

**OFFICIAL PROGRAM**

**Forty-Ninth ANNUAL MEETING**

**March 2 – March 5, 2022**



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

**National and International Constituency**

Compiled and Edited by Degan J. Kettles  
Brigham Young University

With special thanks to the 2022 FBD Association Program Chairs

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**49<sup>th</sup> Annual Conference**

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

**50<sup>th</sup> Annual Conference**

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

**51<sup>st</sup> Annual Conference**

April 10 - 13, 2024  
Moody Gardens Hotel & Convention  
Galveston, Texas



For more information visit

**FEDERATION OF BUSINESS DISCIPLINES**

Website:

**<http://www.fbdonline.org>**

## EXHIBITORS

*The FBD Gratefully Acknowledges the Support of the Following Exhibitors:*

iMotions

MBTN

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



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

# TABLE OF CONTENTS

Title Page .....	1
Conferences – 2022 - 2023 .....	2
Exhibitors .....	3
Table of Contents .....	4
Letter from the President of FBD .....	5
Letter from the FBD Program Chair .....	6
2022 <b>Federation of Business Disciplines</b> Distinguished Paper Awards.....	7-8
2022 <b>Federation of Business Disciplines</b> Outstanding Educator Awards .....	9
FBD Awards Reception and Banquet Information .....	10
Annual Business Meetings.....	11
FBD Poster Presentations .....	12-13
FBD Choice Pick Sessions .....	14-17
FBD Exhibitor Presentations .....	18
FBD General Information .....	19-22
A General Timetable for the 2023 FBD Meeting in Houston, TX .....	23
Executive Council.....	24
FBD Association Presidents .....	25
FBD Association Program Chairs.....	26

## Association Programs

American Accounting Association, Southwest Region.....	27-43
Association for Business Communication, Southwestern U.S. ....	44-50
Association for Small Business and Entrepreneurship.....	51-56
Association of Business Information Systems.....	57-64
Association of Collegiate Marketing Educators .....	65-84
Decision Sciences Institute, Southwest Region .....	85-108
Southwest Academy of Management .....	109-132
Southwest Case Research Association.....	133-137
Southwestern Finance Association .....	138-191
Southwestern Society of Economists.....	192-199
FBD History .....	200-209
Hotel Floor/Room Maps .....	2010-211
Notes .....	211
Index of Participants .....	212-227

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



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

## PRESIDENT'S MESSAGE



University of  
**LOUISIANA**  
at Monroe

**College of Business and Social Sciences**

700 University Avenue • Monroe, LA 71209-0100

Phone: 318.342.1100 • Fax: 318.342.1101

Welcome to New Orleans and the 2022 FBD Annual Conference!

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

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

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

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

Sincerely,

**Peggy L. Lane, Ph.D.**

President, Federation of Business Disciplines

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## GENERAL PROGRAM CHAIR'S MESSAGE

# BYU MARRIOTT

## SCHOOL OF BUSINESS

Greetings!

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

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

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

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

Sincerely,

**Degan J. Kettles, Ph.D.**

Vice President and General Program Chair

## **DISTINGUISHED PAPER AWARDS**

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

### **American Accounting Association, Southwest Region**

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

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

**Jared Moore, Western Washington University**

**David Tree, Old Dominion University**

### **Association for Business Communication, Southwestern U.S.**

*Giving Values a Voice in the Business Communication Classroom*

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

### **Association for Small Business and Entrepreneurship**

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

### **Association of Business Information Systems**

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

**Shuaibu Hassan Usman, Morgan State University**

**Ganesh Bhatt, Morgan State University**

### **Association of Collegiate Marketing Educators**

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

**Sphurti Sewak, Florida International University, Miami, Florida**

**Jae Hoon Lee, Florida International University, Miami, Florida**

## **DISTINGUISHED PAPER AWARDS (Continued)**

### **Decision Sciences Institute, Southwest Region**

*Establishing a Workload Productivity Target in an Outpatient Infusion Pharmacy*

**Kimberly Haverstick**, University of Central Arkansas

**Mark McMurtrey**, University of Central Arkansas

### **Southwest Academy of Management**

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

**Robert Giacalone**, John Carroll University

**Sean Valentine**, University of North Dakota

### **Southwest Case Research Association**

*Cajun Fest*

**Robert Stevens**, Southeastern Oklahoma State University

**Lawrence Silver**, Southeastern Oklahoma State University

**Rhonda Richards**, Southeastern Oklahoma State University

**David Whitlock**, Southeastern Oklahoma State University

### **Southwestern Finance Association**

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

**Kenneth J. Kopecky**, Temple University

**Tai David Yi**, SUNY Fredonia

### **Southwestern Society of Economists**

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

**Tahsin Huq**, University of New Orleans

**Mohammad Kabir Hassan**, University of New Orleans

**Reza Houston**, Ball State University

**Sydul Karim**, Dickinson College



# OUTSTANDING EDUCATOR AWARDS

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

## 2022 Federation of Business Disciplines Outstanding Educator Awards

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

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

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

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

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

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

**Southwestern Finance Association**  
Marilyn Wiley, University of North Texas

**Southwestern Society of Economists**  
Muhammad Mustafa, South Carolina State University

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



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

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

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

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

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

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

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

## ANNUAL BUSINESS MEETINGS

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

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



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## FBD POSTER PRESENTATIONS

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

### Thursday, March 3

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

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

**Stephanie Watson**, University of Central Arkansas

**Qifeng Wu**, University of Central Arkansas

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

**Lyudmyla Vasylyvna Krylova**, Texas State University

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

**Angela M. Brown**, Penn State University-Schuylkill

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

**Kimberly J. Webb**, Texas Wesleyan University

**Bonnie R. Albritton**, Texas Wesleyan University

*Financial Accounting Research Paper (SWAAA)*

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

### Friday, March 4

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

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

**Guoyu Lin**, Clarkston University

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

**Joseph Faello**, Mississippi State University-Meridian

**Yingge Qu**, Mississippi State University-Meridian

*Accelerators in Iran Entrepreneurial Environment (SWAM)*

**Nazanin Tourani**, Penn State Fayette

**Soheil Khodadadi**, Concordia University

**Martin Zargaran**, Amirkabir University of Technology

*Investor Sentiment and Financial Reporting Quality (SWAAA)*

**Tianpei Li**, Florida Atlantic University

**Tyler Ricco**, Florida Atlantic University

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

**Robert Zullo**, West Minster College

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

**Caitlin Sockbeson**, Jacksonville University

## FBD POSTER PRESENTATIONS

**Friday, March 13**

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

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

**Aleksandra Rebeka**, Franklin and Marshall College

**Anna Abdulmanova**, Robert Morris University

**Ellyn Fritz**, Franklin and Marshall College

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

**Aleksandra Rebeka**, Franklin and Marshall College

**Alysse Danyi**, Franklin and Marshall College

**Lily Nolan**, Franklin and Marshall College

*Client Communication Tasks in Tax Return Projects (SWAAA)*

**Andrew Dale Almand**, Henderson State University

**Ashley Phillips**, University of Central Arkansas

**Joshua Simer**, University of Central Arkansas

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

**Suzanne Clinton**, University of Central Oklahoma

**Lori Marie Houghtalen**, Abilene Christian University

**Jody Jones**, Abilene Christian University

**Kimberly Merritt**, Oklahoma Christian University

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



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

## FBD CHOICE PICK SESSIONS

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

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

### **ABC-SWUS and ABIS Joint Session**

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

**Lindsay Clark**, Sam Houston State University

**Jason Powell**, Northwestern State University

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

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

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

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

**2022 Federation of Business Disciplines Distinguished Paper**

**SWFA Best Paper in Financial Markets Track**

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

**Tai Yi**, SUNY Fredonia

**Kenneth J. Kopecky**, Temple University

**Sean Sehyun Yoo**, Belmont University

Discussant: **Yihui You**, Peking University

*Sovereign credit default swaps and macroeconomic fundamentals*

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

Discussant: **Tai Yi**, SUNY Fredonia

*Climate Change Exposure and Stock Return Predictability*

**Yihui You**, Peking University

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

## **FBD CHOICE PICK SESSIONS**

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

**TRACK TITLE: Pedagogical Innovation/Pedagogical Research**

**SESSION C: Panel Discussion**

**Session Chair: Vance Johnson Lewis**, University Central Arkansas

*Extreme Pedagogy: An Integrative Approach for Preparing Business Leaders*

**Dave Silberman**, Boston University

**Herman Aguinis**, The George Washington University

**Rob Carpenter**, RedLeaf Ventures

**Jasmine Kernaleguen**, Rhythmic Leader Science Co.

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

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

**SESSION A      Monetary economics**

**Session Chair:      Matiur Rahman**, McNeese State University

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

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

**Matiur Rahman**, McNeese State University

**Muhammad Mustafa**, South Carolina State University

*Anticipated Monetary Policy and the Stock Market*

**Syed Harun**, Texas A&M University-San Antonio

**Naafey Sardar**, Texas A&M University-San Antonio

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

**Mashuk Rahman**, University of New Orleans

**Gabor Sztano**, Corvinus, University of Budapest

**Mohammad Kabir Hassan**, University of New Orleans

## FBD CHOICE PICK SESSIONS

*Association for Small Business and Entrepreneurship*

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

**SESSION Entrepreneurial Success Factors**

**Session Chair: Martin Bressler**, Professor Emeritus

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

**Christine Berry**, University of Louisiana at Monroe

**Claudia Williams**, University of Louisiana at Monroe

*Do Personal Characteristics and Behaviors Affect Entrepreneurial Intentions?*

**Jim Cater**, University of Texas at Tyler

**Marilyn Young**, University of Texas at Tyler

*COVID Reboot: Increasing Employee Engagement through Cultural Change*

**Martin Bressler**, Professor Emeritus

*American Accounting Association, Southwest Region*

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

### PLENARY SESSION

Members of all FBD associations are invited to attend

**“Building a Burnout Resistant Environment”**

**Aneika Simmons, PhD**

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

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



## FBD CHOICE PICK SESSIONS

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

### PLENARY SESSION

Members of all FBD associations are invited to attend.

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

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

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

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

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

#### SESSION E      **Management, Healthcare & Organizational Behavior-IV**

**Session Chair: Kimberly Haverstick**, University of Central Arkansas

*Establishing a Workload Productivity Target in an Outpatient Infusion Pharmacy*

**Kimberly Haverstick**, University of Central Arkansas

**Mark McMurtrey**, University of Central Arkansas

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

**Adam Penman**, University of Central Arkansas

**Mark McMurtrey**, University of Central Arkansas

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

**Xiang Li**, Dongbei University of Finance and Economics

**Qinyu Liao**, The University of Texas Rio Grande Valley

## FBD EXHIBITOR PRESENTATIONS

### **iMotions**

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

Bringing Neuroscience into your Business School

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

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



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

## FBD GENERAL INFORMATION

### **The FBD Meeting**

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

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

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

### **2022 FBD Conference Hotel**

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

### **Special Accommodations**

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

### **FBD Distinguished Paper Awards**

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

### **FBD Outstanding Educator Awards**

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

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



**50th Annual Conference**

March 8 - 11, 2023

Hyatt Regency Houston

Houston, TX

## FBD GENERAL INFORMATION

### Purpose of FBD

Founded in 1973 as the Southwestern Federation of Administrative Disciplines, FBD has become one of the largest annual meetings for those disciplines common to business administration. Recognizing that the 21<sup>st</sup> 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](http://www.fbdonline.org).

### Registration

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

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

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

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

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

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

## FBD GENERAL INFORMATION

### Value for Your FBD Fee

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

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

## FBD GENERAL INFORMATION

### Exhibitors

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

Wednesday, March 2	2:00 p.m. – 5:30 p.m.
Thursday, March 3	8:00 a.m. – 5:00 p.m.
Friday, March 4	8:00 a.m. – 4:00 p.m.

### Badges

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

### Guest Registrations

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

### Meeting Rooms

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

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

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

## GENERAL TIMETABLE FOR 2023 FBD MEETING

February 2022.....	FBD 2023 General Program Chair prepares a 2023 FBD “Call for Papers” for distribution at the FBD Annual Meeting.
March 2022.....	The 2023 Association Program Chairs and the 2023 FBD General Program Chair start planning for the 2023 conference at the New Program Chairs meeting held on Saturday morning during the 2022 FBD conference.
April/May 2022 .....	Program Committees/Track Chairs are selected by Association Program Chairs. Each Association sends out a Preliminary “Call for Papers” to current and prospective participants.
Summer 2022.....	FBD Officers and Association Program Chairs participate in FBD Boot Camp at hotel of the 2023 conference.
June 2022.....	FBD General Program Chair and each Association Program Chair send out “Call for Papers” reminders to current and prospective participants.
July/August 2022.....	Association Track Chairs continue soliciting manuscripts, special session proposals, tutorials, and workshops for the 2023 FBD Conference.
July/August 2022.....	FBD updates its website in preparation for forthcoming conference, solicits registration fee information from the associations, and ensures the associations are marketing the conference.
September 2022 .....	Deadlines for receipt of papers, abstracts and proposals. Track Chairs for each Association initiate the review process and report the submission data to their Association Program Chairs.
October 2022 .....	Track Chairs make acceptance/rejection decisions. Solicitation of nominees and judging of the candidates for the FBD Distinguished Paper and Outstanding Educator Awards occurs.
Early November 2022.....	Each Association Program Chair compiles, organizes and sends all program information to the 2023 FBD General Program Chair.
December 2022.....	Each Association Chair complete a final proof of their program. Registration for the conference opens.
Early January 2023 .....	FBD General Program Chair completes compilation of 2023 FBD Program Book and sends it to the printer. Each Association Program Chair contacts hotel caterers to arrange for receptions, dinners, breakfasts, and special events.
Late January 2023.....	2023 FBD Program is posted on FBD Web site.
February 2023.....	Deadline for receipt of hotel reservations and pre-conference registration.

## 2021-2022 FBD EXECUTIVE COUNCIL

### FBD EXECUTIVE COUNCIL

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

**Peggy L. Lane**, President  
University of Louisiana Monroe

**Degan Kettles**, VP/General Program Chair  
Brigham Young University

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

**Kimberly Webb**, Secretary-Treasurer  
Texas Wesleyan University

**Michelle McEacharn**, Executive Director  
University of Louisiana Monroe

**Vivek S. Natarajan**, Immediate Past President  
Lamar University

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

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

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

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

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



## FBD 2022 ASSOCIATION PRESIDENTS

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

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

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

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

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

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

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

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

Southwest Case Research Association  
**Kendra Ingram**, Southeastern Oklahoma State University

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

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

## FBD 2022 ASSOCIATION PROGRAM CHAIRS

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

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

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

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

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

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

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

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

Southwest Academy of Management  
**Carlos Baldo**, Colorado Mesa University

Southwest Case Research Association  
**Cody Bogard**, Southeastern Oklahoma State University

Southwestern Finance Association  
**William Hudson**, St. Cloud State University

Southwestern Society of Economists  
**Ali Ashraf**, Frostburg State University

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

**2021 – 2022 OFFICERS**

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

**2021-2022 SECTION REGIONAL COORDINATORS**

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

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

AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST  
2022 ANNUAL MEETING

PAST PRESIDENTS

2020-2021	Cheryl Prachyl, University of Texas-Arlington
2019-2020	Cassy Henderson, Sam Houston State University
2018-2019	Kelly Noe, Stephen F. Austin State University
2017-2018	Robert M. Cornell, University of Nevada-Las Vegas
2016-2017	Derek K. Oler, Texas Tech University
2015-2016	Katherine Boswell, University of Louisiana Monroe
2014-2015	Amelia A. Baldwin, University of Arkansas-Fort Smith
2013-2014	Thomas Carment, Rogers State University
2012-2013	Carolyn Conn, Texas State University
2011-2012	Robert Walsh, University of Dallas
2010-2011	Dennis Togo, University of New Mexico
2009-2010	Treba A. Marsh, Stephen F. Austin State University

2022 AWARDS

Federation of Business Disciplines  
Outstanding Educator Award

Richard G. Brody, University of New Mexico

Federation of Business Disciplines  
Distinguished Paper Award

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

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

Jared Moore, Western Washington University

David Tree, Old Dominion University

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

Teaching, Learning and Curriculum Best Paper Award

*License to Steal*

Karen Marie Oxner, University of Central Arkansas

Kyleen Whitehead Prewett, University of Arkansas-Little Rock

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

Gender Issues & Work-Life Balance Best Paper Award

*Gender, Gender Pairing, and Audit Quality*

Kevin Sun, St. John's University

Joseph Zhang, University of Memphis

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

Outstanding Doctoral Student Paper Award

*The Consequences of Losing All-Star Status*

Ling Zhang, University of Oklahoma

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

AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST  
2022 ANNUAL MEETING

March 2, 2022  
(Wednesday)

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1:30 p.m. – 3:00 p.m.

(Accounting) 1.5 CPE Hours

Jackson

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

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

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

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

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

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

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3:30 p.m. – 5:00 p.m.

(Accounting) 1.5 CPE Hours

Jackson

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

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

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

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

AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST  
2022 ANNUAL MEETING

March 3, 2022  
(Thursday)

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8:30 a.m. – 10:00 a.m.

(Accounting) 1.5 CPE Hours

Jackson

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**SESSION A Teaching Fraud and Cybersecurity**

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

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

**William F. Miller**, University of Wisconsin-Eau Claire

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

*License to Steal\**

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

**Kyleen Whitehead Prewett**, University of Arkansas-Little Rock

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

**Carolyn Conn**, Texas State University

**AraBelle West**, Texas State University

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8:30 a.m. – 10:00 a.m.

(Accounting) 1.5 CPE Hours

Magazine

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**SESSION B International Accounting**

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

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

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

**Nischala Reddy**, University of Central Missouri

**Paula Moore**, University of Tennessee at Martin

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

**Partha Sarathi Mohapatra**, California State University-Sacramento

**Anup Nandialath**, University of Wisconsin-La Crosse

**Andrew Stapleton**, University of Wisconsin-La Crosse

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

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

**Paula Moore**, University of Tennessee at Martin

*Resume Fraud Among Nigerian Government Officials\**

**Richard G. Brody**, University of New Mexico

**Ryan Knight**, University of New Mexico

**Kehinde Ogunade**, University of Memphis

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

AMERICAN ACCOUNTING ASSOCIATION – SOUTHWEST  
2022 ANNUAL MEETING

March 03  
(Thursday)

8:30 a.m. – 10:00 a.m.

(Accounting) 1.5 CPE Hours

Royal

**SESSION C      Social Media and Privacy**

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

*Technology Diffusion and Corporate Twitter Adoption Patterns\**

**Atul Singh**, Ball State University

**Sok-Hyon Kang**, George Washington University

**Robert Savickas**, George Washington University

**Amin Hosseini**, George Washington University

*The Heterogeneous Corporate Use of Social Media\**

**Minjae Koo**, University of Houston

**Steve Crawford**, University of Houston

**Thien Le**, Texas A&M University-Commerce

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

**Md Zubair Zuven**, University of Texas Rio Grande Valley

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

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

**Veronda F. Willis**, The University of Texas at Tyler

**Tammy Cowart**, The University of Texas at Tyler

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10:00 a.m. – 10:30 a.m.

Exhibit Hall – St James

**FBD Coffee Break**

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

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

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



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

AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST  
2022 ANNUAL MEETING

March 3, 2022  
(Thursday)

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10:30 a.m. – 12:00 p.m.

(Accounting) 1.5 CPE Hours

Jackson

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**SESSION A      Gender, Diversity, and Families**

**Moderator:**      **Kevin Sun**, St. John's University

*Gender, Gender Pairing, and Audit Quality\**

**Kevin Sun**, St. John's University

**Joseph Zhang**, University of Memphis

*Regulation Interventions Impact on Board Diversity\**

**Quynh Do**, University of Bath

**Dimitrios Gounopoulos**, University of Bath

*CEO Political Ideology and "Sticky Costs"\**

**Adam Michael Esplin**, The University of Texas at El Paso

**Yun Ke**, The University of Texas at El Paso

**Kari Joseph Olsen**, Utah Valley University

**Jiwoo Seo**, The University of Texas at El Paso

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

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

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10:30 a.m. – 12:00 p.m.

(Accounting) 1.5 CPE Hours

Magazine

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**SESSION B      Audit Quality**

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

*Reducing Fraud Risk in the Audit Confirmation Process\**

**Richard G. Brody**, University of New Mexico

**Zachary Hess**, University of New Mexico

**Yanglin Li**, Florida International University

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

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

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

**William F. Miller**, University of Wisconsin-Eau Claire

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AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST  
2022 ANNUAL MEETING

March 3, 2022  
(Thursday)

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10:30 a.m. – 12:00 p.m.

(Accounting) 1.5 CPE Hours

Royal

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**SESSION C      Taxation and Management Credibility**

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

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

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

**Jared Moore**, Western Washington University

**David Tree**, Old Dominion University

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

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

**Alejandro Lopez**, The University of Texas at San Antonio

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

**Roger Lirely**, The University of Texas at Tyler

**Alex Brandt**, The University of Texas at Tyler

**Tammy Cowart**, The University of Texas at Tyler

*Measuring Management Credibility\**

**Sai Harsha Katuri**, University of Houston

**Volkan Muslu**, University of Houston

**Thien Le**, Texas A&M University-Commerce

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12:00 p.m. – 1:30 p.m.

(Accounting) 1.5 CPE Hours

St. Charles

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**LUNCH and KEYNOTE SPEAKER**

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

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

AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST  
2022 ANNUAL MEETING

March 3, 2022  
(Thursday)

1:30 p.m. – 3:00 p.m.

(Accounting) 1.5 CPE Hours

Jackson

**Plenary Speakers**

**“The Future of the Accounting Profession”**

**Gary Dressler, CPA**

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

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

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

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

**Ron Gitz, CPA/CGMA**

Executive Director/CEO, Society of Louisiana Certified Public Accountants

3:00 p.m. – 3:30 p.m.

Exhibit Hall – St. James

**FBD Coffee Break**

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.

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AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST  
2022 ANNUAL MEETING

March 3, 2022  
(Thursday)

---

3:30 p.m. – 5:00 p.m.

(Accounting) 1.5 CPE Hours

Jackson

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**SESSION A      Accounting Education and Tax Issues**

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

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

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

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

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

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---

3:30 p.m. – 5:00 p.m.

(Accounting) 1.5 CPE Hours.

Magazine

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

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

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

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

**AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST  
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**March 3, 2022  
(Thursday)**

---

5:00 p.m. – 6:00 p.m.

Magazine

---

**SWAAA Officer Meeting**

---

5:30 p.m. – 7:00 p.m.

Exhibit Hall

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

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Houston, Texas

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March 4, 2022  
(Friday)

---

8:30 a.m. – 10:00 a.m.

(Accounting) 1.5 CPE Hours

Jackson

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**SESSION A Employee Motivation, Burnout, and Public Policy**

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

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

**Abhishek Ramchandani**, The University of Texas at Austin

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

**Aneika Simmons**, Sam Houston State University

**Shani Robinson**, Sam Houston State University

**Jennifer Bunn**, Sam Houston State University

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

**Barry R. Hettler**, Ohio University

**James Cordeiro**, SUNY Brockport

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

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

**Paula Moore**, University of Tennessee at Martin

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

**Donna L. Paul**, Washington State University at Vancouver

*Temperature Change and Companies' Cash Policies\**

**Dimitrios Gounopoulos**, University of Bath

**Yu Zhang**, University of College Dublin

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8:30 a.m. – 10:00 a.m.

(Accounting) 1.5 CPE Hours

Magazine

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

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

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

AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST  
2022 ANNUAL MEETING

March 4, 2022  
(Friday)

---

8:30 a.m. – 10:00 a.m.

(Accounting) 1.5 CPE Hours

Royal

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**SESSION C      Compensation and Bribery**

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

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

**Emrah Ekici**, University of Wisconsin-Eau Claire

**Marina Y. Ruseva**, Lamar University

*Pay Disparity and Financial Reporting Similarity\**

**Wanying Jiang**, Louisiana State University

**Joseph Johnston**, Illinois State University

**Tianpei Li**, Florida Atlantic University

**Stephanie Walton**, Louisiana State University

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

**Jason Alan Ashby**, University of Louisiana Monroe

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

**Marianne M. Rexer**, Wilkes University

**Woojun Lee**, Wilkes University

**Dawn M. Burdsall**, Georgian Court University

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10:00 a.m. – 10:30 a.m.

Exhibit Hall

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2022 ANNUAL MEETING**

**March 4, 2022  
(Friday)**

---

10:30 a.m. – 12:00 p.m.

(Accounting) 1.5 CPE Hours

Jackson

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**Plenary Speaker**

**“Building a Burnout Resistant Environment”**

**Aneika Simmons, PhD**

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

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

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12:00 p.m. – 1:30 pm

River Room

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**LUNCH and BUSINESS MEETING**

**Nikki Shoemaker, SWAAA President**

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

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1:30 p.m. – 3:00 p.m.

(Accounting) 1.5 CPE Hours

Jackson

**SESSION A Teaching, Learning, and Curriculum**

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

*Snowball Sportsweat: A Case in Revenue Recognition\**

**Nikki Shoemaker**, Stephen F. Austin State University

**Marie Kelly**, Stephen F. Austin State University

**Jose Vega**, Stephen F. Austin State University

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

**Theresa Presley**, Pittsburg State University

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

**Janet Alice Meade**, University of Houston

**Kiran Parthasarathy**, University of Houston

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

**Curtis Eugene Clements**, Abilene Christian University

**Paul Wertheim**, Abilene Christian University

**O. Scott Stovall**, Abilene Christian University

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

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**SESSION C**                      **Earnings and Financial Statement Quality**

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

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

**Wael Aguir**, The University of Texas Rio Grande Valley

**Linxiao Lin**, University of West Georgia

**Carroll Griffin**, Georgia Gwinnett College

**Zhenfeng Liu**, University of Michigan-Flint

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

**Andrew Thomas Snyder**, University of Oklahoma

*Net Operating Assets and Earnings Manipulation\**

**Kevin Kim**, KAIST

**Derek K. Oler**, Texas Tech University

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

**Qifeng Wu**, University of Central Arkansas

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Exhibit Hall

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---

3:30 p.m. – 5:00 p.m.

(Accounting) 1.5 CPE Hours

Jackson

---

**SESSION A            ESG, Creditors, and Transparency**

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

*An Investigation of Voting on Shareholder Proposals\**

**James H. Thompson**, Central Washington University

**Vandana Shankar**, Central Washington University

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

**Amy Foshee Holmes**, Trinity University

**Alexander Feeney**, Trinity University

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

**Aoi Kaise**, The University of Texas at Tyler

*Trade Credit and Audit Risk\**

**Bo Ren**, The University of Connecticut

*The Consequences of Losing All-Star Status\**

**Ling Zhang**, University of Oklahoma

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(Accounting) 1.5 CPE Hours

Magazine

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**SESSION B      Management Accounting and CEOs**

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

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

*Internal Governance and Trade Credit\**

**David Tree**, Old Dominion University

**Md Mahmudul Hasan**, Old Dominion University

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

**Yiting Cao**, Cal State University-Los Angeles

**Qi Dong**, Kennesaw State University

**Hongrui Feng**, Pennsylvania State University-Erie

*CEO Marital Status and Dividend Policy\**

**Christian Sobngwi**, University of Texas Rio Grande Valley

**Brandon D. Ater**, University of Texas Rio Grande Valley

**Md Noman Hossain**, Central Washington University

**Monika Rabarison**, University of Texas Rio Grande Valley

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3:30 p.m. – 5:00 p.m.

(Accounting) 1.5 CPE Hours

Royal

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**SESSION C      Financial Accounting**

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

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

**Yu-Ho Chi**, University of Tennessee at Martin

**David A. Ziebart**, University of Kentucky

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

**Leonid Pugachev**, Rochester Institute of Technology

**Ashok J. Robin**, Rochester Institute of Technology

**Dilin Wang**, Rochester Institute of Technology

**Rong Yang**, Rochester Institute of Technology

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

**Guoyu Lin**, Clarkston University

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

**Guoyu Lin**, Clarkston University

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**ASSOCIATION FOR BUSINESS COMMUNICATION  
SOUTHWESTERN UNITED STATES**

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<b>President</b>	<b>Leslie Ramos Salazar</b> , West Texas A&M University
<b>President-Elect and Program Chair</b>	<b>Lindsay C. Clark</b> , Sam Houston State University
<b>Secretary/Treasurer</b>	<b>Ashley Hall</b>
<b>Historian</b>	<b>Aimee Kendall Roundtree</b> , Texas State University
<b>Proceedings Editor</b>	<b>Seth Frei</b> , Texas State University
<b>Immediate Past President</b>	<b>Kayla Sapkota</b> , Arkansas State University-Beebe
<b>Program and Paper Reviewers</b>	<b>Traci L. Austin</b> , Sam Houston State University <b>Matari Gunter</b> , Texas State University <b>Kevin Kryston</b> , Sam Houston State University <b>Ashton Mouton</b> , Sam Houston State University <b>Lorelei Ortiz</b> , St. Edward's University <b>Aimee Kendall Roundtree</b> , Texas State University <b>Danica L. Schieber</b> , Sam Houston State University <b>Ashly Bender Smith</b> , Sam Houston State University <b>Carol S. Wright</b> , Stephen F. Austin State University

**CONGRATULATIONS!**

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

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

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

**Lindsay C. Clark**  
Sam Houston State University

**ASSOCIATION FOR BUSINESS COMMUNICATION  
SOUTHWESTERN UNITED STATES**

**March 3, 2022  
(Thursday)**

---

7:30 a.m. – 8:30 a.m.

Camp

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**ABC–SWUS and ABIS Joint Breakfast**

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

ABC-SWUS or ABIS Association Name Badge Required for Entry

---

8:30 a.m. – 10:00 a.m.

Joint Session with ABIS

Camp

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**ABC-SWUS and ABIS Joint 2022 Distinguished Paper Session**

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

**Lindsay Clark**, Sam Houston State University

**Jason Powell**, Northwestern State University

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

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

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

**Shuaibu Hassan Usman**, Morgan State University

**Ganesh Bhatt**, Morgan State University

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10:00 a.m. – 10:30 a.m.

Exhibit Hall – St. James

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Camp

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**Communication Technology and Innovation**

**Session Chair: Ashley Hall**

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

**Lindsay C. Clark**, Sam Houston State University

**Ashton Mouton**, Sam Houston State University

**Traci Austin**, Sam Houston State University

*Using Grammarly: Perceptions of Employees' Use in Professional Settings*

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

**Virginia Hemby**, Middle Tennessee State University

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

**Thomas Cavanagh**, Dominican University of California

**Sophie Hyunah Jung**

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

**Rachel Dolechek**, Fort Hays State University

**Gregory Weisenborn**, Fort Hays State University

**Ron Rohlf**, Fort Hays State University

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11:45 a.m. – 1:30 p.m.

**Lunch on your own**

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

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1:30 p.m. – 3:00 p.m.

Camp

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**Issues in Business Education**

**Session Chair: Kayla Sapkota**, Arkansas State University-Beebe

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

**Marsha L. Bayless**, Stephen F. Austin State University

**Manuel Guerrero**, Stephen F. Austin State University

**Jonathan M. Helmke**, Stephen F. Austin State University

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

**Ashly Bender Smith**, Sam Houston State University

*Course Assessment Best Practices: Tips for the Busy Professor*

**Jean Ann Edrington**, Arkansas State University-Beebe

*Power Skills: Don't Be Soft*

**Marcel Robles**, Eastern Kentucky University

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SOUTHWESTERN UNITED STATES

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3:30 p.m. – 5:00 p.m.

Camp

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**Impacts of Technology on Communication**

**Session Chair: Seth Frei**, Texas State University

*Helping Students Effectively Navigate a Noisy World*

**Ashley Hall**

*Impact of Mobile Communication in the Bateyes of the Dominican Republic*

**John Powers**, Quinnpiac University

*In Cancel Culture Not All Cancellations are Equal*

**Rod Carveth**, Morgan State University

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

**Leslie Ramos Salazar**, West Texas A&M University

**Audrey Meador**, West Texas A&M University

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5:30 p.m. – 7:00 p.m.

Exhibit Hall – St. James

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8:30 a.m. – 10:00 a.m.

Camp

---

**Organizational Communication**

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

*Essential Communication Skills During Crisis*

**Marcia Hardy**, Northwestern State University of Louisiana

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

*Willingness to communicate and solidarity in Russian organizations*

**Ekaterina Balezina**, HSE University

**Tatiana Permyakova**, HSE University

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

**Susanna Alford**, University of the Incarnate Word

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

**Lorelei Amanda Ortiz**, St. Edward's University

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

**Effrosyni Georgiadou**, Zayed University

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10:00 a.m. – 10:30 a.m.

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**March 4, 2022  
(Friday)**

---

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

Camp

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

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

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

Enjoy local cuisine in New Orleans!

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

Camp

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**Innovative and Multidisciplinary Topics I**

**Session Chair: Ronnie Abukhalaf**, Northwestern State University

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

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

**Carmella Parker, Esq./MBA**, Northwestern State University

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

**Matthew Flores**, University of the Incarnate Word

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

**Vianka Miranda**, Northwestern State University

**Ronnie Abukhalaf**, Northwestern State University

**Melissa Aldredge**, Northwestern State University

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1:30 p.m. – 3:00 p.m. Choice Session

Ascot

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**Innovative Instructional Methods**

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

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

**Trey Guinn**, University of Texas at Austin

*Organizational Communication: Product Warning Labels and Technical Writing*

**John M. McGrath**, Trinity University

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

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

*A Presentation of the Professional Self on LinkedIn*

**Danica L. Schieber**, Sam Houston State University

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**March 4, 2022  
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3:00 p.m. – 3:30 p.m.

Exhibit Hall – St. James

---

**FBD Coffee Break**

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

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

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

Camp

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**Innovative and Multidisciplinary Topics II**

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

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

**Kristen Brewer Wilson**, Eastern Kentucky University

*Exposing Business Law Students to Virtual Depositions*

**Russell Sylvester, Esq.**, Northwestern State University

**Carmella Parker, Esq./MBA**, Northwestern State University

*Roundtable Discussion: Engaging Students with Assignments in Online Classes*

**Kayla Sapkota**, Arkansas State University at Beebe

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

**Lucia Sigmar**, Stephen F. Austin State University

**Marice Jackson**, Stephen F. Austin State University

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



**50th Annual Conference**

March 8 - 11, 2023

Hyatt Regency Houston

Houston, TX

## Officers

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

## Program Schedule Synopsis

### Thursday, March 3, 2022

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

### Friday, March 4, 2022

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

March 3, 2022  
(Thursday)

**CONGRATULATIONS!**

**Recipient of the 2022 Federation of Business Disciplines Paper Award**

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

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

**Martin Bressler**, Professor Emeritus, Southeastern Oklahoma State University

**Recipient of the 2022 ASBE Outstanding University Award**

**University of Louisiana at Monroe**

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3:00 p.m. – 3:30 p.m.

Exhibit Hall – St James

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March 3, 2022  
(Thursday)

5:30 p.m. – 7:00 p.m.

Exhibit Hall – St James

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

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



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

ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP

March 4, 2022  
(Friday)

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7:00 a.m. – 8:30 a.m.

Fulton

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**ASBE Breakfast and Meet the Leadership Team**

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

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8:30 a.m. – 10:00 a.m.

Fulton

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**SESSION Environmental Threats and Opportunities**

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

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

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

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

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

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

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

---

10:00 a.m. – 10:30 a.m.

Exhibit Hall – St James

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ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP

March 4, 2022  
(Friday)

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10:30 a.m. – 12:00 p.m.

