual Conversation Theory in an Honors Environment (SW-ABC)
Mollie Hartup, Kent State University

The Impact of Experiential Learning on Accounting Career Choice (SWAAA)
Robert Rankin, Texas A&M University- Commerce
Daniel Hsiao, Texas A&M University- Commerce
Cassy Henderson, Sam Houston State University

Experiential Activities to Teach International Management (SWAM)
Michelle Reina, University of Mary Hardin-Baylor

Intermediate Accounting Twofer Project: Review Accounting Cycle and Gain Excel Skills (SWAAA)
Lyudmyla Vasylivna Krylova, Texas State University

So You Think You Can Beat Mr. Market? (SWAAA)
Ajay Abraham, Texas A&M University - Central Texas

Making Accounting Count: Do Hiring Organizations Think Recent Graduates from Undergraduate Degree Programs in Accounting Are Workforce Ready? (SWAAA)
Rodney Carmack, Arkansas State University
Sheena Gammon, Arkansas State University

Marshmallow Structure Negotiation (SWCRA)
Michael Conklin, Angelo State University
Texas Teachers Social Security Issues (SWAAA)
Bridget Vella, Texas A&M University Central College

Matching Between Expenses and Revenues and Analyst Forecast Accuracy (SWAAA)
Liya Hou, University of Texas at Dallas

The Economic Effects of Enriching the Auditors’ Opinion Choice Set (SWAAA)
Michael E. Yampuler, University of Houston

The Inauguration of Critical Audit Matters (CAM): Transparency or Liability? An Evaluation of Costs and Benefits from an Investor Perspective (SWAAA)
Trish Driskill, University of the Incarnate Word
Kelly Pittman, University of the Incarnate Word

General Counsels and Material Weaknesses in Internal Control (SWAAA)
Suye Wang, University of Texas at Arlington
Stephanie J. Rasmussen, University of Texas at Arlington

Population Density and Performance of Community and Non-Community Banks in the U.S. (SWFA)
Alex Fayman, MSU Denver

Does Firm Age Affect Cash Policies? (SWFA)
Rajeeb Poudel, Western Oregon University
Haowen Luo, Purdue University Fort Wayne
Ravi Jain, University of Massachusetts Lowell

The Impact of the Dodd-Frank Wall Street Reform Act on Employee Productivity for Community Banks: An Empirical Analysis (SWFA)
John Lajaunie, Nicholls State University
Ronnie Fanguy, Nicholls State University
Mike Chiasson, Nicholls State University
Kevin Breaux, Nicholls State University

The Impact of the Tax Cuts and Jobs Act on Reverse Mortgage Loans: A Nationwide Analysis (SWFA)
John Colias, University of Dallas
Ali Dadpay, University of Dallas
Jenny Gu, University of Dallas

Firm Location and Systematic Risk: The Real Estate Channel (SWFA)
Xiang Gao, Minnesota State University - Moorhead
John Topuz, North American University

Safety Pay$: Teaching Students about Important Precautions (SWAAA)
Carol Eileen Sullivan, University of Texas-Permian Basin
FBD POSTER PRESENTATIONS

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

What Makes A Leader? A Study of Leadership Ability (SW-ABC)
Melanie Burnell, Stephen F. Austin State University
Carol Wright, Stephen F. Austin State University
Lucia Sigmar, Stephen F. Austin State University

Social Capital and New Venture Legitimacy with the Moderating Role of External Bridging Ties (SWAM)
Duygu Phillips, Oklahoma State University

Lessons from Behavioral Psychology for the OD Scholar-Practitioner (SWAM)
Erica Sokol, Benedictine University

The Influence of Transformational Leaders on Key Factors in Audit (SWAM)
Aneika Simmons, Sam Houston State University
Shani Robinson, Sam Houston State University

The Phantom Opportunity: Dimensionality of the New Venture Opportunity (SWAM)
Lee Grumbles, Oklahoma State University
Clint Purtell, Oklahoma State University
Michael Caston, Oklahoma State University

Creative Capacity and Innovation Proposal: The Moderating Influences of Emotional Intelligence and Trust (SWAM)
Misty Sabol, University of Dallas
Bradley Winton, University of Dallas

Accounting Student Ethics (SWAAA)
Anthony Fulmore, Texas A & M University - Central Texas
Julia A. Fulmore, University of Dallas

Instructor Gender Bias in College Class Selection (SWCRA)
Michael Conklin, Angelo State University

Collaborate with IJBC (SW-ABC)
Jacqueline Mayfield, Texas A&M International University
Milton Mayfield, Texas A&M International University

AACSB Standard A5: Requirements and Resources (SWAAA)
Bruce Runyan, University of Missouri, Columbia, Missouri
Jose Lineros, University of North Texas, Denton, Texas

Investigating the Migration Patterns of Refugees and the Country Characteristics That Determine Their Destination (SSE)
Lieke Rolvers, University of Louisiana Monroe
FBD CHOICE PICK SESSIONS

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

Association of Business Communication
Association of Business Information Systems
Thursday, March 12 8:30 a.m. – 10:00 a.m. – Rio Grande Ballroom West

ABC-SWUS and ABIS Joint Session

Co-Session Chairs/Association Vice Presidents and Conference Chairs:
Kayla Sapkota, Arkansas State University-Beebe
Richard Kumi, University of Arkansas at Little Rock

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

ABIS Best Paper: Faculty and Student Communication
Eddie Horton, Northwestern State University

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

SESSION C Corporate Finance 2

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

Do Institutional Investors Have Homogeneous Influence on Corporate Social Responsibility? Evidence from Investor Investment Horizon
Yun Meng, Ball State University
Xiaoqiong Wang, Indiana University Kokomo
Discussant: Obed Izaguirre, University of New Orleans

2020 Federation of Business Disciplines Distinguished Paper Award
Monitoring Effectiveness of Independent Chair Led Boards
Krishnan Dandapani, Florida International University
Shahid Hamid, Florida International University
Suchismita Mishra, Florida International University
Arun Upadhyay, Florida International University
Discussant: Yun Meng, Ball State University

Corporate Social Responsibility and the Access to Capital: Evidence from Product Recall Strategies
Obed Izaguirre, University of New Orleans
Fatima Jebari, University of New Orleans
Sudha Krishnaswami, University of New Orleans
Discussant: Krishnan Dandapani, Florida International University
FBD CHOICE PICK SESSIONS

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

TRACK TITLE: Management Education: Faculty-led Learning Opportunities

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

Facilitator: Justin Keeler, Ouachita Baptist University

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

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

Southwestern Society of Economists
Thursday, March 12 10:30 a.m. – 12:00 p.m. – Garden Terrace 125, 1st Floor

SESSION B Corporate Finance

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

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

Determinants of Dividend Policy Decisions in Chinese Firms – An Empirical Investigation
Ohaness G. Paskelian, University of Houston Downtown
Stephen Bell, Park University
Gregory Moore, Park University
Julia Creek, Park University

An Ex Post Analysis of the US Airways/American Airlines Merger
Huubinh B. Le, University of South Alabama

The Effect of Tax Reform on Capital Structure
Yu Zhang, Nicholls State University
Shari Lawrence, Nicholls State University
Xun Li, Nicholls State University
Andrea Chiasson, Nicholls State University

A Financial Profile of Firms Identified as Most Timely in a Period of Economic Growth
Nichole Castater, Barry University
Gayle Workman, Barry University
Bruce Payne, Barry University
FBD CHOICE PICK SESSIONS

Association of Collegiate Marketing Educators

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

SESSION A  Direct Selling: The Millennials’ Marketing Channel
Panel Discussion  |  Sales and Digital Marketing Track
Session Chair:  Lou E. Pelton, University of North Texas, Denton, Texas
Presentation:  Data Driven Sales
Atul Parvatiyar, Texas Tech University, Lubbock, Texas
Panel:  Direct Selling in the Gig Economy
Members, Direct Selling Education Foundation

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

SESSION  Social Entrepreneurship

Session Chair:  Laurie A. Babin, University of Mississippi

Mission Identification and Attitude in a Social Entrepreneurship Organization: The Moderating Effect of Altruism Bias
Justin Keeler, Ouachita Baptist University
Social Entrepreneurship and Sustainability: How Social Entrepreneurship can Lead to Sustainable Development
Luke A. Voegel, Saginaw Valley State University
Jacob A. Voegel, Coastal Carolina University

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

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

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

18
A discussion of Enron’s leadership, culture, and accounting that facilitated unethical, criminal behavior and contributed to the failure of the seventh largest company in America. The discussion also provides a retrospective on how the FBI investigated the most complex White Collar Crime case in FBI history resulting in the convictions of 22 people and forfeiture of more than $100 million to the victims of the Enron fraud.

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

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

https://www.linkedin.com/in/michaelandersonfbi
WELCOME TO THE WORLD OF HIGH-TECH MARKETING
Terry Clark, Ph.D.
Dean and Professor of Marketing, College of Business
Southern Illinois University, Carbondale, Illinois

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

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

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

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

♦♦♦

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

MBTN
Presenter: Stu James, President and Co-Founder
Management by the Numbers
Thursday, March 12, 2020 at 10:30 pm, Maverick A, LCC

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

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

Interpretive Solutions
Presenter: Holly Miller
Thursday, March 12, 2020 @ 1:30 pm, location TBD

Interpretive Simulations:
Learning and Implementing Airline, Strategic Management Simulation

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

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

Bringing Neuroscience into your Business School

Human behavior research has become increasingly prevalent in the study of business, from consumer neuroscience to education, communication to decision-making. In this hour-long session, join neuroscientist Dr. Jessica Wilson as she provides a crash-course in the most common biosensors used in business research and education, with examples of how schools and companies all over the world are leveraging this technology.
Pinpoint
Presenter: David Snyder
Friday, March 13, 2020 at 10:30 am, Mesquite, Hill Country Level

The SIE Program is Good for your School

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

OpenStax, Rice University
Presenter: Anthony Palmiotto, Editorial Director
Friday, March 13, 2020 at 1:30 pm, Mesquite, Hill Country Level

Building High Quality, Flexible OER for Business Courses

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

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.
◆
Please let exhibitors know how much we appreciate their presence and continued support!
The FBD Meeting
The forty-seventh annual meeting of the Federation of Business Disciplines (formerly Southwestern Federation of Administrative Disciplines) takes place on March 11 – March 14, 2020, in San Antonio Texas. The Hyatt Regency San Antonio Riverwalk serves as the conference venue and the conference hotel.

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

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

2020 FBD Conference Hotel
The Hyatt Regency San Antonio Riverwalk is serving as the Conference Hotel.

Special Accommodations
Any individual who requires special accommodations for a specific disability should contact the conference hotel (Hyatt Regency San Antonio Riverwalk) at least two weeks prior to the conference.

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

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

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

♦♦♦

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

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

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

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

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

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

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

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

- American Accounting Association, Southwest Region .......................................................... $160.00
- Association for Business Communication, Southwestern U.S. ........................................... $60.00
- Association for Small Business and Entrepreneurship .......................................................... $100.00
- Association of Business Information Systems ....................................................................... $65.00
- Association of Collegiate Marketing Educators ................................................................. $100.00
- Decision Sciences Institute, Southwest Region ................................................................. $105.00
- Southwest Academy of Management .................................................................................. $150.00
- Southwest Case Research Association ................................................................................ $100.00
- Southwestern Finance Association ....................................................................................... $100.00
- Southwestern Society of Economists ................................................................................ $49.00

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

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

- **Pre-registration and On-site Registration Activities.** FBD absorbs the costs of pre-registration, including preparing and printing all registration materials (e.g., name badges, etc.). On-site registration costs include materials (e.g., badge holders), processing needs (e.g., internet connectivity and booth setup), staff personnel, security, and transportation costs.

- **Exhibitors and Advertisers.** Exhibitor lists purchases, solicitation material printing/mailing, and exhibit area promotions costs are incurred to provide a conference exhibit area.

- **Design, Development and Printing of FBD Program.** FBD absorbs the costs of development and printing costs each year so that the organization can provide each conference participant with a comprehensive program book detailing all conference activities and recognizing all conference participants.

- **Audiovisual Setup Equipment.** FBD covers the costs of a basic setup of screen and projector stand and electrical connections in each meeting room. The associations and their presenters are responsible for laptops and projection equipment. The specific package is dependent upon the negotiated pricing and specifications available at each conference site through the audiovisual provider.

- **Booths and Drapage.** FBD incurs costs for the rental of exhibit booths and for draping the exhibit area, as well as draping needs throughout other conference activities.

- **Service Recognitions and Support.** FBD provides recognition for the service of association representatives at the FBD Awards Reception and Banquet and provides support to an association representative through complimentary hotel night provisions.

- **Board of Directors Meetings.** Miscellaneous expenses are incurred in conducting two Board of Directors’ meetings.

- **Conference Planning Activities.** FBD provides some support for each association’s program chair to attend the FBD Boot Camp, an intensive program planning meeting. FBD also provides support to the Executive Director and FBD General Program Chair related to on-site inspections of hotel facilities in planning the use and allocation of meeting space.

- **Site Selection Recommendations.** FBD covers the travel costs of the Executive Director and partial support for Site Selection Committee travel so that potential convention sites can be effectively evaluated for recommendation to the Board of Directors.

- **Printing and Mailings.** FBD absorbs the costs of maintaining and updating mailing lists, printing the FBD Call for Papers, and printing and/or mailing other conference materials.

- **Website Design and Maintenance.** FBD covers the Fees to maintain a website address and the costs to provide for continuous maintenance of a website.

- **Credit Card Processing and Banking.** FBD incurs the full costs of credit card processing (e.g., credit card fees, banking and security requirements to process credit cards, etc.) for its member associations. FBD also incurs normal banking service charge costs and fees to handle the volume of financial transactions that occur as a result of its conference activities.

- **Social Networking Events.** FBD provides a number of social networking events for its conference participants. These events include the Awards Reception and Banquet for award winners and their guests, exhibit area coffee breaks, and the Presidential Welcome Reception.

- **Miscellaneous Expenses.** Such costs vary from year to year but may include officer transition costs, non-routine charges, accounting or auditing costs, etc.
FBD GENERAL INFORMATION

Exhibitors

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

- **Wednesday, March 11** 2:00 p.m. – 5:30 p.m.
- **Thursday, March 12** 8:00 a.m. – 5:00 p.m.
- **Friday, March 13** 8:00 a.m. – 4:00 p.m.

Badges

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

Guest Registrations

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

Meeting Rooms

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

The floors and rooms “At a Glance” are listed here:

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

*The Hyatt Regency San Antonio Riverwalk is a 100% non-smoking facility.*
<table>
<thead>
<tr>
<th>Month</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 2020</td>
<td>FBD 2021 General Program Chair prepares a 2021 FBD “Call for Papers” for distribution at the FBD Annual Meeting.</td>
</tr>
<tr>
<td>March 2020</td>
<td>The 2021 Association Program Chairs and the 2021 FBD General Program Chair start planning for the 2021 conference at the New Program Chairs meeting held on Saturday morning during the 2020 FBD conference.</td>
</tr>
<tr>
<td>April/May 2020</td>
<td>Program Committees/Track Chairs are selected by Association Program Chairs. Each Association sends out a Preliminary “Call for Papers” to current and prospective participants.</td>
</tr>
<tr>
<td>Summer 2020</td>
<td>FBD Officers and Association Program Chairs participate in FBD Boot Camp at hotel of the 2021 conference.</td>
</tr>
<tr>
<td>June 2020</td>
<td>FBD General Program Chair and each Association Program Chair send out “Call for Papers” reminders to current and prospective participants.</td>
</tr>
<tr>
<td>July/August 2020</td>
<td>Association Track Chairs continue soliciting manuscripts, special session proposals, tutorials and workshops for the 2021 FBD Conference.</td>
</tr>
<tr>
<td>July/August 2020</td>
<td>FBD updates its website in preparation for forthcoming conference, solicits registration fee information from the associations, and ensures the associations are marketing the conference.</td>
</tr>
<tr>
<td>September 2020</td>
<td>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.</td>
</tr>
<tr>
<td>October 2020</td>
<td>Track Chairs make acceptance/rejection decisions. Solicitation of nominees and judging of the candidates for the FBD Distinguished Paper and Outstanding Educator Awards occurs.</td>
</tr>
<tr>
<td>Early November 2020</td>
<td>Each Association Program Chair compiles, organizes and sends all program information to the 2021 FBD General Program Chair.</td>
</tr>
<tr>
<td>December 2020</td>
<td>Each Association Chair complete a final proof of their program. Registration for the conference opens.</td>
</tr>
<tr>
<td>Early January 2021</td>
<td>FBD General Program Chair completes compilation of 2021 FBD Program Book and sends it to the printer. Each Association Program Chair contacts hotel caterers to arrange for receptions, dinners, breakfasts and special events.</td>
</tr>
<tr>
<td>Late January 2021</td>
<td>2021 FBD Program is posted on FBD Web site.</td>
</tr>
<tr>
<td>February 2021</td>
<td>Deadline for receipt of hotel reservations and pre-conference registration.</td>
</tr>
</tbody>
</table>

27
2019-2020 FBD EXECUTIVE COUNCIL

FBD EXECUTIVE COUNCIL

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

Vivek S. Natarajan, President
Lamar University

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

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

Kimberly Webb, Secretary-Treasurer
Texas Wesleyan University

Michelle McEacharn, Executive Director
University of Louisiana Monroe

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

Kimberly L. Merritt, Past President
Oklahoma Christian University

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

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

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

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

28
FBD 2020 ASSOCIATION PRESIDENTS

Federation of Business Disciplines
Vivek S. Natarajan, Lamar University

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

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

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

Association of Business Information Systems
Shane Schartz, Fort Hays University

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

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

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

Southwest Case Research Association
Courtney Kernek, Southeastern Oklahoma State University

Southwestern Finance Association
Thomas Thompson, University of Texas, Arlington

Southwestern Society of Economists
Matiur Rahman, Mcneese State University
Federation of Business Disciplines Vice-President and Program Chair
Peggy L. Lane, University of Louisiana Monroe

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

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

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

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

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

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

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

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

Southwest Case Research Association
Kendra Ingram, Southeastern Oklahoma State University

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

Southwestern Society of Economists
Denis O. Boudreaux, University of Louisiana at Lafayette
2019 – 2020 OFFICERS

President: Cassy Henderson, Sam Houston State University
Program Chair & President Elect: Cheryl Prachyl, University of Texas-Arlington
Program Chair Elect: Nikki Shoemaker, Stephen F. Austin State University
Secretary/Treasurer: Calee Jo Holcombe, Stephen F. Austin State University
Historian: Elaine Sanders, University of Texas-San Antonio
Webmaster: Jay Vega, Stephen F. Austin State University
Past President 2017-2019: Kelly Noe, Stephen F. Austin State University

Coordinating Committee
Member At Large (2017): Sabrina Chi, Texas Tech University
Coordinating Committee
Member At Large (2019): Tom Stafford, Louisian Tech University
AAA Council Representative (2015-2021): Mary Fischer, University of Texas-Tyler

2019-2020 SECTION REGIONAL COORDINATORS

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

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

### 2020 AWARDS

#### Federation of Business Disciplines

**Distinguished Paper Award**

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

Marina Yordanova Ruseva, Lamar University

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

#### Outstanding Educator Award

Edward R. Walker, University of Central Oklahoma

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

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

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

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

#### Outstanding Doctoral Student Paper Award

*Why Do Firms Change Fiscal Year End?*

Vivi Z Zhu, Tulane University

*(Presented in Session A, Thursday, 10:30 a.m. to 12:00 p.m.)*
SESSION A  Workshop I: Online Course Development

Presenter: Julia S. Frink, Tarrant County College

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

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

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

After the completion of this workshop participants will be able to:
1. Describe two online course design rubrics.
2. Apply online course design strategies to courses.
3. Develop a plan to include more online course design strategies in courses.
4. Explain how online course design strategies are supported in the Community of Inquiry and Adult Learner theoretical frameworks.

SESSION B  Workshop II: Project Based Learning

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

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

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

Presenter:  Patrick Lee, University of Texas at San Antonio

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

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

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

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

SESSION B  Workshop IV: Podcasts in Accounting Education

Presenter:  Barbara W. Scofield, Washburn University

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

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

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

Revisiting the Status of Accounting as an Academic Discipline: Is the Profession Really in Decline?
Derek K Oler, Texas Tech University
Christopher J. Skousen, Utah State University
Kevin R. Smith, Utah Valley University
Jayson Talakai, Utah State University

Fast-Track Admissions to Master of Accountancy Programs
Donna Elaine Sanders, University of Texas-San Antonio

An Investigation of Student, Course, and Exam Characteristics and Their Impact on Accounting Exam Performance
Misty D Schartz, Fort Hays State University
Jessica Heronemus, Fort Hays State University
Shane Schartz, Fort Hays State University

The Color of Paper
Esther Bunn, Stephen F. Austin State University
Marie Kelly, Stephen F. Austin State University
Kelly G. Noe, Stephen F. Austin State University

SESSION B  Taxation

Moderator:  Clara L. Richardson, McMurry University

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

Implications of the Production Tax Credit on the Tax Liability for Companies in the Wind Energy Industry: An Exploratory Study
Clara L. Richardson, McMurry University
Patricia LaPoint, McMurry University

The Power of Suggestion: Expressed Tax Obligations and Income Inequality
Janet Alice Meade, University of Houston
March 12, 2020  
(Thursday)

8:30 a.m. – 10:00 a.m.  (Accounting) 1.5 CH*  Bowie C, LCC

SESSION C  
Financial Accounting and Reporting

Moderator:  
Joshua Cutler, University of Houston

Judges as Arbiters of GAAP: The Case of Asset Impairment Recognition  
Joshua Cutler, University of Houston

Information Search in Times of Market Uncertainty: An Examination of Aggregate and Disaggregate Uncertainty  
Marshall A Geiger, University of Richmond  
Rajib Hasan, University of Houston-Clear Lake  
Abdullah Kumas, University of Richmond  
Joyce Van Der Laan Smith, University of Richmond

Earnings Quality and Debt Selection  
Yinghong Zhang, University of Central Oklahoma  
Mary Teal, University of Central Oklahoma

10:00 a.m. – 10:30 a.m.  
Exhibit Hall - Regency Ballroom Center

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

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

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

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

◆

All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
March 12, 2020  
(Thursday)

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

SESSION A  
Financial Accounting and Reporting

Moderator:  
Zane Swanson, University of Central Oklahoma

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

You Owe Me, But I Own You: Borrowers’ Reporting Conservatism When Lenders are Shareholders  
Rui-Zhong Zhang, Tulane University

Supply and Demand of Information for Firm Valuation  
Zane Swanson, University of Central Oklahoma

The Deterrence Effect of Whistleblowing on Peer Firms’ Financial Reporting Decisions  
Fuzhao Zhou, University of Texas at El Paso

10:30 a.m. – 12:00 p.m.  
(Accounting) 1.5 CH  
Bowie B, LCC

SESSION B  
Panel A: Data Analytics in Accounting Classes (45 minutes)  
Panel B: Migration of Academic Research (45 minutes)

Moderator:  
Ronnie Abukhalaf, Northwestern State University

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

Panel Members:  
Ronnie Abukhalaf, Northwestern State University  
Jason Powell, Northwestern State University  
Curtis Penrod, Northwestern State University

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

Panel Members:  
Mary Fischer, University of Texas-Tyler  
Carolyn Conn, Texas State University  
Amy Foshee Holmes, Trinity University  
Jose Vega, Clarkson University
SESSION C  Financial Accounting and Reporting

Moderator:  Michael C. Turner, University of New Mexico

Peer Firm Financial Reporting Behavior During and After Aggressive Financial Reporting Within Their Industry
Emeka T. Nwaeze, University of Texas-San Antonio
Michael C. Turner, University of New Mexico
Jennifer Yin, University of Texas-San Antonio

Investor Relations (IR) and Crash Risk
Henry Kirn, Oklahoma State University
Julia K. Ravenscraft, Oklahoma State University
Rick Desgroseilliers, Oklahoma State University

LUNCH and KEYNOTE SPEAKER

Julie Smith David, American Accounting Association

Julie Smith David is currently the Chief Innovation Officer at the American Accounting Association (AAA). Prior to joining AAA in 2011, she was an Associate Professor in the W. P. Carey School of Business at Arizona State University, the Director of the Center for Advancing Business through IT (CABIT), and the Editor-in-Chief of the AAA Commons. Her research has focused on enterprise applications, their design, and how they can provide value to companies adopting them and has been published in journals including Management Science, Communications of the ACM, and the Journal of Information Systems. In 2009, Julie received the Outstanding Service Award from the AAA for her work on the AAA Commons. In 2003, she was awarded the AAA Innovation in Accounting Education Award for developing an approach for introducing ERP systems into entry level accounting classes with Phil Reckers and Harriet Maccracken. In 2014, she was again a co-recipient of the AAA Innovation in Accounting Education Award with Ellen J. Glazerman, Leslie C. Knowlton, Lisa Koonce, Samuel R. Leno, David N. Moss, Dan Roam, Tracey E. Sutherland, Mikel G. Tiller, Carolyn R. Wilson and G. Peter Wilson, for their work “This is Accounting.”
**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST**  
**2020 ANNUAL MEETING**

**March 12, 2020**  
(Thursday)

<table>
<thead>
<tr>
<th>1:30 p.m. – 3:00 p.m.</th>
<th>(Accounting) 1.5 CH</th>
<th>Bowie A, LCC</th>
</tr>
</thead>
</table>

**SESSION A**  
**Accounting, Behavior, and Organizations**

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

- **Developing a Scale to Measure Sensitivity to Reciprocity in an Economic Exchange Setting**  
  **Kelly Green**, University of Louisiana – Lafayette  
  **Brian Patrick Green**, University of Michigan-Dearborn

- **Gen Z (iGen) Attributes and Congruence with AICPA Professional Competencies**  
  **Carolyn Conn**, Texas State University  
  **Andrea Reinke**, Texas State University

- **A Tale of Two Cities: Factors that Influence Accounting Students Anticipated Career Path**  
  **Amy Foshee Holmes**, Trinity University  
  **Renee Foshee**, San Angelo State University  
  **Teresa Elizondo**, Tecnologico de Monterrey

- **The Effect of Culture on Whistleblowing: A Comparison of Indian and American Accounting Students**  
  **Richard G Brody**, University of New Mexico  
  **Gaurav Gupta**, University of North Carolina-Wilmington  
  **Michael C Turner**, University of New Mexico

**1:30 p.m. – 3:00 p.m.**  
**Financial Accounting and Reporting and Governmental**

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

- **Proprietary Disclosure and Investment in Innovation: Evidence from the American Inventor's Protection Act**  
  **Xiaoyan Hu**, University of Oklahoma

- **An Investigation of the Proxy Statements of Fortune 250 Companies: Corporate Governance and Corporate Social Responsibility Matters**  
  **James H Thompson**, Central Washington University  
  **Timothy L. McCoy**, Lamar University

- **Higher Education Budgeting and Accounting: First Cousins' Relationship and Reliance**  
  **Mary Fischer**, University of Texas-Tyler
March 12, 2020
(Thursday)

1:30 p.m. – 3:00 p.m.                (Accounting) 1.5 CH                Bowie C, LCC

SESSION C Management Accounting and Data Analytics

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

Entrepreneurial Bias in Management Earnings Forecasts
Yu Ho Chi, University of Tennessee Martin
David A Ziebart, University of Kentucky

Leveraging Managerial Ability: The Role of Discretion and Incentives
Barry Hettler, Ohio University
James Cordeiro, The College at Brockport – SUNY
Arno Forst, University of Texas Rio Grande Valley-Brownsville

A Modified Measure for Organization Capital
Jaeseong Lim, Hartwick College

Isomorphic Pressure - The Impact of AACSB Accreditation on Data Analytics Integration Into the Accounting Curriculum
Matthew J. Sargent, University of Dallas

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

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 3:15 p.m. in the Exhibit Area. Must be present to win!

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

◆

All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
March 12, 2020  
(Thursday)

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

SESSION A  Auditing and Financial Accounting and Reporting

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

The Role of Shared Auditors in Private Debt Contracts
Andrew Ayimbila Anabila, University of Texas Rio Grande Valley-Edinburg
Christian Sobngwi Kuiate, University of Texas Rio Grande Valley-Edinburg
Brandon Ater, University of Texas Rio Grande Valley

Rebuilding Trust after a Disagreement-Related Auditor Change Through Executive Turnover
Hannah Richards, University of Texas-Arlington
David Michael Rosser, University of Texas-Arlington

The Impact of Analyst/Investor Days on Listed Firms’ Information Environment and Earnings Management
Jianning Huang, University of Memphis
Fuzhao Zhou, University of Texas at El Paso

Financial Statement Comparability and Big Bath Accounting
Kelly Ha, University of Oklahoma
Lixuan Zhu, University of Oklahoma

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

SESSION B  Financial Accounting and Reporting

Moderator:    Minjae Koo, University of Houston

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

Efficiency Consequences of the Medium of Payment in US Bank Mergers
Jamal Ali Khasawneh, Gulf University for Science and Technology

Does Financial Statement Comparability Facilitate SEC Oversight?
Jonathan Nam, The Hong Kong Polytechnic University
Rachel Thompson, University of Texas at El Paso
SESSION C  Panel: Innovations in Ethics Education

Moderator:  Barbara W. Scofield, Washburn University

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

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

Panel Members:
Rosie Morris, Texas State University
Joseph J. Oliveti, University of Dallas
Carol E. Sullivan, University of Texas-Permian Basin

SWAAA Officer Meeting

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.
SESSION A  
Financial Accounting and Reporting and Forensic Accounting

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

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

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

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

SESSION B  
Teaching, Learning & Curriculum

Moderator:  
Ashley Phillips, University of Central Arkansas

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

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

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

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

Plenary Speaker

“The Ethics of Enron”
Michael E. Anderson, FBI Retired

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

Michael E. Anderson
Assistant Special Agent in Charge (retired) Federal Bureau of Investigation
Houston Field Office

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

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

https://www.linkedin.com/in/michaeleandersonfbi
LUNCH and BUSINESS MEETING

Cassy Henderson, SWAAA President

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

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

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

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.
SESSION A  Financial Accounting and Reporting

Moderator: Haochuan Hu, Oklahoma State University

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

Haochuan Hu, Oklahoma State University
Heng Wang, Oklahoma State University

Annual Report Readability and Firm Location: Urban Versus Rural Firms

Yun Ke, University of Texas as El Paso
Chun-Keung Hoi, Rochester Institute of Technology

Agency Cost, Proprietary Cost, and Conservative Accounting

Zhimin Yu, University of Houston Downtown

SESSION B  Tax and Financial Accounting and Reporting

Moderator: Mary Fischer, University of Texas-Tyler

The Development and Evolution of the United States Income Tax

Elle K. Johnson, University of Central Arkansas
Ashley Phillips, University of Central Arkansas

A Balance Sheet Healthcare Model to Lower Costs

Winifred Scott, CSU San Bernardino

CEO Compensation: Relationship to Worker Ratio and Firm Performance

Mary Fischer, University of Texas at Tyler
Jeffery Lindenmoyer, The University of Texas at Tyler

The Positive Tone of Conservative Firms

Nargiz Abdullayeva, University of Texas at Arlington
Yuan Shi, Penn State Great Valley
Hannah Richards, University of Texas at Arlington

FBD Coffee Break

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

Great Door Prize Drawings take place at 3:15 p.m. in the Exhibit Area. Must be present to win!
3:30 p.m. – 5:00 p.m.                    (Accounting) 1.5 CH  Bowie B, LCC

SESSION A  International Accounting

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

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

Angel Arturo Pacheco Paredes, Texas A&M International University

Clark M Wheatley, Florida International University

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

Jianning Huang, University of Memphis

Fuzhao Zhou, University of Texas at El Paso

Stuart Hyde, University of Manchester

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

*National Culture and Earnings Management*

Catherine Whelan, The University of Notre Dame Australia

Sally Humphries, Georgia College & State University

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

Xiaobei Huang, University of International Business and Economics

Yunling Song, Inner Mongolia University

Ling Zhou, University of New Mexico

3:30 p.m. – 5:00 p.m.                    (Accounting) 1.5 CH  Bowie C, LCC

SESSION B  Panel: What Makes a Great Accounting Teacher?

Moderator:  Carolyn Conn, Texas State University

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

Elle K. Johnson, University of Central Arkansas

Bridget Vella, Texas A&M University-Central Texas

Kristen Webber, Texas State University

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

***

48th Annual Conference
March 17-20, 2021
Moody Gardens Galveston
Houston, TX
2019-2020 OFFICERS

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

President-Elect and Program Chair
Kayla Sapkota, Arkansas State University-Beebe

Secretary/Treasurer
Leslie Ramos Salazar, West Texas A&M University

Historian
Lindsay Clark, Sam Houston State University

Proceedings Editor
Vincent Robles, University of North Texas

Immediate Past President
Kelly A. Grant, Tulane University

Program and Paper Reviewers
Traci L. Austin, Sam Houston State University
Kelly A. Grant, Tulane University
Ashley Hall, Stephen F. Austin State University
Margaret S. Kilcoyne, Northwestern State University
Chynette Nealy, University of Houston Downtown
Gerald Plumlee, Jr., Southern Arkansas University
Leslie Ramos Salazar, West Texas A&M University
Vincent Robles, University of North Texas
Lucia Sigmar, Sam Houston State University
Danica L. Schieber, Sam Houston State University
Ashly Bender Smith, Sam Houston State University
Carol S. Wright, Stephen F. Austin State University

CONGRATULATIONS!

Recipient of the 2020 Federation of Business Disciplines Paper Award

*Augmented Reality in Business Communication Classes*

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

Recipient of the 2020 Federation of Business Disciplines Outstanding Educator Award

Laura Valenti
Nicholls State University

48
March 12, 2020
(Thursday)

7:30 a.m. – 8:30 a.m.        Rio Grande Ballroom West

ABC – SWUS and ABIS Joint Breakfast

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

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

8:30 a.m. – 10:00 a.m.          Joint Session with ABIS   Rio Grande Ballroom West

ABC-SWUS and ABIS Joint Session

Co-Session Chairs/Association Vice Presidents and Conference Chairs:
Kayla Sapkota, Arkansas State University-Beebe
Richard Kumi, University of Arkansas at Little Rock

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

ABIS Best Paper: Faculty and Student Communication
Eddie Horton, Northwestern State University

10:00 a.m. – 10:30 a.m.  Exhibit Hall – Regency Ballroom Center

FBD Coffee Break

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 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.
March 12, 2020
(Thursday)

10:30 a.m. – 11:45 a.m.     Regency Ballroom 2

Innovation and Technology in Communication

Session Chair: Marcel Robles, Eastern Kentucky University

Integrating New-Model Scholarship into Business Communication Students’ Research
Kenneth Robert Price, Texas A&M University - Kingsville

Prospects and Their Ripening: Audience Role and Time Orientation in Marketplace Rhetoric
N. Lamar Reinsch, Jr., Lubbock Christian University

The Rhetoric of Critical Thinking Skills: A Brief Case Study
Randy Waller, Baylor University

The Role of Mindfulness in Impacting Mobile Text and Driving Behavior and Mobile-Related Miss
Accidents
Leslie Ramos Salazar, West Texas A&M University
Priyanka Khandelwal, West Texas A&M University

10:30 a.m. – 11:45 a.m.   Joint Session with ABIS    Regency Ballroom 3

Teaching Analytics

* Guest ABC Presenters at ABIS

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

Framing the Concept of Data Analytics: How to Prepare Information Systems Students for the Business
Environment
Marsha Bayless, Stephen F. Austin State University
Jamie Keith Humphries, Stephen F. Austin State University

Big Data Text Mining in Professional Communication: An Integrative Review and Guidelines
Aimee Kendall Roundtree, Texas State University

Role of Business Communication Faculty in Preparing Business Analytics Graduates for the Workplace
Robert Mitchell, University of Arkansas – Little Rock

ANT Ethics in Communication: An Integrative Review and Framework
Aimee Kendall Roundtree, Texas State University

11:45 a.m. – 1:30 p.m.    Lunch on your own

ABC – SWUS Executive Board Meeting and Luncheon
By Invitation Only (Location: Garden Terrace, 1st Floor)
March 12, 2020
(Thursday)

1:30 p.m. – 3:00 p.m.                       Regency Ballroom 2

Preparing Students for the Workplace

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

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

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

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

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

3:00 p.m. – 3:30 p.m. Exhibit Hall – Regency Ballroom Center

FBD Coffee Break

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

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

For a premier publishing opportunity, check out the peer-reviewed FBD Journal at https://www.fbdonline.org/journal/  
◆  
All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
March 12, 2020
(Thursday)

3:30 p.m. – 5:00 p.m. Regency Ballroom 2

Course Development and Assessment
Session Chair: Kelly Grant, Tulane University

Grammatical Error Analysis: Student Usage vs. Professional Perception
Marla Mahar, Oklahoma State University
Sylvia Hill, Oklahoma State University

Adopting the BizComm Competency Model for Assessment: Lessons Learned from Interdisciplinary Assessment
Ashly Bender Smith, Sam Houston State University
Lindsay Clark, Sam Houston State University

Panel Discussion: Assessing Students’ Communication Skills: Best Practices and Lessons Learned
Gerald Plumlee, Jr, Southern Arkansas University
Kelly Grant, Tulane University
Christopher McKenna, Stephen F. Austin State University

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

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

Session Chair: Marcel Robles, Eastern Kentucky University

Using Tweets for Data Analysis: An Examination of Tweets in Presidential Politics 2020
Shane Schartz, Fort Hays State University
Ron Rohlf, Fort Hays State University

Social Media and Its Impact on Employees
Marcel Robles, Eastern Kentucky University
Lazim Islam, Eastern Kentucky University

Enhancing Team Formation and Function Through the Use of Sociograms
Lucia Sigmar, Stephen F. Austin State University
Marsha Bayless, Stephen F. State Austin University

WeChat in China: A Case Study of Technological Innovation in Business Communication
Yong-Kang Wei, University of Texas – Rio Grande Valley

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

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.

