FOURTY-FIRST ANNUAL MEETING
March 11 – March 15, 2014

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

National and International Constituency

Compiled and Edited by Marshall J. Horton
Ouachita Baptist University

With special thanks to the 2014 FBD Association Program Chairs

and to

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**Awards Reception and Banquet**

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To be determined

♦♦♦

If your organization or school is interested in sponsoring a function at FBD in Houston in 2015, please contact the FBD Executive Director, Michelle McEacharn.
42nd Annual Conference

March 11 - 14, 2015
Hyatt Regency Hotel
Houston, Texas

43rd Annual Conference

To be determined

44th Annual Conference

March 8 - 11, 2017
Statehouse Convention Center/Marriott
Little Rock, Arkansas

For more information visit

FEDERATION OF BUSINESS DISCIPLINES

Website:

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

- To be determined

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

♦

Please let exhibitors know how much we appreciate their presence and continued support!
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Dear FBD Participants:

Welcome to Dallas—“Big D” for many who call this cosmopolitan city home! I am honored to join with the Association Officers of our ten member organizations and FBD’s Executive Board in offering a warm Texas “howdy and handshake” to each of you for our 41st meeting. If this is your first FBD meeting, the FBD family is excited that you chose to join us. If this is your second, third or forty-first meeting, take the time this week to make new friendships and rekindle old ones.

The week will be busy. Allow time to visit our exhibitors, express your appreciation for their support and review their latest instructional materials. While in the exhibit area, drop your raffle ticket in the “drum” near the registration desk. During selected FBD coffee breaks, we will draw for different prizes, but you must be present to win! If you registered for the Wednesday evening FBD Awards Reception and Banquet, please join me in honoring our Distinguished Paper Award and Outstanding Educator winners. We are indebted to McGraw-Hill/Irwin for supporting our Distinguished Paper Awards and extend our thanks to them for their continued contribution. Another event is our annual Meet and Greet Social, Thursday evening from 5:30 p.m. – 7:00 p.m. in the Exhibit Hall. Reconnect with colleagues and meet new friends, enjoying food, drink and relaxing music.

“Multiple perspectives, single vision” makes FBD a unique organization, allowing each attendee to engage in intellectual and social exchanges across a mosaic of business disciplines. This year’s outstanding program is the product of the planning and untiring efforts of dedicated officers from the ten associations currently comprising FBD. FBD Vice President and General Program Chair, Marshall Horton, has spent more hours than he wants to count coordinating a dynamic conference involving paper, panel and workshop sessions as well as numerous business meetings, social functions and meal events. I am indeed grateful to Executive Director Michelle McEacharn for providing FBD with outstanding leadership and “behind-the-scenes” energy, ensuring a healthy Federation. My gratitude also extends to FBD Executive Council members Marsha Bayless, Barbara Davis, Larry Garner and Ann Wilson for volunteering many hours to make this conference a success and FBD’s future a bright one.

I am honored to serve as your president this year. Over the past several years, I have enjoyed serving in various FBD officer roles. Each position was challenging—yes, working with some people is not only challenging but trying, ha! I can also say that my service to FBD has been rewarding, especially the friendships that I formed over the years with other FBD and association officers. I ask you to consider how you can serve your association and FBD as a volunteer. Without your help, these organizations cannot offer the same degree of excellence to new faculty beginning their academic careers.

Our program provides pedagogical insights, research highlights, and practical applications. I invite you to celebrate not only FBD’s past but also the opportunity of the present and the promise of our future. Once again, thank you for participating in FBD. I look forward to seeing you at many future FBD meetings.

Thomas D. Tolleson
President, Federation of Business Disciplines
Dear FBD 2014 Attendees:

Welcome back to Dallas, where it all started for FBD more than forty years ago. We are already into our second forty years of providing an interdisciplinary forum for scholarly research, professional development and teaching techniques. Please accept my heartfelt welcome on behalf of the FBD Board of Directors, our ten association program chairs and many volunteers who make this meeting possible.

Putting together a program of hundreds of presentations is always challenging and rewarding. Your program chairs have worked very hard to establish this year’s program. Please join me in thanking Ohaness, Amelia, Traci, Joselina, Prashant, Peggy, Bob, Manjula, John, and Adnan.

The Dallas Sheraton has once again risen to the occasion and provided great assistance. The staff, under the direction of Mark Story and Ann Renneker, has helped us in planning our best conference yet and their wisdom and prescience will help our sessions and various functions go smoothly.

A very special thank you goes to our sponsors and exhibitors for their support. Without their participation, 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.

Without the wisdom and hard work of Michelle McEacharn, Tom Tolleson, Barbara Davis, Betty Kleen, Larry Garner, and Marsha Bayless, this program would not have happened. They are my friends and yours, volunteering enormous amounts of time and energy to our organization. I am very grateful that my eminent colleague and friend, Ann Wilson, will put together next year’s program. The organization is in good hands.

My personal thanks are due my dean, Bryan McKinney, who has consistently supported my efforts with FBD for many years. My family has put up with much over the past year, particularly my wife, Mary Esther. My sincere gratitude goes to each of you. Above all, to God be the glory for graciously answering my prayers and petitions for a worthwhile program.

Next year, we will be in Houston! One of our best venues is the Hyatt Regency, Downtown. Please join me in participating in the wonderful program that we know Ann will chair.

Enjoy Big D with all the glamor, gush, and gusto that goes with my former hometown. I hope to see you as we again make new friends and renew old friendships!

Marshall J. Horton, Ouachita Baptist University
Vice President and General Program Chair
The Federation of Business Disciplines is pleased to recognize the recipients of the


Academy of International Business, U.S. Southwest Chapter

The Pronounced Impact of Macroeconomic Stress on the Financial Sector: Implications for Economic Stability
M. Kabir Hassan, University of New Orleans
William J. Hippler III, University of New Orleans

American Accounting Association, Southwest Region

Real and Accrual-Based Earnings Management in the Pre- and Post-IFRS Periods: Evidence from China
Li-Chin Ho, University of Texas – Arlington
Qunfeng Liao, University of Texas – Arlington
Martin Taylor, University of Texas – Arlington

Association for Business Communication, Southwestern U.S.

Using Business Cases to Foster Critical Thinking
Kathryn S. O’Neill, Sam Houston State University
Gary L. May, Clayton State University

Association of Business Information Systems

How Are High Schools Doing? Students’ Perceptions about Their Educational Use of Technology
Sarah Wright, Northwestern State University
Julie McDonald, Northwestern State University
Margaret S. Kilcoyne, Northwestern State University
Sue Champion, Northwestern State University

Association of Collegiate Marketing Educators

Drivers and Outcomes of Individual Customer Orientation: A Holistic Approach?
Türkan Dursun-Kılıc, West Texas A&M University

Decision Sciences Institute, Southwest Region

Using Hybrid Lexical Profiles to Find and Name Entities
Daniel McDonald, Utah State University
Hsinchun Chen, University of Arizona
Olivia R. Liu Sheng, University of Utah Global Knowledge Management Center
DISTINGUISHED PAPER AWARDS (Continued)

Southwest Academy of Management

*Demystifying the Perplexity of Capability Value Creation: An Examination of Zero-Order Capability Configuration and the Impact on Firm Performance*
  
  **Joshua J. Daspit**, Mississippi State University  
  **Derrick E. D’Souza**, University of North Texas

Southwest Case Research Association

*Zara vs. Uniqlo: Two Indefatigable Competitors in the Global Apparel Industry*
  
  **Syed Tariq Anwar**, West Texas A & M University

Southwestern Finance Association

*Cohabitation before Marriage? An Examination of Pre-acquisition Alliance Partnerships and Merger Outcomes*
  
  **Han Yu**, University of Kansas  
  **Zhaozhao He**, University of Kansas

Southwestern Society of Economists

*Does Regular Economic News from Emerging Countries Move Markets? Evidence from Chinese Macro Announcements*
  
  **Christopher F. Baum**, West Virginia University  
  **Marketa Halova**, Boston College  
  **Alexander Kurov**, Washington State University
The Federation of Business Disciplines is pleased to recognize the recipients of the

2014 Federation of Business Disciplines
Outstanding Educator Awards

Academy for International Business, U.S. Southwest Chapter

Matiur Rahman, McNeese State University

American Accounting Association, Southwest Region

Margaret M. Tanner, University of Arkansas – Fort Smith

Association for Business Communication, Southwestern U.S.

Margaret S. Kilcoyne, Northwestern State University

Association of Business Information Systems

Kimberly L. Merritt, Oklahoma Christian University

Association of Collegiate Marketing Educators

Gordon G. Mosley, Troy University

Decision Sciences Institute, Southwest Region

Peggy Lane, Emporia State University

Southwest Academy of Management

Donald Baack, Pittsburg State University

Southwest Case Research Association

Jeffrey Miller, Sam Houston State University

Southwestern Finance Association

Julia S. Kwok, Northeastern State University

Southwestern Society of Economists

Warren Matthews, Le Tourneau University
**BREAKFASTS, LUNCHEONS, DINNERS, MEETINGS & RECEPTIONS**

**Wednesday, March 12, 2014**

- 6:30 p.m. - 7:30 p.m.  
  Chaparral Preconvene  
  **McGraw-Hill/Irwin**  
  Awards and Recognition Reception (By Invitation/Additional Fee Only)

- 7:30 p.m. - 9:30 p.m.  
  Chaparral  
  **McGraw-Hill/Irwin**  
  Awards and Recognition Dinner (By Invitation/Additional Fee Only)

- 9:30 p.m. – 10:30 p.m.  
  President’s Suite  
  **Federation of Business Disciplines**  
  President’s Reception (By Invitation Only)

**Thursday, March 13, 2014**

- 7:00 a.m. - 8:15 a.m.  
  The Kitchen Table  
  **Southwest Academy of Management**  
  Officers Meeting and Breakfast (SWAM Officers Only)

- 7:00 a.m. – 7:45 a.m.  
  Houston Ballroom C  
  **Southwest Case Research Association**  
  Past Presidents Meeting (SWCRA Past Presidents Only)

- 7:45 a.m. – 9:00 a.m.  
  Houston Ballroom C  
  **Southwest Case Research Association**  
  Breakfast and Business Meeting (SWCRA Members Only)

- 7:00 a.m. – 8:30 a.m.  
  Chaparral Boardroom  
  **Decision Sciences Institute, Southwest Region**  
  Officers and Directors Meeting (SWDSI Officers and Directors Only)

- 8:00 a.m. – 8:30 a.m.  
  San Antonio Ballroom B  
  **Association for Business Communication – Southwestern U.S.**  
  Breakfast (ABC-SWUS Members Only)

- 8:00 a.m. – 10:00 a.m.  
  San Antonio Ballroom A  
  **Association of Business Information Systems**  
  Breakfast and Business Meeting

  **FBD Coffee Break**

- 10:00 a.m.-10:30 a.m.  
  Lone Star Ballroom  
  **Southwest Academy of Management**  
  Entrepreneurial Speaker Series Luncheon

- 12:00 p.m. – 1:30 p.m.  
  Lone Star Ballroom A1  
  **American Accounting Association, Southwest Region**  
  Luncheon and Keynote Speaker (AAA-SW Members Only)

  **FBD Coffee Break**

- 12:00 p.m. – 1:30 p.m.  
  Chaparral (38th floor)  
  **Southwest Academy of Management**  
  2015 Planning Meeting

- 3:00 p.m. – 3:30 p.m.  
  Lone Star Ballroom  
  **Southwestern Society of Economists**  
  Executive Committee Meeting (SSE Executive Committee Members Only)

  **FBD Coffee Break**

- 5:00 p.m. – 6:00 p.m.  
  State Room 1  
  **Southwest Academy of Management**  
  Meet and Greet Social (for all conference participants)

Visit us at FBDonline.org
### BREAKFASTS, LUNCHEONS, DINNERS, MEETINGS & RECEPTIONS

**Friday, March 14, 2014**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. – 9:00 a.m.</td>
<td><strong>Southwestern Finance Association</strong>&lt;br&gt;Board Meeting and Breakfast (SWFA Board Members only)</td>
</tr>
<tr>
<td></td>
<td>The Kitchen Table</td>
</tr>
<tr>
<td>7:30 a.m. – 8:30 a.m.</td>
<td><strong>Association for Business Communication – Southwestern U.S. and Association of Business Information Systems</strong>&lt;br&gt;Joint Breakfast (ABC-SWUS and ABIS Members Only)</td>
</tr>
<tr>
<td></td>
<td>Lone Star Ballroom</td>
</tr>
<tr>
<td>7:30 a.m. – 8:00 a.m.</td>
<td><strong>Decision Sciences Institute, Southwest Region</strong>&lt;br&gt;Continental Breakfast (DSI Members)</td>
</tr>
<tr>
<td></td>
<td>Majestic 7</td>
</tr>
<tr>
<td>7:30 a.m. – 8:30 a.m.</td>
<td><strong>Association for Collegiate Marketing Educators</strong>&lt;br&gt;ACME Breakfast and Special Time (ACME Members Only)</td>
</tr>
<tr>
<td></td>
<td>Entrance to Seminar Theatre</td>
</tr>
<tr>
<td>8:00 a.m. – 10:00 a.m.</td>
<td><strong>Southwestern Society of Economists</strong>&lt;br&gt;Annual Business Breakfast Meeting (SSE Members Only)</td>
</tr>
<tr>
<td></td>
<td>Chaparral (38th floor)</td>
</tr>
<tr>
<td>10:00 a.m. – 10:30 a.m.</td>
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<tr>
<td></td>
<td>Lone Star Ballroom</td>
</tr>
<tr>
<td>12:00 p.m. – 3:00 p.m.</td>
<td><strong>Academy of International Business, U.S. Southwest Chapter</strong>&lt;br&gt;Luncheon (AIB-SW Members Only-RSVP required)</td>
</tr>
<tr>
<td></td>
<td>The Kitchen Table</td>
</tr>
<tr>
<td>12:00 p.m. – 1:30 p.m.</td>
<td><strong>American Accounting Association, Southwest Region</strong>&lt;br&gt;Luncheon and Business Meeting (AAA-SW Members Only)</td>
</tr>
<tr>
<td></td>
<td>Lone Star Ballroom A1</td>
</tr>
<tr>
<td>12:00 p.m. – 1:30 p.m.</td>
<td><strong>Association for Business Communication – SWUS</strong>&lt;br&gt;Executive Board Lunch – By Invitation</td>
</tr>
<tr>
<td></td>
<td>The Kitchen Table</td>
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<tr>
<td>12:00 p.m. – 1:45 p.m.</td>
<td><strong>Southwestern Finance Association</strong>&lt;br&gt;Luncheon and Business Meeting (SWFA Members Only)</td>
</tr>
<tr>
<td></td>
<td>Chaparral</td>
</tr>
<tr>
<td>12:00 p.m. – 1:15 p.m.</td>
<td><strong>Association for Collegiate Marketing Educators</strong>&lt;br&gt;ACME Luncheon and Business Meeting (ACME Members and Invited Guests Only)</td>
</tr>
<tr>
<td></td>
<td>Houston Ballroom C</td>
</tr>
<tr>
<td>12:00 p.m. – 1:30 p.m.</td>
<td><strong>Southwest Academy of Management</strong>&lt;br&gt;Officers Meeting and Luncheon</td>
</tr>
<tr>
<td></td>
<td>Chaparral Boardroom</td>
</tr>
<tr>
<td>12:30 p.m. – 1:30 p.m.</td>
<td><strong>Decision Sciences Institute, Southwest Region</strong>&lt;br&gt;Doctoral Consortium Luncheon (by invitation only)</td>
</tr>
<tr>
<td></td>
<td>Majestic 7</td>
</tr>
<tr>
<td>1:30 p.m. – 3:00 p.m.</td>
<td><strong>Academy of International Business, U.S. Southwest Chapter</strong>&lt;br&gt;Business Meeting</td>
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<td></td>
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<tr>
<td>3:00 p.m. – 3:30 p.m.</td>
<td><strong>FBD Coffee Break</strong></td>
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<tr>
<td></td>
<td>Lone Star Ballroom</td>
</tr>
<tr>
<td>5:15 p.m. – 6:15 p.m.</td>
<td><strong>Southwest Academy of Management</strong>&lt;br&gt;Annual Business Meeting</td>
</tr>
<tr>
<td></td>
<td>State Room 1</td>
</tr>
<tr>
<td>6:30 p.m. – 8:00 p.m.</td>
<td><strong>Southwest Academy of Management</strong>&lt;br&gt;Annual Reception (SWAM Members Only)</td>
</tr>
<tr>
<td></td>
<td>Chaparral</td>
</tr>
</tbody>
</table>

Visit us at FBDonline.org
BREAKFASTS, LUNCHEONS, DINNERS, MEETINGS & RECEPTIONS

Saturday, March 15, 2014

Federation of Business Disciplines
Breakfast and Meetings (FBD 2015 Program Chairs, Board and Officers)

ANNUAL BUSINESS MEETINGS

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>FBD 2013-2014 Board of Directors</td>
<td>Wednesday, March 12, 2014</td>
<td>2:00 p.m. – 5:00 p.m.</td>
<td>Lone Star Ballroom A1</td>
</tr>
<tr>
<td>FBD 2015 New Program Chairs</td>
<td>Saturday, March 15, 2014</td>
<td>8:00 a.m. – 9:00 a.m.</td>
<td>Press Club</td>
</tr>
<tr>
<td>FBD 2014-2015 Board of Directors</td>
<td>Saturday, March 15, 2014</td>
<td>9:00 a.m. – 11:00 a.m.</td>
<td>Press Club</td>
</tr>
<tr>
<td>Academy of International Business, Southwest Chapter: Annual Business Meeting</td>
<td>Friday, March 14, 2014</td>
<td>3:30 p.m. – 5:00 p.m.</td>
<td>Lone Star Ballroom A1</td>
</tr>
<tr>
<td>American Accounting Association, Southwest Region</td>
<td>Friday, March 14, 2014</td>
<td>12:00 p.m. – 1:30 p.m.</td>
<td>Lone Star Ballroom A1</td>
</tr>
<tr>
<td>Association for Business Communication, International Executive Committee</td>
<td>Wednesday, March 12, 2014</td>
<td>7:30 a.m. – 5 p.m.</td>
<td></td>
</tr>
<tr>
<td>Association for Business Communication, Southwestern U.S.</td>
<td>Thursday, March 13, 2014</td>
<td>3:30 p.m. – 5:00 p.m.</td>
<td>San Antonio Ballroom B</td>
</tr>
<tr>
<td>Association of Business Information Systems</td>
<td>Thursday, March 13, 2014</td>
<td>8:00 a.m. – 10:00 a.m.</td>
<td>San Antonio Ballroom A</td>
</tr>
<tr>
<td>Association of Collegiate Marketing Educators</td>
<td>Friday, March 14, 2014</td>
<td>12:00 p.m. – 1:15 p.m.</td>
<td>Houston Ballroom C</td>
</tr>
<tr>
<td>Decision Sciences Institute, Southwest Region</td>
<td>Thursday, March 13, 2014</td>
<td>3:30 p.m. – 5:00 p.m.</td>
<td>Majestic 11</td>
</tr>
<tr>
<td>Southwest Academy of Management</td>
<td>Friday, March 14, 2014</td>
<td>5:15 p.m. – 6:15 p.m.</td>
<td>State Room 1</td>
</tr>
<tr>
<td>Southwest Case Research Association</td>
<td>Thursday, March 13, 2014</td>
<td>7:30 a.m. – 9:00 a.m.</td>
<td>Houston Ballroom C</td>
</tr>
<tr>
<td>Southwestern Finance Association</td>
<td>Friday, March 14, 2014</td>
<td>12:00 p.m. – 1:45 p.m.</td>
<td>Chapparal</td>
</tr>
<tr>
<td>Southwestern Society of Economists</td>
<td>Friday, March 14, 2014</td>
<td>8:00 a.m. – 10:00 a.m.</td>
<td>Chapparal</td>
</tr>
</tbody>
</table>

Visit us at FBDonline.org
LINKS Simulations  Thursday, March 14, 2013  10:30 a.m. – 12:00 p.m.  Sandia (West Lower)

Presenter: Randall G. Chapman, PhD, Founder and President, Links Simulations

How can an instructor teach effectively and efficiently with a large-scale, team-based, competitive business management simulation? By exploiting the simulation’s web-based teaching and learning resources! This software demo and conversation explores web-based resources for supporting instructors and their students throughout events with LINKS simulations.

Interpretive Simulations  Thursday, March 14, 2013  3:30 p.m. – 5:00 p.m.  Estancia (West Lower)

Presenter: Tim Sams, Manager of Content Development, Interpretive Simulations

Title: Three Examples of Effective Integration of Simulations in the Classroom

In this session, we’ll look at three different examples of how simulations were used effectively in the classroom. The main reason professors use simulations is that students learn better by doing. But how the simulation integrates with course material can be difficult. We’ll walk through three examples of effective integration using our simulations. Specifically, what principles were addressed by the simulation and how did this help the students see how these principles are used in business? How do you integrate the simulation with your existing class materials and pedagogy? What are some best practices for a first-time user of a simulation?

This will be an interactive session where questions are welcomed throughout. This session should be useful to both first-time users of simulations as well as veteran users.

Additional whitepapers on these examples will be available after the session from our website.
The FBD Meeting
The forty-first annual meeting of the Federation of Business Disciplines (formerly Southwestern Federation of Administrative Disciplines) takes place on March 11 – March 15, 2014, in Dallas, Texas. The Sheraton Downtown Dallas 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 services
- Encourage excellence through peer evaluation of scholarly work
- Recognize outstanding achievement of members
- Increase diversity and encourage multi-disciplinary interaction
- Provide social and professional opportunities for networks of scholars
- Facilitate faculty placement

2014 FBD Conference Hotel
The Sheraton Dallas Downtown is serving as the Conference Hotel.

Special Accommodations
Any individual who requires special accommodations for a specific disability should contact the conference hotel (Sheraton Dallas Downtown) at least two weeks prior to the conference.

McGraw-Hill/Irwin Distinguished Paper Awards
Distinguished Paper Awards are being sponsored by McGraw-Hill/Irwin to recognize the outstanding papers submitted for presentation at the FBD meeting. Authors of these papers will receive plaques at a special McGraw-Hill/Irwin 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 for our 2015 conference.

♦♦♦

42nd Annual Conference
March 11 - 14, 2015
Hyatt Regency Hotel
Houston, Texas

43rd Annual Conference
To be determined

44th Annual Conference
March 8 - 11, 2017
Statehouse Convention Center/Marriott
Little Rock, Arkansas
FBD GENERAL INFORMATION

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

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

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

Registration
The registration area is located on the third floor in Lone Star Ballroom A. Participants may register on-site or pick up conference materials (name badges, receipts, programs/proceedings, etc.) at the registration area. Registration hours are:

- Wednesday, March 12: 11:00 a.m. - 5:30 p.m.
- Thursday, March 13: 8:00 a.m. - 5:00 p.m.
- Friday, March 14: 8:00 a.m. - 4:00 p.m.
- Saturday, March 15*: 7:30 a.m. – 9:00 a.m.

*(Saturday registration is located outside the FBD Board meeting room, Press Club)

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

2014 Association Registration Fees (In addition to the $100 Required FBD Fee)*

<table>
<thead>
<tr>
<th>Association</th>
<th>Fee</th>
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<tbody>
<tr>
<td>Academy of International Business, Southwest Region</td>
<td>$75.00</td>
</tr>
<tr>
<td>American Accounting Association, Southwest Region</td>
<td>$110.00</td>
</tr>
<tr>
<td>Association for Business Communication, Southwestern U.S</td>
<td>$40.00</td>
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<tr>
<td>Association of Business Information Systems</td>
<td>$55.00</td>
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<tr>
<td>Association of Collegiate Marketing Educators</td>
<td>$90.00</td>
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<tr>
<td>Decision Sciences Institute, Southwest Region</td>
<td>$45.00</td>
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<tr>
<td>Southwest Academy of Management</td>
<td>$75.00</td>
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<tr>
<td>Southwest Case Research Association</td>
<td>$65.00</td>
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<tr>
<td>Southwestern Finance Association</td>
<td>$75.00</td>
</tr>
<tr>
<td>Southwestern Society of Economists</td>
<td>$49.00</td>
</tr>
</tbody>
</table>

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

Visit us at FBDonline.org
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, receipts, event tickets, etc). On-site registration costs include materials (e.g., badge holders), processing needs (e.g., internet connectivity and booth setup), staff personnel, security, and transportation costs.

• Placement Services. FBD covers the costs of placement services, including materials transportation, copying and printing, staffing, and other miscellaneous related expenditures.

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

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

• Audiovisual Equipment. FBD covers the costs of a standard computer projection equipment package in each meeting room during the conference. The 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 and mailing the 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, exhibit area Coffee Breaks, and the Meet and Greet Social.

• Miscellaneous Expenses. Such costs vary from year to year but may include officer transition costs, nonroutine charges, accounting or auditing costs, etc.
FBD GENERAL INFORMATION

Placement Service
FBD will provide a Placement Service for academic positions in a designated area of Lone Star Ballroom A. The service will be staffed during the following hours:

- Wednesday, March 12 11:00 a.m. - 5:30 p.m.
- Thursday, March 13 8:00 a.m. - 5:00 p.m.
- Friday, March 14 8:00 a.m. - 4:00 p.m.

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

Carla J. Barber
University of Central Arkansas
Conway, AR 72035

Exhibitors
Publishers’ exhibits will also be located in Lone Star Ballroom A. 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 12 2:00 p.m. – 5:30 p.m.
- Thursday, March 13 8:00 a.m. – 5:00 p.m.
- Friday, March 14 8:00 a.m. – 4:00 p.m.