Fulton

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**SESSION Entrepreneurial Success Factors**

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

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

**Christine Berry**, University of Louisiana at Monroe

**Claudia Williams**, University of Louisiana at Monroe

*Do Personal Characteristics and Behaviors Affect Entrepreneurial Intentions?*

**Jim Cater**, University of Texas at Tyler

**Marilyn Young**, University of Texas at Tyler

*COVID Reboot: Increasing Employee Engagement through Cultural Change*

**Martin Bressler**, Professor Emeritus, Southeastern Oklahoma State University

---

12:00 p.m. – 2:00 p.m.

Fulton

---

**ASBE Business Meeting and Awards Luncheon**

(All members are invited)

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2:00 p.m. – 3:00 p.m.

Fulton

---

**SESSION Engaging Students Continued and Financial Matters**

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

*Tax Planning Shenanigans: Maximizing After Tax Income for Entrepreneurs*

**Rhonda Richards**, Southeastern Oklahoma State University

**Courtney Kernek**, Southeastern Oklahoma State University

**Stephanie Metts**, Southeastern Oklahoma State University

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

**Christine Berry**, University of Louisiana at Monroe

March 4, 2022  
(Friday)

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3:00 p.m. – 3:30 p.m.

Exhibit Hall – St James

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**FBD COFFEE BREAK**

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---

3:30 p.m. – 5:00 p.m.

Fulton

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**SESSION**                      **Engaging Students Continued and Financial Matters**

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

*Effect of the JOBS Act on Underpricing and Stock Performance*

**Charles R. Olsavsky**, Jacksonville State University

**S. Keith Lowe**, Jacksonville State University

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

**Lawrence Silver**, Southeastern Oklahoma State University

*Building a Business on Etsy*

**Laurie Babin**, University of Mississippi

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2021-2022 OFFICERS

<b>President</b>	<b>Eddie Horton</b> , Northwestern State University of Louisiana
<b>Vice President/Program Chair</b>	<b>Jason W. Powell</b> , Northwestern State University of Louisiana
<b>Secretary (pro tempore)</b>	<b>Jason W. Powell</b> , Northwestern State University of Louisiana
<b>Treasurer</b>	<b>Carla J. Barber</b> , University of Central Arkansas
<b>Proceedings Editor</b>	<b>Lori Soule</b> , Nicholls State University
<b>Past President</b>	<b>Richard Kumi</b> , University of Arkansas - Little Rock
<b>Historian/Parliamentarian</b>	<b>Marsha L. Bayless</b> , Stephen F. Austin State University
<b>Journal Editor</b>	<b>Ashley Hall</b> , Stephen F. Austin State University
<b>Submission Reviewers</b>	<b>Ronnie Abukhalaf</b> , Northwestern State University <b>Carla J. Barber</b> , University of Central Arkansas <b>Marsha Bayless</b> , Stephen F. Austin State University <b>Daniel Gordy</b> , Northwestern State University <b>Marcia Hardy</b> , Northwestern State University <b>Eddie Horton</b> , Northwestern State University <b>Richard Kumi</b> , University of Arkansas - Little Rock <b>Weiwen Liao</b> , Northwestern State University <b>Qwontice McDowell</b> , Northwestern State University <b>Vianka Miranda</b> , Northwestern State University <b>Curtis Penrod</b> , Northwestern State University <b>Begoña Pérez-Mira</b> , Northwestern State University <b>Michael Raisinghani</b> , Texas Woman's University <b>Sherry Rodrigue</b> , Nicholls State University <b>Shane Schartz</b> , Fort Hays State University <b>Lori Soule</b> , Nicholls State University <b>James "Skip" Ward</b> , Fort Hays State University

*ABIS is seeking board member nominees for several positions!*

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

**CONGRATULATIONS!**

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

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

**Shuaibu Hassan Usman**, Morgan State University

**Ganesh Bhatt**, Morgan State University



Association of Business  
Information Systems

**ABIS 2022 Program Overview**

**Thursday March 3, 2022**

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

**Friday March 4, 2022**

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

**CONGRATULATIONS!**

**Recipient of the 2022 FBD Outstanding Educator Award**

**Eddie Horton**  
Northwestern State University

**Recipient of the 2021 FBD Outstanding Educator Award**

**Richard Kumi**  
University of Arkansas - Little Rock

# ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 3, 2022  
(Thursday)

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7:30 a.m. – 8:30 a.m.

Camp

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## ABC–SWUS and ABIS Joint Breakfast

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

ABC-SWUS or ABIS Association Name Badge Required for Entry

---

8:30 a.m. – 10:00 a.m.

Joint Session with ABC-SWUS

Camp

---

## SESSION A

## ABC-SWUS and ABIS Joint 2022 Distinguished Paper Session

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

**Jason W. Powell**, Northwestern State University

**Lindsay Clark**, Sam Houston State University

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

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

**Shuaibu Hassan Usman**, Morgan State University

**Ganesh Bhatt**, Morgan State University

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10:00 a.m. – 10:30 a.m.

Exhibit Hall – St James

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## FBD Coffee Break

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# ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 3, 2022  
(Thursday)

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10:30 a.m. – 11:45 a.m.

Canal

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**SESSION B      Teaching Analytics**

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

*Evolution of an Undergraduate Business Analytics Program*

**Robert Mitchell**, University of Arkansas at Little Rock

*Utilizing Live Class Sessions in an Asynchronous Online Course: The Case of the MBA BI Course*

**Kimberly L. Merritt**, Oklahoma Christian University

**K. David Smith**, Cameron University

*A Transdisciplinary Bridge Program for Teaching Forensic Information System via Analytics, Machine Learning and Bioinformatics*

**Joselina Cheng**, University of Central Oklahoma

**Rhonda Williams**, University of Central Oklahoma

**Alexia Benson**, University of Central Oklahoma

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11:45 a.m. – 1:30 p.m.

**Lunch on your own**

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

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1:30 p.m. – 3:00 p.m.

Canal

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**SESSION C      Research in Information Systems**

**Session Chair:**      **Eddie Horton**, Northwestern State University

*The Future of Cloud Computing: Implications for Theory and Practice*

**Maresh S. Raisinghani**, Texas Woman's University

*Why Do People Do That? Coding Self-Reports of Reasons for Multicommunicating*

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

**Jeanine W. Turner**, Georgetown University

*Apple's NeuralHash: An Exploration of Security, Public Trust, and Law*

**Daniel Gordy**, Northwestern State University

**Eddie Horton**, Northwestern State University

**Danny Upshaw**, Northwestern State University



Association of Business  
Information Systems

## ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 3, 2022  
(Thursday)

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3:00 p.m. – 3:30 p.m.

Exhibit Hall – St James

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### FBD Coffee Break

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3:30 p.m. – 5:00 p.m.

Canal

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### SESSION D      Improving Information Systems Curriculum I

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

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

**Ashton Mouton**, Sam Houston State University

**Traci Austin**, Sam Houston State University

**Danica Schieber**, Sam Houston State University

*Can Resiliency Be Taught? A Review of a Class Assignment*

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

**Kayla Sapkota**, Arkansas State University at Beebe

*GMetric: Is there an ROI?*

**Julie McDonald**, Northwestern State University

**Mary Beth Fair**, Northwestern State University

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

**Shane Schartz**, Fort Hays State University

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5:30 p.m. – 7:00 p.m.

Exhibit Hall – St James

---

### FBD Presidential Welcome Reception

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

Name Badge Required for Entry

*Enjoy your evening in New Orleans!*

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 4, 2022  
(Friday)

---

7:30 a.m. – 8:30 a.m.

Camp

---

**ABC–SWUS and ABIS Joint Breakfast**

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

ABC-SWUS or ABIS Association Name Badge Required for Entry

---

8:30 a.m. – 10:00 a.m.

Canal

---

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

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

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

The meeting agenda includes:

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

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

Exhibit Hall – St James

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**CONGRATULATIONS!**

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

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

**Sherry Rodrigue**, Nicholls State University

**Lori Soule**, Nicholls State University

**Betty Kleen**, Nicholls State University

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 4, 2022  
(Friday)

---

10:30 a.m. – 12:00 p.m.

Canal

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**SESSION F      Improving Information Systems Curriculum II**

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

*Examining Student Engagement from a Social Network Analysis Perspective*

**Richard Kumi**, University of Arkansas at Little Rock

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

**Lori Soule**, Nicholls State University

**Sherry Rodrigue**, Nicholls State University

**Jennifer White**, Nicholls State University

**Betty Kleen**, Nicholls State University

*Using Experiential Learning Strategies to Teach Information Systems and Technology*

**Douglas G. Darby**, Lubbock Christian University

---

12:00 p.m. – 1:30 p.m.

**Lunch on your own**

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**Enjoy local cuisine in New Orleans!**

---

1:30 p.m. – 3:00 p.m.

Joint Session with ABC-SWUS

Camp

---

**SESSION G      Innovative and Multidisciplinary Topics I**

**Session Chair:**      **Ronnie Abukhalaf**

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

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

**Carmella Parker, Esq./MBA**, Northwestern State University

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

**Matthew Flores**, University of the Incarnate Word

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

**Vianka Miranda**, Northwestern State University

**Ronnie Abukhalaf**, Northwestern State University

**Melissa Aldredge**, Northwestern State University

# ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

**March 4, 2022  
(Friday)**

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

Exhibit Hall – St James

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## **FBC Coffee Break**

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---

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

Joint Session with ABC-SWUS

Camp

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## **SESSION H      Innovative and Multidisciplinary Topics II**

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

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

**Kristen Brewer Wilson**, Eastern Kentucky University

*Exposing Business Law Students to Virtual Depositions*

**Russell Sylvester, Esq.**, Northwestern State University

**Carmella Parker, Esq./MBA**, Northwestern State University

*Roundtable Discussion: Engaging Students with Assignments in Online Classes*

**Kayla Sapkota**, Arkansas State University at Beebe

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

**Lucia Sigmar**, Stephen F. Austin State University

**Marice Jackson**, Stephen F. Austin State University



**Association of Business  
Information Systems**

**Stay connected with ABIS between conferences!**

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

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

[ABIS.FBD@gmail.com](mailto:ABIS.FBD@gmail.com)

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Welcome to New Orleans and the ACME 2022 Conference!



Association of Collegiate Marketing Educators

**ACME Officers, 2021-2022**

<b>President</b>	<b>Türkan Dursun-Kilic</b> , West Texas A&M University, Canyon, Texas
<b>Program Chair</b>	<b>Rajasree K. Rajamma</b> , Fairfield University, Fairfield, Connecticut
<b>Vice President of Membership and Associate Program Chair</b>	<b>Lilly Ye</b> , Frostburg State University, Frostburg, Maryland
<b>Secretary and Director of Communications</b>	<b>Weixing M. Ford</b> , Texas A&M University – San Antonio, Texas
<b>Treasurer</b>	<b>Sanjay S. Mehta</b> , Sam Houston State University, Huntsville, Texas
<b>Immediate Past President</b>	<b>Mel F. Zuberi</b> , Keller Williams St. Pete Realty, St. Petersburg, Florida
<b>Webmaster</b>	<b>Stacey Bolin</b> , East Central University, Ada, Oklahoma
<b>Proceedings Editor</b>	<b>Ayse Ersoy</b> , Cape Breton University, Sydney, Nova Scotia, Canada

**ACME Program Planning Team, 2021-2022**

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

**CONGRATULATIONS!**

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

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

**Sphurti Sewak**

Florida International University, Miami, Florida

**Jae Hoon Lee**

Florida International University, Miami, Florida

**CONGRATULATIONS!**

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

**Irfan Ahmed**

Sam Houston State University, Huntsville, Texas

**CONGRATULATIONS!**

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

**J. Ricky Ferguson**

Indiana State University, Terre Haute, Indiana

---

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

CONGRATULATIONS!

BEST PAPER IN TRACK AWARD WINNERS

**Marketing Education and Experiential Learning Track**

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

**Ray Wang**, Thammasat University, Bangkok, Thailand

**Personal Selling and Sales Management Track**

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

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

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

**Social Media, Mobile Marketing, and Digital Marketing Track**

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

**Sphurti Sewak**, Florida International University, Miami, Florida

**Jae Hoon Lee**, Florida International University, Miami, Florida

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**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**Track Chairs**

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

*Advertising and Integrated Marketing Communications*

**Tommy Hsu**, Tarleton State University, Stephenville, Texas

*Branding and Brand Management*

**David Taylor**, Sacred Heart University, Fairfield, Connecticut

*Consumer Behavior and Psychology*

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

**Saeed Tajdini**, Indiana University Southeast, New Albany, Indiana

*Public Policy, Sustainability, and Social Responsibility*

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

**Kate Abraham**, Concordia University, Chicago, Illinois

*Global Marketing*

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

**Sangeeta Devanathan**, Jain University, Bangalore, India

*Fashion Merchandising*

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

**Kiseol Yang**, University of North Texas, Denton, Texas

*Health Care and Pharmaceutical Marketing*

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

*Logistics and Supply Chain Management*

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

*Macromarketing and Political Marketing*

**Irfan Ahmed**, Sam Houston State University, Huntsville, Texas

**Ardhendu Shekhar Singh**, Symbiosis International, Pune, India

*Marketing Education and Experiential Learning*

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

*Data Driven Marketing for Consumer Insights*

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

**Guanyu Geng**, University of North Texas, Denton, Texas

*Marketing Strategy, New Product Development, and Innovation*

**Jun Yu**, University of Louisiana Monroe, Monroe, Louisiana

**Prachi Gala**, Kennesaw State University, Kennesaw, Georgia

*Retailing and Electronic Commerce*

**Joyce Zhou**, University of Louisiana Monroe, Monroe, Louisiana

**Ayse Ersoy**, Cape Breton University, Nova Scotia, Canada

*Personal Selling and Sales Management*

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

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**Track Chairs (continued)**

*Services, Tourism and Hospitality Marketing*

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

*Social Media, Mobile Marketing, and Digital Marketing*

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

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

*Sports and Recreational Marketing*

**Joshua Shuart**, Sacred Heart University, Fairfield, Connecticut

*Student Research*

**Marilyn Eastman**, Morningside University, Sioux City, Iowa

*Special Sessions, Panel Discussions, Workshops, and Posters*

**Atefeh Yazdanparast Ardestani**, Clark University, Worcester, Massachusetts

**ACME Reviewers**

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

**Irfan Ahmed**, Sam Houston State University, Huntsville, Texas

**Aaron Arndt**, Old Dominion University, Norfolk, Virginia

**Laurie Babin**, University of Mississippi, University, Mississippi

**Michelle Bednarz Beauchamp**, Mississippi College, Clinton, Mississippi

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

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

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

**Rui Chen**, Tarleton State University, Stephenville, Texas

**Marilyn Eastman**, Morningside University, Sioux City, Iowa

**David Fleming**, Indiana State University, Terre Haute, Indiana

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

**Judith Forney**, University of North Texas, Denton, Texas

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

**Guanyu Geng**, University of North Texas, Denton, Texas

**Aisha Ghimire**, University of Mississippi, Oxford, Mississippi

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

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

**Scott Griffith**, Briar Cliff University, Sioux City, Iowa

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

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

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

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

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

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

**Dee Knight**, University of North Texas, Denton, Texas

**Jae Hoon Lee**, Florida International University, Miami, Florida

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

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**ACME Reviewers (continued)**

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**Laura Munoz**, University of Dallas, Irving, Texas  
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**Sanjay S. Mehta**, Sam Houston State University, Huntsville, Texas  
**Adam J. Mills**, Loyola University, New Orleans, Louisiana  
**Iman Naderi**, Fairfield University, Fairfield, Connecticut  
**Atanas Nikolov**, Appalachian State University, Boone, North Carolina  
**Audhesh K. Pasawan**, University of North Texas, Denton, Texas  
**Rajasree K. Rajamma**, Fairfield University, Fairfield, Connecticut  
**Daniel Rajaratnam**, University of Texas at Dallas, Richardson, Texas  
**Jen Riley**, Kennesaw State University, Kennesaw, Georgia  
**Scott D. Roberts**, University of the Incarnate Word, San Antonio, Texas  
**Don Roy**, Middle Tennessee State University, Murfreesboro, Tennessee  
**David Rylander**, Texas Woman's University, Denton, Texas  
**Anshu Saran**, University of Texas - Permian Basin, Odessa, Texas  
**Michael Sciandra**, Fairfield University, Fairfield, Connecticut  
**Sphurti Sewak**, Florida International University, Miami, Florida  
**Nazuk Sharma**, Fairfield University, Fairfield, Connecticut  
**Butch Sim**, Emporia State University, Emporia, Kansas  
**Arjun Singh**, University of Texas Rio Grande Valley, Edinburg, Texas  
**Prashant Srivastava**, University of Tennessee, Chattanooga, Tennessee  
**John Story**, University of St. Thomas, Houston, Texas  
**Saeed Tajdini**, Indiana University Southeast, New Albany, Indiana  
**Ray Wang**, Thammasat University, Bangkok, Thailand  
**Jeffrey Wendt**, University of North Texas at Dallas, Dallas, Texas  
**Zhenning "Jimmy" Xu**, California State University-Bakersfield, Bakersfield, California  
**Kiseol Yang**, University of North Texas, Denton, Texas  
**Atefeh Yazdanparast Ardestani**, Clark University, Worcester, Massachusetts  
**Lilly Ye**, Frostburg State University, Frostburg, Maryland  
**Noni Zaharia**, Saint Louis University, St. Louis, Missouri

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Contact Lilly Ye, ACME Program Chair for 2022-2023, at [lye@frostburg.edu](mailto:lye@frostburg.edu).

ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS

March 2, 2022  
(Wednesday)

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1:30 p.m. – 3:00 p.m.

Commerce

**SESSION A**      **Strategic Curriculum Design**

Research Presentations | Marketing Education and Experiential Learning Track

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

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

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

*Which Colleges Can Offer a More Innovative Marketing Curriculum?*

**Selcuk Ertekin**, Brenau University, Gainesville, Georgia

**Linda Barton**, Brenau University, Gainesville, Georgia

*Whited Sepulchers: Religious Colleges in the United States*

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

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

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1:30 p.m. – 3:00 p.m.

Warwick

**SESSION B**      **Student Research**

Research Presentations | Student Track

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

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

**Shelain Lewis**, Morningside University, Sioux City, Iowa

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

**Clarisa Galindo**, Sam Houston State University, Huntsville, Texas

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

**Meredith Conrey**, Sam Houston State University, Huntsville, Texas

*The Impact of Event Sustainability Using the Triple Bottom Line*

**Zoë Cooper**, Fort Hays State University, Hays, Kansas

**James Budge**, Fort Hays State University, Hays, Kansas

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

**Thomas Lippert**, Fort Hays State University, Hays, Kansas

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

**Jemar Lee**, Morningside University, Sioux City, Iowa

ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS

March 2, 2022  
(Wednesday)

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1:30 p.m. – 3:00 p.m.

Durham

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

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

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

**Iva Jestratijević**, University of North Texas, Denton, Texas

**Urška Vrabič-Brodnjak**, University of Ljubljana, Slovenia

*Transparency in the Fashion, Clothing, and Textile Industry*

**Gabriella Wulff**, University of Borås, Sverige, Sweden

**Iva Jestratijević**, University of North Texas, Denton, Texas

*Understanding Consumers in Purchasing Clothes through Online Reviews*

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

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

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1:30 p.m. – 3:00 p.m.

Norwich

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

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

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

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

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

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

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

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

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

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

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

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

*The Buying Center Concept: A Bibliometric Analysis*

**Irfan Ahmed**, Sam Houston State University, Huntsville, Texas

**Vivekshankar Natarajan**, Lamar University, Beaumont, Texas

**Sanjay Mehta**, Sam Houston State University, Huntsville, Texas

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

*How Mindsets Influence the Effects of Valence of Online Reviews*

**Dipanwita Bhattacharjee**, Bond University, Queensland, Australia

**Mark Spence**, Bond University, Queensland, Australia



ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS

March 2, 2022  
(Wednesday)

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3:00 p.m. – 3:30 p.m.

Exhibit Hall – St James

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

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

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3:30 p.m. – 5:00 p.m.

Commerce

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

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

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

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

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3:30 p.m. – 5:00 p.m.

Durham

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

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

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

**Robin Thomala**, Morningside University, Sioux City, Iowa

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

**Laia Badosa**, Morningside University, Sioux City, Iowa

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

**Maria Nava**, Morningside University, Sioux City, Iowa

*Corporate Social Responsibility and its Influence on Marketing Activities and Outcomes*

**James Budge**, Fort Hays State University, Hays, Kansas

**Zoë Cooper**, Fort Hays State University, Hays, Kansas

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

**Thomas Lippert**, Fort Hays State University, Hays, Kansas

*The Psychological Impact of Using Influencers as Brand Ambassadors*

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

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 2, 2022  
(Wednesday)**

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3:30 p.m. – 5:00 p.m.

Norwich

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

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

**Matthew Vollrath**, Ohio Wesleyan University, Delaware, Ohio

**Dan Mertens**, Jacksonville State University, Jacksonville, Alabama

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

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Evening

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**Dinner on Your Own**

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

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

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 3, 2022  
(Thursday)**

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8:30 a.m. – 10:00 a.m.

Windsor

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

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

*Enhancing Quantitative Reasoning Skills Across the Business Curriculum*

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

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

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

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

*Best Practices in Encouraging, Guiding, and Enjoying Student Research*

**Marilyn Eastman**, Morningside University, Sioux City, Iowa

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

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

**Scott Griffith**, Briar Cliff University, Sioux City, Iowa

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

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8:30 a.m. – 10:00 a.m.

Ascot

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

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

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

**Sphurti Sewak**, Florida International University, Miami, Florida

**Jae Hoon Lee**, Florida International University, Miami, Florida

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

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

**Mudita Sinha**, Christ University, Bengaluru, India

*Social Media in a Global Crisis*

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

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

*An Exploratory Study of Acronyms Used in Social Media Comments*

**Selcuk Ertekin**, Brenau University, Gainesville, Georgia

**Susie Pryor**, Buena Vista University, Storm Lake, Iowa

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 3, 2022  
(Thursday)**

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8:30 a.m. – 10:00 a.m.

Newberry

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

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

*Attitudes Toward Facebook Mobile Retail Apps: A Thai Consumer Perspective*

**Dee Knight**, University of North Texas, Denton, Texas

**Suksai Sukitta**, University of North Texas, Denton, Texas

**Judith Forney**, University of North Texas, Denton, Texas

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

**Jill Kurp**, Robert Morris University, Moon Township, Pennsylvania

**Theresa Clarke**, James Madison University, Harrisonburg, Virginia

**Jordan Pratt**, James Madison University, Harrisonburg, Virginia

*Mobile Fashion Apps: Influences of Motivations and Fashion Innovativeness*

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

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8:30 a.m. – 10:00 a.m.

Trafalgar

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

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

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

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

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10:00 a.m. – 10:30 a.m.

Exhibit Hall – St. James

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

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

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10:30 a.m. – 12:00 p.m.

Windsor

**PLENARY SESSION**

Members of all FBD associations are invited to attend.

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

**MARKETING NEW ORLEANS IN AN EVER-CHANGING WORLD**

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

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

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 3, 2022  
(Thursday)**

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12:00 p.m. – 1:00 p.m.

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**LUNCH ON YOUR OWN**

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

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1:30 p.m. – 3:00 p.m.

Royal

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

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

*Brand Loyalty for the Automotive Market*

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

*Using WOM to Overcome Consumer Aversion for Returned Products*

**Ishani Banerji**, Fort Lewis College, Durango, Colorado

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

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

*Brand Essence Effects on Extension Information Accessibility*

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

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1:30 p.m. – 3:00 p.m.

Windsor

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

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

*Experiential Learning in Undergraduate Research*

**Judith Forney**, University of North Texas, Denton, Texas

**Dee Knight**, University of North Texas, Denton, Texas

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

**Ray Wang**, Thammasat University, Bangkok, Thailand

*Implementing Yellowdig in Marketing Principles: Case Study and Recommendations*

**Laurie Babin**, University of Mississippi, University, Mississippi

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

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

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 3, 2022  
(Thursday)**

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1:30 p.m. – 3:00 p.m.

Ascot

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

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

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

**Barron Brown**, Louisiana Tech University, Ruston, Louisiana

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

**William Locander**, Louisiana Tech University, Ruston, Louisiana

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

**Blake Nielson**, Weber State University, Ogden, Utah

**Nicole Flink**, Weber State University, Ogden, Utah

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

**Brock Adams**, Weber State University, Ogden, Utah

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

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

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

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1:30 p.m. – 3:00 p.m.

Trafalgar

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

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

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

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

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

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

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

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

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

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

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

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

*The Influences of Targeted Social Media Advertising on Consumer Behavior*

**Sean Guerrero**, Texas Wesleyan University, Fort Worth, Texas

**Juan Taboada**, Texas Wesleyan University, Fort Worth, Texas

**Dana Mejia**, Texas Wesleyan University, Fort Worth, Texas

**Mechelle Poche**, Texas Wesleyan University, Fort Worth, Texas

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

ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS

March 3, 2022  
(Thursday)

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3:00 p.m. – 3:30 p.m.

Exhibit Hall – St James

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

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3:30 p.m. – 5:00 p.m.

Royal

**SESSION A      Translating Knowledge into Practice**

Panel Discussion; Workshop | Marketing Education and Experiential Learning Track

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

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

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

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

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

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

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

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3:30 p.m. – 5:00 p.m.

Windsor

**SESSION B      Services, Tourism, and Hospitality Marketing**

Research Presentations | Services, Tourism, and Hospitality Marketing Track

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

*COVID 19 Effect on Casino Revenue and Headcount*

**James Rauch**, East Central University, Ada, Oklahoma

*A Framework for Defining and Conceptualizing Structured Experiences*

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

**Patti Freeman**, Brigham Young University, Provo, Utah

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

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

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

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

**Lilly Ye**, Frostburg State University, Frostburg, Maryland

**Yimin Zhuang**, Frostburg State University, Frostburg, Maryland

**Mousumi Bose Godbole**, Fairfield University, Fairfield, Connecticut

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 3, 2022  
(Thursday)**

3:30 p.m. – 5:00 p.m.

Ascot

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

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

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

5:30 p.m. – 7:00 p.m.

Exhibit Hall – St James

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

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

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



ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS

March 4, 2022  
(Friday)

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8:30 a.m. – 10:00 a.m.

Windsor

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

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

*Exploring Writing Skills Sought in Recent Marketing Graduates*

**Michelle Bednarz Beauchamp**, Mississippi College, Clinton, Mississippi

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

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

**Yang He**, Belmont University, Nashville, Tennessee

**Joe Alexander**, Belmont University, Nashville, Tennessee

**Rui Chen**, Tarleton State University, Stephenville, Texas

**Atanas Nikolov**, Appalachian State University, Boone, North Carolina

*Motivational Factors in Entrepreneurship: Theoretical Framework*

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

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

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

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8:30 a.m. – 10:00 a.m.

Ascot

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

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

*Stock Market Reaction to Chief Marketing Officer's Promotion Announcements*

**Aisha Ghimire**, University of Mississippi, University, Mississippi

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

**Tingxuan Lu**, Idaho State University, Pocatello, Idaho

**Jun Yu**, University of Louisiana Monroe, Monroe, Louisiana

**Joyce Zhou**, University of Louisiana Monroe, Monroe, Louisiana

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

*Strategic Orientation, Organizational Learning Behavior, and New Product Performance*

**Prashant Srivastava**, University of Tennessee, Chattanooga, Tennessee

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

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

**Jasmine Parajuli**, University of Mississippi, University, Mississippi

ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS

March 4, 2022  
(Friday)

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8:30 a.m. – 10:00 a.m.

Newberry

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

Panel | Social Media, and Mobile and Digital Marketing Track

**Session Chair: Sphurt Sewak**, Florida International University, Miami, Florida

*Integrating Hubspot Student Certifications into the Curriculum*

**Anshu Saran**, University of Texas Permian Basin, Odessa, Texas

*Google Ads Certification: More than a Resume Builder*

**Scott Roberts**, University of the Incarnate Word, San Antonio, Texas

*Google Analytics as Career Prep for Graduate and Undergraduate Students*

**Sereikhuoch Eng**, Emerson College, Boston, Massachusetts

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

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10:00 a.m. – 10:30 a.m.

Exhibit Hall – St James

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

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10:30 a.m. – 12:00 p.m.

Windsor

**PLENARY SESSION**

Members of all FBD associations are invited to attend.

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

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

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

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

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

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 4, 2022  
(Friday)**

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12:15 p.m. – 2:15 p.m.

Port

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

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

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

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2:15 p.m. – 3:00 p.m.

Port

**NETWORKING AND PHOTOS**

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

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3:00 p.m. – 3:30 p.m.

Exhibit Hall – St James

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

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

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3:30 p.m. – 5:00 p.m.

Windsor

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

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

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

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

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

ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS

March 4, 2022  
(Friday)

3:30 p.m. – 5:00 p.m.

Ascot

**SESSION B Hospitality Marketing**

Special Session | Services, Tourism, and Hospitality Marketing Track

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

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

3:30 p.m. – 5:00 p.m.

Newberry

**SESSION C Applied Analytics**

Research Presentations | Consumer Behavior and Psychology Track

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

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

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

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

Thank you for attending ACME 2022!

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



Association of Collegiate Marketing Educators

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

<b>President</b>	<b>Matthew Lindsey</b> , Stephen F. Austin State University
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	<b>Michael E. Ellis</b> , University of Central Arkansas
	<b>Kittipong Boonme</b> , Texas Woman's University
	<b>Ferdi Eruysal</b> , Texas A&M University - Central Texas
	<b>Denise Philpot</b> , University of North Texas
	<b>Will Senn</b> , Emporia State University
	<b>Gina Harden</b> , Stephen F. Austin State University
<b>Past President</b>	<b>Khaled Abdelkarim AlShare</b> , Qatar University

**2021-2022 TRACK CHAIRS**

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

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**SPECIAL EVENTS, WORKSHOPS & PANELS**

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

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

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

**Workshop on PRISMA , Will Senn, Tarleton State University**

*Doctoral Consortium*  
**By Invitation Only**

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

**MEETINGS**

**SWDSI 2022 Business Meeting**

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

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



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

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



**50th Annual Conference**

March 8 - 11, 2023

Hyatt Regency Houston  
Houston, Texas

**51st Annual Conference**

April 10 - 13, 2024

Moody Gardens Hotel & Convention  
Galveston, Texas

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**LIFETIME ACHIEVEMENT AWARD**

is presented to



**Peggy L. Lane**

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

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

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

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

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**CONGRATULATIONS!!!**

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

**Alpha Iota Delta Best Paper Award**

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

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

**Mohan Rao**, Texas A&M University – Corpus Christi

**RECIPIENT OF THE SWDSI DISTINGUISHED SERVICE AWARD**

**Khaled Alshare**, Qatar University

**RECIPIENT OF THE SWDSI LIFETIME ACHIEVEMENT AWARD**

**Peggy Lane**, University of Louisiana Monroe

**RECIPIENTS OF THE 2022 BEST STUDENT PAPER AWARDS**

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

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

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



DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 2, 2022  
(Wednesday)

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1:00 p.m. – 5:00 p.m.

Camp

**Workshop A: Workshop on ‘Creating a Teaching Portfolio’**

**Presenter: Gayle Prybutok**, University of North Texas

Description:

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

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1:00 p.m. – 5:00 p.m.

Canal

**Workshop B: Workshop on PRISMA**

**Presenter: Will Senn**, Tarleton State University

Description:

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

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3:00 p.m. – 3:30 p.m.

Camp

SWDSI Coffee Break for SWDSI Workshop Participants

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



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

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 3, 2022  
(Thursday)**

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7:00 a.m. – 8:30 a.m.

River Room

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**MEETING            Officers and Directors Meeting**

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

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

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

Starboard

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

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

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

**Thuan Nguyen**, University of North Texas

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

**Kamlesh Tiwari**, University of Arkansas at Pine Bluff

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

Compass

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**SESSION B            Management Information Systems-I**

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

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

**M A Shariful Amin**, University of North Texas

**Abhijeet Kumar**, University of North Texas

**Victor Prybutok**, University of North Texas

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

**Balaji Janamanchi**, Texas A & M International University

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

**Hakan Tarakci**, University of North Texas

**Fouad Mirzaei**, University of North Texas

**Yasemin Tarakci**, University of North Texas

**Adeela Gulzari**, University of North Texas

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

Steering

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**SESSION C            E-Commerce & Social Networking-I**

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

*Intention to Use Mobile Commerce: A Comprehensive Model*

**Robert Cutshall**, Texas A&M University – Corpus Christi

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

**Long Pham**, University of Louisiana at Monroe

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 3, 2022  
(Thursday)

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

Bridge

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**SESSION D            Operations & Project Management**

**Session Chair: Cenk Caliskan**, Utah Valley University

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

**Rajat Mishra**, Stephen F. Austin State University

**Randy Napier**, University of Texas at Arlington

*Evaluation of Visual Uncertainty Representations in Schedule Risk Analysis*

**Anjana Arunkumar**, Arizona State University

**Arun Madapusi**, Northeastern State University

*Teaching the Economic Order Quantity Model Without Using Calculus*

**Cenk Caliskan**, Utah Valley University

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

Pelican

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**SESSION E            Management, Healthcare & Organizational Behavior-I**

**Session Chair: Stephen Bushardt**, University of Texas at Tyler

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

**Colleen Carraher-Wolverton**, University of Louisiana at Lafayette

*Pilot Testing a Collaborative Care Training Course Series*

**Faith Obanua**, University of Houston

**Jamison Kovach**, University of Houston

**Holly Hutchins**, University of Houston

*Employee Engagement: Implications of Job Design During a Pandemic*

**Marilyn Young**, University of Texas at Tyler

**Timothy Morgan**, University of Texas at Tyler

**Stephen Bushardt**, University of Texas at Tyler

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

Exhibit Hall – St James

**FBD Coffee Break**

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

Attend poster sessions.