52
ABC-SWUS and ABIS Joint Breakfast

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

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

Professional Communication

**Session Chair:** Vincent Robles, University of North Texas

*Preferences for Written versus Spoken Expressions of Thanks among American Professionals*

Peter W. Cardon, University of Southern California
Janna Wong, University of Southern California
Cole Christie, University of Southern California

*Importance of Effective Collaboration amongst Financial Professionals*

Roger Conaway, University of Texas at Tyler
Shamarr Prentice, Frost Brokerage Services, Inc.

*Economic Impact of Negative News Communication on Organizations*

Marcel Robles, Eastern Kentucky University
Carles Pons, Eastern Kentucky University

*Factors to Consider while Attempting Image Restoration*

Charles Wayne Bass, Tulsa Community College

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 **10:15 a.m.** in the Exhibit Area. *Must be present to win.*
### March 13, 2020 (Friday)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30 a.m. – 12:00 p.m.</td>
<td>ABC Business Meeting</td>
<td>Regency Ballroom 2</td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 p.m. – 1:30 p.m.</td>
<td>Lunch on your own</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:30 p.m. – 3:00 p.m.</td>
<td>Communication across Cultures and Languages</td>
<td>Regency Ballroom 2</td>
</tr>
</tbody>
</table>

**Communication across Cultures and Languages**

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

- *International Business Communication*
  - **Marielle Keller,** University of Alabama

- *Second Language Writers and the Business Communications Classroom*
  - **Geoffrey Clegg,** Midwestern State University

- *Development of a Study Abroad Problems Course*
  - **James G. Ward,** Fort Hays State University

- *An Examination of Family Cohesion and Self-Esteem as Mediators of Bilingualism and Reading Achievement of Second-Generation Immigrant Students*
  - **Leslie Ramos Salazar,** West Texas A&M University
  - **Elsa Diego-Medrano,** West Texas A&M University
  - **Yvette Castillo,** West Texas A&M University
  - **Nancy Garcia,** West Texas A&M University

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:00 p.m. – 3:30 p.m.</td>
<td>FBD Coffee Break</td>
<td>Exhibit Hall – Regency Center</td>
</tr>
</tbody>
</table>

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.*
March 13, 2020  
(Friday)  
3:30 p.m. – 5:00 p.m.  Regency Ballroom 2

Enhancing the Communication Curriculum

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

Do We Still Teach That??  
Debbie DuFrene, Stephen F. Austin State University

Fun and Free Instructional Practices for Spicing up Your Human Communication Course  
Trey Guinn, University of Texas at Austin  
Susanna Alford, University of the Incarnate Word

Enhancing the Undergraduate Curriculum: Incorporating Communications-Based Learning Activities into the Legal Environment of Business Course to Expand and Augment Learning  
Kayla Sapkota, Arkansas State University - Beebe  
Christina Stolarz, Arkansas Tech University

The Search for Confidence: Analyzing Student Presentation Reflections  
Danica L. Schieber, Sam Houston State University  
Traci Austin, Sam Houston State University

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.  
Please let exhibitors know how much we appreciate their presence and continued support!

Make plans to join us in Galveston in 2021!  
48th Annual Conference  
March 17 - 20, 2021  
Moody Gardens Galveston  
Galveston, Texas
ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP

Officers

President: Laurie A. Babin
University of Mississippi

President Elect: Courtney Kernek
Southeastern Oklahoma State University

Vice-President- Programs: Rhonda Richards
Southeastern Oklahoma State University

Vice President- Membership: Luci Parmer
Southeastern Oklahoma State University

Secretary/Treasurer: Kendra L. Ingram
Southeastern Oklahoma State University

Immediate Past President: Courtney Kernek
Southeastern Oklahoma State University

Executive Director: William Jackson
Stetson University

Program Schedule Synopsis

Thursday, March 12, 2020

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

Friday, March 13, 2020

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

56
CONGRATULATIONS!

Recipient of the 2020 Federation of Business Disciplines Paper Award

*Gender Identity and Entrepreneurial Intention: The Effects of Grit and Perceived Barriers to Entry*

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

Recipient of the 2020 Federation of Business Disciplines Outstanding Educator Award

Eugenie Ardoin, University of Louisiana Monroe

Recipient of the 2020 ASBE Outstanding University Award

Southeastern Oklahoma State University

1:30 p.m. – 3:00 p.m. Garden Terrace, 1st Floor

Executive Board Meeting
(By invitation only)

3:00 p.m. – 3:30 p.m. Exhibit Hall - Regency Center

FBD COFFEE BREAK

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

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

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

**Presentation Titles:**

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

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

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

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

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

---

### FBD Presidential Welcome Reception – Badge required for entry

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

---

For a premier publishing opportunity, check out the peer-reviewed FBD Journal at [https://www.fbdonline.org/journal/](https://www.fbdonline.org/journal/).

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

---

**48th Annual Conference**

March 17 - 20, 2021

Moody Gardens Galveston, Texas
ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP

March 13, 2020
(Friday)

7:00 a.m. – 8:30 a.m. Chula Vista, Lobby Level

**ASBE Breakfast and Meet the Leadership Team**

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

8:30 a.m. – 10:00 a.m. Chula Vista, Lobby Level

**SESSION** Environmental Threats and Opportunities

Session Chair: Courtney Kernek, Southeastern Oklahoma State University

_Veterans as Emerging Entrepreneurs: Success Factors, Meeting Challenges and Barriers_  
Marilyn Young, University of Texas at Tyler  
John Cater, University of Texas at Tyler  
_Superman Syndrome: The Kryptonite of Protective Equipment_  
Kitty Campbell, Southeastern Oklahoma State University  
Kelli Taylor, Southeastern Oklahoma State University  
_ADA Website Compliance: What SME’s Need to Know_  
Laurie A. Babin, University of Mississippi  
_Fighting for Advancement: The Consequences of Stereotype Threat on the Career Goals and Self-Assessment of Women Pursuing MBAs_  
Jennifer Flanagan, Texas Woman’s University

10:00 a.m. – 10:30 a.m. Exhibit Hall - Regency Center

**FBD COFFEE BREAK**

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

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

59
SESSION  Entrepreneurial Success Factors

Session Chair: Kendra Ingram, Southeastern Oklahoma State University

Towards a Domain-Specific Entrepreneurial Risk Management Intentions Scale
Zachary Moore, University of Louisiana Monroe
Christine Berry, University of Louisiana Monroe

An Analysis of Small Business Owners’ Lack of Concern About Risk Management Issues
Christine Berry, University of Louisiana Monroe
Zachary Moore, University of Louisiana Monroe

Towards a Comprehensive Information Technology Strategy for Small Businesses
Mysore Ramaswamy, Southern University at Baton Rouge

Love Contracts in the Workplace
C.W. Von Bergen, Southeastern Oklahoma State University

ASBE Business Meeting and Awards Luncheon
(All members are invited)

SESSION  Case Studies and Engaging Students

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

Mickey’s Mad Hatter Case
Martin S. Bressler, Southeastern Oklahoma State University

Iron Fed – Gaining More Than Muscle
Courtney Kernek, Southeastern Oklahoma State University
Kendra Ingram, Southeastern Oklahoma State University
Rhonda Richards, Southeastern Oklahoma State University

Introducing Uncertainty Into Problems and Cases: Entrepreneurial Lessons Learned in Small Business
William Stammerjohan, Louisiana Tech University
Claire Allison Stammerjohan, University of Louisiana Monroe
March 13, 2020
(Friday)

3:00 p.m. – 3:30 p.m. Exhibit Hall - Regency Center

**FBD COFFEE BREAK**

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

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

3:30 p.m. – 5:00 p.m. Chula Vista, Lobby Level

**SESSION** Engaging Students Continued and Financial Matters

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

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

Lawrence Silver, Southeastern Oklahoma State University

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

Eugenie Ardoin, University of Louisiana Monroe

Arturo Rodriguez, University of Louisiana Monroe

Olivia Landberg, University of Louisiana Monroe

*Can Small Ag Entrepreneurs Compete and Partner with Large Ag Organizations*

Manuel G. Guerrero, Stephen F. Austin State University

Marlene Kahla, Stephen F. Austin State University

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

Mark D. Heileman, Rollins College

Timothy L. Pett, Rollins College

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

◆

**All FBD conference participants are eligible to have their work considered for the low submission fee of $40.**
2019-2020 OFFICERS

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

CONGRATULATIONS!
Recipients of the ABIS 2020 Federation of Business Disciplines Distinguished Paper Award

Faculty and Student Communication

Eddie Horton
Northwestern State University

CONGRATULATIONS!
Recipient of the 2020 FBD Outstanding Educator Award

Shane Schartz
Fort Hays State University

62
ABIS 2020 Program Overview

Thursday March 12, 2020

7:30 a.m. – 10:00 a.m.  7:30 a.m. – ABIS & ABC – SWUS Joint Breakfast  
8:30 a.m. - ABC-SWUS & ABIS Joint Session -  
     Best Paper Presentations

10:30 a.m. – 11:45 a.m.  
11:45 a.m. – 1:30 p.m.  
1:30 p.m. – 3:00 p.m.  
3:30 p.m. – 5:00 p.m.  
5:30 p.m. – 7:00 p.m.  

Session B: Teaching Analytics  
Lunch on your own  
*Executive Board Meeting  
Session C: Information System Tools and Techniques  
Session D: Impacts of Social Media  
FBD Presidential Welcome Reception

Friday March 13, 2020

7:30 a.m. – 8:30 a.m.  
8:30 a.m. – 10:00 a.m.  
10:30 a.m. – 12:00 p.m.  
Noon – 1:30 p.m.  
1:30 p.m. – 3:00 p.m.  
3:30 p.m. – 5:00 p.m.  

ABIS & ABC – SWUS Joint Breakfast  
ABIS Business Meeting  
* All Members Welcome *  
Session F: Improving the IS Curriculum I  
Lunch on your own  
Session G: Improving the IS Curriculum II  
Roundtable Discussion of IS Topics
March 12, 2020
(Thursday)

7:30 a.m. – 8:30 a.m.      Rio Grande Ballroom West

ABC – SWUS and ABIS Joint Breakfast

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

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

8:30 a.m. – 10:00 a.m.                        Joint Session with ABC  Rio Grande  Ballroom West

SESSION A   ABC-SWUS and ABIS Joint Session

Co-Session Chairs/Association Vice Presidents and Conference Chairs:
Kayla Sapkota, Arkansas State University-Beebe
Richard Kumi, University of Arkansas at Little Rock

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

ABIS Best Paper: Faculty and Student Communication
Eddie Horton, Northwestern State University

10:00 a.m. – 10:30 a.m. Exhibit Hall - Regency Center

FBD Coffee Break

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 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.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30 a.m. – 11:45 a.m.</td>
<td>Joint Session with ABC</td>
</tr>
</tbody>
</table>

**SESSION B  Teaching Analytics**

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

- **Framing the Concept of Data Analytics: How to Prepare Information Systems Students for the Business Environment**  
  Marsha Bayless, Stephen F. Austin State University

- **Jamie Keith Humphries, Stephen F. Austin State University**

- **Big Data Text Mining in Professional Communication: An Integrative Review and Guidelines**  
  Aimee Kendall Roundtree, Texas State University

- **Role of Business Communication Faculty in Preparing Business Analytics Graduates for the Workplace**  
  Robert Mitchell, University of Arkansas – Little Rock

- **ANT Ethics in Communication: An Integrative Review and Framework**  
  Aimee Kendall Roundtree, Texas State University

11:45 a.m. – 1:30 p.m. | Lunch on your own | Garden Terrace, 1st Floor |

1:30 p.m. – 3:00 p.m. | Session Chair: Sherry Rodrigue, Nicholls State University |

**SESSION C  Information Systems Tools and Techniques**

- **Information Systems Project Management for Mobile App Development**  
  Randall McCoy, Northwestern State University

- **Pedagogical Guide for Integrating R with Tableau to Perform Basic Statistics**  
  Richard Kumi, University of Arkansas - Little Rock
March 12, 2020
(Thursday)

3:00 p.m. – 3:30 p.m.  Exhibit Hall - Regency Center

FBD Coffee Break

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

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

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

SESSION D  Impacts of Social Media

Session Chair:  Marcel Robles, Eastern Kentucky University

Using Tweets for Data Analysis: An Examination of Tweets in Presidential Politics 2020
Shane Schartz, Fort Hays State University
Ron Rohlf, Fort Hays State University

Social Media and Its Impact on Employees
Marcel Robles, Eastern Kentucky University
Lazim Islam, Eastern Kentucky University

Enhancing Team Formation and Function Through the Use of Sociograms
Lucia Sigmar, Stephen F. Austin State University
Marsha Bayless, Stephen F. Austin State University

WeChat in China: A Case Study of Technological Innovation in Business Communication
Yong-Kang Wei, University of Texas – Rio Grande Valley

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

FBD Presidential Welcome Reception – Badge required for entry

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.

Enjoy your evening in San Antonio!
March 13, 2020
(Friday)

7:30 a.m. – 8:30 a.m. Regency Ballroom 2

**ABIS and ABC–SWUS Joint Breakfast**

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

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

8:30 a.m. – 10:00 a.m. ABIS Business Meeting Regency Ballroom 3

**SESSION E  ABIS Business Meeting  * All Members Welcome * **

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

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

The meeting agenda includes:

- Election of Officers and Executive Board positions
- Discussion of topics related to our Journal of Research in Business Information Systems (JRBIS)
- Information and discussion on next year’s conference
- General discussion on topics introduced by general membership

10:00 a.m. - 10:30 a.m. Exhibit Hall - Regency Center

**FBD Coffee Break**

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 **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.*
SESSION F  Improving the IS Curriculum I

Session Chair:  Jason Powell, Northwestern State University

*Developing an Instructor Manual for a Computing and Technology Interdisciplinary Capstone Course.*
Breanna Lane, Cameron University  
William Carney, Cameron University  
Feridoon Moinian, Cameron University  
Mike Estep, Cameron University  
K. David Smith, Cameron University  
Chao Zhao, Cameron University

*The Faculty Perspective of Cheating in the Classroom in 2019*
Lori Soule, Nicholls State University  
Sherry Rodrigue, Nicholls State University  
Betty Kleen, Nicholls State University

*Towards Micro-Experiences in Experiential Learning with Study Abroad Activities*
Jason Powell, Northwestern State University  
Sarah Wright, Northwestern State University  
Begona Perez-Mira, Northwestern State University

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

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

Follow us at:  https://www.facebook.com/AssocBusInfoSys/  
http://www.abis-fbd.org/

Contact us at:  ABIS.FBD@gmail.com
SESSION G  Improving the IS Curriculum II

Session Chair:  Curtis Penrod

*Immersive Technologies: A Review of Use in K-16 Education and Business*
Carol S. Wright, Stephen F. Austin State University
Amanda Smith, Lufkin Independent School District
Ashley Hall, Stephen F. Austin State University

*Teaching Excel’s Boolean Functions*
Daniel D. Friesen, University of North Texas at Dallas

*Excel: Powerful Predictor or Pointless Prerequisite? An Examination of the Effect of Excel on Success in Statistics*
Curtis Penrod, Northwestern State University
Mary Edith Stacy, Northwestern State University
Lily Pharris, Northwestern State University
Mary Beth Tarver, Northwestern State University

3:00 p.m. - 3:30 p.m.    Exhibit Hall - Regency Center

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

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

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

*All FBD conference participants are eligible to have their work considered for the low submission fee of $40.*
SESSION H  Round Table Discussion of IS Topics

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

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

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

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

48th Annual Conference
March 17-20, 2021
Moody Gardens Galveston
Galveston, Texas
Welcome to San Antonio and the ACME 2020 Conference!

ACME Officers, 2019-2020

President
Renée Gravois, Sam Houston State University, Huntsville, Texas

Program Chair
Mel F. Zuberi, Hood College, Frederick, Maryland

Vice President for Membership and Associate Program Chair
Türkan Dursun-Kilic, West Texas A&M University, Canyon, Texas

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

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

Immediate Past President
Irfan Ahmed, Sam Houston State University, Huntsville, Texas

Webmaster
Stacey Bolin, East Central University, Ada, Oklahoma

Proceedings Editor
Lilly Ye, Frostburg State University, Frostburg, Maryland
CONGRATULATIONS!

2020 Federation of Business Disciplines
Distinguished Paper Award

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

Prachi Gala
Elon University, Elon, North Carolina

Saim Kashmiri
University of Mississippi, Oxford, Mississippi

CONGRATULATIONS!

2020 Federation of Business Disciplines
Outstanding Educator Award

Vaidas Lukosius
Tennessee State University, Nashville, Tennessee

CONGRATULATIONS!

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

Adam J. Mills
Loyola University, New Orleans, Louisiana

ACME expresses its tremendous gratitude to Lou E. Pelton,
University of North Texas, for his vision and generosity in funding this award.
CONGRATULATIONS!
BEST PAPER IN TRACK AWARD WINNERS

**Branding and Brand Management Track**
*Emerging Nexus Between Self-Brand and Place Branding: City Attributes that Contribute to Strong Self-Brand Connections*
Matthew Vollrath, Ohio Wesleyan University, Delaware, Ohio
Ector Diaz, Fort Hays State University, Hays, Kansas
Braden Scott, Fort Hays State University, Hays, Kansas
Mallory Milstead, Fort Hays State University, Hays, Kansas
Bryanna Kohler, Fort Hays State University, Hays, Kansas
Robert Lloyd, Fort Hays State University, Hays, Kansas

**Ethics, Legal, and Public Policy Issues Track**
*Educational Outreach on Public Wetlands: Examining the Effectiveness of an Environmental Educational Program*
Julie Haworth, University of Texas at Dallas, Dallas, Texas
John McCaskill, University of Texas at Dallas, Dallas, Texas
James Harrington, University of Texas at Dallas, Dallas, Texas

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

2019 ACME AxcessCapon Teaching Innovation Award

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

Winner

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

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

Runner-Up

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

Crowdsourcing the Syllabus

Runner-Up

Laura Lott Valenti, Nicholls State University, Thibodaux, Louisiana

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

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

Don’t miss the finalist presentations for the 2020 Teaching Innovation Competition on Thursday, March 12, 2020, at 10:30 a.m.
Thank you to the ACME Track Chairs for 2019-2020. ACME greatly appreciates your service!

**Advertising and Integrated Marketing Communications**
Laura Lott Valenti, Nicholls State University, Thibodaux, Louisiana

**Branding and Brand Management**
Scott D. Roberts, University of the Incarnate Word, San Antonio, Texas

**Consumer Behavior and Psychology**
Weixing M. Ford, Texas A&M University - San Antonio, San Antonio, Texas
Haifeng Qi, East China University Science and Technology, Shanghai, China

**Ethics, Legal, and Public Policy Issues**
Julie Haworth, University of Texas at Dallas, Dallas, Texas
Kriti Chauhan, University of Louisiana at Monroe, Louisiana

**Ethnic and Multicultural Marketing**
Daniel Rajaratnam, University of Texas at Dallas, Texas

**Fashion Merchandising**
Sua Jeon, Texas Wesleyan University, Fort Worth, Texas

**Global and Cross-Cultural Marketing**
Yi-Chia Wu, Tarleton State University, Stephenville, Texas

**Health Care and Pharmaceutical Marketing**
Lilly Ye, Frostburg State University, Frostburg, Maryland
Mousumi Bose-Godbole, Fairfield University, Fairfield, Connecticut

**International Marketing and Global Trade**
Lili Gai, University of Texas at Permian Basin, Odessa, Texas
Narasimha Murthy, Welingkar Institute of Management, Bangalore, India

**Logistics and Supply Chain Management**
Madhav Pappu, Texas A&M University, College Station, Texas

**Macromarketing and Political Marketing**
Arne Baruca, Texas A&M University at San Antonio, Texas

**Marketing Education and Experiential and Service Learning**
Adam J. Mills, Loyola University, New Orleans, Louisiana

**Marketing Metrics, Data Analytics, and Methodology**
Pushkala Raman, Texas Woman’s University, Denton, Texas

**Marketing Strategy and Innovation**
C. Shane Hunt, Arkansas State University, Jonesboro, Arkansas

**Music, Fine Arts, and Entertainment Marketing**
Roberto Saldivar, University of Incarnate Word, San Antonio, Texas

**Professional Selling and Sales Management**
Atul Parvatiyar, Texas Tech University, Lubbock, Texas
Track Chairs (continued)

**Retailing and Electronic Commerce**
Yi-Chia Wu, Tarleton State University, Stephenville, Texas

**Social Media, Mobile Marketing, and Digital Marketing**
Rajasree K. N. Rajamma, Fairfield University, Fairfield, Connecticut
Cuauhtemoc Luna-Nevarez, Texas A&M University – San Antonio, San Antonio, Texas

**Student Research**
Nancy Albers, Louisiana State University-Shreveport, Louisiana
Caitlyn Albers, Louisiana State University-Shreveport, Louisiana

**Tourism and Hospitality Marketing**
Prachi Gala, Elon University, Elon, North Carolina

**ACME Reviewers**

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

Irfan Ahmed, Sam Houston State University, Huntsville, Texas
Esmeralda De Los Santos, University of the Incarnate Word, San Antonio, Texas
Türkân Dursun-Kılıç, West Texas A&M University, Canyon, Texas
Weixing M. Ford, Texas A&M University - San Antonio, San Antonio, Texas
Daniel Gordy, Northwestern State University of Louisiana, Natchitoches, Louisiana
Renée Gravois, Sam Houston State University, Huntsville, Texas
Julie Haworth, University of Texas at Dallas, Dallas, Texas
Tom Henderson, University of Texas at Dallas, Dallas, Texas
David Horton, Northwestern State University of Louisiana, Natchitoches, Louisiana
Eddie Horton, Northwestern State University of Louisiana, Natchitoches, Louisiana
C. Shane Hunt, Arkansas State University, Jonesboro, Arkansas
Marilyn Kaplan, University of Texas at Dallas, Dallas, Texas
Priyanka Khandelwal, West Texas A&M University, Canyon, Texas
Kristen Lawson, University of Texas at Dallas, Dallas, Texas
Cuauhtemoc Luna-Nevarez, Texas A&M University – San Antonio, San Antonio, Texas
Victoria McCrady, University of Texas at Dallas, Dallas, Texas
Enda McGovern, Sacred Heart University, Fairfield, Connecticut
Jillian McNally, University of Texas at Dallas, Dallas, Texas
Sanjay S. Mehta, Sam Houston State University, Huntsville, Texas
Kathleen S. Micken, Roger Williams University, Bristol, Rhode Island
Adam J. Mills, Loyola University, New Orleans, Louisiana
Gerardo Moreira, Sacred Heart University, Fairfield, Connecticut
Iman Naderi, Fairfield University, Fairfield, Connecticut
Haifeng Qi, East China University Science and Technology, Shanghai, China
Scott D. Roberts, University of the Incarnate Word, San Antonio, Texas
Michael Sciandra, Fairfield University, Fairfield, Connecticut
Nazuk Sharma, Fairfield University, Fairfield, Connecticut
Ruth Taylor, Texas State University, San Marcos, Texas
Danny Upshaw, Northwestern State University of Louisiana, Natchitoches, Louisiana
Atefeh Yazdanparast, University of Evansville, Evansville, Indiana
Debra Zahay-Blatz, St. Edwards University, Austin, Texas
Mel F. Zuberi, Hood College, Frederick, Maryland
### SESSION A

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

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

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

### SESSION B

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

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

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

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

*The Role of Microplastics in Business: Perceptions and Actions*

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

*Marketers as Appropriate Marital Partners: Future Prospects and Historical Perspectives*

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

*Political Marketing Communication: A Comparison and Contrast of FDR’s Fireside Chats and Trump’s Tweets*

Charlotte Allen, Stephen F. Austin State University, Nacogdoches, Texas

### Session Break

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

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

### SESSION A

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

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

Speakers: Debra Zahay-Blatz, St. Edwards University, Austin, Texas  
Wes Pollitte, St. Edwards University, Austin, Texas  
Holly Syrdal, Texas State University, San Marcos, Texas
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 11, 2020
(Wednesday)

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

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

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

CEOs’ Level of Confidence, Marketing Outcomes, and Role of Marketing Power  
Prachi Gala, Elon University, Elon, North Carolina  
Saim Kashmire, University of Mississippi, University, Mississippi

Inventory Stratification Aids in Determining Dynamic Cycle Count Indicators  
Erin Plocinski, Texas A&M University, College Station, Texas  
Lei Xie, Texas A&M University, College Station, Texas  
Malini Natarajarathinam, Texas A&M University, College Station, Texas

New Warehouse to Improve Efficiency, Production, Profitability, and Safety—A Single Case Study  
Kathryn Esparza, Texas A&M University, College Station, Texas  
Lei Xie, Texas A&M University, College Station, Texas  
Malini Natarajarathinam, Texas A&M University, College Station, Texas

Centralization in the Negotiation of Sea Freight  
Oscar Rodriguez, Texas A&M University, College Station, Texas  
Lei Xie, Texas A&M University, College Station, Texas  
Malini Natarajarathinam, Texas A&M University, College Station, Texas

Share of Voice: The Competitive Effect of Advertising Spending on Market Dominance  
Rae Yule Kim, Rutgers Business School, New Brunswick, New Jersey

Interoperability in Strategic Alliances  
Irfan Ahmed, Sam Houston State University, Huntsville, Texas

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

ACME Volunteer Opportunities
Interested in volunteering for the 2021 ACME Conference in Galveston, Texas? Contact Türkan Dursun-Kilic, ACME Program Chair for 2020-2021, at tkilic@wtamu.edu.
SESSION A  Ethically Mining and Managing Consumer Data
Special Session | Ethics, Legal, and Public Policy Issues Track

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

Review of “Reassuring Consumers on the Use of Their Data” by Hal Conick
Julie Haworth, University of Texas at Dallas, Dallas, Texas

Looking at the Different Approach of the U.S. Vs. EU – Opt in Vs. Opt out
Daniel Rajaratnam, University of Texas at Dallas, Dallas, Texas

The Equifax Case Study
Kriti Chauhan, University of Louisiana at Monroe, Louisiana

Mining Data Responsibly in Social Media Marketing
Mel F. Zuberi, Hood College, Frederick, Maryland

Synthesis of the Key Findings from the Presenters
Julie Haworth, University of Texas at Dallas, Dallas, Texas

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

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

Individual Level Market Orientation of the Faculty/Staff Members
Ceyhan Kilic, Tarleton State University, Stephenville, Texas
Türkan Dursun-Kilic, West Texas A&M University, Canyon, Texas

The Use of Discord in an Academic Setting
Eddie Horton, Northwestern State University of Louisiana, Natchitoches, Louisiana
Danny Upshaw, Northwestern State University of Louisiana, Natchitoches, Louisiana
Daniel Gordy, Northwestern State University of Louisiana, Natchitoches, Louisiana
David Horton, Northwestern State University of Louisiana, Natchitoches, Louisiana

Flawed Multiple-Choice Final Exam Items Cause Skewed Assurances of Learning: Simple Statistical Audits Provide Principles of Marketing Instructors and Their Departments Continuous Improvement Guidelines: A Three-Phase Case Study
Ruth Taylor, Texas State University, San Marcos, Texas

Becoming Comfortable in the Uncomfortable: Preparing Students to Deal with Ambiguity
Pam Richardson-Greenfield, Radford University, Radford, Virginia
Esther Swilley, Kansas State University, Manhattan, Kansas

How Higher Education Can Benefit from Core Marketing Principles
Sanjay S. Mehta, Sam Houston State University, Huntsville, Texas
Vivek S. Natarajan, Lamar University, Beaumont, Texas
Gopala Ganesh, University of North Texas, Denton, Texas
SESSION C  Branding and Brand Management
Panel Discussions  |  Branding and Brand Management Track

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

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

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

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

SESSION A  The Role of New Analytics Technologies in Marketing Distribution Channels
Special Session  |  Logistics and Supply Chain Management Track

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

Panel:  *Predictive Audiences: Go Deeper with AI to Reach Consumers Who May Look Nothing Alike but Exhibit Similar Behaviors*
- Todd Stech, International Business Machines, Houston, Texas
- Mel F. Zuberi, Hood College, Frederick, Maryland
- Madhav Pappu, Texas A&M University, College Station, Texas

Case Study:  *AI and Blockchain Case Studies. Examples of Projects Deployed by Organizations: ROI Generated, Lessons Learned, and Wave 2 Case Development*
- Todd Stech, International Business Machines, Houston, Texas

Presentation:  *Internet Penetration and Digital Marketing: Universal Acceptance and Getting the Next Billion Consumers Online*
- Rahul Gosain, Universal Acceptance Communications Working Group
- Mel F. Zuberi, Hood College, Frederick, Maryland
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 12, 2020 (Thursday)

10:30 a.m. – 12:00 p.m. Medina, Ballroom Level

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

Session Chair: Daniel Rajaratnam, University of Texas at Dallas, Texas
Panel: What’s App: Marketing a Foreign Language iPhone App
Panel Facilitator: Lou E. Pelton, University of North Texas, Denton, Texas
Sammi Halabi, University of North Texas, Denton, Texas
Lou E. Pelton, University of North Texas, Denton, Texas
Guanyu Geng, University of North Texas, Denton, Texas

Panel: Cross Cultural Challenges to Marketing
Panel Facilitator: Daniel Rajaratnam, University of Texas at Dallas, Texas
Daniel Rajaratnam, University of Texas at Dallas, Texas
Abhijit Biswas, University of Texas at Dallas, Texas

10:30 a.m. – 12:00 p.m. Regency Ballroom 6

SESSION C
ACME AxcessCapon Teaching Innovation Competition – Finalist Presentations

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

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

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

12:00 p.m. – 1:00 p.m.

Lunch on Your Own
Get together with some ACME and FBD colleagues and add conversation to your lunch!

ACME Volunteer Opportunities
Interested in volunteering for the 2021 ACME Conference in Galveston, Texas?
Contact Türkan Dursun-Kilic, ACME Program Chair for 2020-2021, at tkilic@wtamu.edu.
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 12, 2020
(Thursday)

1:30 p.m. – 3:00 p.m.  Guadalupe, Ballroom Level

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

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

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

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

1:30 p.m. – 3:00 p.m.  Regency Ballroom 6

SESSION B  Teaching Millennials
Panel Discussions | Marketing Metrics, Data Analytics, and Methodology Track

Session Chair:  Pushkala Raman, Texas Woman’s University, Denton, Texas

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

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

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

3:00 p.m. – 3:30 p.m.  Exhibit Hall - Regency Center

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

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.

82
ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 12, 2020
(Thursday)

3:30 p.m. – 5:00 p.m. Guadalupe, Ballroom Level

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

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

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

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

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

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

3:30 p.m. – 5:00 p.m. Medina, Ballroom Level

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

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

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

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

Social Capital on Instagram: Application for Small Apparel Retailers
Brittany McKeely, University of North Texas, Denton, Texas
Jiyoung Kim, University of North Texas, Denton, Texas
Sanjukta Pookulangara, University of North Texas, Denton, Texas
Xi Leung, University of North Texas, Denton, Texas
ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 12, 2020
(Thursday)

3:30 p.m. – 5:00 p.m. Regency Ballroom 5

SESSION C  
Creating Experiential Learning Opportunities Through Intra-Institutional Collaborations and Outreach  
Special Session | Marketing Education and Experiential Learning Track

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

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

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

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

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

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

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

3:30 p.m. – 5:00 p.m. Regency Ballroom 6

SESSION D  
Student Track  
Paper Presentations | Student Track

Session Chair:  Roberto Saldivar, University of Incarnate Word, San Antonio, Texas

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

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

The Effect of Augmented Reality on Brand Experience  
Raquel Nader, Universidad de Monterrey, México

Mayela Pineda, Universidad de Monterrey, México

Mayra Quiroga, Universidad de Monterrey, México

Miriam Flores, Universidad de Monterrey, México

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

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

Prachi Gala, Elon University, Elon, North Carolina
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 12, 2020
(Thursday)

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

FBD Presidential Welcome Reception – Badge required for entry

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

March 13, 2020
(Friday)

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

SESSION A  Developing Students’ Professional Skills Through Client-Based Projects

Special Session  |  Marketing Education and Experiential Learning Track

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

Classroom Activities that Help Build Students’ Consulting Skills
Renée Gravois, Sam Houston State University, Huntsville, Texas
Elizabeth Randon McDougal, Southeastern Louisiana University, Hammond, Louisiana

Student Motivation and Teamwork in Client Projects
Danica L. Schieber, Sam Houston State University, Huntsville, Texas

A Faculty/Client Partnership to Engage Students in Meaningful Feedback
Renée Gravois, Sam Houston State University, Huntsville, Texas
Chris Dehner, Modern Vacations and Destination Weddings, Houston, Texas
Krystal Aziz, Modern Vacations and Modern Destination Weddings, Houston, Texas

Prompting Student Reflection to Achieve Self-Actualization
Lucia S. Sigmar, Stephen F. Austin State University, Nacogdoches, Texas

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

SESSION B  Social Media, Mobile Marketing, and Digital Marketing

Research Presentations  |  Social Media, and Mobile and Digital Marketing Track

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

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

Can Cybersecurity Disclosures Help Marketers Win Consumer Trust?
Atefeh Yazdanparast, University of Evansville, Evansville, Indiana

Identity Construction Among College Students on Location-Based Anonymous Apps
Priyanka Khandelwal, West Texas A&M University, Canyon, Texas

85
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 13, 2020
(Friday)

10:00 a.m. – 10:30 a.m.  Exhibit Hall - Regency Center

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

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

10:30 a.m. – 12:00 p.m.  Live Oak, Hill Country Level

**PLENARY SESSION**

Members of all FBD associations are invited to attend.

**WELCOME TO THE WORLD OF HIGH-TECH MARKETING**
Terry Clark, Ph.D.
Dean and Professor of Marketing, College of Business
Southern Illinois University, Carbondale, Illinois

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

12:15 p.m. – 2:15 p.m.  Navarro, LCC

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

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

**THIS EVENT IS OPEN ONLY TO ACME MEMBERS AND REGISTERED GUESTS**

2:15 p.m. – 3:00 p.m.  Navarro, LCC

**NETWORKING AND PHOTOS**

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

March 13, 2020
(Friday)

3:00 p.m. – 3:30 p.m.  Exhibit Hall - Regency Center

FBD COFFEE BREAK

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!

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

3:30 p.m. – 5:00 p.m.  Live Oak, Hill Country Level

SESSION A  Branding and Brand Management
Research Presentations | Branding and Brand Management Track

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

Exploring the Factors that Affect Brand Stances on Political, Social, and Ethical Issues
Pramod Iyer, Middle Tennessee State University, Murfreesboro, Tennessee
Fuat Firat, University of Texas Rio Grande Valley, Texas
Mohammadali Zolfagharian, Bowling Green State University, Bowling Green, Ohio

Emerging Nexus Between Self-Brand and Place Branding: City Attributes that Contribute to Strong Self-Brand Connections
Matthew Vollrath, Ohio Wesleyan University, Delaware, Ohio
Ector Diaz, Fort Hays State University, Hays, Kansas
Braden Scott, Fort Hays State University, Hays, Kansas
Mallory Milstead, Fort Hays State University, Hays, Kansas
Bryanna Kohler, Fort Hays State University, Hays, Kansas
Robert Lloyd, Fort Hays State University, Hays, Kansas

Measuring Variety-Seeking Based on Product Attribute Space
Roozbeh Irani-Kermani, Sam Houston State University, Huntsville, Texas
Ardalan Mirshani, The Pennsylvania State University, University Park, Pennsylvania
Edward Jaenicke, The Pennsylvania State University, University Park, Pennsylvania

Non-Deceptive Counterfeit Purchase Behavior of Luxury Fashion Products
Devinder Sidhu, University in Patiala, India
Justin Paul, Rollins College, Winter Park, Florida, and University of Puerto Rico, Rio Piedras, Puerto Rico

ACME Volunteer Opportunities

Interested in volunteering for the 2021 ACME Conference in Galveston, Texas?
Contact Türkan Dursun-Kilic, ACME Program Chair for 2020-2021, at tkilic@wtamu.edu.
March 13, 2020
(Friday)

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

3:30 p.m. – 5:00 p.m.  Mesquite, Hill Country Level

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

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

Investigating the Effects of Smart Technologies on Consumers and Organizations
Estrella Diaz, University of Castilla-La Mancha, Spain
Águeda Esteban, University of Castilla-La Mancha, Spain
Rocio Carranza, University of Castilla-La Mancha, Spain
David Martín-Consuegra, University of Castilla-La Mancha, Spain

The Impact of Product Scarcity Appeal on Consumer-Brand Relationship: Limited Quantity Scarcity vs. Limited Time Scarcity
Feng Tian, East China University Science and Technology, Shanghai, China
Haifeng Qi, East China University Science and Technology, Shanghai, China
Weixing M. Ford, Texas A&M University - San Antonio, San Antonio, Texas

Experience Quality in Indian Railways
Archit Tapar, Indian Institute of Management, Rohtak, Haryana, India
Vivek S. Natarajan, Lamar University, Beaumont, Texas
Sanjay S. Mehta, Sam Houston State University, Huntsville, Texas

Thank you for attending ACME 2020!
Please join us for the 2021 ACME/FBD Conference!
March 17-20, 2021  Galveston, Texas
Moody Gardens Hotel and Convention Center

Association of Collegiate Marketing Educators

88
### DECISION SCIENCES INSTITUTE
#### SOUTHWEST REGION

- **President**: Khaled A. Alshare, Qatar University
- **President Elect**: Matthew Lindsey, Stephen F. Austin State University
- **Program Chair**: Dan Peak, University of North Texas
- **Program Chair Elect**: Venugopal (Venu) Gopalakrishna-Remani, University of Texas at Tyler
- **Secretary**: Balaji Janamanchi, Texas A&M International University
- **VP - Finance**: Lynne Cagle Cox, University of North Texas
- **VP - Student Liaison**: Gayle Prybutok, University of North Texas
- **VP – Participant Services**: Gina Harden, Stephen F. Austin State University
- **Regional Archivist**: Carl M. Rebman, Jr., University of San Diego
- **Webmaster**: Will Senn, Emporia State University
- **Council Members**: Robert Cutshall, Texas A&M University – Corpus Christi
  - Mary Fischer, University of Texas at Tyler
  - Xianghui (Richard) Peng, Penn State Behrend
  - Michael E. Ellis, University of Central Arkansas
  - Kittipong Boonme, Texas Woman's University
  - Ferdi Eruysal, Texas A&M University - Central Texas
  - Denise Philpot, University of North Texas
  - Mark McMurtrey, University of Central Arkansas

### 2019-2020 TRACK CHAIRS

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

Workshop: Introduction to Python for Data Analysis
Wednesday, March 11, 2020, 1:00 p.m. - 5:00 p.m. Rio Grande Ballroom West
Michael E. Ellis and Carla J. Barber University of Central Arkansas

Workshop: Credit Score Modeling: A Hands-on Workshop that Builds a Traditional Credit Score Card via Binning and Logistic Regression
Wednesday, March 11, 2020, 1:00 p.m. - 5:00 p.m. Rio Grande Ballroom Center
David E. Douglas, Elizabeth A. Keiffer, University of Arkansas

Journal Editors Panel
Friday, March 13, 2020, 3:30 p.m. - 5:00 p.m. Regency Ballroom 1
Binshan Lin, Expert Systems with Applications, Moderator
Khaled A. Alshare, Studies in Business and Economics
Mary Fischer, Federation of Business Disciplines Journal
Kai S. Koong, International Journal of Services and Standards
Jason Chen, International Journal of Revenue Management

Doctoral Consortium
By Invitation Only
Friday, March 13, 2020, 12:30 p.m. – 5:00 p.m.