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

♦
Let our exhibitors know how much we appreciate their presence and continued support!

Meeting Rooms
The locations of the various rooms can be found by referring to the floor plans in the back of this program. A basic overview of the conference room locations is as follows: The Kitchen Table is the hotel restaurant on the first floor and has two meeting rooms. Lone Star Ballroom A is located on the second floor of the Conference Center. Houston Ballroom A, B, and C, as well as the San Antonio Ballroom A and B, are located on the third floor of the Conference Center with State Rooms 1, 2, 3, and 4. Pearl 1, 2, 4, and 5 are located with Press Club, Atrium, Live Oak, the Executive Boardroom, and Seminar Theatre on the second floor of Center Tower. Majestic Rooms 1 through 11 are located on the 37th floor of the Center Tower. Chaparral (ballroom), Chaparral Boardroom, and Chaparral Preconvene are located on the 38th floor of Center Tower.

Smoking is not permitted in the meeting rooms.
<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 2014</td>
<td>FBD 2015 General Program Chair prepares a 2015 FBD “Call For Papers” for distribution at the FBD Annual Meeting.</td>
</tr>
<tr>
<td></td>
<td>The 2015 Association Program Chairs and the 2015 FBD General Program Chair start planning for the 2015 conference at the New Program Chairs meeting held on Saturday morning during the 2014 FBD conference.</td>
</tr>
<tr>
<td>March 2014</td>
<td>Program Committees/Track Chairs are selected by Association Program Chairs. Each Association sends out a Preliminary “Call For Papers” to current and prospective participants.</td>
</tr>
<tr>
<td>April/May 2014</td>
<td>FBD Officers and Association Program Chairs participate in FBD Boot Camp at hotel of the 2015 conference.</td>
</tr>
<tr>
<td>June 2014</td>
<td>FBD General Program Chair and each Association Program Chair send out “Call For Papers” reminders to current and prospective participants.</td>
</tr>
<tr>
<td>July/August 2014</td>
<td>Association Track Chairs continue soliciting manuscripts, special session proposals, tutorials and workshops for the 2015 FBD Conference.</td>
</tr>
<tr>
<td>Summer 2014</td>
<td>FBD Executive Director distributes postcard “Call for Papers” and prepares detailed online “Call for Papers.”</td>
</tr>
<tr>
<td>September 2014</td>
<td>Deadlines for receipt of papers, abstracts and proposals. Track Chairs for each Association initiate the review process and report the submission data to their Association Program Chairs.</td>
</tr>
<tr>
<td>October 2014</td>
<td>Track Chairs make acceptance/rejection decisions. Solicitation of nominees and judging of the candidates for the FBD Distinguished Paper and Outstanding Educator Awards occurs.</td>
</tr>
<tr>
<td>Early November 2014</td>
<td>Each Association Program Chair compiles, organizes and sends all program information to the 2015 FBD General Program Chair.</td>
</tr>
<tr>
<td>Early January 2015</td>
<td>FBD General Program Chair completes compilation of 2015 FBD Program Book and sends it to the printer. Each Association Program Chair contacts hotel caterers to arrange for receptions, dinners, breakfasts and special events.</td>
</tr>
<tr>
<td>Late January 2015</td>
<td>2015 FBD Program is posted on FBD Web site.</td>
</tr>
<tr>
<td>February 2015</td>
<td>Deadline for receipt of hotel reservations and pre-conference registration</td>
</tr>
</tbody>
</table>
The FBD By-Laws, Article Five, provide that “The Executive Council shall consist of the President, FBD 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.”

Thomas D. Tolleson, President
Texas Wesleyan University

Marshall J. Horton, Vice President &
General Program Chair
Ouachita Baptist University

S. Ann Wilson, Vice President and General
Program Chair - Elect
Stephen F. Austin State University

Barbara J. Davis, Secretary-Treasurer
Centenary College of Louisiana

Michelle McEacharn, Executive Director
The University of Louisiana Monroe

Larry Garner, Past President
Texas A&M University – Central Texas

Marsha L. Bayless, Past President
Stephen F. Austin State University

Sam 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.

In 2012, David Douglas was awarded the Sam J. Bruno Lifetime Achievement Award by the Federation of Business Disciplines. FBD honored David for his lifetime of exemplary leadership and unwavering dedication to the organization and his lasting, tangible and positive contributions to the betterment and success of FBD.
FBD 2014 ASSOCIATION PROGRAM CHAIRS

FBD Vice President and Program Chair
Marshall J. Horton, Ouachita Baptist University

FBD Vice President and Program Chair-Elect
S. Ann Wilson, Stephen F. Austin State University

Academy of International Business, U.S. Southwest Chapter
Ohaness Paskelian, University of Houston-Downtown

American Accounting Association, Southwest Region
Amelia A. Baldwin, University of Arkansas-Fort Smith

Association for Business Communication, Southwestern U.S.
Traci L. Austin, Sam Houston State University

Association of Business Information Systems
Joselina D. Cheng, University of Central Oklahoma

Association of Collegiate Marketing Educators
Prashant Srivastava, Drexel University

Decision Sciences Institute, Southwest Region
Peggy Lane, Emporia State University

Southwest Academy of Management
Manjula S. Salimath, University of North Texas

Southwest Case Research Association
Robert Stevens, Southeastern Oklahoma State University

Southwestern Finance Association
John D. Stowe, Ohio University

Southwestern Society of Economists
Adnan Daghestani, Barry University

Visit us at FBDonline.org
Executive Committee:

Chapter Chair: M. Kabir Hassan, University of New Orleans
President: Chu V. Nguyen, University of Houston-Downtown
Vice President, Programs: Ohaness Paskelian, University of Houston-Downtown
Vice President, Membership: Syed Harun, Texas A&M University - San Antonio
Secretary and Treasurer: Ohaness Paskelian, University of Houston-Downtown

Program Chair: Ohaness Paskelian, University of Houston-Downtown
Program Committee: Chu V. Nguyen, University of Houston-Downtown
Ohaness Paskelian, University of Houston-Downtown
Stephen Bell, Park University
Syed Harun, Texas A&M-San Antonio

Proceedings Co-Editors: Faiza Khoja, University of Houston-Downtown
Anisul M. Islam, University of Houston-Downtown

Track Chairs: Akash Dania, Alcorn State University
Ata Yesilyaprak, Alabama A&M University
Veena Prabhu, California State University, Los Angeles
Priti Verma, Texas A&M-Kingsville

Recipients of the 2014 McGraw-Hill/Irwin Distinguished Paper Award

The Pronounced Impact of Macroeconomic Stress on the Financial Sector: Implications for Economic Stability
M. Kabir Hassan, University of New Orleans
William J. Hippler III, University of New Orleans

Recipient of the 2014 Outstanding Educator Award

Matiur Rahman, McNeese State University
### Recipients of the Best Paper Award in the Strategic Management Track

*How Do International Acquisitions Affect the Competitiveness of Companies?*

- **Omer Genc**, Minnesota State University – Mankato
- **J. Jay Choi**, Temple University
- **Arvid Parkhe**, Temple University

### Recipients of the Best Paper Award in the International Management Track

*International Study of Ethical Decision Making: Evidence from China, Philippines, Russia and USA*

- **Veena Prabhu**, California State University – Los Angeles
- **Stephen McGuire**, California State University – Los Angeles
- **Kern Kwong**, California State University – Los Angeles
- **Robert Tang**, De La Salle College of Saint Benilde
- **Minghao Shen**, Guandong University of Foreign Studies
- **Alexander Didenko**, IFF Financial University

### Recipients of the Best Paper Award in the Research and Teaching Track

*Study Abroad and Student Reflection: Strengthening Transformational Learning*

- **Michelle Reina**, University of Mary Hardin - Baylor
- **Roger Russell**, University of Mary Hardin - Baylor

### Recipients of the Best Paper Award in the Economics Track

*The Behavior of the New Zealand Mortgage Loan Rates in Post 1997 Asian Financial Crisis*

- **Chu V. Nguyen**, University of Houston – Downtown
- **Lucille Pointer**, University of Houston - Downtown

### Recipients of the Best Paper Award in the Finance Track

*Returns Predictability in Emerging Real Estate Market*

- **Bora Ozkan**, Tulane University
- **M. Kabir Hassan**, University of New Orleans
- **Ali Hepsen**, Istanbul University

### Recipients of the Best Paper Award in the International Business Track

*Alliance Network Centrality, Board Composition and Corporate Social Performance*

- **Craig Macaulay**, University of Texas at Dallas
- **Orlando Richard**, University of Texas at Dallas
- **Mike Peng**, University of Texas at Dallas
- **Maria Hasenhuttl**, University of Texas at Dallas
- **Charlie Hazard**, University of Texas at Dallas
SESSION A  Growth and Economic Development

Session Chair:  Carl McGowan, Norfolk State University

Discussants:  Mohamed Sami Ben Ali, Qatar University
Benito Sanchez, Kean University
Mohammed Ershad Hussain, Dillard University
Carl McGowan, Norfolk State University

Measuring The Relationship between Stock Market Development and Economic Growth and Development Using Hofstede’s Cultural Dimensions
Carl McGowan, Norfolk State University, USA
Steven Papamarcos, Norfolk State University, USA

Relationship between Economic Growth and Debt
Mohammed Ershad Hussain, Dillard University, USA
Mahfuzul Haque, Indiana State University, USA
Richard Igwike, Dillard University, USA

Financial Development and Economic Growth: The Case of Latin America
Benito Sanchez, Kean University, USA

Through Which Channels Can Remittances Spur Economic Growth in MENA Countries?
Mohamed Sami Ben Ali, College of Business and Economics, Department of Finance and Economics - Qatar University, Qatar

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!
SESSION B  Ethics and Social Responsibility

Session Chair:  Yezdi Godiwalla, University of Wisconsin – Whitewater

Discussants:  
- Marty Ludlum, University of Central Oklahoma
- Craig Macaulay, University of Texas at Dallas
- Yezdi Godiwalla, University of Wisconsin – Whitewater
- Abiola Ogunyemi, Lagos Business School

Conceptual Issues for Safeguarding Responsible Global Corporate Business Practices, Ethical Behavior and Fraud Prevention

Yezdi Godiwalla, University of Wisconsin – Whitewater, USA

Narrative Self and Leadership: Ethical Leadership within the Context of Personal Life Projects

Abiola Ogunyemi, Lagos Business School, Nigeria

Omowumi Ogunyemi, Pontifical University of the Holy-Cross, Italy

Alliance Network Centrality, Board Composition, and Corporate Social Performance

Craig Macaulay, University of Texas at Dallas, USA

Orlando Richard, University of Texas at Dallas, USA

Mike Peng, University of Texas at Dallas, USA

Maria Hasenhuttl, University of Texas at Dallas, USA

Charlie Hazzard, University of Texas at Dallas, USA

Future Russian Business Leaders and Ethical Behaviors: An Investigative Study

Marty Ludlum, University of Central Oklahoma, USA

Mitchell Stephenson, University of Central Oklahoma, USA

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10:00 a.m. - 10:30 a.m.  Lone Star Ballroom

FBD COFFEE BREAK

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

Great Door Prize Drawings take place at 10:15 a.m. in the Exhibit Area.  Must be present to win.
March 13, 2014  
(Thursday)

10:30 a.m. - 12:00 p.m. State Room 3

SESSION A  AIBSW-AEDSB Joint Special Session: Bangladeshi Economics and Finance

Session Chair:  Matiur Rahman, McNeese State University

Discussants:  Matiur Rahman, McNeese State University  
             Syed Ahmed, Cameron University  
             M. Kabir Hassan, University of New Orleans  
             Zaki Eusufzai, Loyola Marymount University

*The Readymade Garments Industry in Bangladesh - Challenges and Opportunities*
Abdullah Shibli, Framingham State University, USA  
Syed Ahmed, Cameron University, USA  
Anisul Islam, University of Houston - Downtown, USA

*Evaluating Bangladesh’s Economic Growth – A Distributed Growth Perspective*
Zaki Eusufzai, Loyola Marymount University, USA

*Some Macroeconomic Perspectives of Expatriates’ Remittances for Bangladesh*
Matiur Rahman, McNeese State University, USA

*Zakat and Food Security in Bangladesh*
M. Kabir Hassan, University of New Orleans, USA  
Tanvir Mahmud, World Fish, Bangladesh  
Rezwanul Hasan Rana, American International University, Bangladesh

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!
SESSION B  Issues in Mergers and Acquisitions

Session Chair:  Stephen Bell, Park University

Discussants:  Mohamed Sami Ben Ali, Qatar University
Omer Genc, Minnesota State University – Mankato
Ru-Shiun Liou, California State University – Fresno
Robert Kao, Park University

Do Mergers and Acquisitions Create Value to Shareholders? New Evidence from US mergers
Ohaness Paskelian, University of Houston - Downtown, USA
Stephen Bell, Park University, USA
Sunita Rao, Park University, USA

The Credit-Growth Nexus: New Evidence from Developing and Developed Countries
Mohamed Sami Ben Ali, College of Business and Economics, Department of Finance and Economics - Qatar University, Qatar
Sassi Seifallah, IHEC Business School of Carthage, Tunisia

Institutional Distance and Ownership Strategy: An Examination of Emerging Market Multinational Companies’ Cross-border M&As in a Developed Market
Ru-Shiun Liou, California State University – Fresno, USA
Alan Ellstrand, University of Arkansas, USA
Mike Chen-Ho Chao, William Paterson University, USA
Kevin Lee, California State University – Fresno, USA

How Do International Acquisitions Affect the Competitiveness of Companies?
Omer Genc, Minnesota State University – Mankato, USA
J. Jay Choi, Temple University, USA
Arvind Parkhe, Temple University, USA

Make plans to join us in Houston for our 2015 conference.

♦♦♦

42nd Annual Conference
March 11 - 14, 2015
Hyatt Regency Hotel
Houston, Texas

43rd Annual Conference
To be determined

44th Annual Conference
March 8 - 11, 2017
Statehouse Convention Center/Marriott
Little Rock, Arkansas

Visit us at FBDonline.org
SESSION A    Financial Literacy and Race Issues

Session Chair:  Syed Harun, Texas A&M University – San Antonio

Discussants:   Robert Kao, Park University
               Kalpana Pai, Texas Wesleyan University
               Syed Harun, Texas A&M University – San Antonio
               Kevin Jones, University of Houston – Downtown

*Is Financial Literacy the Main Driver of Minority Savings? – A Survey Analysis*

Ohaness Paskelian, University of Houston - Downtown, USA
Kevin Jones, University of Houston - Downtown, USA

Financial Literacy and Credit Score
Syed Harun, Texas A&M University – San Antonio, USA
Pablo Calafiore, Texas A&M University – San Antonio, USA
Josephine Sosa-Fey, Texas A&M University – San Antonio, USA

Financial Literacy and Its Impact on Retirement Savings – A Survey Analysis
Ohaness Paskelian, University of Houston - Downtown, USA
Stephen Bell, Park University, USA
Robert Kao, Park University, USA

*Can Parent’s Birth Place of Hispanics Measure Labor Market Discrimination against Hispanics?*
Kalpana Pai, Texas Wesleyan University, USA
Gokcen Ogruk, Texas Wesleyan University, USA

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

◆

All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
SESSION B  Organizational Management Issues

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

Discussants:  Michael Meeks, Louisiana State University - Shreveport
               Veena Prabhu, California State University – Los Angeles
               Stephen McGuire, California State University – Los Angeles

Improactive Personality and Organizational Change: Exploring the Moderational Framework  
Veena Prabhu, California State University – Los Angeles, USA

Entrepreneurial Profit Motive: Baby Boomers versus Millennials in the USA and New Zealand  
Michael Meeks, Louisiana State University - Shreveport, USA

Leadership and Negotiation: Development and Challenges Related to Assessment of Soft Skills  
Veena Prabhu, California State University – Los Angeles, USA
Stephen McGuire, California State University – Los Angeles, USA

Make plans to join us in Houston for our 2015 conference.

***

42nd Annual Conference  
March 11 - 14, 2015  
Hyatt Regency Hotel  
Houston, Texas

43rd Annual Conference  
To be determined

44th Annual Conference  
March 8 - 11, 2017  
Statehouse Convention Center/Marriott  
Little Rock, Arkansas
### SESSION C  Advances in Teaching and Learning

**Session Chair:** Gail Emily Fey, University of Arizona  

**Discussants:**  
- Chynette Nealy, University of Houston - Downtown  
- Michael Meeks, Louisiana State University Shreveport  
- Carol Vobach, University of Houston - Downtown  
- Gail Emily Fey, University of Arizona  

*Experiences in Teaching Business Writing Online*  
Gail Emily Fey, University of Arizona, USA  
Cheryl Brodersen, University of Arizona, USA  

*Theory to Practice - Examining the Value of Cultural Competency Training in an Undergraduate Business Class*  
Chynette Nealy, University of Houston - Downtown, USA  

*A Statistical Analysis of Student Performance in Business Statistics I*  
Ron Barnes, University of Houston - Downtown, USA  
Linda Becerra, University of Houston - Downtown, USA  
Gary Greer, University of Houston - Downtown, USA  
Carol Vobach, University of Houston - Downtown, USA  

*Generational Differences in USA and New Zealand Business Students: An Empirical Test of Deep versus Surface Learning Preferences*  
Michael Meeks, Louisiana State University Shreveport, USA  

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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!

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

Session Chair: Michael Taku, Dillard University

Discussants: Michael Taku, Dillard University
E.M. Ekanayake, Bethune-Cookman University
Millicent Addo, Texas Southern University
Theresa Onaji-Benson, Federal University Lafia

The African Growth and Opportunity Act (AGOA): Progress, Challenges, and Implications for Future Success
Millicent Addo, Texas Southern University, USA

Global Aspirations and Strategies of Emerging Multi Africans: The Case of Ecobank
Theresa Onaji-Benson, Federal University Lafia, Nigeria
Franklin Ngwu, Glasgow Caledonian University, United Kingdom
Ifedao Adeleye, Pan-African University, Nigeria

Do Remittances Promote Economic Growth and Reduce Poverty? Evidence from African Countries
E.M. Ekanayake, Bethune-Cookman University, USA

Access to Financing and Small Business Enterprise Performance: Strategy and Policy Implications for Ghana and Cameroon
Michael Taku, Dillard University, USA
Mohammed Ershad Hussain, Dillard University, USA

Make plans to join us in Houston for our 2015 conference.

42nd Annual Conference
March 11 - 14, 2015
Hyatt Regency Hotel
Houston, Texas

43rd Annual Conference
To be determined

44th Annual Conference
March 8 - 11, 2017
Statehouse Convention Center/Marriott
Little Rock, Arkansas

Visit us at FBDonline.org
### SESSION B
**Issues Strategies and Management**

**Session Chair:**  
Faiza Khoja, University of Houston - Downtown

**Discussants:**  
Veena Prabhu, California State University - Los Angeles  
Rebecca Mao, George Mason University  
Kirsten Foss, Norwegian School of Economics and Business  
Faiza Khoja, University of Houston - Downtown

**Small Businesses and Triple Bottom Line: Can it be Worked Out?**  
Faiza Khoja, University of Houston – Downtown, USA

**Creativity from the Neuroscience Perspective**  
Veena Prabhu, California State University - Los Angeles, USA  
Xerxes Arsiwalla, Universitat Pompeu Fabra, Spain

**Knowledge Brokering Strategies in the Pharmaceutical Industry: Business Strategies for Innovation**  
Rebecca Mao, George Mason University, USA  
Sonia Ketkar, George Mason University, USA

**Can Knowledge Transfers in Global, Multi Domestic and Transnational MNEs**  
Kirsten Foss, Norwegian School of Economics and Business, Norway  
Waymond Rodgers, University of Texas - El Paso, USA

### SESSION C
**Issues in Financial Economics**

**Session Chair:**  
Priti Verma, Texas A&M University-Kingsville

**Discussants:**  
Edward Hoang, University of Colorado - Colorado Springs  
Geungu Yu, Jackson State University  
Priti Verma, Texas A&M University-Kingsville  
Matiur Rahman, McNeese State University

**Interest Rates and REITS Sensitivity**  
Priti Verma, Texas A&M University-Kingsville, USA

**Cultural Distance and Stock Market Performance: Some Cross-Sectional Perspective**  
Matiur Rahman, McNeese State University, USA

**Performance Consistency of DOW Stocks: 2009 to 2013**  
Geungu Yu, Jackson State University, USA

**The Determinants of Payout Policy for Public Firms**  
Edward Hoang, University of Colorado - Colorado Springs, USA  
Indrit Hoxha, Pennsylvania State University Harrisburg, USA

Visit us at FBDonline.org
ACADEMY OF INTERNATIONAL BUSINESS
U.S. SOUTHWEST CHAPTER

March 13, 2014
(Thursday)

3:30 p.m. – 5:00 p.m.  Houston Ballroom C

SESSION D  Miscellaneous Issues in Management Education

Session Chair:  Chynette Nealy, University of Houston – Downtown

Discussants:  Chynette Nealy, University of Houston – Downtown
John E. Spillan, University of North Carolina – Pembroke
Sujin Horwitz, University of St. Thomas, USA

Are Students Driven by Negative or Positive Perception about Sales Profession in France?
Eliane Karaklian, Sorbonne, France
Victor Bahhouth, University of North Carolina - Pembroke, USA
John Spillan, University of North Carolina – Pembroke, USA

Digital Collaboration
Chynette Nealy, University of Houston – Downtown, USA

Effects of Functional Diversity on Team – Based Projects: A Review of the Literature
Sujin Horwitz, University of St. Thomas, USA

5:30 p.m. – 7:00 p.m.  Lone Star Ballroom

FBD Meet and Greet Social

Everyone is invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers. Stop by to relax and wind down from the day’s conference activities before heading out to other association events, dinner, or the surrounding artistic activities.

For a premiere 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.

Visit us at FBDonline.org
SESSION A  Issues in International Business

Session Chair:  Syed Harun, Texas A&M University – San Antonio

Discussants:  Veena Prabhu, California State University – Los Angeles
Dina Abdelzaher, University of Houston – Clear Lake
Syed Harun, Texas A&M University – San Antonio
Arif Sultan, Saginaw Valley State University

Exploring the Effect of Spirituality in Buffering the Impact of Market Turbulence in North African Muslim Majority Markets
Dina Abdelzaher, University of Houston – Clear Lake, USA
Angie Abdelzaher, American University of Cairo, Egypt

International Study of Ethical Decision Making: Evidence from China, Philippines, Russia and USA
Veena Prabhu, California State University – Los Angeles, USA
Stephen McGuire, California State University – Los Angeles, USA
Kern Kwong, California State University – Los Angeles, USA
Robert Tang, De La Salle College of Saint Benilde, Philippines
Minghao Shen, Guandgong University of Foreign Studies, China
Alexander Didenko, IFF Financial University, Russia

The Country of Destination Effect: Bangladesh, Brazil, Romania, and the USA
Daniel Glaser, Texas A&M University – San Antonio, USA
Anghel Laurentiu, Academia de Studii Economice, Romania
Syed Harun, Texas A&M University – San Antonio, USA

Lean Supplier Practices and the Indian Supplier Responsiveness Impact
Katrina Savitskie, Savannah State University, USA
Sandipan Sen, Southeast Missouri State University, USA
Sampathkumar Ranganathan, University of Wisconsin-Green Bay, USA

Make plans to join us in Houston for our 2015 conference.