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

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 3, 2022  
(Thursday)

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

Compass

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**SESSION A      Operations & Project Management**

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

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

**Mohan Rao**, Texas A&M University – Corpus Christi

**Ahmed Kamara**, Texas A&M University – Corpus Christi

*The Evolution of Project Management: The Future is Now?*

**Mary Griffin**, University of Central Arkansas

**Mark McMurtrey**, University of Central Arkansas

*The Evolution of Continuous Improvement Methodologies: A Ground Floor Perspective*

**Van Falgout**, University of Central Arkansas

**Mark McMurtrey**, University of Central Arkansas

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

Steering

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**SESSION B      Management Information Systems-I**

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

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

**M A Shariful Amin**, University of North Texas

**Abhijeet Kumar**, University of North Texas

**Victor Prybutok**, University of North Texas

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

**Balaji Janamanchi**, Texas A&M International University

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

**Hakan Tarakci**, University of North Texas

**Fouad Mirzaei**, University of North Texas

**Yasemin Tarakci**, University of North Texas,

**Adeela Gulzari**, University of North Texas

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 3, 2022  
(Thursday)

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

Bridge

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

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

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

**Hongkai Zhang**, East Central University

**Jiehui Ma**, University of Wisconsin – Whitewater

**James Rauch**, East Central University

*The Practical Significance of Empirical Research Findings: A Literature Review*

**Khaled Alshare**, Qatar University

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

**Reza Gharoie Ahangar**, University of North Texas

**Robert Pavur**, University of North Texas

*Decoding the Stars: A Perspective from Text Mining*

**Ahasan Harun**, University of Texas Rio Grande Valley

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

Pelican

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**SESSION D            Management, Healthcare & Organizational Behavior-II**

**Session Chair: Gary Hackbarth**, Valdosta State University

*Lean Management and Emergency Medicine*

**Carl Johns**, University of Central Arkansas

**Mark McMurtrey**, University of Central Arkansas

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

**Gary Hackbarth**, Valdosta State University

**Teuta Cata**, Northern Kentucky University

*Usage of Information Communication Technology by an Aging Population*

**Heath Harllee**, University of North Texas

**Will Senn**, Tarleton State University

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 3, 2022  
(Thursday)

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

Starboard

**SESSION A          Student Track-III**

**Session Chair: Kiran Patil**, University of North Texas

*An Insight into the Factors Influencing the Avoidance of Home IoT*

**Md Golam Rabbani**, University of North Texas

*Marketing Intelligence: A Bibliometric Network and Content Analysis*

**Mostofa Wahid Soykoth**, Emporia State University

*Proposed Scale to Measure Blockchain Behavioral Adoption*

**Kiran Patil**, University of North Texas

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

**Heng Xie**, The University of Texas Permian Basin

**Lili Gai**, The University of Texas Permian Basin

**Ryan Peckham**, The University of Texas Permian Basin

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

Compass

**SESSION B          Management Information Systems-III**

**Session Chair: Robert Pavur**, University of North Texas

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

**Adilson Carlos Yoshikuni**, Mackenzie Presbyterian University

**Rajeev Dwivedi**, Eastern Washington University

*Estimation of Vulnerable Rates in Software Operating Systems*

**Matt Lindsey**, Stephen F. Austin State University

**Robert Pavur**, University of North Texas

*A Semi Passive RFID System for Yard Management*

**Farhad Moeeni**, Arkansas State University

**Jaouad Boukachur**, University of Le Havre

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 3, 2022  
(Thursday)

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

Steering

**SESSION C            E-Commerce & Social Networking-III**

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

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

**Charlotte Allen**, Stephen F. Austin State University

**Gina Harden**, Stephen F. Austin State University

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

**Tanja Steigner**, Emporia State University

**Geethalakshmi Shivanapura Lakshmikanth**, Emporia State University

**Javier Flores**, Emporia State University

**Juan Chavarria**, Emporia State University

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

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

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

Bridge

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

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

*Transitioning Performance Evaluation Applications from Excel Tableau*

**Mohan Rao**, Texas A&M University – Corpus Christi

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

**Amanda Noah**, University of North Texas

**Charity Tinofirei**, University of North Texas

*Linear Regression and Data Utilization in Beef Cattle Production*

**David Ashley**, University of Central Arkansas

**Mark McMurtrey**, University of Central Arkansas

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 3, 2022  
(Thursday)

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

Pelican

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**SESSION E          Management, Healthcare & Organizational Behavior-III**

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

*The Effect of Narcissism on Self efficacy and Fitness Performance*

**Logan Jones**, Missouri Western State University

**Maria Jones**, Rockhurst University

*Development of Predicted Model for Cost in Health Support*

**Sangoh Shim**, Hanbat National University

*Using Predictive Analytics to Forecast Healthcare Utilization*

**Amy Manion**, University of Central Arkansas

**Mark McMurtrey**, University of Central Arkansas

---

3:00 p.m. – 3:30 p.m.

Exhibit Hall – St James

**FBD Coffee Break**

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

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

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

Compass

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

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5:30 p.m. – 7:00 p.m.

Exhibit Hall – St James

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

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



DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 4, 2022  
(Friday)

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

Port

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**DSI-SW Networking Breakfast**

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

---

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

Starboard

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

**Session Chair: Heath Harlee**, University of North Texas

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

**Biodun Awojobi**, University of Dallas

**Brett Landry**, University of Dallas

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

**Heath Harlee**, University of North Texas

*Exploring the Perceptions of Chinese Business Professionals Towards AI Technology*

**Sung Shim**, Seton Hall University

---

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

Compass

**SESSION B      Special Topics**

**Session Chair: Liz Mulig**, Southeastern Oklahoma State University

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

**Jannatun Naim**, Lamar University

**Md Shahriar Hossain**, Northwestern State University

*Drone Delivery Model for Vaccine*

**Abhijeet Kumar**, University of North Texas

**M A Shariful Amin**, University of North Texas

**Victor Prybutok**, University of North Texas

*Minimizing Power Consumption for 3D Printed Consumable Mold*

**Md Shahriar Hossain**, Northwestern State University

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

**Vallari Chandna**, University of Wisconsin - Green Bay

**Praneet Tiwari**, University of Wisconsin - Green Bay

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 4, 2022  
(Friday)

---

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

Steering

**SESSION C      DSS & Expert Systems - II**

**Session Chair: Jooh Lee**, Rowan University

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

**Juan Chavarria**, Emporia State University

**Javier Flores**, Emporia State University

**Geethalashmi Shivanapura Lakshmikanth**, Emporia State University

**Tanja Steigner**, Emporia State University

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

**He-Boong Kwon**, Colorado State University – Pueblo

**Jooh Lee**, Rowan University

*Examining Bank Consumer Lending Decision Support Algorithms for Preferences*

**Queen Booker**, Metropolitan State University

**Carl Rebman**, University of San Diego

---

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

Bridge

**SESSION D      Student Track-I**

**Session Chair: Vikas Sinha**, University of North Texas

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

**Jimoh Fatoki**, New Mexico State University

*A Theoretical Framework for Study of Information Behavior by Opportunistic Insiders*

**Vikas Sinha**, University of North Texas

**William Randall**, University of North Texas

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

**Oriana Labaqui**, The University of Texas Permian Basin

**Heng Xie**, The University of Texas Permian Basin

**Pinyarat Sirisomboonsuk**, The University of Texas Permian Basin

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 4, 2022  
(Friday)

---

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

Pelican

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**SESSION E          Innovative Education-I**

**Session Chair: Jeremy Bellah**, University of Oklahoma

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

**Jeremy Bellah**, University of Oklahoma

**Adam Ackerman**, University of Oklahoma

**Wilford Wu**, University of Oklahoma

**Robert Beatty**, University of Oklahoma

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

**Refaiya Zaman**, Emporia State University

**Geethalakshmi Shivanapura Lakshmikanth**, Emporia State University

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

Exhibit Hall – St James

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**FBD Coffee Break**

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SOUTHWEST REGION

March 4, 2022  
(Friday)

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

Starboard

**SESSION A            Economics, Law & Finance-I**

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

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

**Xiang Li**, Dongbei University of Finance and Economics

**Qinyu Liao**, The University of Texas Rio Grande Valley

*One Share Hypothesis*

**William Johnson**, Texas A&M Corpus Christi

*Leveraged Financial Networks and Debt Covenants*

**Alexander Becker**, Boston University

**Ivan Julio**, Boston University

**Irena Vodenska**, Boston University

**Xin Zhang**, Shanghai Maritime University

*Green Innovation and Environmental Misconduct*

**Blake Rayfield**, Northern Arizona University

**Omer Unsal**, Merrimack College

---

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

Steering

**SESSION B            Marketing & International Business-I**

**Session Chair: Alexander Mechitov**, University of Montevallo

*Social Media Addiction and Its Impact on Young Black Consumers*

**Qiang Fei**, Prairie View A&M University

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

**Thiagarajan Ramakrishnan**, Prairie View A&M University

*Specifics of Socio-economic Development in Scandinavian Countries*

**Alexander Mechitov**, University of Montevallo

**Helen Moshkovich**, University of Montevallo

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Hyatt Regency Houston

Houston, Texas

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 4, 2022  
(Friday)

---

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

Bridge

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**SESSION C          Student Track-II**

**Session Chair: William Senn**, Tarleton State University

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

**John Alagood**, University of North Texas

**Gayle Prybutok**, University of North Texas

**William Senn**, Tarleton State University

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

**Rifat Afrin**, University of North Texas

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

**Pranathy Enamela**, University of North Texas

**Charity Tinofirei**, University of North Texas

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

**Kaidan Zheng**, University of Central Arkansas

---

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

Pelican

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**SESSION D          Innovative Education-II**

**Session Chair: Elizabeth Keiffer**, University of Arkansas

*Survey of Perceptions on Student Engagement*

**Jennifer Hinebaugh**, Embry Riddle Aeronautical University

**Angela Cheatham**, Embry Riddle Aeronautical University

**James Gibson**, Embry Riddle Aeronautical University

*Data Mining Competition in the Classroom*

**Elizabeth Keiffer**, University of Arkansas

**Michael Dereszynski**, University of Arkansas

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

**James Parrish**, University of North Texas

**LeRoy Hardy**, University of North Texas

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12:00 p.m. – 5:00 p.m.

Compass

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**SESSION A**

*Doctoral Consortium*

**by Invitation Only – Must register with SWDSI to attend.**

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 4, 2022  
(Friday)

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

Starboard

**SESSION B      Supply Chain, Logistics, & UAVs-I**

**Session Chair: Krishan Rana**, Alabama A&M University

*A Task Taxonomy for Supply Chain Network Visualization*

**Anjana Arunkumar**, Arizona State University

**Arun Madapusi**, Northwestern State University

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

**Lauren Lovelady**, University of Central Arkansas

**Mark McMurtrey**, University of Central Arkansas

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

**Vinay Gonela**, Texas A&M – Central Texas

**Dalila Salazar**, Louisiana State University Shreveport

*Importance of Seaports in Global Supply Chain Management*

**Krishan Rana**, Alabama A&M University

**Emeka Dunu**, Alabama A&M University

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DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 4, 2022  
(Friday)

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

Steering

**SESSION C          Marketing & International Business-II**

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

*ESG Controversies, Disaster Coverage, and Firm Performance*

**Hesam Shahriari**, Prairie View A&M University

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

**Namporn Thanetsunthorn**, Pennsylvania State University - Shenango

**Rattaphon Wuthisatian**, Southern Oregon University

*Customer Orientation of Faculty and Staff in COVID Era*

**Ceyhan Kilic**, Tarleton State University

**Turkan Kilic**, West Texas A&M University

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Galveston, Texas

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 4, 2022  
(Friday)

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

Bridge

**SESSION D      DSS & Expert Systems**

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

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

**Kouassi Desire Kossonou**, University of Central Arkansas

**Mark McMurtrey**, University of Central Arkansas

**Carl Rebman**, University of San Diego

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

**Jose Castillo**, University of Arkansas at Pine Bluff

---

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

Pelican

**SESSION E      Innovative Education-III**

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

*Can Audio Feedback Enhance Learning Outcomes Amongst Diverse Students?*

**Lina De La Garza**, Texas A&M International University

**Vikram Bhadauria**, Texas A&M University – Texarkana

*Online Course Performance: Does Pre-Screening Affect Outcomes?*

**Pamela Rogers**, Stephen F. Austin State University

**Gina Harden**, Stephen F. Austin State University

**Jamie Derrick**, Stephen F. Austin State University

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

**Jamie Derrick**, Stephen F. Austin State University

**Pamela Rogers**, Stephen F. Austin State University



DECISION SCIENCES INSTITUTE  
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March 4, 2022  
(Friday)

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

Canal

**SESSION F      Accounting, Economics, Law and Finance**

**Session Chair: Stephanie Metts**, Southeastern Oklahoma State University

*E-Commerce Online Sales Tax and Other Business Taxes*

**Kelsey Hagan**, University of Central Arkansas

**Mark McMurtrey**, University of Central Arkansas

*Assuring Academic Integrity of Online Testing in Fundamentals of Accounting Courses*

**Liz Mulig**, Southeastern Oklahoma State University

**Stephanie Metts**, Southeastern Oklahoma State University

*Searching Hedging Instruments Against Diverse Global Risks and Uncertainties*

**Bokhtiar Hasan**, Islamic University Kushtia

**M. Kabir Hassan**, University of New Orleans

**Humaira Tahsin Rafia**, Islamic University Kushtia

**Mamunur Rashid**, Islamic University Kushtia

*Currency Systemic Risk in Asia-Pacific FOREX Ecosystem*

**Molla Ramizur Rahman**, Indian Institute of Technology Kharagpur

**M. Kabir Hassan**, University of New Orleans

**Arun Kumar Misra**, Indian Institute of Technology Kharagpur

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

Exhibit Hall – St James

**FBD Coffee Break**

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

Compass (continued)

**SESSION A**

*Doctoral Consortium*

**by Invitation Only**

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 4, 2022  
(Friday)

---

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

Starboard

**SESSION B      Supply Chain, Logistics, & UAVs-II**

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

*Seaport Disruptions and Risk Management*

**Krishan Rana**, Alabama A&M University

**Shachi Jagtap**, Alabama A&M University

*Food Grain Supply Chains of India and Economic Impact*

**Krishan Rana**, Alabama A&M University

**Mahesh Rana**, Alabama A&M University

*How Blockchain Enhances Supply Chain*

**T. Shane Smith**, University of Central Arkansas

**Mark McMurtrey**, University of Central Arkansas

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

**Joseph Thoman**, University of Central Arkansas

**Mark McMurtrey**, University of Central Arkansas

**Carl Rebman**, University of San Diego

---

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

Steering

**SESSION C      Marketing & International Business-III**

**Session Chair:** Md Al-Emran, Bangladesh Agricultural University

*Buyers' Demographics, Shopping Patterns, and Modes of Payment*

**Md Al-Emran**, Bangladesh Agricultural University

*Understanding Customers' Online Purchasing Behavior Through Their Online Reviews*

**Md Al-Emran**, Bangladesh Agricultural University

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(Friday)

---

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

Bridge

**SESSION D: Supply Chain Management**

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

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

**Himali Patil**, University of North Texas

**Suman Niranjana**, University of North Texas

**Arunachalam Narayanan**, University of North Texas

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

**Shravya Dharba**, New Mexico State University

**Shammi Gandhi**, New Mexico State University

**Carol Flinchbaugh**, New Mexico State University

*Innovation and Entrepreneurial Markers in Transportation and Logistics Firms*

**Will Senn**, Tarleton State University

**Catalin Dinulescu**, Tarleton State University

**Victor Prybutok**, University of North Texas

---

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

Pelican

**SESSION E Management, Healthcare & Organizational Behavior-IV**

**Session Chair: Kimberly Haverstick**, University of Central Arkansas

*Establishing a Workload Productivity Target in an Outpatient Infusion Pharmacy*

**Kimberly Haverstick**, University of Central Arkansas

**Mark McMurtrey**, University of Central Arkansas

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

**Adam Penman**, University of Central Arkansas

**Mark McMurtrey**, University of Central Arkansas

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

**Xiang Li**, Dongbei University of Finance and Economics

**Qinyu Liao**, The University of Texas Rio Grande Valley

March 4, 2022  
(Friday)

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

Canal

**SESSION F            Innovative Education-IV**

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

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

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

**Nandagopal Gopalakrishna-Remadevi**, Mind Tree

*Innovation and Entrepreneurial Markers in Transportation and Logistics Firms*

**Will Senn**, Tarleton State University

**Catalin Dinulescu**, Tarleton State University

**Victor Prybutok**, University of North Texas

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<b>Graduate Student Presentative</b>	<b>Dan Chen</b> , PhD student at UT-Arlington <b>Kristen Faile</b> , PhD student at UT-San Antonio

**CONGRATULATIONS!**

**Recipient of the Distinguished Paper Award - Federation of Business Disciplines**

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

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

**Recipient of the 2022 Southwest Academy of Management Best Reviewer Award**

**Julie Seidel**, Colorado Mesa University

**SOUTHWEST ACADEMY OF MANAGEMENT  
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**2022 TRACK CHAIRS**

**HR / Careers / Diversity**

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

**Organizational Behavior / Leadership**

**Jestine Philip**, New Haven University

**Organizational Theory / Strategic Management / International Management**

**Gustavo Barboza**, Loyola University New Orleans

**Entrepreneurship / Small Business / Family Business**

**Vallari Chandna**, University of Wisconsin – Green Bay

**Professional Development**

**Kenneth Sweet**, Texas A&M – San Antonio

**Pedagogical Innovations / Pedagogical Research / Professional Development**

**Vance Lewis**, University of Central Arkansas

**Hospitality Management**

**Shiang-Lih Chen McCain**, Colorado Mesa University

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**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 02, 2022  
(Wednesday)**

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09:00 a.m. – 10:30 a.m.

Bourbon Boardroom

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**SPECIAL SESSION**

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

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10:30 a.m. – 12:00 p.m.

Windsor

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**TRACK TITLE:** Doctoral Consortium

**SESSION A: Session 1: Meet, Greet and Discuss**

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

**Collaborator:** Carlos Baldo, Colorado Mesa University.

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1:00 p.m. – 1:30 p.m.

Windsor

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**WELCOME TO THE SOUTHWEST ACADEMY OF MANAGEMENT ANNUAL MEETING**

**Carlos M. Baldo, 2022 Program Chair**

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**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 02, 2022  
(Wednesday)**

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1:30 p.m. – 3:00 p.m.

Windsor

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**TRACK TITLE:** Organizational Behavior-Leadership

**SESSION A: Relationships**

**Session Chair:** Justin Wareham, Oklahoma City University

**IGNITE! Presentation**

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

**Traditional Presentations**

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

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

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

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

**Jim McCleskey**, Western Governors University

*An Integrative Conceptualization of Embodied Leadership in Organizations*

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

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**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 02, 2022  
(Wednesday)**

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1:30 p.m. – 3:00 p.m.

Ascot

**TRACK TITLE: Pedagogical Innovation/ Pedagogical Research**

**SESSION B: Creativity in the Classroom**

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

**IGNITE! Presentation**

*Virtual Learning and the Impact on Higher Education*

**Sunil Ramlall**, Concordia University-Wisconsin

**Traditional Presentations**

*Introducing Management with Hans Christian Andersen*

**John Davis**, Hardin-Simmons University

*Experiential Learning is the next Big Thing in Management Education*

**Stephanie Gapud**, Spring Hill College

**Suzanna Sobolewska**, Telanto

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

**Dana Sendziol**, Concordia University Chicago

**Helga Hambrock**, Concordia University Chicago

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1:30 p.m. – 3:00 p.m.

Newberry

**TRACK TITLE: HR/Careers/ Diversity**

**SESSION C: Organizational & Multicultural Diversity**

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

*Indian Interculturality: Latin American business successes and failures*

**Valentina Mendieta**, Sergio Arboleda University

**Laura Sofia Cepeda**, Sergio Arboleda University

**Camilo Ferrer**, Sergio Arboleda University

*Motivating Racial Diversity Efforts Through Executive Compensation*

**William Obenauer**, University of Maine

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

**Faiz Ahamad**, XIM University

**Stephanie Black**, Texas A&M University San Antonio

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

**Rohan Crichton**, Clarkson University

**Nicole Ellegate**, Clarkson University

**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 02, 2022  
(Wednesday)**

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1:30 p.m. – 3:00 p.m.

Trafalgar

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

**SESSION D: Strategy**

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

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

**Subrata Chakrabarty**, North Carolina A&T State University

**Skylar Rolf**, University of Houston - Clear Lake

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

**Robert Reinhard**, Benedictine University

**Therese Yaeger**, Benedictine University

**Peter Sorensen**, Benedictine University

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

**Salvador Villegas**, Northern State University

**Robert Lloyd**, Fort Hays State University

**Ed Vengrouskie**, Fort Hays State University

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3:00 p.m. – 3:30 p.m.

Windsor

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**SWAM COFFEE BREAK**

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3:30 p.m. – 5:00 p.m.

Windsor

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**TRACK TITLE: Professional Development**

**SESSION A: POWER PDW – 2IN1 → Teaching Focus**

**Session Chair: Justin Wareham**, Oklahoma City University

*Building Quantitative Reasoning Skills in Business Students*

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

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

**Douglas Carter**, St. Edward's University

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

**Suzanne Clinton**, University of Central Oklahoma

**Abbie Lambert**, University of Central Oklahoma

**Kimberly Merritt**, Oklahoma Christian University

**Melody Edwards**, University of Central Oklahoma

**Samantha Murray**, Wayland Baptist University

**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 02, 2022  
(Wednesday)**

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3:30 p.m. – 5:00 p.m.

Ascot

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

**SESSION B: International Business**

**Session Chair: Salvador Villegas**, Northern State University

*Permission to work: case of Arab women*

**Katlin Cundiff**, Drury University

**Janis Prewitt**, Drury University

*The Effect of Corruption Distance on Entry Mode Choice*

**Anh Phan**, University of Hawaii at Manoa

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

**Prashant Salwan**, Indian Institute of Management Indore

**Rajib Dhal**, Indian Institute of Management Indore

**Kamal Sharma**, Indian Institute of Management Indore

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3:30 p.m. – 5:00 p.m.

Newberry

**TRACK TITLE: Doctoral Consortium**

**SESSION C: Session 2:**

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

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



**50th Annual Conference**

March 8 - 11, 2023

Hyatt Regency Houston

Houston, Texas

**51st Annual Conference**

April 10 - 13, 2024

Moody Gardens Hotel & Convention

Galveston, Texas

**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 02, 2022  
(Wednesday)**

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3:30 p.m. – 5:00 p.m.

Trafalgar

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**TRACK TITLE: Entrepreneurship / Small Business / Family Business**

**SESSION D: Education and Innovation in Entrepreneurship**

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

**IGNITE! Presentations**

*The Politics of Innovation: Effects of Sub-national Institutions*

**Rusty Karst**, Texas A&M University-Corpus Christi

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

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

**Vasiliki Kosmidou**, University of New Haven

**Jestine Philip**, University of New Haven

**Traditional Presentations**

*Collaboration in an Innovation Ecosystem*

**Misty Sabol**, University of South Alabama

**Dale Fodness**, University of Dallas

**Sue Conger**, University of Dallas

*Established Organizations as Providers of Managerial Training for Micro-Entrepreneurs*

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

**Skylar Rolf**, University of Houston - Clear Lake

*Successfully Mentoring Daughters in Family Firms*

**John Cater**, The University of Texas at Tyler

**Marilyn Young**, The University of Texas at Tyler

**Elizabeth Mulig**, Southeastern Oklahoma State University

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**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 02, 2022  
(Wednesday)**

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5:00 p.m. – 6:00 p.m.

Ascot

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**TRACK TITLE:** Organizational Behavior-Leadership

**SESSION A:** OB-L overlapping topics

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

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

**Cherie Hohertz**, University of Dallas

**J. Lee Whittington**, University of Dallas

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

**Jeff Barland**, University of Dallas

*Charismatic Leadership and OCB Among Different Types of Followership Styles*

**Robert Murimi**, University of Dallas

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

**Spencer Fraseur**, University of Texas at Arlington

*Evaluating Antecedents to Work-Life Balance and Creative Process Engagement*

**Fredrick Rice**, University of Texas at Arlington

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6:00 p.m. – 7:00 p.m.

Location: Offsite, TBD by Consortium Director

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**TRACK TITLE:** Doctoral Consortium

**SESSION A: Session 3: Doctoral Consortium Dinner**

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

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**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 03, 2022  
(Thursday)**

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8:00 a.m. – 9:00 a.m.

Durham

**SPECIAL SESSION  
Journal Editor's Panel**

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

**Panelists:**

**Robert Yawson** – Quinnipac University - Organizational Management Journal Editor.

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

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

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

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9:15 a.m. – 10:15 a.m.

Durham

**SPECIAL SESSION  
Academy of Management Perspectives**

**Facilitators:**

**Gideon D. Markman**, Colorado State University, Associate Editor

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10:00 a.m. – 10:30 a.m.

Exhibit Hall – St James

**FBD Coffee Break**

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

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

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**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 03, 2022  
(Thursday)**

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11:00 a.m. – 12:00 p.m.

Starboard

**KEYNOTE SPEAKER**

**Angelo DeNisi**, Tulane University

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

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12:00 p.m. – 1:00 p.m.

River Room

**Southwest Academy of Management Networking Annual Lunch**

*Complementary for pre-registered SWAM Members.*

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1:00 p.m. – 2:00 p.m.

Durham

**SPECIAL SESSION**

**Premium Professional Development Workshop:** *Writing Case Studies*

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

The facilitator has several cases in multiple formats and outlets.

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2:00 p.m. – 3:00 p.m.

Durham

**TRACK TITLE:** Doctoral Consortium

**Session 4: Doctoral Consortium meeting with Journal Editors**

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

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

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3:00 p.m. – 3:30 p.m.

Exhibit Hall – St James

**FBD Coffee Break**

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

**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 03, 2022  
(Thursday)**

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3:30 p.m. – 5:15 p.m.

Durham

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**TRACK TITLE: Organizational Behavior / Leadership**

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

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

**Panelists:**

**Samantha Murray**, Wayland Baptist University

**M. Suzanne Clinton**, University of Central Oklahoma

**Tawnya Garcia**, Wayland Baptist University

**Jenny Dutton**, Wayland Baptist University

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

**Panelists:**

**Ethan P. Waples**, University of Houston-Downtown

**Holly Osburn**, University of Central Oklahoma

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

**Robert Robinson**, University of Houston-Downtown

**Mike Osburn**, State of Oklahoma

**Richard Peters**, Xavier University of Louisiana

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3:30 p.m. – 5:15 p.m.

Trafalgar

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**TRACK TITLE: Entrepreneurship / Small Business / Family Business**

**SESSION B: Entrepreneurship and the future**

**Session Chair: Elizabeth Mulig**, Southeastern Oklahoma State University.

**IGNITE! Presentations**

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

**Nilamadhab Mohanty**, Chandragupt Institute of Management Patna

*Not by choice: A phenomenological study of subsistence entrepreneurship*

**Robert Lloyd**, Fort Hays State University

**Riley Sanford**, Fort Hays State University

**Damaris Flores-Ruiz**, Fort Hays State University

**Traditional Presentations**

*Blockchain solutions for small businesses*

**Mysore Ramaswamy**, Southern University and A&M College

*Small Business Survival in a VUCA Environment*

**Renee Lucero**, University of Dallas

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

**Fredrick Rice**, University of Texas at Arlington



**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 03, 2022  
(Thursday)**

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3:30 p.m. – 5:15 p.m.

Steering

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**TRACK TITLE: Professional Development**

**SESSION C: PDW –Research Focus**

**Session Chair: Justin Wareham, Oklahoma City University**

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

**Justin Keeler, Texas Christian University**

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3:30 p.m. – 5:15 p.m.

Bridge

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**TRACK TITLE: Hospitality Management**

**SESSION D: Hospitality current issues and Education**

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

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

**Kara Walter, Colorado Mesa University**

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

**Gerald Burch, University of West Florida**

**Eva Mrakovic, University of West Florida**

**Jana Burch, University of West Florida**

**John Batchelor, University of West Florida**

*Hospitality programs in business schools: A triangular perspective*

**Britt Mathwich, Colorado Mesa University**

**Ruiying Cai, Colorado Mesa University**

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

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

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5:30 p.m. – 7:00 p.m.

Exhibit Hall – St James

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

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

**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 04, 2022  
(Friday)**

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8:00 a.m. – 9:00 a.m.

Durham

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**SPECIAL SESSION**

**Deans Panel Discussion**

**Panelists:**

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

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

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

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9:00 a.m. – 10:00 a.m.

Durham

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**SPECIAL SESSION**

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

**Facilitators:**

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

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

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

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10:00 a.m. – 10:30 a.m.

Exhibit Hall – St James

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**FBD Coffee Break**

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

**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 04, 2022  
(Friday)**

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10:30 a.m. – 12:00 p.m.

Warwick

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**TRACK TITLE: Entrepreneurship / Small Business / Family Business**

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

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

**Panelists:**

**Stephanie Black**, Texas A&M University – San Antonio

**Douglas Carter**, St. Edwards University

**Leonard Love**, Texas A&M University – San Antonio

*Black Female Founders Making a COVID-19 Pivot*

**Moderators:**

**Montressa Washington**, Shenandoah University

**Jennifer Madden**, Linfield University

**Panelists:**

**Tiffany Tate**, Founder and CEO of *VAULT Technologies*

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

**Kimberly Moore**, Founder of *CarPool to School*

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

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10:30 a.m. – 12:00 p.m.

Durham

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**TRACK TITLE: Human Resources - Careers - Diversity**

**SESSION B: Gender Research in the Workplace**

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

*A social media engagement framework for applicant attraction to organizations*

**Katherine Roberto**, Texas A&M University - Corpus Christi

**Jennifer Taylor**, Texas A&M University - Corpus Christi

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

**William Obenauer**, University of Maine

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

**Anushri Rawat**, Eastern Michigan University

**Shiva Nadavulakere**, Saginaw Valley State University

**Linda Isenhour**, Eastern Michigan University

**Jean Mc-Energy**, Eastern Michigan University

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

**Peggy Dufour**, Hood College

**Anita Jose**, Hood College

**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 04, 2022  
(Friday)**

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10:30 a.m. – 12:00 p.m.

Norwich

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**TRACK TITLE: Pedagogical Innovation/Pedagogical Research**

**SESSION C: Panel Discussion**

**Session Chair: Vance Johnson Lewis**, University Central Arkansas

*Extreme Pedagogy: An Integrative Approach for Preparing Business Leaders*

**Dave Silberman**, Boston University

**Herman Aguinis**, The George Washington University

**Rob Carpenter**, RedLeaf Ventures

**Jasmine Kernaleguen**, Rhythmic Leader Science Co.

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10:30 a.m. – 12:00 p.m.

Trafalgar

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**TRACK TITLE: Hospitality Management**

**SESSION D: Ideas development, and panel.**

**Session Chair:** Gerald Burch

**IGNITE! Presentations**

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

**Frank Murphy**, William Jessup University

**Panel Discussion**

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

**Li-Chun Lin**, Montclair State University

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**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 04, 2022  
(Friday)**

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12:45 p.m. – 1:15 p.m.

Durham

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**Special Session**

**Best Paper presentation and award SWAM 2022**

\*\*\*ALL SOUTHWEST ACADEMY OF MANAGEMENT SESSION\*\*\*

Presiding: **Robert Lloyd**, Fort Hays University  
SWAM Outstanding Educator, Southwest Academy of Management 2021

**SWAM 2022 Best Paper**

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

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

**SWAM 2022 Outstanding Reviewer**

**Julie Seidel**, Colorado Mesa University

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1:15 p.m. – 3:00 p.m.

Durham

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**TRACK TITLE: Organizational Behavior / Leadership**

**SESSION A: Leadership**

**IGNITE! Presentation**

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

**Bradley Winton**, University of Southern Mississippi

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

**Justin Wareham**, Oklahoma City University

**Traditional Presentations**

*Positional Authority and Influence in Servant Leadership*

**Elliott Long**, Aflac  
**Kevin Hurt**, Columbus State University

*Leader Commitment to Diversity (Unconscious Bias) And Its Impact*

**Renee Lucero**, University of Dallas

*Theoretically distinguishing between abusive and exploitative . . .*

**Daniel Jones**, University of Nevada Reno  
**Steven Mueller**, University of Nevada Reno  
**Heather Patchell**, University of Nevada Reno

**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 04, 2022  
(Friday)**

1:15 p.m. – 3:00 p.m.

Warwick

**TRACK TITLE: Pedagogical Innovation – Pedagogical Research**

**SESSION B: Current Challenges to Higher Education**

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

**Traditional Papers**

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

**Carlos Baldo**, Colorado Mesa University

**Suzanne Owens-Ott**, Colorado Mesa University

**Shiang-Lih Chen McCain**, Colorado Mesa University

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

**Robert Tucker**, Hardin-Simmons University

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

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

**Katherine Roberto**, Texas A&M University-Corpus Christi

*Leadership Development in the Age of Information Overload*

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

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

**Ethan P. Waples**, University of Houston-Downtown

**Workshop**

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

**Janie Gregg**, University of West Alabama

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**March 04, 2022  
(Friday)**

1:15 p.m. – 3:00 p.m.

Norwich

**TRACK TITLE: Human Resources - Careers - Diversity**

**SESSION C: Career Management**

**Session Chair: William Obenauer**, University of Maine

*The Traveling Nurse: A Compensation Conundrum*

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

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

**Natasha Johnson**, Lipscomb University

**Caitlin Sockbeson**, Jacksonville University

**Zonghui Li**, Jacksonville University

**John Shaw**, Jacksonville University

*The Glass Ceiling: Alive and Thriving in Business Today*

**Isabelle McClung**, Emerson Automation Solution

**Janie Gregg**, University of West Alabama

*Firm-Specific Human Capital: Mobility Constraint or Enhancer?*

**Bukky Akinsanmi Oyedeki**, University of Texas at Austin

**Russell W. Coff**, University of Wisconsin-Madison

*Looking for the Big Payoff Isn't Easy: Business Coaching Outcomes Assessment*

**Jim McCleskey**, Western Governors University

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(SWAM)**

**March 04, 2022  
(Friday)**

---

1:15 p.m. – 3:00 p.m.

Trafalgar

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

**SESSION D: Strategic capabilities**

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

*Greasing the Wheels: Corporate Corruption among Small and Medium Enterprises*

**Anh Phan**, University of Hawaii at Manoa

**Kentaro Hayashi**, University of Hawaii at Manoa

**Todd Inouye**, University of Hawaii at Hilo

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

**Prashant Salwan**, Indian Institute of Management Indore

**Atul Patankar**, Jammnal Bajaj Institute of Management Studies

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

**Sal Villegas**, Northern State University

**Robert Lloyd**, Fort Hays State University

**Daniel Mertens**, Jacksonville State University

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

**Robert Murimi**, University of Dallas

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3:00 p.m. – 3:30 p.m.

Exhibit Hall – St James

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

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**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 04, 2022  
(Friday)**

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3:30 p.m. – 5:15 p.m.

Warwick

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**TRACK TITLE: Organizational Behavior**

**SESSION A: Workplace**

**Session Chair: Justin Wareham, Oklahoma City University**

**IGNITE! Presentation**

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

**Zahra Heydarifard, University of Texas, San Antonio**

**Kristen Faile, University of Texas, San Antonio**

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

**Rachael Summerville**

**Traditional Presentations**

*How experienced HRM practices influence organizational justice perception*

**Oscar Ortiz-Mendoza, Tecnologico de Monterrey, EGADE Business School**

**Sergio Madero-Gomez, Tecnologico de Monterrey**

**Carlos Baldo, Colorado Mesa University**

*Sowing the Seeds of Trust and Cynicism: Recruitment, Selection and Socialization*

**Fredrick Rice, University of Texas at Arlington**

*The Impact of a Cognitively Taxing Workplace Environment on Efforts to Suppress Prejudice*

**William Obenauer, University of Maine**

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**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 04, 2022  
(Friday)**

3:30 p.m. – 5:15 p.m.

Durham

**TRACK TITLE: Organizational Theory / Strategic Management / International Management**

**SESSION B: Politics, Culture and CSR**

**Session Chair: Bukky Akinsanmi Oyedeji**, University of Texas at Austin

*Ethical decision making: A culture influenced virtue specific model for multinational corporations*  
**Andrew Ellestad**, George Fox University

*Political ideology effect on corporate political activity*  
**Aaron McDonald**, California State University San Marcos  
**Andrew Johnson**, Texas A&M University Corpus Christi

*Human Capital Capabilities: Effects of Spatial Interconnectedness on Unit-Level Performance*  
**Bukky Akinsanmi Oyedeji**, University of Texas at Austin  
**Yea Hee Ko**, University of Wisconsin-Madison  
**David Harrison**, University of Texas at Austin

*Rationalizing Corporate Socially Responsible Behavior: An Empirical Study*  
**Namporn Thanetsunthorn**, Pennsylvania State University-Shenango  
**Rattaphon Wuthisatian**, Southern Oregon University

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**March 04, 2022  
(Friday)**

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3:30 p.m. – 5:15 p.m.