MEETINGS

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

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

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

RECIPIENT OF THE 2020 FEDERATION OF BUSINESS DISCIPLINES
DISTINGUISHED PAPER AWARD

Alpha Iota Delta Best Paper Award

Does the Factor Model Perform Well in Emerging Market? –
the Empirical Evidence of China Stock Market
M. Kabir Hassan, University of New Orleans
Selma Izadi, Loyola University
Yichi Zhang, University of New Orleans

RECIPIENT OF THE 2020 FEDERATION OF BUSINESS DISCIPLINES
OUTSTANDING EDUCATOR AWARD

Mark McMurtrey, University of Central Arkansas

RECIPIENT OF THE SWDSI DISTINGUISHED SERVICE AWARD

Victor R. Prybutok, University of North Texas

RECIPIENTS OF THE 2020 BEST STUDENT PAPER AWARDS

Comparative Analysis of Bankruptcy Prediction Models with Synthetic Sampling
John Garcia, Creighton University

The Use of Latent Semantic Analysis in Online Health Information Analysis
Heng Xie, University of North Texas

The Unique Factors Affecting Employee Performance in Non-profit Organizations
Charity Tinofirei, University of North Texas
Workshop A: Introduction to Python for Data Analysis

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

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

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

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

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

SWDSI Coffee Break for SWDSI Workshop Participants

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

48th Annual Conference
March 17 - 20, 2021
Moody Gardens Galveston
Galveston, Texas
March 12, 2020
(Thursday)
Rio Grande Ballroom East

MEETING Officers and Directors Meeting

Presiding: Khaled A. Alshare, University of Qatar

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

8:30 a.m. - 10:00 a.m. Chula Vista, Lobby Level

SESSION A Internet of Things and Big Data-I

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

Examining IoT and Infrared Communications as an Attack Vector and an Attack Surface
Brett Landry, University of Dallas
M. Scott Koger, NOAA

To Be Safe or Not Be Safe? That Is the 5g Question That We Ask of Thee?
Carl Rebman, Jr., University of San Diego
Hayden Wimmer, Georgia Southern University
Booker Queen, Minnesota State University, Mankato
Hyun Kim Sang, Kyungpook National University

Real Time Iot Data Analytics, 5G, and Blockchain
Li Xu, Old Dominion University
Ling Li, Old Dominion University
Yong Chen, Texas A&M International University
Hong Chen, Indiana University East

Forensics and the Internet of Things (IoT) - An Exploratory Study
Robert Vinaja, Texas A&M University – San Antonio

Improving Predictive Performance of the C4.5 Decision Tree Algorithm for Categorical Medical Data
Shaikh Shiam Rahman, Georgia Southern University
Hayden Wimmer, Georgia Southern University
Carl Rebman, Jr., University of San Diego
SESSION B  Management Information Systems-I

Session Chair:  Will Senn, Emporia State University

Finding Businesses without a License Using Data from Multiple Sources
Emanuel Reed, University of Arkansas at Little Rock
Leslie Brasell, University of Arkansas at Little Rock
Gordon Hartley, University of Arkansas at Little Rock
Mashal Alanazi, University of Arkansas at Little Rock
Wenjun Wang, University of Arkansas at Little Rock
Vess Johnson, University of Arkansas at Little Rock

Towards An Electronic Medical Record System for A Rural Haitian Medical Clinic
Kelly Fish, Arkansas State University
Gauri S. Guha, Arkansas State University

Technology Acceptance of E-HRM Tools By Manufacturing Workers
Dianna Boonme, Texas Woman's University
Kittipong Boonme, Texas Woman's University
Will Senn, Emporia State University

Developing a Preprocessing Strategy in Text Analytics: An Information Technology Job Types and Job Skills Case
Richard Woolridge, University of Arkansas at Little Rock
Vess Johnson, University of Arkansas at Little Rock

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

48th Annual Conference
March 17 - 20, 2021
Moody Gardens Galveston
Galveston, Texas
SESSION C  E-Commerce & Social Networking-I

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

The Impacts of Social Ties and Sentiment on Topic Popularity in Microblogs
Peiqin Zhang, Texas State University
Hsun-Ming Lee, Texas State University
Yihong Yuan, Texas State University

Personality and Social Commerce Preference
Chuleeporn Changchit, Texas A&M University - Corpus Christi
Robert Cutshall, Texas A&M University - Corpus Christi
Anh Pham, Texas A&M University - Corpus Christi

Social Commerce Adoption in Vietnam
Robert Cutshall, Texas A&M University - Corpus Christi
Dung Pham, Texas A&M University - Corpus Christi
Chuleeporn Changchit, Texas A&M University - Corpus Christi

Exploring the Tourists' Cognitive Hierarchies of Relationship Marketing Toward Travel Apps
Chin-Feng Lin, National Pingtung University
Ying-Chen Chen, National Pingtung University

Effects of Right to Control, Possession Attachment, and Willingness to Share on Digital Contents
Simon Lee, Eastern Illinois University
Abdou Illia, Eastern Illinois University

SESSION D  Operations & Project Management

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

The Changing Landscape of Inventory Management
Brent Gills, Deep Sea Investment Group
Mark McMurtry, University of Central Arkansas

A Proposed Methodology for Evaluating the Delphi Method in Requirements Elicitation for Software Development Projects
William Pugh, The University of Texas at San Antonio
Marco Villarreal, The University of Texas at San Antonio

Comparing Profit-Linked Performance Measurement Models Using Real-World Data
Mohan Rao, Texas A&M University - Corpus Christi

Data Analytics Curriculum With a Focus on the Introductory Course Content
Mohan Rao, Texas A&M University - Corpus Christi
SESSION E  Management, Healthcare & Organizational Behavior-I

Session Chair: Gayle Prybutok, University of North Texas

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

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

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

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

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

10:00 a.m. - 10:30 a.m.  Exhibit Hall – Regency Center

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

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

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.
SESSION A  Management Information Systems-II

Session Chair: Yulia Sullivan, Baylor University

R.A.G.E.: Moving Beyond Anger to Analyze Systems  
Delmer Nagy, Tarleton State University  
Blessing Inyang, Tarleton State University

A New Theory: The Aesthetic IT Artifact  
Daniel Peak, University of North Texas

Cyberbullying, Depression, and Suicidal Behaviors  
Yulia Sullivan, Baylor University

Crosswalking Electronic Thesis Dissertations Metadata towards an Integrated Library Database  
Kyle Herman, Georgia Southern University  
Hayden Wimmer, Georgia Southern University  
Carl Rebman, Jr., University of San Diego

SESSION B  E-Commerce & Social Networking-II

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

E-Payment Acceptance Among German Millennials: Subjective Norms and Demographic Background  
Joseph Thomas, University of Central Arkansas  
Alexander Chen, University of Central Arkansas  
Mark McMurtry, University of Central Arkansas

Factors Driving Adoption of Enterprise Social Software  
Gina Harden, Stephen F. Austin State University

Generational Values Marketing to GenXers in Twitter and Millennials in Instagram  
Valarie Bell, University of North Texas

E-Government Portals – A Global Analysis  
Robert Vinaja, Texas A&M University - San Antonio

An Insight Into Social Media's Continuance Use Phenomenon: Using Multi-Motive Factors  
Debalina Bera, University of North Texas  
Chang E. Koh, University of North Texas  
Yulia Sullivan, Baylor University
SESSION C  Quantitative Methods, Quality, & Business Analytics-I

Session Chair: Robert Pavur, University of North Texas

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

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

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

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

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.
SESSION D  Management, Healthcare & Organizational Behavior-II

Session Chair:  Gayle Prybutok, University of North Texas

Does Income Affect Care Quality? A Case Study
Jasmin Lindo, University of Houston Clear Lake
Pallavi Marepalli, University of Houston Clear Lake
Ryan Seapy, University of Houston Clear Lake
Waqar Ahmad, University of Houston Clear Lake
Xiaojun Shan, University of Houston Clear Lake
Zarrar Altamush, University of Houston Clear Lake

Good Life and Conflict Style: A Multi-Country Study
Yang Zhang, University of Texas at El Paso
Veena Prabhu, California State University, Los Angeles
Robert Tang, De La Salle-College of Saint Benilde
Kern Kwong, California State University, Los Angeles
Stephen McGuire, California State University, Los Angeles
Minghao Shen, Guangdong University of Foreign Studies
Tatiana Goroshnikova, Financial University under the Government of the Russian Federation

Using Technology to Reduce Hospital Visits for Older Americans
Heath Harllee, University of North Texas
Gayle Prybutok, University of North Texas

Do Bored Employees Go Above and Beyond? A Preliminary Proposal
Shih Yung Chou, Midwestern State University

Prevention Health Care Information Influences and Behavioral Changes
Alexander N. Chen, University of Central Arkansas
Scott Nadler, University of Central Arkansas
Hang Yang, University of Central Arkansas
Douglas E. Cherry, University of Central Arkansas
SESSION A  Student Track-III

Session Chair: Lynne Cagle Cox, University of North Texas

Integrating Means-End Chains, Kano Model and MANOVA to Explore the Product and Segmentation Strategy of Video Website
I-Ching Chen, National Pingtung University
Chin-Feng Lin, National Pingtung University

The Unique Factors Affecting Employee Performance in Non-Profit Organizations
Charity Tinofirei, University of North Texas

The Use of Latent Semantic Analysis in Online Health Information Analysis
Heng Xie, University of North Texas

What’s in A Report? That Which We Call A Metric in Nonprofits...
Lynne Cagle Cox, University of North Texas
Victor R. Prybutok, University of North Texas

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

SESSION B  Management Information Systems-III

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

Information Literacy of African American Entrepreneurs: What Factors Influence Perceived Usefulness of Mobile Technologies
Ronald Washington, University of the Incarnate Word

Reconciling Cybersecurity Protocols
Delmer Nagy, Tarleton State University
Harshit Taneja, Tarleton State University

Strategic Knowledge Management, IS Strategies, Dynamic Capabilities and Firm Performance: An Empirical Study in Brazilian
Adilson Yoshikuni, Fundação Getulio Vargas - EASESP
Alberto Albertin, Fundação Getulio Vargas - EASESP

Faculty Opinions on Student Preparation, Performance, and Evaluations 2019
Carl Rebman, Jr., University of San Diego
Hayden Wimmer, Georgia Southern University
Booker Queen, Minnesota State University, Mankato
Gwen White, Xavier University
Mark McMurtry, University of Central Arkansas
Fred L. Kitchens, Ball State University

100
1:30 p.m. - 3:00 p.m.  Regency Ballroom 1

SESSION C  E-Commerce & Social Networking-III

Session Chair:  Karen St John, Abilene Christian University

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

Crowdfunding Backer Motivations
Jeremy St John, Angelo State University
Karen St John, Abilene Christian University

The Effects of Information Privacy Concerns on Facebook User's Continuance Intention
Anitha Chennamaneni, Texas A&M University - Central Texas
Aakash Taneja, Stockton University
Shehryar Iqbal, Texas A&M University - Central Texas
Oluwafemi Akanfe, The University of Texas at San Antonio

Corporate Strategies of Social Media Advocates: An Exploratory Study
Taewon Hwang, Valdosta State University

Towards a Comprehensive Metric for Measuring Project Success Or Failure
Balaji Janamanchi, Texas A & M International University

1:30 p.m. - 3:00 p.m.     Regency Ballroom 4

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

Session Chair:  Sarbottam Bhagat, University of North Texas

Online Survey Design for A Biotechnology Trust Study
Xinyu Wei, University of North Texas
Victor Prybutok, University of North Texas

Predicting Online News Popularity Using Business Analytics
Sarbottam Bhagat, University of North Texas

The Role of ‘Junk’ in Informed Decision Making
Anjana Arunkumar, Arizona State University
Arun Madapusi, Northeastern State University

Factors Impacting Interactive Visual Aid Adoption
Thomas Dotter, University of the Incarnate Word
Vess Johnson, University of Arkansas at Little Rock
Arsalan Safari, Qatar University

101
SESSION E  Management, Healthcare & Organizational Behavior-III

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

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

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

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

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

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

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.

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

Session Chair: Kevin Watson, Louisiana Tech University

Big Data Analytics and Individual Privacy: Examining the Online User Privacy Concerns
Rajiv Dahiya, Louisiana Tech University
Kevin Watson, Louisiana Tech University

The Influence of ES-CSF Profile Configurations and Human Capital on Organizational Performance
Daniel A. Cernas Orti, Universidad Autónoma del Estado del México
Arun Madapusi, Northeastern State University

Investigating the Influence of ES Data Quality on Information Quality
Arun Madapusi, Northeastern State University
Daniel A. Cernas Orti, Universidad Autónoma del Estado del México

SAP Enterprise (ERP) Data Privacy Security and Governance on Cloud
Syed Ali, University of Houston Downtown
Tahereh Jafari Jafari, University of Houston Downtown

SESSION B  Accounting-I

Session Chair: Efosa Idemudia, Arkansas Tech University

Tiny Town - A Case Study
Sheena Gammon, Arkansas State University
Judy Reed, Arkansas State University

An Empirical Analysis of Survey Data about Comprehension of Collaboration
Efosa Idemudia, Arkansas Tech University
Ralph Ferguson, Texas Tech University

Determinants of Codes (Rules) of Professional Conduct for the Accounting Profession Among Licensing Jurisdictions
Rusty (Russell) Calk, Texas A&M University - Central Texas
Angela Patrick, Texas A&M University - Central Texas
Robert Tennant, Texas A&M University - Central Texas

Religiosity Level and Moral Development of Future Business Leaders: Studies Using Values Hierarchy
Marek Pawlak, The John Paul II Catholic University of Lublin
Christy McLendon, University of New Orleans
Dinah Payne, University of New Orleans

Evaluating Municipality Financial Data Conformity to Benford's Law
Mary Fischer, University of Texas at Tyler
Cheryl Prachyl, University of Texas at Arlington
SESSION C  DSS & Expert Systems - II

Session Chair:  Mary White, LSU Shreveport

Optimal Equipment Replacement Decision: Profit Maximization Vs Cost Minimization
Yuri Yatsenko, Houston Baptist University
Natali Hritonenko, Prairie View A&M University

An Adaptive Approach for An Intelligent Order Shipment Scheduling With Dynamic Warehouse Selection
Abhijit Nag, Texas A&M University-Central Texas

Measuring Gentrification: An Empirical Analysis of Data Availability and Decision Rules
Mary White, LSU Shreveport
Douglas White, LSU Shreveport

The Success Or Failure of Data Warehousing: An Integrated Framework
Liang Chen, West Texas A&M University

Resources, Time and Cost Estimation of IT Projects That Employ A Scrum-Based Methodology: An Application of Stochastic Simulation
James Burns, Texas Tech University
Pinyarat Sirisomboonsuk, The University of Texas Permian Basin
Balaji Janamanchi, Texas A & M International University

SESSION D  Student Track-I

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

Alzheimer's Disease and Cognitive Reserve Among Elderly Women
Keya Sen, University of North Texas

Benefits, Problems, and Strategies of Electronic Health Records
Leann Boyce, University of North Texas

Candidate Experience and Its Cycle in the Hiring Process: An Analysis of Student Employees
Marysol Villeda, Tarleton State University

Comparative Analysis of Bankruptcy Prediction Models with Synthetic Sampling
John Garcia, Creighton University

Electric Car Rental Motivation in Five States
Adeela Gulzari, University of North Texas
Edwin Wang, University of North Texas
SESSION E  Innovative Education-I

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

Facilitating Online Education Through the Use of Open Educational Resources
Colleen Carrraher Wolverton, University of Louisiana at Lafayette

Exploring the Roles of Personalization and Codification on Online and Face-To-Face Students’ Performance
Kamphol Wipawayangkool, Sam Houston State University
Juliana Lilly, Sam Houston State University

Individual Level Market Orientation of the Faculty Members
Ceyhan Kilic, Tarleton State University
Türkan Dursun-Kilic, West Texas A&M University

Compiling Toward An Understanding of Sampling Distributions
Ryan Phelps, Stephen F. Austin State University
Emiliano Giudici, Stephen F. Austin State University
William Long, Stephen F. Austin State University

Critical, Analytical, and Creative Thinking: A Framework for Skill Development and Assessment
Mary Helen Fagan, University of Texas at Tyler

FBD Coffee Break

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

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.
SESSION A  Economics, Law & Finance-I

Session Chair:  Alexander Chen, University of Central Arkansas

*Personality Attributes That Make a Successful Minority Entrepreneur*
Alexander Chen, University of Central Arkansas
Michael Blanchett, University of Central Arkansas
Michael Rubach, University of Central Arkansas
Thomas Synder, University of Central Arkansas
Jalen Graham, University of Central Arkansas

*Interest Rate Pass-Through in Some Selective Latin American Economies Over the Post U.S. Subprime Mortgage Crisis*
Chu Nguyen, University of Houston-Downtown

*Using Financial Statement Information to Find Value Stocks among Banks*
Ata Yesilyaprak, Misericordia University

*A Deeper Look into the Linkage Between Corporate Social and Financial Performance*
Kevin Lee, University of Tampa
Ru-Shiun Liou, The University of Tampa
Nai Lamb, The University of Tennessee at Chattanooga

*E-Payment Adoption in Saudi Arabia*
Alexander Chen, University of Central Arkansas
Scott Nadler, University of Central Arkansas
Adje Sohui Anide, University of Central Arkansas
Joseph Thomas, University of Central Arkansas

SESSION B  Marketing & International Business-I

Session Chair:  Alsius David, University of North Texas

*Brand Image and Choice of Business Major: Theoretical Considerations*
Türkan Dursun-Kilic, West Texas A&M University
Ceyhan Kilic, University of Houston-Downtown

*Factors Influencing Consumers’ Artificial Intelligence (AI) Use*
Mohammed Hussein, Prairie View A&M University

*Understanding User Motivations to Engage in Virtual Experiences*
Alsius David, University of North Texas

*Exploring the Implications of Perceptual Segmentation Toward the Rewarded Ads in Play and Leisure Constraints*
Chin-Feng Lin, National Pingtung University
Shu-Ting Hsu, National Pingtung University
SESSION C  Student Track-II

Session Chair: Fouad Mirzaei, University of North Texas

Exploring the Perceptual Implications of Customer-To-Customer Interactions: An Example of Group Package Tour
Chin-Feng Lin, National Pingtung University
Yu-Hui Su, National Pingtung University

Gaming Live Streaming Commercials Analysis
Fouad Mirzaei, University of North Texas
Yasemin Tarakci, University of North Texas
Hakan Tarakci, University of North Texas
Edwin Wang, University of North Texas

Identify Essential Risk Factors for Diabetic Retinopathy
Ru Wang, Oklahoma State University

Impact of the Length of Stay on Readmission Percentage and Determination of Cohort of Patients and Influence of Length of Stay on Readmission Rates to Decide Resource Allocation and Reduce Financial Impact for a Texas Not-For-Profit Healthcare System
Rodrigo De Almeida Rocha, The University of Texas at Tyler
Mary Fischer, The University of Texas at Tyler
Venugopal Gopalakrishna-Remani, The University of Texas at Tyler

Impact of the Length of Stay, Cohort of Patients and Age on Wheel Chair As Dispatch Mode for A Texas Not for Profit Healthcare System
Mary Fischer, The University of Texas at Tyler
Venugopal Gopalakrishna-Remani, The University of Texas at Tyler
David Shamburger, The University of Texas at Tyler
SESSION D  Innovative Education-II

Session Chair:  Jack Crumbly, Tuskegee University

Student Discoveries of the Effectiveness of Students Using Their Personal Technology in Business Class Meetings
Pamela Baker, Texas Woman's University
Pat Driscoll, Texas Woman's University

Walk the Talk Over Being Agile in Higher Education: Motivations, Processes and Practices
Elizabeth Prejean, Northwestern State University
Weiwen Liao, Northwestern State University
Melissa Aldredge, Northwestern State University
Curtis Penrod, Northwestern State University
Carmella Parker, Northwestern State University

Implementing No/Low Code Development in Systems Analysis and Design
Jack Crumbly, Tuskegee University

Using Google Colab for Data Visualization
Guoying Zhang, Dillard College of Business Administration, Midwestern State University

An Analysis of the Profile of Data Analytics Faculty
Robert Vinaja, Texas A&M University - San Antonio

12:00 p.m. – 1:20 p.m.  50th Anniversary Celebration Luncheon  Rio Grande Ballroom East

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

1:20 p.m. – 5:00 p.m.  Rio Grande Ballroom East

SESSION A

Doctoral Consortium by Invitation Only – Must register with SWDSI to attend.

BRIEF AGENDA

Entering the Job Market  Gayle Prybutok, University of North Texas
Organizing your Job Search  John Heng Xie, University of North Texas
First Year as a Faculty Member  Ahasan Harun, University of North Texas
Earning Tenure  Gina Harden, Stephen F. Austin State University
Being a Productive Faculty Member  Will Senn, Emporia State University
Being a Good Colleague  Michael R. Lane, University of Louisiana Monroe
Publishing your Work  Mary Fischer, University of Texas-Tyler
SESSION B  Supply Chain, Logistics, & UAVs-I

Session Chair:  Yasemin Tarakci, University of North Texas

A Semi Passive RFID System for Yard Management
Farhad Moeeni, Arkansas State University
Jaouad Boukachour, University of Le Havre

A Study of Innovation Rate as a Reliability Problem
Yasemin Tarakci, University of North Texas
Hakan Tarakci, University of North Texas

An Analysis of the Oil and Gas Production Bottleneck Effect in the Permian Basin Using the Theory of Constraints
James Burns, Texas Tech University
Abdel Rahman Elbanna, University of Texas Permian Basin
Pinyarat Sirisomboonsuk, University of Texas Permian Basin

Applying Cross Efficiency Evaluation Methods for Multi-Objective Humanitarian Supply Chain Network Model
Jae-Dong Hong, South Carolina State University

The Evolution of Supply Chain Management in the Clothing Retail Industry
Syed Qadri, University of Central Arkansas
Mark McMurtry, University of Central Arkansas

Zepartzat Gozinto Reprise: Computing the Social Impact of Products and Organizations
Don Pope, Abilene Christian University
Olin Stovall, Abilene Christian University
Andy Little, Abilene Christian University

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

All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
SESSION C  Marketing & International Business-II

Session Chair:  Yang Zhang, University of Texas El Paso

Good Life and Leadership: Evidence from China, Philippines and the United States
Yang Zhang, University of Texas El Paso
Veena Prabhu, California State University, Los Angeles
Stephen Mcguire, California State University, Los Angeles
Kern Kwong, California State University, Los Angeles
Robert Tang, De La Salle College of Saint Benilde
Minghao Shen, Guangdong University of Foreign Studies

Impacts of AI Use on Consumers’ Perception of Luxury Brands
Pia Bertrand, IESEG School of Management
Jennifer Ziegelmayer, IESEG School of Management
Laurie Barfitt, Western New Mexico University

Is the Single-Retail Channel (I.E., Online Or Off-Line) Best Shopping Option Or the Multiple-Retail Channels to the ‘Generation-Y’?
Md Al-Emran, McNeese State University
Cynthia Cano, McNeese State University
Jeff Totten, McNeese State University

Social Entrepreneurship: A Comparative Study of the United States and Philippines
Yang Zhang, University of Texas El Paso
Veena Prabhu, California State University, Los Angeles
Michael Salcido, California State University, Los Angeles

Social Influence and Trial Willingness of Pecan in China
Hang Yang, University of Central Arkansas
Alexander N. Chen, University of Central Arkansas
Scott Nadler, University of Central Arkansas
Kan Jin, Zhejiang Open University
SESSION D  DSS & Expert Systems – I

Session Chair:  Arun Madapusi, Northeastern State University

Decision Making Under Uncertainty
Anjana Arunkumar, Arizona State University
Madapusi Arunkumar, Northeastern State University

Synthetic Knowing: A Self Driving Car Use-Case
Heena Rathore, Texas A&M University, Texarkana
Vikram Bhadauria, Texas A&M University, Texarkana
Abhay Samant, Texas A&M University, Texarkana

Cyberbullying on Social Media: A Critical Review
Binshan Lin, Louisiana State University Shreveport

A Survey of the Latest Advances in AI Deep Learning
Thuan Nguyen, University of North Texas

SESSION E  Innovative Education-III

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

Introduction to Blockchain Education in Diverse Populations
Jack Crumbly, Tuskegee University

50 Years of Decision Sciences in the Southwest: A Mixed-Methods Content Analysis
Robert Vinaja, Texas A&M University - San Antonio

Transformative Learning in Business Education: A Preliminary Content Analysis
Dennis Jones, Tarleton State University
Denae Dorris, Tarleton State University

How Shadow Prices Help Solve Linear Programs
George Boger, Texas A&M University-Texarkana
SESSION F  Accounting-II

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

Reducing Differences Between Stochastic Frontier Analysis and Data Envelopment Analysis Estimates of Banks’ Profit Efficiency: Evidence from Emerging Countries
Taisier Zoubi, The John Paul II Catholic University of Lublin
Dennis Olson, The John Paul II Catholic University of Lublin

Loss Avoidance and Expected Future Earnings: An International Comparison
B. Brian Lee, Prairie View A&M University

Taxability of Social Security Benefits: Triple Whammy When Congress Sits on Their Collective Hands for 36/26 Years?
Nathan Oestreich, San Diego State University

The Hegemonic Role of Accounting in Indigenous Cultures: A Study of the Democratic Republic of the Congo
Robert Tennant, Texas A&M University - Central Texas

Feature Transformation for Corporate Tax Default Prediction: Application of Machine Learning Approaches
M. Kabir Hassan, University of New Orleans
Zoynul Abedin, Collaborative Innovation Center for Transport Studies

SESSION A  Doctoral Consortium  by Invitation Only

Entering the Job Market  Gayle Prybutok, University of North Texas
Organizing your Job Search  John Heng Xie, University of North Texas
First Year as a Faculty Member  Ahasan Harun, University of North Texas
Earning Tenure  Gina Harden, Stephen F. Austin State University
Being a Productive Faculty Member  Will Senn, Emporia State University
Being a Good Colleague  Michael R. Lane, University of Louisiana Monroe
Publishing your Work  Mary Fischer, University of Texas-Tyler
SESSION B Supply Chain, Logistics, & UAVs-II

Session Chair: Mark McMurtrey, University of Central Arkansas

Evaluating the Competitiveness of Dubai International Airport
Sarah Almofeez, University of North Texas
Seock Hong, University of North Texas

Study of Impact of Economic Relations on Supply Chain and Logistics Performance
Himali Patil, University of North Texas
Seock Hong, University of North Texas

Supply Chain Network Design and Risk Management
Krishan Rana, Alabama A&M University
Emeka Dunu, Alabama A&M University

The Cost of Convenience and the Future of Supply Chain Management
Meagan Davis, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

The Effects of AI on Supply Chain Management
Jacob Kent, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

A Five-Variable Vendor Managed Inventory Model Under Four System Constraints
Weiwen Liao, Northwestern State University
Hui Zhi Yi, Manhattan Associates Inc.
SESSION C  Marketing & International Business-III

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

Social Media Use for Disaster Management: Exploring the Challenges for the Underserved Communities
Louis Ngamassi, Prairie View A&M University
Mia Whitaker, Prairie View A&M University
Fanesse Muyah, Prairie View A&M University
Jada Burks, Prairie View A&M University

Studying the Evolution of Artificial Intelligence (AI) Assistants Through the Lens of the Technology Acceptance Model (TAM)
Mohammed Hussein, Prairie View A&M University

The Influence of High Priced Offerings on Sequential Shopping Decisions
Najam Saqib, Laurentian University

Theory of Planned Behavior and Pecan Trial Willingness in China
Hang Yang, University of Central Arkansas
Alexander N. Chen, University of Central Arkansas
Scott Nadler, University of Central Arkansas
Kan Jin, Zhejiang Open University

SESSION D: Journal Editors Panel

Session Chair: Binshan Lin, Expert Systems with Applications,

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

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.
SESSION E  Management, Healthcare & Organizational Behavior-IV

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

Improving Game Day Decisions with Analytics
Lucas Rayburn, University of Arkansas at Little Rock
Amanda Dreyer, University of Arkansas at Little Rock
Vess Johnson, University of Arkansas at Little Rock

What Are Some Comorbidities of Hypertension? Some Insights Discovered from the National Health Interview Survey
Joseph Mollick, Texas A&M University - Corpus Christi
Judy Toscano, Texas A&M University - Corpus Christi

The Mediating Effects of Social Sustainability on Employee Engagement Practices and Economic Performance
Venugopal Gopalakrishna-Remani, University of Texas at Tyler
Nisha Kulangara, University of Texas at Tyler
Robert Sroufe, University of Texas at Tyler

Impact of EMS On Firm Environmental, Operational, and Firm Performance and the Mediating Effect of Environmental Innovation
Venugopal Gopalakrishna-Remani, University of Texas at Tyler
Nisha Kulangara, University of Texas at Tyler
Robert Sroufe, University of Texas at Tyler

“Corporate Philanthropy” --- Is it Really ‘CSR’ or ‘Sheer Lie’ to Cash Hidden Marketing Objectives?
Md Al-Emran, McNeese State University
March 13, 2020  
(Friday)

3:30 p.m. - 5:00 p.m.   Bowie A, LCC

SESSION F  Innovative Education-IV

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

Investigating the Relationship Between Bicycle Drawing Test (BDT) and Learning Styles in  
Macroeconomics Courses  
Leslie Ramos Salazar, West Texas A&M University  
Stephen Hayward, West Texas A&M University

Assessing Experiential Learning in Business Policy Courses  
Pamela Rogers, Stephen F. Austin State University  
Matthew Lindsey, Stephen F. Austin State University

The Impact on Teaching Evaluations for Instructors Using Writing and a Social Justice Framework for  
Teaching Operations Management Concepts  
Queen Booker, Minnesota State University, Mankato  
Fred L. Kitchens, Ball State University  
Carl Rebman, Jr. University of San Diego

Simulation Games in Decision Sciences: The State of the Art and Customization  
Franziska Renz, The University of Texas at El Paso  
Julian Vogel, The University of Texas at El Paso

Assessing the Performance of Innovation Research in Business Education: A Bibliometric Study  
Michael Porter, Alabama A&M University
SESSION A  Economics, Law & Finance-II

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

Strict Trade Measures, Flexible Financing
Veyssel Avsar, Texas A&M University - Corpus Christi

How An Automated Algorithmic Trader Wins the Game?
Bo Han, Texas A&M University-Commerce

An ICT-Led Framework for Rural Economic Development in South Africa
Patrick Ndayizigamiye, University of Johannesburg
Stella Bvuma, University of Johannesburg
Efosa Idemudia, Arkansas Tech University

Which Came First, Finance Or Math Literacy?
William Johnson, Texas A&M - Corpus Christi

SESSION B  Economics, Law & Finance-III

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

Yasemin Tarakci, University of North Texas

Failed Medical Innovation and Firm Value
M. Kabir Hassan, University of New Orleans
Omer Unsal, Merrimack College

M. Kabir Hassan, University of New Orleans
Selma Izadi, Loyola University
Yichi Zhang, University of New Orleans

Self-Insurance: When and When Not to Choose
Mingdelun Chen, Guangzhou City Investments
John Seydel, Arkansas Tech University

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

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

Recipient of the Distinguished Paper Award - Federation of Business Disciplines

More Than Just Agents: The Effect of Top Managers’ Psychological Ownership
Franziska Renz, The University of Texas at El Paso

2020 SWAM Outstanding Educator

Abbie Lambert, University of Central Oklahoma

Recipient of the 2020 Southwest Academy of Management Best Reviewer Award

Robert Lloyd, Fort Hays State University
2020 TRACK CHAIRS

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

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

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

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

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

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

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

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

◆

All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)

March 11, 2020
(Wednesday)

10:30 a.m. – 12:00 p.m. Chula Vista Boardroom, Lobby Level

SPECIAL SESSION

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

12:00 p.m. – 1:30 p.m. Blanco, Hill Country Level

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

PLENARY SESSION: Reflections of the Deans

Facilitators:
Kenneth Sweet, Texas A&M University – San Antonio
Ethan P. Wa130
ples, University of Houston – Downtown

Panelists:
Dr. Forrest Aven, Dean of the H-E-B School of Business, University of the Incarnate Word
Dr. Gerry Sanders, Dean of the College of Business, University of Texas at San Antonio
Dr. Robert F. Scherer, Dean of the School of Business, Trinity University
Dr. Tanuja Singh, Dean of the Greehey School of Business, St. Mary’s University

1:30 p.m. – 3:00 p.m. Blanco, Hill Country Level

TRACK TITLE: Management Education: Professional Development

SESSION A: PDW → Working to Get an Edge

Resume Mining: Teaching Students How to Play the Game

Facilitator:
Emily Hammer, West Texas A&M University

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

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

♦♦♦

48th Annual Conference
March 17 - 20, 2021
Moody Gardens
Galveston, Texas
March 11, 2020
(Wednesday)

1:30 p.m. – 3:00 p.m.    Frio, Hill Country Level

TRACK TITLE:  Management Education: Professional Development

SESSION B:  POWER PDW – 2tn1 ➔ Organizational Change and Growth

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

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

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

PDW 2: Unleash Your Team Member Value

Facilitator:  Luci Parmer, Southeastern Oklahoma State University

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

1:30 p.m. – 3:00 p.m.    Llano, Hill Country Level

TRACK TITLE:  Management Education: Pedagogical Innovations / Pedagogical Research

SESSION C:  Multilevel Issues in Teaching and Learning

Session Chair:  Kenneth Sweet, Texas A&M – San Antonio
Discussant:  Vance Lewis, The University of Central Arkansas

Accredititis: Reflections on Business Faculty Recruitment Among AACSB Accredited Institutions
Carlos Baldo, Colorado Mesa University
Justin Wareham, Oklahoma City University
Richard Vail, Colorado Mesa University
Ana Holguin, Colorado Mesa University

Developing an Integrated, Conceptual Teaching Framework for Effective Online Education
Sheron Lawson, Wayland Baptist University

An Examination of the Impact of International Student Status on Global Virtual Teams
Kerri Crowne, Widener University

Developing a Business Analytics Curriculum for all Undergraduate Business Students
Gerald Burch, Texas A&M University – Commerce
Joe Brodnax, Texas A&M University – Commerce
Jana Burch, Tarleton State
Peter Drewes, Lockheed Martin
March 11, 2020
(Wednesday)

1:30 p.m. – 3:00 p.m.    Nueces, Hill Country Level

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

SESSION D: Theoretical Lenses of Strategy

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

Hurricane Harvey and Sensemaking: The Power of the Narrative
Walter Scott Sherman, Texas A&M University – Corpus Christi
Randall Harris, Texas A&M University – Corpus Christi

Forty Years and Still Evolving: The Theory of Constraints
Jim McCleskey, Western Governors University

Evolution of Coopetition: Does the Sequence Matter?
Leyla Orudzheva, Texas A&M University – Central Texas
Elisabeth Struckell, University of North Texas

3:00 p.m. – 3:30 p.m.    Outside Nueces, Hill Country Level

SWAM COFFEE BREAK

3:30 p.m. – 5:00 p.m.    Nueces, Hill Country Level

TRACK TITLE: Managing Human Capital: Human Resources / Careers / Diversity

SESSION A: Investing in Your Workforce

Session Chair: Stephen Jaros, Southern University and A&M College
Discussant: Gayle Baugh, University of West Florida

Exploring The Mechanism of Diversity Training through Job Embeddedness In a Diversified Workplace
Yang Zhang, University of Texas El Paso
Veena Prabhu, California State University, Los Angeles

Industry Competition and Training Investment: Evidence From The U.S. And China
Yingchun Wang, University of Houston – Downtown
### TRACK TITLE: People at Work: Organizational Behavior / Leadership

#### SESSION B: Forget Eating the Frog and Moving the Cheese: New Directions on Understanding Individual Motivation

Session Chair: **Stephanie Black**, Texas A&M University – San Antonio  
Discussant: **Jason Eliot**, University of Central Oklahoma

*Is Grit Hurting You? The Dark Side of Psychological Resource in Goal Pursuit*

**Rahman Khan**, Universite de Pau et des Pays de l'Adour  
**Jean Pierre Neveu**, Universite de Pau et des Pays de l'Adour

*Don’t Be Scared! Understanding the Role of Psychological Resources in Goal Pursuit*

**Rahman Khan**, Universite de Pau et des Pays de l'Adour  
**Jean Pierre Neveu**, Universite de Pau et des Pays de l'Adour

*Why do Individuals Volunteer? An Empirical Test of Social Identity Theory and Volunteerism*

**Abby Dodge**, Wayland Baptist University  
**Samantha Murray**, Wayland Baptist University  
**Mark Bell**, Wayland Baptist University

### TRACK TITLE: Management Education: Professional Development

#### SESSION C: POWER PDW – 2IN1 → Developing the Modern Faculty

**PDW 1:** *On Writing and the Ph.D. Student: Some Things You Need to Know but Nobody Will Tell You*

Facilitator: **Dan Lichter**, Benedictine University

Participants will leave this workshop with new or refined strategies to maximize the utility of their writing, new tools and resources to make the process of writing easier (or at least very slightly less painful), and perhaps a greater awareness of one’s self as a writer.