♦♦♦

42nd Annual Conference
March 11 - 14, 2015
Hyatt Regency Hotel
Houston, Texas

43rd Annual Conference
To be determined

44th Annual Conference
March 8 - 11, 2017
Statehouse Convention Center/Marriott
Little Rock, Arkansas

Visit us at FBDonline.org
SESSION B  International Marketing and Management

Session Chair:  Alicia Cavazos-Garza, Texas A&M University – Kingsville

Discussants:  Craig Macaulay, University of Texas at Dallas
              Muhammad Mustafa Raziq, Massey University
              Alicia Cavazos-Garza, Texas A&M University – Kingsville

Knowledge and Capability Networks for International Sales Effectiveness
Michael Taku, Dillard University, USA

Multinational Enterprise Subsidiary Roles in New Zealand: a Developmental Perspective
Muhammad Mustafa Raziq, Massey University, New Zealand
Martin Perry, Massey University, New Zealand
Martina Battisti, Massey University, New Zealand

Should Corporations Adapt their HR Policies to Accommodate for Family Roles in Mexico?
Alicia Cavazos-Garza, Texas A&M University - Kingsville, USA

How a Firm’s Pollution Choice Affects Other CSR Activities
Craig Macaulay, University of Texas at Dallas, USA
Orlando Richard, University of Texas at Dallas, USA
Mike Peng, University of Texas at Dallas, USA
Maria Hasenhuttl, University of Texas at Dallas, USA
Charlie Hazzard, University of Texas at Dallas, USA

SESSION C  Student Paper Session on Global Competitiveness

Session Chair:  Matiur Rahman, McNeese State University

Discussants:  Matiur Rahman, McNeese State University
              Chu V. Nguyen, University of Houston – Downtown
              Stephen Bell, Park University

Does Workplace Diversity Contribute to US Global Competitive Gains?
Usha Gautam, McNeese State University, USA

US Global Competitiveness and Trade Balance: Correlation and Causality
Hoang Tran, McNeese State University, USA

How Does Technological Progress Enhance US Global Competitiveness?
Chao Chen, McNeese State University, USA
SESSION D  
Issues in Financial Economics

Session Chair: Akash Dania, Alcorn State University

Discussants: Chu Nguyen, University of Houston – Downtown  
Bora Ozkan, Tulane University  
Akash Dania, Alcorn State University, USA  
Carl McGowan, Norfolk State University

Returns Predictability in Emerging Real Estate Market
M. Kabir Hassan, University of New Orleans, USA  
Bora Ozkan, Tulane University, USA  
Ali Hepsen, Istanbul University, Turkey

The Behavior of the New Zealand Mortgage Loan Rates in Post 1997 Asian Financial Crisis
Chu Nguyen, University of Houston – Downtown, USA  
Lucille Pointer, University of Houston - Downtown, USA

The Impact of Foreign Exchange Rate Changes on the Valuation of Multinational Subsidiaries
Carl McGowan, Norfolk State University, USA  
Demir Yener, Johns Hopkins University, USA

Portfolio Diversification Benefits from Investing in Pharmaceutical Sector
Akash Dania, Alcorn State University, USA

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SESSION A  
AIB-SW Special Session on Digital Learning (Sponsored by Cengage)
Topic: Experience in Implementing Innovative Digital Learning Solutions from Different Perspectives

Moderator: Ohaness Paskelian, University of Houston – Downtown

Panelists: Sherita Love, Senior Instructional Designer, Texas A&M University – San Antonio  
Anne Fry, Director of Business Development, Cengage Learning  
Syed M. Harun, Department Chair, Texas A&M University – San Antonio
March 14, 2014  
(Friday)

12:00 p.m. – 3:00 p.m.  
The Kitchen Table (First Floor)

**AIB SOUTHWEST BUSINESS LUNCHEON**  
Chu V. Nguyen, AIB-SW President Presiding  

*AIB-SW Members are invited but RSVP required by email to Dr. Paskelian at paskeliano@uhd.edu*  
*(Please note: lunch will not be ordered without RSVP)*

1:30 p.m. – 3:00 p.m.  
State Room 3

**SESSION A**  
**Issues in International Finance**

**Session Chair:**  
Vijay Vishwakarma, St. Francis Xavier University

**Discussants:**  
Vijay Vishwakarma, St. Francis Xavier University  
Ata Yesilyaprak, Alabama A&M University  
Chu V. Nguyen, University of Houston - Downtown

*The Behavior of Taiwanese Consumer Loan, Deposit Rates and Consumer Loan Premium in Post 1997 Asian Financial Crisis*  
Chu V. Nguyen, University of Houston - Downtown, USA  
Lucille Pointer, University of Houston - Downtown, USA  
David Epstein, University of Houston - Downtown, USA

*Time Varying Risk Premia of Taiwanese Equity Indices and Bonds*  
Vijay Vishwakarma, St. Francis Xavier University, Canada

*Foreign Direct Investment in Georgia, Kyrgyz Republic and Mongolia*  
Ata Yesilyaprak, Alabama A&M University, USA  
Tynchtyk Maldybaev, Developing World Markets, Kyrgyzstan

3:00 p.m. – 3:30 p.m.  
Lone Star Ballroom

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3:30 p.m. – 5:00 p.m.  
Lone Star Ballroom A1

**AIB SOUTHWEST ANNUAL BUSINESS MEETING**

**Presiding:** Chu V. Nguyen, University of Houston - Downtown  
President of AIB-SW

All members are invited
SESSION A  Financial Economics

Session Chair:  M. Kabir Hassan, University of New Orleans

Discussants:  Peter Ren, University of Houston – Downtown
Ali Ashraf, Frostburg State University
William J. Hippler III, University of New Orleans
Akash Dania, Alcorn State University

The Pronounced Impact of Macroeconomic Stress on the Financial Sector: Implications for Economic Stability
M. Kabir Hassan, University of New Orleans, USA
William J. Hippler III, University of New Orleans, USA

An Analysis of Market Efficiency for Exchange-Traded Foreign Exchange Options on an Intraday Basis
Peter Ren, University of Houston – Downtown, USA

Impact of U.S. Stock Market Implied Volatility on Emerging Markets Equity Market Volatility and Returns
Akash Dania, Alcorn State University, USA
D.K. Malhorta, Philadelphia University, USA

Gain or Loss: An Analysis of Bank Efficiency of the FDIC Failed-Bank Acquisitions
M. Kabir Hassan, University of New Orleans, USA
Ali Ashraf, Frostburg State University, USA

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SESSION B  Miscellaneous Issues

Session Chair:  Anisul Islam, University of Houston - Downtown

Discussants:  Michael Meeks, Louisiana State University Shreveport
Chu V. Nguyen, University of Houston-Downtown
Zafar U. Ahmed, Lebanese American University, Lebanon
Kalpana Pai, Texas Wesleyan University

The Big Four’s Global Affiliate Networks: Examples of “Parental Abandonment” When the Going Gets Rough
Kalpana Pai, Texas Wesleyan University, USA
Thomas D. Tolleson, Texas Wesleyan University, USA

The Family Dinner Ritual: A Comparison of American and New Zealand Family Businesses
Michael Meeks, Louisiana State University Shreveport, USA

Factors Influencing the US Aggregate Personal Consumption: An Econometric Analysis
Chu V. Nguyen, University of Houston-Downtown, USA

Perceived Consumer Power and Consumer Complaint Behavior: The Direct and Indirect Influences of Consumer Awareness of their Rights
Shahid N. Bhuian, Qatar University, Qatar
Zafar U. Ahmed, Lebanese American University, Lebanon
SESSION C  Issues in Higher Education

Session Chair:  Ohaness Paskelian, University of Houston – Downtown

Discussants:  Arif Sultan, Saginaw Valley State University
Ebtasam Al-Babtain, Telfer School of Management
Roger Russell, University of Mary Hardin – Baylor, USA
Alex Sharland, University of South Alabama

Study Abroad and Student Reflection: Strengthening Transformational Learning
Roger Russell, University of Mary Hardin – Baylor, USA
Michelle Reina, University of Mary Hardin – Baylor, USA

The Transition from Education to Employment: An Alternate Perspective
Alex Sharland, University of South Alabama, USA

Competition and the Performance of Public Schools
Arif Sultan, Saginaw Valley State University, USA

Gender Differences in Saudi Business Students’ Values and Needs
Sadrudin Ahmed, Telfer School of Management, Canada
Ebtasam Al-Babtain, Telfer School of Management, Canada
2013 - 2014 OFFICERS

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Coordinating Committee
Member At Large (2015):
Dana Newman, Audimation Services, Inc.

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Financial Accounting and Reporting: Derek K. Oler, Texas Tech University
Forensic & Investigative Accounting: Matt Pikard, University of New Mexico
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2008-2009  Bambi Hora, University of Central Oklahoma
2007-2008  Roselyn Morris, Texas State University – San Marcos
2006-2007  Robert Webster, Ouachita Baptist University

2014 AWARDS

McGraw-Hill Irwin Distinguished Paper Award

Real and Accrual-Based Earnings Management in the Pre- and Post-IFRS Periods: Evidence from China

Li-Chin Ho, University of Texas – Arlington
Qunfeng Liao, University of Texas – Arlington
Martin Taylor, University of Texas – Arlington

(Presented in Session 5C)

Federation of Business Disciplines Outstanding Educator Award

Margaret M. Tanner, University of Arkansas – Fort Smith

Teaching, Learning and Curriculum Section Best Manuscript Award

Teaching to the Test: Implications for College Accounting Learning

Carolyn Conn, St. Edward’s University
Paul Vermette, Niagara University
Cindy Kline, Niagara Catholic Junior-Senior High School
Chris Aquino, Niagara University

(Presented in Session 6B)

Outstanding Doctoral Student Paper Award

Analysts’ Revenue Forecasts and Discretionary Revenues
Sunay Mutlu, University of Texas at Dallas

(Presented in Session 4D)
## AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
### 2014 ANNUAL MEETING

**March 13, 2014 (Thursday)**

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<th>Time</th>
<th>Session Title</th>
<th>Organizer</th>
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<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td><strong>WORKSHOP 1A</strong> Using an Online Business Simulation to Teach Management Accounting</td>
<td><strong>Stephen Brian Salter</strong>, University of Texas at El Paso</td>
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<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td><strong>SESSION 1B</strong> Diversity Issues in Accounting</td>
<td><strong>Uchenna Akpom</strong>, University of West Alabama</td>
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<tr>
<td>Impact of Audit Committee Gender Diversity on Bank Risk</td>
<td><strong>Shengxiong Wu</strong>, Texas Wesleyan University</td>
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<td><strong>Mary Jane Lenard</strong>, Meredith College</td>
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<td><strong>Bing Yu</strong>, Meredith College</td>
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<td><strong>E. Anne York</strong>, Meredith College</td>
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<td></td>
<td><strong>Prestige and Placement in Accounting Academia: Putting Women and Minorities in Their Places...?</strong></td>
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<td><strong>Amelia A. Baldwin</strong>, University of Arkansas – Fort Smith</td>
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<td><strong>Rebecca Grasser</strong>, Lakeland Community College</td>
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<td>Disclosing Material Weakness in Internal Controls: Does Gender of the CFO and Audit Committee Members Matter?</td>
<td><strong>Yun-Chia Yan</strong>, University of Texas at Brownsville</td>
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<td><strong>Robert James Parker</strong>, University of New Orleans</td>
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<td><strong>Mai Dao</strong>, University of Toledo</td>
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<td><strong>Hua-Wei Huang</strong>, National Cheng Kung University</td>
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<td>8:30 a.m. – 10:00 a.m.</td>
<td><strong>SESSION 1C</strong> Information Systems</td>
<td><strong>Calee Jo Holcombe</strong>, Louisiana Tech University</td>
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<td>Bring Your Own Device (BYOD)--Who Is Running Organizations?</td>
<td><strong>James Scott Magruder</strong>, University of Southern Mississippi</td>
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<td><strong>Stanley X. Lewis</strong>, Troy University</td>
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<td><strong>Eddy J. Burks</strong>, Troy University</td>
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<td><strong>Carl Smolinski</strong>, Louisiana State University – Shreveport</td>
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<td>An Investigation of Software Piracy among African American Students using ETPB</td>
<td><strong>Koffi Dodor</strong>, Jackson State University</td>
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<td>Information Technology Integration in a Post-Merger Environment</td>
<td><strong>Gloria Williams</strong>, Walden University</td>
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<td><strong>Roger W. Mayer</strong>, SUNY College at Old Westbury</td>
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<td><strong>Wen-Wen Chien</strong>, SUNY College at Old Westbury</td>
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<td><strong>Cecil Williams</strong>, Walden University</td>
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March 13, 2014 (Thursday)

8:30 a.m. –10:00 a.m. (Accounting) 1.5 CH Pearl 1

**SESSION 1D** Financial Reporting

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

*Equity Compensation and Stock Repurchases: The Impact of Stock Option Expensing*
Salil K. Sarkar, University of Texas – Arlington
Bonnie R. Quillin, University of Texas – Arlington

*The Role of CEO Inside Debt Holdings in Affecting Corporate Pension Funding and Future Investment*
Seong Yeon Cho, Oakland University
Liang Fu, Oakland University
Yin Yu, Oakland University

*Did Mergers & Acquisitions Replace R&D in the Past?*
George L. Schmidt, University of Arkansas – Fort Smith

10:00 a.m. – 10:30 a.m. Lone Star Ballroom

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

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

10:30 a.m. – Noon (Accounting) 1.5 CH Pearl 5

**SESSION 2A** International Accounting

**Moderator:** Mohan Kuruvilla, Houston Baptist University

*Reverse Mergers, A Method For Access to Private Investment in Public Equity for Research and Development Activities*
Amy Foshee Holmes, University of Texas – Arlington

*Will Firms’ Changes in Fair Value Affect the Audit Fees? Evidence from the Chinese Listed Firms*
Jianwei Ma, Beijing Technology and Business University
Fujen Hsiao, University of Minnesota – Duluth
Chao Liang, Beijing Technology and Business University

*Multinational Diversification and Performance: A Reevaluation of the Evidence*
Philip Harris Siegel, McCurry and Co. CPAs
Khondkar E. Karim, University of Massachusetts – Lowell
Jeffrey P. Lessard, Rochester Institute of Technology

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March 13, 2014 (Thursday)

10:30 a.m. – 12:00 p.m.  (Accounting) 1.5 CH  Pearl 4

SESSION 2B  Teaching Approaches

Moderator:  D. Larry Crumbley, Louisiana State University

What Resources are Available to Help Accounting Professors Teach Writing?
Chuong Do, The University of Tulsa
Elizabeth Goad Oliver, Washington and Lee University
Karen S. Cravens, University of Tulsa

Jax Seafood Inc. An Instructional Case on Accounting for Inventory Transactions Among Related Parties
Harriet Lynn Stallworth, Appalachian State University

Unpaid Internships: Free Labor or Valuable Learning Experience?
Robert J. Tepper, University of New Mexico

10:30 a.m. – 12:00 p.m.  (Taxes) 1.5 CH  Pearl 2

SESSION 2C  Taxation

Moderator:  Govind Iyer, University of North Texas

Tax Treatment of Small Companies with Startup Cost that Failed to Start Up
Linval Frazer, SUNY Old Westbury

Tax Compliance in a Social Setting: The Influence of Social Norms on Taxpayer Compliance
Peggy Jimenez, University of North Texas

Evaluation of Interest Charge-Domestic International Sales Corporation (IC-DIS)
Chao M. Liu, Tarleton State University
Li Juan Sun, University of Texas – Pan American

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SESSION 2D  Financial Accounting and Reporting

Moderator:  George L. Hunt, Stephen F. Austin State University

Successful Effort Versus Full Cost Accounting: Accounting Choice and a Size-Based Misconception?
Cristina Bailey, Texas Tech University
Steve Buchheit, Texas Tech University
William L. Buslepp, Texas Tech University
Gary Martin Fleischman, University of Wyoming

A Literature Review of Financial Transparency in Reporting for Gift Cards
Julie Wright, University of Arkansas – Fort Smith

Off Balance Sheet Assets
Mary Fischer, University of Texas – Tyler
Treba A. Marsh, Stephen F. Austin State University

12:00 p.m. – 1:30 pm (Accounting) 1.0 CH Chaparral (38th floor)

LUNCH and KEYNOTE SPEAKER

Karen Pincus, President
American Accounting Association

Karen Pincus is the Doyle Z. and Maynette Derr Williams Professor of Accounting at the University of Arkansas. Her research, which appears in U.S. and international journals, focuses on audit judgment, fraud detection, and accounting education; she has been a member of the editorial boards of Auditing: A Journal of Practice and Theory, Behavioral Research in Accounting, and Issues in Accounting Education. Professor Pincus received the AAA’s Innovation in Accounting Education award for developing an innovative introductory accounting course, the AICPA’s Distinguished Achievement in Accounting Education and Special Recognition awards, and the AWSCPA’s Educator of the Year award.

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44th Annual Conference
March 8 - 11, 2017
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Little Rock, Arkansas

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March 13, 2014 (Thursday)

1:30 p.m. – 3:00 p.m.  
(Computer Science) 1.5 CH  
Pearl 5

PANEL 3A  
Technology: Does it Help Students Learn Accounting?

Moderator:  
Chris Aquino, Niagara University

Panelists:  
Chris Aquino, Niagara University  
Carolyn Conn, St. Edward's University  
Cindy Kline, Niagara Catholic Junior-Senior High School  
Paul Vermette, Niagara University

Technology pervades almost every aspect of college classrooms. Textbook publishers provide web-based products and auto-graded homework. Accounting majors may also be required to develop entry-level skills with some commercial software packages. Yet, we should stop and ask ourselves -- does so much technology result in students really learning and developing a strong understanding of accounting? We will discuss how technology can help – but, also may hinder – students trying to learn accounting.

1:30 p.m. – 3:00 p.m.  
(Accounting) 1.5 CH  
Pearl 4

SESSION 3B  
Performance and Planning

Moderator:  
Shanshan Pan, Louisiana State University

Judgment Performance in Business Planning  
David T. Dearman, University of Arkansas – Little Rock

Using Benefits to Support Organizational Strategies: Are Pension Plans and Safer Driving Related in the U.S. Trucking Industry?  
Christian Sobngwi Kuiate, University of Houston  
Thomas R. Noland, University of Houston  
Arthur J. Francia, University of Houston  
Steve Werner, University of Houston

The Association Between Long-Term Performance Plan Use and Corporate Performance  
Derek K. Oler, Texas Tech University  
James Francis Waegelein, Emporia State University

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March 13, 2014 (Thursday)

1:30 p.m. – 3:00 p.m.  (Accounting) 1.5 CH  Pearl 2

SESSION 3C  Audit Quality and Conservatism

Moderator:  Hock Chong, Prairie View A&M University

How do Audit Internships Influence the Commitment and Turnover Intentions of Public Accounting New-Hires?
Matthew T. Hart, Texas Tech University
Joleen Kremin, Texas Tech University
William R. Pasewark, Texas Tech University

Effect of Financial Crisis on Auditor Conservatism
Yun-Chia Yan, University of Texas at Brownsville
Joseph D. Beams, University of New Orleans

1:30 p.m. – 3:00 p.m.  (Accounting) 1.5 CH  Pearl 1

SESSION 3D  Financial Analysts and Forecasts

Moderator:  Yu Zhang, University of Texas – Arlington

Crowdsourcing Forecasts: Competition for Sell-side Analysts?
Rick Johnston, Purdue University
Tony Kang, Oklahoma State University
Michael Christopher Wolfe, Oklahoma State University

Investors’ Reactions to Management Forecasts and Analysts’ Information Environment
Youngdeok Lim, University of New South Wales
Hyungil Oh, Columbia University

The Effect of Income-Increasing Earnings Management on Analysts’ Stock Recommendations in Overvalued Firms
Jomo Sankara, Illinois State University
Terrance R. Skantz, University of Texas – Arlington

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3:00 p.m. – 3:30 p.m.  Lone Star Ballroom

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

3:30 p.m. – 5:00 p.m.  (Accounting) 1.5 CH  Exhibit Hall Foyer

**SESSION 4A  Poster Session**

*Effects of Auditors' Networking on Their Performance and Ethical Behaviors*

Gin Chong, Prairie View A&M University

*Financial Statement Racing*

Nikki Shoemaker, Stephen F. Austin State University
Marie Kelly, Stephen F. Austin State University

*Bridging the Gap Between Theory and Practice: How to Make the AIS Course Relevant?*

Edward R. Walker, University of Central Oklahoma
Katherine P. Terrell, University of Central Oklahoma
Robert Terrell, University of Central Oklahoma

*Ethical Principles v. Professional Rules: Will Someone Make Up Their Mind?*

Dale Spradling, Stephen F. Austin State University

*Engaged Learning in the Intermediate Accounting Class*

Kalpana Pai, Texas Wesleyan University

3:30 p.m. – 5:00 p.m.  (Computer Science) 1.5 CH  Pearl 4

**SESSION 4B  Teaching and Technology**

**Moderator:**

David Dearman, University of Arkansas – Little Rock

*An Experiment with Old and New: Online Practice versus Practice by Hand in Learning GAAP for Pension Accounting*

Pamela S. Baker, Texas Woman's University

*Why Do Some Students Prefer Online to F2F Classes?*

Yong-Gyo Lee, University of Houston – Victoria
Donna Stringer, University of Houston – Victoria

*Use of Publishers’ Test Bank is Corrupting Our Higher Education System: Lazy or Complicit Professors or Unethical Students?*

D. Larry Crumbley, Louisiana State University

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AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2014 ANNUAL MEETING

March 13, 2014 (Thursday)

3:30 p.m. – 5:00 p.m. (Accounting) 1.5 CH

SESSION 4C  Public and Governmental Issues

Moderator:  Mary Fischer, University of Texas – Tyler

When Failure is an Option: Municipal Bankruptcies
Joshua McElroy, University of Texas – Tyler

Texas Water Ownership
Douglas Brown, University of Texas – Tyler

Government Form Matters – A Study of Louisiana Parishes
Roderick Posey, Alabama A&M University

5:30 p.m. – 7:00 p.m.

SESSION 4D  Forecasts and Earnings

Moderator:  Janie R. Gregg, University of West Alabama

Real Earnings Management, Habitually Meeting/Closely Beating Analyst Forecasts, and Firms’ Long-term Economic Performance
Fanghong Jiao, University of Texas – Arlington

Analysts’ Revenue Forecasts and Discretionary Revenues
Sunay Mutlu, University of Texas at Dallas

Income Classification Shifting and Financial Analysts’ Earnings Forecasts
Shanshan Pan, Louisiana State University

FBD Meet and Greet Social

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

ENJOY YOUR EVENING IN DALLAS!
SESSON 5A  Critical Thinking and Accounting

Moderator:  Treba A. Marsh, Stephen F. Austin State University

Prevalence of Explicit Critical-Thinking Models Used in Top-Ranked Accounting Undergraduate Programs?
Laura R. Barthel, Eastern Kentucky University

Training Tomorrow’s Critical Thinkers: Adapting the Casebook Method to Tax Courses
John Gamino, Texas State University

The Current State of CPA Education: Experience and the 150-Hour Education Requirement Trade-Off
Dennis S. Ortiz, University of Texas – Pan American
John O'Shaughnessy, San Francisco State University
Philip Harris Siegel, McCurry and Co. CPAs

PANEL 5B  Bells and Whistles: Best Practices in Teaching Accounting Principles

Moderator:  Thomas Carment, Rogers State University

Panelists:  Joseph Krupka, Texas A&M University – Commerce
Bruce W. Runyan, Western Carolina University

This panel will discuss best practices discussion for teaching principles of accounting, online versus traditional delivery, learning assessments, effectively utilizing publishers online study materials and tools, the importance of "real-world" implementations and teaching difficult concepts effectively.