Norwich

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**TRACK TITLE: Organizational Theory / Strategic Management / International Management**

**SESSION C: Media, technology and CSR**

**Session Chair: Bradley Winton, University of Southern Mississippi**

**IGNITE! Presentation**

*Corporate Environmental Responsibility and Strategic Outcomes: The role of Stakeholder Perception and Social Media Marketing*

**Praneet Tiwari**, University of Wisconsin-Green Bay

**Anup Nair**, The Walt Disney Company

**Vallari Chandna**, University of Wisconsin-Green Bay

*Propensity for adoption of digital platforms that enable crowdfunding and facilitate social entrepreneurial endeavors: Impact of individual values and external factors*

**Vallari Chandna**, University of Wisconsin-Green Bay

**Praneet Tiwari**, University of Wisconsin-Green Bay

**Kanishka Mendhekar**, Maynooth University

**Karishmaa Oluchi**, Freelance Creative Director

**Traditional Presentations**

*The Media Choice for Organizational Memory in Dispersed Organizational Arrangements*

**Heloisa Aragao**, University of Texas Arlington

*You Snooze, You Win? Obtaining Competitive Advantage in Hardware Platforms*

**Matthew Farrell**, Old Dominion University

**Christopher Willis**, Old Dominion University

**Samuel Wilson**, Old Dominion University

*Big, But Not Easy - Decision-Making under Uncertainty: The Unrecognized Role of Social Mood*

**Leonard Love**, Texas A&M University-San Antonio

**Dennis Elam**, Texas A&M University-San Antonio

**Douglas Carter**, Texas A&M University-San Antonio

**SOUTHWEST ACADEMY OF MANAGEMENT  
(SWAM)**

**March 04, 2022  
(Friday)**

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3:30 p.m. – 5:15 p.m.

Trafalgar

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**TRACK TITLE: Professional Development**

**SESSION D: POWER PDW – 2IN1 → Leadership Focus**

**Session Chair: John Davis**, Hardin-Simmons University

*Developing the Next Generation of Women Leaders: A Big, but not Easy Task*

**Kimberly Merritt**, Oklahoma Christian University

**Samantha Murray**, Wayland Baptist University

**Abbie Lambert**, University of Central Oklahoma

**Suzanne Clinton**, University of Central Oklahoma

**Melody Edwards**, University of Central Oklahoma

*Faculty as Servant Leaders and Tools to Build Student Resilience*

**Jason Elliot**, University of Central Oklahoma

**Holly Osburn**, University of Central Oklahoma

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5:15 p.m. – 6:00 p.m.

Durham

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**TRACK TITLE: Doctoral Consortium**

**SESSION A: Session 5: Farewell**

**Session Chair: Ethan P. Waples**, University of Houston – Downtown

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6:00 p.m. – 8:00 p.m.

River Room

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**SPECIAL SESSION: SWAM Annual Social Mixer  
&  
SWAM 2022 Outstanding Educator Award recognition**

**Presiding: Ethan P. Waples**, University of Houston – Downtown  
President, Southwest Academy of Management, 2021-2023

**Carlos Baldo**, Colorado Mesa University  
Program Chair 2022 - President-Elect, Southwest Academy of Management, 2022-2023

SWAM members and guests, please join us to recognize and celebrate our SWAM 2022 Outstanding Educator.

Doctoral students will have the opportunity to meet and mingle with SWAM members. Light appetizers and a cash bar are available. (Be sure to wear your badge)

**SOUTHWEST CASE RESEARCH ASSOCIATION**  
**A Division of NACRA**

**2021-2022 OFFICERS**

<b>President</b>	<b>Kendra Ingram</b> , Southeastern Oklahoma State University
<b>President Elect</b>	<b>David Whitlock</b> , Southeastern Oklahoma State University
<b>Vice President, Programs</b>	<b>Cody Bogard</b> , Southeastern Oklahoma State University
<b>Secretary</b>	<b>MaryAnn Doty</b> , Texas A&M University - Commerce
<b>Treasurer</b>	<b>Julia Kwok</b> , Northeastern State University
<b>Vice President, Technology</b>	<b>Gerald Kohers</b> , Sam Houston State University
<b>Vice President, Publications (Proceedings Editor)</b>	<b>David Whitlock</b> , Southeastern Oklahoma State University
<b>Historian and Archivist</b>	<b>Daniel F. Jennings</b> , Texas A&M University - College Station
<b>Immediate Past President</b>	<b>Rhonda Richards</b> , Southeastern Oklahoma State University

**CONGRATULATIONS!**

**Recipient of the 2021 Federation of Business Disciplines Distinguished Paper Award**

***Cajun Fest***

**Robert Stevens**, Southeastern Oklahoma State University  
**Lawrence Silver**, Southeastern Oklahoma State University  
**Rhonda Richards**, Southeastern Oklahoma State University  
**David Whitlock**, Southeastern Oklahoma State University

**SOUTHWEST CASE RESEARCH ASSOCIATION**  
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**2021-2022 TRACK CHAIRS**

<b>Accounting/Finance/Economics</b>	<b>Julia Kwok</b> , Northeastern State University <b>Brian Walkup</b> , University of Tulsa
<b>Human Resource Management/ Organizational Behavior</b>	<b>Kendra Ingram</b> , Southeastern Oklahoma State University
<b>International Business</b>	<b>Syed Tariq Anwar</b> , West Texas A&M University
<b>Non-Profit Management/Ethics</b>	<b>David Whitlock</b> , Southeastern Oklahoma State University
<b>Marketing</b>	<b>Courtney Kernek</b> , Southeastern Oklahoma State University
<b>Small Business/Entrepreneurship</b>	<b>Timothy D. Wise</b> , Southern Arkansas University
<b>Strategic Management/ Business Policy</b>	<b>Robert Stevens</b> , Southeastern Oklahoma State University
<b>Student/Embryo</b>	<b>Lawrence Silver</b> , Southeastern Oklahoma State University

**PROGRAM OVERVIEW**

**Thursday, March 3**

8:30 a.m. – 9:00 a.m.	Breakfast Honoring Past Presidents
9:00 a.m. – 12:00 p.m.	Case Sessions
12:00 p.m. – 2:00 p.m.	Networking Lunch
2:00 p.m. – 3:00 p.m.	Developing VR Case Studies with special guest speaker Christala Smith
3:00 p.m. – 3:30 p.m.	FBD Coffee Break; Attend poster sessions
3:30 p.m. – 5:00 p.m.	2022-2023 Business Meeting & Program Planning

**SOUTHWEST CASE RESEARCH ASSOCIATION**  
**A Division of NACRA**

**March 3, 2022**  
**(Thursday)**

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8:30 a.m. – 9:00 a.m.

Fulton

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**BREAKFAST HONORING PAST PRESIDENTS**

*All SWCRA Members invited.*

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9:00 a.m. – 12:00 p.m.

Fulton

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**SESSION A      Accounting and Finance Track**

**Session Chairs:**    **Julia S. Kwok**, Northeastern State University  
                              **Brian Walkup**, University of Tulsa

*Embezzlement and Board Governance: Chamber of Commerce*

**Julia Kwok**, Northeastern State University  
**Denise Deason-Toyne**, Northeastern State University  
**Halil Kaya**, Northeastern State University

*Luckin Coffee Inc.*

**Ying Chou Lin**, Southeastern Oklahoma State University  
**Rhonda Richards**, Southeastern Oklahoma State University  
**Hanzhi Xu**, Southeastern Oklahoma State University

*“Two Shades of Gray: Are Housekeepers Employees or Independent Contractors and Why Do We Care?”*

**Rhonda Richards**, Southeastern Oklahoma State University  
**Courtney Kernek**, Southeastern Oklahoma State University  
**Kendra Ingram**, Southeastern Oklahoma State University

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9:00 a.m. – 12:00 p.m.

Fulton

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**SESSION B      Marketing Track**

**Session Chair:**    **Courtney Kernek**, Southeastern Oklahoma State University

*Cajun Fest*

**Robert Stevens**, Southeastern Oklahoma State University  
**Lawrence Silver**, Southeastern Oklahoma State University  
**David Whitlock**, Southeastern Oklahoma State University  
**Lawrence Silver**, Southeastern Oklahoma State University

*Image, Identity, and Brew Fest: Advancing Downtown Ford Post-Pandemic.*

**Rachel Dolechek**, Fort Hays State University  
**Stacey L. Smith**, Fort Hays State University  
**Karen Thal**, Fort Hays State University

*Renoir Jigsaw Puzzle Company: Making Puzzles More Than Puzzles*

**Chih-Ning Chu**, Chung Yuan Christian University  
**Grace C. Su**, McNeese State University  
**Ting-Yuan Huang**, Feng-Chia University





**SOUTHWEST CASE RESEARCH ASSOCIATION**  
**A Division of NACRA**

**March 3, 2022**  
**(Thursday)**

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2:00 p.m. – 3:00 p.m.

Fulton

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**SESSION F**

**Special Guest Speaker**  
**Developing Virtual Reality Case Studies**

As newer technologies including virtual reality become more common among students, and as the technology costs have dramatically decreased, their use may prove beneficial for the professor using the case study method for instruction. Utilizing virtual reality technology as a tool for developing business case studies will be presented by Christala Smith who assisted SWCRA members in the development of a VR Case Study presented at this year's conference.

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3:00 p.m. – 3:30 p.m.

Exhibit Hall – St James

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**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.*

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3:30 p.m. – 5:00 p.m.

Fulton

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**SESSION G      Business Meeting & 2023 Program Planning Meeting**

**Session Chair:**      **Martin S. Bressler**, Southeastern Oklahoma State University

All SWCRA members are invited to attend this business meeting. Stay after and help prepare for our 2023 program. Anyone interested in being a track chair, reviewer, discussant, etc. are encouraged to attend and share ideas to grow and further the art of case writing.

**Make plans to join us in Houston, Texas for our 2023 conference.**



**50th Annual Conference**

March 8 - 11, 2023

Hyatt Regency Houston

Houston, Texas

**51st Annual Conference**

April 10 - 13, 2024

Moody Gardens Hotel & Convention

Galveston, Texas

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**2021 – 2022 OFFICERS**

<b>President:</b>	<b>Ivelina Pavlova-Stout</b> , University of Houston-Clear Lake
<b>Vice President and Program Chair:</b>	<b>William Hudson</b> , St. Cloud State University
<b>Vice President – Events:</b>	<b>Andrew Lynch</b> , University of Arkansas
<b>Secretary/Treasurer:</b>	<b>Karyn Neuhauser</b> , Lamar University
<b>Webmaster:</b>	<b>Marilyn Wiley</b> , University of North Texas
<b>Directors:</b>	<b>Ran Lu-Andrews</b> , California Lutheran University <b>John Adams</b> , University of Texas at Arlington <b>Takeshi Nishikawa</b> , University of North Texas <b>David Stowe</b> , Ohio University
<b>Endowment Committee:</b>	<b>Ramesh P. Rao</b> , Oklahoma State University <b>Stephen R. Sears</b> , Texas A&M International

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**Program Committee**

**John C. Adams**, University of Texas – Arlington  
**Leonard Arvi**, Salisbury University  
**Maria de Boyrie**, New Mexico State University  
**Nur Al Faisel**, Louisiana State University  
**Jonathan Fluharty**, West Virginia University  
**Laura Gonzalez**, California State University-Long Beach\*  
**Syed M. Harun**, Texas A&M San Antonio  
**M. Kabir Hassan**, University of New Orleans  
**Ann Marie Hibbert**, West Virginia University  
**Seth Anthony Hoelscher**, Missouri State University  
**Catalina Hurwitz**, State University of New York, The College at Oneonta  
**Young Ha Ki**, Widener University  
**Aslihan G. Korkmaz**, Dominican University of California  
**Julia S. Kwok**, Northeastern State University  
**Chad Kwon**, University of Texas - Rio Grande Valley  
**Rui Liu**, Dequesne University  
**Andrew Lynch**, University of Arkansas\*  
**Timothy Michael**, University of Houston-Clear Lake  
**Huong Nguyen**, Louisiana State University at Eunice  
**Takeshi, Nishikawa**, University of North Texas  
**Humnath Panta**, Humboldt State University  
**Ivelina Pavlova**, University of Houston - Clear Lake  
**James D. Philpot**, Missouri State University\*  
**Gabriel J. Power**, Université Laval  
**Huan Qiu**, Millsaps College  
**J. Tim Query**, New Mexico State University  
**David L. Rakowski**, University of Texas - Arlington  
**Robinson Reyes Peña**, Florida International University  
**Kemal Saatcioglu**, Rode Island College  
**Salil K. Sarkar**, University of Texas - Arlington  
**Shahil Sharma**, Texas A&M University - San Antonio  
**Luke Stein**, Babson College  
**David L. Stowe**, Ohio University  
**John Stowe**, Ohio University  
**Thomas Thompson**, University of Texas – Arlington\*  
**Nacasius Ujah**, South Dakota State University  
**Buvaneshwaran Venugopal**, University of Central Florida  
**Priti Verma**, Texas A&M - Kingsville  
**Jinghua Wang**, Pacific Lutheran University  
**Susana Yu**, Montclair State University\*  
**Christina Zhang**, California State University - Monterey Bay\*  
**Le Zhao**, Florida International University

**\*Members of Best Paper Award Committee**

**Congratulations to Our Award Winners!**

**2022 Federation of Business Disciplines Outstanding Educator Award**  
**Marylin Wiley**, University of North Texas

**SOUTHWESTERN FINANCE  
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**Congratulations to Our Award Winners! Continued**

**2022 Federation of Business Disciplines Distinguished Paper**

*Risk premium relationships between large and small countries: Before, during and after the Great Recession*

**Kenneth J. Kopecky**, Temple University

**Tai David Yi**, SUNY Fredonia

**Sean Sehyun Yoo**, Belmont University

*Pricing Climate Change Risk in Corporate Bonds*

**Elsa Allman**, Banque de France

*Sponsored by American Association of Individual Investors*

**SWFA Best Paper in Financial Institutions Track**

*Corporate ESG Profiles, Matching, and the Cost of Bank Loans*

**David Shin**, Indiana University

*Sponsored by Oklahoma State University*

**SWFA Best Paper in Financial Markets Track**

*Risk premium relationships between large and small countries: Before, during and after the Great Recession*

**Kenneth J. Kopecky**, Temple University

**Tai David Yi**, SUNY Fredonia

**Sean Sehyun Yoo**, Belmont University

*Sponsored by The Journal of Financial Research*

**SWFA Best Paper in Behavioral Finance Track**

*Divergent Opinions on Social Media*

**Kotaro Miwa**, Kyushu University

*Sponsored by Oklahoma State University*

**SWFA Best Doctoral Student Paper in Corporate Finance Track**

*Does Ethical Culture Affect Stock Repurchasing?*

**Anand Jha**, Wayne State University

**Manoj Kulchania**, Wayne State University

**Min-Joeng Kwon**, Wayne State University

*Sponsored by The University of New Orleans*

**SWFA Best Doctoral Student Paper in Financial Institutions Track**

*Climate Change, the Partisan Divide, and Exposure to Climate Risk*

**Song Zhang**, Boston College

*Sponsored by The Journal of Financial Research*

**SWFA Best Doctoral Paper in Financial Markets Track**

*Tracing out Monetary Policy Shocks through Credit Risk Premia*

**Stefan Walz**, Columbia University

*Sponsored by The Journal of Financial Research*

**SWFA Best Doctoral Paper in Behavioral Finance Track**

*Racial Discrimination in Markets: Evidence from Horse Racing*

**Spencer Barnes**, Florida State University

*Sponsored by The Journal of Financial Research*

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**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**

Best Paper in Behavioral Finance and Best Paper in Financial Institutions

**Dr. M. Kabir Hassan, University of New Orleans**

*Best Doctoral Student Paper in Corporate Finance*

**The Journal of Financial Research**

Best Paper in Financial Markets Track, Best Doctoral Student Paper in Financial Institutions, Best  
Doctoral Paper in Financial Markets and Best Doctoral Paper in Behavioral Finance

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**SWFA Special Events**

Day	Time	Event	Room
Thursday	12:00 p.m. – 1:30 p.m.	Doctoral student luncheon and panel for registered doctoral students	Commerce
Thursday	7:00 p.m. – 10:00 p.m.	SWFA Reception	Napoleon House. 500 Chartes Street
Friday	7:00 a.m. – 8:30 a.m.	Southwestern Finance Association Board Meeting and Breakfast	River Room
Friday	12:00 p.m. – 1:45 p.m.	Southwestern Finance Association Luncheon and Business Meeting*	St Charles

Thursday Luncheon for SWFA Registered Doctoral Students Panel presentation and open discussion of issues facing new faculty in finance. Panelists at different positions in their careers and with experience at a variety of types of institutions will share insights from their experiences. Topics include job-hunting, interviewing, the first year on the job, publishing, service to the institution and profession, and others. Panelists will address questions from the session attendees.

Our panelists include **James Philpot** (Missouri State University), **Andrew Lynch** (University of Arkansas), **Sri Nippani** (Texas A&M University – Commerce) and **Megan Rainville**, (Missouri State University).

SWFA Thursday Reception: All registered SWFA attendees are welcome to attend the reception.

**SWFA Friday Luncheon and Business Meeting:** Our annual luncheon includes our business meeting, presentations of awards, and keynote address by Dr. Donald Chance, James C. Flores Endowed Chair of MBA Studies & Professor of Finance Louisiana State University.

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 2, 2022  
(Wednesday)**

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1:30 p.m. – 3:00 p.m.

Magazine

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**SESSION A      Investments 4**

**Session Chair:**      **Thomas Korankye**, The University of Arizona

*The Nexus Between Ownership of Annuity Insurance and Investor Sophistication: Evidence from the U.S. National Financial Capability Study*

**Thomas Korankye**, The University of Arizona

**Discussant:** **Danjue Shang**, Utah State University

*Subjective and Objective Financial Knowledge and their Impact on Risk Tolerance*

**Abdullah Noman**, University of North Carolina at Pembroke

**Lanlan Chu**, St. Catherine University

**Mohammad Rahman**, University of North Carolina at Pembroke

**Discussant:** **Thomas Korankye**, The University of Arizona

*Tax Avoidance Regulations and Stock Market Responses*

**Danjue Shang**, Utah State University

**Discussant:** **Abdullah Noman**, University of North Carolina at Pembroke

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1:30 p.m. – 3:00 p.m.

Royal

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**SESSION B      Fixed Income 2**

*Internal Capital Markets and Credit Ratings: Evidence from Business Groups*

**Omar Alkharashi**, University of Texas at San Antonio

**Palani-Rajan Kadapakkam**, University of Texas at San Antonio

**Discussant:** **Paul Haensly**, University of Texas-Permian Basin

*Linguistic Complexity in ABS Prospectuses - Evidence from European Securitization Data*

**Jörn Debener**, University of Muenster

**Arved Fenner**, University of Muenster

**Philipp Klein**, University of Muenster

**Discussant:** **Omar Alkharashi**, University of Texas at San Antonio

*Do We Need a Ladder, or Will a TIPS Fund Do?*

**Paul Hanesley**, University of Texas-Permian Basin

**Discussant:** **Jörn Debener**, University of Muenster

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 2, 2022  
(Wednesday)**

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3:30 p.m. – 5:00 p.m.

Magazine

---

**SESSION A      Banking 3**

**Session Chair:**      **David Shin**, Indiana University

*Corporate ESG Profiles, Matching, and the Cost of Bank Loans*

**David Shin**, Indiana University

**Discussant:** **Kim Fe Cramer**, Columbia University

*How Arbitrageurs Exploit Asset Pricing Anomalies: Evidence from Hedge Fund Industry*

**Quan Qi**, University of Kentucky

**Discussant:** **David Shin**, Indiana University

*Bank Presence and Health*

**Kim Fe Cramer**, Columbia University

**Discussant:** **Quan Qi**, University of Kentucky

---

3:30 p.m. – 5:00 p.m.

Royal

---

**SESSION B      Fixed Income 3**

*Famous Firms, Earnings Clusters, and the Stock Market*

**Yixin Chen**, University of Rochester

**Randolph Cohen**, Harvard Business School

**Zixuan Wang**, HAP Capital

**Discussant:** **Richard Lord**, Montclair State University

*Economic Policy Uncertainty and Corporate Bond Liquidity*

**Jeff Black**, University of Memphis

**Nirmol Chandra Das**, University of Memphis

**Diego Gonzalez**, Southern Methodist University

**Discussant:** **Yixin Chen**, University of Rochester

*Discontinued Operations and Changes in Bond Ratings*

**Richard Lord**, Montclair State University

**Yoshie Saito**, Brooklyn College of the City University of New York

**Discussant:** **Nirmol Chandra Das**, University of Memphis



**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 3, 2022  
(Thursday)**

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8:30 a.m. – 10:00 a.m.

Quarterdeck A

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**SESSION A      Corporate Governance 1**

**Session Chair:**      **Leonid Pugachev**, Rochester Institute of Technology

*Banking Access and Racial Inequality: Wealth and Human Capital Accumulation of Young Men*

**Rong Hai**, University of Miami

**Discussant: Maryam Shariatmadari**, University of Western Australia

*Banking on Culture: Customer Culture and U.S. Bank Performance*

**Leonid Pugachev**, Rochester Institute of Technology

**Discussant: Rong Hai**, University of Miami

*Target Firms in the Spotlight: The Use of Strategic Media Management in M&A Transactions*

**Maryam Shariatmadari**, University of Western Australia

**Discussant: Leonid Pugachev**, Rochester Institute of Technology

---

8:30 a.m. – 10:00 a.m.

Quarterdeck B

---

**SESSION B      Asset Pricing 1**

**Session Chair:**      **Thomas Thompson**, University of Texas at Arlington

*A One-factor Model for Expected Night-minus-day Stock Returns*

**Zhongjin Lu**, University of Georgia

**Zhongling Qin**, Auburn University

**Discussant: Kuntara Pukthuanthong**, University of Missouri

*Short Squeezes*

**Baixiao Liu**, Florida State University

**Andrew Schrowang**, Florida State University

**Wei Xu**, HSBC Business School, Peking University

**Discussant: Zhongling Qin**, Auburn University

*Changing Expected Returns Can Induce Spurious Serial Correlation*

**Kuntara Pukthuanthong**, University of Missouri

**Richard Roll**, California Institute of Technology

**Avanidhar Subrahmanyam**, University of California, Los Angeles

**Discussant: Andrew Schrowang**, Florida State University

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 3, 2022  
(Thursday)**

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8:30 a.m. – 10:00 a.m.

Quarterdeck C

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**SESSION C      Banking 1**

**Session Chair:**      **Catalina Hurwitz**, SUNY Oneonta

*Investing in Lending Technology: IT Spending in Banking*

**Sheila Jiang**, University of Florida

**Discussant: Jing Ao**, Kent State University

*Limits of Stress-Test Based Bank Regulation*

**Isha Agarwal**, University of British Columbia

**Tirupam Goel**, Bank for International Settlements

**Discussant: Yongli Luo**, Houston Baptist University

*Shadow Banking and Corporate Working Capital Management: Evidence from the Lending Channel*

**Jing Ao**, Kent State University

**Discussant: Tirupam Goel**, Bank for International Settlements

---

8:30 a.m. – 10:00 a.m.

Chart A

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**SESSION D      Corporate Social Responsibility 1 DONE**

**Session Chair:**      **Aslihan Korkmaz**, Dominican University of California

*Does the Giant Asset-Owner Improve CSR? - Who Monitors the Institutional Investors?*

**Yoko Shirasu**, Aoyama Gakuin University

**Katsushi Suzuki**, Hitotsubashi University

**Sadok El Ghoul**, University of Alberta

**Discussant: Da Tian**, University of Florida

*Corporate Social Responsibility and the Access to Capital: Evidence from Product Recall Strategies*

**Obed Izaguirre**, University of New Orleans

**Fatima Jebari**, Wheaton College

**Sudha Krishnaswami**, University of New Orleans

**Matthew Lutey**, Indiana University NW

**Discussant: Yoko Shirasu**, Aoyama Gakuin University

*Can Individual Liability Restrain the Limits of Limited Liability: Evidence from Parent and Subsidiary Pollution*

**Da Tian**, University of Florida

**Discussant: Fatima Jebari**, Wheaton College

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 3, 2022  
(Thursday)**

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8:30 a.m. – 10:00 a.m.

Chart B

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**SESSION E            Behavioral Finance 1 DONE**

**Session Chair:**    **Nacasius Ujah**, South Dakota State University

*Celebrity SPACs: SPACtacular or SPACocalypse?*

**Chaehyun Pyun**, University of Georgia

**Discussant: Lawrence Kryzanowski**, Concordia University

*Does Sunshine Cloud Investor Judgement?*

**Joshua Thornton**, University of California, Irvine

**Discussant: Chaehyun Pyun**, University of Georgia

*Does the Mad Money Show cause investors to go madly attentive?*

**Lawrence Kryzanowski**, Concordia University

**Ali Rouhghalandari**, Concordia University

**Discussant: Joshua Thornton**, University of California, Irvine

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8:30 a.m. – 10:00 a.m.

Chart C

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**SESSION F            COVID 19 1**

**Session Chair:**    **Ruggero Jappelli**, Leibniz Institute for Financial Research SAFE

*Capital Structure Decisions and the COVID-19 Pandemic*

**Mahnaz Paydarzarnaghi**, University of Texas at Arlington

**J Diltz**, University of Texas at Arlington

**Discussant: Shuang Wu**, Stevens Institute of Technology

*The Core, The Periphery, and the Disaster: Corporate-Sovereign Nexus in COVID-19 Times*

**Ruggero Jappelli**, Leibniz Institute for Financial Research SAFE

**Loriana Pelizzon**, Leibniz Institute for Financial Research

**Alberto Plazzi**, USI Lugano

**Discussant: Mahnaz Paydarzarnaghi**, University of Texas at Arlington

*Impact of Economic Shocks on Financial Access: Evidence from Covid-19 Pandemic*

**Anand Goel**, Stevens Institute of Technology

**Shuang Wu**, Stevens Institute of Technology

**Discussant: Ruggero Jappelli**, Leibniz Institute for Financial Research SAFE

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 2, 2022  
(Thursday)**

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8:30 a.m. – 10:00 a.m.

Kabacoff

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**SESSION G      Industrial Portfolios, Auditor Independence and Retirement**

*Auditor Independence and IPO Stock Performance: Evidence from the Enactment of the Sarbanes-Oxley Act*

**Dona Siregar**, SUNY Oneonta

**Discussant: Selma Izadi**, Tennessee State University

*Industrial portfolios and COVID-19*

**Selma Izadi**, Tennessee State University

**Discussant: Marlene Koch**, University of Konstanz

*Mandatory pension saving and homeownership*

**Marcel Fischer**, University of Konstanz

**Bjarne Astrup Jensen**, Copenhagen Business School

**Marlene Koch**, University of Konstanz

**Discussant: Dona Siregar**, SUNY Oneonta

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10:00 a.m. – 10:30 a.m.

Exhibit Hall – St James

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**FBD COFFEE BREAK**

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support! Attend poster sessions.

Great Door Prize Drawings take place at **10:15 a.m.** in the Exhibit Area. *Must be present to win.*

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10:30 a.m. – 12:00 p.m.

Quarterdeck A

---

**SESSION A      Banking 2**

**Session Chair: Elisabeta Pana**, Central Connecticut State University

*Accounting Information and Bank Deposit Rates*

**Prateek Sharma**, University of Minnesota Duluth

**Discussant: Elisabeta Pana**, Central Connecticut State University

*Application of Difference-in-Differences Strategies in Finance: The Case of Natural Disasters and Bank Responses*

**Yeosong Yoon**, Auburn University

**Discussant: Prateek Sharma**, University of Minnesota Duluth

*Liquidity Creation: A Bibliometric Analysis*

**Elisabeta Pana**, Central Connecticut State University

**Discussant: Yeosong Yoon**, Auburn University

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 2, 2022  
(Thursday)**

---

10:30 a.m. – 12:00 p.m.

Quarterdeck B

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**SESSION B      Corporate Finance 2**

**Session Chair:**      **Humnath Panta**, Humboldt State University

*The Tax Shield Increases the Interest Rate*

**Bjarne Jensen**, Copenhagen Business School

**Discussant:** **Humnath Panta**, Humboldt State University

*Forecasting Value-at-Risk with Multi-Layer Hidden Markov Switching GARCH Model: Empirical Study on S&P 500 and VIX Futures*

**Yi-Ju Chien**, University of Texas at Arlington

**Discussant:** **Bjarne Jensen**, Copenhagen Business School

*Tone on Annual Reports and Corporate Cash Holdings*

**Humnath Panta**, Humboldt State University

**Salil Sarkar**, University of Texas at Arlington

**Binam Ghimire**, Northumbria University

**Discussant:** **Yi-Ju Chien**, University of Texas at Arlington

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10:30 a.m. – 12:00 p.m.

Quarterdeck C

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**SESSION C      COVID 19 2**

**Session Chair:**      **Nacasius Ujah**, South Dakota State University

*COVID-19 and Trade Credit Speed of Adjustment*

**Haowen Luo**, Purdue University Fort Wayne

**Discussant:** **Ahmed Alam**, University of New Orleans

*In-kind financing during a pandemic: Trade credit and COVID-19*

**Jagriti Srivastava**, University of Kerala

**Balagopal Gopalakrishnan**, Indian Institute of Management Kozhikode

**Discussant:** **Haowen Luo**, Purdue University Fort Wayne

*Banking risk and return volatility during COVID-19 pandemic*

**Ahmed Alam**, University of New Orleans

**M. Kabir Hassan**, University of New Orleans

**Dung Tran**, Univ Grenoble Alpes

**Discussant:** **Jagriti Srivastava**, University of Kerala

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 3, 2022  
(Thursday)**

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10:30 a.m. – 12:00 p.m.

Chart A

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**SESSION D          Corporate and Social Responsibility 2**

**Session Chair:**      **Dhruba Banjade**, Brenau University

*The Effect of ESG Disclosure on Corporate Investment Efficiency*

**Joonsung Won**, Baruch College

**Discussant: Weiming Zhang**, Chinese University of Hong Kong

*Environmental, Social, and Governance (ESG) scores and Firm Performance*

**Dhruba Banjade**, Brenau University

**John Diltz**, University of Texas Arlington

**Humnath Panta**, Humboldt State University

**Arun Narayanasamy**, University of Northern Iowa

**Discussant: Joonsung Won**, Baruch College

*Green or Brown: Which Overpriced Stock to Short Sell?*

**Weiming Zhang**, Chinese University of Hong

**Discussant: Dhruba Banjade**, Brenau University

---

10:30 a.m. – 12:00 p.m.

Chart B

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**SESSION E          Emerging Markets and Financial Accounting**

**Session Chair:**      **Yuxin Wu**, Boston College

*Will Longer Working Hours Hurt Household Well-Being When Accompanied by Higher Income?  
Evidence from China*

**Pengpeng Yue**, Beijing Technology and Business University

**Aslihan Korkmaz**, Dominican University of California

**Zhichao Yin**, Capital University of Economics and Business

**Haigang Zhou**, Cleveland State University

**Discussant: Yuxin Wu**, Boston College

*Accounting Complexity and Credit Risk Uncertainty*

**Mehdi Khorram**, Louisiana State university

**Pradeep Sapkota**, University of North Texas

**Discussant: Aslihan Korkmaz**, Dominican University of California

*The Spillover Effect of Financial Restatements on Peer Firms' Stock Repurchases*

**Yuxin Wu**, Boston College

**Discussant: Mehdi Khorram**, Louisiana State University

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 3, 2022  
(Thursday)**

10:30 a.m. – 12:00 p.m.

Chart C

**SESSION F      Corporate Social Responsibility and Corporate Governance**

**Session Chair:**      **Min-Jeong Kwon**, Wayne State University

*The Implications of Social Trust on Corporate Social Responsibility: International Evidence*

**Hui Zhu**, Ontario Tech University

**Eva Wagner**, Johannes Kepler University Linz

Discussant: **Md Noman Hossain**, Central Washington University

*Does Ethical Culture Affect Stock Repurchasing?*

**Anand Jha**, Wayne State University

**Manoj Kulchania**, Wayne State University

**Min-Jeong Kwon**, Wayne State University

Discussant: **Hui Zhu**, Ontario Tech University

*Shareholder litigation rights and tax avoidance: evidence from Universal Demand laws*

**Md Noman Hossain**, Central Washington University

Discussant: **Min-Jeong Kwon**, Wayne State University

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**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 3, 2022  
(Thursday)**

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10:30 a.m. – 12:00 p.m.

Kabacoff

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**SESSION G      Asset Pricing 6**

**Session Chair:**      **Thomas Thompson**, University of Texas at Arlington

*Death and Analyst Accuracy: Evidence from the Art Market*

**Spencer Barnes**, Florida State University

**Brandon Mendez**, Florida State University

**Andrew Schrowang**, Florida State University

**Discussant: Yuanyi Zhang**, Louisiana State University

*The Pricing of Continuous and Discontinuous Factor Risks*

**Tobias Hemauer**, University of St. Gallen

**Discussant: Brandon Mendez**, Florida State University

*Applying IPCA to Delta-Vega-Neutral Portfolios*

**Yuanyi Zhang**, Louisiana State University

**Discussant: Tobias Hemauer**, University of St. Gallen

---

10:30 a.m. – 12:00 p.m.

Ascot

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**SESSION H      Corporate Finance 7 and Bankruptcy**

**Session Chair:**      **John Garcia**, California Lutheran University

*CEO Pay-for-Performance Sensitivity & Agency Theory: The Impact of Independent Board*

**Dishant Pandya**, Spalding University

**Ian Van Deventer**, Spalding University

**Discussant: John Garcia**, California Lutheran University

*Off-the-job Managerial Indiscretion and Insider Trading*

**Brandon Cline**, Mississippi State University

**Haoyang Xiong**, Mississippi State University

**Discussant: Dishant Pandya**, Spalding University

*Bankruptcy Prediction Using Synthetic Sampling*

**John Garcia**, California Lutheran University

**Discussant: Haoyang Xiong**, Mississippi State University



**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 12, 2020  
(Thursday)**

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10:30 a.m. – 12:00 p.m.

Newberry

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**SESSION I            Hunting COVID and Alpha**

**Session Chair:**        **Andreas Christopoulos**, Yeshiva University  
*The Effects of Remittances in Alleviating Poverty induced by Covid-19*  
**Esther Castro**, University of Houston-Downtown  
**Juan Castro**, Louisiana College  
**Discussant:** **Thomas Covington**, Auburn University

*15 seconds to alpha: Higher frequency risk pricing for commercial real estate securities*  
**Andreas Christopoulos**, Yeshiva University  
**Joshua Barratt**, Barratt Consulting  
**Discussant:** **Esther Castro**, University of Houston-Downtown

*CEO Sportsmen and Environmental Decisions of the Firm*  
**Thomas Covington**, Auburn University  
**Discussant:** **Andreas Christopoulos**, Yeshiva University

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1:30 p.m. – 3:00 p.m.

Quarterdeck A

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**SESSION A            Asset Pricing 3**

**Session Chair:**        **Idan Hodor**, Monash University

*Asset Pricing Implications of the Mismatch Between Performance Window and Benchmark Duration*  
**Idan Hodor**, Monash University  
**Fernando Zapatero**, Boston University  
**Discussant:** **Muhammed Yona**, Baruch College, The City University of New York

*Firm Characteristics and Stock Price Levels: a Long-Term Discount Rate Perspective*  
**Yixin Che**, University of Rochester  
**Ron Kaniel**, University of Rochester  
**Discussant:** **Idan Hodor**, Monash University

*Social Ties and Predictable Returns*  
**Lin Peng**, Baruch College, The City University of New York  
**Sheridan Titman**, University of Texas at Austin  
**Muhammed Yona**, Baruch College, The City University of New York  
**Dexin Zhou**, Baruch College, The City University of New York  
**Discussant:** **Yixin Chen**, University of Rochester

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 3, 2022  
(Thursday)**

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1:30 p.m. – 3:00 p.m.