Attendees are asked to register in advance and prepare in advance and bring 3 hard copies of a short (3-5 pages) sample of their writing in APA format, and to bring along with them an open mind for constructive feedback; a willingness to network and share with fellow writers who aspire to continually improve in their own writing endeavors.

**PDW 2:** *The Gratitude Visit: An Application of Written and Oral Communication for Business Students*

Facilitators: **John Davis and Doug McIntyre**, Hardin – Simmons University

This session will focus on telling and showing faculty how to implement the writing and speaking requirement of giving gratitude into their business courses. In addition, there will be discussion of the adequate use of language to render expressions of gratitude effective as incorporated in HSU’s Job Search and Industry Analysis course.
3:30 p.m. – 5:00 p.m.    Llano, Hill Country Level

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

SESSION D:

Session Chair: David Epstein, University of Houston – Downtown
Discussant: Saheli Nath, University of Central Oklahoma

*The Moderating Impact of Globalization on Entrepreneurship*

Ector Diaz, Fort Hays State University
Bryanna Kohler, Fort Hays State University
Robert Lloyd, Fort Hays State University

*Which Firms are in the Competition? The Demand Side of the Story*

Soo Jung Kim, Texas A&M University – Central Texas
Brad Almond, Texas A&M University – Central Texas

*Business Analytics Capabilities, Strategic Decision Making and Firm’s Competitive Advantage: A Conceptual Framework*

Rajiv Dahiya, Louisiana Tech University
Bruce Walters, Louisiana Tech University

3:30 p.m. – 5:00 p.m.    Pecos, Hill Country Level

TRACK TITLE: Doctoral Consortium

SESSION E: Session 1: Meet, Greet, and Discuss

Session Chair: Robert H. Epstein, University of Central Oklahoma

5:00 p.m. – 6:00 p.m.    Frio, Hill Country Level

SPECIAL SESSION
Planning Meeting for the SWAM 2021 Conference
Galveston, Texas, March 17-20, 2021

Presiding: Natasa Christodoulidou, California State University Dominguez Hills
Program Chair-Elect, Southwest Academy of Management, 2020-2021

Help shape SWAM’s next meeting to be held in Galveston, Texas, at the Moody Gardens Galveston, March 17-20, 2021. Join in a thoughtful exchange of ideas and creative suggestions as we seek to continually improve the SWAM conference experience.
TRACK TITLE: Organizational Mission: Organizational Theory / Strategic Management / International Management

SESSION A: The Top of the Food Chain – Musings on CEOs and TMTs

Session Chair: Saheli Nath, University of Central Oklahoma
Discussant: Leyla Orudzheva, Texas A&M University – Central Texas

*Twitter and YouTube and Facebook, Oh My! How CEOs Streaming on New Media can Impact Perceptions*

Nicolina Weaver, University of Texas Arlington

*Do Clawbacks Affect Executive Turnover?*

David Epstein, University of Houston – Downtown
Zishang (Cathy) Liu, University of Houston – Downtown
Candace TenBrink, University of Houston – Downtown

8:30 a.m. –10:00 a.m.

Sequin, LCC

TRACK TITLE: Managing Human Capital: Human Resources / Careers / Diversity

SESSION B: Contemporary Issues in HRM

Session Chair: Yingchun Wang, University of Houston - Downtown
Discussant: Alix Valenti, University of Houston – Clear Lake

*Applicants' Evaluations of Career Opportunities Using Signals from Social Networking Sites*

Andrew Johnson, Texas A&M University – Corpus Christi
Sue Joiner, Tarleton State University

*Role of Workplace Spirituality in Organizations: Mitigating Frustration and Turnover Intentions*

Johnson Varghese, University of North Texas

*Cave Walls to Boardrooms: The Role of Occupational Groups in Tattoo Regret*

Jennifer Flanagan, Texas Women's University
Vance Lewis, The University of Central Arkansas
Kendra Ingram, Southeastern Oklahoma State University
Lisa Stickney, University of Baltimore

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

48th Annual Conference
March 17 - 20, 2021
Moody Gardens
Galveston, Texas
TRACK TITLE: Management Education: Professional Development

SESSION C: POWER PDW – 2in1 → Increasing Student Involvement and Engagement

**PDW 1: The Influence of Peer Mentoring on First-Year Business Students’ Choice of Major and Academic Success**

Facilitators:
Nathan Tayero, University of Central Oklahoma
Suzanne Clinton, University of Central Oklahoma

This Pedagogical Research presentation and discussion will present some of the benefits that come about as a result of mentoring.

**PDW 2: Reflections on Student Centered Learning: Students Help Create the Syllabus!**

Facilitators:
Janie Gregg, University of West Alabama

Attendees (new and experienced faculty) experience the process that gets students involved in a student-centered learning environment that targets certain SLO’s from the student’s point of view. After a discussion of the process, a mini-syllabus handout will be given and some time will be used to put attendees in groups to create a revised one.

For a premier publishing opportunity, check out the peer-reviewed [FBD Journal](https://www.fbdonline.org/journal/) at $40.
March 12, 2020
(Thursday)

8:30 a.m. – 10:00 a.m.        Maverick B, LCC

TRACK TITLE: Managing Human Capital & People at Work

SESSION D: IGNITE!

Facilitator: Julio Canedo, University of Houston – Downtown

*Human Capital Resilience - A Strategic Advantage*
Jason Eliot, University of Central Oklahoma

*Our Diverse Generations Over Time*
Heather Staples, Texas A&M – San Antonio

*Equal Pay & Equal Opportunity: Academic & Field Research*
Janell Whaley, Benedictine University

*An Exploratory Study on Career Readiness*
Elizabeth Muniz, University of North Texas at Dallas
Eronia King, University of North Texas at Dallas

*Human Resource Development and Generation Z: A Research Agenda for Scholars and Scholar-Practitioners*
Greggory Keiffer, Houston Baptist University
Bryn Hammack-Brown, Tarleton State University

*Emotional Intelligence in Effective Leaders: Is it the Missing Factor?*
Bradley Winton, University of Dallas

8:30 a.m. – 10:00 a.m.        Garden Terrace, 1st Floor

SPECIAL SESSION (By Invitation Only)

SWAM Officers’ Meeting

Presiding: Veena P. Prabhu, California State University, Los Angeles
President, Southwest Academy of Management, 2019-2020

10:00 a.m. – 10:30 a.m.        Exhibit Hall – Regency Center

FBD Coffee Break

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

Attend poster sessions.

Great Door Prize Drawings take place at 10:15 a.m. in the Exhibit Area. *Must be present to win.*
TRACK TITLE: Management Education: Faculty-led Learning Opportunities

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

Facilitator: Justin Keeler, Ouachita Baptist University

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

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

10:30 a.m. – 12:00 p.m.    Sequin, LCC

TRACK TITLE: People at Work: Organizational Behavior / Leadership

SESSION B: Getting Past the Leadership Literature: New Perspectives on 21st Century Leadership

Session Chair: Stephanie Black, Texas A&M University – San Antonio
Discussant: Stephanie Black, Texas A&M University – San Antonio

Authentic Leadership and its Role in Building Meaningfulness and Engagement
Bradley Winton, University of Dallas

Ethics and the Philosophical Relationship to Leadership Theories
Timothy Ewest, Houston Baptist University

Labor Market Dynamics: A Reflection of Leadership Challenges
Sonia Aguilar, Texas A&M-Central Texas

All It Takes is Faith and Trust: Building Effective Leaders with Emotional Intelligence
Bradley Winton, University of Dallas

10:30 a.m. – 12:00 p.m.    Maverick B, LCC

TRACK TITLE: Doctoral Consortium

SESSION C: Session 2: Panel Speakers

Session Chair: Robert H. Epstein, University of Central Oklahoma
SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)

March 12, 2020
(Thursday)

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event Description</th>
</tr>
</thead>
</table>
| 12:00 p.m. – 1:30 p.m. | Rio Grande Ballroom East | **TRACK TITLE: SWAM Luncheon with Mayerland Harris, H-E-B HR Houston Division**

(Registration Required)

Presiding: Brian W. Kulik Northeastern State University
President Elect, Southwest Academy of Management, 2020-2021

SWAM LUNCHEON GUEST AND SPEAKER: Mayerland Harris, H-E-B HR Houston Division Office, Group Vice President of HR

*Note. SWAM Luncheon serves as Doctoral Consortium Session 3*

| 1:30 p.m. – 3:00 p.m. | Maverick A, LCC | **TRACK TITLE: The Single Business Enterprise: Entrepreneurship / Small Business / Family Business**

**SESSION A: Rethinking Enterprises**

Session Chair: Jennifer Flanagan, Texas Women's University
Discussant: Sonia Aguilar, Texas A&M University – Central Texas

*Presence in Foreign Markets, Ethnic Minority Ownership and Financial Performance of SMEs*
Lorenzo Ardito, Politecnico di Bari
Viviana D'Angelo, Politecnico di Bari
Antonio Messeni Petruzzelli, Politecnico di Bari
Enzo Peruffo, Politecnico di Bari

*Celebrity Status and New Venture Performance: Exploring the Antecedents of Celebrity Status*
Dan Chen, University of Texas at Arlington

*God and Golden Arches: Christian Thought About Enterprise in the 21st Century*
Chris Langford, University of Mary Hardin-Baylor

*Staying or Working Together: How Do Knowledge Workers Shape the Configuration and Trajectory of Coworking-Spaces*
Ricarda Bouncken, University of Bayreuth
Yixin Qiu, University of Bayreuth
1:30 p.m. – 3:00 p.m.  Maverick B, LCC

TRACK TITLE:  Change in Organizations: Organizational Development

SESSION B:  Panel Discussion  →  Reflections on the Role of the Application of Agile and Organization Development

Session Chair: Therese Yaeger, Benedictine University

Panelists:
Rob Reinhard, Drahnier Enterprises
Gerald Baraza, Benedictine University
Peter F. Sorensen, Benedictine University
Sonia Watson, College of DuPage
Therese Yaeger, Benedictine University

1:30 p.m. – 3:00 p.m.  Sequin, LCC

TRACK TITLE:  People at Work: Organizational Behavior / Leadership

SESSION C: The People Make the Place: Current Research on Fit, Climate, and Interpersonal Relationships

Session Chair: Adrian Guardia, Texas A&M – San Antonio
Discussant: Stephen Jaros, Southern University and A&M College

Dysfunctional Interpersonal Workplace Behavior Outcomes
Karen Leonard, University of Arkansas Little Rock
Karen McDaniel, Arkansas State University

Job Embeddedness to Citizenship Behavior: Role of Outcome Orientation and Relationships with Peers
Satvir Singh, Angelo State University
Yilu Wang, University of Texas at El Paso
Prajya Vidyarthi, University of Texas at El Paso

Expanding Person-Organization Fit: Considering Personal Values through a Regulatory Focus Perspective
Lauren Rich, The University of West Florida
John Batchelor, The University of West Florida
Gayle Baugh, The University of West Florida

Gender Differences on how a “Fixated” Work Climate Plays a Role on the Worker Getting “Fixated” in their Decisions of Priorities
Justin Keeler, Ouachita Baptist University
Robert Webster, Ouachita Baptist University
March 12, 2020
(Thursday)

1:30 p.m. – 3:00 p.m.    Navarro, LCC

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

SESSION D: Social Responsibility, Community, & Relationships

Session Chair: Brian Kulik, Northeastern State University
Discussant: Justin Wareham, Oklahoma City University

Finding Strength in Differences: An Investigation of Regional Variations in Responsible Investing Practices
Saheli Nath, University of Central Oklahoma

Trust, Corruption, and the Mediating Role of Corporate Social Responsibility (CSR)
Namporn Thanetsunthorn, Pennsylvania State University-Shenango

A Brief History of Public Relations Ethics and Implications for Managers
Braden Scott, Fort Hays State University
Ector Diaz, Fort Hays State University

Reflecting on Teaching Business Ethics: Normative Instruction Should Include Behavioral Instruction
Lamar Reinsch, Lubbock Christian University
Vanda Pauwels, Lubbock Christian University

1:30 p.m. – 3:00 p.m.    Medina, Ballroom Level

TRACK TITLE: Doctoral Consortium

SESSION E: Session 4: Speed Dating

Session Chair: Robert H. Epstein, University of Central Oklahoma

3:00 p.m. – 3:30 p.m.    Exhibit Hall - Regency Center

FBD Coffee Break

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

Great Door Prize Drawings take place at 3:15 p.m. in the Exhibit Area. Must be present to win.
March 12, 2020  
(Thursday)

3:30 p.m. – 5:00 p.m.    
Navarro, LCC

TRACK TITLE: Recognition of SWAM 2020 Award Winners

***ALL SOUTHWEST ACADEMY OF MANAGEMENT SESSION***

Presiding: Manjula Salimath, University of North Texas
SWAM Outstanding Educator, Southwest Academy of Management 2019

SESSION A: Recognition of SWAM 2020 Award Winners

SWAM 2020 Best Paper
More Than Just Agents: The Effect of Top Managers’ Psychological Ownership
Franziska Renz, The University of Texas at El Paso

SWAM 2020 Outstanding Educator
Abbie Lambert, University of Central Oklahoma

SWAM 2020 Outstanding Reviewer
Robert Lloyd, Fort Hays State University

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

TRACK TITLE: Doctoral Consortium

Session 5: FBD Presidential Welcome Reception – Social Introductions

Session Chair: Robert H. Epstein University of Central Oklahoma

Doctoral students will have the opportunity to meet and mingle within and between SWAM and FBD members. Light appetizers and a cash bar are available. (Be sure to wear your badge)

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

FBD Presidential Welcome Reception – Badge required for entry

You are invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and a cash bar. Stop by to relax and wind down from the day’s conference activities before heading out for the evening. To enter the Exhibit Hall, all persons older than six years of age are required to wear their conference or guest badge. All badges can be obtained from the Registration area during their open hours.
March 13, 2020
(Friday)

8:30 a.m. – 10:00 a.m.    Regency Ballroom 1

TRACK TITLE: Management Education: Pedagogical Innovations

SESSION A: Developing the Learning Environment

Session Chair: Lee Tyner, University of Central Oklahoma
Discussant: Carlos Baldo, Colorado Mesa University

The Impact of Organizational and Professor Support on Students’ Intentions to Stay
Alix Valenti, University of Houston – Clear Lake
Clifton Mayfield, University of Houston – Clear Lake

Been There, Done That?: How Faculty Work Experience Impacts Student Evaluations of Teaching
Vance Lewis, The University of Central Arkansas
Kaye Mckinzie, The University of Central Arkansas

Learning Communities: Factors Influencing Faculty Involvement
Patricia LaPoint, McMurry University

Multisource Feedback as an Experiential Learning Enabler in Large-Format Management Classes
Stephanie Black, Texas A&M University – San Antonio
Sandra Degrassi, Texas A&M University – San Antonio
Kenneth Sweet, Texas A&M University – San Antonio

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.
TRACK TITLE: Management Education: Professional Development

SESSION B: POWER PDW – 2in1 → Challenges in Online Education

PDW 1: Applying Face-To-Face Teaching Techniques in the Online Environment to Increase Effectiveness of Discussion Board

Facilitators:
Samantha Murray, Wayland Baptist University
Suzanne Clinton, University of Central Oklahoma
Kimberly Merritt, Oklahoma Christian University
Abbie Lambert, University of Central Oklahoma
Abidemi Olaoye, University of Central Oklahoma

Facilitators will discuss concepts that might lead to effective learning in an online environment, as identified in the literature. These concepts include: time management, learner emotional intelligence, learner locus of control (Radovan, 2018); active and reflective learners (Cela, Sicilia, & Sanchez-Alonso, 2016; Felder & Silverman, 1988); discussion board structure and guidance (Cheung & Hew, 2005; Lee, 2013; Wyss, Freedman, & Siebert, 2014; Panadero & Honsson, 2013; Ertmer, Sadaf, & Ertmer, 2011). And more!

PDW 2: Assessing Online and Blended Learning: Challenges and Opportunities

Facilitators:
Veena P. Prabhu, California State University, Los Angeles
Yang Zhang, University of Texas at El Paso

A burgeoning demand for online and blended (hybrid) courses in higher education has led to universities addressing this demand with the number of online/blended courses being offered increasing nationally (19% per year; Allen & Seaman, 2010). More recently, the Fall 2017 report from the Education Department's National Center for Education Statistics shows while overall enrollment dropped by almost 90,000 students, the number of students who at least took a few of their coursework online grew by more than 350,000. But, are we assessing online/blended learning? We aim at providing some insight into this question.

10:00 a.m. – 10:30 a.m. Exhibit Hall – Regency Center

FBD Coffee Break

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 10:15 a.m. in the Exhibit Area. Must be present to win.
March 13, 2020
(Friday)

10:30 a.m. – 12:00 p.m.    Regency Ballroom 1

TRACK TITLE: Managing Human Capital: Human Resources / Careers / Diversity

SESSION A: Start from the Beginning – Considerations in Selection

Session Chair: Julio Canedo, University of Houston – Downtown
Discussant: Lauren Rich, University of West Florida

Person-Organization Fit: Using Personality Assessments as a Tool to Select and Hire Successful Special Agents
Amy Link, Wayland Baptist University
Samantha Murray, Wayland Baptist University

Individual Factors, Norms, and Organizational use of Social Networking Sites in Hiring Practices
Heather Staples, Texas A&M University – San Antonio
Stephanie Black, Texas A&M University – San Antonio

Reference Check: Review of a Central Selection Method
Andrew Johnson, Texas A&M University – Corpus Christi
Ryan Terry, Texas A&M University – Corpus Christi

10:30 a.m. – 12:00 p.m.    Rio Grande Ballroom Center

TRACK TITLE: Change in Organizations: Organizational Development

SESSION B: Innovation, Learning, and Transformation in Organizations

Session Chair: Therese Yaeger, Benedictine University
Discussant: Erica Sokol, Benedictine University

Coworking Spaces as Innovation Hubs for Value Co-Creation: A Qualitative-Empirical Analysis
Ricarda Bouncken, University of Bayreuth
Lars Görmar, University of Bayreuth
Sven Laudien, media Akademie Hochschule Stuttgart
Roman Barwinski, University of Bayreuth

Transforming Employee Resistance into Organizational Learning
Grace Khoury, Birzeit University
Devi Akella, Albany State University

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

♦♦♦

48th Annual Conference
March 17 - 20, 2021
Moody Gardens
Galveston, Texas
March 13, 2020
(Friday)

10:30 a.m. – 12:00 p.m.

Rio Grande Ballroom West

TRACK TITLE:  Management Education: Professional Development

SESSION C: POWER PDW – 2IN1 ➔ The Adaptive Classroom

PDW 1: Utilizing a SRS in the Classroom – Teaching Management through Technology

Facilitator: Marvin Bontrager, Georgia Gwinnett College

This presentation will provide insights that may be useful for other management instructors considering the incorporation of SRS in their classroom. In academia, change is difficult and there may be hesitation to adopt these types of technology because of lack of information. The author will present specific areas of personal concern that existed during the time period of implementing a SRS. Among other topics, specific areas will be covered that will assist instructors with helpful information.

PDW 2: Adapative Learning Platforms

Facilitators: Lee Tyner, Abbie Lambert, Suzanne Clinton and Alina Thomas, University of Central Oklahoma

This workshop will lead an interactive discussion on learning platforms including McGraw Hill Connect’s Learn Smart and Interpretive Solutions’ HR Simulation. This style of learning moves away from away from a traditional lecture environment and instead responds to the performance of the student or student group. This can be particularly beneficial in an online environment whereby the software and instructor can both enhance performance in real time.

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

◆

All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
March 13, 2020  
(Friday)

10:30 a.m. – 12:00 p.m.  

Bowie B, LCC

TRACK TITLE: People at Work: Organizational Behavior / Leadership

SESSION D: Who Leads and How: Current Research on Individual Differences and Leadership Performance

Session Chair: Sandra Degrassi, Texas A&M University – San Antonio
Discussant: Alix Valenti, University of Houston – Clear Lake

“It’s Not You, It’s Me”: The Effect of The Big Five Personality Traits on CEO Reason for Turnover
Kristen Faile, University of Texas, San Antonio
Steven Hyde, University of Texas, San Antonio

Extraversion: The Sub-Optimal Performance of a Multi-Dimensional Construct in Leadership Research
Devin Hargrove, Rollins College
Kip Keifer, Rollins College

Gender and Followership in a Pakistani Context: How do Men and Women Differ on their Perception of Authentic Leadership
Haroon Bakari, University of Sindh, Thatta Campus
Stephen Jaros, Southern University and A&M College
Ahmed Imran Hunjra, UIMS-PMAS-University of Arid Agriculture Rawalpindi

The Elusive Relationship Between Leader-Member Exchange Quality and Gender
S. Gayle Baugh, The University of West Florida

12:00 p.m. – 1:00 p.m.  

Rio Grande Ballroom West  

SPECIAL SESSION: SWAM Annual Business Meeting

Presiding: Veena P. Prabhu, California State University, Los Angeles
President, Southwest Academy of Management, 2019-2020

Brian W. Kulik, Northeastern State University
President-Elect, Southwest Academy of Management, 2020-2021

All members are encouraged to attend our annual business meeting. We look forward to seeing you there.

Refreshments served

1:00 p.m. – 2:00 p.m.  

Rio Grande Ballroom West  

SPECIAL SESSION: SWAM Officers’ Meeting

Presiding: Brian W. Kulik, Northeastern State University
President-Elect, Southwest Academy of Management, 2020-2021
Southwest Academy of Management Meeting with the 2020-2021 Board
## 2019-2020 OFFICERS

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Courtney Kernek</td>
<td>Southeastern Oklahoma State University</td>
</tr>
<tr>
<td>President Elect</td>
<td>Rhonda Richards</td>
<td>Southeastern Oklahoma State University</td>
</tr>
<tr>
<td>Vice President, Programs</td>
<td>Kendra Ingram</td>
<td>Southeastern Oklahoma State University</td>
</tr>
<tr>
<td>Secretary</td>
<td>Robert Howard</td>
<td>Texas A&amp;M - Commerce</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Julia Kwok</td>
<td>Northeastern State University</td>
</tr>
<tr>
<td>Vice President, Technology</td>
<td>Gerald Kohers</td>
<td>Sam Houston State University</td>
</tr>
<tr>
<td>Vice President, Publications</td>
<td>Irfan Ahmed</td>
<td>Sam Houston State University</td>
</tr>
<tr>
<td>Historian and Archivist</td>
<td>Daniel F. Jennings</td>
<td>Texas A&amp;M University - College Station</td>
</tr>
<tr>
<td>Immediate Past President</td>
<td>Martin S. Bressler</td>
<td>Southeastern Oklahoma State University</td>
</tr>
</tbody>
</table>

### CONGRATULATIONS!

Recipient of the 2020 Federation of Business Disciplines Distinguished Paper Award

*Waterhaven Park*

- Robert Stevens, Southeastern Oklahoma State University
- David Loudon, Stamford University
- Rhonda Richards, Southeastern Oklahoma State University
- Lawrence Silver, Southeastern Oklahoma State University

Recipient of the 2020 FBD Outstanding Educator Award

- Martin S. Bressler, Southeastern Oklahoma State University
2019-2020 TRACK CHAIRS

Accounting/Finance/Economics  Julia Kwok, Northeastern State University  
Brian Walkup, University of Tulsa  

Human Resource Management/ 
Organizational Behavior  Martin S. Bressler, Southeastern Oklahoma State University  

International Business  Syed Tariq Anwar - West Texas A&M University  

Non-Profit Management/Ethics  Robert Howard, Southeastern Oklahoma State University  
Kendra Ingram, Southeastern Oklahoma State University  

Marketing  Courtney Kernek, Southeastern Oklahoma State University  

Small Business/Entrepreneurship  Timothy D. Wise, Southern Arkansas University  

Strategic Management/ Business Policy  Robert Stevens, Southeastern Oklahoma State University  

Student/Embryo  Lawrence Silver, Southeastern Oklahoma State University  

PROGRAM OVERVIEW

Thursday, March 12

8:30 a.m. – 9:00 a.m.  Breakfast Honoring Past Presidents

9:00 a.m. – 12:00 p.m.  Case Sessions

12:00 p.m. – 2:00 p.m.  Networking Lunch & Special Guest Speaker- TBA

2:00 p.m. – 3:00 p.m.  Case Writing Workshop 101:  The Beginners Guide to Writing and Publishing Cases

3:00 p.m. – 3:30 p.m.  FBD Coffee Break; Attend poster sessions

3:30 p.m. – 5:00 p.m.  2020-2021 Business Meeting & Program Planning
March 12, 2020
(Thursday)

8:30 a.m. – 9:00 a.m. Live Oak, Hill Country Level

BREAKFAST HONORING PAST PRESIDENTS
All SWCRA Members invited.

9:00 a.m. – 12:00 p.m. Live Oak, Hill Country Level

SESSION A     Accounting and Finance Track/International Business Track
Session Chairs: Julia S. Kwok, Northeastern State University
                Brian Walkup, University of Tulsa
                Syed Tariq Anwar, West Texas A&M University

Countries’ Stock Market Factors Driving Valuation of the US based Multi-National Corporations and International MNC cross-listed in the USA
Elena Skouratova, Concordia University Texas

Personal Finance – Credit Card Management
Julia S. Kwok, Northeastern State University

Ecotourism in Pakistan: Sustainability, Marketing and Global Strategies
Syed Tariq Anwar, West Texas A&M University

SESSION B     Marketing Track / Non-Profit Management/Ethics Track
Session Chair: Courtney Kernek, Southeastern Oklahoma State University
                Robert Howard, Southeastern Oklahoma State University
                Kendra Ingram, Southeastern Oklahoma State University

Honey Suckle Acres Bed & Breakfast: Multi-Channel Distribution Strategy for Success
Courtney Kernek, Southeastern Oklahoma State University
Rhonda Richards, Southeastern Oklahoma State University
Robert Stevens, Southeastern Oklahoma State University
Lawrence Silver, Southeastern Oklahoma State University

BR Communications, Inc.
Robert Stevens, Southeastern Oklahoma State University
David Loudon, Samford University
Kendra Ingram, Southeastern Oklahoma State University

Innovation Integration in the Nonprofit Sector
Jamie M. Mellwaine, Point Loma Nazarene University
Randal P. Schober, Point Loma Nazarene University

Power, Greed, and Dominance in a Local Health Care Market: UPMC vs. Highmark
F. Robert Buchanan, Indiana University of Pennsylvania

140
SESSION C  Strategic Management Track/ Business Policy Track

Session Chair:  Robert E. Stevens, Southeastern Oklahoma State University

Waterhaven Park
Robert Stevens, Southeastern Oklahoma State University
David Loudon, Stamford University
Rhonda Richards, Southeastern Oklahoma State University
Lawrence Silver, Southeastern Oklahoma State University

Thyssenkrupp vs. Otis: Corporate Restructuring and Global Expansion in the Vertical Transportation Systems Industry
Syed Tariq Anwar, West Texas A&M University

Dollar Tree, Inc. in 2019
John K. Masters, Cameron University

Chicago Continental Can Company
R. Henry Migliore, Professor Emeritus, Northeastern Oklahoma State University
Martin S. Bressler, Southeastern Oklahoma State University

Caked Up! On the Go
Kendra Ingram, Southeastern Oklahoma State University
Courtney Kernek, Southeastern Oklahoma State University
Rhonda Richards, Southeastern Oklahoma State University

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.
### SESSION D
**Organizational Behavior and Human Resource Management Track / Small Business/Entrepreneurship Track**

**Session Chair:** Martin S. Bressler, Southeastern Oklahoma State University  
Timothy D. Wise, Southern Arkansas University

- **Rita’s Tex-Mex Café**  
  Robert Stevens, Southeastern Oklahoma State University  
  Lawrence Silver, Southeastern Oklahoma State University  
  Martin S. Bressler, Southeastern Oklahoma State University

- **Oak Brook Rabbit Processing**  
  Martin S. Bressler, Southeastern Oklahoma State University

- **Reviving Rebekah’s Operational Plan**  
  Luci Parmer, Southeastern Oklahoma State University

- **Tacos 4 Life: Faith, Love, and Tacos**  
  Timothy D. Wise, Southern Arkansas University

- **The Dysfunctional Manufacturing Environment**  
  Paul Howell, Lamar University  
  Kabir C. Sen, Lamar University  
  Vivek Natarajan, Lamar University

### SESSION E
**NETWORKING LUNCHEON**  
*All SWCRA Members invited*
SESSION F

Special Guest Speaker
Case Writing Workshop 101:
The Beginners Guide to Writing and Publishing Cases

Whether you’re looking to implement cases in your courses, write cases for the classroom or for publication this workshop provides critical elements of the case method to help you get started. This hour-long workshop will cover topics including: an introduction to the types of cases, the “anatomy” of a case, how to prepare for writing a case, the teaching note, and getting your case published (how and where). If you missed Case Writing 101, or just want to improve your case writing this workshop is a must! The final 30 minutes will be an open Q&A session.

SESSION G

Business Meeting & 2021 Program Planning Meeting

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

All SWCRA members are invited to attend this business meeting. Stay after and help prepare for our 2021 program. Anyone interested in being a track chair, reviewer, discussant, etc. are encouraged to attend and share ideas to grow and further the art of case writing.

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

48th Annual Conference
March 17-20, 2021
Galveston, Texas
Moody Gardens Galveston
2019 – 2020 OFFICERS

President: Thomas Thompson, University of Texas - Arlington
Vice President and Program Chair: Maria E. de Boyrie, New Mexico State University
Vice President – Events: John C. Adams, University of Texas - Arlington
Secretary/Treasurer: Karyn Neuhauser, Lamar University
Webmaster: Marilyn Wiley, University of North Texas
Directors: Shuming Bai, Eastern Washington University
          Mary Kelly, Texas A&M University - Central Texas
          Jennifer Brodmann, Cal State – Dominguez Hill
          Tarun Mukherjee, University of New Orleans
          Marilyn Wiley, University of North Texas
          Susana Yu, Montclair State University
Endowment Committee: Ramesh P. Rao, Oklahoma State University
                     Stephen R. Sears, Texas A&M International
Program Committee

John C. Adams, University of Texas – Arlington*
Shuming Bai, Eastern Washington University *
Dhruba Banjade, University of Texas - Arlington
Rafiqul Bhuyan, Le Moyne College
Scott Brown, University of Puerto Rico
Mo Chaudhury, McGill University
Md Shahedur Rahaman Chowdhury, University of Texas - Rio Grande Valley
   Susan Crain, Missouri State University*
   Barbara Davis, Centenary College of Louisiana
   Syed M. Harun, Texas A&M University - San Antonio
   Mohammad Hashemi, Florida International University
   M. Kabir Hassan, University of New Orleans
   Seth Anthony Hoelscher, Missouri State University
   Yu Hu, Florida International University
   Jianning Huang, University of Memphis
   Wanling Huang, University of Tulsa
Catalina Hurwitz, State University of New York, The College at Oneonta
   Daniel James, New Mexico State University
   Susan Ji, Governors State University
   Xiaoquan Jiang, Florida International University
   Arati Kale, University of Texas - Arlington
   Termkiat Kanchanapoom, Thammasat University
   Dwight Kealy, New Mexico State University
   Lynn Kendall, Louisiana State University
   Young Ha Ki, Widener University
   Anzhela Knyazeva
Aslihan G. Korkmaz, Dominican University of California
   Julia S. Kwok, Northeastern State University
   Chad Kwon, University of Texas - Rio Grande Valley
   Shari Lawrence, Nicholls State University
   Qian Li, Midwestern State University
   Yili Lian, California State University – Stanislaus
   Zhilu Lin, Clarkson University
   Rui Liu, Duquesne University
   Ran Lu-Andrews, California Lutheran University
   Haowen Luo, IPFW
   Andrew Lynch, University of Mississippi*
   Qingzhong Ma, California State University - Chico
   Cedric Mbanga, Missouri State University
   Amit Mittal, Indian Institute of Management
   Karyn Neuhauser, Lamar University
   Geoffrey Ngene, Mercer University
   Huong Nguyen, Louisiana State University at Eunice
   James Nguyen, Texas A&M - Texarkana
   Yuka Nishikawa, Florida International University
   Collins Okafor, North Carolina A&T State University
   Chaiyuth Padungsakwasdi, Thammasat University
   Humnath Panta, Humboldt State University
   Ivelina Pavlova, University of Houston - Clear Lake*
   James D. Philpot, Missouri State University*
   Gabriel J. Power, Université Laval
   Xiao Qiao, Paraconic Technologies
Program Committee, Continued

Huan Qiu, Millsaps College
J. Tim Query, New Mexico State University
Monika Rabarison, University of Texas - Rio Grande Valley
David L. Rakowski, University of Texas - Arlington
Ramesh P. Rao, Oklahoma State University*
Mohammad Refakar, University of Sherbrooke
Robinson Reyes Peña, Florida International University
Kemal Saatcioglu, Rode Island College
Salil K. Sarkar, University of Texas - Arlington
James R. Scott, Missouri State University
Stephan R. Sears, Texas A&M International*
Shahil Sharma, Texas A&M University - San Antonio
Vivek Singh, University of Michigan-Dearborn
David L. Stowe, Ohio University
John Stowe, Ohio University*
Tih Koon Tan, University of the District of Columbia
Trang T. Thai, State University of New York - The College at Brockport
Thomas Thompson, University of Texas – Arlington*
Nacsius Ujah, South Dakota State University
Buvaneshwaran Venugopal, University of Central Florida
Priti Verma, Texas A&M - Kingsville
Julian Vogel, University of Texas - El Paso
Richard C. Walton, Pepperdine University
Jinghua Wang, Pacific Lutheran University
Jeff Whitworth, University of Houston - Clear Lake
Hai (Frank) Xu, Lancaster University
Susana Yu, Montclair State University*
Christina Zhang, California State University - Monterey Bay*
Wei Zhang, California State University - Chico

*Members of Best Paper Award Committee

Congratulations to Our Award Winners!