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!
SESSION 5C

**Moderator:** Art Gilbert, Northeastern State University

*Real and Accrual-Based Earnings Management in the Pre- and Post-IFRS Periods: Evidence from China*

Li-Chin Jennifer Ho, University of Texas – Arlington
Qunfeng Liao, University of Texas – Arlington
Martin E. Taylor, University of Texas – Arlington

*Religiosity and Earnings Management: International Evidence from the Banking Industry*

Kiridaran Kanagaretnam, McMaster University
Gerald Lobo, University of Houston
Chong Wang, University of Kentucky

*Factors Affecting a Firm’s Decision to File IFRS Financial Statements in the United States: Evidence from Foreign Private Issuers*

Jennifer Lynn Yardley, University of Texas at Arlington

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SESSION 5D

**Moderator:** Mutlu Sunay, University of Texas at Dallas

*Aggregate Market Attention and Earnings Announcements*

Abdullah Kumas, University of Richmond

*Down but Not Out: Investigating Returns for Negative Retained Earnings Firms*

Kevin Kim, Texas Tech University
Derek K. Oler, Texas Tech University
Mitchell J. Oler, Virginia Polytechnic Institute & State University

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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.**
March 14, 2014 (Friday)

10:30 a.m. – 12:00 p.m. (Accounting) 1.5 CH Pearl 5

SESSION 6A  Internal Control Issues

Moderator: Peggy Jiminez, University of North Texas

Internal Control versus Deviation in Organizations
Linval Frazer, SUNY -- Old Westbury

The Effect of the Information Technology Environment on Tax-Related Material Weaknesses and Tax Planning
Jaclyn Prentice, University of Arkansas – Fayetteville
Sabrina Chi, University of Arkansas – Fayetteville

The Benefits of Auditors’ Attestation on Internal Control: Evidence from Annual Report Misstatements
Yuping Zhao, University of Houston

10:30 a.m. – 12:00 p.m. (Accounting) 1.5 CH Pearl 4

SESSION 6B  Teaching, Learning & Curriculum

Moderator: Kalpana Pai, Texas Wesleyan University

The Learning Styles of College Business Students
Nikki Shoemaker, Stephen F. Austin State University
Marie Kelly, Stephen F. Austin State University

Lessons Learned from Integrating iPads into the Accounting Classroom
Amelia A. Baldwin, University of Arkansas – Fort Smith
Margaret M. Tanner, University of Arkansas – Fort Smith
George Schmidt, University of Arkansas – Fort Smith

Teaching to the Test: Implications for College Accounting
Carolyn Conn, St. Edward's University
Paul Vermette, Niagara University
Cindy Kline, Niagara Catholic Junior-Senior High School
Chris Aquino, Niagara University

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All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
SESSION 6C  Management Accounting
Moderator:  Yong-Gyo Lee, University of Houston - Victoria

An Investigation of the Motivation of Management Accountants to Report Fraudulent Accounting Activity: Applying the Theory of Planned Behavior
Jerry B. Hays, Nova Southeastern University
Randall Wesley Rentfro, University of Tampa
Donald Lamar Ariail, Southern Polytechnic State University
Paul Dion, Susquehanna University

Beyond Coordination and Systems: Management Controls at an Amusement Park
Kalinga Jagoda, Mount Royal University
Kelsey Williamson, Mount Royal University
Rafik Kurji, Mount Royal University

Modeling Sequential R&D Investments: A Binomial Compound Option Approach for Management Accounting
Daniel Reimsbach, University of Düsseldorf
Bastian Hauschild, University of Düsseldorf

SESSION 6D  Industries and Regulation
Moderator:  Clara Richardson, McMurry University

Intra-Industry Connectedness and the Corporate Information Environment
Che-Wei Chiu, University of Texas – Dallas

Regulatory Influence on Bad Debt Estimation
Matthew Alan Cobabe, University of Oklahoma
Frances L. Ayres, University of Oklahoma

Healthcare Legislation and the Behavior of Pharmaceutical Companies: The Role of Political Cost and Stock Market Pressure
Maggie Hao, Lamar University
Emeka T. Nwaeze, University of Texas-San Antonio

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Audimation Services, Inc.
AMERICAN ACCOUNTING ASSOCIATION - SOUTHWEST
2014 ANNUAL MEETING

March 14, 2014 (Friday)

12:00 p.m. – 1:30 pm
Lone Star Ballroom A1

LUNCH and BUSINESS MEETING
Thomas Carment, President

1:30 p.m. – 3:00 p.m.
(Accounting) 1.5 CH
Pearl 5

SESSION 7A  Accounting Education
Moderator:  Dale Spradling, Stephen F. Austin State University

Academic Integrity Policies: Has Your Institution Implemented an Effective Policy?
Julia Bristor, Texas A&M – Commerce
Megan Burke, Texas A&M – Commerce

Moral Disengagement in Accounting Majors: An Exploratory Study
Suzanne N. Cory, St. Mary’s University

Incorporate XBRL and Footnote Disclosure in Financial Accounting Courses
Nancy Manzhen Fan, California State Polytechnic University – Pomona

1:30 p.m. – 3:00 p.m.
(Accounting) 1.5 CH
Pearl 4

PANEL 7B  Editors’ Panel
Moderator:  Margaret M. Tanner, University of Arkansas – Fort Smith

Panelists:  Amelia A. Baldwin, Advances in Business Research
Dorsey Baskin, Current Issues in Accounting
D. Larry Crumbley, Journal of Forensic and Investigative Accounting
Mary B. Curtis, Behavioral Research in Accounting
Mary Fischer, Federation of Business Disciplines Journal

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!
March 14, 2014 (Friday)

1:30 p.m. – 3:00 p.m. (Accounting) 1.5 CH Pearl 2

SESSION 7C Ethics, Auditing, and the Law

Moderator: Bambi Hora, University of Central Oklahoma

Ethical Decision-Making within the Accounting Profession

Caroline C. Hayek, Texas A&M University – Commerce

The In Pari Delicto Defense For Auditors in Professional Negligence Cases: The Imputation of Managers’ Unlawful Acts To A Client Corporation

Stephen Blythe, Abu Dhabi University

The Impact of Auditor Reputation on Juror’s Assessment of Auditor Liability in a Limited Liability Regime: Financially Important Nonpublic Clients

Reginald Wilson, Southern University at Baton Rouge

1:30 p.m. – 3:00 p.m. (Accounting) 1.5 CH Pearl 1

SESSION 7D Executive Compensation

Moderator: Nikki Shoemaker, Stephen F. Austin State University

The Association Between Shielding, Equity Compensation, Corporate Governance And R&D Investment

Paul Arthur San Miguel, Western Michigan University

Investor Sentiment and Stock Option Vesting Terms

Shawn X. Huang, Arizona State University

Sami Keskek, University of Arkansas – Fayetteville

Juan Manuel Sanchez, Texas Tech University

Executive Compensation and Tax Havens

Chialing Hsieh, University of Texas – Tyler

Veronda F Willis, University of Texas – Tyler

3:00 p.m. – 3:30 p.m. Lone Star Ballroom

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.
SESSION 8A  

**Novel Teaching Approaches**

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

*Don’t Spoonfeed Your Students: Try an Ethically Novel Approach*  
D. Larry Crumbley, Louisiana State University  
Christopher Gil Jones, California State University – Northridge  
Stacy Ann Mastrolia, Bucknell University

*Education by the Scenario Principle: Positive Impact on the AIS Course and Usability in Other Courses*  
D. Larry Crumbley, Louisiana State University

*Some Tales from the Far Side of Forensic Accounting*  
D. Larry Crumbley, Louisiana State University

3:30 p.m. – 5:00 p.m.  
(Accounting) 1.5 CH  
Pearl 5

SESSION 8B  

**Accounting for Sustainability**

*Moderator:*  
Pamela S. Baker, Texas Woman’s University

*The Readability of Sustainability Reports*  
Stephanie Farewell, University of Arkansas – Little Rock  
Ingrid E. Fisher, SUNY – Albany  
Cynthia M. Daily, University of Arkansas – Little Rock

*An Exploration of the Relationship between Sustainability Performance and Financial Performance -- A Meta-Analysis Study*  
Wenxiang Lu, University of Texas – Arlington  
Martin E. Taylor, University of Texas – Arlington

*Reporting of Corporate Sustainability: An Examination of Global Reporting Initiative Database*  
Anne M.A. Sergeant, Grand Valley State University

3:30 p.m. – 5:00 p.m.  
(Accounting) 1.5 CH  
Pearl 4

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3:30 p.m. – 5:00 p.m.  (Accounting)  1.5 CH  Pearl 2

SESSION 8C  Auditing

Moderator:  Lili Sun, University of North Texas

*The Determinants of Auditing Fees: A Review of Recent Knowledge*
Uchina Akpom, University of West Alabama
Young Dimkpah, Virginia State University

*The Effects of Accountability on Individual Brainstorming Performance*
Shani Nicole Robinson, Sam Houston State University
Jan Taylor Morris, Sam Houston State University
Cassy Henderson, Sam Houston State University

*Firm Type, Scope of Services, and Financial Reporting*
Reginald Wilson, Southern University at Baton Rouge

3:30 p.m. – 5:00 p.m.  (Accounting)  1.5 CH  Pearl 1

SESSION 8D  Financial Accounting and Reporting

Moderator:  Laura R. Barthel, Eastern Kentucky University

*What is the Impact of Say on Pay on Executive Compensation? A Meta-Analysis of the Empirical Evidence*
Stephani Mason, Rutgers University
Dan Palmon, Rutgers University
Ephraim Sudit, Rutgers University

*Testing versus Building Accounting Theory with Experimental Research – Insights from Management Research*
Daniel Reimsbach, University of Düsseldorf
Bastian Hauschild, University of Düsseldorf

*A Primary Market Examination of Securitization Characteristics and Risk*
Arthur L. Wharton, Towson University

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CONGRATULATIONS!

Recipient of the 2014 McGraw-Hill Distinguished Paper Award

Using Business Cases to Foster Critical Thinking
Kathryn S. O’Neill, Sam Houston State University
Gary L. May, Clayton State University

Recipient of the 2014 Federation of Business Disciplines Outstanding Educator Award
Margaret S. Kilcoyne, Northwestern State University
ASSOCIATION FOR BUSINESS COMMUNICATION  
SOUTHWESTERN UNITED STATES  

March 13, 2014  
(Thursday)

8:00 a.m. – 8:30 a.m.  
San Antonio Ballroom B

ABC – SWUS Breakfast

All ABC-SWUS presenters and members are invited to enjoy a complimentary continental breakfast.

8:30 a.m. – 10:00 a.m.  
San Antonio Ballroom B

SESSION A  
Welcome by ABC – SWUS President Randall L. Waller

Innovations in Business Communications Pedagogy

Session Chair:  Lucia Sigmar, Sam Houston State University

Winner of the 2014 McGraw-Hill Distinguished Paper Award

Using Business Cases to Foster Critical Thinking  
Kathryn S. O’Neill, Sam Houston State University  
Gary L. May, Clayton State University

A Course-Based Experiential Strategy for Reducing Anxiety, Increasing Confidence, and Building Lasting Oral Presentation Skills

Robert N. Yale, University of Dallas

Using the Business Communication Course to Evaluate Written and Oral Communication in Formative Assessment

Beverly A. Block, Missouri Southern State University  
Michelle L. Dawson, Missouri Southern State University

10:00 a.m. – 10:30 a.m.  
Lone Star Ballroom

FBD Coffee Break

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

Great Door Prize Drawings take place at 10:15 a.m. in the Exhibit Area.  Must be present to win.
SESSION A  Preparing Students for the Workplace

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

Perception of Employers on the Competencies that Students and Graduates of the College of Business Administration Demonstrate in Business Environments
Aida Andino Pratts, University of Puerto Rico, Rio Piedras Campus
Zoraida Fajardo Heyliger, University of Puerto Rico, Rio Piedras Campus
Leticia M. Fernandez, University of Puerto Rico, Rio Piedras Campus

Adapting Employment Materials to Validate Alternative Educational Experience
Kenneth R. Price, University of Wisconsin-River Falls

What Does It Take to Get Hired in a Small Town? A Comparison of Soft Skills
Carol Wright, Stephen F. Austin State University

SESSION A  Exploring the Language of Business Communication

Session Chair:  Kathryn S. O’Neill, Sam Houston State University

Can Sentence Work Based on Transformational Grammar Help Students Write Better? Results of a Pilot Study
Kathy Rentz, University of Cincinnati

Codeswitching in the Business Communication Classroom: A Case Study
Rebecca Setliff, Savannah State University

The Logical Ordering of Language for Pre-Law Majors
Phillip Mink, University of Delaware

The State of Business Communication Courses in the United States
Farrokh Moshiri, University of California at Riverside
Peter W. Cardon, University of Southern California

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ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES

March 13, 2014
(Thursday)

3:00 p.m. – 3:30 p.m.  Lone Star Ballroom

FBD Coffee Break

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

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

3:30 p.m. – 5:00 p.m.  San Antonio Ballroom B

SESSION A  ABC – SWUS Business Meeting

Presiding:  Randall L. Waller, ABC – SWUS President
Baylor University

All ABC presenters and members are invited to attend the meeting.

5:30 p.m. – 7:00 p.m.  Lone Star Ballroom

FBD Meet and Greet Social

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

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

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Please let exhibitors know how much we appreciate their presence and continued support!
March 14, 2014
(Friday)

7:30 a.m. – 8:30 a.m.  Lone Star Ballroom A1

ABC – SWUS and ABIS Joint Breakfast

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

8:30 a.m. – 10:00 a.m.  Joint Meeting with ABIS  Lone Star Ballroom A1

SESSION A  Communication Connections: ABC AND ABIS JOINT SESSION

Session Chair:  Kelly Grant, Tulane University

Tools of Engagement: Improving Student Engagement through Exercises in Empathy
Cynthia Eve Ash, Oklahoma State University - Tulsa

Exploration of the Flipped Classroom for Business Communication Instruction
Ashley A. Hall, Stephen F. Austin State University
Debbie D. DuFrene, Stephen F. Austin State University

College Freshmen: Expectations of Technology in the University Setting
Betty Kleen, Nicholls State University
Lori Soule, Nicholls State University
Sherry Rodrigue, Nicholls State University

Online Integrity: Student Authentication in an Online Course
Susan E. Jennings, Stephen F. Austin State University
Gail Weatherly, Stephen F. Austin State University
S. Ann Wilson, Stephen F. Austin State University

10:00 a.m. – 10:30 a.m.  Lone Star Ballroom

FBD Coffee Break

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ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES

March 14, 2014
(Friday)

10:30 a.m. – 12:00 p.m. San Antonio Ballroom B

SESSION A  Communication Without Borders

Session Chair:  **Susan Jennings**, Stephen F. Austin State University

*Business Communication in China: Still the Same as Before?*
**Yong-Kang Wei**, University of Texas at Brownsville

*An Analysis of Asian Business Student Learning Styles*
**William McPherson**, Indiana University of Pennsylvania

*The Future of International Business Consulting*
**Sydel Sokuvitz**, Babson College

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10:30 a.m. – 12:00 p.m. State Room 4

SESSION B  Innovations in Business Communication Pedagogy, II

Session Chair:  **Kathy L. Hill**, Sam Houston State University

*A Business Communication Exercise in Participation and Analytical Thinking*
**Elizabeth W. Bidwell**, Oklahoma State University
**Kristina Schaap**, Oklahoma State University

*Uniquely Qualified: Building Students’ Professional Brand for Job Placement and Career Management*
**Gail Johnson**, The University of Texas at Tyler
**Rochell McWhorter**, The University of Texas at Tyler

*Bridging the Profit Gap: A Business Communication Perspective Toward Working in Interdisciplinary and Transdisciplinary Teams*
**Bradley S. Wesner**, Sam Houston State University

*Legal Writing in Business Communication*
**Beth Sindaco**, University of Scranton

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12:00 p.m. – 1:30 p.m. The Kitchen Table

**ABC – SWUS Executive Board Lunch – By Invitation**
ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES

March 14, 2014
(Friday)

1:30 p.m. – 3:00 p.m.  San Antonio Ballroom B

SESSION A  The Future of Business Communication

Session Chair:  Bradley S. Wesner, Sam Houston State University

Panel Discussion: Launching a New Business Major: Business Communication and Corporate Education
Marsha L. Bayless, Stephen F. Austin State University
S. Ann Wilson, Stephen F. Austin State University
M. Gail Weatherly, Stephen F. Austin State University
Susan E. Jennings, Stephen F. Austin State University

Companies Facing the Challenge of Communicating the Goals of the Strategic Plan
Laura R. Barthel, Eastern Kentucky University

3:00 p.m. – 3:30 p.m.  Lone Star Ballroom

FBD Coffee Break

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

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

3:30 p.m. – 5:00 p.m.  San Antonio Ballroom B

SESSION A  Communication Skills Assessment and Development

Session Chair:  Laura Valenti, Nicholls State University

Student Self-Assessment vs. Actual Performance of Communication Skills
Marcel Robles, Eastern Kentucky University

Everyone’s Got an Opinion
John N. Davis, Hardin-Simmons University
Terry Minami, Hardin-Simmons University
Tim B. Chandler, Hardin-Simmons University

How to Execute Real-World Service Learning Projects In Business Communication Courses Without Them Taking Over the Entire Course
Lorelei Ortiz, St. Edward’s University
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March 13, 2014
(Thursday)

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How Are High Schools Doing? Students’ Perceptions about Their Educational Use of Technology

Sarah Wright, Northwestern State University
Julie McDonald, Northwestern State University
Margaret S. Kilcoyne, Northwestern State University
Sue Champion, Northwestern State University

Recipient of the 2014 FBD Outstanding Educator Award

Kimberly Merritt, Oklahoma Christian University

8:00 a.m. – 10:00 a.m.  San Antonio Ballroom A

SESSION A  Buffet Breakfast, Business Meeting and Distinguished Paper Presentation

All ABIS members are invited to come enjoy a great breakfast buffet and participate in the Annual Business Meeting.

Session Chair:  Kimberly Merritt, Oklahoma Christian University

Yearly Business Meeting: Old and New Business of ABIS


How Are High Schools Doing? Students’ Perceptions about Their Educational Use of Technology

Sarah Wright, Northwestern State University
Julie McDonald, Northwestern State University
Margaret S. Kilcoyne, Northwestern State University
Sue Champion, Northwestern State University

10:00 a.m. - 10:30 a.m.  Lone Star Ballroom

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

**Session Chair:** S. Ann Wilson, Stephen F. Austin State University

**Who Are These Online Students and Where Are They Coming From?**
Lori Soule, Nicholls State University

**Role of the Video Support in Online Classes to Improve the Cognition Level of the Students of Higher Education: Case Study of Qatar.**
Habib Ullah Khan, Qatar University

**Are Web Bugs Bugging Business Faculty and Students?**
Carla J. Barber, University of Central Arkansas  
Beverly Oswalt, University of Central Arkansas  
Lea Anne Smith, University of Central Arkansas

**Linoit: An Emerging Digital Technology in the Teaching of Business Communication**
Skip Ward, Fort Hays State University

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### Noon – 1:30 pm

Lunch on your own

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### SESSION A  
**Social Media & Cloud Computing**

**Session Chair:** Carla J. Barber, University of Central Arkansas

**Respectful Business Communication: A Project on Skype**
Kemi Ogunyemi, Lagos Business School

**The Role of Social Media in Business Communication: Why and How is Social Media Use by Employees being Positively and Successfully Managed?**
Marilyn Macik-Frey, Nicholls State University

**Social Networking Site Attitudes and Behaviors: Examining the Role of Individualism-Collectivism Orientation and Emotional Intelligence**
Anushri Rawat, Nicholls State University  
En Mao, Nicholls State University

**Knowledge of Cloud Computing Among College of Business Faculty and Students**
Carla J. Barber, University of Central Arkansas  
Beverly Oswalt, University of Central Arkansas  
Lea Anne Smith, University of Central Arkansas
ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 13, 2014
(Thursday)

3:00 p.m. – 3:30 p.m.  Lone Star Ballroom

FBD Coffee Break

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3:30 p.m. - 5:00 p.m.  San Antonio Ballroom A

SESSION A  Preparing Students for Success

Session Chair:  Kimberly Merritt, Oklahoma Christian University

*Leader Role Impact on Distributed Team Satisfaction*
Joy Robinson, Georgia Institute of Technology

*Strategies for the Virtual Team: Improving Team Effectiveness*
Marsha L. Bayless, Nelson Rusche College of Business
S. Ann Wilson, Nelson Rusche College of Business

*A Simulated Government-Industry-University Job Shadowing Model for Building 21st Century Skills*
Joselina D. Cheng, University of Central Oklahoma
Keia Atkinson, University of Central Oklahoma
Chris Graff, University of Central Oklahoma

*A Bridge Program: A CSI Summer Academy for Promoting STEM Career Awareness & Interests*
Joselina D. Cheng, University of Central Oklahoma
Keia Atkinson, University of Central Oklahoma
Chris Graff, University of Central Oklahoma

5:30 p.m. – 7:00 p.m.  Lone Star Ballroom

FBD Meet and Greet Social

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ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 14, 2013  
(Friday)

7:30 a.m. – 8:30 a.m.  
Lone Star Ballroom A1

ABIS and ABC - SWUS Joint Breakfast

All ABIS and ABC - SWUS members are invited to come and enjoy a great breakfast!

8:30 a.m. - 10:00 a.m.  
Joint Session  
Lone Star Ballroom A1

SESSION A  
Communication Connections: ABC AND ABIS JOINT SESSION

Session Chair:  
Kelly Grant, Tulane University

Tools of Engagement: Improving Student Engagement through Exercises in Empathy

Cynthia Eve Ash, Oklahoma State University - Tulsa

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Online Integrity: Student Authentication in an Online Course

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Gail Weatherly, Stephen F. Austin State University
S. Ann Wilson, Stephen F. Austin State University

10:00 a.m. - 10:30 a.m.  
FBD Coffee Break  
Lone Star Ballroom

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Must be present to win.
ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 15, 2013
(Friday)

10:30 a.m. – 12:00 p.m. San Antonio Ballroom A

SESSION A  Program Integration & Assessment

Session Chair:  Daniel D. Friesen, University of North Texas at Dallas

Creating a New Program: Business Intelligence, Quality, and Logistics
Daniel D. Friesen, University of North Texas

Develop a Mentoring Program to Retain Your Information Systems Majors
Jim Larsgaard, Eastern Kentucky University

Analyzing a Decade of Assessment Data: Mining for Trends in Student Learning
David Smith, Cameron University
Kimberly L. Merritt, Oklahoma Christian University

Integration of Business Analytics Tools and Processes into the Business Core
Robert B. Mitchell, University of Arkansas
Richard W. Woolridge, University of Arkansas

1:30 p.m. – 3:00 p.m. San Antonio Ballroom A

SESSION A  Information Technology & K16

Session Chair:  Michelle Hepner, University of Central Oklahoma

Using Systems Analysis Skills to Design Mobile Applications: The Problem of Food Waste at Capers Buffet
Degan Kettles, University of Central Oklahoma

Disaster Planning and Recovery for Small and Medium Sized Businesses: A Guide to Success
Jennifer Stone, University of Central Oklahoma
Sajana Shrestha, University of Central Oklahoma
Michelle Hepner, University of Central Oklahoma

How Are High Schools Doing? Students’ Perceptions about Their Educational Use of Technology
Sarah Wright, Northwestern State University
Julie McDonald, Northwestern State University
Margaret S. Kilcoyne, Northwestern State University
Sue Champion, Northwestern State University

Professors and Students: Perceptions of the Use of PowerPoint and Other Technologies in the Classroom
Marcel Robles, Eastern Kentucky University
ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 15, 2013
(Friday)

3:00 p.m. - 3:30 p.m.  Lone Star Ballroom

FBD Coffee Break

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

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

3:30 p.m. - 5:00 p.m.  San Antonio Ballroom A

SESSION A  PANEL - WOMEN IN IT: ARE WE THERE YET?
Joint Session with ABIS

Session Chairs:  Lynn R. Heinrichs, Elon University (SWDSI), Co-Moderator
Betty Kleen, Nicholls State University (ABIS), Co-Moderator

Panelists:  Joselina Cheng, University of Central Oklahoma
Paul Cronan, University of Arkansas
Jennifer Kreie, New Mexico State University
Brian Reithel, The University of Mississippi

Recent media attention to the achievements of women such as Marissa Mayer and Sheryl Sandberg suggests that the IT glass ceiling is broken. Finding similar role models several decades ago would have been nearly impossible. But while there is much to be celebrated by the accomplishments of these high-profile women leaders, we should not assume that our work in attracting female students to the profession is complete.

The purpose of the panel discussion is to review the current status and future direction of women in “I” programs (information science, information systems, and information technology). Panelists will discuss the experiences of their own programs in attracting and retaining female students and faculty members. Is there still work to do? Are we there yet?
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

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P.J. Forrest, Alcorn State University
Patrick D. “Pat” Fountain, East Central University
Thomas W. Lanis, East Central University
Kishwar Joonas, Prairie View A&M University
Kimball P. Marshall, Alcorn State University
Sue Y. McGorry, DeSales University
Vivek S. Natarajan, Lamar University
Irfan Ahmed, Sam Houston State University
Kabir Sen, Lamar University

Congratulations!

Recipient of the 2014 McGraw-Hill Distinguished Paper Award

Drivers and Outcomes of Individual Customer Orientation: A Holistic Approach?
Türkan Dursun-Kilic
West Texas A&M University

Recipient of the 2014 Federation of Business Disciplines Outstanding Educator Award

Gordon G. Mosley
Troy University

AxcessCapon 2014 Innovative Marketing Teacher of the Year Award

Kimball P. Marshall
Alcorn State University
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

Track Chairs

**Global & Cross-Cultural Marketing**  David K. Amponsah, Troy University

**New Media, Advertising & Marketing Communications**  Maxwell Hsu, University of Wisconsin Whitewater

**Marketing Research**  Sanjay S. Mehta, Sam Houston State University

**B–to–B, Technology Commercialization & New Product Development**  John Newbold, Sam Houston State University

**Ethics, Legal and Public Policy**  Sharon V. Thach, Tennessee State University

**Student Papers**  Thomas W. Lanis, East Central University

**Logistics & Supply Chain Management**  Prashant Srivastava, Drexel University, and Nacef Mouri, George Mason University

**Marketing Strategy & Entrepreneurship**  Silvia L. Martin, Lynchburg College

**Consumer Behavior & Customer Relationship Management**  Kishwar Joonas, Prairie View A&M University, and Vivek S. Natarajan, Lamar University

**Marketing Education**  Renée Gravois Lee, Sam Houston State University, and William F. Spear, Colby-Sawyer College

**Experiential & Service Learning**  Patrick D. “Pat” Fountain, East Central University, and Lynn Murray, Pittsburg State University

**Personal Selling & Sales Management**  Dennis Kopf, University of Wisconsin-Whitewater

**Retailing & Services Marketing**  Ramaprasad Unni, Tennessee State University

**Branding and Brand Management**  Türkan Dursun-Kilic, West Texas A&M University

**Pharmaceutical & Healthcare Marketing**  Michael Howley, Drexel University
**ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS**

**CONGRATULATIONS!**

**BEST OF TRACK PAPER AWARD WINNERS**

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<td>A Cross-Cultural Perspective on Consumer Perceptions of Service Failures Severity: A Pilot Study</td>
<td>Haithem Zourrig, University of Regina, Kamel El Hedhli, Abu Dhabi University, Jean-Charles Chebat, HEC Montreal</td>
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<td>Ethical Consumption Behavior and Materialism – A Study of Consumers in a Super-rich Market</td>
<td>Khurram Jahangir Sharif, Qatar University</td>
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<td>Ethics in Supply Chain Management: Educators’ Perspective</td>
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<td>Branding and Brand Management</td>
<td>Creation of Brand Equity and Its Effects on Consumer Intentions in the Purchase of Consumer Durable Goods in Turkey</td>
<td>Ravi K. Jillapalli, Texas State University-San Marcos, Regina Jillapalli, Texas State University-San Marcos</td>
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<td>Student Track</td>
<td>Is Source Credibility a Central or a Peripheral Element?</td>
<td>Mari Matthias Kasbar Ouhan, Abu Dhabi University, Kamel El Hedhli, Abu Dhabi University</td>
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ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 13, 2014
(Thursday)

8:30 a.m. – 10:00 a.m. Atrium

SESSION A  Ethics, Legal and Public Policy

Session Chair: Sharon V. Thach, Tennessee State University

Ethical Consumption Behavior and Materialism - A Study of Consumers in a Super-rich Market
Khurram Jahangir Sharif, Qatar University

Ethical Issues in Higher Education
Ann-Marie Rizzo, Tennessee State University
Sharon V. Thach, Tennessee State University

Strategy and Tactics in Arts Marketing: Necessary Research Issues
Sharon V. Thach, Tennessee State University
Kimball P. Marshall, Alcorn State University

A Macro-Marketing Perspective of the Influences of Consumer Sentiments on Financial and Real Estate Market Indicators
Akash Dania, Alcorn State University
Kimball P. Marshall, Alcorn State University