Quarterdeck B

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**SESSION B      Corporate Finance 3**

**Session Chair:**      **Christina Zhang**, California State University, Monterey Bay

*The Long-term Impacts of Distressed Bank Loans on Future Loan Spread and Lending Relationship*

**Christina Zhang**, California State University, Monterey Bay

**Discussant: Nomalia Manna**, Fairfield University

*Debt Contract Enforcement and Product Innovation: Evidence from a Legal Reform in India*

**Tanya Jain**, Indian Institute of Management Bangalore

**Rahul Singh**, Ahmedabad University

**Chetan Subramanian**, Indian Institute of Management Bangalore

**Discussant: Christina Zhang**, California State University, Monterey Bay

*Corporate Investments in Startups: CVC unit vs. Direct Investment*

**Sungjoong Kwon**, Wayne State University

**Nomalia Manna**, Fairfield University

**Discussant: Tanya Jain**, Indian Institute of Management Bangalore

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1:30 p.m. – 3:00 p.m.

Quarterdeck C

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**SESSION C      Behavioral Finance 3**

**Session Chair:**      **Karen Smith**, Brandeis University

*Expectations' Formation and Boom-Bust Cycles in Mortgage Lending*

**Karen Smith**, Brandeis University

**Discussant: Md Nazmul Hasan Bhuyan**, North Carolina A&T State University

*The U.S. Investor Sentiment and Stock Returns in the Americas*

**Juan Rodriguez-Nieto**, Drury University

**Discussant: Karen Smith**, Brandeis University

*CEO Marital Status and Capital Allocation Efficiency*

**Md Noman Hossain**, Central Washington University

**Md Nazmul Hasan Bhuyan**, North Carolina A&T State University

**Discussant: Juan Rodriguez-Nieto**, Drury University

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 3, 2022  
(Thursday)**

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1:30 p.m. – 3:00 p.m.

Chart A

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**SESSION D            Market Efficiency 5**

**Session Chair:**        **Priti Verma**, Texas A&M Kingsville

*Feedback, Flow-induced Fire Sales, and Option Returns*

**Han Xiao**, Pennsylvania State University

**Discussant: Artem Malinin**, Florida Atlantic University

*Impact of Non-Normality of Returns on the Informational Efficiency of Stock Prices*

**Ahmed Baig**, Boise State University

**Hassan Butt**, Missouri Southern State University

**Farooq Malik**, Northern Arizona University

**Discussant: Han Xiao**, Pennsylvania State University

*Stock Price Informativeness and Social Capital*

**Artem Malinin**, Florida Atlantic University

**Luis Garcia-Feijoo**, Florida Atlantic University

**Discussant: Hassan Butt**, Missouri Southern State University

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1:30 p.m. – 3:00 p.m.

Chart B

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**SESSION E            Behavioral Finance 2**

**Session Chair:**        **Nacasius Ujah**, South Dakota State University

*Do Managers Use Reference Points? Evidence from Stock Repurchases*

**Nicholas Clarke**, Middle Tennessee State University

**Dylan Norris**, Troy University

**Andrew Schrowang**, Florida State University

**Discussant: Zhongdong Chen**, University of Northern Iowa

*The Endowment Effect and the Trading of Draft Picks in Major Professional U.S. Sports*

**Jeff Hobbs**, Appalachian State University

**Vivek Singh**, University of Michigan, Dearborn

**Discussant: Nicholas Clarke**, Middle Tennessee State University

*The Role of Retail Investors in the Numbers Game: Retail Investor Attention and Earnings Management*

**Zhongdong Chen**, University of Northern Iowa

**Lei Gao**, Mason University

**Justin Lallemand**, Pittsburg State University

**Brett Olsen**, University of Northern Iowa

**Discussant: Jeff Hobbs**, Appalachian State University

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 3, 2022  
(Thursday)**

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1:30 p.m. – 3:00 p.m.

Chart C

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**SESSION F      Corporate Finance 10**

**Session Chair:**      **Daniel Tut**, Ryerson University

*Cash Holdings and Firm-Level Exposure to Epidemic Diseases*

**Daniel Tut**, Ryerson University

**Discussant: Md Noman Hossain**, Central Washington University

*To Delegate or Not to Delegate? On the Quality of Voluntary Corporate Financial Disclosure and Its Market Impacts*

**Yankuo Qiao**, Oakland University

**Discussant: Daniel Tut**, Ryerson University

*CEO Marital Status and Dividend Policy*

**Md Noman Hossain**, Central Washington University

**Monika K. Rabarison**, University of Texas Rio Grande Valley

**Discussant: Yankuo Qiao**, Oakland University

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1:30 p.m. – 3:00 p.m.

Kabacoff

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**SESSION G      Corporate Governance 3**

**Session Chair:**      **Hong Zhou**, University of Massachusetts Boston

*A Good Fit Matters: Evidence from the Impact of Gender Quota on Financial Performance in France*

**Rey Dang**, ISTECH Paris

**Lucia Gao**, University of Massachusetts Boston

**L'Hocine Houanti**, EM Normandie

**Honggang Qiu**, University of Massachusetts Boston

**Linh-Chi Vo**, Catholic University of Lyon

**Discussant: Hong Zhou**, University of Massachusetts Boston

*CEO Network Centrality, Inside Debt, and the Riskiness of Corporate Policies*

**Jing He**, University of Delaware

**Ran Lu-Andrews**, California Lutheran University

**Yin Yu-Thompson**, Oakland University

**Discussant: Lucia Gao**, University of Massachusetts Boston

*Board Diversity and CEO Compensation*

**Hong Zhou**, University of Massachusetts Boston

**Discussant: Ran Lu-Andrews**, California Lutheran University

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 3, 2022  
(Thursday)**

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1:30 p.m. – 3:00 p.m.

Magazine

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**SESSION H            Corporate Finance 15 and International Finance 4**

**Session Chair:**        **Stephanie Yates**, University of Alabama at Birmingham

*How Does Firm Size and Sector Impact Female and Minority Representation in the C-Suite?*

**Stephanie Yates**, University of Alabama at Birmingham

**Discussant: Sun Yong Kim**, Northwestern University

*The Optimal Design of Green Securities*

**Adelina Barbalau**, University of Alberta

**Federica Zeni**, Imperial College of London

**Discussant: Stephanie Yates**, University of Alabama at Birmingham

*US Wealth Shares, the Dollar and Global Risk Premia*

**Sun Yong Kim**, Northwestern University

**Discussant: Federica Zeni**, Imperial College of London

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1:30 p.m. – 3:00 p.m.

Newberry

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**SESSION I            Corporate Governance 6 DONE**

**Session Chair:**        **Megan Rainville**, Missouri State University

*Indirect evergreening using related parties: Evidence from India*

**Nishant Kashyap**, Indian School of Business

**Sriniwas Mahapatro**, Indian Business School

**Prasanna Tantri**, Indian School of Business

**Discussant: Megan Rainville**, Missouri State University

*Impact of Bottom-Up Internal Governance on Risk-Taking and Corporate Decisions*

**Md Raihan Uddin Chowdhury**, University of Texas at El Paso

**Feixue Xie**, University of Texas at El Paso

**Discussant: Sriniwas Mahapatro**, Indian Business School

*Military Independent Directors and Merger Activity*

**Zhe Li**, University of Southern Indiana

**Megan Rainville**, Missouri State University

**Discussant: Feixue Xie**, University of Texas at El Paso

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3:00 p.m. – 3:30 p.m.

Exhibit Hall – St James

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Great Door Prize Drawings take place at **3:15 p.m.** in the Exhibit Area. Must be present to win.

**SOUTHWESTERN FINANCE  
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**March 3, 2022  
(Thursday)**

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3:30 p.m. – 5:00 p.m.

Quarterdeck A

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**SESSION A      Corporate Governance 4**

**Session Chair:**      **Priti Verma**, Texas A&M Kingsville

*Mutual fund performance, side-by-side management, and boards*

**Liang, Sun**, University of North Texas

**Takeshi Nishikawa**, University of North Texas

**Discussant: Christos Giannikos**, Baruch College, City University of New York

*Corporate Governance and the Relevance of Shares with Unequal Voting Rights in Europe*

**Wolfgang Bessler**, University of Hamburg

**Discussant: Liang, Sun**, University of North Texas

*Voting rules, risk, return and firm ownership structure*

**Christos Giannikos**, Baruch College, City University of New York

**Magnus Wiberg**, National Institute of Economic Research

**Discussant: Wolfgang Bessler**, University of Hamburg

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3:30 p.m. – 5:00 p.m.

Quarterdeck B

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**SESSION B      Asset Pricing 4**

**Session Chair:**      **Huan Qiu**, Millsaps College

**2022 Federation of Business Disciplines Distinguished Paper**

**SWFA Best Paper in Financial Markets Track**

*Risk premium relationships between large and small countries: Before, during and after the Great Recession*

**Tai Yi**, SUNY Fredonia

**Kenneth J. Kopecky**, Temple University

**Sean Sehyun Yoo**, Belmont University

**Discussant: Yihui You**, Peking University

*Sovereign credit default swaps and macroeconomic fundamentals*

**Daniele Bianchi**, Queen Mary, University London

**Discussant: Tai Yi**, SUNY Fredonia

*Climate Change Exposure and Stock Return Predictability*

**Yihui You**, Peking University

**Discussant: Daniele Bianchi**, Queen Mary, University London

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 3, 2022  
(Thursday)**

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3:30 p.m. – 5:00 p.m.

Quarterdeck C

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**SESSION C      Fixed Income 1**

**Session Chair:**      **Steven Shu-Hsiu Chen**, Texas A&M International University

*Inflation Volatility Risk and the Cross-section of Corporate Bond Returns*

**Luis Ceballos**, Pennsylvania State University

**Discussant: Steven Shu-Hsiu Chen**, Texas A&M International University

*Dissecting Bond Volatility*

**Jie Cao**, University of Hong Kong

**Tarun Chordia**, Emory University

**Linyu Zhou**, Chinese University Hong Kong

**Discussant: Luis Ceballos**, Pennsylvania State University

*Origination of RMBS: Escape from Crisis or Maintain Reputation?*

**Steven Shu-Hsiu Chen**, Texas A&M Internatinoal University

**Discussant: Steven Shu-Hsiu Chen**, Texas A&M International University

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3:30 p.m. – 5:00 p.m.

Chart A

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**SESSION D      Banking 4**

*The Role of ESG Performance in Banking Efficiency: International Evidence*

**Ahmed Alam**, University of New Orleans

**Hasanul Banna**, Manchester Metropolitan University

**M. Kabir Hassan**, University of New Orleans

**Discussant: Stefan Walz**, Columbia University

*Persistent Risk-Taking and Bank Recovery from the 2007 Financial Crisis*

**Zhongdong Chen**, University of Northern Iowa

**Karen Ann Craig**, Eastern Michigan University

**Alireza Ebrahim**, OCC

**Discussant: Ahmed Alam**, University of New Orleans

*Tracing out Monetary Policy Shocks through Credit Risk Premia*

**Stefan Walz**, Columbia University

**Discussant: Karen Ann Craig**, Eastern Michigan University

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 3, 2022  
(Thursday)**

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3:30 p.m. – 5:00 p.m.

Chart B

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**SESSION E      Cryptocurrency 2**

*Raining Cryptos*

**Luca Liebi**, University of St. Gallen

**Discussant: Mahnaz Paydarzarnaghi**, University of Texas at Arlington

*Uncovering Retail Trading in Bitcoin: The Impact of COVID-19 Stimulus Checks*

**Anantha Divakaruni**, University of Bergen

**Peter Zimmerman**, Federal Reserve Bank of Cleveland

**Discussant: Luca Liebi**, University of St. Gallen

*Crypto-ETFs and Young Investors*

**Mahnaz Paydarzarnaghi**, University of Texas at Arlington

**Nima Vafai**, University of Texas Permian Basin

**David Rakowski**, University of Texas at Arlington

**Discussant: Peter Zimmerman**, Federal Reserve Bank of Cleveland

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3:30 p.m. – 5:00 p.m.

Chart C

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**SESSION F      Behavioral Finance 4**

**Session Chair:      Abhishek Bhardwaj**, New York University

*Number sense, trading decisions and mispricing: An experiment*

**Patrick Roger**, University of Strasbourg

**Tristan Roger**, ICN Business School

**Marc Willinger**, ICN Business School

**Discussant: Sulei Han**, University of Central Florida

*Do Lending Relationships Matter When Loans Are Securitized?*

**Abhishek Bhardwaj**, New York University

**Discussant: Patrick Roger**, University of Strasbourg

*How Does Investor Disagreement Affect Stock Prices? Evidence Based on Changing Investor Disagreement*

**Sulei Han**, University of Central Florida

**Discussant: Abhishek Bhardwaj**, New York University



**SOUTHWESTERN FINANCE  
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**March 3, 2022  
(Thursday)**

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3:30 p.m. – 5:00 p.m.

Kabacoff

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**SESSION G      Corporate Finance 4**

*Litigating Payouts or Not? Evidence from Quasi-natural Experiments*

**Huilin Zhang**, Independent

**Xiaoran Ni**, Xiamen University

**Discussant: Jie Zhang**, Trent University

*Political Favor and Value of Corporate Cash Holdings*

**Humnath Panta**, Humboldt State University

**Ramesh Adhikari**, Humboldt State University

**Arun Narayanasamy**, University of Northern Iowa

**Discussant: Xiaoran Ni**, Xiamen University

*Share Pledging and Corporate Securities Fraud*

**Lawrence Kryzanowski**, Concordia University

**Mingyang Li, Zhongnan**, University of Economics and Law

**Sheng Xu, Zhongnan**, University of Economics and Law

**Jie Zhang**, Trent University

**Discussant: Humnath Panta**, Humboldt State University

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3:30 p.m. – 5:00 p.m.

Newberry

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**SESSION H      Investments 5**

**Session Chair:      Catalina Hurwitz**, SUNY Oneota

*Do Stockholders Care About Central Banks in the Corporate Debt Market? Evidence from ECB's Purchases*

**Gustav Finne**, Hanken School of Economics

**Toni Sundqvist**, Hanken School of Economics

**Discussant: Herminio Romero-Perez**, University of Puerto Rico at Carolina

*Index Fund Trading Costs are Inversely Related to Fund and Family Size*

**John Adams**, University of Texas at Arlington

**Darren Hayunga**, University of Georgia

**Sattar Mans**, Virginia Tech

**Discussant: Gustav Finne**, Hanken School of Economics

*Does leverage pays off? The case of equity-leveraged mutual funds*

**Javier Rodriguez**, University of Puerto Rico

**Herminio Romero-Perez**, University of Puerto Rico at Carolina

**Discussant: John Adam**, University of Texas at Arlington

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 3, 2022  
(Thursday)**

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5:30 p.m. – 7:00 p.m.

Exhibit Hall – St James

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7:00 p.m. – 10:00 p.m.

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**SOUTHWESTERN FINANCE  
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**March 4, 2022  
(Friday)**

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7:00 a.m. – 8:30 a.m.

River Room

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**SWFA Board Meeting and Breakfast  
(Board Members and Invited Guests Only)**

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8:30 a.m. – 10:00 a.m.

Quarterdeck A

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**SESSION A      Corporate Governance 5**

**Session Chair:**      **Jiawei Wang**, University of Iowa  
*The Effects of Governance Quality on the Stability of Equity Markets: Evidence from Cross-Listed Securities*

**David Yechiam Aharon**, Ono Academic College

**Ahmed Baig**, Boise State University

**Jared DeLisle**, Utah State University

**Discussant: Huan Qui**, Milsaps College

*Boardroom Networks and Corporate Investment*

**Suyong Song**, University of Iowa

**Jiawei Wang**, University of Iowa

**Discussant: Ahmed Baig**, Boise State University

*CEO Social Capital and the Value Relevance of Accounting Figures*

**Mike Luehling**, Louisiana Tech University

**William McCumber**, Louisiana Tech University

**Huan Qui**, Milsaps College

**Discussant: Jiawei Wang**, University of Iowa

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8:30 a.m. – 10:00 a.m.

Quarterdeck B

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**SESSION B      Cryptocurrency 1**

**Session Chair:**      **Peter Mueller**, University of Oklahoma

*Does Bitcoin help for hedging? The analysis of Bitcoin in portfolio-based approach*

**Phuvadon Wuthisatian**, Hastings College

**Jennifer Brodmann**, California State University Dominguez Hills

**Discussant: Antonio Doblas-Madrid**, Michigan State University

*The public blockchain ecosystem: An empirical analysis*

**Felix Irresberger**, Durham University

**Kose John**, New York University

**Peter Mueller**, University of Oklahoma

**Fahad Saleh**, Wake Forest University

**Discussant: Phuvadon Wuthisatian**, Hastings College

*Crypto Bubbles: Timing is Everything*

**Luis Araujo**, Michigan State University

**Antonio Doblas-Madrid**, Michigan State University

**Discussant: Peter Mueller**, University of Oklahoma

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 4, 2022  
(Friday)**

8:30 a.m. – 10:00 a.m.

Quarterdeck C

**SESSION C      Portfolio Management 1**

**Session Chair:**      **Abhishek Bhardwaj**, NYU Stern School of Business

*Workplace Automation and Portfolio Choice*

**Abhishek Bhardwaj**, NYU Stern School of Business

**Saptarshi Mukherjee**, Northeastern University

**Discussant: Yi-Ju Chien**, University of Texas at Arlington

*Mutual Funds Picking Crashes*

**Prince Asamoah**, City University of Hong Kong

**Discussant: Abhishek Bhardwaj**, NYU Stern School

*Killing George Floyd Changed How Mutual Fund Managers are Hired*

**John Adams**, University of Texas at Arlington

**Long Thai Bui**, University of Texas at Arlington

**Yi-Ju Chien**, University of Texas at Arlington

**Discussant: Prince Asamoah**, City University of Hong Kong

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ASSOCIATION**

**March 4, 2022  
(Friday)**

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8:30 a.m. – 10:00 a.m.

Chart A

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**SESSION D      Banking 5**

**Session Chair:**      **Jing Ao**, Kent State University

*Board diversity and green finance: What matters for the global Banking sector?*

**Hassan Bataineh**, University of New Orleans

**Rashedul Hasan**, Coventry University

**M. Kabir Hassan**, University of New Orleans

**Discussant: Tirupam Goel**, Bank of International Settlements

*Shadow Banking, Asset Allocation, and Bank Performance*

**Jing Ao**, Kent State University

**Eric Johnson**, Kent State University

**Discussant: Hassan Bataineh**, University of New Orleans

*Banking Industry Dynamics and Size-Dependent Capital Regulation*

**Tirupam Goel**, Bank of International Settlements

**Discussant: Jing Ao**, Kent State University

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8:30 a.m. – 10:00 a.m.

Chart B

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**SESSION E      Corporate Finance 5**

**Session Chair:**      **Huan Qiu**, Milsaps College

*The Role of Stock Indices in Analyst Career Outcomes*

**Stefan Pohl**, Swiss Finance Institute, University of Zurich.

**Discussant: Tirupam Goel**, Bank for International Settlements

*Sovereign Wealth Funds and Relationship Lending: Evidence from Syndicated Loan*

**Feiyu Liu**, West Virginia University

**Discussant: Stefan Pohl**, Swiss Finance Institute, University of Zurich

*Credit Constrained Firms and Government Subsidies: Evidence from a European Union Program*

**Tirupam Goel**, Bank for International Settlements

**Discussant: Feiyu Liu**, West Virginia University

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 4, 2020  
(Friday)**

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8:30 a.m. – 10:00 a.m.

Chart C

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**SESSION F            Market Efficiency 6**

*Stock price crash risk: A critique of the agency theory viewpoint*

**Panayiotis Andreou**, Cyprus University of Technology  
**Neophytos Lambertides**, Cyprus University of Technology,  
**Marina Magidou**, University of Central Lancashire  
**Discussant: Nasim Sabah**, Framingham State University

*Real-Time Predictability of Mutual Fund Performance Predictors*

**Yu Xia**, McGill University  
**Discussant: Panayiotis Andreou**, Cyprus University of Technology

*Labor Matching and Equity Prices*

**Nasim Sabah**, Framingham State University  
**Discussant: Yu Xia**, McGill University

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8:30 a.m. – 10:00 a.m.

Leeward

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**SESSION G            Asset Pricing 5**

**Session Chair:        Huan Qiu**, Millsaps College

*The Construction and Pricing of Synthetic Bermuda Options*

**Daryl Ono**, Occidental College  
**Efstathia Korkou**, York College CUNY  
**Discussant: Chaehyun Pyun**, University of Georgia

*Factor Model Comparisons with Conditioning Information*

**Wayne Ferson**, University of Southern California  
**Andrew Siegel**, University of Washington  
**Junbo Wang**, Louisiana State University  
**Discussant: Efstathia Korkou**, York College CUNY

*Social Investing and Hype in the Stock Market*

**Chaehyun, Pyun**, University of Georgia  
**Discussant: Junbo Wang**, Louisiana State University

**SOUTHWESTERN FINANCE  
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**March 4, 2022  
(Friday)**

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8:30 a.m. – 10:20 a.m.

Kabacoff

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**SESSION H      Mergers and Acquisitions 5**

**Session Chair:**      **Priti Verma**, Texas A&M Kingsville

*Impact of State-owned Enterprises on U.S. Competitors*

**M. Kabir Hassan**, University of New Orleans

**Tahsin Huq**, University of New Orleans

**Reza Houston**, Ball State University

**Mohammad Sydul Karim**, University of New Orleans

**Discussant: Siti Farida**, University Birmingham

*Managing Climate Change Risks: Sea Level Rise and Mergers and Acquisitions*

**Chen Shen**, University of North Carolina at Charlotte

**Discussant: Tahsin Huq**, University of New Orleans

*M&As and Innovation: Empirical Evidence from Acquiring Public versus Private Targets*

**Siti Farida**, University Birmingham

**Discussant: Chen Shen**, University of North Carolina at Charlotte

---

8:30 a.m. – 10:00 a.m.

Commerce

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**SESSION I      Covid, Crypto and Commodities**

**Session Chair:**      **Linus Wilson**, University of Louisiana at Lafayette

*The impact of commodities and global stock prices on the idiosyncratic risk of Bitcoin during the COVID pandemic*

**Edgardo Cayon**, CESA

**Discussant: Shuming Bai**, McNeese State University

*GPU Prices and Cryptocurrency Returns*

**Linus Wilson**, University of Louisiana at Lafayette

**Discussant: Edgardo Cayon**, CESA

*The Impact of COVID-19 on the U.S. Airline Companies*

**Shuming Bai**, McNeese State University

**Discussant: Linus Wilson**, University of Louisiana at Lafayette

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**March 4, 2022  
(Friday)**

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10:00 a.m. - 10:30 a.m.

Exhibit Hall – St James

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Great Door Prize Drawings take place at **10:15 a.m.** in the Exhibit Area. *Must be present to win.*

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10:30 a.m. – 12:00 p.m.

Quarterdeck A

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**SESSION A      Real Estate**

*Innovation and Housing Costs*

**Roger White**, Arizona State University

**Discussant: Simon Stehle**, University of Konstanz

*Housing Affordability and Household Mobility*

**Dimuthu Ratnadiwakara**, Louisiana State University

**Santoshi Rimal**, Louisiana State University

**Discussant: Roger White**, Arizona State University

*How do assessed values affect transaction prices of homes?*

**Simon Stehle**, University of Konstanz

**Discussant: Santoshi Rima**, Louisiana State University

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(Friday)**

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10:30 a.m. – 12:00 p.m.

Quarterdeck B

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**SESSION C            Investments 1**

**Session Chair:**     **Difang Huang**, Monash University

*Cross-Sectional Uncertainty and Aggregate Stock Returns*

**Difang Huang**, Monash University

**Deshui Yu**, Hunan University

**Discussant: Sukhun Lee**, Loyola University Chicago

*Do Retail Investors Matter?*

**Shibo Bian**, Shanghai University of Finance and Economics

**Feng Li**, Shanghai Advanced Institute of Finance

**Zhipeng Yan**, New Jersey Institute of Technology

**Discussant: Difang Huang**, Monash University

*Microfinance Institutions and Diversification Benefits to Global Investors*

**Ki Han**, Suffolk University

**Sukhun Lee**, Loyola University Chicago

**David Suk**, Rider University

**Hyunmo Sung**, Handong Global University

**Discussant: Zhipeng Yan**, New Jersey Institute of Technology

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10:30 a.m. – 12:00 p.m.

Quarterdeck C

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**SESSION D            Market Efficiency 1**

*Tomorrow Is Another Day: Stocks Active Mutual Funds Overweight Predict the Next-Day Market*

**Shuaiyu Chen**, Purdue University

**Yixin Chen**, University of Rochester

**Randolph Cohen**, Harvard Business School

**Discussant: Selma Izadi**, Tennessee State University

*Does the market watch 60 Minutes?*

**Manuel Lobato**, University of Puerto Rico

**Javier Rodriguez**, University of Puerto Rico

**Herminio Romero-Perez**, University of Puerto Rico at Carolina

**Discussant: Yixin Chen**, University of Rochester

*Does weekend effect still exist in capital markets*

**Selma Izadi**, Tennessee State University,

**Discussant: Herminio Romero-Perez**, University of Puerto Rico at Carolina

**SOUTHWESTERN FINANCE  
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**March 4, 2022  
(Friday)**

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10:30 a.m. – 12:00 p.m.

Chart A

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**SESSION E            Market Microstructure**

**Session Chair:**     **Jiwei Chen**, Mississippi State University

*Trading Volume Shares and Market Quality: Pre- and Post-Zero Commission*

**Pankaj Jain**, University of Memphis

**Suchismita Mishra**, Florida International University

**Shawn O'Donoghue**, Independent

**Le Zhao**, Florida International University

**Discussant: Wei-Xuan Li**, Stockton University

*Insider Trading amidst Political Uncertainty*

**Jiwei Chen**, Mississippi State University

**Discussant: Le Zhao**, Florida International University

*Informed trading in index options during the COVID-19 pandemic period*

**Wei-Xuan Li**, Stockton University

**Joseph French**, University of Northern Colorado

**James Nguyen**, Texas A&M Texarkana

**Discussant: Jiwei Chen**, Mississippi State University

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10:30 a.m. – 12:00 p.m.

Chart B

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**SESSION F            Market Microstructure and Volatility**

*Carbon Emissions, Institutional Trading, and the Liquidity of Corporate Bonds*

**Jie Cao**, Chinese University of Hong Kong

**Yi Li**, Federal Reserve Board

**Xintong Zhan**, Chinese University of Hong Kong

**Weiming Zhang**, Chinese University of Hong Kong

**Linyu Zhou**, Chinese University of Hong Kong

**Discussant: Yajie Wang**, University of Rochester

*How does the Robinhood investor trade? A study at the intraday level*

**Clément Aymard**, HEC

**Discussant: Linyu Zhou**, Chinese University of Hong Kong

*Fluctuations in Volatility, Financial Frictions, and Unemployment*

**Yajie Wang**, University of Rochester

**Discussant: Clément Aymard**, HEC

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**March 4, 2022  
Friday**

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10:30 a.m. – 12:00 p.m.

Chart C

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**SESSION G          Corporate Finance 6**

*Risk Management and the Choice between Secured and Unsecured Debt - Evidence from Natural Experiment*

**Kyuyoung Oh**, University of Kentucky

**Discussant: Pil-Seng Lee**, University of Texas at Dallas

*Earnings Management Around Reverse Stock Splits*

**Shrikant Jategaonkar**, Southern Illinois University Edwardsville

**Yuan Shi**, Penn State Great Valley

**Xiaoxiao Song**, Southern Illinois University Edwardsville

**Discussant: Kyuyoung Oh**, University of Kentucky

*How Does Hedge Fund Activism Reengineer Corporate Culture?*

**Pil-Seng Lee**, University of Texas at Dallas

**Discussant: Shrikant Jategaonkar**, Southern Illinois University Edwardsville

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10:30 a.m. – 12:00 p.m.

Leeward

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**SESSION H          Portfolio Management 2**

*Incentives of Fund Managers and Precautionary Fire Sales*

**Saptarshi Mukherjee**, Northeastern University

**Kose John**, New York University

**Abhishek Bhardwaj**, New York University

**Discussant: Matteo Binfare**, University of Missouri

*Should Investors Defer Long-Term Gains in Taxable Stock Portfolios?*

**Jeff Whitworth**

**Discussant: Saptarshi Mukherjee**, Northeastern University

*Doing Good and Doing it With (Investment) Style*

**Matteo Binfare**, University of Missouri

**Kyle Zimmerschied**, University of Missouri

**Discussant: Jeff Whitworth**, University of Houston Clear Lake

**SOUTHWESTERN FINANCE  
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**March 4, 2022  
(Friday)**

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10:30 a.m. – 12:00 p.m.

Kabacoff

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**SESSION I          Corporate Governance 2**

**Session Chair:**      **William McCumber**, Louisiana Tech University

*CEO-Board Social Connections and Seasoned Equity Offerings*

**Md Nazmul Hasan Bhuyan**, North Carolina A&T University

**Maimuna Akter**, Florida Atlantic University

**Discussant: William McCumber**, Louisiana Tech University

*Specialization Effect of Non-technological Strategic Alliances on Innovation*

**Nur Al Faisal**, Louisiana State University

**Miaomiao Yu**, Louisiana State University

**Discussant: Md Nazmul Hasan Bhuyan**, North Carolina A&T University

*CEO Networks and Shareholder Litigation*

**William McCumber**, Louisiana Tech University

**Lingna Sun**, Louisiana Tech University

**Discussant: Nur Al Faisal**, Louisiana State University

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10:30 a.m. – 12:00 p.m.

Commerce

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**SESSION J          Asset Pricing 2**

**Session Chair:**      **Priti Verma**, Texas A&M Kingsville

*Size, Value and Volatility*

**Stanley Peterburgsky**, Brooklyn College

**Discussant: Sarah AITalafha**, University of New Orleans

*Short Selling Bans and Limits to Regulatory Arbitrage in a Multi-Market Setting*

**Yu Hu**, The University of Texas at El Paso

**Pankaj K. Jain**, The University of Memphis

**Suchi Mishra**, Florida International University

**Robinson Reyes Pena**, Florida International University

**Discussant: Stanley Peterburgsky**, Brooklyn College

*The effect of conditional volatility, skewness, and kurtosis on interest rates*

**Sarah AITalafha**, University of New Orleans

**Neal Maroney**, University of New Orleans

**Discussant: Robinson Reyes Pena**, Florida International University

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**March 4, 2022  
(Friday)**

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10:30 a.m. – 12:00 p.m.

Ascot

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**SESSION K      Banking 7**

**Session Chair:**      **Jiayuan Tian**, University of New Orleans

*Correlated Default Risk and the Cost of Bank Loans*

**Theophilus Osah**, University of Texas Rio Grande Valley

**Siamak Javadi**, University of Texas Rio Grande

**Discussant: Noah Urban**, University of Duisburg-Essen

*Do politically connected banks perform better in a democratic environment?*

**Jiayuan Tian**, University of New Orleans

**Discussant: Theophilus Osah**, University of Texas Rio Grande Valley

*Credit Risk Modeling in the Age of Machine Learning*

**Martin Hibbeln**, University of Duisburg-Essen

**Raphael Kopp**, University of Duisburg-Essen

Discussant: **Jiayuan Tian**, University of New Orleans

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12:00 p.m. – 1:30 p.m.

St Charles

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**March 4, 2022  
(Friday)**

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1:45 p.m. – 3:15 p.m.

Quarterdeck A

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**SESSION A            Mergers and Acquisitions 1**

**Session Chair:**     **Leonid Pugachev**, Rochester Institute of Technology

*Determinants of bank M&A success in the Asia-Pacific region*

**Sascha Kolaric**, Technical University of Darmstadt

**Florian Kiesel**, Grenoble Ecole de Management

**Dirk Schiereck**, Technische Universität Darmstadt

**Discussant: Emily Huang**, California State University, Chico

*Market deposit-loan imbalances and bank M&A outcomes*

**Leonid Pugachev**, Rochester Institute of Technology

**Discussant: Sascha Kolaric**, Technical University of Darmstadt

*Investor Inattention and Managerial Opportunism: Evidence from Private Acquisitions*

**Emily Huang**, California State University, Chico

**Qingzhong Ma**, California State University, Chico

**Athena Wei Zhang**, California State University, Chico

**Discussant: Leonid Pugachev**, Rochester Institute of Technology

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1:45 p.m. – 3:15 p.m.

Quarterdeck B

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**SESSION B            Investments 2**

*Corporate Social Responsibility Investments: Do Risk-Taking Attitudes Play a Role?*

**Chu Chen**, Texas A&M University -Commerce

**Discussant: Abdullah Noman**, University of North Carolina at Pembroke

*Retail Investor Attention, Information Asymmetry, and Stock Return Predictability*

**Zhongdong Chen**, University of Northern Iowa

**Karen Ann Craig**, Eastern Michigan University

**Lei Gao**, George Mason University

**Discussant: Chu Chen**, Texas A&M University -Commerce

*Forecasting Stock Returns with Sum-of-the-Parts Methodology: Further Evidence*

**Mahtab Athari**, Mercyhurst University

**Atsuyuki Naka**, University of New Orleans

**Abdullah Noman**, University of North Carolina at Pembroke

**Discussant: Zhongdong Chen**, University of Northern Iowa

**SOUTHWESTERN FINANCE  
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**March 4, 2022  
(Friday)**

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1:45 p.m. – 3:15 p.m.

Quarterdeck C

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**SESSION C      Real Estate and Retirement Issues**

**Session Chair:**      **David Nickerson**, Ryerson University

*Adverse Selection, Concentration and Efficiency in Secondary Mortgage Markets*

**David Nickerson**, Ryerson University

**Discussant:** **Tural Karimli**, Frankfurt School of Finance and Management

*Evaluating The Performance of Real Estate Investment Trusts*

**Srinidhi Kanuri**, University of Southern Mississippi

**Davinder Malhotra**, Thomas Jefferson University

**Jing Zhang Thomas**, Jefferson University

**Discussant:** **David Nickerson**, Ryerson University

*Opioids Epidemic and Mortgage Default*

**Tural Kariml**, Frankfurt School of Finance and Management

**Discussant:** **Davinder Malhotra**, Thomas Jefferson University

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1:45 p.m. – 3:15 p.m.

Chart A

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**SESSION D      Central Banking 1**

**Session Chair:**      **Biljana Gilevska**, Universidad Carlos III de Madrid

*Liquidity Stress, ECB's Interventions, and Sovereign Creditworthiness: The Rise of the Black Swan*

**Mehdi Janbaz**, University of Udine and University of Trieste

**Discussant:** **Nacasius Ujah**, South Dakota State University

*The ECB's Extraordinary Monetary Policy Measures from 2011 to 2018: How important were these policies compared to the usual factors affecting banks' investment choices?*

**Gerald Dwyer**, Wilbur O. and Ann Powers College of Business, Clemson University

**Biljana Gilevska**, Universidad Carlos III de Madrid

**Maria Nieto**, Banco de Espana

**Margarita Samartin**, Universidad Carlos III de Madrid

**Discussant:** **Mehdi Janbaz**, University of Udine and University of Trieste

*Economic Policy Uncertainty and Firm Efficiency*

**Renee Oyotode -Adebile**, Northwest Missouri State University

**Augustine Tarkom**, Texas A&M International University

**Nacasius Ujah**, South Dakota State University

**Discussant:** **Biljana Gilevska**, Universidad Carlos III de Madrid

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**March 4, 2022  
(Friday)**

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1:45 p.m. – 3:15 p.m.