2020 Federation of Business Disciplines Outstanding Educator Award
Susan Crain, Missouri State University

2020 Federation of Business Disciplines Distinguished Paper Award
Monitoring Effectiveness of Independent Chair Led Boards
Krishnan Dandapani, Florida International University
Shahid Hamid, Florida International University
Suchismita Mishra, Florida International University
Arun Upadhyay, Florida International University

Sponsored by Review of Financial Economics

SWFA Best Paper in Corporate Finance Track
Do Military Independent Directors Improve Firm Governance?
Zhe Li, Bemidji State University
Megan Rainville, University of Nebraska-Lincoln

Sponsored by Department of Finance at Oklahoma State University
Congratulations to Our Award Winners! Continued

SWFA Best Paper in Investments Track

*Do Institutional Investors Exploit Market Anomalies? New Evidence from Alternative Mutual Funds*

Xin Gao, Sacred Heart University

Ying Wang, The State University of New York at Albany

*Sponsored by American Association of Individual Investors*

SWFA Best Paper in Financial Institutions Track

*Bank Bailouts: Cost of Inability to Commit*

Khai Zhi Sim, Eastern Connecticut State University

*Sponsored by Florida International University*

SWFA Best Paper in Financial Markets Track

*Common Risk Factors in Returns on Sukuk Investment*

Md Hamid Uddin, Taylor's University

Sarkar Kabir, Coventry University

M. Kabir Hassan, University of New Orleans

Mohammed Hossain, Taylor's University

Jia Liu, Salford University

*Sponsored by Texas A&M International*

SWFA Best Paper in Behavioral Finance Track

*The Effect of Sentiment on Institutional Investors: A Gender Analysis*

Monika Gehde-Trapp, University of Hohenheim

Linda Klingler, University of Hohenheim

*Sponsored by University of North Texas*

SWFA Best Doctoral Student Paper in Investments Track

*The Term Structure of Municipal Bond Yields, Local Economic Conditions, and Local Stock Returns*

Fotis Grigoris, University of North Carolina – Chapel Hill

*Sponsored by Journal of Financial Research*

SWFA Best Doctoral Student Paper in Corporate Finance Track

*Robots, Labor Market Frictions, and Corporate Financial Policies*

Yanguang Liu, University of Arizona

*Sponsored by University of North Texas*

SWFA Best Doctoral Student Paper in Financial Institutions Track

*The Impact of Risk Retention on the Pricing of Securitizations*

Martin Hibbeln, University of Duisburg-Essen

Werner Osterkamp, University of Duisburg-Essen

*Sponsored by M. Kabir Hassan, University of New Orleans*

SWFA Best Doctoral Paper in Financial Markets Track

*Mutual Fund Trading and Stock Price Efficiency: Index Funds vs. Actively Managed Funds*

Nan Xu, University of California, Irvine

*Sponsored by Southwestern Finance Association*

SWFA Best Doctoral Paper in Behavioral Finance Track

*Languages and Cross-Border Dividend Payment Policies*

Yuka Nishikawa, Florida International University

Mohammad Hashemi Joo, Florida International University

Ali Parhizgari, Florida International University

*Sponsored by University of North Texas*
We are grateful to the following sponsors:

**Federation of Business Disciplines**
for sponsoring the Outstanding Educator Award plaque

**Federation of Business Disciplines**
for sponsoring the Distinguished Paper Award plaque

**American Association of Individual Investors**
Chicago, Illinois for sponsoring the Best Paper in Investments

**Department of Finance at Oklahoma State University**
for sponsoring the Special Topic Panel and Best Paper in Corporate Finance

**Dr. M. Kabir Hassan, University of New Orleans**
for sponsoring the Best Doctoral Student Paper in Financial Institutions

**Florida International University**
for sponsoring the Best Paper in Financial Institutions

**Review of Financial Economics**
for sponsoring the Distinguished Paper Award

**Texas A&M International**
for sponsoring the Best Paper in Financial Markets

**The Journal of Financial Research**
Texas Tech University for sponsoring the Best Doctoral Paper in Investments

**University of North Texas**
for sponsoring the Best Paper in Financial Institutions, the Best Doctoral Student Paper in Corporate Finance, and the Best Doctoral Paper in Behavioral Finance

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

♦♦♦

**48th Annual Conference**
March 17 - 20, 2021
Moody Gardens
Galveston, Texas
SWFA Special Events

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Event</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday</td>
<td>1:30 p.m. – 3:00 p.m.</td>
<td>Panel Presentation for SWFA registered doctoral students</td>
<td>Pecan, Hill Country Level</td>
</tr>
<tr>
<td>Thursday</td>
<td>6:00 p.m. – 8:00 p.m.</td>
<td>SWFA Reception</td>
<td>Rio Rio Mexican Cantina</td>
</tr>
<tr>
<td>Friday</td>
<td>7:00 a.m. – 8:30 a.m.</td>
<td>Southwestern Finance Association Board Meeting and Breakfast</td>
<td>Garden Terrace, 1st Floor</td>
</tr>
<tr>
<td>Friday</td>
<td>12:00 p.m. – 1:45 p.m.</td>
<td>Southwestern Finance Association Luncheon and Business Meeting*</td>
<td>Regency Ballroom 4</td>
</tr>
</tbody>
</table>

Thursday Panel Presentation for SWFA Registered Doctoral Students: Panel Presentation and Open Discussion of Issues Facing New Faculty in Finance. Our panelists include James Philpot (Missouri State University), Andrew Lynch (University of Mississippi), Sri Nippani (Texas A&M University – Commerce), and David Stowe (Ohio University).

SWFA Thursday Reception: All registered SWFA attendees are welcome to attend the reception.

SWFA Friday Luncheon and Business Meeting: Our annual luncheon includes our business meeting, presentations of awards, and keynote address by Dr. Sheridan Titman, Professor and Walter W. McAllister Centennial Chair in Financial Services, McCombs School of Business, University of Texas at Austin.

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

*All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
March 12, 2020 (Thursday)

7:00 a.m. – 8:20 a.m.  Nueces, Hill Country Level

BREAKEFAST SESSION A  Capital Structure 1

Session Chair:  Mehdi Khorram, Louisiana State University

*Societal Trust: An Important Missing Determinant of Capital Structure*
Sharif Mazumder, Oklahoma State University
Discussant:  Omrane Guedhami, University of South Carolina

*Creditor Rights and the Costs of High Leverage: Evidence from Capital Structure and Product Market Interactions*
Sadok El Ghoul, University of Alberta
Omrane Guedhami, University of South Carolina
Chuck Kwok, University of South Carolina
Ying Zheng, Bryant University
Discussant:  Long Ma, University of Memphis

*ETF Ownership and Capital Structure*
Long Ma, University of Memphis
Discussant:  Sharif Mazumder, Oklahoma State University

7:00 a.m. – 8:20 a.m.  Frio, Hill Country Level

BREAKEFAST SESSION B  Entrepreneurial and Start-Up Financing

Session Chair:  Tyler Hull, University of Massachusetts at Boston

*Secret Scouting*
Xuelin Li, University of Minnesota
Fangyuan Yu, University of Minnesota
Discussant:  Louis Yang, University of Southern California

*The Great Divorce between Investment and Profitability*
Mete Kilic, University of Southern California
Louis Yang, University of Southern California
Miao Zhang, University of Southern California
Discussant:  Tyler Hull, University of Massachusetts at Boston

*The Effect of Venture Capitalists Straying from their Industry Comfort Zones*
Tyler Hull, University of Massachusetts at Boston
Discussant:  Carlos Slawson, Louisiana State University

*Did Not Flood*
James Kelly, Southwestern Oklahoma State University
Carlos Slawson, Louisiana State University
Discussant:  Fangyuan Yu, University of Minnesota

150
BREATKFAST SESSION C  Corporate Finance I

Session Chair:  Huong Nguyen, Louisiana State University at Eunice

Managerial Opportunism and Corporate Investment Efficiency
Brian Silverstein, Florida Atlantic University
  Discussant:  Daewoung Choi, Louisiana State University Shreveport

Managerial Risk-Taking Incentives and Debt Diversity: Evidence from FAS123R
Daewoung Choi, Louisiana State University Shreveport
Jinsook Lee, Canisius College
Ha-Chin Yi, Texas State University
  Discussant:  Matteo Binfare, University of North Carolina at Chapel Hill

Corporate Reputation, Debt Contracting and Bank Loans: Evidence from Data Breaches
Matteo Binfare, University of North Carolina at Chapel Hill
  Discussant:  Ca Nguyen, University of Arkansas – Fort Smith

Loan Duration versus Loan Maturity: Does Amortizing Payment Schedule Matter?
Ca Nguyen, University of Arkansas – Fort Smith
  Discussant:  Brian Silverstein, Florida Atlantic University

BREATKFAST SESSION D  Macro Finance

Session Chair:  Hamilton Galindo, Arizona State University

Risk, Return, and Inflation Expectations
Asad Dossani, Colorado State University
  Discussant:  Hamilton Galindo, Arizona State University

Is the Working Capital Channel of the Monetary Policy Quantitatively Relevant? A Structural Estimation Approach
Hamilton Galindo, Arizona State University
  Discussant:  Michele Modugno, Federal Reserve Board of Governors

Monetary Policy Uncertainty and Monetary Policy Surprises
Michele Modugno, Federal Reserve Board of Governors
  Discussant:  Asad Dossani, Colorado State University
BREAKFAST SESSION E  Corporate Governance 1

Session Chair:  Md Ruhul Amin, University of Texas-Rio Grande Valley

Busy Board and Corporate Debt Maturity
Md Ruhul Amin, University of Texas-Rio Grande Valley
     Discussant:  Eric Valenzuela, Texas Tech University

The Impact of Director Blockholders on Abnormal Accruals and Inventory
Eric Valenzuela, Texas Tech University
     Discussant:  Michael Zheng, Texas Tech University

The Impact of Internal Governance on Earnings Management
Eric Valenzuela, Texas Tech University
Michael Zheng, Texas Tech University
     Discussant:  Md Ruhul Amin, University of Texas-Rio Grande Valley

BREAKFAST SESSION F  Financial Accounting

Session Chair:  Huan Qiu, Louisiana Tech University

CEO Network Centrality, Non-GAAP Earnings Disclosure, and Earnings Quality
Huan Qiu, Louisiana Tech University
William McCumber, Louisiana Tech University
Mike Luehlfing, Louisiana Tech University
     Discussant:  Shrikant Jategaonkar, Southern Illinois University Edwardsville

Earnings Management by Cross-Listed Growth and Value Firms
Shrikant Jategaonkar, Southern Illinois University Edwardsville
Xiaoxiao Song, Southern Illinois University Edwardsville
     Discussant:  Jianning Huang, University of Memphis

Earnings Management and the Norms of Governance: Implications of Curbing Corruption, the Rule of Law and Democracy
Jianning Huang, University of Memphis
Stuart Hyde, University of Manchester
Waymond Rodgers, University of Texas, El Paso/ University of Hull
Fuzhao Zhou, University of Texas at El Paso
     Discussant:  Huan Qiu, Louisiana Tech University
BREAKFAST SESSION G  Valuation

Session Chair:  Xiaoquan Jiang, Florida International University

A More Intuitive Formula for PEG Ratio
Leo Chan, Utah Valley University
Discussant:  Xiaoquan Jiang, Florida International University

Intrinsic Value and Transaction Price Movement and Cointegration
Xiaoquan Jiang, Florida International University
Discussant:  Yongli Luo, Houston Baptist University

Strategic Default, Agency Cost, and Firm Value
Yongli Luo, Houston Baptist University
Discussant:  Leo Chan, Utah Valley University

BREAKFAST SESSION H  International Finance 1

Session Chair:  Md Shahedur Rahaman Chowdhury, The University of Texas Rio Grande Valley

Culture, Innovation, and Market Performance
Paul Chiou, Northeastern University
Alejandro Serrano, Penn State Abington
Feng Zhang, Penn State Abington
Discussant:  Kentaro Iwatsubo, Kobe University

Ex Ante Skewness and Expected International Stock Index Returns
Steven Shu-Hsiu Chen, Texas A&M International University
Discussant:  Alejandro Serrano, Penn State Abington

The Effect of Corruption on Stock Market Development in Global Economies
Md Shahedur Rahaman Chowdhury, The University of Texas Rio Grande Valley
Discussant:  Steven Shu-Hsiu Chen, Texas A&M International University

Who Is Successful in Foreign Exchange Margin Trading? New Survey Evidence from Japan
Kentaro Iwatsubo, Kobe University
Bernd Hayo, Philipps-University Marburg
Discussant:  Md Shahedur Rahaman Chowdhury, University of Texas Rio Grande Valley
SESSION A  Capital Structure 2

Session Chair:  Yili Lian, California State University, Stanislaus

Systematic Business Risk, Investor Protection and Leverage – A Cross-Country Analysis
Marcel Heinze, Ruhr-University Bochum
Tobias Hertel, Ruhr-University Bochum
Marc Lange, Ruhr-University Bochum
Discussant:  Omar Alkharashi, University of Texas at San Antonio

Impact of Access to Source of Capital on Capital Structure: Evidence from Business Groups
Omar Alkharashi, University of Texas at San Antonio
Lalatendu Misra, University of Texas at San Antonio
Discussant:  Heng Wang, Oklahoma State University

Which Dominates the Effect of Compliance with SOX 404 on Corporate Debt Choices: Information Asymmetry Reduction or High Compliance Costs?
Haochuan Hu, Oklahoma State University
Heng Wang, Oklahoma State University
Ramesh Rao, Oklahoma State University
Discussant:  William Pratt, Oklahoma City University

Leverage and Firm Value
William Pratt, Oklahoma City University
Discussant:  Marcel Heinze, Ruhr-University Bochum

SESSION B  Behavioral Finance 1

Session Chair:  Vassil Mihov, Texas Christian University

IPO Performance and Stochastic Dominance
Vassil Mihov, Texas Christian University
Discussant:  Virginia Gianinazzi, Università della Svizzera italiana e SFI

Reference Points in Refinancing Decisions
Virginia Gianinazzi, Università della Svizzera italiana e SFI
Discussant:  Abhishek Ganguly, Indiana University

CEO Overconfidence and Hedge Fund Activism
Abhishek Ganguly, Indiana University
Charles Trzcinka, Indiana University
Discussant:  Vassil Mihov, Texas Christian University

154
SESSION C Corporate Finance 2

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

Do Institutional Investors Have Homogeneous Influence on Corporate Social Responsibility? Evidence from Investor Investment Horizon
Yun Meng, Ball State University
Xiaoqiong Wang, Indiana University Kokomo
Discussant: Obed Izaguirre, University of New Orleans

2020 Federation of Business Disciplines Distinguished Paper Award
Monitoring Effectiveness of Independent Chair Led Boards
Krishnan Dandapani, Florida International University
Shahid Hamid, Florida International University
Suchismita Mishra, Florida International University
Arun Upadhyay, Florida International University
Discussant: Yun Meng, Ball State University

Corporate Social Responsibility and the Access to Capital: Evidence from Product Recall Strategies
Obed Izaguirre, University of New Orleans
Fatima Jebari, University of New Orleans
Sudha Krishnaswami, University of New Orleans
Discussant: Krishnan Dandapani, Florida International University

SESSION D Market Efficiency

Session Chair: Polux Diaz Ruiz, Instituto Tecnológico Autónomo de México

Information Flow and Noise in Predicting a Target CPI: Evidence from Maturing TIPS Markets
Quentin Chu, University of Memphis
Pawan Jain, University of Wyoming
Discussant: Nan Xu, University of California, Irvine

Mutual Fund Trading and Stock Price Efficiency: Index Funds vs. Actively Managed Funds
Nan Xu, University of California, Irvine
Discussant: Polux Diaz Ruiz, Instituto Tecnológico Autónomo de México

Mexican ADRs, Market Efficiency and Insider Trading
Polux Diaz Ruiz, Instituto Tecnológico Autónomo de México
Discussant: Quentin Chu, University of Memphis
SESSION E  Corporate Governance 2
Session Chair:  Wolfgang Bessler, University of Giessen

SWFA Best Paper in Corporate Finance Track
Do Military Independent Directors Improve Firm Governance?
Zhe Li, Bemidji State University
Megan Rainville, University of Nebraska-Lincoln
Discussant:  Wolfgang Bessler, University of Giessen

Corporate Governance and the Relevance of Shares with Unequal Voting Rights in Europe
Wolfgang Bessler, University of Giessen
Discussant:  Jennifer Brodmann, California State University Dominguez Hills

The Impact of Employee Relations on the Reputation of the Board of Directors and CEO
Jennifer Brodmann, California State University Dominguez Hills
Discussant:  Silu Cheng, Kent State University

Are Superstar Directors Effective in Corporate Governance?
Silu Cheng, Kent State University
Discussant:  Zhe Li, Bemidji State University

SESSION F  Portfolio Management 1
Session Chair:  Kyle Putnam, Linfield College

The Continuation Effect in Stock Prices
An-Sing Chen, National Chung Cheng University
Shih-Che Wang, Grindr Taiwan Technology CO. LTD
Wayne Yang, National Chung Cheng University
Discussant:  Kyle Putnam, Linfield College

Robust Optimization-Based Commodity Portfolio Performance
Ramesh Adhikari, Humboldt State University
Kyle Putnam, Linfield College
Humnath Panta, Humboldt State University
Discussant:  Yi Liu, University of North Texas

Impact of Market State on Momentum Portfolio Risk and Performance: A Risk-based Explanation
Yi Liu, University of North Texas
He Ren, University of North Texas
Discussant:  Wayne Ferson, University of Southern California

Asymptotic Variances for Tests of Portfolio Efficiency and Factor Model Comparisons with Conditioning Information
Wayne Ferson, University of Southern California
Andrew Siegel, Foster School of Business, University of Washington
Junbo Wang, Louisiana State University
Discussant:  An-Sing Chen, National Chung Cheng University
SESSION G  Insurance and Risk Management

Session Chair: Carlos Slawson, Louisiana State University

*Fraud Management, Culture, and Religion: Evidence from Takaful Versus Conventional Healthcare Insurance*

**Jordan AlZubi,** The University of Queensland

Discussant: **Mark Swanstrom,** Northwestern State University of Louisiana

*Foreign Investments of Japanese Life Insurance Companies*

**Steven Shu-Hsiu Chen,** Texas A&M International University

Discussant: **Jordan AlZubi,** The University of Queensland

*Surviving Disasters: A Multi-Company Case Study on Disaster Recovery Plans*

**Vianka Miranda,** Northwestern State University of Louisiana

**Mark Swanstrom,** Northwestern State University of Louisiana

Discussant: **Steven Shu-Hsiu Chen,** Texas A&M International University

SESSION H  International Finance 2

Session Chair: Ghada Ismail, University of Texas Rio Grande Valley

*Understanding Sovereign Credit Ratings: Text-Based Evidence from the Credit Rating Reports*

**Igor Lončarski,** University of Ljubljana

**Ursula Slapnik,** University of Ljubljana

Discussant: **Kelley Anderson,** University of Memphis

*Impact of Foreign Ownership on Price Efficiency*

**Kelley Anderson,** University of Memphis

**Pankaj K. Jain,** The University of Memphis

Discussant: **Anh Nguyen,** University of Texas at Arlington

*Commonality in Mutual Fund Flows: Worldwide Evidence*

**David Rakowski,** University of Texas at Arlington

**Anh Nguyen,** University of Texas at Arlington

Discussant: **Ghada Ismail,** University of Texas Rio Grande Valley

*Corporate Social Responsibility of Islamic Labeled Firms*

**Rwan El-Khatib,** Zayed University

**Ahmed Elnahas,** University of Texas Rio Grande Valley

**M. Kabir Hassan,** University of New Orleans

**Ghada Ismail,** University of Texas Rio Grande Valley

Discussant: **Ursula Slapnik,** University of Ljubljana
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.

SESSION A  Regulations

Session Chair:  Yini Liu, University of Texas at San Antonio

Options Trading and Short-Sale Constraints: The 2008 Short-Sale Ban Revisited
Brian Du, Cal State East Bay
Alejandro Serrano, Penn State Abington
  Discussant: Ian Van Deventer, Spalding University

NYSE versus NASDAQ: A Study on the Effect of Changes in Board Composition
Dishant Pandya, Spalding University
Ian Van Deventer, Spalding University
  Discussant: Ying Ian Xue, Rowan University

Optimal Law for Retail Finance
Ying Ian Xue, Rowan University
  Discussant: Yu Hu, Florida International University

Short Selling Bans and Limits to Arbitrage in a Multi-Market Setting
Yu Hu, Florida International University
Pankaj K. Jain, The University of Memphis
Suchismita Mishra, Florida International University
Robinson Reyes Pena, Florida International University
  Discussant: Alejandro Serrano, Penn State – Abington

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.
SESSION B Behavioral Finance 2

Session Chair: John Adams, University of Texas at Arlington

“A Rose by any Other Name is Just as Sweet”: Evidence from Fund Manager Names and Mutual Fund Flows
John Adams, University of Texas at Arlington
Arati Kale, University of Texas at Arlington
Discussant: Susan Crain, Missouri State University

Institutional versus Retail Investors: Evidence on Dynamic Loss Aversion, Disposition Effect, and Other Investor Behaviors
Rakesh Bharati, Southern Illinois University Edwardsville
Susan Crain, Missouri State University
Shrikant Jategaonkar, Southern Illinois University Edwardsville
Cedric Mbanga, Missouri State University
Discussant: Mustabsar Awais, The University of Sheffield

Does Social Media Attention Affects Investors’ Trading Behaviours?
Junhong Yang, The University of Sheffield
Mustabsar Awais, The University of Sheffield
Discussant: Arati Kale, University of Texas Arlington

SESSION C Corporate Finance 3

Session Chair: Yinfei Chen, California State University Chico

Do Economic Performance Indicators Support Firms’ Claiming a Goodwill Impairment Loss During a Prosperous Year?
Joseph Faello, Mississippi State University
SeungJae Shin, Mississippi State University
Ajeet Jain, Central Connecticut State University
Discussant: Yinfei Chen, California State University Chico

The Effect of Credit Rating Downgrade Along the Supply Chain
Dallin Alldredge, Florida International University
Yinfei Chen, California State University Chico
Steve Liu, Missouri University of Science and Technology
Discussant: Hinh Khieu, Prairie View A&M University

Trade Credit and Economic Policy Uncertainty
Surendranath Jory, University of Sussex
Hinh Khieu, Prairie View A&M University
Thanh Ngo, East Carolina University
Discussant: Ajeet Jain, Central Connecticut State University
10:30 a.m. – 12:00 p.m.  
Llano, Hill Country Level

SESSION D  
Fixed Income

Session Chair:  
Yulin Li, the University of Texas at San Antonio

AAA-Treasury Bond Spread Drift Theory  
Armand Picou, Texas A&M University – Corpus Christi  
Discussant:  
Zijin Xu, University of Melbourne

Intra-Industry Spill-Over: Evidence from Chinese Bond Default  
Xiaolu Hu, RMIT University  
Haoyi Luo, University of Melbourne  
Zijin Xu, University of Melbourne  
Discussant:  
Yulin Li, the University of Texas at San Antonio

Investor Sentiment and Sovereign Bonds  
Yulin Li, the University of Texas at San Antonio  
Discussant:  
Mehdi Khorram, Louisiana State University

Decreasing Returns to Scale Effect Among Corporate Bond Mutual Funds  
Mehdi Khorram, Louisiana State University  
Discussant:  
Armand Picou, Texas A&M University – Corpus Christi

10:30 a.m. – 12:00 p.m.  
Pecos, Hill Country Level

SESSION E  
Corporate Governance 3

Session Chair:  
Dung Nyugen, Florida International University

Does Having Multiple Insiders on Boards Enhance the Effectiveness of Independent Directors?  
Ramesh Rao, Oklahoma State University  
Sharif Mazumder, Oklahoma State University  
Discussant:  
Julian Vogel, The University of Texas at El Paso

The Impact of Tightly-Contested Governance Proposals on Firms’ Narrative Disclosures: Evidence from a Regression-Discontinuity Design  
Abhishek Ganguly, Indiana University  
Arup Ganguly, University of Mississippi  
Lin Ge, University of Mississippi  
Chad Zutter, University of Pittsburgh  
Discussant:  
Sharif Mazumder, Oklahoma State University

Using Geographic Density of Firms to Identify the Effect of Board Size on Firm Value and Corporate Policies  
Shenghui Tong, Siena College  
Discussant:  
Lin Ge, University of Mississippi

Do You Speak in the Vox Populi? – Representativeness of Boardroom Diversity  
Julian Vogel, The University of Texas at El Paso  
Feixue Xie, University of Texas at El Paso  
Discussant:  
Shenghui Tong, Siena College

160
 SESSION F  Portfolio Management 2

Session Chair: An-Sing Chen, National Chung Cheng University

The Quality of Your Network Matters: Social Connections and Mutual Fund Performance
Jimmy Chien, Louisiana Tech University
Jun Duanmu, Louisiana Tech University
William McCumber, Louisiana Tech University
Discussant: Andrew Lynch, University of Mississippi

Portfolio Choice: Familiarity, Hedging, and Industry Bias
Andrew Lynch, University of Mississippi
Discussant: Ravi Shukla, Syracuse University

An Analysis of Mutual Fund Shares and Exchange Traded Fund Shares on the Same Portfolio
Ravi Shukla, Syracuse University
Discussant: Jimmy Chien, Louisiana Tech University

 SESSION G  Executive Compensation

Session Chair: Emmanuel Alanis, Texas State University

Legal Risk and CEO Compensation
Carolyn Reichert, The University of Texas at Dallas
Discussant: Abdullah Al Masum, University of Texas Rio Grande Valley

Local Religiosity and Executive Compensation
Md Noman Hossain, University of Texas Rio Grande Valley
Md Ruhul Amin, University of Texas Rio Grande Valley
Abdullah Al Masum, University of Texas Rio Grande Valley
Discussant: Hongyan Li, Fairleigh Dickinson University

Efficient Contract Design and CEO Compensation Equity-Mix
Hongyan Li, Fairleigh Dickinson University
Discussant: Emmanuel Alanis, Texas State University

Debt Overhang and Pay for Performance Sensitivity
Emmanuel Alanis, Texas State University
Margot Quijano, Texas State University - San Marcos
Discussant: Carolyn Reichert, The University of Texas at Dallas
<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session H</th>
<th>Session Chair</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30 a.m. – 12:00 p.m.</td>
<td>Mesquite, Hill Country Level</td>
<td>Cryptocurrency</td>
<td>Jinghua Wang, Pacific Lutheran University</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Blockchain ETFs: Dynamic Correlations and Hedging Capabilities</td>
<td>Ivelina Pavlova, University of Houston Clear Lake</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Discussant:</td>
<td>Jonathan Miller, University of Memphis</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Time-varying Dynamics in Cryptocurrency Markets</td>
<td>Jinghua Wang, Pacific Lutheran University</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Discussant:</td>
<td>Ivelina Pavlova, University of Houston Clear Lake</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fake Bitcoin Volume</td>
<td>Thomas McInish, University of Memphis</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Jonathan Miller, University of Memphis</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Discussant:</td>
<td>Jinghua Wang, Pacific Lutheran University</td>
</tr>
<tr>
<td>1:30 p.m. – 3:00 p.m.</td>
<td>Nueces, Hill Country Level</td>
<td>Law and Finance 1</td>
<td>Reza Houston, Ball State University</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Notary Tradition and Wealth Destruction in Puerto Rico</td>
<td>Scott Brown, University of Puerto Rico</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Antonio Colorado, University of Puerto Rico</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Daniel Hall, University of Texas</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Yvonne Huertas, University of Puerto Rico</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Eric Powers, University of South Carolina Darla Moore School of Business</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Carlos Villa, University of Puerto Rico</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Andrey Zagorchev, Rhodes College</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Discussant:</td>
<td>Reza Houston, Ball State University</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Classified Boards, Debt Contracting, and Firm Value</td>
<td>Lei Gao, Iowa State University</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Nga Nguyen, Marquette University</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Andrey Zagorchev, Rhodes College</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Discussant: Scott Brown, University of Puerto Rico</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Too Good to Be True: Political Connections and Contractor Default</td>
<td>Stephen Ferris, University of Missouri</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Jan Hanousek, Center for Economic Research and Graduate Education – Economics Institute</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Reza Houston, Ball State University</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Discussant: Scott Brown, University of Puerto Rico</td>
</tr>
</tbody>
</table>
SESSION B  Behavioral Finance 3

Session Chair:  Kimberly Merritt, Oklahoma Christian University

The Relationship between Personality Traits and Portfolio Decisions as Mediated by Financial Risk Preference
Yi Liu, Texas Tech University
Michael Guillemette, Texas Tech University
Sarah Asebedo, Texas Tech University
Discussant:  Kimberly Merritt, Oklahoma Christian University

Women in Finance: An Investigation of Factors Impacting Career Choice
Jody Jones, Abilene Christian University
Kimberly Merritt, Oklahoma Christian University
Discussant:  F. Trevor Rogers, University of Hawaii, Manoa

National Culture and Venture Capital Monitoring
F. Trevor Rogers, University of Hawaii, Manoa
Discussant:  Yi Liu, Texas Tech University

SESSION C  Corporate Finance 4

Session Chair:  Yun Meng, Ball State University

Innovation, CSR Intensity, and Market-Based Risk: Evidence from Japan
Megumi Suto, Waseda University
Hitoshi Takehara, Waseda University
Discussant:  Siamak Javadi, University of Texas Rio Grande Valley

The Dark Side of Competition and How do Private Firms Survive?
Siamak Javadi, University of Texas Rio Grande Valley
Yu Liu, University of Texas Rio Grande Valley
Discussant:  Hitoshi Takehara, Waseda University

Economic Policy Uncertainty and Corporate Cash Holdings: International Evidence
Mohsen Mollagholamali, Western Kentucky University
Siamak Javadi, University of Texas Rio Grande Valley
Saud Althaqeb, Kuwait University
Discussant:  Hitoshi Takehara, Waseda University
SESSION D  Corporate Governance 4

Session Chair:  Matthew Imes, Stetson University

Incentive Conflict in the C-Suite
Matthew Imes, Stetson University
Ronald Anderson, Temple University
Discussant:  Nicolas Eugster, IÉSEG School of Management

Large Blockholders and Stock Price Crash Risk
Nicolas Eugster, IÉSEG School of Management
Discussant:  Ramesh Rao, Oklahoma State University

To Pledge or Not to Pledge? The Case of Share Pledging
Ramesh Rao, Oklahoma State University
Discussant:  Daewoung Choi, Louisiana State University Shreveport

Should Shareholders Fear Citizens United? External Financial Monitoring and Corporate Political Contributions
Daewoung Choi, Louisiana State University Shreveport
Jinwook Hong, The University of Texas at El Paso
Marc Via, Kent State University
Discussant:  Matthew Imes, Stetson University

SESSION E  Capital Markets 1

Session Chair:  Armand Picou, Texas A&M University – Corpus Christi

Tech Stock Returns and Empirical Analysis of CAPM
Tibebe Assefa, Bowie State University
Basirat Haroon, Bowie State University
Staie Raphael, Bowie State University
Discussant:  Puneet Prakash, Missouri State University

Standards, Reputational Costs and Market Share: Empirical Evidence from the Credit Rating Industry
Puneet Prakash, Missouri State University
Nanda Rangan, Virginia Commonwealth University
Discussant:  Sarkar Kabir, Coventry University

Common Risk Factors in Returns on Sukuk Investment
Md Hamid Uddin, Taylor's University
Sarkar Kabir, Coventry University
M. Kabir Hassan, University of New Orleans
Mohammed Hossain, Taylor's University
Jia Liu, Salford University
Discussant:  Tibebe Assefa, Bowie State University

164
SESSION F  Financial Education

Session Chair:  John Stowe, Ohio University

A Classroom Example of a Collateralized Mortgage Obligation
William Hudson, St. Cloud State University
Discussant:  Chunda Chen, Lamar University

Using Portfolio Theory to Design Better Exams
Ehsan Ardjmand, Ohio University
David Stowe, Ohio University
John Stowe, Ohio University
Discussant:  William Hudson, St. Cloud State University

Athletic Expenditures and Success in Division III NCAA Sports
Charles Brown, Penn State Behrend
Timothy Krause, Penn State Behrend
Discussants:  John Stowe, Ohio University

Financial Literacy and Mobile Payment in the United States
Chih-Feng Liao, Shih Chien University
Chunda Chen, Lamar University
Wanwei Tang, Lamar University
Discussant:  Timothy Krause, Penn State Behrend

SESSION G  SWFA Doctoral Student Panel Presentation
Sponsored by the Department of Finance at Oklahoma State University

All Ph.D. students registered for SWFA are required to participate.

Panel presentation and open discussion of issues facing new faculty in finance. Panelists (representing several perspectives and stages of the academic career) share insights from experience. Topics include: getting and keeping a job; the tenure/promotion battle; publishing; becoming a “university citizen”; service to the profession; and others. The panel will entertain questions from participants.

Moderator:  James Philpot, Missouri State University

Our panelists are:

Andrew Lynch, University of Mississippi
Sri Nippani, Texas A&M University – Commerce
David Stowe, Ohio University

165
## SESSION H  Emerging Markets 1

**Session Chair:** Carolyn Reichert, The University of Texas at Dallas

*Can Microfinance Institutions Enhance International Diversification?*
- **Ki C. Han,** Suffolk University
- **Sukhun Lee,** Loyola University Chicago
- **David Y. Suk,** Rider University
- **Hyun Mo Sung,** Handong Global University
  - Discussant: **Scott Miller,** The University of Tampa

*Gold and Portfolio Diversification: A Stochastic Dominance Analysis of The Dow Jones Islamic Indices*
- **Osamah Al-Khazali,** American University of Sharjah
- **Taisier Zoubi,** American University of Sharjah
  - Discussant: **Sukhun Lee,** Loyola University Chicago

*The Effect of Currency Undervaluation and Income Inequality*
- **Sarah Crane,** The University of Southern Mississippi
- **Scott Miller,** The University of Tampa
  - Discussant: **Devendra Prasad,** University of Massachusetts - Lowell

*Nepalese Investors’ Reactions: News Coverage, And Stock Returns*
- **Devendra Prasad,** University of Massachusetts - Lowell
  - Discussant: **Osamah Al-Khazali,** American University of Sharjah

---

### FBD COFFEE BREAK

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

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

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

- **All FBD conference participants are eligible to have their work considered for the low submission fee of $40.**
<table>
<thead>
<tr>
<th>SESSION A</th>
<th>Law and Finance 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session Chair:</td>
<td>Scott Brown, University of Puerto Rico</td>
</tr>
<tr>
<td><strong>Unintended Benefits of Employment Protection Laws: Households Increased Risk-taking Behaviors</strong></td>
<td>Chanik Jo, University of Toronto</td>
</tr>
<tr>
<td>Discussant:</td>
<td>Yini Liu, University of Texas at San Antonio</td>
</tr>
<tr>
<td><strong>Litigation Risk and Private Investments in Public Equity</strong></td>
<td>Onur Bayar, University of Texas at San Antonio</td>
</tr>
<tr>
<td><strong>Changes in Personal Bankruptcy Protection Laws: The Impact on Home Mortgage Lending</strong></td>
<td>Jason Damm, Florida Atlantic University</td>
</tr>
<tr>
<td><strong>Litigation Risk and Readability in Financial Disclosures: Evidence from a Natural Experiment</strong></td>
<td>Abhishek Ganguly, Indiana University</td>
</tr>
<tr>
<td></td>
<td>Lin Ge, University of Mississippi</td>
</tr>
<tr>
<td></td>
<td>Chad Zutter, University of Pittsburgh</td>
</tr>
<tr>
<td>Discussant:</td>
<td>Chanik Jo, University of Toronto</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SESSION B</th>
<th>Behavioral Finance 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session Chair:</td>
<td>Stephanie Hoskins, Louisiana State University</td>
</tr>
<tr>
<td><strong>He Said, She Said: A Textual Analysis of Gender Differences in Earnings Call Transcripts</strong></td>
<td>Stephanie Hoskins, Louisiana State University</td>
</tr>
<tr>
<td><strong>Asymmetric Trading Responses to Credit Rating Announcements from Issuer- versus Investor-Paid Rating Agencies</strong></td>
<td>Quan Nguyen, Massey University</td>
</tr>
<tr>
<td><strong>The Effect of Sentiment on Institutional Investors: A Gender Analysis</strong></td>
<td>Monika Gehde-Trapp, University of Hohenheim</td>
</tr>
<tr>
<td><strong>Executive Age and Working Capital Management Policies</strong></td>
<td>Hari Adhikari, Embry-Riddle Aeronautical University</td>
</tr>
<tr>
<td><strong>SWFA Best Paper in Behavioral Finance Track</strong></td>
<td>Linda Klingler, University of Hohenheim</td>
</tr>
<tr>
<td></td>
<td>Marcin Krolikowski, Providence College</td>
</tr>
<tr>
<td></td>
<td>James Malm, College of Charleston</td>
</tr>
<tr>
<td></td>
<td>Nilesh Sah, University of Tennessee Chattanooga</td>
</tr>
<tr>
<td>Discussant:</td>
<td>Stephanie Hoskins, Louisiana State University</td>
</tr>
</tbody>
</table>
SESSION C  Corporate Finance 5
Session Chair:  Yongli Luo, Houston Baptist University

Policy Uncertainty and Cash Dynamics
Daniel Tut, York University
Discussant:  Yanguang Liu, University of Arizona

SWFA Best Doctoral Student Paper in Corporate Finance Track
Robots, Labor Market Frictions, and Corporate Financial Policies
Yanguang Liu, University of Arizona
Discussant:  Wenyao Hu, Rensselaer Polytechnic Institute

Local Attention and Payout Policy
Wenyao Hu, Rensselaer Polytechnic Institute
Discussant:  Harikumar Sankaran, New Mexico State University

Annual Report Readability and Corporate Payout Policy
Hasibul Chowdhury, University of Queensland
Shofiqur Rahman, New Mexico State University
Harikumar Sankaran, New Mexico State University
Discussant:  Daniel Tut, York University

SESSION D  Dividend Policy and Distribution
Session Chair:  Yuka Nishikawa, Florida International University

The Declining Information Content of Dividends and the Abnormal Return on Day +1
Ebenezer Asem, University of Lethbridge
Aditya Kaul, University of Alberta
Discussant:  Puneet Prakash, Missouri State University

Dividend Distribution Tax and Payout Policy: An Empirical Study
Vikas Sangwan, Indian Institute of Technology Kanpur
Puneet Prakash, Missouri State University
Anoop Singh, Indian Institute of Technology Kanpur
Discussant:  Kerron Joseph, The University of Texas at San Antonio

Dividend Mispricing: Evidence from the Merger Arbitrage Market
Kerron Joseph, The University of Texas at San Antonio
Palani-Rajan Kadapakkam, University of Texas - San Antonio
Discussant:  Mohammad Hashemi Joo, Florida International University

SWFA Best Doctoral Paper in Behavioral Finance Track
Languages and Cross-Border Dividend Payment Policies
Yuka Nishikawa, Florida International University
Mohammad Hashemi Joo, Florida International University
Ali Parhizgari, Florida International University
Discussant:  Ebenezer Asem, University of Lethbridge
SESSION E  Corporate Governance 5
Session Chair: Collins Okafor, North Carolina A&T State University

Chairs’ Independence and Firms’ Mergers & Acquisition Performance
Dung Nguyen, Florida International University
Discussant: Md Noman Hossain, University of Texas Rio Grande Valley

Shareholder Litigation Rights and Stock Price Crash Risk: Evidence from Universal Demand Laws
Md Noman Hossain, University of Texas Rio Grande Valley
Discussant: Collins Okafor, North Carolina A&T State University

Gender of Executives and Firm Bankruptcy Risk: Evidence from China
Eunho Cho, North Carolina A&T State University
Linmei Zhang, Wenzhou Kean University
Collins Okafor, North Carolina A&T State University
Nacasius Ujah, South Dakota State University
Discussant: Jamshed Iqbal, University of Vaasa, Finland

Does CEO-Employee Pay Ratio Affect Stability of Firms: Evidence from European Firms?
Dhruba Banjade, University of Texas at Arlington
Jamshed Iqbal, University of Vaasa, Finland
Humnath Panta, Humboldt State University
Discussant: Dung Nguyen, Florida International University

SESSION F  Capital Markets 2
Session Chair: Zeming Li, University of Southampton

Intraday Time Series Momentum: International Evidence
Zeming Li, University of Southampton
Athanasios Sakkas, University of Nottingham
Andrew Urquhart, ICMA Centre, Henley Business School, University of Reading
Discussant: Devendra Kale, University of Texas - Dallas

Does Trust Level Matter in Sukuk Issuance?
Dawood Ashraf, Islamic Research & Training Institute (A member of IsDB Group)
Saqib Aziz, Rennes School of Business
Rwan El-Khatib, Zayed University
Discussant: Zeming Li, University of Southampton

Informativeness of Firm Tweets
Devendra Kale, University of Texas - Dallas
Vikram Nanda, University of Texas - Dallas
Anin Rupp, Chiang Mai University
Discussant: Rwan El-Khatib, Zayed University
SOUTHWESTERN FINANCE
ASSOCIATION

March 12, 2020
(Thursday)

3:30 p.m. – 5:00 p.m. Pecan, Hill Country Level

SESSION G Pension Plan

Session Chair: Robinson Reyes Pena, Florida International University

Corporate Pensions and Returns to Innovation
Mohammad Karim, University of New Orleans
M. Kabir Hassan, University of New Orleans
  Discussant: Brian Silverstein, Florida Atlantic University

Defined Benefit Pension De-Risking and Corporate Investment Policy
Brian Silverstein, Florida Atlantic University
  Discussant: Robert Tennant, Texas A&M-Central Texas

State Pension Reform: What Have They Accomplished?
Charles Hanby, Texas A&M University Central Texas
Robert Tennant, Texas A&M-Central Texas
  Discussant: Robinson Reyes Pena, Florida International University

Retirement and Politics: Identifying the Best Practices
Robinson Reyes Pena, Florida International University
Edward Lawrence, Florida International University
  Discussant: Mohammad Karim, University of New Orleans

3:30 p.m. – 5:00 p.m. Mesquite, Hill Country Level

SESSION H Emerging Markets 2

Session Chair: Anh Nguyen, University of Texas at Arlington

Firm Growth Opportunities and Relationship between Director Compensation and Earnings Management in India
Yogesh Chauhan, Indian Institute of Management Raipur
Surya Kumar, Indian Institute of Management Indore
  Discussant: Busra Agcayazi, West Virginia University

Does IMF Financing Encourage Investor Moral Hazard? Evidence from an Emerging Economy
Busra Agcayazi, West Virginia University
  Discussant: Esther Castro, University of Houston-Downtown

Remittance Effect on Central American Investment
Esther Castro, University of Houston-Downtown
  Discussant: Mustafa Okur, Marmara University

A Study on Perception of Financial Market Professionals towards Gold in Turkey (SWFA)
Mustafa Okur, Marmara University
Alper Yakupoglu, Birlesik fon Bankasi
  Discussant: Surya Kumar, Indian Institute of Management Indore

170
SESSION I  Anomalies

Session Chair:  James Nguyen, Texas A&M Texarkana

A More Complete Study of Market Efficiency in Emerging Markets Using Improved Statistical Technique
James Nguyen, Texas A&M Texarkana
  Discussant: Ying Wang, The State University of New York at Albany

Does Information Efficiency of Stock Prices Depend on Price Anchors? Evidence from India
Aditya Banerjee, Indian Institute of Management Ranchi
Sayantan Kundu, Indian Institute of Management Ranchi
  Discussant: James Nguyen, Texas A&M Texarkana

SWFA Best Paper in Financial Institutions Track
Do Institutional Investors Exploit Market Anomalies? New Evidence from Alternative Mutual Funds
Xin Gao, Sacred Heart University
Ying Wang, The State University of New York at Albany
  Discussant: Aditya Banerjee, Indian Institute of Management Ranchi

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.