8:30 a.m. – 10:00 a.m. Seminar Theatre

SESSION B  Retailing and Services Marketing

Session Chair: Ramprasad Unni, Tennessee State University

Shopping Well-Being: Is it Just a Matter of Pleasure or Doing the Task?
Kamel El Hedhli, Abu Dhabi University
Haithem Zourrig, University of Regina

Initial Service Failure and the Size of the Gratuity: A Social-Cognitive Approach
Lawrence S. Silver, Southeastern Oklahoma State University

Is Source Credibility a Central or a Peripheral Element?
Mari Mattiios Kasbar Ouhan, Abu Dhabi University
Kamel El Hedhli, Abu Dhabi University

Gamification and Service Marketing
Mario Cortes Garay, Monterrey Institute of Technology
Roger Conaway, Monterrey Institute of Technology
SESSION C  Logistics and Supply Chain Management

Session Chair: Prashant Srivastava, Drexel University

*Ethics in Supply Chain Management: Educators’ Perspective*
Grant Aguirre, University of Central Oklahoma
Stefan Genchev, University of Central Oklahoma
Darrell Goudge, University of Central Oklahoma

*How to Pay the Transporter: The Effect of Type of Contracts on Optimal Logistics Decisions*
Thanh V. Tran, University of Central Oklahoma
Stefan Genchev, University of Central Oklahoma
Darrell Goudge, University of Central Oklahoma

*Capabilities, Collaboration and Supply Chain Performance*
Prashant Srivastava, Drexel University
Karthik NS Iyer, University of Northern Iowa
Mohammed A. Rawwas, University of Northern Iowa

FBD COFFEE BREAK

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ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 13, 2014
(Thursday)

10:30 a.m. – 12:00 p.m.  Atrium

SESSION A  Marketing Education: Strategies to Challenge and Engage Students

Session Chair:  William F. Spear, Colby-Sawyer College

Technology Readiness and Learning Goals as Antecedents to Student Satisfaction and Learning Outcomes in Online and Traditional Settings: A Preliminary Empirical Investigation
Vivek S. Natarajan, Lamar University
Lynn Godkin, Lamar University

Thinking Outside the Box: Using Supplemental Reading and Presentation Assignments to Increase Rigor, Student Engagement, and Student Responsibility for Learning
William F. Spear, Colby-Sawyer College

Advancing Student Learning Beyond Summarizing: Creating Secondary Research Assignments to Foster Evaluation and Synthesis Skills
Pamela L. Mickelson, Morningside College
Renée Gravois Lee, Sam Houston State University

Do Entrepreneurial Camp Programs Influence Entrepreneurial Intention Of Participants?
A Proposed Study of An Experiential Learning Approach to Creating New Entrepreneurs
Stacey Bolin, East Central University
Patrick D. “Pat” Fountain, East Central University

10:30 a.m. – 12:00 p.m.  Seminar Theatre

SESSION B  Marketing Strategy and Entrepreneurship

Session Chair:  Silvia L. Martin, Lynchburg College

Entrepreneurial Network Development: the Case of French Immigrants in Mexico
Jorge H. Mejia-Morelos, Instituto Tecnologico Autonomo de Mexico

Scientific Conceptual Inquiry of International New Ventures: A Review and Suggestions for Developing the Field
Silvia L. Martin, Lynchburg College
Carolina Medina, Lynchburg College

Drivers and Outcomes of Individual Customer Orientation: A Holistic Approach
Türkan Dursun-Kilic, West Texas A&M University

From an Entrepreneurial Strategy to Business Models:
A Comparative Model from Practitioners’ Perspective
Hector Macfarland, Instituto Tecnologico de Estudios Superiores de Monterrey
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 13, 2014
(Thursday)

1:30 p.m. – 3:00 p.m.  Atrium

SESSION A  Marketing Education: Great Assignments and Teaching Ideas

Session Chair:  Renée Gravois Lee, Sam Houston State University

Conducting Large Scale Project-Based Learning Assignments
Julie Haworth, The University of Texas at Dallas

New Product Development Assignment for Principles of Marketing
Sanjay S. Mehta, Sam Houston State University

Creating Transformative Learning Experiences for Students in a Basic International Marketing Course
Sarath Nonis, Arkansas State University

Principles of Marketing Class: Multi-Format Design Solutions for Diverse Student Body
Vaidas Lukosius, Tennessee State University

1:30 p.m. – 3:00 p.m.  Seminar Theatre

SESSION B  Branding and Brand Management

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

Creation of Brand Equity and Its Effects on Consumer Intentions in the Purchase of Consumer Durable Goods in Turkey
Ravi K. Jillapalli, Texas State University-San Marcos
Regina Jillapalli, Texas State University-San Marcos

An Analysis for the Effects of UN Global Contact on Company Reputation
Meltem Yaman, Bahcesehir University, Istanbul, Turkey

Can Human Brand Extensions Transform To Brands?
Buket Besen, Nisantasi University, Istanbul, Turkey

The Effect of Corporate Name Changes on Firm Value
Ceyhan Kilic, Independent Marketing Consultant, Amarillo, TX
Türkan Dursun-Kilic, West Texas A&M University

3:00 p.m. – 3:30 p.m.  Lone Star Ballroom

FBD COFFEE BREAK

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

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

March 13, 2014
(Thursday)

3:30 p.m. – 5:00 p.m.  Atrium

SESSION A  New Media, Advertising and Marketing Communications

Session Chair:  Silvia L. Martin, Lynchburg College

Social Media: A Business Imperative
William S. Piper, Alcorn State University
P.J. Forrest, Alcorn State University

The Impact of Gender and National Culture on Electronic Word of Mouth Communication
Wendy Shen, University of Denver
Kristen M. Maceli, Pittsburg State University
Yue Zhao, University of Denver
Daniel W. Baack, University of Denver
Donald R. Bacon, University of Denver

The Use of Eco-Labels as a Marketing or Promotional Tool: Analysis of the Impact of Eco-Labels on the Attitude Towards the Product or Brand Carrying the Label
Sven Gross, University of Applied Sciences Trier, Germany
Phillip Wilson, Midwestern State University
Chris Shao, Midwestern State University
Jie Zhang, Midwestern State University

Incremental Revenue from an Entertainment Venue
James Rauch, East Central University

3:30 p.m. – 5:00 p.m.  Seminar Theatre

SESSION B  Workshop: Student Development and Assessment of Learning through Research and Service-Learning

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

Literature indicates that research and service-learning are valuable pedagogical tools. Moreover, they are useful in student development and assessment of learning. The workshop covers modalities of student research, such as a team format, validation of article selection, originality check, support for style and formatting, milestone tracking, comprehensive feedback, student reflections, presentation, and external evaluation. Samples of student work will be provided.

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

◆

All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 13, 2014
(Thursday)

3:30 p.m. – 5:00 p.m.  Lone Star Ballroom A1

SESSION C  Consumer Behavior and Customer Relationship Management

Session Chair:  Vivek S. Natarajan, Lamar University

*Decision-making Style, College Loan Debt, and Credit Card Misuse*

  Sarath A. Nonis, Arkansas State University
  Xiankui Hu, Arkansas State University
  Gail I. Hudson, Arkansas State University
  Melodie Philhours, Arkansas State University

*Marketing of Financial Services by Indian Universal Banks: A study on State Bank of India*

  Sanjay Arora, Kurushetra University
  Vishal Kumar, Panjab University
  Sachin Sethi, Bharati Vidyapeeth University

*Marketing Practices in Rural India: A Study of Haryana State*

  Sanjay Arora, Kurushetra University
  Vishal Kumar, Panjab University
  Akshta Dhingra, Kurushetra University

*Shopping Mall Motivation of Indian Consumers*

  Suresh K Chadha, Panjab University
  Sneha Sharma, Panjab University

*A Descriptive Study of the Impact of Self-Regulatory Focus on Long-Term Compliance Behavior in Higher Education*

  Kishwar Joonas, Prairie View A&M University
  Stephanie Dellande, Menlo College

5:30 p.m. – 7:00 p.m.  Lone Star Ballroom

FBD Meet and Greet Social

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

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

◆

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ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 14, 2014
(Friday)

7:30 a.m. – 8:30 a.m.  Entrance to Seminar Theatre

ACME Coffee and Pastries

All ACME members are invited and encouraged to come and meet old friends, make new acquaintances and enjoy coffee.

8:30 a.m. – 10:00 a.m.  Seminar Theatre

SESSION A  Marketing Metrics Workshop

Session Chair:  Kimball P. Marshall, Alcorn State University

Presenters:  Kimball P. Marshall, Alcorn State University
            Sue Y. McGorry, DeSales University
            P.J. Forrest, Alcorn State University

Workshop Description:

The objectives of this workshop are to familiarize marketing educators with the field of marketing metrics, to offer practical and tested guidance for the design of a marketing metrics course including content and student assignments, to offer guidance for collecting and accessing data online to support metrics assignments, and to provide guidance in the development of marketing dashboards for monitoring marketing metrics in real world situations.

10:00 a.m. – 10:30 a.m.  Lone Star Ballroom

FBD Coffee Break

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

10:30 a.m. – 12:00 p.m.  Seminar Theatre

SESSION A  Keynote Address: Professor Noel Capon, Columbia University

Managing Global Accounts: Strategies for Global Account Management
March 14, 2014  
(Friday)

12:00 p.m. – 1:15 p.m.  
Houston Ballroom C

**ACME Business Luncheon and Awards Meeting**

All ACME members and invited 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 invited guests. Others will be charged $50. Checks should be payable to Association of Collegiate Marketing Educators.

1:30 p.m. – 3:00 p.m.  
Atrium

**SESSION A**  
Panel Discussion: Marketing Metrics

*Moderator:* Vivek S. Natarajan, Lamar University

*Discussant*:
- Gopala “GG” Ganesh, University of North Texas
- Thomas W. Lanis, East Central University
- Kimball P. Marshall, Alcorn State University
- Kabir Sen, Lamar University
- Irfan Ahmed, Sam Houston State University

1:30 p.m. – 3:00 p.m.  
Seminar Theatre

**SESSION B**  
Being an ACME Track Chair

*Session Chair:* Prashant Srivastava, Drexel University

*Description*:

Interested in chairing a track? Have a question about what a track chair does? This session is for you. ACME members interested in chairing a track (or tracks) are encouraged to attend this session to learn about the role of the track chair and possibly select a track to chair for next year’s conference. Current track chairs will be available to provide input and answer your questions.

3:00 p.m. – 3:30 p.m.  
Lone Star Ballroom

**FBD Coffee Break**

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March 14, 2014
(Friday)

3:30 p.m. – 5:00 p.m.  Atrium

SESSION A  Personal Selling and Sales Management

Session Chair:  Dennis A. Kopf, University of Wisconsin – Whitewater

Mail-in Rebate Redemption: A Conceptual Model
Alma Mintu-Winsatt, Texas A & M University – Commerce
Chris Myers, Texas A & M University – Commerce
Ruiliang Yan, Texas A & M University – Commerce

An Application of Leadership and Management Concepts to Sales Management
Kristen Maceli, Pittsburg State University
Donald Baack, Pittsburg State University

Business Model Enablement through IT/Business Alignment
Mauricio Corona, La Salle University, Mexico

Use of Social Media for Sales Force Motivation
Dennis A. Kopf, University of Wisconsin – Whitewater

3:30 p.m. – 5:00 p.m.  Seminar Theatre

SESSION B  Global and Cross Cultural Marketing

Session Chair:  David K. Amponsah, Troy University

A Cross-Cultural Perspective on Consumer Perceptions of Service Failures Severity: A Pilot Study
Haithem Zourrig, University of Regina
Kamel El Hedhli, Abu Dhabi University
Jean-Charles Chebat, HEC Montreal

The Importance of Different Attractions to Prospective Tourists to Africa
David Amponsah, Troy University
Gordon Mosley, Troy University
Frank Thompson, Troy University

The Applied Dimensions Of Relationship Marketing and Their Impact on Customer Retention Levels
Zafar U. Ahmed, Lebanese American University, Lebanon
Jamal Bojei, University Putra Malaysia, Malaysia
Che Aniza Binti Che Wel, University Kebangsaan, Malaysia
Craig C. Julian, Southern Cross University, Queensland, Australia

Marketing Standardization: Democratic Development and Cultural Values
Russell Adams, University of Texas Brownsville
Clara Downey, University of Texas Brownsville
DECISION SCIENCES INSTITUTE
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Information Security and Privacy  Khaled A. Alshare, Qatar University
Information Technology & Business Innovation  Terence Saldanha, Emporia State University
Innovative Education  Kai Koong, University of Texas – Pan American
International Business  Mark McMurtrey, University of Central Arkansas
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Management and Org Behavior  Murad Moqbel, University of Kansas Medical Center
Management Information Systems  Binshan Lin, Louisiana State University in Shreveport
Marketing  John Seydel, Arkansas State University
Online Learning  Ravi Nath, Creighton University
Operations & Supply Chain Mgmt  Trevor Hale, University of Houston – Downtown
Quantitative Methods and Quality  Robert Pavur, University of North Texas
Research Pedagogy  Mohan Rao, Texas A&M University – Corpus Christi
Special Panels  Brian Reithel, University of Mississippi
Student Track  Victor R. Prybutok, University of North Texas
Proceedings Editor  Mohan Rao, Texas A&M University – Corpus Christi

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SPECIAL EVENTS, WORKSHOPS & PANELS

Microsoft Windows 8 Workshop  Wednesday Mar 12, 2014, 1:00 p.m. - 5:00 p.m.
Paul DeCarlo, Technical Evangelist, Microsoft Corporation

Microsoft Dreamspark Workshop  Thursday Mar 13, 2014, 8:30 a.m. - 10:00 a.m.
Bradley K. Jensen, Principal Academic Relationship Manager, Microsoft Corporation

A Multidisciplinary Exploration of the Higher Education Bubble  Thursday Mar 13, 2014, 8:30 a.m. - 10:00 a.m.
Brian J. Reithel, The University of Mississippi
Robert K. Robinson, The University of Mississippi
Dave L. Nichols, The University of Mississippi

SWDSI: Past, Present, and Future  Thursday Mar 13, 2014, 10:30 a.m. - 12:00 p.m.
Frank Landrum, Panel Chairperson, West Texas A&M University
Paul Cronan, University of Arkansas
Tom Jones, University of Arkansas
Robert Pavur, University of North Texas

Journal Editors Panel  Thursday Mar 13, 2014, 1:30 p.m. - 3:00 p.m.
Khaled A. Alshare, Studies in Business and Economics
Mark Chun, The Graziadio Business Review
Mary Fischer, Federation of Business Disciplines Journal
Amir Kia, Journal of Business Inquiry
Kai S. Koong, International Journal of Services and Standards
Binshan Lin, Industrial Management and Data Systems
June Wei, International Journal of Mobile Communications

Back to the Mainframe: IBM zEnterprise in the IS/CS & IT Curriculum  Friday Mar 14, 2014, 8:00 a.m. - 10:00 a.m.
Paul Newton, IBM Consulting IT Specialist

Microsoft Dreamspark Workshop  Friday Mar 14, 2014, 10:30 a.m. - 12:00 p.m.
Bradley K. Jensen, Principal Academic Relationship Manager, Microsoft Corporation

Doctoral Consortium  Friday, Mar 14, 2014, 12:00 p.m. – 5:00 p.m.
By Invitation Only

Using Lego Cars to Teach Lean  Friday Mar 14, 2014, 1:30 p.m. - 3:00 p.m.
Richard Miller, University of Dallas

Women in IT: Are we There Yet?  Friday Mar 14, 2014, 3:30 p.m. - 5:00 p.m.
Joint session with ABIS
Lynn R. Heinrichs, Elon University (SWDSI), Co-Moderator
Betty Kleen, Nicholls State University (ABIS), Co-Moderator
Joselina Cheng, University of Central Oklahoma
Paul Cronan, University of Arkansas
Jennifer Kreie, New Mexico State University
Brian Reithel, The University of Mississippi
SPECIAL EVENTS, WORKSHOPS & PANELS, Continued

Teaching Project Scheduling Concepts and Techniques with Animated PowerPoint Presentations
Saturday, March 14, 2014  8:30 – 10:30 a.m.
Mark Treleven, John Carroll University
Richard Penlesky, John Carroll University
Thomas Callarman, China Europe International Business School
Charles Watts, John Carroll University
Daniel Bragg, Bowling Green State University

PAPERS & MEETINGS
SWDSI 2014 Business Meeting
Thursday, Mar 13, 2014 3:30 p.m. - 5:00 p.m.

Over one hundred and fifty paper presentations sessions scheduled:

Thursday, March 13, 2014 from 8:30 a.m. to 3:00 p.m.,
Friday, March 14, 2014 from 8:30 a.m. to 5:00 p.m., and
Saturday, March 15, 2014, from 8:30 a.m. to 12:00 p.m.

CONGRATULATIONS!!!

RECIPIENT OF THE 2014 MCGRAW-HILL DISTINGUISHED PAPER AWARD

Using Hybrid Lexical Profiles to Find and Name Entities
Daniel McDonald, Utah State University
Hsinchun Chen, University of Arizona
Olivia R. Liu Sheng, University of Utah Global Knowledge Management Center

RECIPIENT OF THE 2014 FEDERATION OF BUSINESS DISCIPLINES OUTSTANDING EDUCATOR AWARD

Peggy Lane, Emporia State University

RECIPIENT OF THE 2014 DECISION SCIENCES INSTITUTE SOUTHWEST REGION LIFETIME ACHIEVEMENT AWARD

Thomas Jones, University of Arkansas

RECIPIENTS OF THE 2014 BEST STUDENT PAPER AWARDS

Decision Making: A Study of Task Performance in a Visual and Non-visual Decision Making Process
Brandon Phillips, University of North Texas

Development of an Enterprise Dynamic Capabilities Framework
Xianghui Peng, University of North Texas

The Logistics of Healthcare Consumption: A Visual Model
Rebecca A. Scott, University of North Texas
Microsoft Windows 8 Workshop

Presenter: Paul DeCarlo, Technical Evangelist, Microsoft Corporation

Bring a Windows 8 laptop to this hands-on workshop led by a Microsoft Technical Evangelist and experience how to leverage Windows 8 development in your curriculum. Join the campuses whose students are excited about programming and are making thousands of dollars in the Microsoft Store within months of their first programming experience.

This is a full 4-hour workshop. For more information and to register for the workshop go to http://swdsi2014-win8workshop.eventbrite.com

Dr. Thomas W. Jones has been an active member of Southwest Decision Sciences (SWDSI) since 1977 and a member of Decision Sciences Institute (DSI) since 1975. He recently retired after 36 years of dedication and service to the University of Arkansas. Dr. Jones began his tenure in the Information Systems Department as an assistant professor in 1977 and retired as University Professor, which is a prestigious honor he received in 2006. Prior to the U of A, his employers included Western Illinois University, Duke University, Stochastics Incorporated, his alma mater Virginia Polytechnic Institute, and NASA (Goddard Space Flight Center). Dr. Jones is a devoted teacher who has won numerous teaching and service awards, as well as a researcher who focused on the applications of statistical and operations research techniques. He has published in, among others, Decision Sciences Journal of Innovative Education; MIS Quarterly; Industrial Management & Data Systems; International Journal of Services & Standards; and Journal of Accounting Research.

Tom has been active in both Decision Sciences Institute (DSI) and Southwest Decision Sciences (SWDSI). Tom served in many capacities in both organizations, most notably as president of SWDSI 1983-1984 and president of DSI 2002-2003. Tom has been consistently involved in both organizations throughout his career as a leader and continues to serve SWDSI as historian. SWDSI thanks Tom for his many valuable years of service to our organization. Tom has always been a great mentor, colleague and friend. We wish Tom all the best and look forward to seeing him at future meetings with his wife Susan.

DSI and SWDSI Awards:
- DSI Dennis E. Grawoig Distinguished Service Award (2010)
- DSI Fellow (2008)
- SWDSI Outstanding Educator Award (2008)
- SWDSI Distinguished Service Award (1994)
- SWDSI Distinguished Paper Award (1984, 1991)
March 13, 2014
(Thursday)

7:00 a.m. – 8:30 a.m.  Chaparral Boardroom

MEETING: Officers and Directors Meeting

Presiding: Janet Bailey, University of Arkansas - Little Rock

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

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42nd Annual Conference
March 11 - 14, 2015
Hyatt Regency Hotel
Houston, Texas

43rd Annual Conference
To be determined

44th Annual Conference
March 8 - 11, 2017
Statehouse Convention Center/Marriott
Little Rock, Arkansas
SESSION A      MIS-I

Session Chair:    June Wei, University of West Florida

Impact of Social Media on Service Operations
Run Niu, Webster University
Ying Fan, University of Colorado Colorado Springs

Business-to-Customer Solutions in the Commercial Banking
Calvin Crenshaw, University of West Florida
June Wei, University of West Florida
Xiangnan Lu, Zhejiang University

Infusing Innovation in Real Estate e-Business
Delvin Grant, DePaul University
Emna Cherif, DePaul University

SME’s Internationalization as a Balancing Act Between Rationality, Emotion, and Intuition
Frank Dievernich, Lucerne University of Applied Sciences and Arts
Jie Gong, Lucerne University of Applied Sciences and Arts
Claus Schreier, Lucerne University of Applied Sciences and Arts

SESSION B      E-COMMERCE AND MOBILE – I

Session Chair:    Vishal Shah, University of Arkansas

Investigation of Product Quality Components Using Text Mining within Online Customer Product Reviews
Benjamin George, University of North Texas
Bartlomiej Hanus, University of North Texas
Victor R. Prybutok, University of North Texas

A Comprehensive Model of Quality in E-commerce Based on the Consumer Decision Making Process
Chao Wen, Eastern Illinois University
Jiaming Fang, University of Electronic Science and Technology of China
Victor R. Prybutok, University of North Texas

Impact of Social Media on Brand Relationship Quality : Exploring Different Product Types
Vishal Shah, University of Arkansas

A Crowd-funding Case Study: The link between Social Networking and Crowd-funding success
Kenneth R. Walsh, University of New Orleans
Sathiadev Mahesh, University of New Orleans
SESSION C OPERATIONS & SUPPLY CHAIN MANAGEMENT - I

Session Chair: Richard Woolridge, University of Arkansas at Little Rock

The Moderating Influence of Project Management on ERP System Integration
Arun Madapusi, Drexel University
Daniel Ortiz, Universidad Autónoma del Estado de México

An Integrated Joint Economic Lot Size Model with Carbon Emission
Zhi Tao, Arkansas Tech University
Alfred Guiffrida, Kent State University
Felix Offodile, Kent State University

A Technical Health Visual Framework for IT Portfolio Decisions
Richard Woolridge, University of Arkansas at Little Rock

SESSION D QUANTITATIVE METHODS AND QUALITY - I

Session Chair: Matthew Lindsey, Stephen F Austin State University

An Exploratory Study of the Performance of Modified Procedures of Croston’s Method and a Proposed Forecasting Methodology for Time Series with Shifts in Demand Pattern
Matthew Lindsey, Stephen F Austin State University
Robert Pavur, University of North Texas

Testing Mediation Effects in PLS PM Models: Full or Partial Mediation?
Yuliya Yurova, Nova Southeastern University
Cindy Rippé, Embry-Riddle Aeronautical University
Suri Weisfeld-Spolter, Nova Southeastern University

Modeling Statistical Software Adoption Attitudes of Undergraduate Business Students
Julia Frink, Tarleton State University
Robert Pavur, University of North Texas

An Examination of the Use and Justification of Dichotomization
Mohammed Alkhars, University of North Texas
Robert Pavur, University of North Texas
SESSION E  MICROSOFT DREAMSPARK WORKSHOP

Presenter: Bradley Jensen, Principal Academic Relationship Manager, Microsoft Corporation

DreamSpark Premium is an offering of many of Microsoft’s major software titles like Windows 8, Windows Server 2012, Visual Studio 2012, etc. These titles are fully functional and provide STEM students and faculty with thousands of dollars of software. Learn how to take advantage of this incredible library of resources.

SESSION F  PANEL – HIGHER EDUCATION BUBBLE

Session Chair: Brian Reithel, University of Mississippi

Topic: Higher Education Bubble

Panelists: Brian Reithel, University of Mississippi  
Robert Robinson, University of Mississippi  
Dave Nichols, University of Mississippi

This lively panel session will explore, discuss, and debate the notion of the “Higher Education Bubble” that has arisen in recent years in the popular press. Key questions to be addressed include: does the higher education bubble exist? If so, what are its dimensions? What are its implications for the business professoriate, especially those within the decision sciences? What types of academic disciplines will fail or prevail in a bubble economy? How does the notion of the bubble intersect and interact with the emerging global market of online higher education?

The panelists will analyze these questions from their multiple disciplines and also from their wide variety of both current and former positions within the academy. The panel includes faculty members who possess extensive university executive/central administration experience, school/college leadership experience at the dean level, department chair experience, and a total of nearly a century of faculty experience. Extensive audience interaction and debate is expected and will be encouraged.