Chart B

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**SESSION E            Market Efficiency 2**

**Session Chair:**     **Ivelina Pavlova**, University of Houston Clear Lake

*Pre-announcement Premium*

**George Jiang**, Washington State University

**Guanzhong Pan**, Washington State University

**Zhigang Qiu**, Renmin University of China

**Discussant: Ivelina Pavlova**, University of Houston Clear Lake

*Post-Earnings Announcement Drift: An Event Study Analysis*

**Yixun Zhou**, Rutgers Business School

**Discussant: George Jiang**, Washington State University

*The Sell-in-May Effect in ESG Indices*

**Ivelina Pavlova**, University of Houston Clear

**Jeff Whitworth**, University of Houston Clear

**Maria de Boyrie**, New Mexico State University

**Discussant: Yixun Zhou**, Rutgers Business School

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1:45 p.m. – 3:15 p.m.

Chart C

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**SESSION F            Corporate Finance 7 done**

**Session Chair:**     **Yuxin Wu**, Boston College

*The Impact of Dynamic Firm Life Cycles on Stock Repurchases and Firms' Post-Repurchase Performances*

**Yuxin Wu**, Boston College

**Discussant: Megnan Zhu**, Brandeis University International Business School

*Does a Financial Crisis Impair Corporate Innovation?*

**Masami Imai**, Wesleyan University

**Michiru Sawada**, Nihon University

**Discussant: Yuxin Wu**, Boston College

*Does the Confidential IPO Registration Process Create Value?*

**Megnan Zhu**, Brandeis University International Business School

**Discussant: Masami Imai**, Wesleyan University



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**March 4, 2022  
(Friday)**

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1:45 p.m. – 3:15 p.m.

Leeward

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**SESSION G          Fixed Income 4**

**Session Chair:**      **James Philpot**, Missouri State

*The effect of labor unions on municipal bonds*

**Yunhui Han**, University of Utah

**Huayi Tang**, University of Utah

**Discussant: Stefano Pegoraro**, University of Notre Dame

*From Rating to Investing: Do Credit Rating Analysts Outperform in Bond Fund Management?*

**Xiaolu Hu**, RMIT University

**Haoyi Luo**, University of Melbourne

**Zijin Xu**, University of Melbourne

**Discussant: Yunhui Han**, University of Utah

*Issuance and Valuation of Corporate Bonds with Quantitative Easing*

**Stefano Pegoraro**, University of Notre Dame

**Mattia Montagna**, European Central Bank

**Discussant: Haoyi Luo**, University of Melbourne

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1:45 p.m. – 3:15 p.m.

Kabacoff

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**SESSION H          Covid, Risk and CEO Tenure**

*Disaster Risk, Politicians, Firms, and Capital Exuding: A New Role of Stock Market Participation*

**Art Durnev**, University of Iowa

**Discussant: Dong Hyun Kim**, Ohio Northern University

*What do We Know about the Emergency Lending Facilities of the Fed during the Financial Crisis of 2007-2008 and the Covid-19 Pandemic?*

**Mujtaba Zia**, University of North Texas at Dallas

**Hiro Nishi**, University of North Texas at Dallas

**Discussant: Art Durnev**, University of Iowa

*Should I Stay or Should I Go: An Examination of CEO Tenure and Outside Employment Opportunities*

**Daewoung Choi**, Louisiana State University Shreveport

**Dong Hyun Kim**, Ohio Northern University

**Justin Lord**, Louisiana State University Shreveport

**Lukai Yang**, University of Alabama

**Discussant: Dong Hyun Kim**, Ohio Northern University

**SOUTHWESTERN FINANCE  
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**March 4, 2022  
(Friday)**

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1:45 p.m. – 3:15 p.m.

Windward

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**SESSION I      Market Microstructure and Macro Finance**

**Session Chair:**      **Ying Huang**, University of South Alabama

*The Credit Card and Small Business Lending Channels of Monetary Policy*  
**Maximillian Littlejohn**, Millsaps College

*Social Media Sentiment and the Stock Market*  
**Amir Fekrazad**, Texas A&M University-San Antonio  
**Syed Harun**, Texas A&M University-San Antonio  
**Naafey Sardar**, Texas A&M University-San Antonio  
**Discussant: Maximillian Littlejohn**, Millsaps College

*Public Auction Versus Private Negotiation in Residential Property Sales*  
**Ying Huang**, University of South Alabama  
**Reid Cummings**, University of South Alabama  
**Ronald Spahr**, University of Memphis  
**Mark Sunderman**, University of Memphis  
**Discussant: Syed Harun**, Texas A&M University-San Antonio

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1:45 p.m. – 3:15 p.m.

Commerce

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**SESSION J      Behavioral Finance 6**

**Session Chair:**      **Aslihan Korkmaz**, Dominican University of California

*Earnings Expectation and Interactive Discussion with Corporate Insiders*  
**Kotaro Miwa**, Kyushu University  
**Discussant: Angie Wang**, The Chinese University of Hong Kong

*Racial Discrimination in Markets: Evidence from Horse Racing*  
**Spencer Barnes**, Florida State University  
**Discussant: Kotaro Miwa**, Kyushu University

*From Words to Syntax: Identifying Context-specific Information in Textual Analysis*  
**Sean Cao**, Georgia State University  
**Yongtae Kim**, Santa Clara University  
**Angie Wang**, The Chinese University of Hong Kong  
**Houping Xiao**, Georgia State University  
**Discussant: Spencer Barnes**, Florida State University

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**March 4, 2022  
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1:45 p.m. – 3:15 p.m.

Windsor

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**SESSION K          Corporate Finance 12**

**Session Chair:**      **Yinghong Zhang**, University of Central Oklahoma

*Firm-Level Physical Risk of Climate Change: Evidence from Extreme Climate Events*

**Li Ai**, University of Massachusetts Boston

**Lucia Gao**, University of Massachusetts Boston

**Discussant: Yinghong Zhang**, University of Central Oklahoma

*Homophily and corporate decisions: evidence from mergers and acquisitions*

**Stefano Bonini**, Stevens Institute of Technology

**Discussant: Li Ai**, University of Massachusetts Boston

*Customer Concentration and Debt Financing Choice*

**Bambi Hora**, University of Central Oklahoma

**Paula Sanders**, University of Central Oklahoma

**Yinghong Zhang**, University of Central Oklahoma

**Discussant: Stefano Bonini**, Stevens Institute of Technology

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1:45 p.m. – 3:15 p.m.

Newberry

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**SESSION L          Corporate Finance 13**

**Session Chair:**      **Jiawei Wang**, University of Iowa

*Customer-Supplier Relationships and Non-linear Financial Policy Response*

**Kacheng Wong**, Peking University

**Longkai Zhao**, Guanghua School of Management

**Discussant: Reza Houston**, Ball State University

*Optimal Investment, Tobin's  $q$ , and Cash Flow: Does Unobserved Productivity Matter?*

**Kyoo il Kim**, Michigan State University

**Suyong Song**, University of Iowa

**Jiawei Wang**, University of Iowa

**Discussant: Kacheng Wong**, Peking University

*Corporate Value Creation and the Award of Procurement Contracts*

**Stephen Ferris**, Ball State University

**Reza Houston**, Ball State University

**Blake Rayfield**, Northern Arizona University

**Discussant: Jiawei Wang**, University of Iowa

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3:00 p.m. - 3:30 p.m.

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**March 4, 2022  
(Friday)**

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3:30 p.m. – 5:00 p.m.

Quarterdeck A

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**SESSION A      Mergers and Acquisitions 2**

**Session Chair:**      **Bradley Stevenson**, Bellarmine University

*Acquirer Efficiency and the Bank Acquisition Discount*  
**Aigbe Akhigbe**, University of Miami University of Central Florida  
**Bradley Stevenson**, Bellarmine University  
**Ann Marie Whyte**  
**Discussant: Andrew Lynch**, University of Arkansas

*Does the volatility around merger and acquisition announcements*  
**Patty Bick**, University of Nebraska – Omaha  
**Matthew Crook**, University of Mississippi  
**Andrew Lynch**, University of Arkansas  
**Discussant: Bradley Stevenson**, Bellarmine University

*M&A Capability and Long-Term Firm Performance*  
**Eduardo Vinocur**, Rollins College  
**Halil Kiyamaz**, Rollins College  
**Misty Loughry**, Rollins College  
**Discussant: Bradley Stevenson**, Bellarmine University

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3:30 p.m. – 5:00 p.m.

Quarterdeck B

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**SESSION B      Investments 3**

**Session Chair:**      **Robinson Reyes Pena**, Florida International University

*Retail Investor Attention and Retail Investor Base: A Test of the Investor Recognition Hypothesis*  
**Zhongdong Chen**, University of Northern Iowa Eastern Michigan University  
**Karen Ann Craig**, Eastern Michigan University  
**Discussant: David Brown**, University of Florida

*Mean-Variance Market Timing the U.S. Stock Market*  
**Luca Pezzo**, University of New Orleans  
**Discussant: Karen Ann Craig**, Eastern Michigan University

*Discount Rates and Asset Returns: Implications for Endowment Strategies*  
**David Brown**, University of Florida  
**Discussant: Luca Pezzo**, University of New Orleans

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**March 4, 2022  
(Friday)**

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3:30 p.m. – 5:00 p.m.

Quarterdeck C

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**SESSION C      Finance Law and International Finance**

**Session Chair:**      **Pritam Saha**, Texas Tech University

*SEC Reforms of Floating NAV and the Lending Behavior of Money Market Funds*

**Pritam Saha**, Texas Tech University

**Discussant: Jun Chen**, University of California San Diego

*Policy Opacity*

**William Cassidy**, University of Chicago

**Discussant: Pritam Saha**, Texas Tech University

*One Country, Two Markets: The Spillover Effect of Earnings Management*

**Jun Chen**, University of California, San Diego

**Yibin Liu**, University of California, San Diego

**Discussant: William Cassidy**, University of Chicago

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3:30 p.m. – 5:00 p.m.

Chart A

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**SESSION D      Market Efficiency 3 and Overconfidence**

**Session Chair:**      **Syed Harun**, Texas A&M University-San Antonio

*Can a momentum strategy outperform the S&P 500 index in a retirement plan?*

**Akhtar Lodgher**, Texas A&M University-San Antonio

**Syed Harun**, Texas A&M University-San Antonio

**Discussant: Tianchen Zhao**, University of Maryland

*Divergent Opinions on Social Media*

**Kotaro Miwa**, Kyushu University

**Discussant: Syed Harun**, Texas A&M University-San Antonio

*Managerial Overconfidence and Corporate Credit Ratings*

**Tianchen Zhao**, University of Maryland

**Discussant: Kotaro Miwa**, Kyushu University

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 4, 2022  
(Friday)**

---

3:30 p.m. – 5:00 p.m.

Chart B

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**SESSION E      Commodities and Contagion**

**Session Chair:**      **Natee Amornsiripanitch**, Federal Reserve Bank of Philadelphia

*Do pre-IPO investments generate information advantages? Evidence from mutual funds*

**Julie Ngo**, Auburn University

**Discussant: Darshana Palkar**, Nova Southeastern University

*Bond Insurance and Public Sector Employment*

**Natee Amornsiripanitch**, Federal Reserve Bank of Philadelphia

**Discussant: Julie Ngo**, Auburn University

*The Spillover Effects of Financial Misconduct on The Value of Cash of Peer Firms*

**Darshana Palkar**, Nova Southeastern University

**Discussant: Natee Amornsiripanitch**, Federal Reserve Bank of Philadelphia

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3:30 p.m. – 5:00 p.m.

Chart C

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**SESSION F      Macro-Finance 1**

**Session Chair:**      **Melih Firat**, Johns Hopkins University

*CEO Overconfidence and Intangible Corporate Investments*

**Lingyan Yang**, Arizona State University

**Discussant: Melih Firat**, Johns Hopkins University

*The Inelastic Market: Stockholder Wealth, Consumption Share and Belief*

**Xiaoyu Zong**, Heriot-watt University

**Discussant: Lingyan Yang**, Arizona State University

*US Monetary Policy Shock Spillovers: Evidence from Firm-Level Data*

**Melih Firat**, Johns Hopkins University

**Discussant: Xiaoyu Zong**, Heriot-watt University

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 4, 2022  
(Friday)**

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3:30 p.m. – 5:00 p.m.

Leeward

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**SESSION G      Corporate Finance 8**

*Do Powerful CEOs Make Efficient Investment Decisions?*

**Md Raihan Uddin Chowdhury**, University of Texas at El Paso

**Feixue Xie**, University of Texas at El Paso

**Discussant: Aslihan Korkmaz**, Dominican University of California

*Bankruptcy Prediction of Privately Held SMEs Using Feature Selection Methods*

**Florentina Paraschiv**, Zeppelin University

**Markus Schmid**, University of St. Gallen

**Ranik Wahlstrøm**, Norwegian University of Science and Technology

**Discussant: Feixue Xie**, University of Texas at El Paso

*Social Injustice and Corporate Innovation*

**Aslihan Korkmaz**, Dominican University of California

**Erdem Ucar**, California State University Fullerton

**Discussant: Ranik Wahlstrøm**, Norwegian University of Science and Technology

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3:30 p.m. – 5:00 p.m.

Kabacoff

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**SESSION H      Insurance and Risk Management 1**

**Session Chair: Steven Shu-Hsiu Chen**, Texas A&M International University

*An Examination of Life Insurer Share Price Behavior Surrounding COVID-19 Death Announcements (Part I)*

**Seongsu David Kim**, St. Cloud State University

**Swarn Chatterjee**, University of Georgia

**Joseph Haley**, St. Cloud State University

**Discussant: Steven Shu-Hsiu Chen**, Texas A&M International University

*Correlation Aversion and Insurance Demand*

**Christos Giannikos**, Baruch College

**Andreas Kakolyris**, Kean University

**Discussant: Seongsu David Kim**, St. Cloud State University

*Foreign Investments of Japanese Life Insurance Companies*

**Steven Shu-Hsiu Chen**, Texas A&M International University

**Discussant: Andreas Kakolyris**, Kean University



**SOUTHWESTERN FINANCE  
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**March 4, 2022  
(Friday)**

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3:30 p.m. – 5:00 p.m.

Windward

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**SESSION I          Banking 6**

**Session Chair:**      **Aslihan Korkmaz**, Dominican University of California

*Preventing borrower runs: The prompt corrective action approach*

**Nishant Kashyap**, Indian School of Business

**Sriniwas Mahapatro**, Indian School of Business

**Prasanna Tantr**, Indian School of Business

**Discussant: Jinoung Jeung**, Emory University

*Climate Change, the Partisan Divide, and Exposure to Climate Risk*

**Song Zhang**, Boston College

**Discussant: Sriniwas Mahapatro**, Indian School of Business

*Politically Polarized Depositors*

**Jinoung Jeung**, Emory University

**Discussant: Song Zhang**, Boston College

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3:30 p.m. – 5:00 p.m.

Commerce

---

**SESSION J          Corporate Finance 14**

**Session Chair:**      **Thomas Thompson**, University of Texas at Arlington

*Foreign Promoters and Corporate Investment*

**Anushka Agarwal**, IIT Delhi

**Neeru Chaudhry**, IIT Delhi

**Discussant: Emmanuel Alanis**, Texas State University

*Understanding the Price Reaction to Large Dividend Increases*

**Ebenezer Asem**, University of Lethbridge

**Discussant: Neeru Chaudhry**, IIT Delhi

*Can Machine Learning Methods Predict Beta?*

**Emmanuel Alanis**, Texas State University

**Vance Lesseig**, Texas State University

**Janet Payne**, Texas State University

**Margot Quijano**, Texas State University

**Discussant: Ebenezer Asem**, University of Lethbridge

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 5, 2022  
(Saturday)**

---

8:00 a.m. – 9:50 a.m.

Camp

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**SESSION A      Corporate Finance 9**

*Applying Instrumented Principal Component Analysis to Delta-Vega-Neutral Portfolios*

**Yuanyi Zhang**, Louisiana State University

**Discussant: Stefano Pegoraro**, University of Notre Dame

*Investment of product market peers and the value of cash holdings*

**Siqi Liu**, Queen's University Belfast

**Chao Yin**, Durham University

**Yeqin Zeng**, Durham University

**Discussant: Linh Thompson**, University of Texas El Paso

*Local Labor Match and Corporate Investments*

**Nasim Sabah**, Framingham State University

**Linh Thompson**, University of Texas El Paso

**Discussant: Siqi Liu**, Queen's University Belfast

*Risk Aversion with Nothing to Lose*

**Stefano Pegoraro**, University of Notre Dame

**Discussant: Yuanyi Zhang**, Louisiana State University

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ASSOCIATION**

**March 5, 2022  
(Saturday)**

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8:00 a.m. – 9:50 a.m.

Canal

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**SESSION B      Macro Finance 2**

*Identifying the True Nature of Price Discovery and Cross-Market Informational Flow in the Investment Grade CDS and Equity Markets: A DLM Approach*

**William Procasky**, Texas A&M University – Kingsville

**Anwen Yin**, Texas A&M International University

**Discussant: Gulnara Zaynutdinova**, West Virginia University

*The Stock Market, Labor-Income Risk and Unemployment in the US: Empirical Findings and Policy Implications*

**Kaan Celebi**, European Institute for International Economic Relations

**Paul Welfens**, EIIW/University Wuppertal

**Discussant: William Procasky**, Texas A&M University – Kingsville

*How Banks Go Abroad: The Impact of Fast Internet on International Financial Services*

**Edoardo Chiarotti**, The Graduate Institute, Geneva

**Stela Rubínová**, World Trade Organization

**Discussant: Kaan Celebi**, European Institute for International Economic Relations

*Returns to Firm Globalization: Risk Premium or Mispricing?*

**Jared DeLisle**, Utah State University

**Mengying Wang**, Indiana State University

**H. Zafer Yuksel**, Texas A&M University, Corpus Christi

**Gulnara Zaynutdinova**, West Virginia University

**Discussant: Edoardo Chiarotti**, The Graduate Institute, Geneva

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**March 5, 2022  
(Saturday)**

8:00 a.m. – 9:50 a.m.

Commerce

**SESSION C Behavioral Finance 5**

**Session Chair: Karen Smith**, Brandeis University

*Linguistic errors and investment decisions: The case of ICO white papers*

**Ozgur Arslan-Ayaydin**, University of Illinois at Chicago

**James Thewissen**, KU Leuven,

**Jennifer Thewissen**, University of Antwerp

**Wouter Torsin**, HEC Management School, University of Liège

**Discussant: Efstathia Korkou**, York College CUNY

*Unlocking ESG Premium from Options*

**Jie Cao**, Chinese University of Hong Kong

**Amit Goyal**, University of Lausanne

**Xintong Zhan**, Chinese University of Hong Kong

**Weiming Zhang**, Chinese University of Hong Kong

**Discussant: Ozgur Arslan-Ayaydin**, University of Illinois at Chicago

*Expectations' Formation and Boom-Bust Cycles in Mortgage Lending*

**Karen Smith**, Brandeis University

**Discussant: Weiming Zhang**, Chinese University of Hong Kong

*Gender Differences in Risk-Taking Investment Strategies in Defined Contribution Plans*

**Christos Giannikos**, Baruch College

**Efstathia Korkou**, York College CUNY

**Discussant: Karen Smith**, Brandeis University

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**March 5, 2022  
(Saturday)**

---

10:00 a.m. – 11:50 a.m.

Camp

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**SESSION A          Corporate Finance**

**Session Chair:**      **Anna Danielova**, McMaster University

*Corporate operating performance following seasoned equity offerings: It pays to pay dividends*

**Anna Danielova**, McMaster University

**Discussant: John Elder**, Colorado State University

*Do Corporate Insiders Take Advantage of Their Political Connections? Evidence from Insider Trading*

**Xia Liu**, University of Oklahoma

**Discussant: Anna Danielova**, McMaster Univer

*Accounting Conservatism and Firm Value: 2011 – 2020*

**Mahnaz Paydarzarnaghi**, University of Texas Arlington

**J Diltz**, University of Texas - Arlington

**Discussant: Xia Liu**, University of Oklahoma

*Uncertainty and Investment: Evidence from Domestic Oil Rigs*

**Asad Dossani**, Colorado State University

**John Elder**, Colorado State University

**Discussant: Mahnaz Paydarzarnaghi**, University of Texas Arlington

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10:00 a.m. – 11:50 a.m.

Canal

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**SESSION B          Fixed Income 5**

**Session Chair:**      **Nacasius Ujah**, South Dakota State University

*A new perspective on the corporate bond liquidity factor*

**Fabian Dienemann**, UNSW

**Discussant: Elsa Allman**, Banque de France

*Ownership Hedging: Why Do Insiders Sell Stocks after Receiving Options?*

**Fei Fang**, Clark University

**Discussant: Fabian Dienemann**, UNSW

*The Information Advantage of Forthcoming Patents on Debt Financing*

**Kelly Cai**, University of Michigan Dearborn

**Hui Zhu**, Ontario Tech University

**Discussant: Fei Fang**, Clark University

**SWFA Best Paper in Investments Track**

*Pricing Climate Change Risk in Corporate Bonds*

**Elsa Allman**, Banque de France

**Discussant: Hui Zhu**, Ontario Tech University

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 5, 2022  
(Saturday)**

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10:00 a.m. – 11:50 a.m.

Commerce

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**SESSION C            Mergers and Acquisitions 4**

*Trading Activities Prior To M&A Announcements: Beyond the Acquirer and the Target*

**Danjue Shang**, Utah State University

**Discussant: Razan Vlahu**, De Nederlandsche Bank

*Customer Concentration and Predation Risk*

**Siqi Liu**, University of Belfast

**Yeqin Zeng**, Durham University

**Discussant: Danjue Shang**, Utah State University

*Corporate acquisitions and bank relationships*

**Razan Vlahu**, De Nederlandsche Bank

**Discussant: Suin Lee**, University of Texas Rio Grande Valley

*Migration Networks and M&A Decisions*

**Suin Lee**, University of Texas Rio Grande Valley

**Christos Pantzalis**, University of South Florida

**Discussant: Yeqin Zeng**, Durham University

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12:00 p.m. – 1:50 p.m.

Camp

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**SESSION A            Mergers and Acquisitions 3 and Carbon Emissions**

**Session Chair:        Robinson Reyes**, Florida International University

*Ex-ante variables and divestiture IPO parent returns*

**Thomas Thompson**, University of Texas at Arlington

**Discussant: Yongli Luo**, Houston Baptist University

*Carbon Efficient Investment in Asia: The Cases of China, Japan, Korea, and India*

**Yongli Luo**, Houston Baptist University

**Discussant: Mohammadli Fallah**, University of Texas San Antonio

*Impact of Vertical Mergers on Rivals' Cost of Debt*

**Mohammadli Fallah**, University of Texas San Antonio

**Discussant: Thomas Thompson**, University of Texas at Arlington

**SOUTHWESTERN FINANCE  
ASSOCIATION**

**March 5, 2022  
(Saturday)**

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12:00 p.m. – 1:50 p.m.

Canal

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**SESSION B      Market Efficiency 4**

**Session Chair:**      **Phuvadon Wuthisatian**, Hastings College

*The Price of Hidden Risk in Cross-Section*

**Shenru Li**, West Virginia University

**Discussant: Darko Vukovic**, People's Friendship University of Russia

*Momentum Returns and Volatility. Does Volatility Matter for Winner-Minus-Loser Strategy? Evidence from the Idiosyncratic Volatility and Conditional Volatility.*

**Phuvadon Wuthisatian**, Hastings College

**Discussant: Shenru Li**, West Virginia University

*Review of Time Series Momentum and Empirical Evidence from the European Equity Market*

**Darko Vukovic**, People's Friendship University of Russia

**Discussant: Phuvadon Wuthisatian**, Hastings College

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### CONGRATULATIONS!

#### Recipient of the Federation of Business Disciplines Distinguished Paper Award

*Impact of State-owned Enterprises on U.S. Competitors*

<b>Tahsin Huq</b> , University of New Orleans
<b>Mohammad Kabir Hassan</b> , University of New Orleans
<b>Reza Houston</b> , Ball State University
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## SOUTHWESTERN SOCIETY OF ECONOMISTS

March 3, 2022  
(Thursday)

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8:30 a.m. – 10:00 a.m.

Windward

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**SESSION A**      **COVID pandemic and economy**

**Session Chair:**      **Roman Wong**, Barry University

**Discussants:**      **Roman Wong**, Barry University  
                             **Nicholas Hill**, Claflin University  
                             **Denis Boudreaux**, University of Louisiana at Lafayette

*A Financial Analysis of Firms Identified by Value Line as Building the Highest Levels of Financial Leverage During a Worldwide Pandemic*

**Roman Wong**, Barry University

**John Payne**, University of Central Florida

**Bruce Payne**, Barry University

*The Economic Influence of Minority Entrepreneurship from the Covid-19 Pandemic on Communities.*

**Nicholas Hill**, Claflin University

**Micah Crump**, Medger Evers College, CUNY

**Dorian Williams**, Dillard University

*A Critique of California's Recent Civil Tort Legislation*

**Denis Boudreaux**, University of Louisiana at Lafayette

**Huong Nguyen**, University of Louisiana at Lafayette

**Spuma Rao**, University of Louisiana at Lafayette

---

8:30 a.m. – 10:00 a.m.

Leeward

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**SESSION B**      **Empirical finance**

**Session Chair:**      **Hasanul Banna**, Manchester Metropolitan University

**Discussants:**      **Ahmed Wasiful Alam**, University of New Orleans  
                             **Hasanul Banna**, Manchester Metropolitan University

*ESG and Bank risk-taking: International Evidence*

**Mridu Pradhan**, University of New Orleans

**Ahmed Wasiful Alam**, University of New Orleans

**Hasanul Banna**, Manchester Metropolitan University

**Mohammad Kabir Hassan**, University of New Orleans

*ESG activities and bank efficiency: A comparative analysis of conventional and Islamic banks*

**Ahmed Wasiful Alam**, University of New Orleans

**Hasanul Banna**, Manchester Metropolitan University

**Mohammad Kabir Hassan**, University of New Orleans

## SOUTHWESTERN SOCIETY OF ECONOMISTS

March 3, 2022  
(Thursday)

---

10:00 a.m. - 10:30 a.m.

Exhibit Hall – St James

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### FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support! Attend poster sessions.

Great Door Prize Drawings take place at **10:15 a.m.** in the Exhibit Area. *Must be present to win.*

---

10:30 a.m. - 12:00 p.m.

Windward

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### SESSION A      Monetary economics

**Session Chair:**      **Matiur Rahman**, McNeese State University

**Discussants:**      **Matiur Rahman**, McNeese State University  
                             **Naafey Sardar**, Texas A&M University-San Antonio  
                             **Mashuk Rahman**, University of New Orleans

*Government Nominal Bond-Yield Spread and Germany's Economic Growth*

**Matiur Rahman**, McNeese State University  
**Muhammad Mustafa**, South Carolina State University

*Anticipated Monetary Policy and the Stock Market*

**Syed Harun**, Texas A&M University-San Antonio  
**Naafey Sardar**, Texas A&M University-San Antonio

*FX-rate pass through in Bangladesh – a non-linear approach*

**Mashuk Rahman**, University of New Orleans  
**Gabor Sztano**, Corvinus, University of Budapest  
**Mohammad Kabir Hassan**, University of New Orleans

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**March 3, 2022  
(Thursday)**

---

10:30 a.m. - 12:00 p.m.

Leeward

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**SESSION B      Labor Market Topics**

**Session Chair:**      **Shari Lawrence**, Nicholls State University

**Discussants:**      **Shari Lawrence**, Nicholls State University  
                             **N H Manzur E Maula**, Texas Tech University  
                             **Dorian Williams**, Dillard University

*Geopolitical Uncertainty and its Impact on the Macroeconomy and the Labor Market*  
**N H Manzur E Maula**, Texas Tech University

*Entrepreneurship as a Catalyst for Economic Development: Comparative Analysis of Black Entrepreneurship in the US and the Caribbean Diaspora*  
**Nicholas Hill**, Claflin University  
**Micah Crump**, Medger Evers College, CUNY  
**Dorian Williams**, Dillard University

*Alternative Retirement and Estate Planning Strategies since the Removal of the Stretch IRA*  
**Shari Lawrence**, Nicholls State University  
**Andrea Chiasson**, Nicholls State University  
**Matthew French**, Nicholls State University

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12:00 p.m. - 1:30 p.m.

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## SOUTHWESTERN SOCIETY OF ECONOMISTS

March 3, 2022  
(Thursday)

---

1:30 p.m. - 3:00 p.m.

Windward

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**SESSION A      Trade and Developing Economies**

**Session Chair:**      **Yun Wang**, Barry University

**Discussants:**      **Yun Wang**, Barry University  
                             **Dorian Williams**, Dillard University  
                             **Mohammed Ershad Hussain**, Dillard University

*On Regional Trade Agreements and the Law of One Price*

**Yun Wang**, Barry University

*Lucas Paradox: Explanation for flow of capital from developed to developing countries*

**Mahfuzul Haque**, Indiana State University

**Mohammed Ershad Hussain**, Dillard University

*The Economic Impact of Entrepreneurship Programs on Historically Black Colleges and Universities*

**Nicholas Hill**, Claflin University

**Micah Crump**, Medger Evers College, CUNY

**Dorian Williams**, Dillard University

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1:30 p.m. - 3:00 p.m.

Leeward

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**SESSION B      Bank and Corporate Governance**

**Session Chair:**      **Nichole Castater**, Barry University

**Discussants:**      **Jiayuan Tian**, University of New Orleans  
                             **Rabia Zeba**, University of New Orleans  
                             **Nichole Castater**, Barry University

*Do politically connected banks perform better in a democratic environment*

**Jiayuan Tian**, University of New Orleans

*Do Controversial Banks Use Environmental, Social and Governance (ESG) Disclosure as a Signaling Mechanism to Boost Firm Value?*

**Mohammad Kabir Hassan**, University of New Orleans

**Rashedul Hasan**, Coventry University

**Rabia Zeba**, University of New Orleans

*A financial inquiry into those industries reporting the greatest contributions to Economic Value Added (EVA) in a period of economic growth*

**Nichole Castater**, Barry University

**Bruce Payne**, Barry University

**Gayle Workman**, Barry University

## SOUTHWESTERN SOCIETY OF ECONOMISTS

March 3, 2022  
(Thursday)

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3:00 p.m. - 3:30 p.m.

Exhibit Hall – St James

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### FBD Coffee Break

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---

3:30 p.m. – 5:00 p.m.

Windward

---

**SESSION A:       Miscellaneous -1**

**Session Chair:**   **Ohaness Paskelian**, University of Houston – Downtown

**Discussants:**     **Ali Ashraf**, Frostburg State University  
                          **Ohaness Paskelian**, University of Houston – Downtown  
                          **Mercy Palamuleni**, McNeese State University

*ESG Investments – Analysis of Characteristics and Performance of select ESG ETFs*

**Ohaness Paskelian**, University of Houston – Downtown

**Stephen Bell**, Park University

**Henry Roehrich**, Park University

**Julia Creek**, Park University

*The Impact of Economic Complexity on Population Health: Evidence from Developing Countries*

**Mercy Palamuleni**, McNeese State University

*Borrower profiles and FHFA Mortgage loan returns*

**Ali Ashraf**, Frostburg State University

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## SOUTHWESTERN SOCIETY OF ECONOMISTS

March 3, 2022  
(Thursday)

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3:30 p.m. – 5:00 p.m.

Leeward

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**SESSION B: Bank Performance**

**Session Chair:** Asaad Sendi, University of New Orleans

**Discussants:** Hassan Bataineh, University of New Orleans  
Asaad Sendi, University of New Orleans  
Doreen Adu, University of New Orleans

*Board diversity and green finance: What matters for the global Banking sector?*

Hassan Bataineh, University of New Orleans

Rashedul Hasan, Coventry University

Mohammad Kabir Hassan, University of New Orleans

*Economic Crisis and Inflation – Causes and Risk Management*

Kirby Cundiff, UMGC

*Fintech – based Financial Inclusion and Bank Efficiency*

Doreen Adu, University of New Orleans

Mohammad Kabir Hassan, University of New Orleans

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5:00 p.m. – 6:00 p.m.

Windward

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### SSE Executive Committee Meeting

**Presiding:** Denis Boudreaux, University of Louisiana at Lafayette

All current and past officers are invited to attend.

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5:30 p.m. – 7:00 p.m.

Exhibit Hall – St James

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### FBD Presidential Welcome Reception – Badge required for entry

You are invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and a cash bar. Stop by to relax and wind down from the day's conference activities before heading out for the evening. To enter the Exhibit Hall, all persons older than six years of age are required to wear their conference or guest badge. All badges can be obtained from the Registration area during their open hours.

# SOUTHWESTERN SOCIETY OF ECONOMISTS

March 4, 2022  
(Friday)

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8:00 a.m. – 10:00 a.m.

St Charles

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## SSE Annual Business Breakfast Meeting

**Presiding:**

**Denis Boudreaux**, University of Louisiana at Lafayette

All SSE members should attend. New officers will be elected

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10:00 a.m. - 10:30 a.m.

Exhibit Hall – St James

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## FBD Coffee Break

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Great Door Prize Drawings take place at **10:15 a.m.** in the Exhibit Area. *Must be present to win.*

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10:30 a.m. - 12:00 p.m.

Windward

---

**SESSION A:      Miscellaneous -2**

**Session Chair:**      **Tahsin Huq**, University of New Orleans

**Discussants:**      **Tahsin Huq**, University of New Orleans  
                             **Chu Nguyen**, University of Houston-Downtown  
                             **Minh Huynh**, Southeastern Louisiana University  
                             **Hasanul Banna**, Manchester Metropolitan University

*Impact of State-owned Enterprises on U.S. Competitors*

**Tahsin Huq**, University of New Orleans  
**Mohammad Kabir Hassan**, University of New Orleans  
**Reza Houston**, Ball State University  
**Sydul Karim**, Dickinson College

*The effect of ESG on bank Stability: Islamic vs. Conventional*

**Asaad Sendi**, University of New Orleans  
**Hasanul Banna**, Manchester Metropolitan University  
**Mohammad Kabir Hassan**, University of New Orleans

*The Effectiveness of the Kyrgyz Countercyclical Monetary Policy as measured by Interest Rate Pass-Through in the Post-2000 Era*

**Chu Nguyen**, University of Houston-Downtown

*Responses of Consumer Prices to Depreciation of the Vietnamese Dong*

**Minh Huynh**, Southeastern Louisiana University  
**Yu Hsing**, Southeastern Louisiana University

## FBD HISTORY

The Federation of Business Disciplines (FBD) – a 21<sup>st</sup> century designation for its organizational primogenitor, the Southwestern Federation of Administrative Disciplines (SWFAD) – has developed into one of the largest annual meetings for those disciplines common to business administration.

SWFAD was an outgrowth of the business disciplines in the Southwestern Social Science Association (SSA). The founders of SWFAD met in Dallas, Texas, April of 1973 and defined the purposes of SWFAD: (1) to foster professional development in each of the academic disciplines common to business administration, (2) to provide an annual meeting in the Southwest for each of the academic disciplines and (3) to provide a common general program in which all the disciplines participate together.

Eight disciplinary groups founded SWFAD. They were the Academy of Management, Southwest Division (now Southwest Academy of Management), American Accounting Association (Southwest Region), American Business Communication Association, Southwest Region (now Association for Business Communication, Southwest Region), American Institute for Decision Sciences, Southwest Region (now Decision Sciences Institute, Southwest Region), Southern Regional Business Law Association, Southwestern Business Administration Association (later Southwestern Business Dean's Association), Southwestern Finance Association, and the Southwestern Marketing Association (now Association of Collegiate Marketing Educators).