SWFA Reception
All registered SWFA attendees are welcome to attend the reception on the third floor of the Rio Rio Mexican Cantina on 421 E. Commerce St. (A four-minute walk from the hotel)
March 13, 2020
(Friday)

7:00 a.m. – 8:30 a.m.  Garden Terrace, 1st Floor

SWFA Board Meeting and Breakfast
(Board Members and Invited Guests Only)

7:00 a.m. – 8:20 a.m.  Nueces, Hill Country Level

BREAKFAST SESSION A  Personal Finance
Session Chair:  Yi Liu, Texas Tech University

The Effect of Mortality Salience on Asset Decumulation Decisions
Yi Liu, Texas Tech University
Russell James III, Texas Tech University
Discussant:  Qian Li, Midwestern State University

Student Debt and Stock Ownership Decisions of U.S. Households
Thomas Korankye, Texas Tech University & Kumasi Technical University-Ghana
Discussant:  James Slaydon, Lamar University

Hurricane Harvey’s Impact on Households Disposable Income and Real Estate Values in the Southeast Texas Region
James Slaydon, Lamar University
Discussant:  Thomas Korankye, Texas Tech University & Kumasi Technical University

Student Loan Burden, Financial Literacy, and Financial Behavior - Evidence from the 2018 FINRA Survey
Qian Li, Midwestern State University
Discussant:  Yi Liu, Texas Tech University

7:00 a.m. – 8:20 a.m.  Frio, Hill Country Level

BREAKFAST SESSION B  Investments 1
Session Chair:  Kiran Paudel, University of New Orleans

Unexpected Returns: A Model-free Approach
Mengchuan Wang, The University of Melbourne
Discussant:  Kiran Paudel, University of New Orleans

Consumer Sentiment, Demographics, and the Downside Risk - Evidences from the Passive Investment in ETFs?
Kiran Paudel, University of New Orleans
M. Kabir Hassan, University of New Orleans
Atsuyuki Naka, University of New Orleans
Discussant:  Chris Hughen, University of Denver

Sector Allocations over the Business Cycle: Dynamic Model Averaging versus the Yield Curve
Chris Hughen, University of Denver
Discussant:  Mengchuan Wang, The University of Melbourne
7:00 a.m. – 8:20 a.m.  

**BREAKFAST SESSION C  Corporate Finance 6**

**Session Chair:**  Clifford Jones, University of Texas at El Paso

*Employment Protection and Tax Aggressiveness*
Yanguang Liu, University of Arizona
Xiaoran Ni, Xiamen University  
Discussant: Lan Xu, University of Delaware

*Product Market Threats and Tax Avoidance*
Tae-Nyun Kim, The College of New Jersey
Pil-Seng Lee, University of Texas - Dallas  
Discussant: Felix Acquah, Oklahoma State University

*Top Management Team Diversity and Acquisition Quality*
Felix Acquah, Oklahoma State University  
Discussant: Pil-Seng Lee, University of Texas - Dallas

*Taxation and Earnings Management: Natural Experiment Evidence from Staggered Changes in State Corporate Tax Rates*
Nathan Dong, Boston College
Lan Xu, University of Delaware  
Discussant: Yanguang Liu, University of Arizona

7:00 a.m. – 8:20 a.m.  

**BREAKFAST SESSION D  Asset Pricing 1**

**Session Chair:**  Reilly White, University of New Mexico

*Rational Expectations Fools' Bubbles*
Antonio Doblas-Madrid, Michigan State University  
Discussant: Yiwei Zhao, University of Hawaii at Manoa

*Measuring Sentiment in Accounting/Finance*
Diego Garcia, Colorado University at Boulder
Xiaowen Hu, Colorado University at Boulder
Maximilian Rohrer, Norwegian School of Economics  
Discussant: Antonio Doblas-Madrid, Michigan State University

*When Analysts Repeat, Do Investors Listen?*
Yiwei Zhao, University of Hawaii at Manoa  
Discussant: Xiaowen Hu, Colorado University at Boulder
7:00 a.m. – 8:20 a.m.  Pecos, Hill Country Level

BREAKFAST SESSION E  Market Microstructure 1

Session Chair:  Liangyi Mu, The University of Manchester

Higher-Order Uncertainty in Financial Markets: Evidence from a Consensus Pricing Service
Murat Ergun, London School of Economics
Andreas Uthemann, London School of Economics
Discussant:  Liangyi Mu, The University of Manchester

Don’t DRIP
William Pratt, Oklahoma City University
Discussant:  Murat Ergun, London School of Economics

Has the Introduction of Extended Trading Hours Enhanced Market Quality?
Liangyi Mu, The University of Manchester
Discussant:  William Pratt, Oklahoma City University

7:00 a.m. – 8:20 a.m.  Directors, Hill Country Level

BREAKFAST SESSION F  Credit Default Swap

Session Chair:  Siamak Javadi, University of Texas Rio Grande Valley

Pricing Recovery - Evidence from Markets, CDS Auctions and Ultimate Recovery
Sunil Teluja, University of Arizona
Discussant:  Chi Wing Fok, University of Wisconsin-Parkside

Does CDS Incentivize Firms to Reduce Uncertainty in Performance?
Wei-Shao Wu, University of Electronic Science and Technology of China
Chi Wing Fok, University of Wisconsin-Parkside
Yuanchen Chang, National Chengchi University
Chao-Jung Chen, National Pingtung University
Discussant:  Yifan Liu, Oklahoma State University

CDS Coverage Firms and The Effect on Their Repurchase Policies
Isarin Durongkadej, Georgia College and State University
Yifan Liu, Oklahoma State University
Discussant:  Sunil Teluja, University of Arizona
BREAKFAST SESSION G  Socially Responsible Investing 1

Session Chair: Leyuan You, Texas State University

Are Socially Conscious Investors Affected by Gender Stereotyping? Evidence from Mutual Funds Flows
Renee Oyotode-Adebile, Northwest Missouri State University
   Discussant: Leyuan You, Texas State University

The Roles of Institutional Investors, Individual Investors, and Agents in Green Finance
Leyuan You, Texas State University
   Discussant: Bing Yu, Meredith College

Social (Ir)responsibility and Corporate Social Responsibility
Leyuan You, Texas State University
   Discussant: Renee Oyotode-Adebile, Northwest Missouri State University

Do Ethical Companies have High Stock Prices or High Returns?
Mary Jane Lenard, Meredith College
Shengxiong Wu, Texas Wesleyan University
Bing Yu, Meredith College
   Discussant: Leyuan You, Texas State University

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

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

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

175
The Department of Labor projects that demand for financial advisors outstrips the supply for the next ten years. Since the advent of regulation of securities industry, prospective employees need to obtain Series 7: General Securities License. This is a required license for a professional to work as a broker/dealer, back office operations, compliance and many other roles in the financial services industry. Given the shortfall of needed financial advisors, FINRA starting in fall 2018 split the Series 7 into the Securities Industry Essentials (SIE) exam that requires no sponsorship from firms. Students can complete SIE while in college and on successful completion of SIE are eligible for any of Series exams (6, 7, 66, etc.). Since 2015, our panel of experts have successfully integrated both SIE and Series 7 into the finance curriculum and helped different business schools nationwide to offer this course. Offering SIE/series 7 courses as a part of the business curriculum prepares students to successfully take the exam.

This panel discussion will discuss how to successfully integrate SIE/series 7 course into the business curriculum in different delivery formats (in-class, online and hybrid) and varying semester lengths (full length, 7 weeks, 3 weeks). The panelists will provide details of how schools can partner with PinPoint Global (course material provider), receive sponsorship from financial services firms and student employment opportunities.
### SESSION C Corporate Finance 7

**Session Chair:** Yanguang Liu, University of Arizona

#### Ownership and Access to Finance: Evidence from Developing Countries
- **Yu Liu,** University of Texas Rio Grande Valley
- **Jian Xu,** University of Texas Rio Grande Valley
  - Discussant: **Paul Decaire,** University of Pennsylvania

#### Do Firms Led by Founders Take Higher Risk?
- **Yuka Nishikawa,** Florida International University
- **Edward Lawrence,** Florida International University
- **Arun Upadhyay,** Florida International University
  - Discussant: **Jian Xu,** University of Texas Rio Grande Valley

#### Capital Budgeting and Idiosyncratic Risk
- **Paul Decaire,** University of Pennsylvania
  - Discussant: **Yuka Nishikawa,** Florida International University

### SESSION D Asset Pricing 2

**Session Chair:** Chris Hughen, University of Denver

#### Slowly Unfolding Disasters
- **Mohammad Ghaderi,** University of Houston
- **Mete Kilic,** University of Southern California
- **Sang Byung Seo,** University of Houston
  - Discussant: **John Adams,** University of Texas at Arlington

#### Rediscovering the CCAPM Lost in Data Revisions
- **Yu-Jou Pai,** University of Cincinnati
  - Discussant: **Mohammad Ghaderi,** University of Houston

#### Demystifying Scale and Skill in the Mutual Fund Industry
- **John Adams,** University of Texas at Arlington
- **Darren Hayunga,** University of Georgia
- **Sattar Mansi,** Virginia Tech
  - Discussant: **Yu-Jou Pai,** University of Cincinnati
SESSION E  
**Market Microstructure 2**

**Session Chair:**  
Oskar Kowalewski, IESEG School of Management

*Short Duration, Dynamic Price Limits: The Special Quote and Limit Up-Limit Down Rules*

**Pankaj K. Jain,** The University of Memphis  
**Shawn McFarland,** The University of Memphis  
**Thomas McInish,** The University of Memphis  

Discussant:  
Le Zhao, Florida International University

*Impact of Proposed Changes in Maker Taker Fees and Rebates on Exchanges’ Market Share of Trading Volume*

**Pankaj K. Jain,** The University of Memphis  
**Suchismita Mishra,** Florida International University, Miami  
**Le Zhao,** Florida International University  

Discussant:  
Rasheek Irtisam, University of Memphis

*Management Tone and Information Asymmetry*

**Rasheek Irtisam,** University of Memphis  
**Jeffrey Black,** University of Memphis  
**Pankaj K. Jain,** The University of Memphis  

Discussant:  
Shawn McFarland, The University of Memphis

---

SESSION F  
**Liquidity 1**

**Session Chair:**  
Tim Park, University of Texas at Austin

*Effects of Offering Speed and Liquidity on Pricing*

**Tarik Umar,** Rice University  
**Emmanuel Yimfor,** Jones Graduate School of Business, Rice University  
**Rustam Zufarov,** Rice University  

Discussant:  
Tim Park, University of Texas at Austin

*Trade Credit and Stock Liquidity*

**Chenguang Shang,** Texas State University  

Discussant:  
Rustam Zufarov, Rice University

*Tick Size and Options*

**Todd Griffith,** Utah State University  
**Brian Roseman,** Oklahoma State University  
**Danjue Shang,** Utah State University  

Discussant:  
Chenguang Shang, Texas State University

*Fragile Liquidity*

**Tim Park,** University of Texas at Austin  

Discussant:  
Danjue Shang, Utah State University
SESSION G  Socially Responsible Investing 2

Session Chair: Kemal Saatcioglu, Rhode Island College

Finance, Corporate Social Responsibility, and Capital Expenditures
Hong Nguyen, University of Scranton
  Discussant: Kemal Saatcioglu, Rhode Island College

Factor Exposures of Environmental, Social, and Governance (ESG) Indexes
Asli Ascioglu, Bryant University
Kemal Saatcioglu, Rhode Island College
  Discussant: Nicolas Webersinke, Friedrich-Alexander-University Erlangen-Nuremberg

Performance of S&P 500 ESG Indices: The Impact of Weighting Methodologies and ESG Ratings
Benjamin Huebel, Friedrich-Alexander-Universität Erlangen-Nürnberg
Hendrik Scholz, University of Erlangen-Nürnberg
Nicolas Webersinke, Friedrich-Alexander-University Erlangen-Nuremberg
  Discussant: Hong Nguyen, University of Scranton

10:00 a.m. - 10:30 a.m.  Exhibit Hall - Regency Center

FBD Coffee Break

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.

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.
SESSION A  Special Presentation: A Tutorial on Islamic Finance

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

This session seeks to evaluate how well Islamic economic institutions have reached their stated goals. Four recent trends demonstrate the relevance of this tutorial. First, according to the 2009 Pew Forum on Religion and Public Life report, 1.57 billion people, or nearly 1 in 4 in the world, are Muslim. Second, the growth of universities in Muslim countries and the expanding interest in Islamic thought in Western universities have created a receptive audience for Islamic economics. Third, the Islamic financial industry nearly tripled from 2007 to 2018, a period when most conventional banks were struggling. The fact that no Islamic banks needed to be bailed out by taxpayer money has increased interest in the soundness of the Islamic financial model. Finally, it is crucial that the principles of Islamic economics be put to the test. Some important questions must be answered. In a global business environment largely unsympathetic to the Islamic model, how well have religious-based values translated into actual performance? Is following the Islamic model a hindrance to financial institutions, or is there evidence that it can be economically and spiritually rewarding?

The tutorial will introduce the financial systems, products and services offered by IFIs in the Islamic finance industry. It will discuss the types of financial institutions operating within the system. It explains the various financial products and services provided by both banking and Takaful institutions in terms of product features and mechanisms. Finally, it highlights pertinent risk management issues relevant to the financial institutions involved in Islamic financial activities.

SESSION B  Investments 3

Session Chair:  Asli Eksi, University of Massachusetts, Amherst

Why Do Security Analysts Issue Early Forecasts?
Vadim Balashov, Rutgers University-Camden
Discussant:  Hongyan Li, Fairleigh Dickinson University

Strategically Right Investments or Inefficient Internal Capital Markets?
Hongyan Li, Fairleigh Dickinson University
Discussant:  Asli Eksi, University of Massachusetts, Amherst

Reference-Dependent Preferences and Mutual Fund Flows
Asli Eksi, University of Massachusetts, Amherst
Discussant:  Vadim Balashov, Rutgers University-Camden
SESSION C  Corporate Finance 8

Session Chair: Dhruba Banjade, University of Texas at Arlington

Excess Cash Holdings, and Firm Performance in New and Old Economy Firms
Dhruba Banjade, University of Texas at Arlington
Discussant: Han Jin, Auburn University

Policy Uncertainty and Cash Dynamics
Daniel Tut, York University
Discussant: Hsuan-Chi Chen, University of New Mexico

Do Firms Time the Market when Saving Cash?
Hsuan-Chi Chen, University of New Mexico
Robin Chou, National Chengchi University
Chien-Lin Lu, National Ilan University
Discussant: Daniel Tut, York University

Shedding Light on Foreign Currency Cash Flow Hedges: Transparency and The Hedging Decision
Han Jin, Auburn University
Beverly Marshall, Auburn University
Discussant: Dhruba Banjade, University of Texas at Arlington

SESSION D  Asset Pricing 3

Session Chair: Garrett Smith, University of Wisconsin - Whitewater

Expected Inflation Risk Premium in US Stock Market
Pascal Letourneau, University of Wisconsin - Whitewater
Garrett Smith, University of Wisconsin - Whitewater
Discussant: Maximilian Glück, Friedrich-Alexander-Universität Erlangen-Nürnberg

Stock Return Predictability: Evidence across U.S. industries
Quynh Pham, German Wissenschaftliche Hochschule für Unternehmensführung (WHU)
Discussant: Fotis Grigoris, University of North Carolina – Chapel Hill

SWFA Best Doctoral Student Paper in Asset Pricing Track
The Term Structure of Municipal Bond Yields, Local Economic Conditions, and Local Stock Returns
Fotis Grigoris, University of North Carolina – Chapel Hill
Discussant: Quynh Pham, WHU

Currency Conversion of Fama/French Factors: How and Why?
Maximilian Glück, Friedrich-Alexander-Universität Erlangen-Nürnberg
Benjamin Huebel, Friedrich-Alexander-Universität Erlangen-Nürnberg
Hendrik Scholz, University of Erlangen-Nürnberg
Discussant: Garrett Smith, University of Wisconsin – Whitewater
10:30 a.m. – 12:00 p.m.  
Pecos, Hill Country Level

SESSION E  Banking 1  
Session Chair:  Li Xu, Nanjing Audit University

A Machine Learning Approach to The Digitalization of Bank Customers: Evidence from Random and Causal Forests
Santiago Carbo-Valverde, University College of Financial Studies, Spain
Pedro Cuadros-Solas, University College of Financial Studies, Spain
Francisco Rodriguez-Fernandez, University of Granada, Spain

Discussant: Krishnan Dandapani, Florida International University

Impact of Climate Change on Cost of Bank Loan
Abdullah Al Masum, University of Texas Rio Grande Valley
Siamak Javadi, University of Texas Rio Grande Valley

Discussant: Jianning Huang, University of Memphis

The Governance Role of Lender Monitoring: Evidence from Borrowers’ Tax Planning
Jianning Huang, University of Memphis
Pei Shao, University of Lethbridge
Feixue Xie, University of Texas at El Paso
Fuzhao Zhou, University of Texas at El Paso

Discussant: Abdullah Al Masum, University of Texas Rio Grande Valley

Effect of Fintech on Banking Institutions
Krishnan Dandapani, Florida International University
Mohammad Hashemi Joo, Florida International University
Yuka Nishikawa, Florida International University

Discussant: Pedro Cuadros-Solas, University College of Financial Studies, Spain

10:30 a.m. – 12:00 p.m.  
Directors, Hill Country Level

SESSION F  Liquidity 2  
Session Chair: Aslihan Korkmaz, Dominican University of California

Impact of Relative Liquidity of Stocks and Bonds on the Financing Decisions of a Firm
Sohale Altamimi, Al-Imann Muhammad Ibn Saud Islamic University
M. Kabir Hassan, University of New Orleans
Tarun Mukherjee, University of New Orleans

Discussant: Thomas Thompson, University of Texas at Arlington

An Examination of the Liquidity of Equity Carve-outs
Thomas Thompson, University of Texas at Arlington

Discussant: Aslihan Korkmaz, Dominican University of California

Liquidity Constraints and Family Labor Participation
Pengpeng Yue, Beijing Technology and Business University
Aslihan Korkmaz, Dominican University of California
Zhichao Yin, Capital University of Economics and Business
Haigang Zhou, Cleveland State University
SESSION G     International Finance 3

Session Chair:     Shuming Bai, Eastern Washington University

A "Bad Beta, Good Beta" Anatomy of Currency Risk Premiums and Trading Strategies
I-Hsuan Ethan Chiang, University of North Carolina at Charlotte
Xi Mo, University of North Carolina at Charlotte
Discussant:     Jian Yang, University of Colorado Denver

The Economic Consequences of Commodity Price Shocks and Trade Restrictions
Shuming Bai, Eastern Washington University
Kai S. Koong, Tuskegee University
Discussant:     Xi Mo, University of North Carolina at Charlotte

China’s Financial Network with International Spillovers: A First Look
Jian Yang, University of Colorado Denver
Ziliang Yu, Nankai University
Jun Ma, Tsinghua University
Discussant:     Puneet Prakash, Missouri State University, USA

Fama-French Five-Factor Asset Pricing Model in Emerging Markets: Evidence from India
Kewal Singh, Indian Institute of Technology Kanpur
Anoop Singh, Indian Institute of Technology Kanpur
Puneet Prakash, Missouri State University, USA
Discussant:     Shuming Bai, Eastern Washington University

Annual Business Meeting and Luncheon

Keynote Speaker:     Dr. Sheridan Titman, Professor and Walter W. McAllister Centennial Chair in Financial Services, McCombs School of Business, University of Texas at Austin

Topic: Geography and Finance

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.
The recent wave of liberalization in several emerging countries has reopened the debate on the role of financial development and its relationship with the economic growth of a country. While the literature on the topic is quite large in dealing with both developed and developing markets (Levine, 1997, Rajan & Zingales, 2003, Demetriades and Andrianova, 2004, Jedidia, et al., 2014), the question remains whether and how Islamic finance contributes to real economy, albeit its professed focus on the real economy and shying away from financialization (Grassa & Gazdar, 2014, Hassan, et al., 2013, Imam & Kpodar, 2016, Kassim, 2016). Given the impressive growth of the Islamic finance during the recent years, the aim of the panel is to understand if Islamic finance and its institutions can contribute to develop the real economy, since Islamic finance claims to be real-economy oriented, given the link to the real assets of all the transactions.

Session B

Investments 4

Session Chair: Fawzi Hyder, Lebanese American University

Can Hedge Funds Benefit from CSR Investment?
Jun Duanmu, Louisiana Tech University
Qiping Huang, Boise State University
Yongjia Li, Boise State University
Garrett McBrayer, Boise State University
Discussant: Mohammadali Fallah, University of Texas at San Antonio

Arbitrage Risk, Arbitrageurs, and Additions to the S&P 500 Index
Honghui Chen, University of Central Florida
Fawzi Hyder, Lebanese American University
Discussant: James Kolari, Texas A&M University

Dynamic Risk Adjustment in Long-Run Event Study Tests
Yao Han, Texas A&M University
James Kolari, Texas A&M University
Seppo Pynnönen, University of Vaasa
Discussant: Qiping Huang, Boise State University

Long-term Capital Gain Taxes and Stock Prices: Evidence from India
Mohammadali Fallah, University of Texas at San Antonio
Palani-Rajan Kadapakkam, University of Texas at San Antonio
Discussant: Fawzi Hyder, Lebanese American University
SESSION C  Corporate Finance 9

Session Chair:  Thomas Thompson, University of Texas at Arlington

**CEO Overconfidence and Speed of Adjustment of Firm’s Financial Policies**
Xiang Long, Old Dominion University  
Discussant:  Andrew Schwartz, University of Georgia

**Rose- and Blue-Colored Glasses: Childhood Exposure to Political Ideology and CEO Overconfidence**
Andrew Schwartz, University of Georgia  
Discussant:  Midhun Madhu Snehalatha, Oklahoma State University

**Stability of Institutional Ownership and Corporate Investment**
Midhun Madhu Snehalatha, Oklahoma State University  
Ramesh P. Rao, Oklahoma State University  
Discussant:  Mikael Paaso, Erasmus University

**Extrapolation and Real Investment**
Mikael Paaso, Erasmus University  
Discussant:  Xiang Long, Old Dominion University

---

SESSION D  Asset Pricing 4

Session Chair:  Kevin Lansing, Federal Reserve Bank of San Francisco

**Examining the Sources of Excess Return Predictability: Stochastic Volatility or Market Inefficiency?**
Kevin Lansing, Federal Reserve Bank of San Francisco  
Stephen LeRoy, University of California - Santa Barbara  
Jun Ma, Northeastern University  
Discussant:  Georgios Koimisis, Manhattan College

**Unraveling Momentum’s Moments**
Sunil Teluja, University of Arizona  
Discussant:  Kevin Lansing, Federal Reserve Bank of San Francisco

**An EZ Way to Evaluate Assets**
Georgios Koimisis, Manhattan College  
Discussant:  Sunil Teluja, University of Arizona
<table>
<thead>
<tr>
<th>SESSION E</th>
<th>Banking 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session Chair:</td>
<td>Jiayi Xu, Auburn University</td>
</tr>
</tbody>
</table>

*The Impact of Skin in the Game on Bank Behavior in the Securitization Market*

Martin Hibbeln, University of Duisburg-Essen
Werner Osterkamp, University of Duisburg-Essen
Discussant: Jiayi Xu, Auburn University

*Minority Depository Institutions: Why So Few - After 150 Years? New News - Poor and Risky Performance Is Not the Answer!*

James Barth, Auburn University, Finance Department
Jiayi Xu, Auburn University
Discussant: Oskar Kowalewski, Université Catholique de Lille

*Local Banks as Difficult to Replace SME Lenders: Evidence from Bank Corrective Programs*

Iftekhar Hasan, Fordham University
Krzysztof Jackowicz, Kozminski University
Oskar Kowalewski, Université Catholique de Lille
Werner Osterkamp, University of Duisburg-Essen
Discussant: Jiayi Xu, Auburn University

---

<table>
<thead>
<tr>
<th>SESSION F</th>
<th>Real Estate 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session Chair:</td>
<td>Jamie Kurash, Louisiana State University</td>
</tr>
</tbody>
</table>

*The Informational Content of Real Estate Agent Remarks*

Sean Brunson, University of North Carolina - Charlotte
Richard Buttimer, University of North Carolina - Charlotte
Steve Swidler, Lafayette College
Discussant: Jamie Kurash, Louisiana State University

*The Valuation of Real Estate Equity Securities*

Dan French, Lamar University
Discussant: Steve Swidler, Lafayette College

*House Price, Household Consumption Behavior, and Consumption Inequality*

Pengpeng Yue, Beijing Technology and Business University
Aslihan Korkmaz, Dominican University of California
Zhichao Yin, Capital University of Economics and Business
Haigang Zhou, Cleveland State University
Discussant: Dan French, Lamar University

*Economic Determinism or Not? Examining Childhood Circumstances and Adult Real Estate Outcomes*

Jamie Kurash, Louisiana State University
R. Kelley Pace, Louisiana State University
Discussant: Aslihan Korkmaz, Dominican University of California
SESSION G Volatility 1

Session Chair: Henry Kirn, Oklahoma State University

Investor Relations (IR) and Crash Risk
Henry Kirn, Oklahoma State University
Julia K. Ravenscraft, Oklahoma State University
Rick Desgroseilliers, Oklahoma State University
Ramesh Rao, Oklahoma State University
Discussant: Yuri Hupka, Oklahoma State University

Optimal Volatility Position Construction and Risk Management: A Linear Discrete Ill-Posed Problem with Box Constraints
Brian Silverstein, Florida Atlantic University
Discussant: Henry Kirn, Oklahoma State University

Covariance Matrix Jumps in High-frequency Financial Markets
Yuri Hupka, Oklahoma State University
Discussant: Brian Silverstein, Florida Atlantic University

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.

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

48th Annual Conference
March 17 - 20, 2021
Moody Gardens
Galveston, Texas
The quantum and growth of Negative Interest yielding securities in the world economy (due to extensive Quantitative Easing and asset purchases by major global central banks) are enormous and have resulted in more than 17 trillion dollars of negative yielding bonds as of September 2019. As reported in Financial Times, more than 25% of the world bonds have negative yield. This has extensive implications for the financial system.

This presentation will cover: (1) Negative Interest Rates - Implications for Pension Funds & Insurance Companies, (2) Negative Interest Rates, Corporate Debt and Capital Structure, and (3) Negative Interest
SESSION C  Corporate Finance 10

Session Chair: Monika Rabarison, The University of Texas Rio Grande Valley

Environmental Policy and Audit Pricing
Monika Rabarison, The University of Texas Rio Grande Valley
Ibrahim Siraj, Long Island University Post
Bin Wang, Marquette University
Discussant: Fawzi Hyder, Lebanese American University

Better Safe than Sorry: The Effect of Whistleblowing Allegations on Industry Peers’ Risk-Taking
Emmanuel Sequeira, University of Texas at El Paso
Zuobao Wei, University of Texas at El Paso
Discussant: David Buchuk, Pontificia Universidad Católica de Chile

The Value of the Internal Capital Markets of Business Groups: Evidence from a Structural Estimation
David Buchuk, Pontificia Universidad Católica de Chile
Discussant: Emmanuel Sequeira, University of Texas at El Paso

The Diversification Discount: Are Control Mechanisms Less Effective in Diversified Firms
Jeffrey DiBartolomeo, University of Southern Maine
Fawzi Hyder, Lebanese American University
Mahsa Khoshnoud, Florida State University
Discussant: Monika Rabarison, The University of Texas Rio Grande Valley

SESSION D  Economic Theory and Modeling

Session Chair: Zhiyong (John) Liu, Indiana State University

Dynamic Adverse Selection and Asset Sales
Fangyuan Yu, University of Minnesota
Discussant: Khai Zhi Sim, Eastern Connecticut State University

Product Market Competition and Corporate Demand for Insurance
Hae Won (Henny) Jung, University of Melbourne
Zhiyong (John) Liu, Indiana State University
Nan Zhu, Pennsylvania State University
Discussant: Fangyuan Yu, University of Minnesota

SWFA Best Paper in Financial Institutions Track
Bank Bailouts: Cost of Inability to Commit
Khai Zhi Sim, Eastern Connecticut State University
Discussant: Zhiyong (John) Liu, Indiana State University
March 13, 2020
(Friday)

3:30 p.m. – 5:00 p.m.  
Pecos, Hill Country Level

SESSION E  
Banking 3

Session Chair:  
Violeta Diaz, St. Mary's University

Labor Unions and Loan Contracts
Guangzi Li, Chinese Academy of Social Sciences
Yili Lian, California State University, Stanislaus
Yi Zhang, Southwestern University of Finance and Economics
  Discussant:  
  Violeta Diaz, St. Mary's University

Bank Board Structure and Loan Syndication
Lindsay Baran, Kent State University
Steven Dennis, Kent State University
Maneesh Shukla, Kent State University
  Discussant:  
  Yili Lian, California State University, Stanislaus

Institutional Investor Horizons and Bank Performance
Violeta Diaz, St. Mary's University
Mohammad Jafarinejad, University of Wisconsin-Whitewater
Thanh Ngo, East Carolina University
  Discussant:  
  Maneesh Shukla, Kent State University

Can Overconfidence Conquer Information Asymmetry in Lending to Small Firms? The Case of Entrusted Loans in China
Chung-Hua Shen, Nanjing Audit University
Li Xu, Nanjing Audit University
Meng-Wen Wu, National Taipei University
Kekun Zhang, Hunan University
  Discussant:  
  Stephen R. Sears, Texas A&M International

3:30 p.m. – 5:00 p.m.  
Directors, Hill Country Level

SESSION F  
Real Estate 2

Session Chair:  
John Topuz, North American University

Driving Value in the Sharing Economy: An Analysis of Peer-to-Peer Property Rentals
Anika Poli, University of New Mexico
Reilly White, University of New Mexico
  Discussant:  
  John Topuz, North American University

Interdependence of Property Prices and Building Vacancy Rates in Residential and Commercial Real Estate Markets: Hong Kong and Singapore
Steven Shu-Hsiu Chen, Texas A&M International University
  Discussant:  
  Reilly White, University of New Mexico

Real Effects of Real Estate: Evidence from MSA-Level Unemployment Rates
Can Dogan, Radford University
John Topuz, North American University
  Discussant:  
  Steven Shu-Hsiu Chen, Texas A&M International University

190
SESSION G  Volatility 2

Session Chair:  Clifford Jones, University of Texas at El Paso


Huong Nguyen, Louisiana State University at Eunice
   Discussant:  Naresh Bansal, Saint Louis University

The Nonlinear High-Volatility Phenomenon in Beta and Size Equity Premia

Naresh Bansal, Saint Louis University
Robert Connolly, University of North Carolina at Chapel Hill
Christopher Stivers, University of Louisville
   Discussant:  Clifford Jones, University of Texas at El Paso

No News Is Risky News

Clifford Jones, University of Texas at El Paso
   Discussant:  Huong Nguyen, Louisiana State University at Eunice

SESSION H  SWFA Doctoral Student Stipend Payment

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

◆

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

March 14, 2020
(Saturday)

7:00 a.m. – 8:20 a.m.  Nueces, Hill Country Level

BREAKFAST SESSION A  Corporate Finance 11

Session Chair: Harikumar Sankaran, New Mexico State University

CEO Overconfidence and Intangible Corporate Investments
Makeen Huda, Nicholls State University
Mohammad Karim, University of New Orleans
M. Kabir Hassan, University of New Orleans
   Discussant: Masaki Nakabayashi, The University of Tokyo

The Equity Risk Premium in Japan and Germany in the Pre-WWI Period
Gerhard Kling, University of Aberdeen
Masaki Nakabayashi, The University of Tokyo
Takenobu Yuki, Tohoku University
   Discussant: Juntai Lu, University of Arkansas

CTO Network Centrality and Corporate Innovation
Tomas Jandik, University of Arkansas
Juntai Lu, University of Arkansas
   Discussant: Makeen Huda, Nicholls State University

7:00 a.m. – 8:20 a.m.  Blanco, Hill Country Level

BREAKFAST SESSION B  Derivatives

Session Chair: Heng Wang, Oklahoma State University

Derivative Use, Ownership Structure and Lending Activities of US Banks
Theophilus Osah, University of Texas Rio Grande Valley
   Discussant: Sai Ke, University of Houston

Option Trading and Stock Price Informativeness
Jie Cao, Chinese University of Hong Kong
Amit Goyal, University of Lausanne
Sai Ke, University of Houston
Xintong Zhan, Chinese University of Hong Kong
   Discussant: Heng Wang, Oklahoma State University

Informed Trading Surrounding Data Breaches in Options Markets
Heng Wang, Oklahoma State University
Louis Piccotti, Oklahoma State University
   Discussant: Theophilus Osah, University of Texas Rio Grande Valley
8:30 a.m. – 10:00 a.m.  Nueces, Hill Country Level

SESSION A  Banking 4

Session Chair:  Ali Ashraf, Frostburg State University

 Month-End Regularities in the Overnight Bank Funding Markets  
Ahmed Baig, Texas Tech University and and Lahore University of Management Science  
Drew Winters, Texas Tech University  
Discussant:  Ali Ashraf, Frostburg State University