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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.*

SESSION A  MIS – II

Session Chair:  **James Parrish**, Nova Southeastern University

*An Examination of SLA Attributes that Influence Cloud Computing Adoption*
**Howard Hamilton**, Nova Southeastern University  
**James Parrish**, Nova Southeastern University

*Personal Cloud User Acceptance: The Role of Trust and Perceived Risk in the Technology Acceptance Model*

**Murad Moqbel**, University of Kansas Medical Center  
**Valerie Bartelt**, Texas A&M University - Kingsville  
**John Cicala**, Texas A&M University - Kingsville

*Security Factors Affecting Organizational Knowledge Management Efforts*

**Queen Booker**, Minnesota State University Mankato  
**Carl Rebman**, University of San Diego

*Behavioral and Social Issues in IT Development and Adoption*

**Purnendu Mandal**, JCU Singapore  
**Kallol Bagchi**, University of Texas at El Paso

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To be determined

44th Annual Conference  
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Statehouse Convention Center/Marriott  
Little Rock, Arkansas

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SESSION B  
INNOVATIVE EDUCATION - I

Session Chair: Kai S. Koong, University of Texas - Pan American

An Analysis of Qualifications of Faculty Who Teach Information Systems Courses in Business Schools
Robert Vinaja, Texas A&M University - San Antonio

“High Touch” and Assessment Outcomes
Kai S. Koong, University of Texas - Pan American
Lai C. Liu, University of Texas - Pan American
Bin Wang, University of Texas - Pan American

Why Care about Faculty Diversity?
Denise Philpot, University of North Texas

Performance Analysis of Universities: Examining the Role of Teaching, Research and Service
Aurore Kamssu, Tennessee State University
Jeffrey Siekpe, Tennessee State University

SESSION C  
Panel – SWDSI: Past, Present, and Future

Session Chair: Frank Landrum, West Texas A&M University

Topic: SWDSI: Past, Present, and Future

Panelists: Paul Cronan, University of Arkansas
Tom Jones, University of Arkansas
Frank Landrum, West Texas A&M University
Robert Pavur, University of North Texas

The panel of longstanding SWDSI and National DSI members will share a brief history of SWDSI. They will then discuss the advantages, and rewards of belonging to SWDSI. The Pros-and-Cons concerning the National DSI reorganization will also be discussed.
SESSION D  OPERATIONS & SUPPLY CHAIN MANAGEMENT - II

Session Chair:  Barbara Hewitt, Texas A&M University-San Antonio

Incorporating Project Management Tools and Techniques to Manage Student Team Projects
Thomas Bell, Texas Wesleyan University
Trisha Anderson, Texas Wesleyan University

Lessons Learned Using Government Resources to Support Project Management Education
Herbert Remidez, University of Dallas

A Systems Perspective of Project Management to Support Service Learning Projects
Jeremy Bellah, Sam Houston State University

Determining the Effects of Using Project Management Software
Robert Burdwell, Texas A&M University-San Antonio
Barbara Hewitt, Texas A&M University-San Antonio

SESSION E  QUANTITATIVE METHODS AND QUALITY - II

Session Chair:  Victor R. Prybutok, University of North Texas

Total Management Quality Assessment Indicators
Kazuhiro Esaki, HOSEI University, Japan

Assessing the Influence of the Categories of the Malcolm Baldrige National Quality Award on the Results within a Municipal Government
Xianghui Peng, University of North Texas
Victor R. Prybutok, University of North Texas

E-Learning: Where Are We Now?
Leslie Toombs, Texas A&M Commerce
Balasundram Maniam, Sam Houston State University

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SESSION A  JOURNAL EDITORS PANEL

Session Chair:  June Wei, International Journal of Mobile Communications

Topic:  Successful Publishing Strategies – Insights from Editors

Panelists:  Khaled A. Alshare, Studies in Business and Economics
Mark Chun, The Graziadio Business Review
Mary Fischer, Federation of Business Disciplines Journal
Amir Kia, Journal of Business Inquiry
Kai Koong, International Journal of Services and Standards
Binshan Lin, Industrial Management and Data Systems
June Wei, International Journal of Mobile Communications

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SESSION B  ETHICS

Session Chair:  Krish Muralidhar, University of Kentucky

The Utility of Differentially Private Imputed Microdata
Krish Muralidhar, University of Kentucky
Rathindra Sarathy, Oklahoma State University

Study on Solving the Problem Associated with a Patent Infringement by Multiple Independent Parties in Japan
Miyuki Tsuyuki, Teikyo University, Japan

Can a Series of Lectures on Computer Security and Privacy Effect Test Scores and Perception of Mobile Computing Devices?
Donna Lohr, University of North Texas

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DEcision Sciences Institute  
Southwest Region  

March 13, 2014  
(Thursday)

1:30 p.m. – 3:00 p.m.  
Majestic 9

SESSION C  
FINANCE

Session Chair:  
Carl McGowan, Norfolk State University

Determinants of CEO Compensation in Manufacturing Industry  
Banamber Mishra, McNeese State University  
Prasad Vemala, McNeese State University

Herding in Internet Shopping Behaviors  
Jiang Wu, Southwestern University of Finance and Economics, China  
Weihua Shi, University of Southern Mississippi  
Daimin Shi, Southwestern University of Finance and Economics  
Tzong-Ru Tsai, Tamkang University, Taiwan

Valuing Intellectual Property Using the Pure-Play Method of Valuing Assets  
Carl McGowan, Norfolk State University

A Model for Examination of the Impact of Individual Characteristics upon Student Debt  
Dennis Richardson, University of North Texas  
Sue Olusanya, University of North Texas  
Benjamin George, University of North Texas  
Victor R. Prybutok, University of North Texas

1:30 p.m. – 3:00 p.m.  
Majestic 10

SESSION D  
MIS - III

Session Chair:  
Long Li, Grambling State University

Examining Facebook Users Intended Image Online: The Case of Adults  
Samer Takieddine, University of Texas - Pan American

Virtual vs. Social Presence in Virtual World: Antecedents and Consequences  
Mohammadreza Mousavizadeh, University of North Texas  
Dan Kim, University of North Texas

An Examination of Peoples ’ Social Network Sites Usage  
Long Li, Grambling State University
SESSION E  
E-COMMERCE AND MOBILE – II

Session Chair:  Simon Lee, Eastern Illinois University

Managing Customer Complaints
Simon Lee, Eastern Illinois University

Does Purchase Intention Influence Conversion Rates in E-Commerce? An Empirical Study
Naveen Gudigantala, University of Portland
Mike Taein Eom, University of Portland

Does Culture Play a Role in Online Shopping Activities? A Cross-Cultural Longitudinal Empirical Investigation
Somnath Mukhopadhyay, University of Texas El Paso
Kallol Bagchi, University of Texas El Paso

How do Chinese and Saudi Customers Perceive Online Service Quality? A Comparative Study
Habib Ullah Khan, Qatar University
Mehmoud A. Awan, SolBridge International School of Business, Daejeon, S.Korea
Wenqing Zhang, SolBridge International School of Business, Daejeon, S.Korea
Han Chiang Ho, SolBridge International School of Business, Daejeon, S.Korea

3:00 p.m. - 3:30 p.m.  
Lone Star Ballroom

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.**
SESSION A  ACCOUNTING

Session Chair: Vikram Bhadauria, Southern Arkansas University

*Joint Venture Formation Effects on Accounting Performance: Are Manufacturing Deals Equally Valuable than Marketing Ones?*
Daniel A. Cernas Ortiz, Universidad Autónoma del Estado de México
Rosa M. Nava Rogel, Universidad Autónoma del Estado del México
Miguel O. Caballero Santín, Universidad Autónoma del Estado del México

*Can Accounting and IS Maintain Confidential Information and Privacy if There is a “Person of Interest”?*
James Magruder, University of Southern Mississippi
Stanley Lewis, Troy University
Eddy Burks, Troy University
Carl Smolinski, Louisiana State University Shreveport

*How to Teach Ethical Decision Making to Accounting Students? – An Exploratory Case Study*
Vikram Bhadauria, Southern Arkansas University
Shane Warrick, Southern Arkansas University

*Standards Quality, Incentives, and Earnings Management*
B. Brian Lee, Prairie View A&M University
Qiang Fei, Prairie View A&M University
Dong W. Kim, Jeju National University, Korea
Vijaya Vemuri, Prairie View A&M University

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<th>SESSION C</th>
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<td><strong>FINANCE - II</strong></td>
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<td><strong>Session Chair:</strong> Alicia Rodriguez de Rubio, University of the Incarnate Word</td>
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<td>Assessing Emerging Chinese Banks Using Financial Econiche Theory: The Case of Huaxia Bank</td>
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<td>Long Zhang, China University of Geosciences</td>
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<td>Steven Shwiff, Texas A&amp;M University - Commerce</td>
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<td>Capital Structure Decisions of Hispanic Businesses</td>
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<td>Alicia Rodriguez de Rubio, University of the Incarnate Word</td>
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<td>Determinants of Corporate Performance in Emerging Market: Evidence From Qatar</td>
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<td>Rami Zeitun, Qatar University</td>
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<td>Chinese Audits, Political Will And The Legal Authority Of The PCAOB</td>
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<td>Kevin McGarry, Texas Wesleyan University</td>
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<td>Thomas D. Tolleson, Texas Wesleyan University</td>
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<td>Shengxiong Wu, Texas Wesleyan University</td>
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### DECISION SCIENCES INSTITUTE
#### SOUTHWEST REGION

**March 13, 2014**  
(Thursday)

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<th>Time</th>
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<th>Event Details</th>
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| 3:30 p.m. - 5:00 p.m. | Majestic 11      | **SESSION D**  
**BUSINESS MEETING: SOUTHWEST DECISION SCIENCES INSTITUTE**  
Presiding: **Janet Bailey**, University of Arkansas – Little Rock  
**Decision Sciences Institute – Southwest Region**  
**Business Meeting**  
**Officers and Committee Reports**  
**Announcements and Presentation of Awards**  
| 5:30 p.m. - 7:00 p.m. | Lone Star Ballroom | **FBD Meet and Greet Social**  
Everyone is invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and live music. A Cash Bar is available and a limited number of drink tickets will also be distributed. Stop by to relax and wind down from the day’s conference activities before heading out to other association and cultural events, dinner, or historic sites.  

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March 11 - 14, 2015  
Hyatt Regency Hotel  
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**43rd Annual Conference**  
To be determined

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Little Rock, Arkansas

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SESSION A  Back to the Mainframe: IBM zEnterprise in the IS/CS & IT Curriculum

Presenter:  Paul Newton, IBM Consulting IT Specialist

Expected retirements of 60,000 zEnterprise professionals over the next decade will create unprecedented career opportunities for qualified IS/CS & IT graduates in the United States. While many pundits have pronounced "The mainframe is dead!", one surely cannot prove this contention considering IBM's growing dominance in large scale transaction processing, big data and data analytics, web and mobile application development, and security. Worldwide IBM zEnterprise systems account for 71% of all financial, insurance and banking transactions; 70% of wealth management services; 62% of major retailer transactions, and 64% of the state and federal governments transactions. In recent years IBM has added Unix, zLinux, Cognos, SPSS, Rational Project Management and Application tools, WorkLight, J2EE Websphere, MQ Web Services, and AppScan product lines. Major IBM U.S. customers include: USAA, Aetna, J.P. Morgan Chase, Citi Bank, Bank of America, Vanguard, Boeing, IRS, Blue Cross/Blue Shield, Walmart, Federated Department Stores, BNY/Mellon, as well as, the majority of the Fortune 500 corporations

The IBM Academic Initiative has increased its support for IS/CS & IT educators at all education levels. Free courseware for most IS and CS courses, access to a zEnterprise mainframe to support traditional zEnterprise systems, J2EE (WebSphere), technical support, free software, the Master the Mainframe Contest, free certification tests, and free training are just some of the services provided to educators through the IBM Academic Initiative.

Paul Newton has over 30 years of IT experience applied to aerospace, commercial aircraft manufacturing, and a large retail department store. During the last 13 years Paul has been an IBM Consulting IT Specialist providing technical support to independent software vendors, assisting University professors with zEnterprise curriculum, and has been a significant contributor and hosting specialist for the popular Master the Mainframe Contest. Paul is the co-author of "Introduction to the New Mainframe: z/OS Basics", 2011, IBM Redbooks and author/contributor of many zEnterprise technical articles.

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SESSION B  International Business

Session Chair:  Khaled Alshare, Qatar University

Developing an Evaluation Indexation System for a Chinese State-Owned Enterprise: The Case of Liaohe Oil Field
Long Zhang, China University of Geosciences
Edwin Mensah, University of North Carolina - Pembroke
Huili Zhu, China University of Geosciences (Beijing)
John Parnell, University of North Carolina - Pembroke

Office Ergonomics Awareness in Qatari Organizations
Asmaa Alsayed, Qatar University
Lolwa Al-Mansoori, Qatar University
Mahra Al Qahtani, Qatar University
Maryam Alsada, Qatar University
Noora Al Qahtani, Qatar University
Khaled Alshare, Qatar University

Doing Business in Bahrain
Ammar Albaqali, Arkansas State University
Ahmad Syamil, Arkansas State University

An Application of Expert Systems for Inheritance and Zakah Rules in the Islamic Law
Dareen Al-Alami, Qatar University
Wadha Al-Lakhen, Qatar University
Shayma Al-Marri, Qatar University
Saara Bumadian, Qatar University
Khaled Alshare, Qatar University
Adam Fadlalla, Qatar University

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SESSION C  MIS-V

Session Chair:  Victor R. Prybutok, University of North Texas

*Comparison of the Effectiveness of Social Media as a Health Information Channel about Binge Drinking Among Honors and Non-honors Students*

Alexandra Ruuska, University of North Texas
Gayle L. Prybutok, University of North Texas
Victor R. Prybutok, University of North Texas
Benjamin George, University of North Texas

*Critically Determinant Attributes of College Major Choice in Transitional Economies*

Anna Mabrouk, Qatar University
Jennifer Ziegelmayer, Qatar University

*Examining the Influence of Social Information Sources on Students’ Choice of a Major*

Jeffrey Siekpe, Tennessee State University
Aurore Kamssu, Tennessee State University

SESSION D  E-COMMERCE AND MOBILE – III

Session Chair:  June Lu, University of Houston-Victoria

*Is Tablet Computer a Good Platform for User Involvement in Mobile Commerce?*

June Lu, University of Houston-Victoria
June Wei, University of West Florida

*User Perceptions of Using Mobile Commerce on the Smartphone Platform*

June Wei, University of West Florida
June Lu, University of Houston-Victoria

*Mobile Commerce Users in Great Houston Area*

Adeyinka Ariyo, University of Houston-Victoria
June Lu, University of Houston-Victoria

*Collaborating with Microsoft to Launch Student Entrepreneurs*

Janet Bailey, University of Arkansas at Little Rock
Bradley Jensen, Microsoft
Paul DeCarlo, Microsoft
Ravi Thambusamy, University of Arkansas at Little Rock
SESSION E  ONLINE LEARNING

Session Chair:  Qinyu Liao, University of Texas at Brownsville

All-Digital Content Delivery Programs – Are We Ready for it?
Qinyu Liao, University of Texas at Brownsville

There is Rigor in Online Education
Babajide Osatuyi, University of Texas-Pan American
Aram Flores, University of Texas-Pan American
Leonel Rodriguez, University of Texas-Pan American

Maintaining Academic Honesty in Online Classes
Kakoli Bandyopadhyay, Lamar University
Cynthia Barnes, Lamar University

SESSION F  OPERATIONS & SUPPLY CHAIN MANAGEMENT - III

Session Chair:  Richard Miller, University of Dallas

Service Positioning in Professional Services: a Resource-Based Analysis
Randall Napier, University of Texas at Arlington
Rajat Mishra, Quinnipiac University

A Modified Risk Priority Number to Address Supply Chain Risk Management
Richard Miller, University of Dallas

Supplier Selection for Effective Acquisition on Remanufacturing
Taeuk Kang, The University of Tennessee at Martin
Greg Frazier, The University of Texas at Arlington

Evaluating the Petroleum Downstream Supply Chain Management Practices in the Oil and Gas Industry of Ghana
Abdul Samed Muntaka, Kwame Nkrumah University of Science and Technology, Ghana
John Frimpong Manso, Kwame Nkrumah University of Science and Technology, Ghana
Frank Tsotorme, Kwame Nkrumah University of Science and Technology, Ghana

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SESSION G  MARKETING

Session Chair:  Alberto Rubio-Sanchez, University of the Incarnate Word

The Study of the Perceived Value of 7-11 Convenience Stores
Yuan-Du Hsiao, Chungyu Institute of Technology, Taiwan
Teng-Chiao Lin, National Taipei University of Technology, Taiwan
Dar-Chin Rau, Oriental Institute of Technology, Taiwan
Kuang-Yen Chung, Chungyu Institute of Technology, Taiwan
Wen-Shuo Hu, Chungyu Institute of Technology, Taiwan

Fair Trade Branding as a Tool for the Marketing of Developing Society Crafts
Alberto Rubio-Sanchez, University of the Incarnate Word
Esmeralda de Los Santos, University of the Incarnate Word

Am I Celebrity Online? I Don’t Know, But You Can Test It: The Development Of The Online Self-Celebritization Scale
Arne Baruca, Sacred Heart University
Michal Minor, University of Texas Pan American
Roberto Saldivar, University of Texas Pan American

10:00 a.m. - 10:30 a.m.  Lone Star Ballroom

FBD Coffee Break - Please let our exhibitors know how much we appreciate their presence and continued support! Great Door Prize Drawings take place at 10:15 a.m. Must be present to win.

SESSION A  BUSINESS ANALYTICS - I

Session Chair:  Richard Segall, Arkansas State University

Data Visualization and Information Quality by Supercomputing
Richard Segall, Arkansas State University
Jeffrey Cook, Independent Researcher

Big Business, Big Brother: Data Mining, Privacy, and Cyber Safeguards
Kamlesh Mehta, National University
Jim Keefe, Texas State University
Vivek Shah, Texas State University

Usability Evaluation of North Dakota Newspapers' Websites
Iman Akour, Wiley College

Mining Quantitative Association Rules of Seismic Data
Usman Qamar, College of E&ME, NUST, Pakistan
Aqdas Ikram, College of E&ME, NUST, Pakistan
SESSION B  MICROSOFT DREAMSPARK WORKSHOP

Presenter: Bradley Jensen, Principal Academic Relationship Manager, Microsoft Corporation

DreamSpark Premium is an offering of many of Microsoft’s major software titles like Windows 8, Windows Server 2012, Visual Studio 2012, etc. These titles are fully functional and provide STEM students and faculty with thousands of dollars of software. Learn how to take advantage of this incredible library of resources.

SESSION C  INNOVATIVE EDUCATION – II

Session Chair: Amy Wren, Louisiana State University Shreveport

The Peoples’ Wisdom Can be Used in Business Classes
Carl Smolinski, Louisiana State University Shreveport
Amy Wren, Louisiana State University Shreveport
Stanley Lewis, Troy University

Presentation Skills as a Component of Doctoral Education
Daniel Peak, University of North Texas

Teaching MIS Majors How to Calculate the Value of Additional Information
Pinyarat Sirisomboonsuk, Texas Tech University
James Burns, Texas Tech University

Clicking to Make Students Ticking
Mohan Rao, Texas A&M University - Corpus Christi

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Little Rock, Arkansas
SESSION D ENTERPRISE RESOURCE PLANNING

Session Chair: Michael Lane, Missouri Western State University

ERP Performance Payoffs for SMEs
Arun Madapusi, Drexel University
Daniel Ortiz, Universidad Autónoma del Estado de México

Quo vadis, ERP? – Explicating and Modeling Dimensions of ERP Success
James Teng, University of Texas at Arlington
Ganapathiram Raman, University of Texas at Arlington
Yoon Sang Lee, University of Texas at Arlington
Kriti Chauhan, University of Texas at Arlington

An Investigation into the Effects of ERP Systems on Competitive Strategy
Oscar F. Bustinza, University of Granada, Spain
Nieves Perez-Arostegui, University of Granada, Spain
Daniel Arias, University of Granada, Spain

Accidental Assessment: The Case for Simulations
Michael R. Lane, Missouri Western State University
Peggy L. Lane, Emporia State University

SESSION E MIS - VI

Session Chair: Jennifer Kreie, New Mexico State University

Using Hybrid Lexical Profiles to Find and Name Entities
Daniel McDonald, Utah Valley University
Hsinchun Chen, University of Arizona
Olivia Sheng, University of Utah

What Are Colleges Offering to Meet the Demand for Data Analytics?
Jennifer Kreie, New Mexico State University
Carlo Monge-Mora, New Mexico State University

Integrating Social Cognitive Theory and Choice Theory to Extend IS Training Research: Exploring Role of Individual and Situational Factors
Vishal Shah, University of Arkansas
10:30 a.m. – 12:00 p.m.  Atrium

SESSION F  ECONOMICS, HEALTHCARE AND QUALITY - I

Session Chair:  Tom Roberts, Louisiana Tech University

Healthcare Information Privacy and Security: Suggestions for Future Research
Prabhashi Nanayakkara, Louisiana Tech University
Tom Roberts, Louisiana Tech University
James Courtney, Louisiana Tech University
Timothy Ellis, Louisiana Tech University

Health Care Risk: Loss of Personal Health Information (PHI) and Electronic Health Care Information (ePHI) by Physical Breach and Authorized Insiders
Sandra J. Blanke, University of Dallas
Elizabeth McGrady, Appalachian State University

From Building Legos to Implementing Lean in Healthcare: A Student’s Perspective on Transferring Lean in the Classroom to a Hospital in India
Nirisha Chalapati, University of Dallas
Richard Miller, University of Dallas

12:30 p.m. – 5:00 p.m.  Majestic 7

SESSION A  DOCTORAL CONSORTIUM – By Invitation Only

Session Chair:  Victor R. Prybutok, University of North Texas

Agenda:
12:30 – 1:30  Lunch for participants only
1:30 – 2:20  Getting the proposal done and looking for your first position at the same time
Ben George, University of North Texas
Gayle L. Prybutok, University of North Texas

2:30 – 3:30  Now that you have a faculty position how do you get started
Gina Harden, Steve F. Austin University
Lucian Visinescu, Texas State University
Thiagarajan (Ram) Ramakrishnan, Texas A&M Prairie View

3:30 – 4:45  Tips on being a good colleague from department chair and dean
Michael R. Lane, Missouri Western State University
Peggy L. Lane, Emporia State University
SESSION B  USING LEGO CARS TO TEACH LEAN WORKSHOP

Presenter: Richard Miller, University of Dallas

For the typical Operations Management class, the learning points are the following:
• Introduction to balance and takt time
• Push vs. pull
• Single piece flow
• Kanban
• Kitting
• Mass customization with the above points
• Visual factory and other non-verbal communication tools

The assembly of Lego cars is used in the session. Topics covered include basic material flow, task rules, balance and workflow problems, visual factory/Kanban, and kits. Directions for use in the Operations Management class and the Lean Supply Chain Management class are described in the workshop. Course materials are provided in the workshop for those wishing to implement this activity in their course.