At the first annual meeting held in Dallas in March of 1974, the Southern Case Research Association (now Southwest Case Research Association) was admitted to membership. Successive disciplines were affiliated: Southwestern Society of Economics (1975), Southwestern Small Business Institute Association (1976) (later Association for Small Business and Entrepreneurship), and the Southwest Administrative Services Association (1979) (now Association of Business Information Systems). In 1989 the Board of Directors voted to permit the Academy of International Business, Southwest, to meet with the 1990 session. This discipline was admitted to membership in 1991. In 2004 the Industrial Distribution Educator's Association asked to meet with FBD as a guest association, and in 2005 the Organizational Systems Research Association also asked to meet with FBD as a guest association. From 2008 to 2015, FBD met with 10 associations. In 2015, the Academy of International Business, Southwest withdrew from the Federation of Business Disciplines. In 2019, the Association for Small Business and Entrepreneurship was admitted to membership.

### **Executive Director**

Sam J. Bruno served as the Executive Director of the Association from 1982-2009. Betty Kleen was selected as Executive Director in 2009 and held the position until May of 2012. Michelle McEacharn assumed the role of Executive Director on June 1, 2012.



## FBD HISTORY

FBD meetings consist of the professional programs of various business disciplines. The following table shows the number of registrations for these member (and guest) associations at 2012 - 2021 FBD meetings:

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Academy of International Business-SW	54	43	61	-	-	-	-	-	0	0
American Accounting Association, SW	111	82	122	69	74	73	64	82	69	0
Association for Business Communication, SWUS	44	43	53	44	41	45	45	52	52	0
Association for Small Business and Entrepreneurship	-	-	-	-	-	-	20	23	30	0
Association of Business Information Systems	34	28	31	34	52	43	27	35	25	0
Association of Collegiate Marketing Educators	82	52	49	83	55	51	48	62	71	0
Decision Sciences Institute, SW Region	128	164	171	168	121	151	148	164	96	0
Southwest Academy of Management	101	123	132	104	136	113	72	95	98	0
Southwest Case Research Association	30	35	33	25	36	27	27	25	18	0
Southwestern Finance Association	175	195	204	187	150	157	159	247	282	0
Southwestern Society of Economists	41	46	48	49	34	43	49	61	50	0
Total	800	746	904	763	699	646	594	779	797	0

## FBD HISTORY

The officers for each of the annual meetings in FBD's history are as follows:

<u>Year</u>	<u>Location</u>	<u>Officers</u>
1974	Adolphus Hotel Dallas, Texas	Henry H. Hays, President Ridley J. Gros, Vice President
1975	Hyatt Regency Houston, Texas	Ridley J. Gros, President Donald R. Williams, Vice President George F. Pinches, Secretary/Treasurer
1976	Hilton Palacio Del Rio San Antonio, Texas	Donald R. Williams, President R. Conrad Doenges, Vice President Sam J. Bruno, Secretary/Treasurer
1977	Hyatt Regency New Orleans, Louisiana	R. Conrad Doenges, President John J. Willingham, Vice President Sam J. Bruno, Secretary/Treasurer
1978	Fairmont Hotel Dallas, Texas	John J. Willingham, President Van C. McGraw, Vice President Sam J. Bruno, Secretary/Treasurer
1979	Hyatt Regency Houston, Texas	Van C. McGraw, President Sam J. Bruno, Vice President Jack M. Starling, Secretary/Treasurer Peter M. Ginter, Coordinator of Registration
1980	Hilton Palacio Del Rio San Antonio, Texas	Sam J. Bruno, President Gaylord A. Jentz, Vice President Jack M. Starling, Secretary/Treasurer Peter M. Ginter, Coordinator of Registration
1981	Fairmont Hotel New Orleans, Louisiana	Gaylord A. Jentz, President John D. Pettit, Jr., Vice President Jack M. Starling, Secretary/Treasurer Peter M. Ginter, Coordinator of Registration
1982	Hyatt Regency Dallas, Texas	John D. Pettit, Jr. President Jack M. Starling, Vice President Peter M. Ginter, Secretary/Treasurer Linda E. Swayne, Coordinator of Registration Sam J. Bruno, Executive Director
1983	Hyatt Regency Houston, Texas	Jack M. Starling, President William T. Flannery, Vice President Peter M. Ginter, Secretary/Treasurer Linda E. Swayne, Coordinator of Registration Sam J. Bruno, Executive Director

## FBD HISTORY

<u>Year</u>	<u>Location</u>	<u>Officers</u>
1984	Hyatt Regency San Antonio, Texas	William T. Flannery, President Paul A. Dierks, Vice President Peter M. Ginter, Secretary/Treasurer Linda E. Swayne, Coordinator of Registration Sam J. Bruno, Executive Director
1985	Sheraton New Orleans, Louisiana	Paul A. Dierks, President Thomas W. Jones, Vice President Linda E. Swayne, Secretary/Treasurer Andrew C. Rucks, Coordinator of Registration Sam J. Bruno, Executive Director
1986	Hyatt Regency Dallas, Texas	Thomas W. Jones, President Robert McGlashan, Vice President Linda E. Swayne, Secretary/Treasurer Andrew C. Rucks, Coordinator of Registration Sam J. Bruno, Executive Director
1987	Hyatt Regency Houston, Texas	Robert McGlashan, President Peter M. Ginter, Vice President Linda E. Swayne, Secretary/Treasurer Andrew C. Rucks, Coordinator of Registration Sam J. Bruno, Executive Director
1988	Hyatt Regency San Antonio, Texas	Peter M. Ginter, President Linda E. Swayne, Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration Sam J. Bruno, Executive Director
1989	Sheraton New Orleans, Louisiana	Linda E. Swayne, President Tom S. Sale, III, Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration Sam J. Bruno, Executive Director
1990	Hyatt Regency Dallas, Texas	Tom S. Sale, III, President David E. R. Gay, Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration Sam J. Bruno, Executive Director
1991	Hyatt Regency Houston, Texas	David E. R. Gay, Vice President W. Jack Lord, Jr., Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration Sam J. Bruno, Executive Director

## FBD HISTORY

<u>Year</u>	<u>Location</u>	<u>Officers</u>
1992	Hyatt Regency San Antonio, Texas	W. Jack Lord, Jr., President Marlin C. Young, Vice President Robert J. Olney, Secretary/Treasurer Anita S. Bednar, Coordinator of Registration Sam J. Bruno, Executive Director
1993	Sheraton New Orleans, Louisiana	Marlin C. Young, President Thomas R. McKinnon, Vice President Robert J. Olney, Secretary/Treasurer Anita S. Bednar, Coordinator of Registration Sam J. Bruno, Executive Director
1994	Hyatt Regency Dallas, Texas	Thomas R. McKinnon, President Robert J. Olney, Vice President Timothy Paul Cronan, Secretary/Treasurer Steven D. White, Coordinator of Registration Sam J. Bruno, Executive Director
1995	Hyatt Regency Houston, Texas	Robert J. Olney, President James T. Hood, Vice President Timothy Paul Cronan, Secretary/Treasurer Steven D. White, Coordinator of Registration Sam J. Bruno, Executive Director
1996	Marriott Riverwalk San Antonio, Texas	James T. Hood, President Charlotte D. Sutton, Vice President Timothy Paul Cronan, Secretary/Treasurer Steven D. White, Coordinator of Registration Sam J. Bruno, Executive Director
1997	Sheraton New Orleans, Louisiana	Charlotte D. Sutton, President Timothy Paul Cronan, Vice President Steven D. White, Secretary/Treasurer Doug Rusth, Coordinator of Registration Sam J. Bruno, Executive Director
1998	Hyatt Regency Dallas, Texas	Timothy Paul Cronan, President John N. Norwood, Vice President Steven D. White, Secretary/Treasurer Debasish Banerjee, Coordinator of Registration Sam J. Bruno, Executive Director
1999	Hyatt Regency Houston, Texas	John N. Norwood, President Wilda F. Meixner, Vice President David E. Douglas, Secretary/Treasurer Debasish Banerjee, Coordinator of Registration Sam J. Bruno, Executive Director

## FBD HISTORY

<u>Year</u>	<u>Location</u>	<u>Officers</u>
2000	Hyatt Regency San Antonio, Texas	Wilda F. Meixner, President Mary Fischer, Vice President David E. Douglas, Secretary-Treasurer Debasish Banerjee, Coordinator of Registration Sam J. Bruno, Executive Director
2001	Sheraton New Orleans, Louisiana	Mary Fischer, President C. Aaron Kelley, Vice President David E. Douglas, Secretary-Treasurer Peggy L. Lane, Coordinator of Registration Sam J. Bruno, Executive Director
2002	Adam's Mark St. Louis, Missouri	C. Aaron Kelley, President Lou E. Pelton, Vice President David E. Douglas, Secretary-Treasurer Peggy L. Lane, Coordinator of Registration Sam J. Bruno, Executive Director
2003	Hyatt Regency Houston, Texas	Lou E. Pelton, President Diana Reed, Vice President R. Wayne Headrick, Secretary-Treasurer Peggy L. Lane, Coordinator of Registration Sam J. Bruno, Executive Director
2004	Caribe Royale Orlando, Florida	Diana Reed, President David E. Douglas, Vice President R. Wayne Headrick, Secretary-Treasurer Sam J. Bruno, Executive Director
2005	Hyatt Regency Dallas, Texas	David E. Douglas, President Keith Tudor, Vice President R. Wayne Headrick, Secretary-Treasurer Sam J. Bruno, Executive Director
2006	Renaissance Hotel Oklahoma City, Oklahoma	Keith Tudor, President Wolfgang Hinck, Vice President Michelle McEacharn, Secretary-Treasurer Sam J. Bruno, Executive Director
2007	Town and Country Resort San Diego, California	Wolfgang Hinck, President Betty Kleen, Vice President Michelle McEacharn, Secretary-Treasurer Sam J. Bruno, Executive Director
2008	Hyatt Regency Houston, Texas	Betty Kleen, President Ashish Chandra, Vice President Michelle McEacharn, Secretary-Treasurer Sam J. Bruno, Executive Director
2009	Renaissance Hotel Oklahoma City, Oklahoma	Ashish Chandra, President David P. Paul, III, Vice President Thomas D. Tolleson, Secretary-Treasurer Sam J. Bruno, Executive Director

## FBD HISTORY

<u>Year</u>	<u>Location</u>	<u>Officers</u>
2010	Sheraton Dallas Hotel Dallas, Texas	David P. Paul, III, President Michelle McEacharn, Vice President Thomas D. Tolleson, Secretary-Treasurer Betty Kleen, Executive Director
2011	Hyatt Regency Houston, Texas	Michelle McEacharn, President Marsha L. Bayless, Vice President Thomas D. Tolleson, Secretary-Treasurer Betty Kleen, Executive Director
2012	Sheraton New Orleans New Orleans, Louisiana	Marsha L. Bayless, President Larry Garner, Vice President Barbara J. Davis, Secretary-Treasurer Betty Kleen, Executive Director
2013	Albuquerque Convention Center, Albuquerque, New Mexico	Larry Garner, President Thomas D. Tolleson, Vice President Barbara J. Davis, Secretary-Treasurer Michelle McEacharn, Executive Director
2014	Sheraton Downtown Dallas, Texas	Thomas D. Tolleson, President Marshall J. Horton, Vice President Barbara J. Davis, Secretary-Treasurer Michelle McEacharn, Executive Director
2015	Hyatt Regency Houston, Texas	Marshall J. Horton, President S. Ann Wilson, Vice President Russell (Rusty) Calk, Secretary-Treasurer Michelle McEacharn, Executive Director
2016	Renaissance Hotel Oklahoma City, Oklahoma	S. Ann Wilson, President Barbara J. Davis, Vice President Cheryl Prachyl, Secretary-Treasurer Michelle McEacharn, Executive Director
2017	Marriott Hotel and Statehouse Convention Center Little Rock, Arkansas	Barbara J. Davis, President Kimberly L. Merritt, Vice President Cheryl Prachyl, Secretary-Treasurer Michelle McEacharn, Executive Director
2018	Hyatt Albuquerque and Albuquerque Convention Center Albuquerque, New Mexico	Kimberly L. Merritt, President M. Suzanne Clinton, Vice President Cheryl Prachyl, Secretary-Treasurer Michelle McEacharn, Executive Director

## FBD HISTORY

<u>Year</u>	<u>Location</u>	<u>Officers</u>
2019	Hyatt Regency Houston Houston, Texas	M. Suzanne Clinton, President Vivek S. Natarajan, Vice President Kimberly Webb, Secretary-Treasurer Michelle McEacharn, Executive Director
2020	Hyatt Regency San Antonio, Riverwalk, San Antonio, Texas	Vivek S. Natarajan, President Peggy L. Lane, Vice President Kimberly Webb, Secretary-Treasurer Michelle McEacharn, Executive Director
2021*	Conference not held due to COVID-19 pandemic.	
2022	Hilton New Orleans Riverside, New Orleans, Louisiana	Peggy L. Lane, President Degan J. Kettles, Vice President Kimberly Webb, Secretary-Treasurer Michelle McEacharn, Executive Director

## FBD HISTORY

Year	<u>Program</u>		<u>Placement</u>	
	Registrants	Participants	Positions	Registrants
1974	834	459		
1975	991	806	201	104
1976	1,153	876	231	85
1977	1,280	1,053	264	120
1978	1,445	1,063	396	156
1979	1,556	1,306	438	166
1980	1,731	1,166	461	167
1981	1,579	1,485	473	188
1982	1,763	1,584	464	196
1983	1,619	1,397	379	174
1984	1,839	1,666	385	171
1985	1,765	1,655	429	202
1986	1,778	1,272	351	239
1987	1,636	1,154	310	194
1988	1,727	1,296	394	189
1989	1,884	1,411	306	225
1990	2,076	1,431	269	246
1991	1,703	1,831	164	252
1992	2,164	2,256	121	248
1993	1,921	1,509	141	221
1994	1711	1348	105	234
1995	1,575	1,335	80	180
1996	1,815	1,562	105	190
1997	1,405	1,365	158	142
1998	1,449	1,233	179	110
1999	1,110	1,285	187	95
2000	1,349	1,340	215	92
2001	1,241	1,100	206	77
2002	963	782	71	51
2003	1054	888	76	44
2004	849	715	60	34
2005	806	662	55	28
2006	843	727	43	45
2007	714	647	17	28
2008	883	786	37	11
2009	791	719	32	23
2010	875	767	12	23
2011	887	825	11	15
2012	800	738	12	18
2013	746	679	8	6
2014	904	834	5	19
2015	763	688	11	25
2016	698	650	0	0
2017	703	646	7	5
2018	642	594	2	2
2019	846	779	14	0



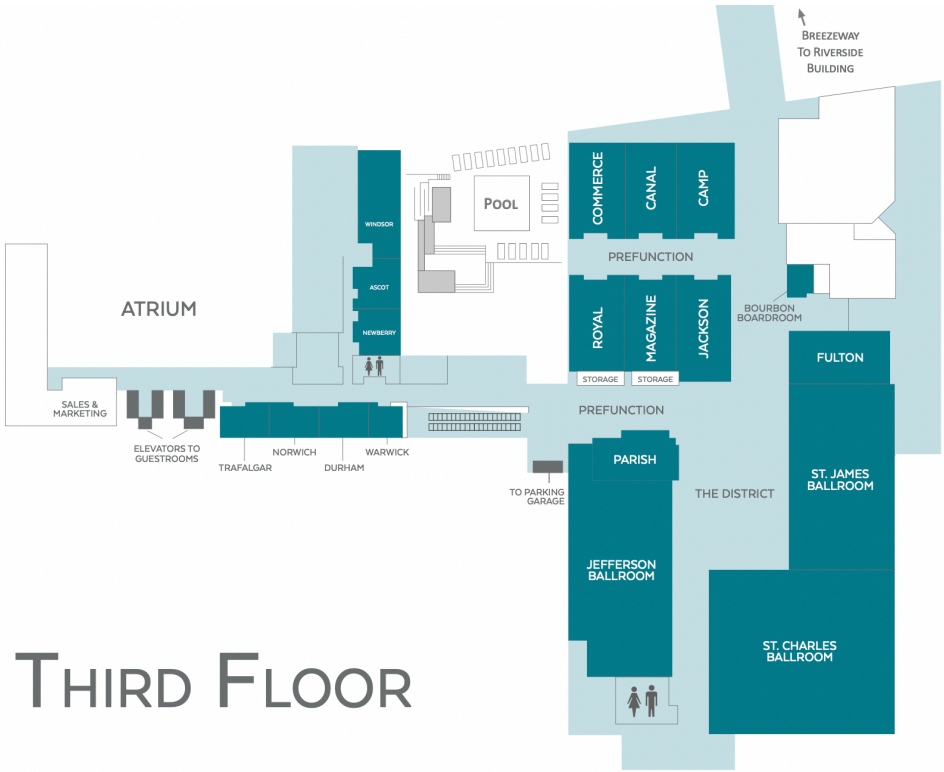
## FBD HISTORY

<b>Year</b>	<b>Registrants</b>	<b>Program</b>	<b>Participants</b>
2020	791		797
2021	0		0

Hilton New Orleans Riverside

2 Poydras St.

New Orleans, LA 70130



# THIRD FLOOR



## NOTES

## INDEX OF PARTICIPANTS

### A

Abbott, Lawrence J. .... 41  
 Abdulmanova, Anna ..... 13  
 Abraham, Kate ..... 68  
 Abukhalaf, Ronnie ..... 35, 49, 57, 63  
 Ackerman, Adam ..... 99  
 Adams, Brock ..... 78  
 Adams, John ..... 138, 139, 161, 164  
 Adhikari, Ramesh ..... 161  
 Adu, Doreen ..... 198  
 Afrin, Rifat ..... 101  
 Agarwal, Anushka ..... 185  
 Agarwal, Isha ..... 146  
 Aguinis, Herman ..... 15, 124  
 Aguir, Wael ..... 41  
 Ahamad, Faiz ..... 113  
 Ahangar, Reza Gharoie ..... 93  
 Aharon, David Yechiam ..... 163  
 Ahmed, Irfan ..... 9, 66, 68, 69, 72, 82  
 Ai, Li ..... 179  
 Akhigbe, Aigbe ..... 181  
 Akter Maimuna ..... 172  
 Al Faisal, Nur ..... 139, 172  
 Alagood, John ..... 101  
 Alam, Ahmed ..... 149, 159, 193  
 Alanis, Emmanuel ..... 185  
 Albers, Nancy ..... 78  
 Albers, Travis ..... 78  
 Albritton, Bonnie R. .... 12  
 Aldredge, Melissa ..... 35, 49, 63  
 Al-Emran, Md ..... 72, 106  
 Alexander, Joe ..... 77, 81  
 Alford, Susanna ..... 48  
 Alkharashi, Omar ..... 143  
 Allen, Charlotte ..... 95  
 Allman, Elsa ..... 140, 189  
 Almand, Andrew Dale ..... 13  
 Almazrouei, Hanan ..... 112  
 Al-Okaily, Jihad ..... 32  
 Alshare, Khaled ..... 85, 88, 93  
 AlTalfaha, Sarah ..... 172  
 Amin, M A Shariful ..... 90, 92, 97  
 Amornsiripanitch, Natee ..... 183  
 Andreou, Panayiotis ..... 166  
 Anna Danielova, Anna ..... 189  
 Anwar, Syed Tariq ..... 134, 136  
 Ao, Jing ..... 146, 165  
 Aragao, Heloisa ..... 131  
 Araujo, Luis ..... 163  
 Ardestani, Atefeh Yazdanparast ... 65, 69, 70

Ardoin, Eugenie ..... 24, 26, 54  
 Arndt, Aaron ..... 69  
 Arora, Sanjay ..... 84  
 Arora, Suhani ..... 84  
 Arslan-Ayaydin, Ozgur ..... 188  
 Arunkumar, Anjana ..... 91, 102  
 Arvi, Leonard ..... 139  
 Asamoah, Prince ..... 164  
 Asem, Ebenezer ..... 185  
 Ashby, Jason Alan ..... 38  
 Ashley, David ..... 95  
 Ashraf, Ali ..... 26, 192, 197  
 Askew, Sidney ..... 27  
 Ater, Brandon D. .... 43  
 Athari, Mahtab ..... 174  
 Austin, Traci ..... 44, 46, 61  
 Awojobi, Biodun ..... 97  
 Aymard, Clément ..... 170

### B

Babin, Barry J. .... 73  
 Babin, Laurie ..... 56, 69, 77  
 Badosa, Laia ..... 73  
 Bai, Shuming ..... 167  
 Baig, Ahmed ..... 155, 163  
 Baldo, Carlos ..... 26, 109, 111, 126, 129, 132  
 Baldwin, Amelia A. .... 28  
 Balezina, Ekaterina ..... 48  
 Banerjee, Debasish ..... 204, 205  
 Banerji, Ishani ..... 77  
 Banjade, Dhruva ..... 150  
 Banna, Hasanul ..... 159, 193, 199  
 Barbalau, Adelina ..... 157  
 Barber, Carla J. .... 57  
 Barberi-Weil, Mikelle ..... 78  
 Barboza, Gustavo ..... 110  
 Barland, Jeff ..... 117  
 Barnes, Spencer ..... 140, 152, 178  
 Barratt, Joshua ..... 153  
 Barton, Linda ..... 71  
 Bataineh, Hassan ..... 165, 198  
 Batchelor, John ..... 112, 121  
 Bayless, Marsha ..... 46, 57, 206  
 Beatty, Robert ..... 99  
 Beauchamp, Michelle Bednarz ..... 69, 81  
 Becker, Alexander ..... 100  
 Bednar, Anita S. .... 204  
 Bell, Stephen ..... 197  
 Bellah, Jeremy ..... 99  
 Benson, Alexia ..... 60  
 Berry, Christine ..... 16, 55

Berry, Reanna .....	37
Bessler, Wolfgang.....	158
Bhadauria, Vikram.....	104
Bhardwaj, Abhishek.....	160, 164, 171
Bhatt, Ganesh.....	7, 14, 45, 59
Bhattacharjee, Dipanwita.....	72
Bhuyan, Md Nazmul Hasan.....	154, 172
Bian, Shibo.....	169
Bianchi, Daniele.....	14, 158
Bick, Patty.....	181
Bilhan, Banu Goktan.....	69
Binfare, Matteo .....	171
Black, Jeff.....	144
Black, Stephanie .....	109, 113, 123
Bogard, Cody.....	26, 133, 136
Bolin, Stacey.....	65
Bolinger, Alexander.....	118
Bonini, Stefano .....	179
Booker, Queen.....	98
Boonme, Kittipong.....	85
Boswell, Katherine.....	28
Boudreaux, Denis.....	25, 192, 193, 198, 199
Boukachur, Jaouad.....	94
Brandt, Alex.....	33
Brannen, Kerri A.....	118
Bressler, Martin 7, 9, 16, 51, 52, 54, 55, 136, 137	
Brodman, Jennifer.....	163
Brody, Richard G.....	9, 28, 30, 32
Broggi, Giuseppe Del Rio.....	73
Brown, Angela M.....	12
Brown, Barron.....	78
Brown, David.....	181
Bruno, Sam J.....	24, 200, 202, 203, 204, 205
Budge, James .....	71, 73
Bui, Long Thai.....	164
Bunn, Jennifer.....	37
Burch, Gerald.....	112, 121, 124
Burch, Jana.....	121
Burdsall, Dawn M.....	38
Bushardt, Stephen .....	91
Buslepp, William L.....	41
Butt, Hassan.....	155

## C

Cai, Kelly .....	189
Cai, Ruiying.....	121
Caliskan, Cenk.....	91
Calk, Rusty (Russell).....	206
Cao, Jie.....	159, 170, 188
Cao, Sean .....	178
Cao, Yiting.....	43
Carment, Thomas.....	28
Carpenter, Rob .....	15, 124

Carraher-Wolverton, Colleen.....	91
Carter, Douglas .....	114, 123, 131
Carveth, Rod .....	47
Cassidy, William.....	182
Castater, Nichole.....	196
Castillo, Jose .....	104
Castro, Esther.....	153
Castro, Juan.....	153
Cata, Teuta .....	93
Cater, Jim .....	16, 55
Cater, John .....	116
Cavanagh, Thomas.....	46
Cayon, Edgardo.....	167
Ceballos, Luis.....	159
Celebi, Kaan.....	187
Cepeda, Laura Sofia.....	113
Chakrabarty, Subrata.....	114, 116
Chance, Donald.....	142, 173
Chandna, Vallari .....	97, 108, 110, 131
Chandra, Ashish.....	205
Chang, Joseph W. ....	77
Chatterjee, Swarn.....	184
Chaudhary, Pankaj.....	69
Chaudhry, Neeru .....	185
Chavarria, Juan .....	95, 98
Cheatham, Angela.....	101
Chen Steven Hsiu Chen .....	159
Chen, Chu .....	174
Chen, Dan .....	109
Chen, Jiawei.....	170
Chen, Jing .....	69, 77, 84
Chen, Jun.....	182
Chen, Rui .....	69, 81
Chen, Shuaiyu.....	169
Chen, Steven Shu-Hsiu .....	159, 184
Chen, Yixin.....	144, 153, 169
Chen, Zhongdong.....	155, 159, 174, 181
Cheng, Joselina .....	60
Chi, Yu-Ho.....	43
Chiarotti, Edoardo.....	187
Chiasson, Andrea .....	195
Chien, Yi-Ju.....	149, 164
Cho, Moon-Kyung .....	27
Choi, Daewoung .....	177
Chordia, Tarun .....	159
Chou, Yen-Yu .....	41
Chowdhury, Md Raihan Uddin.....	157, 184
Christensen, Jeff.....	79, 84
Christopoulos, Andreas.....	153
Chu, Chih-Ning.....	135
Chu, Lanlan.....	143
Clark, Lindsay.....	9, 14, 26, 44, 45, 46
Clarke, Nicholas.....	155
Clarke, Theresa .....	76
Clements, Curtis Eugene.....	40

Cline, Brandon .....	152
Clinton, M. Suzanne ..	13, 24, 114, 120, 132, 206, 207
Coff, Russell W.....	127
Cohen, Randolph.....	144, 169
Conger, Sue.....	116
Conn, Carolyn.....	28, 30
Conrey, Meredith.....	71
Conville, Jason.....	24
Cooper, Zoë.....	71, 73
Cordeiro, James.....	37
Cornell, Robert M.....	28
Covington, Thomas.....	153
Cowart, Tammy.....	31, 33
Cox, Lynne Cagle.....	85
Craig, Karen Ann.....	159, 174, 181
Cramer, Fe Kim.....	144
Cramer, Kim Fe.....	144
Crawford, Steve.....	31
Creek, Julia.....	197
Crichton, Rohan.....	113
Cronan, Timothy Paul.....	204
Crook, Matthew.....	181
Crump, Micah.....	193, 195, 196
Cummings, Reid.....	178
Cundiff, Katlin.....	115
Cundiff, Kirby.....	198
Cutshall, Robert.....	85, 90

## D

Dang, Rey.....	156
Dangol, Sunil.....	54
Danielova, Anna.....	189
Daniels, Ruby.....	75
Danyi, Alysse.....	13
Darby, Douglas G.....	63
Das, Nirmol Chandra.....	144
Davis, Barbara J.....	206
Davis, John.....	113, 116, 132
Davis, Maggie.....	112
de Boyrie, Maria.....	139, 176
De Janasz, Suzanne C.....	122
De La Garza, Lina.....	104
Deason-Toyne, Denise.....	135
Debener, Jörn.....	143
DeLisle, Jared.....	163, 187
DeNisi, Angelo.....	119
Dereszynski, Michael.....	101
Derrick, Jamie.....	104
Devanathan, Sangeeta.....	68
Dhal, Rajib.....	115
Dharba, Shravya.....	107
Dienemann, Fabian.....	189
Dierks, Paul A.....	203

Diltz, John.....	147, 150, 189
Dinulescu, Catalin.....	85, 107, 108
Divakaruni, Anantha.....	160
Do, Quynh.....	32
Doblas-Madrid, Antonio.....	163
Doenges, R. Conrad.....	202
Dolechek, Rachel.....	46, 135
Dong, Qi.....	43
Dossani, Asad.....	189
Doty, MaryAnn.....	133
Douglas, David E.....	24, 204, 205
Dressler, Gary.....	34
Dufour, Peggy.....	123
Dunne, Timothy.....	112
Dunu, Emeka.....	102
Durnev, Art.....	177
Dursun-Kilic, Türkan.....	65, 83
Dutton, Jenny.....	120
Dwivedi, Rajeev.....	94
Dwyer, Gerald.....	175

## E

Eastman, Marilyn.....	69, 73, 75, 78
Ebrahim, Alireza.....	159
Edrington, Jean Ann.....	46
Edwards, Melody.....	114, 132
Edwards, Sandy.....	24
Egeland, Rita.....	79
Ekici, Emrah.....	38
El Ghou, Sadok.....	146
Elam, Dennis.....	131
Elder, John.....	189
Ellegate, Nicole.....	113
Ellestad, Andrew.....	130
Elliot, Jason.....	132
Ellis, Gary.....	79
Ellis, Michael.....	85
Elshafie, Essam.....	41
Enamela, Pranathy.....	88, 101
Eng, Sereikhuoch.....	82
England, Trevor.....	26, 27
Epstein, Robert H.....	109
Ersoy, Ayse.....	65, 68
Ertekin, Selcuk.....	71, 75
Eruysal, Ferdi.....	85
Esplin, Adam Michael.....	32

## F

Faello, Joseph.....	12
Fagan, Mary Helen.....	85
Faile, Kristen.....	109, 129
Fair, Mary Beth.....	49, 61, 63
Falgout, Van.....	92

Fallah, Mohannadali .....	190
Fang, Fei .....	189
Farida, Siti.....	167
Farrell, Matthew.....	131
Fatoki, Jimoh.....	98
Feeney, Alexander .....	42
Fei, Qiang.....	100
Fekrazad, Amir .....	178
Feng, Hongrui .....	43
Fenner, Arved .....	143
Ferguson, J. Ricky .....	68, 78
Ferrer, Camilo .....	113
Ferris, Stephen .....	179
Ferson, Wayne .....	166
Finne, Gustav .....	161
Firat, Melih .....	183
Fischer, Marcel .....	148
Fischer, Mary .....	27, 85, 205
Flannery, William T.....	202, 203
Fleming, David .....	69
Flinchbaugh, Carol.....	107
Flink, Nicole .....	78
Flores, Javier.....	95, 98
Flores, Matthew .....	49, 63
Flores-Ruiz, Damaris .....	120
Fluharty, Jonathan.....	139
Fodness, Dale.....	116
Ford, Weixing M.....	65, 69, 75
Forney, Judith .....	69, 76, 77
Forst, Arno .....	37
Foster, Benjamin P.....	43
Fraseur, Spencer.....	117
Freeman, Patti .....	79
Frei, Seth.....	44, 47
French, Joseph.....	170
French, Matthew .....	195
Fritz, Ellyn .....	13

## G

Gai, Lili.....	69, 94
Gala, Prachi.....	68
Galindo, Clarisa .....	71
Gandhi, Shammi .....	107
Ganesh, Gopala “GG”.....	71
Ganeshkumar, C.....	72
Gao, Lei.....	155, 174
Gao, Lucia.....	156, 179
Gapud, Stephanie .....	113
Garcia, John .....	152
Garcia, Tawnya.....	120
Garcia-Feijoo, Luis .....	155
Garner, Larry.....	206
Gay, David E. R. ....	203
Geng, Guanyu .....	68, 69, 84

Georgiadou, Effrosyni.....	48
Geringer, Susan D.....	72
Ghimire, Aisha.....	69, 81
Ghimire, Binam.....	149
Giacalone, Robert .....	8, 109, 125
Giannikos, Christos.....	158, 184, 188
Gibson, James .....	101
Gilevska, Biljana.....	175
Ginter, Peter M.....	202, 203
Girona, John.....	78
Gitz, Ron .....	34
Godbole, Mousumi Bose .....	79
Godwin, Lynn .....	69, 71
Goel, Anand .....	147
Goel, Tirupam .....	146, 165
Gonela, Vinay .....	102
Gonzalez, Diego.....	144
Gonzalez, Laura .....	139
Gonzalez, Priscilla .....	136
González-Trujillo, Claudia Jaquelina Jackie .....	72
Gopalakrishnan, Balagopal .....	149
Gopalakrishna-Remadevi, Nandagopal ..	108
Gopalakrishna-Remani, Venugopal (Venu) .....	26, 85, 108
Gordy, Daniel.....	57, 60
Gounopoulos, Dimitrios.....	32
Goyal, Amit.....	188
Grace C., Su .....	135
Gravois, Renée.....	65, 69, 71, 75, 76
Gregg, Janie .....	24, 126, 127
Griffin, Carroll .....	41
Griffin, Mary.....	92
Griffith, Scott .....	69, 75
Gros, Ridley J.....	202
Guardia, Adrian.....	128
Guerrero, Manuel.....	46
Guerrero, Sean .....	78
Guinn, Trey .....	49
Gulzari, Adeela .....	90, 92
Gunter, Matari.....	44

## H

Hackbarth, Gary.....	93
Haensley, Paul.....	143
Hagan, Kelsey.....	105
Hai, Rong .....	145
Haley, Joseph .....	184
Hall, Ashley .....	44, 46, 47, 57
Hambrock, Helga .....	113
Hammer, Emily.....	109, 113, 118, 127
Han, Ki.....	169
Han, Sulei.....	160
Han, Yunhui.....	177



Hanesley, Paul.....	143
Haque, Mahfuzul.....	196
Harden, Gina.....	85, 95, 104
Hardy, LeRoy.....	101
Hardy, Marcia.....	48, 57, 114
Harllee, Heath.....	88, 93, 97
Harrison, David.....	130
Harun, Ahasan.....	93
Harun, Syed.....	15, 139, 178, 182, 192, 194
Hasan, Bokhtiar.....	105
Hasan, Md Mahmudul.....	43
Hasan, Rashedul.....	165, 196, 198
Hassan, M. Kabir ...	8, 15, 85, 105, 139, 141, 149, 159, 165, 167, 192, 193, 194, 196, 198, 199
Haverstick, Kimberly.....	8, 17, 88, 107
Haworth, Julie.....	68, 69, 77, 79
Hayashi, Kentaro.....	128
Hays, Henry H. ....	202
Hayunga, Darren.....	161
He, Jing.....	156
He, Yang.....	81
Headrick, R. Wayne.....	205
Helmke, Jonathan M. ....	46
Hemauer, Tobias.....	152
Hemby, Virginia.....	46
Hess, Zachary.....	32
Hester, Kim.....	83
Hettler, Barry R.....	37
Heydarifard, Zahra.....	129
Hibbeln, Martin.....	173
Hibbert, Ann Marie.....	139
Hill, Nicholas.....	193, 195, 196
Hinck, Wolfgang.....	205
Hinebaugh, Jennifer.....	101
Hinson, Yvonne L.....	33
Hobbs, Jeff.....	155
Hodor, Idan.....	153
Hoelscher, Seth Anthony.....	139
Hohertz, Cherie.....	117
Holcombe, Calee Jo.....	27
Holmes, Amy Foshee.....	42
Holmes, Gary.....	68, 69, 77
Hood, James T.....	204
Hora, Bambi.....	179
Horton, Eddie.....	9, 25, 57, 60, 62
Horton, Marshall.....	192, 206
Hossain, Md Noman.....	43, 151, 154, 156
Hossain, Md Shahriar.....	97
Hosseini, Amin.....	31
Houanti, L'Hocine.....	156
Houghtalen, Lori Marie.....	13
Houston, Reza.....	8, 167, 179, 192, 199
Howard, Robert.....	136
Hsing, Yu.....	199