 The Black-Box? Perceived Asset Quality and Loan Sales Discount  
Ali Ashraf, Frostburg State University  
M. Kabir Hassan, University of New Orleans  
Discussant:  Manvendra Tiwari, University of Florida

 Stress Tests and Bank Opacity – A MIMIC Model  
Manvendra Tiwari, University of Florida  
Discussant:  Hassan Anjum Butt, Methodist University

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

SESSION B  Mergers and Acquisitions

Session Chair:  Andrew Lynch, University of Mississippi

 CEO International Exposure and Cross-Border M&As  
Busra Agcayazi, West Virginia University  
Discussant:  Dung Nyugen, Florida International University

 Chairs’ Independence and Firms’ Mergers & Acquisition Performance  
Dung Nyugen, Florida International University  
Discussant:  Andrew Lynch, University of Mississippi

 The Impact of Time Travel on Acquisitions  
Patty Bick, University of Tulsa  
Matthew Crook, University of Mississippi  
Andrew Lynch, University of Mississippi  
Brian Walkup, Rollins College  
Discussant:  Busra Agcayazi, West Virginia University
SESSION A  Banking 5

**Session Chair:** Maximillian Littlejohn, University of California, Irvine

*Bank Sustainability Performance and Financial Performance Nexus in Developed and Developing Countries: The Role of Competition*
Mohsin Ali, Taylor's University

*Discussant:* Maximillian Littlejohn, University of California, Irvine

*Measuring the Effect of Digitalization Efforts on Bank Performance*
Jörn Debener, University of Muenster
Johannes Kriebel, University of Muenster

*Discussant:* Mohsin Ali, Taylor's University

*Bank Credit Supply and Monetary Policy*
Maximillian Littlejohn, University of California, Irvine

*Discussant:* Johannes Kriebel, University of Muenster

SESSION B  Contagion

**Session Chair:** Shahil Sharma, Texas A&M University San Antonio

*Financial Contagion During Stock Market Bubble: Evidence from Developed Economies*
Diego Escobari, University of Texas Rio Grande Valley
Shahil Sharma, Texas A&M University San Antonio

*Discussant:* Emmanuel Sequeira, University of Texas at El Paso

*Financial Contagion: Bank Characteristics Matter*
Sharif Mazumder, Oklahoma State University
Louis Piccotti, Oklahoma State University

*Discussant:* Shahil Sharma, Texas A&M University San Antonio

*The Path of Least Resistance: Real Activities Management Following a Whistleblowing Allegation on a Peer*
Emmanuel Sequeira, University of Texas at El Paso
Zuobao Wei, University of Texas at El Paso

*Discussant:* Sharif Mazumder, Oklahoma State University
SESSION C Banking 6

Session Chair: Lakshita Jain, University of North Carolina, Chapel Hill

The Search for a New Reference Rate
Ahmed Baig, Texas Tech University and Lahore University of Management Science
Drew Winters, Texas Tech University
Discussant: Lakshita Jain, University of North Carolina at Chapel Hill

The Impact of Risk Retention on the Pricing of Securitizations
Martin Hibbeln, University of Duisburg-Essen
Werner Osterkamp, University of Duisburg-Essen
Discussant: Ahmed Baig, Texas Tech University and Lahore Univ. of Management Science

The Unintended Consequences of Regulatory Forbearance
Anusha Chari, University of North Carolina at Chapel Hill
Lakshita Jain, University of North Carolina at Chapel Hill
Nirupama Kulkarni, Reserve Bank of India, CAFRAL
Discussant: Werner Osterkamp, University of Duisburg-Essen

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

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

President:                Matiur Rahman, McNeese State University
President Elect/Program Chair:  Denis Boudreaux, University of Louisiana at Lafayette
Vice President/Program Chair Elect:  Ali Ashraf, Frostburg State University
Secretary/Treasurer:  Chu V Nguyen, University of Houston
Editor, Southwestern Economic Review:  Anne Macy, West Texas A&M University

Program Committee

Matiur Rahman, McNeese State University
Kishore G. Kulkarni, Metropolitan State University of Denver
Denis Boudreaux, University of Louisiana at Lafayette
Donald I. Price, Lamar University

Executive Committee

Matiur Rahman, McNeese State University
Roman Wong, Barry University
Kishore G. Kulkarni, Metropolitan State University of Denver
Ata Yesilyaprak, Misericordia University
Chu V Nguyen, University Houston-Downtown
Anne Macy, West Texas A&M University

CONGRATULATIONS!
Recipient of the Federation of Business Disciplines
Distinguished Paper Award

An Ex Post Analysis of the US Airways/American Airlines Merger
Huubinh B. Le, University of South Alabama

CONGRATULATIONS!
Recipient of the 2020 Federation of Business Disciplines
Outstanding Educator Award

Shari Lawrence, Nicholls State University
SESSION A  Health Economics Issues
Session Chair:  Gultekin Gollu. Our Lady of the Lake University
Discussants:  June M. Freund, Pittsburg State University
Teresa C. Moore, Jackson State University
Shishu Zhang, University of the Incarnate Word
Albert Xin Jiang, Trinity University
Wei Feng Lynn, University, Boca Raton

The Effect of Medicaid on Recidivism: Evidence from Medicaid Suspension and Termination Policies
Gultekin Gollu, Our Lady of the Lake University

Health Care in Kansas and Missouri: Rural Communities in a Health Crisis?
June M. Freund, Pittsburg State University

Effects of Relationship Attitudes, Behavior on Weight and Health Outcomes
Shishu Zhang, University of the Incarnate Word
Albert Xin Jiang, Trinity University
Oscar Flores, Minnesota State University
Greg Soukup, Incarnate Word
Yingying Pang, University of the Incarnate Word
Liang, Wang, University of the Incarnate Word,

The Mediation Analysis between Financial Literacy and Well-being
Wei Feng Lynn, University, Boca Raton

SESSION B  Economic Growth Issues
Session Chair:  Johnathan Paul Lynn, Augusta University
Discussants:  Warren Matthews, Belhaven University
Robert Driver, LeTourneau University
Vasudeva N. R. Murthy, Creighton University
Gilbert Cardenas, University of Texas Rio Grande Valley

Urbanization and Economic Growth at the State Level
Johnathan Paul Lynn, Augusta University

Brexit, The Future of the UK, and the Future of the EU
Warren Matthews, Belhaven University
Robert Driver, LeTourneau University

Government Expenditure and Revenue Nexus in the Indian Economy: Econometric Evidence from Nonlinear Autoregressive Distributed Modelling
Vasudeva N. R. Murthy, Creighton University

The Economy of Latin America: Trends and Prospects in the Global Economy
Gilbert Cardenas, UT Rio Grande Valley
March 12, 2020  
(Thursday)  

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 a.m.</td>
<td>Exhibit Hall - Regency Center</td>
</tr>
<tr>
<td></td>
<td><strong>FBD Coffee Break</strong></td>
</tr>
<tr>
<td>10:30 a.m.</td>
<td>Garden Terrace 123, 1st Floor</td>
</tr>
</tbody>
</table>

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.*

**SESSION A  Financial Economics and Banking**

**Session Chair:** Ali Ashraf, Frostburg State University

**Discussants:** M. Kabir Hassan, University of New Orleans  
Ata Yesilyaprak, Misericordia University  
Chu V. Nguyen, University of Houston-Downtown  
Mace Abdullah, Lorong Universiti A

*Another Look at Bank Efficiency: Evidence from Failed Bank Acquisitions*  
Ali Ashraf, Frostburg State University  
M. Kabir Hassan, University of New Orleans  
Chaoyun Liu, University of New Orleans

*Determinants of Bank Dividend Policy: A Comparison of the Small vs Large Banks*  
Ata Yesilyaprak, Misericordia University

*Interest Rate Setting Behaviors of Commercial Banks in the U.S. and Some Asian Economies over the Post-2008-Era*  
Chu V. Nguyen, University of Houston-Downtown

*Consumer Financial Protection in Islamic Banking: A Study of Conduct Risk in Shari’ah Governance*  
Mace Abdullah, Lorong Universiti A,  
Saiful Azhar Rosly, Lorong Universiti A

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

◆

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

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

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

-Determinants of Dividend Policy Decisions in Chinese Firms – An Empirical Investigation
Ohaness G. Paskelian, University of Houston Downtown
Stephen Bell, Park University
Gregory Moore, Park University
Julia Creek, Park University

-An Ex Post Analysis of the US Airways/American Airlines Merger
Huubinh B. Le, University of South Alabama

-The Effect of Tax Reform on Capital Structure
Yu Zhang, Nicholls State University
Shari Lawrence, Nicholls State University
Xun Li, Nicholls State University
Andrea Chiasson, Nicholls State University

-A Financial Profile of Firms Identified as Most Timely in a Period of Economic Growth
Nichole Castater, Barry University
Gayle Workman, Barry University
Bruce Payne, Barry University

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

Lunch on your own. There are great restaurants in walking distance.

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

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

Education

Session Chair: Nicholas Hill, Claflin University

Discussants: Nicholas Hill, Claflin University
Manuel Garcia, Claflin University
Maury Granger, Jackson State University
Dorian Williams, Alcorn State University

A Comparative Analysis: Examining University and College’s Faculty Characteristics that Influence Educational Outcomes
Nicholas Hill, Claflin University

Conceptualization of the Impact of Cultural Intelligence on Minority Matriculation Processes and Graduation Rates: A Comparison of Predominately White Institutions and Historically Black Colleges and Universities
Manuel Garcia, Claflin University

An Empirical Analysis of Infrastructure Characteristics as an Input for Educational Outcomes at Postsecondary Institution of Higher Education
Maury Granger, Jackson State University

The Effects of Administration and Executive Gender and Salary on Graduation Rates at Historically Black Colleges and Universities
Dorian Williams, Alcorn State University

SESSION B

Unique Issues

Session Chair: Donald I. Price, Lamar University

Discussants: Kabir C. Sen, Lamar University
Bruce McClung, Texas State University
C. William Roe, Arkansas State University
Anthony Adkins, Arkansas State University

Educational Performance and Athletic Success: An Economist Views Scholarship Distribution in College
Donald I. Price, Lamar University
Kabir C. Sen, Lamar University

Measuring the Efficiency of World War On Captains
Bruce McClung, Texas State University

Student Loan Timebomb
C. William Roe, Arkansas State University
Alfred Toma, University of Louisiana at Lafayette
Ram Yallapragada, University of Louisiana at Lafayette (Retired)

Simulation of the Economic Costs of Climate Change in Arkansas
Anthony Adkins, Arkansas State University
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.

SESSION A: Finance and Accounting

Session Chair: John Farrish, Southern Illinois University Carbondale

Discussants: Anna Dodonova, University of Ottawa
Yuri Khoroshilov, University of Ottawa
Ohaness G. Paskelian, University of Houston Downtown

Private Value Takeover Auctions with Toeholds: An Experimental Study
Anna Dodonova, University of Ottawa
Yuri Khoroshilov, University of Ottawa

Determinants of Dividend Policy Decisions in Chinese Firms – An Empirical Investigation
Ohaness G. Paskelian, University of Houston Downtown
Stephen Bell, Park University
Gregory Moore, Park University
Julia Creek, Park University

Developing Rural Tourism: The Potential Economic Impact of Investments in the Southern Illinois Microbrewery Trail
John Farrish, Southern Illinois University Carbondale

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.
SESSION B: Firm Behavior and Market Performance

Session Chair: Geungu Yu, Jackson State University

Discussants: Chu-Sheng Tai, Texas Southern University
Spuma Rao, University of Louisiana at Lafayette
Denis O. Boudreaux, University of Louisiana at Lafayette
Syed Jafri, Tarleton State University

Forward Optimal Portfolios of DOW Stocks Using Projected Stock Prices
Geungu Yu, Jackson State University

Market Integration and Contagion
Chu-Sheng Tai, Texas Southern University

Luck versus Skill in Vice Mutual Funds
Spuma Rao, University of Louisiana at Lafayette
Denis O. Boudreaux, University of Louisiana at Lafayette
Deergha Raj Adhikari, University of Louisiana at Lafayette

Islamic Banking and Finance: History, Growth and Barriers
Syed Jafri, Tarleton State University

SSE Executive Committee Meeting

Presiding: Matiur Rahman, McNeese State University

All current and past officers are invited to attend.

FBD Presidential Welcome Reception – Badge required for entry

You are invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and a cash bar. Stop by to relax and wind down from the day’s conference activities before heading out for the evening. To enter the Exhibit Hall, all persons older than six years of age are required to wear their conference or guest badge. All badges can be obtained from the Registration area during their open hours.
March 13, 2020
(Friday)

8:00 a.m. – 10:00 a.m. Rio Grande Ballroom East

SSE Annual Business Breakfast Meeting

Presiding: Matiur Rahman, McNeese State University

All SSE members should attend. New officers will be elected

10:00 a.m. - 10:30 a.m. Exhibit Hall - Regency Center

FBD Coffee Break

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

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

10:30 a.m. - 12:00 p.m. Guadalupe, Ballroom Level

SESSION A: International Issues

Session Chair: Jared Jakacky, University of Houston

Discussants: Shirley Ye Sheng, Barry University

Wajhat Azmi, Price Cooper, Dubai, UAE

Reza Houston, Ball State University

The Global Demand for Refined Copper
Jared Jakacky, University of Houston

ESG Activity and Bank Performance: Evidence from Emerging Economies
M. Kabir Hassan, University of New Orleans

Wajhat Azmi, Price Cooper, Dubai, UAE

Reza Houston, Ball State University

A Revisit to Hybrid Model for Export Market Opportunity Analysis
Shirley Ye Sheng, Barry University
### SESSION B  
**Special Topics**

**Session Chair:** Kristina Terkun Castro, Our Lady of the Lake University

**Discussants:**
- Jesus Castro Gorfti, Trinity University
- Cary Heath, University of Louisiana at Lafayette
- Marshall J. Horton, Ouachita Baptist University
- N.A. Zanca, University of the Incarnate Word

*Clergy Attitudes Toward Credit/Debt*

Kristina Terkun Castro, Our Lady of the Lake University

*Jesus Castro Gorfti*, Trinity University

*Behavioral Economics in Three Worlds: An Interpretation*

Cary Heath, University of Louisiana at Lafayette

Alice A Heath, Horizon Investments

*Big Data and the Death of Casual Empiricism*

Marshall J. Horton, Ouachita Baptist University

*Economic Cost of Terrorism & GTI: Trends for the U.S. Economy*

N.A. Zanca, University of the Incarnate Word

---

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

*There are great restaurants in walking distance.*

### SESSION A  
**Economic Growth and Development**

**Session Chair:** Chase J. Edwards, University of Louisiana at Lafayette

**Discussants:**
- Brent L. Baker, Florida Gulf Coast University
- Matiur Rahman, McNeese State University
- Haile M. Selassie, South Carolina State University

*Entrepreneurial Personality and the Provocation of Gratitude: Implications for Sales, Franchising, & Economic Development*

Chase J. Edwards, University of Louisiana at Lafayette

Brent L. Baker, Florida Gulf Coast University

Sarah J. Skinner, University of Louisiana at Lafayette

*International Trade-Tourism-Migration Nexus: Economic Growth and Employment Implications for USA*

Matiur Rahman, McNeese State University

Muhammad Mustafa, South Carolina State University

*Import-Export- Employment Nexus: Evidence from ARD DOLS, GMM and VEC*

Muhammad Mustafa, South Carolina State University

Haile M. Selassie, South Carolina State University

---

204
SESSION B  Theory

Session Chair:  Mercy Palamuleni, McNeese State University

Discussants:  Yu Hsing, Southeastern Louisiana University
José G. Vargas-Hernández, Centro Universitario de Ciencias Económico Administrativas
Vania Y. López-Mayorga, Centro Universitario de Ciencias Económico Administrativas
Mohammed Ershad Hussain, Dillard University
Anisul M. Islam, University of Houston-Downtown

Is the Relationship Between FDI and Income Inequality Nonlinear?
Mercy Palamuleni, McNeese State University

Does the Mundell-Fleming Model Apply to Mexico?
Yu Hsing, Southeastern Louisiana University

The Productivity of SMEs In Mexico and Their Effect on Innovation, Using the Survey on Information Technologies and Communications, 2013(ENTIC)
José G. Vargas-Hernández, Centro Universitario de Ciencias Económico Administrativas
Vania Y. López-Mayorga, Centro Universitario de Ciencias Económico Administrativas

Mohammed Ershad Hussain, Dillard University
Mahfuzul Haque, Indiana State University

Testing Environmental Kuznets Curve Hypothesis: Some Preliminary Analysis
Anisul M. Islam, University of Houston-Downtown

3:00 p.m. - 3:30 p.m.  Exhibit Hall - Regency Center

FBD Coffee Break

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.
SESSION A: International Topics of Interest
Session Chair: Muhammad Mustafa, South Carolina State University
Discussants: Matiur Rahman, Mcneese State University
Ohaness G. Paskelian, University of Houston Downtown
Stephen Bell, Park University
Oumarou Ibrahim Chaibou, Banque Centrale des Etats de l’Afrique de l’Ouest (BCEAO)

Treasury-Yield Curve Inversion: Is Germany Poised for a Recession?
Muhammad Mustafa, South Carolina State University
Matiur Rahman, Mcneese State University

Aging Population and Inflation: Evidence for Japan
Muhammad Mustafa, South Carolina State University
Matiur Rahman, Mcneese State University

Determinants of Dividend Policy Decisions in Chinese Firms – An Empirical Investigation
Ohaness G. Paskelian, University of Houston Downtown
Stephen Bell, Park University
Gregory Moore, Park University
Julia Creek, Park University

Determinants of Financial Inclusion in WAEMU Countries
Oumarou Ibrahim Chaibou, Banque Centrale des Etats de l’Afrique de l’Ouest (BCEAO)
M. Kabir Hassan, University of New Orleans
Makeen Huda, Nicholls State University

SESSION B: Economic Issues
Session Chair: Yun Wang, Barry University
Discussants: Osman Nal, Our Lady of the Lake University
Rattaphon Wuthisatian, Southern Oregon University
Gauri S. Guha, Arkansas State University
Yun Wang, Barry University

Yun Wang, Barry University

Performance at the Four Largest US Banks Since Financial Crisis
Osman Nal, Our Lady of the Lake University

Social Preferences in Economic Decision-Making: Evidence from the Investment Game Experiment
Rattaphon Wuthisatian, Southern Oregon University

Contingent Valuation of Mosquito Control in Jonesboro, AR
Gauri S. Guha, Arkansas State University
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 McEachern assumed the role of Executive Director on June 1, 2012.
FBD HISTORY

FBD meetings consist of the professional programs of various business disciplines. The following table shows the number of registrations for these member (and guest) associations at 2010 - 2019 FBD meetings:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Academy of International Business-SW</td>
<td>55</td>
<td>68</td>
<td>54</td>
<td>43</td>
<td>61</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>American Accounting Association, SW</td>
<td>105</td>
<td>128</td>
<td>111</td>
<td>82</td>
<td>122</td>
<td>69</td>
<td>74</td>
<td>73</td>
<td>64</td>
<td>82</td>
</tr>
<tr>
<td>Association for Business Communication, SWUS</td>
<td>53</td>
<td>54</td>
<td>44</td>
<td>43</td>
<td>53</td>
<td>44</td>
<td>41</td>
<td>45</td>
<td>45</td>
<td>52</td>
</tr>
<tr>
<td>Association for Small Business and Entrepreneurship</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>20</td>
<td>23</td>
</tr>
<tr>
<td>Association of Business Information Systems</td>
<td>36</td>
<td>29</td>
<td>34</td>
<td>28</td>
<td>31</td>
<td>34</td>
<td>52</td>
<td>43</td>
<td>27</td>
<td>35</td>
</tr>
<tr>
<td>Association of Collegiate Marketing Educators</td>
<td>109</td>
<td>65</td>
<td>82</td>
<td>52</td>
<td>49</td>
<td>83</td>
<td>55</td>
<td>51</td>
<td>48</td>
<td>62</td>
</tr>
<tr>
<td>Decision Sciences Institute, SW Region</td>
<td>144</td>
<td>140</td>
<td>128</td>
<td>164</td>
<td>171</td>
<td>168</td>
<td>121</td>
<td>151</td>
<td>148</td>
<td>164</td>
</tr>
<tr>
<td>Southwest Academy of Management</td>
<td>135</td>
<td>144</td>
<td>101</td>
<td>123</td>
<td>132</td>
<td>104</td>
<td>136</td>
<td>113</td>
<td>72</td>
<td>95</td>
</tr>
<tr>
<td>Southwest Case Research Association</td>
<td>44</td>
<td>31</td>
<td>30</td>
<td>35</td>
<td>33</td>
<td>25</td>
<td>36</td>
<td>27</td>
<td>27</td>
<td>25</td>
</tr>
<tr>
<td>Southwestern Finance Association</td>
<td>157</td>
<td>167</td>
<td>175</td>
<td>195</td>
<td>204</td>
<td>187</td>
<td>150</td>
<td>157</td>
<td>159</td>
<td>247</td>
</tr>
<tr>
<td>Southwestern Society of Economists</td>
<td>60</td>
<td>61</td>
<td>41</td>
<td>46</td>
<td>48</td>
<td>49</td>
<td>34</td>
<td>43</td>
<td>49</td>
<td>61</td>
</tr>
<tr>
<td>Total</td>
<td>898</td>
<td>887</td>
<td>800</td>
<td>746</td>
<td>904</td>
<td>763</td>
<td>699</td>
<td>646</td>
<td>594</td>
<td>779</td>
</tr>
</tbody>
</table>
The officers for each of the annual meetings in FBD’s history are as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Officers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1974</td>
<td>Adolphus Hotel</td>
<td>Henry H. Hays, President Ridley J. Gros, Vice President</td>
</tr>
<tr>
<td></td>
<td>Dallas, Texas</td>
<td></td>
</tr>
<tr>
<td>1975</td>
<td>Hyatt Regency</td>
<td>Ridley J. Gros, President Donald R. Williams, Vice President George F. Pinches, Secretary/Treasurer</td>
</tr>
<tr>
<td></td>
<td>Houston, Texas</td>
<td></td>
</tr>
<tr>
<td>1976</td>
<td>Hilton Palacio Del Rio</td>
<td>Donald R. Williams, President R. Conrad Doenges, Vice President Sam J. Bruno, Secretary/Treasurer</td>
</tr>
<tr>
<td></td>
<td>San Antonio, Texas</td>
<td></td>
</tr>
<tr>
<td>1977</td>
<td>Hyatt Regency</td>
<td>R. Conrad Doenges, President John J. Willingham, Vice President Sam J. Bruno, Secretary/Treasurer</td>
</tr>
<tr>
<td></td>
<td>New Orleans, Louisiana</td>
<td></td>
</tr>
<tr>
<td>1978</td>
<td>Fairmont Hotel</td>
<td>John J. Willingham, President Van C. McGraw, Vice President Sam J. Bruno, Secretary/Treasurer</td>
</tr>
<tr>
<td></td>
<td>Dallas, Texas</td>
<td></td>
</tr>
<tr>
<td>1979</td>
<td>Hyatt Regency</td>
<td>Van C. McGraw, President Sam J. Bruno, Vice President Jack M. Starling, Secretary/Treasurer Peter M. Ginter, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td>Houston, Texas</td>
<td></td>
</tr>
<tr>
<td>1980</td>
<td>Hilton Palacio Del Rio</td>
<td>Sam J. Bruno, President Gaylord A. Jentz, Vice President Jack M. Starling, Secretary/Treasurer Peter M. Ginter, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td>San Antonio, Texas</td>
<td></td>
</tr>
<tr>
<td>1981</td>
<td>Fairmont Hotel</td>
<td>Gaylord A. Jentz, President John D. Pettit, Jr., Vice President Jack M. Starling, Secretary/Treasurer Peter M. Ginter, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td>New Orleans, Louisiana</td>
<td></td>
</tr>
<tr>
<td>1982</td>
<td>Hyatt Regency</td>
<td>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</td>
</tr>
<tr>
<td></td>
<td>Dallas, Texas</td>
<td></td>
</tr>
<tr>
<td>1983</td>
<td>Hyatt Regency</td>
<td>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</td>
</tr>
<tr>
<td></td>
<td>Houston, Texas</td>
<td></td>
</tr>
<tr>
<td>Year</td>
<td>Location</td>
<td>Officers</td>
</tr>
<tr>
<td>------</td>
<td>------------------</td>
<td>------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>1984</td>
<td>Hyatt Regency</td>
<td>William T. Flannery, President Paul A. Dierks, Vice President Peter M. Ginter, Secretary/Treasurer Linda E. Swayne, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td>San Antonio, Texas</td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>1985</td>
<td>Sheraton</td>
<td>Paul A. Dierks, President Thomas W. Jones, Vice President Linda E. Swayne, Secretary/Treasurer Andrew C. Rucks, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td>New Orleans, Louisiana</td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>1986</td>
<td>Hyatt Regency</td>
<td>Thomas W. Jones, President Robert McGlashan, Vice President Linda E. Swayne, Secretary/Treasurer Andrew C. Rucks, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td>Dallas, Texas</td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>1987</td>
<td>Hyatt Regency</td>
<td>Robert McGlashan, President Peter M. Ginter, Vice President Linda E. Swayne, Secretary/Treasurer Andrew C. Rucks, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td>Houston, Texas</td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>1988</td>
<td>Hyatt Regency</td>
<td>Peter M. Ginter, President Linda E. Swayne, Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td>San Antonio, Texas</td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>1989</td>
<td>Sheraton</td>
<td>Linda E. Swayne, President Tom S. Sale, III, Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td>New Orleans, Louisiana</td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>1990</td>
<td>Hyatt Regency</td>
<td>Tom S. Sale, III, President David E. R. Gay, Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td>Dallas, Texas</td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>1991</td>
<td>Hyatt Regency</td>
<td>David E. R. Gay, Vice President W. Jack Lord, Jr., Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td>Houston, Texas</td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>Year</td>
<td>Location</td>
<td>Officers</td>
</tr>
<tr>
<td>------</td>
<td>---------------------</td>
<td>--------------------------------------------------------------------------</td>
</tr>
<tr>
<td>1992</td>
<td>Hyatt Regency</td>
<td>W. Jack Lord, Jr., President</td>
</tr>
<tr>
<td></td>
<td>San Antonio, Texas</td>
<td>Marlin C. Young, Vice President</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Robert J. Olney, Secretary/Treasurer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Anita S. Bednar, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>1993</td>
<td>Sheraton</td>
<td>Marlin C. Young, President</td>
</tr>
<tr>
<td></td>
<td>New Orleans, Louisiana</td>
<td>Thomas R. McKinnon, Vice President</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Robert J. Olney, Secretary/Treasurer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Anita S. Bednar, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>1994</td>
<td>Hyatt Regency</td>
<td>Thomas R. McKinnon, President</td>
</tr>
<tr>
<td></td>
<td>Dallas, Texas</td>
<td>Robert J. Olney, Vice President</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Timothy Paul Cronan, Secretary/Treasurer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Steven D. White, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>1995</td>
<td>Hyatt Regency</td>
<td>Robert J. Olney, President</td>
</tr>
<tr>
<td></td>
<td>Houston, Texas</td>
<td>James T. Hood, Vice President</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Timothy Paul Cronan, Secretary/Treasurer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Steven D. White, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>1996</td>
<td>Marriott Riverwalk</td>
<td>James T. Hood, President</td>
</tr>
<tr>
<td></td>
<td>San Antonio, Texas</td>
<td>Charlotte D. Sutton, Vice President</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Timothy Paul Cronan, Secretary/Treasurer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Steven D. White, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>1997</td>
<td>Sheraton</td>
<td>Charlotte D. Sutton, President</td>
</tr>
<tr>
<td></td>
<td>New Orleans, Louisiana</td>
<td>Timothy Paul Cronan, Vice President</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Steven D. White, Secretary/Treasurer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Doug Rusth, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>1998</td>
<td>Hyatt Regency</td>
<td>Timothy Paul Cronan, President</td>
</tr>
<tr>
<td></td>
<td>Dallas, Texas</td>
<td>John N. Norwood, Vice President</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Steven D. White, Secretary/Treasurer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Debasish Banerjee, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>1999</td>
<td>Hyatt Regency</td>
<td>John N. Norwood, President</td>
</tr>
<tr>
<td></td>
<td>Houston, Texas</td>
<td>Wilda F. Meixner, Vice President</td>
</tr>
<tr>
<td></td>
<td></td>
<td>David E. Douglas, Secretary/Treasurer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Debasish Banerjee, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>Year</td>
<td>Location</td>
<td>Officers</td>
</tr>
<tr>
<td>------</td>
<td>-----------------------------</td>
<td>--------------------------------------------------------------------------</td>
</tr>
<tr>
<td>2000</td>
<td>Hyatt Regency, San Antonio</td>
<td>Wilda F. Meixner, President</td>
</tr>
<tr>
<td></td>
<td>, Texas</td>
<td>Mary Fischer, Vice President</td>
</tr>
<tr>
<td></td>
<td></td>
<td>David E. Douglas, Secretary-Treasurer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Debasish Banerjee, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>2001</td>
<td>Sheraton, New Orleans</td>
<td>Mary Fischer, President</td>
</tr>
<tr>
<td></td>
<td>, Louisiana</td>
<td>C. Aaron Kelley, Vice President</td>
</tr>
<tr>
<td></td>
<td></td>
<td>David E. Douglas, Secretary-Treasurer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Peggy L. Lane, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>2002</td>
<td>Adam’s Mark, St. Louis</td>
<td>C. Aaron Kelley, President</td>
</tr>
<tr>
<td></td>
<td>, Missouri</td>
<td>Lou E. Pelton, Vice President</td>
</tr>
<tr>
<td></td>
<td></td>
<td>David E. Douglas, Secretary-Treasurer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Peggy L. Lane, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>2003</td>
<td>Hyatt Regency, Houston</td>
<td>Lou E. Pelton, President</td>
</tr>
<tr>
<td></td>
<td>, Texas</td>
<td>Diana Reed, Vice President</td>
</tr>
<tr>
<td></td>
<td></td>
<td>R. Wayne Headrick, Secretary-Treasurer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Peggy L. Lane, Coordinator of Registration</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>2004</td>
<td>Caribe Royale, Orlando</td>
<td>Diana Reed, President</td>
</tr>
<tr>
<td></td>
<td>, Florida</td>
<td>David E. Douglas, Vice President</td>
</tr>
<tr>
<td></td>
<td></td>
<td>R. Wayne Headrick, Secretary-Treasurer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>2005</td>
<td>Hyatt Regency, Dallas</td>
<td>David E. Douglas, President</td>
</tr>
<tr>
<td></td>
<td>, Texas</td>
<td>Keith Tudor, Vice President</td>
</tr>
<tr>
<td></td>
<td></td>
<td>R. Wayne Headrick, Secretary-Treasurer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>2006</td>
<td>Renaissance Hotel, Oklahoma</td>
<td>Keith Tudor, President</td>
</tr>
<tr>
<td></td>
<td>, Oklahoma</td>
<td>Wolfgang Hinck, Vice President</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Michelle McEacharn, Secretary-Treasurer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>2007</td>
<td>Town and Country Resort</td>
<td>Wolfgang Hinck, President</td>
</tr>
<tr>
<td></td>
<td>, San Diego, California</td>
<td>Betty Kleen, Vice President</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Michelle McEacharn, Secretary-Treasurer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>2008</td>
<td>Hyatt Regency, Houston</td>
<td>Betty Kleen, President</td>
</tr>
<tr>
<td></td>
<td>, Texas</td>
<td>Ashish Chandra, Vice President</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Michelle McEacharn, Secretary-Treasurer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>2009</td>
<td>Renaissance Hotel, Oklahoma</td>
<td>Ashish Chandra, President</td>
</tr>
<tr>
<td></td>
<td>, Oklahoma</td>
<td>David P. Paul, III, Vice President</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Thomas D. Tolleson, Secretary-Treasurer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sam J. Bruno, Executive Director</td>
</tr>
<tr>
<td>Year</td>
<td>Location</td>
<td>Officers</td>
</tr>
<tr>
<td>------</td>
<td>----------</td>
<td>----------</td>
</tr>
</tbody>
</table>
| 2010 | Sheraton Dallas Hotel, Dallas, Texas | David P. Paul, III, President  
Michelle McEacharn, Vice President  
Thomas D. Tolleson, Secretary-Treasurer  
Betty Kleen, Executive Director |
| 2011 | Hyatt Regency, Houston, Texas | Michelle McEacharn, President  
Marsha L. Bayless, Vice President  
Thomas D. Tolleson, Secretary-Treasurer  
Betty Kleen, Executive Director |
| 2012 | Sheraton New Orleans, New Orleans, Louisiana | Marsha L. Bayless, President  
Larry Garner, Vice President  
Barbara J. Davis, Secretary-Treasurer  
Betty Kleen, Executive Director |
| 2013 | Albuquerque Convention Center, Albuquerque, New Mexico | Larry Garner, President  
Thomas D. Tolleson, Vice President  
Barbara J. Davis, Secretary-Treasurer  
Michelle McEacharn, Executive Director |
| 2014 | Sheraton Downtown Dallas, Texas | Thomas D. Tolleson, President  
Marshall J. Horton, Vice President  
Barbara J. Davis, Secretary-Treasurer  
Michelle McEacharn, Executive Director |
| 2015 | Hyatt Regency, Houston, Texas | Marshall J. Horton, President  
S. Ann Wilson, Vice President  
Russell (Rusty) Calk, Secretary-Treasurer  
Michelle McEacharn, Executive Director |
| 2016 | Renaissance Hotel, Oklahoma City, Oklahoma | S. Ann Wilson, President  
Barbara J. Davis, Vice President  
Cheryl Prachyl, Secretary-Treasurer  
Michelle McEacharn, Executive Director |
| 2017 | Marriott Hotel and Statehouse Convention Center, Little Rock, Arkansas | Barbara J. Davis, President  
Kimberly L. Merritt, Vice President  
Cheryl Prachyl, Secretary-Treasurer  
Michelle McEacharn, Executive Director |
| 2018 | Hyatt Albuquerque and Albuquerque Convention Center, Albuquerque, New Mexico | Kimberly L. Merritt, President  
M. Suzanne Clinton, Vice President  
Cheryl Prachyl, Secretary-Treasurer  
Michelle McEacharn, Executive Director |
### FBD HISTORY

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Officers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>Hyatt Regency Houston&lt;br&gt;Houston, Texas</td>
<td>M. Suzanne Clinton, President&lt;br&gt;Vivek S. Natarajan, Vice President&lt;br&gt;Kimberly Webb, Secretary-Treasurer&lt;br&gt;Michelle McEacharn, Executive Director</td>
</tr>
<tr>
<td>2020</td>
<td>Hyatt Regency San Antonio&lt;br&gt;Riverwalk&lt;br&gt;San Antonio, Texas</td>
<td>Vivek S. Natarajan, President&lt;br&gt;Peggy L. Lane, Vice President&lt;br&gt;Kimberly Webb, Secretary-Treasurer&lt;br&gt;Michelle McEacharn, Executive Director</td>
</tr>
<tr>
<td>Year</td>
<td>Program Registrants</td>
<td>Participants</td>
</tr>
<tr>
<td>------</td>
<td>---------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>1974</td>
<td>834</td>
<td>459</td>
</tr>
<tr>
<td>1975</td>
<td>991</td>
<td>806</td>
</tr>
<tr>
<td>1976</td>
<td>1,153</td>
<td>876</td>
</tr>
<tr>
<td>1977</td>
<td>1,280</td>
<td>1,053</td>
</tr>
<tr>
<td>1978</td>
<td>1,445</td>
<td>1,063</td>
</tr>
<tr>
<td>1979</td>
<td>1,556</td>
<td>1,306</td>
</tr>
<tr>
<td>1980</td>
<td>1,731</td>
<td>1,166</td>
</tr>
<tr>
<td>1981</td>
<td>1,579</td>
<td>1,485</td>
</tr>
<tr>
<td>1982</td>
<td>1,763</td>
<td>1,584</td>
</tr>
<tr>
<td>1983</td>
<td>1,619</td>
<td>1,397</td>
</tr>
<tr>
<td>1984</td>
<td>1,839</td>
<td>1,666</td>
</tr>
<tr>
<td>1985</td>
<td>1,758</td>
<td>1,655</td>
</tr>
<tr>
<td>1986</td>
<td>1,778</td>
<td>1,272</td>
</tr>
<tr>
<td>1987</td>
<td>1,636</td>
<td>1,154</td>
</tr>
<tr>
<td>1988</td>
<td>1,727</td>
<td>1,296</td>
</tr>
<tr>
<td>1989</td>
<td>1,884</td>
<td>1,411</td>
</tr>
<tr>
<td>1990</td>
<td>2,076</td>
<td>1,431</td>
</tr>
<tr>
<td>1991</td>
<td>1,703</td>
<td>1,831</td>
</tr>
<tr>
<td>1992</td>
<td>2,164</td>
<td>2,256</td>
</tr>
<tr>
<td>1993</td>
<td>1,921</td>
<td>1,509</td>
</tr>
<tr>
<td>1994</td>
<td>1,575</td>
<td>1,335</td>
</tr>
<tr>
<td>1995</td>
<td>1,815</td>
<td>1,562</td>
</tr>
<tr>
<td>1996</td>
<td>1,405</td>
<td>1,365</td>
</tr>
<tr>
<td>1997</td>
<td>1,449</td>
<td>1,233</td>
</tr>
<tr>
<td>1998</td>
<td>1,110</td>
<td>1,285</td>
</tr>
<tr>
<td>1999</td>
<td>1,349</td>
<td>1,340</td>
</tr>
<tr>
<td>2000</td>
<td>1,241</td>
<td>1,100</td>
</tr>
<tr>
<td>2001</td>
<td>963</td>
<td>782</td>
</tr>
<tr>
<td>2002</td>
<td>1,054</td>
<td>888</td>
</tr>
<tr>
<td>2003</td>
<td>849</td>
<td>715</td>
</tr>
<tr>
<td>2004</td>
<td>806</td>
<td>647</td>
</tr>
<tr>
<td>2005</td>
<td>843</td>
<td>786</td>
</tr>
<tr>
<td>2006</td>
<td>714</td>
<td>719</td>
</tr>
<tr>
<td>2007</td>
<td>883</td>
<td>767</td>
</tr>
<tr>
<td>2008</td>
<td>917</td>
<td>125</td>
</tr>
<tr>
<td>2009</td>
<td>703</td>
<td>464</td>
</tr>
<tr>
<td>2010</td>
<td>642</td>
<td>594</td>
</tr>
<tr>
<td>2011</td>
<td>846</td>
<td>779</td>
</tr>
</tbody>
</table>
Losoya Conference Center