SESSION C  BUSINESS ANALYTICS - II

Session Chair: Paul Cronan, University of Arkansas

Business Analytics Graduate Certificate Program – Are We All On The Same Page?
Paul Cronan, University of Arkansas
David Douglas, University of Arkansas

Role of Healthcare Analytics in Creating Sustainable Competitive Advantage: A Knowledge Based Theory of the Firm
Venugopal Gopalakrishna- Remani, The University of Texas at Tyler
Robert Jones, The University of Texas at Tyler
Barbara Wooldridge, The University of Texas at Tyler

Business Analytics: Investigation into Required Skills and Implications for Educational Programs
Nicholas Evangelopoulos, University of North Texas
Anna Sidorova, University of North Texas
Yulia Wati, University of North Texas
Putthachat Angnakoon, University of North Texas

Business Analytics: The Need for Visual Data Discovery
Janet Bailey, University of Arkansas at Little Rock
Shawn Baar, University of Arkansas at Little Rock
SESSION D  MANAGEMENT AND ORG BEHAVIOR

Session Chair:  Bo Han, Texas A&M University - Commerce

How to Establish a PM in a Balanced Matrix Organization?
Neslihan Neşe Aldıkaçtı, EVYAP, Turkey

An Empirical Investigation of Helping Behavior: The Roles of Perceived Dissimilarity and Manifest Needs
Shih Yung Chou, University of Texas of the Permian Basin
Tree Chang, Southern Illinois University Carbondale
Bo Han, Texas A&M University - Commerce

Conflict Management and Communication Medium
Brooke Wilson, Tarleton State University
Randy McCamey, Tarleton State University

Theorizing the Link between Citizenship Behavior and Six Sigma Team Performance: The Moderating Role of Six Sigma Adoption Practices
Nalini Govindarajulu, Creighton University
Bonnie Daily, New Mexico State University
Jim Bishop, New Mexico State University
John Ross, New Mexico State University

SESSION E  MIS - VII

Session Chair:  Sankara Subramanian Srinivasan, Idaho State University

Are There Differences Between Men and Women in Information Technology Innovation Adoption Behaviors: A Theoretical Study
Sameer Dutta, Grambling State University

Do Men Ever Tell Women Anything? Resolving Information Divide in Customer Support Team Networks Through Centrality Affordance
Sankara Subramanian Srinivasan, Idaho State University

Women’s Earnings, Race, Age, and Education in the U.S.
Lu Xu, University of Texas-Pan American

The Millennial Entrepreneur: An Exploratory Study
Michael Meeks, Louisiana State University Shreveport

If this session interests you, be sure to attend the panel in the next session, “Women in IT: Are We There Yet?”
SESSION F  E-COMMERCE AND MOBILE - IV

Session Chair:  John Windsor, University of North Texas

Understanding Antecedents of Anti-malware Use on Mobile Devices
Arash Negahban, University of North Texas
John Windsor, University of North Texas

Location Based Services:  A Multi-Entity Trust View
Russell Torres, University of North Texas
Vess Johnson, University of North Texas
Arash Rahnamaee, University of North Texas
Brandon Phillips, University of North Texas

Examining Cyber Counter Attacks From an Ethical Perspective
Brett Landry, University of Dallas
Dinah Payne, University of New Orleans

Critical Skills Required of Health Information Technology Professionals
Andrea R. Diaz, University of Texas - Pan American
Catalina R. Cantu, University of Texas - Pan American
Kai S. Koong, University of Texas - Pan American

3:00 p.m. - 3:30 p.m.  Lone Star Ballroom

FBD Coffee Break

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

Great Door Prize Drawings take place at 3:15 p.m. in the Exhibit Area.  Must be present to win.
SESSION A  DOCTORAL CONSORTIUM – By Invitation Only

Session Chair: Victor R. Prybutok, University of North Texas

Agenda:
1:30 – 2:20 Getting the proposal done and looking for your first position at the same time
Ben George, University of North Texas
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Gina Harden, Steve F. Austin University
Lucian Visinescu, Texas State University
Thiagarajan (Ram) Ramakrishnan, Texas A&M Prairie View

3:30 – 4:45 Tips on being a good colleague from department chair and dean
Michael R. Lane, Missouri Western State University
Peggy L. Lane, Emporia State University

SESSION B  MIS – VIII

Session Chair: Binshan Lin, Louisiana State University Shreveport

Crowdsourcing for Big Data Processing: A Research Review
Binshan Lin, Louisiana State University Shreveport

The Software Development Method For Offshoring
Gon Yi, Acxiom Corporation
Mark McMurtrey, University of Central Arkansas

Towards Extending the Cognitive Continuum Theory to Crowd-Based Decision Making
Herbert Remidez, University of Dallas

Sourcing Solutions for Organizational Growth
Babajide Osatuyi, University of Texas – Pan American
Mariano Garza, University of Texas – Pan American
Robert Bocanegra, University of Texas – Pan American
Noe Arzola, University of Texas – Pan American
SESSION C  ENTREPRENEURSHIP

Session Chair:  Michael Meeks, Louisiana State University Shreveport

Family Business Strategic Plans: The Relationship Between Brevity and Perceived Value
Michael Meeks, Louisiana State University Shreveport

The Impact of a Family Constitution on Perceived Family Harmony and Business Prosperity
Michael Meeks, Louisiana State University Shreveport
John A. Vassar, Louisiana State University Shreveport

Microsoft Student Partners: Developing Student Excitement, Engagement, and Excellence
Alec Crow, University of Arkansas at Little Rock
Janet Bailey, University of Arkansas at Little Rock

The Accounting Labor Market: Needed Skills and Experience
Grace Koong, University of Texas Pan American
Victoria Lopez, University of Texas Pan American
Hong Qin, University of Texas Pan American

SESSION D  ECONOMICS, HEALTH CARE AND QUALITY - II

Session Chair:  Ravi Thambusamy, University of Arkansas at Little Rock

A Study of the Lag Effect of Information Technology Investment on the Hospital Profitability: A Longitudinal Perspective
Mehrdad Koohikamali, University of North Texas
Dan Kim, University of North Texas

Medicaid Expansion and Quality of Care
David Puente, University of Texas - Pan American
Robert Palomares, University of Texas - Pan American
Jovelli De Leon, University of Texas - Pan American
Edith Hernandez, University of Texas - Pan American
Daniela Morales, University of Texas - Pan American
Bin Wang, University of Texas - Pan American
Hong Qin, University of Texas - Pan American

Patient Motivations and Patient Barriers for Online Health Information Seeking and Sharing
Ravi Thambusamy, University of Arkansas at Little Rock

Electronic Health Record (EHR) Adoption: Failure or Success?
Madison Ngafeeson, Northern Michigan University
SESSION E  INFORMATION SECURITY AND PRIVACY

Session Chair: John Windsor, University of North Texas

Whistleblowing & Information Security: Suggestions for Future Research
Jacob Young, Louisiana Tech University
Tom Roberts, Louisiana Tech University
Timothy Ellis, Louisiana Tech University
Jim Courtney, Louisiana Tech University

Information Security Policy (ISP) Violations: An Empirical Study
Hasan Mkahhal, Qatar Foundation
Khaled Alshare, Qatar University

Employing Honeynets in Cybersecurity Labs
Brett Landry, University of Dallas

Role of Social Norms in Information Security Policy Compliance
Adel Yazdanmehr, University of Texas at Arlington
Kriti Chauhan, University of Texas at Arlington
Jingguo Wang, University of Texas at Arlington

SESSION F  PANEL - WOMEN IN IT: ARE WE THERE YET?
Joint Session with ABIS

Session Chairs: Lynn R. Heinrichs, Elon University (SWDSI), Co-Moderator
Betty Kleen, Nicholls State University (ABIS), Co-Moderator

Panelists: Joselina Cheng, University of Central Oklahoma
Paul Cronan, University of Arkansas
Jennifer Kreie, New Mexico State University
Brian Reithel, The University of Mississippi

Recent media attention to the achievements of women such as Marissa Mayer and Sheryl Sandberg suggests that the IT glass ceiling is broken. Finding similar role models several decades ago would have been nearly impossible. But while there is much to be celebrated by the accomplishments of these high-profile women leaders, we should not assume that our work in attracting female students to the profession is complete.

The purpose of the panel discussion is to review the current status and future direction of women in “I” programs (information science, information systems, and information technology). Panelists will discuss the experiences of their own programs in attracting and retaining female students and faculty members. Is there still work to do? Are we there yet?
SESSION A  INNOVATIVE EDUCATION - III

Session Chair: John Vassar, Louisiana State University Shreveport

Using Technology to Enhance Information System Courses: Implementation Issues
Robert Vinaja, Texas A&M University - San Antonio

The Roles of Perceived Trust, Risk, and Quality Standards in User Acceptance of Web-based Learning
John Vassar, Louisiana State University Shreveport
Michael Meeks, Louisiana State University Shreveport
Amy Wren, Louisiana State University Shreveport

Cloud Computing Adoption Model for Micro, Small, Medium, and Large Size Enterprises
Babajide Osatuyi, University of Texas Pan American
Gilbert DeLeon, University of Texas Pan American

SESSION B  AWARD WINNING STUDENT PAPERS

Session Chair: Rebecca Scott, University of North Texas

Brandon Phillips, University of North Texas

Development of an Enterprise Dynamic Capabilities Framework
Xianghui Peng, University of North Texas

The Logistics of Healthcare Consumption: A Visual Model
Rebecca Scott, University of North Texas

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

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All FBD conference participants are eligible to have their work considered for the low submission fee of $40.
SESSION C  QUANTITATIVE METHODS AND QUALITY - III

Session Chair: Zhu Weidong, Hefei University of Technology, China

New Combination Rule Based on Weight of Evidence
Zhu Weidong, Hefei University of Technology, China
Sun Yibo, Hefei University of Technology, China
Wang Jin, Hefei University of Technology, China
Zhu Ying, Hefei University of Technology, China

Comparison of Ensemble Algorithms for Tools Condition Monitoring
Sanidhya Painuli, VIT University, India
M Elangovan, Anna University, India
V Sugumaran, VIT University, India

Economic Statistical Design of Simple Linear Profiles with Variable Sample Size
Rassoul Noorossana, Iran University of Science and Technology
S.T.A. Niaki, Sharif University, Iran
Mohamad R. Nayebpour, DeVry University
Mohammad J. Ershadi, Iran University of Science and Technology

Effect of Estimation Error on the Performance of EWMA/R Control Charts when Monitoring Simple Linear Profiles
Rassoul Noorossana, Iran University of Science and Technology
Mohamad R. Nayebpour, DeVry University
Mozhdeh Aminmadani, Islamic Azad University - South Tehran Branch, Iran
Yaser Zerehsaz, Islamic Azad University - South Tehran Branch, Iran

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42nd Annual Conference
March 11 - 14, 2015
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March 8 - 11, 2017
Statehouse Convention Center/Marriott
Little Rock, Arkansas
SESSION D  TEACHING PROJECT SCHEDULING WITH POWERPOINT WORKSHOP

Topic:  Teaching Project Scheduling Concepts and Techniques with Animated PowerPoint Presentations

Presenters:  Mark Treleven, John Carroll University  
Richard Penlesky, John Carroll University  
Thomas Callarman, China Europe International Business School  
Charles Watts, John Carroll University  
Daniel Bragg, Bowling Green State University

SESSION A  STUDENT PAPERS –II

Session Chair:  Brooke Wilson, Tarleton State University

Conflict Management and Communication Medium  
Brooke Wilson, Tarleton State University

Resource Based View of the Firm: Resources and Capabilities as Drivers of Performance in the US Frozen Yogurt Industry  
Sergio Palacios, New Mexico State University  
Marcus Valenzuela, New Mexico State University

The CIO as a Technologist or a Strategist: Indicators of the Dichotomy  
Natalie Gerhart, University of North Texas

Service Quality at Middle School Cafeterias: Links between Service at the Line and Healthy Food Choices  
Sergio Palacios, New Mexico State University

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SESSION B  STUDENT PAPERS -III

Session Chair:  Yolanda Obaze, University of North Texas

Strategic Logistics Alliances: Demand Complexities for an Oil and Gas Company
Yolanda Obaze, University of North Texas

Understanding the Complexity of Pilgrimage/ Hajj using  a Casual Loop Approach and Providing a Transportation Plan
Mohammad Baitalmal, University of North Texas

An Inventory of Doctors: Applying a Newsvendor Model in Health Care
Mohammad Baitalmal, University of North Texas
Yolanda Obaze, University of North Texas
Saba Pourrezaourjshari, University of North Texas

SESSION C  MIS - IX

Session Chair:  Lai Liu, University of Texas Pan American

What do People Want from Their Jobs?  Worker Motivation in Thailand and the U.S.
Randy McCamey, Tarleton State University
Betsy Ball, Tarleton State University

The Perceived Importance of Workplace Competencies by MIS Students, Recent MIS Graduates, and Business Employers
Guoying Zhang, Midwestern State University
Chuck Johnston, Midwestern State University
Chris Shao, Midwestern State University

Knowledge Sharing and Collaboration among Employees Using Enterprise Social Software
Gina Harden, Stephen F. Austin State University

A Study of Required Job Skills for Entry-Level Information Technology Professionals
Lai Liu, University of Texas Pan American
Victoria Olivarez, University of Texas Pan American
Evelyn Ramirez, University of Texas Pan American
DEcision Sciences Institute
Southwest Region

March 15, 2014
(Saturday)

10:30 a.m. – 12:00 p.m. Majestic 1

SESSION D DECISION MAKING/DSS/ES/KM

Session Chair: Francis Andoh-Baidoo, University of Texas - Pan American

A Method for Spatial Planning Decision Support System Based on Digital Garden City
Zhiyuan Yuan, China University of Geoscience (Beijing)
Xinqi Zheng, China University of Geoscience (Beijing)

The Role of Exports in Economic Development, A Neural Network Approach
Ata Yesilyaprak, Alabama A&M University
Chu Nguyen, University of Houston Downtown
John Theis, Sneis

Decision Tree Evaluation A Criteria Framewok
Jose Anzaldua, University of Texas - Pan American
Gilbert De Leon, University of Texas - Pan American
Francis Andoh-Baidoo, University of Texas - Pan American

A Decision Support System for Efficiency Evaluation of Bank Branches
Azizollah Memariani, University of Economic Sciences, Iran
Leila Karamal, Islamic Azad University, Sharerey Branch

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CONGRATULATIONS!

Recipient of the 2014 McGraw-Hill Distinguished Paper Award
Demystifying the Perplexity of Capability Value Creation: An Examination of Zero-Order Capability Configuration and the Impact on Firm Performance
Joshua J. Daspit, Mississippi State University
Derrick E. D’Souza, University of North Texas

2014 SWAM Outstanding Educator
Donald Baack, Pittsburg State University

Recipient of the 2014 Southwest Academy of Management Best Reviewer Award
William Carter, University of North Texas
2014 TRACK CHAIRS

Entrepreneurship, Small Business and Innovation
Gregory Tapis, Augustana College
Vallari Chandna, University of North Texas

Organizational Theory, Strategy and International Business
Faiza Khoja, University of Houston – Downtown
D. Christopher Taylor, University of Houston

Organizational Behavior and Leadership
John N. Davis, Hardin Simmons University
Phyllis Duncan, Our Lady of the Lake University

Human Resources, Careers and Diversity
Alix M. Valenti, University of Houston - Clear Lake
Veena P. Prabhu, California State University - Los Angeles

Hospitality, Health Care and Operations Management
Pamela J. Zelbst, Sam Houston State University

Social Issues, Ethics and Corporate Social Responsibility
Ethan Waples, University of Central Oklahoma

Organizational Development and Conflict Management
Peter F. Sorensen, Jr., Benedictine University
Therese Yaeger, Benedictine University
Henry Williams, Purdue University - North Central

Management Education and General Management
Brian Kulik, Hawaii Pacific University

Innovative Teaching Workshops
Tina T. Fields, Texas State University – San Marcos

Professional Development Workshops
M. Suzanne Clinton, University of Central Oklahoma
Lee Tyner, University of Central Oklahoma

Research Pipeline
Mario Hayek, Texas A&M University-Commerce
WELCOME TO SOUTHWEST ACADEMY OF MANAGEMENT MEETING

Stephen V. Horner, 2014 SWAM President

TRACK TITLE Management Education and General Management

SESSION TITLE Management Education: Enhancing the Student Experience

Session chair: Gerald Burch, Tarleton State University

Student Wellness and Personal Change Projects in the Management Classroom

Jp Julie Palmer-Schuyler, Webster University
Carolyn Gardner, Kutztown University
Discussant: Jana Burch, Davinci Studies

The Role of Positive Psychological States in Online Learning: Integrating Psychological Capital into the Community of Inquiry Framework

Joshua J. Daspit, Mississippi State University
Staci M. Zavattaro, Mississippi State University
T. C. Mims, University of Texas - Permian Basin
Discussant: Thomas Bradley, Tarleton State University

Analyzing Student Experiential Learning Insights to Inform the Design of a CyberSecurity Course

Sandra J. Blanke, University of Dallas
Rosemary Maellaro, University of Dallas
Discussant: Tanjia Coleman, Benedictine University

Evolution and Revolution in Higher Education: Applications to Business Colleges and Management Departments

Donald Baack, Pittsburg State University
Daniel W. Baack, University of Denver
Daniel R. Jordan, Columbia College Chicago
Discussant: Sandra J. Blanke, University of Dallas

TRACK TITLE Professional Development Workshop

WORKSHOP TITLE The Truth Behind MOOCs: What it IS and What it is NOT?

Facilitator: Veena Prabhu, California State University - Los Angeles
March 12, 2014
(Wednesday)

3:00 p.m. - 5:00 p.m. State Room 1

SWAM COFFEE BREAK

3:30 p.m. - 5:00 p.m. State Room 1

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<tr>
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<td>SESSION TITLE</td>
<td>CEO, Conflict And Culture: OD &amp; Conflict Issues</td>
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<tr>
<td>Session chair</td>
<td>Peter Sorensen, Benedictine University</td>
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<td>Discussant:</td>
<td>Therese Yaeger, Benedictine University</td>
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CEO Duality: Economic and Socio-Psychological Determinants
Mario Krenn, Southern University - New Orleans

Conscious Capitalism as the Catalyst to a Positive Cultural Transformation Initiative
Tanjia Coleman, Benedictine University

Husbands Blaming Wives for Damaging Conflict in Family Businesses
Sinan Caykoylu, New York Institute Technology - Vancouver

Impact of Virtualization and Social Media in Creating a Sustainable Future for OD Practitioners
Sarah Peacey, Benedictine University

The Impact of Utilizing Privatization to Improve Quality in School Organizations
Marlon Cummings, University of Illinois – Chicago

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Little Rock, Arkansas
March 12, 2014
(Wednesday)

3:30 p.m. – 5:00 p.m.  State Room 2

**TRACK TITLE**  Social Issues, Ethics and Corporate Social Responsibility

**SESSION TITLE**  Individuals and their Potential to Influence Ethics and Corporate Social Responsibility

**Session chair**  Craig Macaulay, University of Texas – Dallas

**Discussant:**  Dina Abdelzaher, University of Houston – Clear Lake

*Reflections on the Influence of Sustainability and Accounting Coursework on Business Students’ Critical Handling of Sustainability Information*

Daniel Reimsbach, University of Duesseldorf

Rüdiger Hahn, University of Kassel

*The Impact of Psychological Distance on Moral Behavior*

Randi Sims, Nova Southeastern University

Baiyun Gong, Nova Southeastern University

*The Impact of Entrepreneurs’ Environmental Attitudes on the Environmental CSR Activities of the Firm: A Conceptual Framework*

Vallari Chandna, University of North Texas

*The Effect of Perceived Ethical Climate on the Organizational Commitment of Full-Time Faculty Members*

Heather Moore, East Tennessee State University

Tom Moore, East Tennessee State University

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March 12, 2014  
(Wednesday)

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<th>Time</th>
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<th>TRACK TITLE</th>
<th>PANEL TITLE</th>
<th>Discussants</th>
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</table>
| 3:30 p.m. – 5:00 p.m. | San Antonio Ballroom A | Organizational Development and Conflict Management | Stewardship Theory: Theoretical Advances and Practitioner Quandaries | Dane D’Alessandro, Benedictine University  
Tanjia Coleman, Benedictine University  
John Tourangeau, Benedictine University  
Blair Tiger, Benedictine University |
| 3:30 p.m. – 5:00 p.m. | San Antonio Ballroom B | Organizational Development and Conflict Management | The Effects of Mentoring and Coaching Future Leaders: A Domestic and Global Perspective | Henry Williams, Purdue - North Central  
Gardenia Burks, Berry College  
Elizabeth Christo-Baker, Purdue - North Central  
Marlon Cummings, University of Illinois – Chicago |
| 3:30 p.m. – 5:00 p.m. | State Room 4             | Organizational Development and Conflict Management | Leadership and OD: Creating Sustainable Organizations | Janet Kirby, Benedictine University  
Doris Martin, Strayer University  
Gardenia Burks, Berry College  
Meghan Wright, Wright Consulting |

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

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March 13, 2014
(Thursday)

7:00 a.m. - 8:15 a.m. The Kitchen Table (First Floor)

SPECIAL SESSION  SWAM Officers’ Meeting & Breakfast

Stephen V. Horner, Pittsburg State University
President, Southwest Academy of Management

8:30 a.m. – 10:00 a.m. State Room 1

TRACK TITLE  Professional Development Workshop

WORKSHOP  Preparing Business Students for their Futures: The Role of Sustainability in the Curriculum and Programs of Universities

Facilitators  John Camey, Cameron University
Suzanne Clinton, University of Central Oklahoma
Kimberly Merritt, Oklahoma Christian University

8:30 a.m. – 10:00 a.m. State Room 2

TRACK TITLE  Organizational Development and Conflict Management

SESSION TITLE  Challenges In Organization Development: Consulting, Change and Trust

Session chair  Janet Kirby, Benedictine University

Separating Responses to Change Outcomes from Responses to Change Processes: Is it the Destination or the Journey?
Walter Scott Sherman, Texas A&M University – Corpus Christi

Alternate Conceptions of Value in Client Consulting Relationships: Helpful and Impactful
Dane D’Alessandro, Benedictine University

Quality of Trust
Blair Tiger, Benedictine University

Building a SEAM Community in North America: A Case Study in Group Dynamics
Eric Sanders, Benedictine University
Lachlan Whatley, Trinity Western University

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<td>Session chair</td>
<td>Mario Hayek, Texas A&amp;M University-Commerce</td>
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<tr>
<td>We are the Same, so Let us Share: Cluster Identification and Knowledge Sharing</td>
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<tr>
<td>Nina Gelling</td>
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<td>Stefan Haefliger</td>
<td>City University London</td>
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<td>Georg von Krogh</td>
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<td>Discussant:</td>
<td>John Humphreys, Texas A&amp;M University-Commerce</td>
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<tr>
<td>Sustainability Measurements: An Evaluation of P&amp;G’s Supplier Collaboration Approach</td>
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<td>Paul Brown</td>
<td>Clark Atlanta University</td>
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<td>Marcia Daley</td>
<td>Clark Atlanta University</td>
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<td>Lynne Patten</td>
<td>Clark Atlanta University</td>
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<tr>
<td>Discussant:</td>
<td>Stephanie Pane, Texas A&amp;M University-Commerce</td>
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<tr>
<td>Practice-based Evidence: An “Experimental” Approach to the Theory-Practice Gap in Management</td>
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<tr>
<td>Brandon Randolph-Seng</td>
<td>Texas A&amp;M University-Commerce</td>
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<tr>
<td>J. Ian Norris</td>
<td>Berea College</td>
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<tr>
<td>Discussant:</td>
<td>Mario Hayek, Texas A&amp;M University-Commerce</td>
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</table>

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

<table>
<thead>
<tr>
<th>TRACK TITLE</th>
<th>Entrepreneurship, Small Business and Innovation</th>
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</thead>
<tbody>
<tr>
<td>SESSION TITLE</td>
<td>The Good and Bad of Entrepreneurship</td>
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<tr>
<td>Session chair</td>
<td>Gregory Tapis, Augustana College</td>
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<tr>
<td>Corruption Pervasiveness, Arbitrariness, and Entrepreneurship</td>
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<tr>
<td>Sergey Lebedev</td>
<td>University of Texas - Dallas</td>
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<tr>
<td>Small Business and Corporations: A Proposed African Relationship Framework</td>
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<tr>
<td>Erastus Ndinguri</td>
<td>Framingham State University</td>
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<td>Ye-Sho Chen</td>
<td>Louisiana State University</td>
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<td>Kenneth Kungu</td>
<td>Tennessee State University</td>
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<tr>
<td>Signaling Social Entrepreneurial Venture Legitimacy: The Role of Administrative Innovation Adoption</td>
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<td>William Ritchie</td>
<td>James Madison University</td>
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Visit us at FBDonline.org
### TRACK TITLE
Human Resources, Careers and Diversity

### SESSION TITLE
HRM, Leadership and Careers

### SESSION CHAIR
Veena P. Prabhu, California State University - Los Angeles

**Examining the Relationship Between Age, Time Stress and Occupations**

- **Olga Chapa**, University of Houston – Victoria  
- **Grace Dagher**, Lebanese American University  
- **Rebecca Gonzalez**, University of North Carolina - Pembroke  
- Discussant: **Barbara Dastoor**, Nova Southeastern University

**Emotional Intelligence and Transformational Leadership Foster Sustainability**

- **Barbara Alston**, Nova Southeastern University  
- **Barbara Dastoor**, Nova Southeastern University  
- **Claudette Chin-Loy**, Nova Southeastern University  
- Discussant: **Brian Martinson**, Tarleton State University

**LMX and HR System Strength as Antecedents to HR Practice Awareness, Job Satisfaction, and Work Unit Performance**

- **Brian Martinson**, Tarleton State University  
- **John De Leon**, University of Texas - Arlington  
- Discussant: **Olga Chapa**, University of Houston

**Job-crafting in Entrepreneurial Start-ups: A Conceptual Process Model**

- **Vallari Chandna**, University of North Texas  
- Discussant: **Claudette Chin-Loy**, Nova Southeastern University

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SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)

March 13, 2014
(Thursday)

10:30 a.m. – 12 p.m. Houston Ballroom A

TRACK TITLE  Organizational Theory, Strategy and International Business
SESSION TITLE  Validating Resource-Based View
Session chair  Sherman Scott, Texas A&M – Corpus Christi

Everything is Relative: (Re-) Connecting RBV Theory and Mmethod
Mario Krenn, Southern University – New Orleans
Disussant:  David Epstein, University of Houston – Downtown

Core Competencies and Core Rigidities: Some Concerns with the Current use of the RBV Model
Christopher Cassidy, Sam Houston State University
Discussant:  Joshua J. Daspit, Mississippi State University

Demystifying the Perplexity of Capability Value Creation: An Examination of Zero Order Capabilities and the Impact on Firm Performance
Joshua J. Daspit, Mississippi State University
Derrick E. D’Souza, University of North Texas
Discussant:  Sherman Scott, Texas A&M – Corpus Christi

10:30 a.m. – 12 p.m. Houston Ballroom B

TRACK TITLE  Social Issues, Ethics and Corporate Social Responsibility
SESSION TITLE  Lending, Blending, and Cheating?
Session chair  Craig Macaulay, University of Texas – Dallas
Discussant:  Daniel Reimsbach, University of Duesseldorf

Is Microlending a Macro Failure? Why Endogenous Growth Theory Suggests it Should Work and a Contextual Explanation for Why it Doesn’t
Robert Hirth, University of Arkansas
Creed Tumlison, University of Arkansas

A Cross-Disciplinary Approach to Corporate Social Responsibility
Per Bylund, Baylor University
Andrew Borodin, University of Memphis
Nicholas Rhew, University of Memphis

Culture, Corruption, and Sexual Harassment
Nicholas Rhew, University of Memphis

Cost and Game Analysis of the Weakening Social Responsibility of MNC Subsidiaries in China
Jifu Wang, University of Houston – Victoria
Ronald Salazar, University of Houston – Victoria
March 13, 2014
(Thursday)

12:00 p.m. – 1:30 p.m.  Lone Star Ballroom A1

TRACK TITLE  Luncheon
SESSION TITLE  Entrepreneurial Speaker Series Luncheon (tickets needed)
Presiding  Manjula S. Salimath, University of North Texas
Program Chair, Southwest Academy of Management

Discussant  Jake Williams, PMI Research Administrator

Entrepreneurial Speaker  TBA

Must have a ticket to participate. Tickets must be purchased with your FBD package in advance by 5:00 pm CST, Saturday, February 22, 2014.