Hsu, Tommy.....	68
Hu, Xaiolu.....	177
Hu, Yu.....	172
Huang, Difang.....	169
Huang, Emil.....	174
Huang, Ting-Yuan.....	135
Huang, Wen-Hung Stephen.....	72
Huang, Ying.....	178
Hudson, William.....	26, 138
Huh, Chang.....	69
Huq, Tahsin.....	8, 167, 192, 199
Hurt, Kevin.....	125
Hurwitz, Catalina.....	139, 146, 161
Hussain, M. Ershad.....	196
Hussain, Mohammed Ershad.....	196
Hutchins, Holly.....	91
Huynh, Minh.....	199

## I

Imai, Masami.....	176
Ingram, Kendra ....	25, 51, 54, 133, 134, 135, 136
Inouye, Todd.....	128
Irresberger, Felix.....	163
Isenhour, Linda.....	123
Islam, Sharif.....	41
Iyer, Karthik.....	81
Izadi, Selma.....	148, 169
Izaguirre, Obed.....	146

## J

Jackson, Marice.....	50, 64
Jagtap, Shachi.....	106
Jain, Pankaj.....	170, 172
Jain, Tanya.....	154
Janamanchi, Balaji.....	85, 90, 92
Janbaz, Mehdi.....	175
Jappelli, Ruggero.....	147
Jategaonkar, Shrikant.....	171
Javadi, Siamak.....	173
Jebari, Fatima.....	146
Jennings, Daniel F.....	133
Jensen, Bjarne.....	148, 149
Jentz, Gaylord A.....	202
Jeon, Sua.....	68, 69, 72, 76, 78
Jestratijevic, Iva.....	72
Jeung, Jinoug.....	185
Jha, Anand.....	140, 151
Jiang, George.....	176
Jiang, Jingxian "Kelly".....	69, 79, 84
Jiang, Sheila.....	146
Jiang, Wanying.....	38
John, Kose.....	163, 171

Johns, Carl.....	93
Johnson, Andrew.....	116, 126, 130
Johnson, Brian Lee.....	35
Johnson, Eric.....	165
Johnson, Natasha.....	127
Johnson, William.....	100
Johnston, Joseph.....	38
Jones, Daniel.....	125
Jones, Jody.....	13
Jones, Logan.....	96
Jones, Maria.....	96
Jones, Thomas W.....	203
Joonas, Kishwar.....	72
Jose, Anita.....	123
Julio, Ivan.....	100
Jung, Sophie Hyunah.....	46

## K

Kadapakkam, Palani-Rajan.....	143
Kaise, Aoi.....	42
Kakolyris, Andreas.....	184
Kamalapur, Raj.....	95
Kamara, Ahmed.....	92
Kang, Sok-Hyon.....	31
Kaniel, Ron.....	153
Kanuri, Srinidhi.....	175
Karim, Mohammad Sydul.....	167
Karim, Sydul.....	8, 192, 199
Karimli, Tural.....	175
Karst, Rusty.....	116
Kashyap, Nishant.....	157, 185
Katuri, Sai Harsha.....	33
Kaya, Halil.....	135
Ke, Yun.....	32
Keeler, Justin.....	121
Keiffer, Elizabeth.....	101
Kelley, C. Aaron.....	205
Kelly, Marie.....	40
Kennedy, Eric.....	54
Kernaleguen, Jasmine.....	15, 124
Kerneck, Courtney.....	51, 54, 55, 134, 135
Kettles, Degan.....	1, 6, 24, 26, 207
Khodadadi, Soheil.....	12
Khorrarn, Mehdi.....	150
Ki, Young Ha.....	139
Kiese, Florian.....	174
Kilic, Ceyhan.....	83, 103
Kilic, Turkan.....	103
Kim, Dong Hyun.....	177
Kim, Kevin.....	41
Kim, Kyoo il.....	179
Kim, Seongsu David.....	184
Kim, Sun Yong.....	157
Kim, Yongtae.....	178

Kiyamaz, Halil.....	181
Kleen, Betty.....	24, 63, 200, 205, 206
Klein, Phillip.....	143
Knight, Dee.....	69, 76, 77
Knight, Ryan.....	30
Knotts, Tami.....	78
Knowles, Kathryn.....	75, 114, 126
Ko, Yea Hee.....	130
Koch, Marlene.....	148
Kohers, Gerald.....	133
Kolaric, Sascha.....	174
Koo, Minjae.....	31
Kopecky, Kenneth J.....	8, 14, 140, 158
Kopp, Raphael.....	173
Korankye, Thomas.....	143
Korkmaz, Aslihan ..	139, 146, 150, 178, 184, 185
Korkou, Efstathia.....	166, 188
Kosmidou, Vasiliki.....	116
Kossonou, Kouassi Desire.....	104
Kovach, Jamison.....	91
Krishnaswami, Sudha.....	146
Krylova, Lyudmyla Vasylivna.....	12
Kryston, Kevin.....	44
Kryzanowski, Lawrence.....	147, 161
Kucinski, Nancy.....	109
Kulchania, Manoj.....	140, 151
Kumar, Abhijeet.....	90, 92, 97
Kumi, Richard.....	57, 63
Kurp, Jill.....	76
Kwok, Julia S.....	133, 134, 135, 139
Kwon, Chad.....	139
Kwon, He-Boong.....	98
Kwon, Min-Jeong.....	140, 151
Kwon, Sungjoung.....	154

## L

Labaqui, Oriana.....	98
Lakshmi Kanth, Geethalakshmi Shivanapura.....	95, 98, 99
Lallemand, Justin.....	155
Lambert, Abbie.....	114, 132
Lambertides, Neophytos.....	166
Landry, Brett.....	97
Lane, Peggy L.....	5, 24, 25, 85, 87, 88, 205, 207
Lawrence, Shari.....	192, 195
Le, Ben V.....	30, 37
Le, Hahn.....	35
Le, Sukhun.....	169
Le, Thien.....	31, 33
Lee, Jae Hoon.....	7, 67, 69, 75
Lee, Jemar.....	71
Lee, Jooh.....	98

Lee, Pil-Seng.....	171
Lee, Suin .....	190
Lee, Sukhun .....	169
Lee, Woojun .....	38
Leibi, Luca .....	160
Lesseig, Vance .....	185
Lewis, Shelain.....	71
Lewis, Vance.....	118
Lewis, Vance Johnson .....	15, 110, 124
Li, Feng .....	169
Li, Shenru.....	191
Li, Wei-Xuan .....	170
Li, Xiang .....	17, 100, 107
Li, Yanglin .....	32
Li, Zhe.....	157
Li, Zhen.....	85
Li, Zonghui .....	127
Liao, Qinyu .....	17, 100, 107
Liao, Weiwen.....	57
Lilly, Juliana .....	112
Lin, Guoyu .....	12, 43
Lin, Kuan-Chen (K.C.) .....	7, 28, 33
Lin, Li-Chun .....	124
Lin, Linxiao.....	41
Lin, Ying Chou .....	41, 135
Lin, Yu-Chen .....	41
Lindsey, Matthew .....	25, 85, 90, 94
Ling, Zhang.....	28
Lippert, Thomas.....	71, 73
Lirely, Roger .....	33
Littlejohn, Maximillian .....	178
Liu, Baixiao.....	145
Liu, Feiyu.....	165
Liu, Rui .....	139
Liu, Siqi .....	186, 190
Liu, Xai .....	189
Liu, Yubin.....	182
Liu, Zhenfeng.....	41
Ll, Tianpei.....	12, 38, 41
Lloyd, Robert... 69, 71, 73, 74, 75, 110, 114, 117, 120, 125, 128	
Lobato, Manuel.....	169
Locander, David.....	78
Locander, Willam .....	78
Lodgher, Akhtar.....	182
Long, Elliott .....	125
Lopez, Alejandro.....	33
Lord, Justin .....	177
Lord, Richard .....	144
Lord, W. Jack, Jr. ....	203, 204
Loughry, Misty .....	181
Love, Leonard.....	123, 131
Lovelady, Lauren.....	102
Lowe, S. Keith .....	56
Lu, Tingxuan.....	81

Lu, Zhongjin .....	145
Lu-Andrews, Ran.....	138, 156
Lucero, Renee .....	120, 125
Luehlfing, Mike .....	163
Luo, Haowen.....	149
Luo, Haoyi .....	177
Luo, Yongli.....	146, 190
Lutey, Matthew .....	146
Lynch, Andrew .....	138, 139, 142, 181

## M

Ma, Jiehui.....	93
Ma, Qingzhong .....	174
Macfarland, Alma Cristina Gomez.....	81
Macfarland, Hector Gomez.....	71, 81
Macy, Anne.....	192
Madapusi, Arun.....	91, 102
Madden, Jennifer.....	123
Madero-Gomez, Oscar .....	129
Magidou, Marina.....	166
Mahapatro, Srinivas .....	157, 185
Mahfouz, Ahmed .....	72
Malhan, Amit.....	68, 70, 83
Malhotra, Davinder .....	175
Malik, Farooq.....	155
Malinin, Artem.....	155
Manion, Amy.....	96
Manna, Nomalia.....	154
Mans, Sattar .....	161
Mantravadi, S. ....	85
Markman, Gideon D. ....	118
Maroney, Neal.....	172
Marquardt, Blair B. ....	41
Marsh, Treba A. ....	28
Martin, Chris .....	122
Mathwich, Britt .....	121
Matos-Wood, Arwen.....	70
Maula, N H Manzur E.....	195
McCain, Shiang-Lih Chen .....	110, 121, 126
McCleskey, Jim.....	112, 127
McClung, Isabelle .....	127
McCumber, William .....	41, 163, 172
McDonald, Aaron .....	130
McDonald, Julie.....	61
McDowell, Qwontice.....	57
McEacharn, Michelle 24, 200, 205, 206, 207	
Mc-Energy, Jean .....	123
McGlashan, Robert .....	203
McGrath, John M. ....	49
McGraw, Van C. ....	202
McKinnon, Thomas R.....	204
McMurtrey, Mark .. 8, 17, 88, 92, 93, 95, 96, 102, 104, 105, 106, 107	
Meade, Janet Alice.....	40

Meador, Audrey .....	47
Mechitov, Alexander.....	100
Mehta, Sanjay S. ....	65, 70, 72, 73, 79
Meixner, Wilda F.....	204, 205
Mejia, Dana.....	78
Mendez, Brandon.....	152
Mendhekar, Kanishka .....	131
Mendieta, Valentina .....	113
Merrell, Stephanie.....	41
Merritt, Kimberly.....	13, 60, 114, 132, 206
Merritt, Kimberly L.....	206
Mertens, Daniel.....	74, 128
Metts, Stephanie.....	55, 105, 136
Michael, Timothy.....	139
Miller, William F.....	30, 32
Mills, Adam J.....	68, 70
Mintz, Steven M.....	30, 32
Miranda, Vianka .....	35, 49, 57, 63
Mirzaei, Fouad.....	90, 92
Mishra, Rajat.....	91
Mishra, Suchismita .....	170, 172
Misra, Arun Kumar .....	105
Mitchell, Robert.....	60
Mitra, Subhro.....	68, 84
Miwa, Kotaro.....	140, 178, 182
Moeeni, Farhad.....	94
Mohanty, Nilamadhab.....	120
Mohapatra, Partha Sarathi.....	30
Montagna, Mattia.....	177
Moore, Jared.....	7, 28, 33
Moore, Kimberly.....	123
Moore, Paula.....	30, 37
Moreno, Javier.....	78
Morgan, Timothy.....	91
Morris, Rebecca.....	119
Moshkovich, Helen.....	100
Mouton, Ashton.....	44, 46, 61
Mrakovcic, Eva.....	121
Mueller, Peter.....	163
Mueller, Steven.....	125
Mukherjee, Saptarshi .....	164, 171
Mulig, Elizabeth.....	116, 120
Mulig, Liz.....	97, 105
Muncy, Alice.....	27
Munoz, Laura.....	70
Murimi, Robert.....	117, 128
Murphy, Frank.....	124
Murray, Samantha.....	114, 120, 132
Muslu, Volkan.....	33
Mustafa, Muhammad.....	9, 15, 192, 194

## N

Nadavulakere, Shiva .....	123
Naderi, Iman .....	70

Nahar, Mossammat Kamrun .....	35
Naim, Jannatun .....	97
Nair, Anup.....	131
Naka, Atsuyuki .....	174
Nandialath, Anup.....	30
Napier, Randy.....	91
Narayanan, Arunachalam.....	107
Narayanasamy, Arun.....	150, 161
Natarajan, Vivek S.....	24, 72, 207
Nava, Maria.....	73
Neuhauser, Karyn .....	138
Ngo, Julie.....	183
Nguyen, Chu .....	199
Nguyen, Chu V .....	192, 199
Nguyen, Huong.....	139, 193
Nguyen, James.....	170
Nguyen, Thuan.....	90
Ni, Xiaoran.....	161
Nichols, Linda.....	122
Nickerson, David .....	175
Nielson, Blake.....	78
Nieto, Maria .....	175
Nikolov, Atanas .....	70, 81
Nippani, Sri.....	142
Niranjan, Suman .....	107
Nishi, Hiro.....	177
Nishikawa, Takeshi.....	138, 139, 158
Noah, Amanda .....	95
Noe, Kelly.....	24, 28, 30
Nolan, Lily.....	13
Noman, Abdullah.....	143, 174
Nonis, Sarath.....	83
Norris, Dylan.....	155
Norwood, John N.....	204

## O

O'Donoghue, Shawn.....	170
Obanua, Faith.....	91
Obenauer, William.....	113, 123, 127, 129
Ogunade, Kehinde.....	30
Oh, Kyuyoung.....	171
Oler, Derek K.....	28, 41
Olney, Robert J.....	203, 204
Olsavsky, Charles R.....	56
Olsen, Brett.....	155
Olsen, Kari Joseph .....	32
Oluchi, Karishmaa .....	131
Ono, Daryl.....	166
Ortiz, Lorelei.....	44, 48
Ortiz-Mendoza, Oscar.....	129
Osah, Theophilus .....	173
Osburn, Holly.....	120, 132
Osburn, Mike .....	120
Owens-Ott, Suzanne .....	126

Oxner, Karen Marie ..... 12, 28, 30  
 Oyedeji, Bukky Akinsanmi..... 127, 130  
 Oyotode -Adebile, Renee..... 175

## P

Palamuleni, Mercy ..... 197  
 Palkar, Darshana ..... 183  
 Pan, Guanzhong ..... 176  
 Pana, Elisabeta ..... 148  
 Pandya, Dishant ..... 152  
 Panta, Humnath..... 139, 149, 150, 161  
 Pantzalis, Christos ..... 190  
 Parajuli, Jasmine ..... 81  
 Paraschiv, Florentina..... 184  
 Parker, Carmella ..... 49, 50, 63, 64  
 Parra, Fernando ..... 84  
 Parrish, James ..... 101  
 Parthasarathy, Kiran..... 40  
 Pasawan, Audhesh K. .... 70  
 Paskelian, John ..... 192  
 Paskelian, Ohaness..... 197  
 Patankar, Atul ..... 128  
 Patchell, Heather ..... 125  
 Patil, Himali ..... 107  
 Patil, Kiran ..... 94  
 Paul, David P. III ..... 205, 206  
 Paul, Donna L. .... 37  
 Pavlova, Ivelina..... 25, 138, 139, 176  
 Pavur, Robert ..... 85, 93, 94  
 Paydarzarnaghi, Mahnaz..... 147, 160, 189  
 Payne, Bruce ..... 192, 193, 196  
 Payne, Janet..... 185  
 Payne, John ..... 193  
 Peak, Dan ..... 85  
 Peckham, Ryan ..... 94  
 Pegoraro, Stefano..... 177, 186  
 Peiperl, Maury..... 122  
 Pelizzon, Loriana ..... 147  
 Pelton, Lou E. .... 205  
 Pena, Robinson Reyes..... 172, 181  
 Peng, Lin ..... 153  
 Peng, Xianghui (Richard) ..... 85  
 Penman, Adam..... 17, 107  
 Penrod, Curtis ..... 57  
 Pérez-Mira, Begoña ..... 57  
 Permyakova, Tatiana..... 48  
 Peterburgsky, Stanley ..... 172  
 Peters, Richard ..... 120  
 Petrescu, Maria ..... 78  
 Pettit, John D. Jr..... 202  
 Pezzo, Luca ..... 181  
 Pham, Long ..... 90  
 Phan, Anh..... 115, 128  
 Philip, Jestine ..... 110, 116

Phillips, Ashley ..... 13  
 Philpot, Denise ..... 85  
 Philpot, James D. .... 139, 142, 177  
 Phol, Stefan ..... 165  
 Pinches, George F. .... 202  
 Plazzi, Alberto..... 147  
 Poche, Mechelle ..... 78  
 Powell, Jason W..... 14, 26, 45, 57, 59  
 Power, Gabriel J. .... 139  
 Powers, John ..... 47  
 Prabhu, Veena ..... 109  
 Prachyl, Cheryl ..... 27, 28, 42, 206  
 Pradhan, Mridu ..... 193  
 Pratt, Jordan ..... 76  
 Presley, Theresa ..... 40  
 Prewett, Kyleen Whitehead ..... 28, 30  
 Prewitt, Janis ..... 115  
 Price, Donald I. .... 192  
 Procasky, William..... 187  
 Prybutok, Gayle ..... 85, 86, 89, 101  
 Prybutok, Victor..... 90, 92, 97, 107, 108  
 Pryor, Susie ..... 75  
 Pugachev, Leonid..... 43, 145, 174  
 Pukthuanthong, Kuntara ..... 145  
 Pyun, Chaehyun ..... 147, 166

## Q

Qi, Quan ..... 144  
 Qiao, Yankuo ..... 156  
 Qin, Zhongjin..... 145  
 Qiu, Honggang..... 156  
 Qiu, Huan ..... 139  
 Qu, Yingge ..... 12  
 Query, J. Tim ..... 139  
 Qui, Huan ..... 14, 158, 163, 165, 166  
 Qui, Zhigang ..... 176  
 Quijano, Margot..... 185

## R

Rabarison, Monika K. .... 43, 156  
 Rabbani, Md Golam ..... 94  
 Radighieri, Jeffrey..... 75  
 Rafia, Humaira Tahsin ..... 105  
 Rahman, Mashuk ..... 15, 194  
 Rahman, Matiur ..... 15, 192, 194  
 Rahman, Mohammad ..... 143  
 Rahman, Molla Ramizur ..... 105  
 Raineville, Megan ..... 157  
 Rainville, Megan ..... 142, 157  
 Raisinghani, Mahesh S..... 57, 60  
 Rajamma, Rajasree K..... 26, 65, 70  
 Rajaratnam, Daniel ..... 68, 70, 79  
 Rakowski, David..... 139, 160

Ramakrishnan, Thiagarajan .....	85, 100
Raman, Pushkala .....	76
Ramaswamy, Mysore .....	120
Ramchandani, Abhishek .....	37
Ramlall, Sunil .....	113
Rana, Krishan .....	102, 106
Rana, Mahesh .....	106
Randall, Bill .....	88, 98
Rao, Mohan .....	9, 88, 92, 95
Rao, Ramesh .....	138
Rao, Spuma .....	193
Rashid, Mamunur .....	105
Ratnadivakara, Dimuthu .....	168
Rauch, James .....	79, 93
Rawat, Anushri .....	123
Rayfield, Blake .....	100, 179
Rebeka, Aleksandra .....	13
Rebman, Carl .....	85, 98, 104, 106
Reddy, Nischala .....	30
Reed, Diana .....	205
Reinhard, Robert .....	114
Reinsch, Jr., N. L. ...	7, 14, 44, 45, 48, 59, 60
Ren, Bo .....	42
Rexer, Marianne M. ....	38
Reyes, Robinson .....	139, 190
Ricco, Tyler .....	12
Rice, Fredrick .....	117, 120, 129
Richards, Rhonda .....	8, 25, 51, 54, 55, 133, 135
Rimal, Santoshi .....	168
Risher, Jeffrey J. ....	136
Risher, Wendy W. ....	136
Roberto, Katherine .....	123, 126
Roberts, Scott D. ....	69, 70, 75, 82
Robertson, Jesse C. ....	27
Robin, Ashok J. ....	43
Robinson, Robert .....	120
Robinson, Shani .....	37
Robles, Marcel .....	46
Rodrigue, Sherry .....	57, 63
Rodriguez, Arturo .....	26, 51, 54
Rodriguez, Javier .....	161, 169
Rodriguez-Nieto, Juan .....	154
Roehrich, Henry .....	197
Roger, Patrick .....	160
Roger, Tristan .....	160
Rogers, Pamela .....	85, 104
Rohlf, Ron .....	46
Rolf, Skylar .....	114, 116
Roll, Richard .....	145
Romero-Perez, Herminio .....	161, 169
Romig, Mark .....	76
Rouhghalandari, Ali .....	147
Roundtree, Aimee Kendall .....	44
Roy, Donald P. ....	70, 81
Rubínová, Stela .....	187

Rucks, Andrew C. ....	203
Ruiz, Diana Dávila .....	72
Ruseva, Marina Y. ....	27, 33, 38
Rusth, Doug .....	204
Rylander, David .....	70, 75

## S

Saatcioglu, Kemal .....	139
Sabah, Nasim .....	166, 186
Sabol, Misty .....	116
Sadler, Theresa .....	51, 54
Saha, Pritam .....	182
Saito, Yoshie .....	144
Salazar, Dalila .....	102
Salazar, Leslie Ramos .....	25, 44, 47, 49
Sale, Tom S., III .....	203
Saleh, Fahad .....	163
Salwan, Prashant .....	115, 128
Samartin, Margarita .....	175
Sanders, D. Elaine .....	33, 43
Sanders, Donna Elaine .....	27
Sanders, Paula .....	179
Sanford, Riley .....	120
Sapkota, Kayla .....	44, 46, 50, 61, 64
Sapkota, Pradeep .....	150
Saran, Anshu .....	70, 82
Sardar, Naafey .....	15, 178, 194
Sargent, Matthew J. ....	37
Sarkar, Salil .....	139, 149
Savickas, Robert .....	31
Sawada, Michiru .....	176
Schartz, Shane .....	57, 61
Schieber, Danica L. ....	44, 49, 61
Schiereck, Dirk .....	174
Schloemer, Hilary .....	83
Schmid, Markus .....	184
Schroeder, Elizabeth .....	29
Schrowang, Andrew .....	145, 152, 155
Schulz, Kelly .....	76
Sciandra, Michael .....	70
Scott, Justin .....	112
Sears, Stephen R. ....	138
Seidel, Julie .....	109, 125
Sendi, Asaad .....	198, 199
Sendziol, Dana .....	113
Senn, Will .....	85, 86, 89, 93, 101, 107, 108
Seo, Jiwoo .....	32
Sethna, Beheruz N. ....	17, 82
Sewak, Sphurti .....	7, 67, 70, 75, 82
Seydel, John .....	85
Shahriari, Hesam .....	103
Shang, Danjue .....	143, 190
Shankar, Vandana .....	42
Shariatmadari, Maryam .....	145

Sharma, Kamal..... 115  
 Sharma, Nazuk..... 70  
 Sharma, Prateek..... 148  
 Sharma, Shahil..... 139  
 Shaw, John..... 127  
 Shen, Chen..... 167  
 Shim, Sangoh..... 96  
 Shim, Sung..... 97  
 Shin, David..... 140, 144  
 Shirasu, Yoko..... 146  
 Shoemaker, Nikki..... 25, 27, 39, 40  
 Shuart, Joshua..... 69  
 Siegel, Andrew..... 166  
 Sigmar, Lucia..... 50, 64  
 Silberman, Dave..... 15, 124  
 Silver, Lawrence..... 8, 56, 133, 134, 135  
 Sim, Butch..... 70  
 Simer, Joshua..... 13  
 Simmons, Aneika..... 16, 37, 39  
 Singh, Ardhendu Shekhar..... 68  
 Singh, Arjun..... 70  
 Singh, Atul..... 31  
 Singh, Rahul..... 154  
 Singh, Vivek..... 155  
 Sinha, Mudita..... 75  
 Sinha, Vikas..... 88, 98  
 Siregar, Dona..... 148  
 Sirisomboonsuk, Pinyarat..... 98  
 Smith, Ashly Bender..... 44, 46  
 Smith, K. David..... 60  
 Smith, Karen..... 154, 188  
 Smith, Stacey L..... 135  
 Smith, T. Shane..... 106  
 Snyder, Andrew Thomas..... 41  
 Sobngwi, Christian..... 43  
 Sobolewska, Suzanna..... 113  
 Sockbeson, Caitlin..... 12, 127  
 Song, Suyong..... 179  
 Song, Ziaoxiao..... 171  
 Songk, Suyong..... 163  
 Sorensen, Peter..... 114  
 Soule, Lori..... 57, 63  
 Soykoth, Mostofa Wahid..... 94  
 Spahr, Ronald..... 178  
 Spence, Mark..... 72  
 Srivastav, Jagrit..... 149  
 Srivastava, Mallika..... 75  
 Srivastava, Prashant..... 70, 81  
 Stafford, Thomas..... 35  
 Stafford, Tom..... 27, 35  
 Stapleton, Andrew..... 30  
 Starling, Jack M..... 202  
 Stehle, Simon..... 168  
 Steigner, Tanja..... 95, 98  
 Stein, Luke..... 139

Stevens, Robert..... 8, 133, 134, 135, 136  
 Stevenson, Bradley..... 181  
 Stillwell, Gary..... 83  
 Stohlmeyer, Hunter..... 35  
 Story, John..... 70, 71  
 Stovall, O. Scott..... 40  
 Stowe, David..... 138, 139  
 Stowe, John..... 139  
 Stratemeyer, Andreas W..... 72  
 Strawser, William..... 27  
 Stuebs, Marty..... 27  
 Subrahmanyam, Avaniidha..... 145  
 Subramanian, Chetan..... 154  
 Suk, David..... 169  
 Sukitta, Suksai..... 76  
 Summerville, Rachael..... 129  
 Sun, Kevin..... 28, 32  
 Sun, Li..... 27  
 Sun, Liang..... 158  
 Sun, Lingna..... 172  
 Sunderman, Mark..... 178  
 Sundqvist, Toni..... 161  
 Sung, Hyunmo..... 169  
 Super, Janice Francis..... 112  
 Sutton, Charlotte D..... 204  
 Suzuki, Katsush..... 146  
 Swayne, Linda E..... 202, 203  
 Sweet, Kenneth 75, 109, 110, 112, 114, 117,  
 119, 120, 126  
 Swift, Orry..... 27  
 Sylvester, Russell..... 50, 64  
 Szelwach, Celia..... 112  
 Sztano, Gabor..... 15, 194

## T

Taboada, Juan..... 78  
 Tajdini, Saeed..... 68, 70  
 Tang, Huayi..... 177  
 Tantri, Prasanna..... 157, 185  
 Tarakci, Hakan..... 90, 92  
 Tarakci, Yasemin..... 90, 92  
 Tarhini, Kassim..... 112  
 Tarkom, Augustine..... 175  
 Tate, Tiffany..... 123  
 Taylor, David..... 68  
 Taylor, James..... 72  
 Taylor, Jennifer..... 123  
 Thal, Karen..... 135  
 Thanetsunthorn, Namporn..... 103, 130  
 Thewissen, James..... 188  
 Thewissen, Jennifer..... 188  
 Thomala, Robin..... 73  
 Thoman, Joseph..... 106  
 Thomas, Taueret..... 123

Thompson, James H.....	42
Thompson, Linh.....	186
Thompson, Rohan R. ....	81
Thompson, Thomas. 139, 145, 152, 185, 190	
Thornton, Joshua.....	147
Tian, Da.....	146
Tian, Jiayuan.....	173, 196
Tinofirei, Charity.....	88, 95, 101
Titman, Sheridan.....	153
Tiwari, Kamlesh.....	90
Tiwari, Praneet.....	97, 131
Togo, Dennis.....	28
Tolleson, Thomas D.....	205, 206
Torsin, Wouter.....	188
Tourani, Nazanin.....	12
Tran, Dung.....	149
Tree, David.....	7, 28, 33, 43
Tseng, Yi Hua.....	78
Tucker, Robert.....	126
Tudor, Keith.....	205
Türkan, Dursun-Kilic.....	25
Turner, Michael C.....	32
Tut, Daniel.....	156
Tyner, Lee.....	109

## U

Ucar, Erdem.....	184
Ujah, Nacasius 139, 147, 149, 155, 175, 189	
Unsal, Omer.....	100
Upshaw, Danny.....	48, 60
Urban, Noah.....	173
Usman, Shuaibu Hassan.....	7, 14, 45, 57, 59

## V

Vafai, Nima.....	160
Valentine, Sean.....	8, 109, 125
Van Deventer, Ian.....	152
Vega, Jay.....	27
Vega, Jose.....	40
Veith, Christopher M. ....	29
Vengrouskie, Ed.....	114
Venugopal, Buvaneshwaran.....	139
Verma, Priti.....	139, 155, 158, 167, 172
Vermeer, Peter.....	112
Villegas, Sal.....	110, 128
Villegas, Salvador.....	114, 115
Vinocur, Eduardo.....	181
Vlahu, Razan.....	190
Vo, Lihn-Chi.....	156
Vodenska, Irena.....	100
Vollrath, Matthew.....	74
Vrabič-Brodnjak, Urška.....	72
Vukovic, Darko.....	191

## W

Wagner, Eva.....	151
Wahlström, Ranik.....	184
Walker, Edward.....	27, 40
Walkup, Brian.....	134, 135
Walsh, Robert.....	28
Walter, Kara.....	121
Walton, Stephanie.....	38
Walz, Stefan.....	140, 159
Wang, Angie.....	178
Wang, Annika.....	27
Wang, Dilin.....	43
Wang, Jiawei.....	163, 179
Wang, Jinghua.....	139
Wang, Junbo.....	166
Wang, Mengying.....	187
Wang, Pin-Chieh.....	121
Wang, Ray.....	67, 70, 77
Wang, Yajie.....	170
Wang, Yun.....	196
Wang, Zixuan.....	144
Waples, Ethan P. ....	25, 109, 111, 115, 120, 126, 132
Ward, James “Skip”.....	57
Wareham, Justin.....	109, 112, 114, 121, 125, 129
Washington, Montressa.....	123
Watson, Stephanie.....	12
Webb, Kimberly.....	12, 24, 207
Wei, Yong-Kang.....	49
Weisenborn, Gregory.....	46
Wendt, Jeffrey.....	70
Wentzel, Kristin.....	29
Wertheim, Paul.....	40
West, AraBelle.....	30
White, Jennifer.....	63
White, Roger.....	168
White, Steven D. ....	204
Whitlock, David.....	8, 133, 134, 135, 136
Whittington, J. Lee.....	117
Whitworth, Jeff.....	171, 176
Whyte, Ann Marie.....	181
Wilberg, Magnus.....	158
Wiley, Marilyn.....	138
Wiley, Marylin.....	9, 139
Williams, Claudia.....	16, 55
Williams, Donald R. ....	202
Williams, Dorian.....	193, 195, 196
Williams, Rhonda.....	60
Willinger, Marc.....	160
Willingham, John J. ....	202
Willis, Christopher.....	131
Willis, Veronda F.....	31
Wilson, Jessica M. ....	18



Wilson, Kristen Brewer .....	50, 64
Wilson, Linus .....	167
Wilson, S. Ann .....	206
Wilson, Samuel .....	131
Winton, Bradley .....	125, 131
Wise, Timothy D. ....	134, 136
Won, Joonsung .....	150
Wong, Kacheng .....	179
Wong, Kieu .....	18
Wong, Roman .....	192, 193
Workman, Gayle .....	196
Wright, Carol S. ....	44, 46, 50, 61, 64
Wu, Juan .....	35
Wu, Qifeng .....	12, 41
Wu, Shuang .....	147
Wu, Wilford .....	99
Wu, Yuxin .....	150, 176
Wulff, Gabriella .....	72
Wuthisatian, Phuvadon .....	163, 191
Wuthisatian, Rattaphon .....	103, 130

## X

Xia, Yu .....	166
Xiao, Han .....	155
Xiao, Houping .....	178
Xie, Feixue .....	157, 184
Xie, Heng .....	94, 98
Xiong, Haoyang .....	152
Xu, Hanzhi .....	135
Xu, Wei .....	145
Xu, Zhenning “Jimmy” .....	68, 70, 75, 78, 80, 84
Xu, Zijin .....	177

## Y

Yaeger, Therese .....	114
Yan, Zhipeng .....	169
Yang, Kiseol .....	68, 70
Yang, Lingyan .....	183
Yang, Lukai .....	177
Yang, Rong .....	43
Yates, Stephanie .....	157
Yawson, Robert .....	118
Ye, Lilly .....	65, 70, 74, 76, 79, 80
Yesilyaprak, Ata .....	192
Yi, Li .....	170
Yi, Tai .....	8, 14, 140, 158
Yi, Tai David .....	140
Yin, Anwen .....	187
Yin, Chao .....	186
Yin, Zhichao .....	150
Yonac, Muhammed .....	153
Yoo, Sean Sehyun .....	14, 140, 158
Yoon, Yeosong .....	148

Yoshikuni, Adilson Carlos .....	94
You, Yihui .....	14, 158
Young, Marilyn .....	16, 55, 91, 116
Young, Marlin C. ....	204
Youssef, Eyad .....	69
Yu, Deshui .....	169
Yu, Jun .....	68, 81
Yu, Miaomiao .....	172
Yu, Mostofa Wahid SoykothJun .....	81
Yu, Susana .....	139
Yue, Pengpeng .....	150
Yuksel, H. Zafer .....	187
Yu-Thompson, Yin .....	156

## Z

Zaharia, Noni .....	70
Zaidi, Syed .....	27
Zaman, Refaiya .....	99
Zapatero, Idan .....	153
Zargaran, Martin .....	12
Zaynutdinova, Gulnara .....	187
Zeba, Rabia .....	196
Zeng, Yeqin .....	186, 190
Zeni, Federica .....	157
Zhan, Xintong .....	170, 188
Zhang, Athena Wei .....	174
Zhang, Christina .....	139, 154
Zhang, Hongkai .....	93
Zhang, Huilin .....	161
Zhang, Jie .....	161
Zhang, Joseph .....	28, 32
Zhang, Ling .....	42
Zhang, Song .....	140, 185
Zhang, Thomas Jing .....	175
Zhang, Weiming .....	150, 170, 188
Zhang, Xin .....	100
Zhang, Yinghong .....	179
Zhang, Yu .....	37
Zhang, Yuanyi .....	152, 186
Zhao, Le .....	139, 170
Zhao, Longkai .....	179
Zhao, Shaoqiong .....	72
Zhao, Tianchen .....	182
Zheng, Kaidan .....	101
Zhongnan, Mingyang Li .....	161
Zhongnan, Sheng Xu .....	161
Zhou, Dexin .....	153
Zhou, Haigang .....	150
Zhou, Haiyan Helen .....	31
Zhou, Hong .....	156
Zhou, Joyce .....	68, 81
Zhou, Linyu .....	159, 170
Zhou, Yixun .....	176
Zhu, Hui .....	151, 189

Zhu, Megnan.....	176	Zimmerschied, Kyle.....	171
Zhuang, Yimin.....	79	Zong, Xiaoyu.....	183
Zia, Mujtaba.....	177	Zuberi, Mel F. ....	65
Ziebart, David A. ....	43	Zullo, Robert.....	12
Zimmerman, Peter.....	160	Zuven, Md Zubair.....	31