Located across Losoya Street and left from the Hyatt Regency San Antonio Riverwalk Hotel
INDEX OF PARTICIPANTS

Abdullah, Mace ............................................. 198
Abdullayeva, Nagriz ....................................... 46
Abedin, Zoynul ............................................. 112
Abraham, Ajay ............................................. 13
Abukhalaf, Ronnie ........................................ 37
Acquah, Felix ............................................. 173
Adams, John .............................................. 144, 145, 159, 177
Adhikari, Deerga Raj .......................... 202
Adhikari, Hari ............................................. 167
Adhikari, Ramesh ........................................ 156
Adkins, Anthony ........................................ 200
Agcaayazi, Busra ........................................ 170, 193
Aguilar, Sonia ............................................ 128, 129
Ahmad, Waqar ........................................... 99
Ahmed, Irfan ............................................ 71, 76, 78, 138
Ahmed, Parvez ........................................... 184
Akanfe, Oluwafemi ..................................... 101
Akella, Devi ............................................. 135
Alanazi, Marshal ........................................ 94
Alanis, Emmanuel ........................................ 161
Albers, Caitlyn ........................................... 76
Albers, Nancy ............................................. 76
Albertain, Alberto ....................................... 100
Aldredge, Melissa ....................................... 108
Al-Emran, Md. ........................................... 85, 110, 115
Alford, Susanna ........................................ 55
Ali, Mohsin ............................................. 184, 194
Ali, Salman ............................................. 80
Ali, Syed ................................................... 103
Alhharashi, Omar ....................................... 154
Al-Khazali, Osaamah ............................... 166
Aldredge, Dallin ......................................... 159
Allen, Charlotte ......................................... 77
Almofeez, Sarah ......................................... 113
Almond, Brad ............................................. 124
Alshare, Khaled A.............................. 20, 29, 89, 90, 93, 98, 114
Altamimi, Sohale ......................................... 182
Altamush, Zarrar ........................................ 99
Althaqeb, Saud ......................................... 163
AlZubi, Jordan ........................................... 157
Amin, Md Ruhul ......................................... 152, 161
Anabila, Andrew A .................................... 41
Anderson, Kelley ........................................ 157
Anderson, Michael E ................................... 19, 44
Anderson, Ronald ...................................... 164
Anide, Adje Sohui ...................................... 906
Anwar, Syed Tariq ...................................... 139, 140, 141
Ardito, Lorenzo ......................................... 129
Ardjmand, Ehsan ....................................... 165
Ardoin, Eugenie ......................................... 9, 57, 61
Arti, Arti .................................................. 83
Arunkumar, Anjana .................................. 101, 111
Arunkumar, Madapusi ............................. 111
Arvi, Leonard ........................................... 176
Ascioglu, Asli ........................................... 179
Asebedo, Sarah ......................................... 163
Asem, Ebenezer ......................................... 168
Ashraf, Ali ............................................ 193, 196, 198
Ashraf, Dawood ........................................ 169
Askew, Sidney .......................................... 31
Assefa, Tibebe .......................................... 164
Ater, Brandon ........................................... 41
Austin, Traci ............................................. 48, 55
Aven, Forrest .......................................... 120
Avsar, Veyssel .......................................... 117
Awais, Mustabsar ...................................... 159
Azhar, Siti Azratul Azilah .......................... 12
Aziz, Krystal ............................................. 85
Aziz, Saqib .............................................. 169
Azmi, Wajhat ........................................... 203
Babin, Laurie A .................................. 18, 29, 56, 58, 59
Bai, Shuming ........................................... 144, 145, 183
Baig, Ahmed .......................................... 193, 195
Bailey, Cristina ......................................... 43
Bajaj, Akhilesh ......................................... 62
Bakari, Haroon .......................................... 137
Baker, Brent L ........................................... 204
Baker, Pamela ........................................... 108
Balashov, Vadim ....................................... 180
Baldo, Carlos ........................................... 118, 121, 133
Baldwin, Amelia A .................................... 32
Banerjee, Aditya ...................................... 171
Banerjee, Debashish ............................... 211, 212
Banjade, Dhruv ........................................ 145, 169, 181
Bansal, Naresh .......................................... 191
Baran, Lindsay ......................................... 190
Barazza, Gerald ........................................ 130
Barber, Carla J ........................................... 62, 90, 92
Barfitt, Laurie .......................................... 110
Barth, James ............................................. 186
Baruca, Ame ............................................. 75, 77
Barwinski, Roman .................................... 135
Bass, Charles Wayne ............................... 53
Batchelor, John ........................................ 130
Baugh, Gayle ........................................... 122, 130, 137
Bayar, Onur ............................................ 167
Bayless, Marsha ........................................ 50, 52, 62, 65, 66, 213
Bednar, Anita S ......................................... 211
Bell, Mark ................................................. 123
Bell, Stephen ........................................... 17, 199, 201, 206
Bell, Valerie ............................................. 97
Bera, Debalina .......................................... 97
Berry, Christine ......................................... 60
Bertrand, Pia ............................................. 110
Bessler, Wolfgang ..................................... 156
Bhadauria, Vikram ..................................... 111
Bhagat, Sarbottam ...................................... 101
Bharati, Rakesh ......................................... 159
Bhuyan, Rafiqul ........................................ 145
Bick, Patty ................................................. 193
<table>
<thead>
<tr>
<th>Name</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diaz, Ector</td>
<td>73, 87, 124, 131</td>
</tr>
<tr>
<td>Desgroseilliers, Rick</td>
<td>38, 187</td>
</tr>
<tr>
<td>Dehner, Chris</td>
<td></td>
</tr>
<tr>
<td>Dennis, Steven</td>
<td>190</td>
</tr>
<tr>
<td>Decaire, Paul</td>
<td>177</td>
</tr>
<tr>
<td>Diaz, Estrella</td>
<td>88</td>
</tr>
<tr>
<td>Diaz, Violeta</td>
<td>190</td>
</tr>
<tr>
<td>Dinana, Hesham</td>
<td>83</td>
</tr>
<tr>
<td>Doenges, R. Conrad</td>
<td>120</td>
</tr>
<tr>
<td>Dogan, Can</td>
<td>190</td>
</tr>
<tr>
<td>Dog, Nathan</td>
<td>173</td>
</tr>
<tr>
<td>Dorr, Denae</td>
<td>111</td>
</tr>
<tr>
<td>Dossani, Asad</td>
<td>151</td>
</tr>
<tr>
<td>Dotter, Thomas</td>
<td>101</td>
</tr>
<tr>
<td>Douglas, David E</td>
<td>28, 90, 92, 211, 212</td>
</tr>
<tr>
<td>Drewes, Peter</td>
<td>121</td>
</tr>
<tr>
<td>Dreyer, Amanda</td>
<td>115</td>
</tr>
<tr>
<td>Driscoll, Pat</td>
<td>108</td>
</tr>
<tr>
<td>Driskill, Trish</td>
<td>14</td>
</tr>
<tr>
<td>Driver, Robert</td>
<td>197</td>
</tr>
<tr>
<td>Du, Brian</td>
<td>158</td>
</tr>
<tr>
<td>Du, Hui</td>
<td>31</td>
</tr>
<tr>
<td>Duannu, Jun</td>
<td>161, 184</td>
</tr>
<tr>
<td>DuFrene, Debbie</td>
<td>55</td>
</tr>
<tr>
<td>Dunu, Emeka</td>
<td>113</td>
</tr>
<tr>
<td>Durongkadej, Isarin</td>
<td>174</td>
</tr>
<tr>
<td>Dursun-Kılıç, Türkan</td>
<td>71, 76, 78, 79, 81, 87, 105, 106</td>
</tr>
<tr>
<td>Edwards, Chase J</td>
<td>204</td>
</tr>
<tr>
<td>Edwards, Sandy</td>
<td>28</td>
</tr>
<tr>
<td>Eksi, Asli</td>
<td>180</td>
</tr>
<tr>
<td>Elbanna, Abdel Rahman</td>
<td>109</td>
</tr>
<tr>
<td>Eliot, Jason</td>
<td>123, 127</td>
</tr>
<tr>
<td>Elizondo, Teresa</td>
<td>39</td>
</tr>
<tr>
<td>El-Khatib, Rwan</td>
<td>157, 169</td>
</tr>
<tr>
<td>Ellis, Gary</td>
<td>83</td>
</tr>
<tr>
<td>Ellis, Michael</td>
<td>89, 90, 92</td>
</tr>
<tr>
<td>Elnahas, Ahmed</td>
<td>157, 184</td>
</tr>
<tr>
<td>England, Trevor</td>
<td></td>
</tr>
<tr>
<td>Epstein, David</td>
<td>119, 124, 125</td>
</tr>
<tr>
<td>Epstein, Robert H</td>
<td>118, 124, 128, 131, 132</td>
</tr>
<tr>
<td>Erk, Murat</td>
<td></td>
</tr>
<tr>
<td>Eruysal, Ferdi</td>
<td>89</td>
</tr>
<tr>
<td>Escobar, Diego</td>
<td>176, 194</td>
</tr>
<tr>
<td>esparrza, Kathryn</td>
<td>78</td>
</tr>
<tr>
<td>Esteban, Águeda</td>
<td>88</td>
</tr>
<tr>
<td>Estep, Mike</td>
<td>68</td>
</tr>
<tr>
<td>Eugster, Nicolas</td>
<td>164</td>
</tr>
<tr>
<td>Ewest, Timothy</td>
<td>128</td>
</tr>
<tr>
<td>Faello, Joseph</td>
<td>159</td>
</tr>
<tr>
<td>Fagan, Mary Helen</td>
<td>89, 105</td>
</tr>
<tr>
<td>Faile, Kristen</td>
<td>137</td>
</tr>
<tr>
<td>Fallah, Mohammadali</td>
<td>184</td>
</tr>
<tr>
<td>Fanguy, Ronnie</td>
<td>14</td>
</tr>
<tr>
<td>Farrish, John</td>
<td>201</td>
</tr>
<tr>
<td>Faschi, Martha A</td>
<td>43</td>
</tr>
<tr>
<td>Fayman, Alex</td>
<td>14</td>
</tr>
<tr>
<td>Ferguson, Ralph</td>
<td>103</td>
</tr>
<tr>
<td>Ferris, Stephen</td>
<td>162</td>
</tr>
<tr>
<td>Ferson, Wayne</td>
<td>156</td>
</tr>
<tr>
<td>Fis, Fuat</td>
<td>87</td>
</tr>
<tr>
<td>Fischer, Mary</td>
<td>20, 31, 37, 39, 46, 89, 90, 103, 107, 112,</td>
</tr>
<tr>
<td>Fish, Kelly</td>
<td>94</td>
</tr>
<tr>
<td>Flanagan, Jennifer</td>
<td>59, 125, 129</td>
</tr>
<tr>
<td>Flannery, William T</td>
<td>209, 210</td>
</tr>
<tr>
<td>Flores, Miriam</td>
<td>73, 84</td>
</tr>
<tr>
<td>Flores, Oscar</td>
<td>197</td>
</tr>
<tr>
<td>Fok, Chi Wing</td>
<td>174</td>
</tr>
<tr>
<td>Ford, Weixing M</td>
<td>75, 76, 84, 88</td>
</tr>
<tr>
<td>Forst, Arno</td>
<td>40</td>
</tr>
<tr>
<td>Foshee, Renee</td>
<td>39</td>
</tr>
<tr>
<td>French, Dan</td>
<td>186</td>
</tr>
<tr>
<td>Freund, June M</td>
<td>197</td>
</tr>
<tr>
<td>Friesen, Daniel D</td>
<td>69</td>
</tr>
<tr>
<td>Frin, Julia S</td>
<td>13, 33</td>
</tr>
<tr>
<td>Fulmore, Anthony</td>
<td>15</td>
</tr>
</tbody>
</table>
Holmes, Amy F. .............................. 37, 39
Hong, Jae-Dong .......................... 10, 12
Hong, Jinwook ............................. 164
Hong, Seok .............................. 113
Hood, James T. ......................... 211
Hopkins, John ............................. 96
Horsin, David .......................... 76, 79
Horton, Eddie .......................... 7, 16, 49, 62, 64, 76, 79
Horton, Marshall J. ......................... 204, 213
Hoskins, Stephanie ......................... 167
Hossain, Md Noman ...................... 161, 169
Hossain, Mohammed ...................... 147, 164
Hou, Liya ................................. 14
Houston, Reza .......................... 162, 203
Howard, Robert .......................... 138, 139, 140
Howell, Paul ............................. 142
Hritonenko, Natali .......................... 104
Hsiao, Daniel ............................ 13
Hsing, Yu ................................. 106
Hu, Haochuan .............................. 46, 154
Hu, Wenyao ............................. 168
Hu, Xiaolu ................................. 160
Hu, Xiaowen .............................. 173
Hu, Xiaoyan .............................. 39
Hu, Yu ................................. 145, 158
Huang, Biqing ........................... 12
Huang, Jianing .......................... 41, 47, 145, 152, 182
Huang, Qiping ........................... 184
Huang, Wanling ........................... 145
Huang, Xiaobei ........................... 47
Huda, Makeen ............................. 192, 206
Hudson, William .......................... 165
Huebel, Benjamin ......................... 179, 181
Huertas, Yvonne .......................... 162
Huff, Kendra ............................. 13
Hughen, Chris ............................ 172, 177
Hull, Tyler ............................... 150
Humphries, Jamie Keith ..................... 50, 65
Humphries, Sally ......................... 47
Hungra, Ahmed Imran ...................... 137
Hunt, C. Shane .......................... 75, 76
Hupka, Yuri ............................... 187
Hurtwitz, Catalina ......................... 145
Hussain, Mohammed Ershad ............. 205
Hussein, Mohammed ...................... 106, 114
Hung, Taewon ............................ 101
Hyde, Steven ............................ 137
Hyde, Stuart .............................. 47, 152
Hyder, Fawzi ............................. 184, 189
Idemudia, Efosa ......................... 103, 117
Illia, Abdou .............................. 95
Imes, Matthew ............................ 164
Ingram, Kendra .......................... 30, 56, 59, 60, 125, 138, 139, 140, 141
Inyang, Blessing ......................... 97
Iqbal, Jamshed ........................... 169
Iqbal, Sherry ............................. 169
Irani-Kermani, Roozbeh ................... 87
Iritsam, Rasheek .......................... 178
Irvin, Krystina ............................ 84
Islam, Anisul ............................ 205
Islam, Lazim ............................ 52, 66
Ismail, Ghada ............................ 157, 184
Iwatsubo, Kentaro ......................... 153
Iyer, Pramod .............................. 87
Izadi, Selma ............................... 8, 91, 117
Izaguirre, Obed ........................... 16, 155
Jackowicz, Krzysztof ...................... 186
Jackson, William .......................... 56, 59
Jaenicke, Edward ......................... 87
Jafari, Tahereh Jafari ...................... 103
Jafarnejad, Mohammad .................... 190
Jafri, Syed ............................... 202
Jain, Ajeet ............................... 159
Jain, Lakshita ............................. 195
Jain, Pankaj K. ........................... 157, 158, 178
Jain, Pawan ............................... 155
Jain, Ravi ................................. 14
Jakacky, Jared ............................ 203
James, Daniel ............................ 145
James, Russell ............................ 172
Janamanchi, Balaji ......................... 89, 101, 104
Jandik, Tomasz ......................... 192
Jaros, Stephen .......................... 122, 130, 137
Jategaonkar, Shirkant ..................... 152, 159
Javadi, Siyamak ......................... 163, 174, 182
Jebari, Fatima ............................ 16, 155
Jennings, Daniel F. ....................... 138
Jentz, Gaylord A. ......................... 209
Jeon, Suja ................................. 75, 83
Ji, Susan ................................. 145
Jiang, Albert Xin .......................... 197
Jiang, Jingxian ......................... 83
Jiang, Xiaochuan .......................... 145, 153
Jiang, Xu ............................... 176
Jin, Han ................................. 181
Jin, Kan ................................. 110, 114
Jizi, Mohammad ......................... 43
Jo, Chanik ............................... 167
Johnson, Andrew ....................... 122, 125, 135
Johnson, Elle K............................. 46, 47
Johnson, Vesa ........................... 94, 101, 115
Johnson, William ......................... 117
Joiner, Sue ............................... 125
Jones, Clifford .......................... 173, 191
Jones, Dennis ............................ 111
Jones, Jody .............................. 163
Jones, Thomas W. ....................... 210
Jory, Surendranath ....................... 159
Joseph, Kieron ............................ 168
Jung, Hae Won (Henny) ................... 189
Kabir, Sarkar ............................ 147, 164
Kadapakkam, Palani-Rajah ............. 168, 184
Kahla, Marlene ......................... 61
<table>
<thead>
<tr>
<th>Name</th>
<th>Page(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mirshani, Ardalan</td>
<td>87</td>
</tr>
<tr>
<td>Mills, Adam J.</td>
<td>72, 75, 76, 79</td>
</tr>
<tr>
<td>Miori, Holly</td>
<td>84</td>
</tr>
<tr>
<td>Miranshahi, Ardalan</td>
<td>87</td>
</tr>
<tr>
<td>Mirzaei, Foad</td>
<td>107</td>
</tr>
<tr>
<td>Mishra, Suchismita</td>
<td>8, 16, 146, 155, 158, 178</td>
</tr>
<tr>
<td>Misra, Lalatendu</td>
<td>154</td>
</tr>
<tr>
<td>Mitchell, Robert</td>
<td>50, 65</td>
</tr>
<tr>
<td>Mittal, Amit</td>
<td>145</td>
</tr>
<tr>
<td>Mo, Xi</td>
<td>183</td>
</tr>
<tr>
<td>Modugno, Michele</td>
<td>151</td>
</tr>
<tr>
<td>Moeceni, Farhad</td>
<td>109</td>
</tr>
<tr>
<td>Moienian, Feridoon</td>
<td>68</td>
</tr>
<tr>
<td>Mollaghahamali, Mohsen</td>
<td>163</td>
</tr>
<tr>
<td>Mollick, Joseph</td>
<td>98, 115</td>
</tr>
<tr>
<td>Moore, Gregory</td>
<td>17, 199, 201, 206</td>
</tr>
<tr>
<td>Moore, Jenny</td>
<td>84</td>
</tr>
<tr>
<td>Moore, Teresa C.</td>
<td>197</td>
</tr>
<tr>
<td>Moore, Zachary</td>
<td>60</td>
</tr>
<tr>
<td>Moreira, Gerardo</td>
<td>76</td>
</tr>
<tr>
<td>Morphew, Corinne</td>
<td>96</td>
</tr>
<tr>
<td>Morris, Rosie</td>
<td>32, 42</td>
</tr>
<tr>
<td>Mu, Liangyi</td>
<td>174</td>
</tr>
<tr>
<td>Mukherjee, Tarun</td>
<td>144, 182, 183</td>
</tr>
<tr>
<td>Munniz, Elizabeth</td>
<td>127</td>
</tr>
<tr>
<td>Murray, Samantha</td>
<td>123, 134, 135</td>
</tr>
<tr>
<td>Murthy, Narasimha</td>
<td>75</td>
</tr>
<tr>
<td>Murthy, Vasudeva N. R.</td>
<td>197</td>
</tr>
<tr>
<td>Mustafa, Muhammad</td>
<td>176, 204, 206</td>
</tr>
<tr>
<td>Muyah, Fanesse</td>
<td>114</td>
</tr>
<tr>
<td>Nader, Raquel</td>
<td>73, 84</td>
</tr>
<tr>
<td>Naderi, Iman</td>
<td>76</td>
</tr>
<tr>
<td>Nadler, Scott</td>
<td>99, 106, 110, 114</td>
</tr>
<tr>
<td>Nag, Abhijit</td>
<td>104</td>
</tr>
<tr>
<td>Nagy, Delmer</td>
<td>97, 100</td>
</tr>
<tr>
<td>Naka, Atsuyuki</td>
<td>172</td>
</tr>
<tr>
<td>Nakabayashi, Masaki</td>
<td>192</td>
</tr>
<tr>
<td>Nal, Osman</td>
<td>206</td>
</tr>
<tr>
<td>Nam, Jonathan</td>
<td>41</td>
</tr>
<tr>
<td>Nanda, Vikram</td>
<td>169</td>
</tr>
<tr>
<td>Natrajan, Vivek S.</td>
<td>28, 29, 79, 88, 142, 214</td>
</tr>
<tr>
<td>Natrajarathinam, Malini</td>
<td>78</td>
</tr>
<tr>
<td>Nath, Saheli</td>
<td>124, 125, 131</td>
</tr>
<tr>
<td>Ndayizigamiyi, Patrick</td>
<td>117</td>
</tr>
<tr>
<td>Nealy, Chynette</td>
<td>48</td>
</tr>
<tr>
<td>Neuhauser, Karyn</td>
<td>144, 145</td>
</tr>
<tr>
<td>Neveu, Jean Pierre</td>
<td>123</td>
</tr>
<tr>
<td>Newman, Matt</td>
<td>82</td>
</tr>
<tr>
<td>Ngamassi, Louis</td>
<td>114</td>
</tr>
<tr>
<td>Ngene, Geoffrey</td>
<td>145, 162</td>
</tr>
<tr>
<td>Ngo, Thanh</td>
<td>159, 190</td>
</tr>
<tr>
<td>Nguyen, Anh</td>
<td>157, 170</td>
</tr>
<tr>
<td>Nguyen, Ca</td>
<td>151</td>
</tr>
<tr>
<td>Nguyen, Chu</td>
<td>106, 196, 198</td>
</tr>
<tr>
<td>Nguyen, Dung</td>
<td>169</td>
</tr>
<tr>
<td>Nguyen, Hong</td>
<td>179</td>
</tr>
<tr>
<td>Nguyen, Huong</td>
<td>145, 151, 191</td>
</tr>
<tr>
<td>Nguyen, James</td>
<td>145, 171</td>
</tr>
<tr>
<td>Nguyen, Nga</td>
<td>162</td>
</tr>
<tr>
<td>Nguyen, Quan</td>
<td>167</td>
</tr>
<tr>
<td>Nguyen, Thuan</td>
<td>111</td>
</tr>
<tr>
<td>Ngi, Xiaoran</td>
<td>173</td>
</tr>
<tr>
<td>Nica, Mihai</td>
<td>196</td>
</tr>
<tr>
<td>Nippani, Sri</td>
<td>149, 165</td>
</tr>
<tr>
<td>Nishikawa, Yuka</td>
<td>145, 147, 168, 177, 182</td>
</tr>
<tr>
<td>Noah, Amanda</td>
<td>102</td>
</tr>
<tr>
<td>Noe, Kelly</td>
<td>28, 31, 32, 35</td>
</tr>
<tr>
<td>Nordlund, James</td>
<td>167</td>
</tr>
<tr>
<td>Norwood, John N.</td>
<td>211</td>
</tr>
<tr>
<td>Nwaeze, Emeka T.</td>
<td>38</td>
</tr>
<tr>
<td>Nyugen, Dung</td>
<td>160, 193</td>
</tr>
<tr>
<td>Obinzu, Chris</td>
<td>12, 84</td>
</tr>
<tr>
<td>Ockree, Kanalis</td>
<td>43</td>
</tr>
<tr>
<td>Oestreich, Nathan</td>
<td>112</td>
</tr>
<tr>
<td>Ogden, Dustin</td>
<td>13</td>
</tr>
<tr>
<td>Okafor, Collins</td>
<td>145, 169</td>
</tr>
<tr>
<td>Okur, Mustafa</td>
<td>170</td>
</tr>
<tr>
<td>Olaoye, Abidemi</td>
<td>134</td>
</tr>
<tr>
<td>Oler, Derek K.</td>
<td>32, 35</td>
</tr>
<tr>
<td>Oliveti, Joseph J.</td>
<td>42</td>
</tr>
<tr>
<td>Olney, Robert J.</td>
<td>210, 211</td>
</tr>
<tr>
<td>Olson, Dennis</td>
<td>112</td>
</tr>
<tr>
<td>Ortiz, Daniel A. Cermas</td>
<td>103</td>
</tr>
<tr>
<td>Ortiz, Lorelei Amanda</td>
<td>51</td>
</tr>
<tr>
<td>Orudzheva, Leyla</td>
<td>122, 125</td>
</tr>
<tr>
<td>Osah, Theophilus</td>
<td>192</td>
</tr>
<tr>
<td>Osburn, Holly K.</td>
<td>118</td>
</tr>
<tr>
<td>Osterkamp, Werner</td>
<td>147, 186, 195</td>
</tr>
<tr>
<td>Otayode-Adebile, Renee</td>
<td>175</td>
</tr>
<tr>
<td>Paaso, Mikael</td>
<td>185</td>
</tr>
<tr>
<td>Pace, R. Kelley</td>
<td>186</td>
</tr>
<tr>
<td>Padungsaksawasdi, Chaiyuth</td>
<td>145</td>
</tr>
<tr>
<td>Pai, Yu-Jou</td>
<td>177</td>
</tr>
<tr>
<td>Palamuleni, Mercy</td>
<td>205</td>
</tr>
<tr>
<td>Pandya, Dishant</td>
<td>158</td>
</tr>
<tr>
<td>Pang, Yingying</td>
<td>197</td>
</tr>
<tr>
<td>Panta, Humnath</td>
<td>145, 156, 169</td>
</tr>
<tr>
<td>Pappu, Madhav</td>
<td>75, 80</td>
</tr>
<tr>
<td>Paredes, Angel Arturo Pacheco</td>
<td>47</td>
</tr>
<tr>
<td>Parhizgari, Ali</td>
<td>147, 168</td>
</tr>
<tr>
<td>Park, Alana</td>
<td>96</td>
</tr>
<tr>
<td>Park, Tim</td>
<td>178</td>
</tr>
<tr>
<td>Parker, Carmella</td>
<td>62, 108</td>
</tr>
<tr>
<td>Parmer, Luci</td>
<td>56, 59, 121, 142</td>
</tr>
<tr>
<td>Parvatiyar, Atul</td>
<td>18, 75, 82</td>
</tr>
<tr>
<td>Pashupati, Kartik</td>
<td>82</td>
</tr>
<tr>
<td>Paskelian, Ohanes G.</td>
<td>17, 199, 201, 206</td>
</tr>
</tbody>
</table>
Poudel, Rajeeb .............................................. 14
Porter, Michael ........................................... 116
Pope, Don ................................................... 109
Pookulangara, Sanjukta ................................ 83
Powell, Jason ............................................. 37, 62, 68
Pavlova, Ivelina .................................. 145, 162
Pauwels, Vanda ........................................ 131
Pavlov, Robert ........................................... 10, 98
Peak, Dan................................................... 30, 89, 97
Pelton, Lou E. ............................................ 18, 81, 82, 212
Pena, Robinson Reyes................................. 158, 170
Pavel, Xianghui (Richard) ............................ 89
Penrod, Curtis ........................................... 37, 62, 69, 108
Perez-Mira, Begona ...................................... 68
Peruto, Enzo ............................................. 129
Petruzzelli, Antonio Messeni ........................... 129
Pett, Timothy L. ........................................... 61
Pettit, John D. Jr......................................... 209
Pham, Anh ................................................. 195
Pham, Dung ............................................... 95
Pham, Quynh ............................................. 181
Pharris, Lyly ............................................... 69
Phelps, Ryan ............................................... 105
Phillips, Ashley .......................................... 43, 46
Phillips, Duygu ............................................ 15
Philpot, Denise .......................................... 89
Philpot, James D. ....................................... 145, 149, 165
Piccotti, Luis ............................................. 192, 194
Picou, Armand ............................................ 160, 164
Pinches, George F. ...................................... 209
Pineda, Mayela ........................................... 73, 84
Pittman, Kelly ............................................ 14
Plocinski, Erin ............................................ 78
Plumlee Jr., Gerald ...................................... 48, 52
Poe, April R. ............................................... 12
Poli, Anika .................................................. 190
Pollittt, Wes .............................................. 77
Pons, Carlles .............................................. 53
Pookulangara, Sanjukta ................................ 83
Pope, Don ................................................. 109
Porter, Michael ........................................... 116
Poudel, Rajeet ............................................. 14
Powell, Jason ............................................. 37, 62, 68
Power, Gabriel J. ........................................ 145
Powers, Eric .............................................. 162
Prabhu, Venca P. ...................................... 29, 99, 110, 118, 120, 122, 127, 134, 137
Prachyl, Cheryl ........................................... 30, 31, 103, 213
Prakash, Puneet ........................................ 164, 168, 183
Prasad, Devendra ....................................... 166
Pratt, William ............................................ 154, 174
Prejean, Elizabeth ...................................... 108
Prentice, Shamarr ....................................... 53
Price, Donald I. .......................................... 196, 200
Price, Kenneth Robert ................................. 50
Prybutok, Gayle ......................................... 89, 96, 99, 108, 112
Prybutok, Victor ........................................... 91, 100, 101, 102
Pugh, William ............................................ 95
Purtell, Clinton ........................................... 15
Putnam, Kyle ............................................. 156
Pynnönen, Seppo ....................................... 184
Qadri, Syed ............................................... 109
Qi, Haiying ............................................... 75, 76, 88
Qiao, Xiaol ................................................ 145
Qiu, Huan ............................................... 146, 152
Qiu, Yixin ................................................... 129
Queen, Booker .......................................... 93, 100
Query, J. Tim ............................................. 146
Quijano, Margot ......................................... 161
Quiroga, Mayra .......................................... 73, 84
Rabarison, Monika ...................................... 146, 189
Radighieri, Jeffery ..................................... 82
Ragland, Linda ........................................... 43
Rahman, Matiur ......................................... 29, 184, 196, 202, 203, 204, 206
Rahman, Shaikh Shaim ...................... 140, 141
Rahman, Shofiqur ..................................... 168
Rainville, Megan ........................................ 146, 156
Rajamma, Rajasree K. N. ......................... 76, 85
Rajaratnam, Daniel .................................... 75, 79, 81, 82
Rakowski, David ....................................... 146, 157
Ramakrishnan, Thiagarajan ....................... 89
Raman, Pushkala ........................................ 75, 82, 83
Ramaswamy, Mysore ................................ 60
Ramos Salazar, Leslie ................................ 102, 116
Rana, Krishan ............................................ 113
Rangan, Nanda ........................................... 164
Rankin, Robert .......................................... 13
Rao, Mohan .............................................. 105
Rao, Ramesh ............................................ 144, 146, 154, 160, 164, 185, 187
Rao, Spuma .............................................. 202
Raphael, Stacie .......................................... 164
Rasmussen, Stephanie J. ......................... 14
Rathore, Heena .......................................... 111
Ravenscraft, Julia K. ................................. 38, 187
Rayburn, Lucas ........................................ 115
Rebman, Carl ........................................... 89, 93, 97, 100, 116
Reed, Diana .............................................. 212
Reed, Emanuel .......................................... 94
Reed, Judy ............................................... 103
Refakar, Mohammad ................................... 146
Reichert, Carolyn ..................................... 161, 166
Reina, Michelle ......................................... 13
Reinhard, Rob ............................................ 130
Reinsch, Lamar ......................................... 50, 131
Ren, He ................................................... 156
Renz, Franziska ......................................... 8, 104, 116, 118, 132
Reyes Peña, Robinson ......................... 146
Rich, Lauren ............................................. 130, 135
Richards, Hannah ...................................... 41, 46
Richards, Rhonda ..................................... 8, 30, 56, 59, 60, 61, 138, 140, 141
Slawson, Carlos ............................................. 150, 157
Slaydon, James ............................................. 172
Smith, Amanda ............................................. 7, 16, 48, 49, 64, 69
Smith, Ashly Bender ...................................... 48, 52
Smith, Garrett ............................................... 181
Smith, K. David ............................................. 68
Smith, Kevin R ............................................. 32, 35
Smith, Marcus .............................................. 102
Snehalatha, Midhun Madhu ................................ 185
Snyder, David ............................................. 176
Sokol, Erica ................................................... 15, 135
Song, Xiaoxiao .............................................. 152
Song, Yunling ............................................... 47
Sorensen, Peter ............................................ 119, 130
Soukup, Greg ............................................... 197
Soule, Lori ................................................... 62, 68
Soure, Robert ................................................ 115
St John, Jeremy ............................................ 101
St John, Karen ............................................... 101
Stacy, Mary Edith .......................................... 69
Stafford, Tom ................................................ 31
Stammerjohan, Claire Allison ............................ 60
Stammerjohan, William .................................... 60
Staples, Heather ........................................... 121, 127, 135
Stará, Evženie-Jitka ...................................... 83
Starling, Jack M ............................................. 209
Stech, Todd ................................................... 80
Stevens, Robert ............................................ 8, 138, 139, 140, 141, 142
Stickney, Lisa ................................................ 125
Stivers, Christopher ..................................... 191
Stolarz, Christina .......................................... 55
Stovall, Olin ................................................... 109
Stowe, David ............................................... 146, 149, 165
Stowe, John ................................................... 146, 165
Strawser, William ........................................... 31
Struckell, Elisabeth ....................................... 122
Stuebs, Marty .................................................. 31
Su, Yu-Hui ..................................................... 107
Subramanian, Ulaganathan ................................ 12
Suk, David Y ..................................................... 166
Suleymanov, Masim ...................................... 167
Sullivan, Carol E .......................................... 14, 42
Sullivan, Yulia .............................................. 97
Sun, Li .......................................................... 31
Sung, Hyun Mo ............................................. 166
Suto, Megumi .................................................. 163
Sutton, Charlotte D ........................................ 211
Swanson, Zane ................................................ 37
Swanson, Mark .............................................. 157
Swayne, Linda E ............................................. 209, 210
Sweet, Kenneth ............................................. 118, 119, 120, 133
Swidler, Steve ............................................... 186
Swift, Orry ..................................................... 31
Swilley, Esther ................................................ 79
Synder, Thomas ............................................. 106
Syrdal, Holly ................................................... 77
Tai, Chu-Sheng ............................................. 202
Takehara, Hitoshi ......................................... 163
Talakai, Jayson ............................................. 32, 35
Tan, Tih Koon .............................................. 146
Taneja, Aakash ............................................. 101
Taneja, Harshit ............................................. 100
Tang, Robert ............................................... 99, 110
Tang, Wanwei .............................................. 165
Tapar, Archit ................................................ 88
Tarakci, Hakan ............................................. 107, 109
Tarakci, Yasemin .......................................... 107, 109, 117
Tarver, Mary Beth ......................................... 69
Tayero, Nathan ................................................ 126
Taylor, Kelli ................................................... 59
Taylor, Ruth ................................................... 76, 79
Teal, Mary ..................................................... 36
Teluja, Sunil .............................................. 174, 185
TenBrink, Candace ...................................... 125
Tennant, Robert ........................................... 103, 112, 170
Terry, Ryan ................................................... 135
Tew, Philip ..................................................... 13
Thai, Trang T ................................................... 146
Thanetsunthorn, Namporn .............................. 131
Thomas, Alina .............................................. 136
Thomas, Joseph ............................................. 97, 106
Thompson, James H ..................................... 39
Thompson, Rachel ........................................ 41
Thompson, Thomas ........................................ 29, 144, 146, 182, 185
Tian, Feng ..................................................... 88
Tinofirei, Charity ........................................... 91, 96, 100
Titman, Sheridan .......................................... 149, 183
Tiwar, Manvendra ......................................... 193
Togo, Dennis ................................................... 32
Tolleson, Thomas D ...................................... 212, 213
Toma, Alfred ............................................... 200
Tong, Shenghui .............................................. 160
Topuz, John ................................................... 14, 190
Toscano, George ............................................ 98
Toscano, Judy ................................................... 98, 115
Totten, Jeff ..................................................... 110
Trzczyn, Charles ........................................... 154
Tudor, Keith ................................................... 212
Turner, Michael C .......................................... 38, 39
Tut, Daniel .................................................... 168, 181
Tyner, Lee ..................................................... 118, 119, 133, 136
Uddin, Md Hamid ......................................... 147, 164
Ujah, Nacatus .............................................. 146, 169
Umar, Tarik ................................................... 178
Unsal, Omer ................................................... 117
Upadhyay, Arun ........................................... 157, 156, 155, 177
Upshaw, Danny ............................................. 76, 79
Urquhart, Andrew .......................................... 169
Uthemann, Andreas ....................................... 174
Vail, Richard ............................................... 121
Valenti, Alix .................................................. 125, 133, 137
Valenti, Laura .............................................. 9, 48, 75
Valenzuela, Eric ........................................... 152
Van Der Laan Smith, Joyce .............................. 36
Van Deventer, Ian ........................................... 158
Vargas-Hernández, José G ............................... 205