Sponsored in part by Project Management Institute Research Program

1:30 p.m. – 3:00 p.m.  State Room 1

TRACK TITLE  Professional Development Workshop
WORKSHOP  Gender Differences in Email Communication: A Pilot Study of Student Email to Faculty

Presenters  Suzanne Clinton, University of Central Oklahoma
Kimberly Merritt, Oklahoma Christian University
Katelynn Burns, MidFirst Bank

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March 13, 2014
(Thursday)

1:30 p.m. – 3:00 p.m.  State Room 2

**TRACK TITLE**  Organizational Theory, Strategy and International Business

**SESSION TITLE**  Influential Role of Top Management Team

**Session chair**  Gregory Dess, University of Dallas

*Top Management Team Power Dimensions and Internationalization Behavior*

Rusty Karst, University of North Texas

**Discussant:** David Epstein, University of Houston – Downtown

*Antecedents of Turnover in the Compensation Committee*

Maria Hasenhuttl, University of Texas – Dallas

**Discussant:** Gene Easley, University of Houston – Clear Lake

*Substitutes or Complements? Integrating Agency and Resource Dependence Theories to Test the Effects of Shareholders and Board of Directors on CEO - Chairperson Duality*

Shobha Das, Qatar University

Krishna Udayasankar, Nanyang Technological University

**Discussant:** Trip Knoche, University of Central Oklahoma

Make plans to join us in Houston for our 2015 conference.

+++  

**42nd Annual Conference**

March 11 - 14, 2015

Hyatt Regency Hotel

Houston, Texas

**43rd Annual Conference**

To be determined

**44th Annual Conference**

March 8 - 11, 2017

Statehouse Convention Center/Marriott

Little Rock, Arkansas

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SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

March 13, 2014 (Thursday)

1:30 p.m. – 3:00 p.m.  Houston Ballroom A

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>SESSION TITLE</td>
<td>HRM and Diversity: Individual Influences and Cultural Issues</td>
</tr>
<tr>
<td>Session chair</td>
<td>Alix Valenti, University of Houston – Clear Lake</td>
</tr>
</tbody>
</table>

**Sex, Gender Role Identity and Values among Korean Men and Women**
A. Banu Goktan, University of North Texas – Dallas
Hyung Rok Yim, Hanyang University
Vishal K. Gupta, State University of New York – Binghamton

**Discussant:** Nancy Kucinski, Hardin-Simmons University

**Predictors of Hispanics’ Intentions to Purchase Health Care Insurance: A Conceptual Model**
Elizabeth Muniz, University of North Texas – Dallas
Raquel Hodge, University of North Texas – Dallas
Isaura Flores, University of North Texas – Dallas
Subhro Mitra, University of North Texas – Dallas

**Discussant:** Demetria Henderson, University of Texas – Arlington

**Discrimination Buffers and the Mediating Effect of Resilience on Minority Group Members**
Demetria Henderson, University of Texas – Arlington

**Discussant:** Tracey Rockett, Texas Christian University

**The Glass Ceiling in Fortune 500 Companies**
Ali Soylu, Cameron University and Ipek University
Elizabeth Day, Cameron University

**Discussant:** Karen Middleton, Texas A&M – Corpus Christi

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March 13, 2014  
(Thursday)

1:30 p.m – 3:00 p.m.  
Houston Ballroom B

**TRACK TITLE**  
Social Issues, Ethics and Corporate Social Responsibility

**SESSION TITLE**  
Top Down: How Corporate Governance Influences CSR

**Session chair**  
Vallari Chandna, University of North Texas

**Discussant:**  
Nicholas Rhew, University of Memphis

*Exploring the Role of Fit in the Implementation Process of Corporate Governance Best Practices*

*Mario Krenn,* Southern University - New Orleans

*How a Firm’s Pollution Choice Affects Other CSR Activities*

*Craig Macaulay,* University of Texas – Dallas

*Orlando Richard,* University of Texas – Dallas

*Mike Peng,* University of Texas – Dallas

*Maria Hasenhuttl,* University of Texas – Dallas

*Charlie Hazzard,* University of Texas – Dallas

*Are Green Intentions Enough? The Impact of Corporate Green Mission Statements and Green Policy on Actual and Perceived Green Competence*

*Dina Abdelzaher,* University of Houston - Clear Lake

*William Newburry,* Florida International University

*Alliance Network Centrality, Board Composition, and Corporate Social Performance*

*Craig Macaulay,* University of Texas – Dallas

*Orlando Richard,* University of Texas – Dallas

*Mike Peng,* University of Texas – Dallas

*Maria Hasenhuttl,* University of Texas – Dallas

*Charlie Hazzard,* University of Texas – Dallas

3:00 p.m. - 3:30 p.m.  
Lone Star Ballroom

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March 13, 2014
(Thursday)

3:30 p.m. – 5:00 p.m.  State Room 1

TRACK TITLE: Organizational Theory, Strategy and International Business
SESSION TITLE: Idiosyncrasies, Constraints, and Demands of Different Industry
Session chair: Deli Yang, Trinity University

Too Similar to Fail? An Investigation into Factors Leading to Firms Receiving Relief
Lee Brown, University of Texas – Arlington
John De Leon, University of Texas – Arlington

Discussant: Deli Yang, Trinity University

Symbols that Constrain: Identity, Institutions and Sense-making in the United States Public Radio Industry
Oliver Stoutner, University of Alabama

Discussant: John De Leon, University of Texas – Arlington

In the Eye of the Beholder: Examining Idiosyncrasies in Critical, Professional and Popular Recognition of Movies in the UK Motion Picture Industry
Joseph Lampel, Cass Business School
Shiva Nadavulakere, Saginaw Valley State University
Anushri Rawat, Nicholls State University

Discussant: Christopher Cassidy, Sam Houston State University

3:30 p.m. – 5:00 p.m.  State Room 2

TRACK TITLE: Professional Development Workshop
Facilitators: Marla Potess, Hardin-Simmons University
Rick Hammer, Hardin-Simmons University
John N. Davis, Hardin-Simmons University

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SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)

March 13, 2014  
(Thursday)

5:00 p.m. – 6:00 p.m.  
State Room 1

SPECIAL SESSION  
Planning Meeting For the 2015 Conference

John N. Davis, Hardin-Simmons University  
Program Chair-Elect, Southwest Academy of Management

Help shape SWAM’s next meeting to be held in Houston, Texas - March 10-14, 2015. Join in a thoughtful exchange of ideas and creative suggestions as we seek to continually improve the SWAM conference experience.

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To be determined

44th Annual Conference  
March 8 - 11, 2017  
Statehouse Convention Center/Marriott  
Little Rock, Arkansas

Visit us at FBDonline.org
March 14, 2014  
(Friday)

8:30 a.m. – 10:00 a.m.  
State Room 1

TRACK TITLE  
Innovative Teaching Workshop

SESSION TITLE  
Panel Discussion on Innovative Teaching

Session chair  
Tina Fields, Texas State University

NOTE: Panelists will have 15 minutes to discuss unique methodologies they have used in their specific workshops and then there will be a 30 minute roundtable discussion (question/answer) on innovative teaching.

PANEL TITLE  
Back to the Future: Using Books to Supplement Students’ Learning

Panelists:  
Lee Tyner, University of Central Oklahoma  
Suzanne Clinton, University of Central Oklahoma  
Robert Epstein, University of Central Oklahoma  
Abbie Lambert, University of Central Oklahoma

PANEL TITLE  
Innovative Teaching Workshop for Management Educators: Creative Tools for Teaching Diversity

Panelist:  
Maritza Soto, University of Puerto Rico – Rio Piedras

PANEL TITLE  
The Art of Teaching Management: Using Everything from Impressionism to Improv to Teach Students How to Manage

Panelists:  
Eric Sanders, Benedictine University  
Blair Tiger, Benedictine University

PANEL TITLE  
Utilizing Technology in the Pursuit of Collaborative Research

Panelists:  
Bobbie Kite, University of Texas School of Public Health  
Casey McKinney, Texas State University

8:30 a.m. – 10:00 a.m.  
State Room 2

TRACK TITLE  
Professional Development Workshop

SYMPOSIUM TITLE  
Leveraging Sustainability in Academia: Role of Universities

Organizers:  
Manjula S. Salimath, University of North Texas  
Vallari Chandna, University of North Texas
### TRACK TITLE
Management Education and General Management

### SESSION TITLE
Innovative Management Principles and Concepts

### Session chair
Joshua J. Daspit, Mississippi State University

#### Global Call Centers
Tanjia Coleman, Benedictine University
Discussant: Jp Julie Palmer-Schuyler, Webster University

#### Biblically-based Analysis of Planning and Management Principles
Henry Migliore, Managing for Success
Jeffrey Horvath, Horvath and Associates
Discussant: Rosemary Maellaro, University of Dallas

#### Increasing Student Contributions Through Conceptual Understanding: Introducing a Curriculum for Conceptual Understanding Model
Gerald Burch, Tarleton State University
Jana Burch, Davinci Studies
Thomas Bradley, Tarleton State University
Discussant: Donald Baack, Pittsburg State University

---

### TRACK TITLE
Organizational Theory, Strategy and International Business

### SESSION TITLE
Corporate Governance in the Forefront

### Session chair
Gene Easley, University of Houston – Clear Lake

#### Board Faultiness and Firm Performance: An Investigation of Board Demographic Dispersion
Creed Tumilson, University of Arkansas
Robert Hirth, University of Arkansas
Discussant: Rusty Karst, University of North Texas

#### Does Internal Context Matter? A Comparison of Public-to-Private Transactions, Pre and Post the Economic Crisis
Alix Valenti, University of Houston – Clear Lake
Marguerite Schneider, New York Institute of Technology
Discussant: James Vardaman, Mississippi State University

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March 14, 2014  
(Friday)

10:30 a.m. – 12:00 p.m.  
State Room 2

**TRACK TITLE**  
Organizational Behavior and Leadership

**SESSION TITLE**  
Shepherds and Servants: Thinking about Leadership

Session chair  
Nancy Kucinski, Hardin-Simmons University

**Discussant:**  
John N. Davis, Hardin-Simmons University

*Servant Leadership: Approaching the Paradox from the Life-Stories of Ping Fu*  
**John Humphreys,** Texas A&M University – Commerce  
**Stephanie Pane Haden,** Texas A&M University – Commerce  
**Mario Hayek,** Texas A&M University – Commerce  
**Mildred Pryor,** Texas A&M University – Commerce  
**Brandon Randolph-Seng,** Texas A&M University – Commerce  
**Alex Williams,** Texas A&M University – Commerce

*“I am among you” Using Biblical Metaphors as Models of Authentically Engaged Leadership*  
**J. Lee Whittington,** University of Dallas

*Empathic Leadership: The Role of Interactive Empathy on Leader Performance and Employee Engagement*  
**Gerald Burch,** Tarleton State University  
**John Batchelor,** University of West Florida  
**Ronald Humphrey,** Virginia Commonwealth University

*Scripted Behavior: A Model of Entitlement Activation and Outcomes in the Workplace*  
**Creed Tumlinson,** University of Arkansas

*Sustainability Requires Strong Leadership Support: Evidence from Abu Dhabi Vision 2030*  
**Larry Chasteen,** University of Texas – Dallas  
**Abdulla Alhammadi,** Sustainability Program Management for Abu Dhabi

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10:30 a.m. – 12:00 p.m.  
Houston Ballroom A

**TRACK TITLE**  
Professional Development Workshop

**PANEL TITLE**  
Sustainability Implementation: Insights from Business and Research

**Organizers**  
Manjula S. Salimath, University of North Texas  
**William Carter,** University of North Texas

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March 14, 2014  
(Friday)

12:00 p.m. – 1:30 p.m.  
Chaparral Boardroom

SPECIAL SESSION  
SWAM Officers’ Meeting and Luncheon

Presiding  
Janie R. Gregg, The University of West Alabama  
President-Elect, Southwest Academy of Management

1:30 p.m. – 3:00 p.m.  
State Room 1

TRACK TITLE  
Organizational Theory, Strategy and International Business

SESSION TITLE  
The Strategic Impact of Internalities and Externalities

Session chair  
John De Leon, University of Texas – Arlington

The Impact of Human Capital on Organizational Legitimacy via Strategic Conformity and Persistence  
O. Volkan Ozbek, University of Texas – Arlington

Discussant:  
MaryRose L. Hart, Rogers State University

The Strategic Impact of IT on Market Orientation  
Gabriela Flores, University of Texas – El Paso  
Saul Valdiviezo, University of Texas – El Paso  
Felix Flores, University of Texas – El Paso

Discussant:  
Maria Hasenhuttl, University of Texas – Dallas

1:30 p.m. – 3:00 p.m.  
Chaparral Boardroom

TRACK TITLE  
Professional Development Workshop

WORKSHOP TITLE  
Recognizing Stressful Signs and Using Quick Fixes: Stress 101 For Professors

Facilitators  
Janie R. Gregg, The University of West Alabama  
Daniel Doss, The University of West Alabama

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**SOUTHWEST ACADEMY OF MANAGEMENT (SWAM)**

March 14, 2014  
(Friday)

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<th>1:30 p.m. – 3:00 p.m.</th>
<th>State Room 2</th>
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**TRACK TITLE**  
Organizational Behavior and Leadership

**SESSION TITLE**  
Organizational Behavior Grab Bag

**Session chair**  
**Stephanie Pane Haden**, Texas A&M University – Commerce

**Discussant:**  
**Doug McIntyre**, Hardin-Simmons University

*Specialists, Advocates, and Stewards: Process Role Identities in Top Management Teams and their Influence on Team Performance*

**William Carter**, University of North Texas  
**Discussant:**  
**Doug McIntyre**, Hardin-Simmons University

*Conduits or Clogs? An Experimental Examination of Middle Manager Communication*

**Darel Hargrove**, Texas A&M University  
**Wonjoon Chung**, University of Illinois  
**Doug Franklin**, Texas A&M University  
**Christina Frye**, University of Illinois  
**T. Brad Harris**, University of Illinois  
**Adam Stoverink**, University of Northern Illinois

*Toward and Expanded Analysis of Organizational Culture CVF Scores: Method and Illustration*

**Jp Julie Palmer-Schuyler**, Webster University  
**Chris Gourdine**, Accounting and Logistics Services, Inc.

*Examining the Relationships among Work Centrality, Type of Work, and Life Satisfaction in a Global Context*

**Vallari Chandna**, University of North Texas  
**Arash Negahban**, University of North Texas

*Relating Employees’ Self-Referential Organizational Ties to Justice and Trust*

**Therese Sprinkle**, University of Dallas  
**Joshua Knapp**, University of Lethbridge

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(Friday)

1:30 p.m. – 3:00 p.m.  
Houston Ballroom B

**TRACK TITLE**  
Entrepreneurship, Small Business and Innovation

**SESSION TITLE**  
The Impact of Individual-Level Factors on Entrepreneurship

**Session chair**  
Michele Medina, University of North Texas

*Reality of Ownership: The Role of Human Resources in our Entrepreneurship Curriculum*  
**T. C. Mims**, University of Texas Permian Basin and Texas Woman’s University  
**Erin McLaughlin**, Nova Southeastern University  
**Stephanie Reynolds**, Fort Worth Independent School District

*The Effects of Founding Teams’ Knowledge and Types of Strategies on New Venture’s Performance*  
**Kyungmoon Kim**, Southeastern Louisiana University

*Manifestations of Entrepreneurial Intent and Proactive Personality: Testing an Empirical Model with Evidence from a Multi-Country Study*  
**Veena Prabhu**, California State University – Los Angeles  
**Stephen McGuire**, California State University – Los Angeles  
**Kern Kwong**, California State University – Los Angeles  
**Robert Tang**, De La Salle College of Saint Benilde  
**Minghao Shen**, Guandgong University of Foreign Studies

3:00 p.m. - 3:30 p.m.  
Lone Star Ballroom

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March 14, 2014
(Friday)

3:30 p.m. – 5:00 p.m. State Room 1

TRACK TITLE  Hospitality, Health Care and Operations Management
SESSION TITLE  Issues in Health Care and Hospitality
Session chair  Mary Rose L. Hart, Rogers State University

Outcomes of Health Information Technology Utilization in Nursing Homes
Darla Hamann, University of Texas – Arlington
Karabi Bezboruah, University of Texas – Arlington

Comparing Sustainability Practices among Costa Rican and Nicaraguan Small and Medium-sized Hotels
Susan Clark Muntean, Ball State University
Alan Yen, Ball State University
Danielle Dunn, Ball State University

The Patient Protection and The Affordable Care Act: “ObamaCare”? Or Not?
Ali Soylu, Cameron University and Ipek University
Kevin Cherilus, Cameron University

3:30 p.m. – 5:00 p.m. State Room 2

TRACK TITLE  Professional Development Workshop
WORKSHOP TITLE  Management Lessons from a Major League Baseball Club
Facilitator  Larry Garner, Texas A&M University – Central Texas

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March 14, 2014
(Friday)

3:30 p.m. – 5:00 p.m. Houston Ballroom A

TRACK TITLE  Organization Theory, Strategy and International Business

SESSION TITLE  Macro and Micro Perspectives

Session chair  Stephen V. Horner, Pittsburg State University

A Review and Test of the Emerging Markets Concept
Nicholas Rhew, University of Memphis
Robert Wiggins, University of Memphis
Frances Fabian, University of Memphis

Discussant:  Stephen V. Horner, Pittsburg State University

Is CEDAW Effective in Promoting Health Care Equity in Developing Countries? Evidence of its Positive Influence
Karen Middleton, Texas A&M- Corpus Christi
Deniz Gevrek, Texas A&M- Corpus Christi

Discussant:  Christopher Cassidy, Sam Houston State University

The Effects of Social Structure on Actions: A Social Cognition and Social Structure Approach
Trip Knoche, University of Central Oklahoma

Discussant:  Volkan Ozbeck, Univesity of Texas – Arlington

The Faith-Friendly Workplace: A Contextual Consideration of Organizational Frames in Light of Increased Religious Opacity, Diversity and Expression at Work
David Miller, Princeton University
Timothy Ewest, Wartburg College

Discussant:  Robert Hirth, University of Arkansas

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

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### TRACK TITLE

**Best Paper Session**

### SESSION TITLE

**Recognition of the SWAM 2014 Award Winners**

**Presiding**

Janie R. Gregg, The University of West Alabama  
President Elect, Southwest Academy of Management

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*Demystifying the Perplexity of Capability Value Creation: An Examination of Zero-Order Capability Configuration and the Impact on Firm Performance*

Joshua J. Daspit, Mississippi State University  
Derrick E. D’Souza, University of North Texas  
**Winner 2014 McGraw-Hill Distinguished Paper Award**

Donald Baack, Pittsburg State University  
**2014 SWAM Outstanding Educator**

William Carter, University of North Texas  
**Recipient of the 2014 Southwest Academy of Management Best Reviewer Award**

---

### SWAM Annual Business Meeting

**Presiding**

Stephen V. Horner, Pittsburg State University  
President, Southwest Academy of Management

All members are encouraged to attend our annual business meeting. Each attendee receives one free drink ticket, redeemable at the reception that follows. We look forward to seeing you there.

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### SWAM Annual Reception

Unwind with friends and colleagues over drinks and hors d’oeuvres. Redeem your free drink ticket from the business meeting. Additional beverages may be purchased at the cash bar.

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CONGRATULATIONS!

Recipient of the 2014 McGraw-Hill Distinguished Paper Award
Zara vs. Uniglo: Two Indefatigable Competitors in the Global Apparel Industry
Syed Tariq Anwar, West Texas A & M University

Recipient of the 2014 SWCRA Outstanding Educator Award
Jeffrey Miller, Sam Houston State University
2014 TRACK CHAIRS

Strategic Management/ Business Policy  Steve Vitucci, Texas A&M – Central Texas
Small Business/Entrepreneurship  Timothy Wise, Southern Arkansas University
Human Resource Management/ Organizational Behavior  Alix Valenti, University of Houston – Clear Lake
International Business  Syed Tariq Anwar - West Texas A&M University
Case Development  Michael Menefee, University of North Carolina at Pembroke
Accounting/Finance/Economics  Judy Lewis, Texas A&M University – San Antonio
Non-Profit Management/Ethics  Robert Howard, Southeastern Oklahoma State University
Marketing  Lawrence Silver, Southeastern Oklahoma State University

PROGRAM OVERVIEW

Wednesday, March 13
1:30 p.m. – 3:00 p.m.  Case Writing Clinic: The ABCs of Writing Cases
Types of cases
Getting ideas for cases
Writing the case
3:00 p.m. – 3:30 p.m.  Break
3:30 p.m. – 4:30 p.m.  Case Writing Clinic: The ABCs of Writing Case Teaching Notes
4:30 p.m. – 5:00 p.m.  Critical Incident Cases: SWCRA’s New Frontier

Thursday, March 14
7:00 a.m. – 7:30 a.m.  Past Presidents Breakfast
7:30 a.m. – 9:00 a.m.  SWCRA Breakfast and Business Meeting
9:00 a.m. – 12:00 p.m.  Case Sessions
1:30 p.m. – 3:00 p.m.  2015 Program Planning Meeting
3:00 p.m. – 3:30 p.m.  FBD Coffee Break
SESSION A  
**Case Writing Clinic: The ABCs of Writing Cases**

Short Abstract: This session will focus on different types of cases, getting ideas for cases, and then preparing the actual case. Attendees will get insight into how experienced case writers prepare cases including how to develop ideas for cases from various sources and how to develop a complete case that will meet the objectives of the case writer and capture the interest of readers.

Panel: Jeff Miller  
Joe Kavanaugh  
Tim Wise  
Rodney Vandeveer  
Irfan Ahmed

**Break**

SESSION B  
**Case Writing Clinic: The ABCs of Writing Case Teaching Notes**

Short Abstract: This session will focus on different approaches to writing a teaching note including ideas on how to prepare a teaching note that includes the elements most sought by instructors using a case and the essential “dos and don'ts” in preparing the teaching note. Joe Kavanaugh and Jeff Miller will also provide an overview of writing critical incidents.

Panel: Jeff Miller  
Joe Kavanaugh  
Tim Wise  
Rodney Vandeveer  
Irfan Ahmed

4:30pm-5:00pm  
**Critical Incident Cases: SWCRA’s New Frontier**

Panel: Jeff Miller  
Joe Kavanaugh

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March 13, 2014
(Thursday)

7:00 a.m. – 7:30 a.m. Houston Ballroom C

Past President’s Meeting

7:30 a.m. – 9:00 a.m. Houston Ballroom C

SOUTHWEST CASE RESEARCH ASSOCIATION BREAKFAST AND BUSINESS MEETING
All SWCRA Members invited. Business meeting starts at 7:30 a.m.

9:00 a.m. – 12:00 p.m. Houston Ballroom C

SESSION C  Small Business/Entrepreneurship
Session Chairs: Timothy Wise, Southern Arkansas University

Tadpoles Marine, LLC
Robert Stevens, Southeastern Oklahoma State University
Lawrence Silver, Southeastern Oklahoma State University
Stephanie Metts, Southeastern Oklahoma State University

Alcorn McBride: Electronic Wizardry and Creative Mojo
Timothy Wise, Southern Arkansas University

9:00 a.m. – 12:00 p.m. Houston Ballroom C

SESSION D  Non-Profit Management/Ethics
Session Chair: Robert Howard, Southeastern Oklahoma State University

What Should A Convenience Store Do to Protect against Embezzlement? An Ethical ‘Critical Incident’
Wilke D. English, Texas A&M University – Central Texas
Elizabeth Brown, Texas A&M University – Central Texas

Divided Loyalties: A Tough Choice
Keni Ogunyemi, Pan-Atlantic University

Dr. Howard Stevens’ Ethical Dilemma: Textbook Buyers
Stephanie Metts, Southeastern Oklahoma State University
Robert Howard, Southeastern Oklahoma State University
SESSION E  
**Accounting and Finance Track**

Session Chair: **Judy Lewis**, Texas A&M University – San Antonio

*Debi’s Calendars*  
**Deborah Combs**, Southeastern Oklahoma State University

*Hewlett-Packard and the Acquisition of Autonomy*  
**Sue Cullers**, Buena Vista University  
**Judy Lewis**, Texas A&M University – San Antonio

*Curtain Call Executive Services*  
**Steven D. Dolvin**, Butler University

*Alltech FEI World Equestrian Games*  
**Simon Medcalfe**, Georgia Regents University  
**Caroleigh Frentzel**, Clarke Parke Morgans

*Island Tropics Boutique*  
**Thomas D. Tolleson**, Texas Wesleyan University  
**Shana Hellinger**, Texas Wesleyan University  
**Lori Burks**, District Attorney’s Office, Tarrant County, Texas

SESSION F  
**Human Resource Management/Organizational**

Session Chair: **Alix Valenti**, University of Houston – Clear Lake

*Trinity Classical Academy: Small Market Conflicts*  
**Bradley A. Almond**, Texas A&M University – Central Texas

*Target Corp.: Making Work Fun, Fast, and Friendly*  
**Alix Valenti**, University of Houston – Clear Lake

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SESSION G  Marketing/International/Strategy

Session Chairs:  Syed Tariq Anwar, West Texas A&M University
                 Lawrence Silver, Southeastern Oklahoma State University
                 Steve Vitucci, Texas A&M – Central Texas

Time Catcher Photography
Rodney C. Vandeveer, Purdue University
Michael Menefee, University of North Carolina at Pembroke

Zara vs. Uniglo: Two Indefatigable Competitors in the Global Apparel Industry
Syed Tariq Anwar, West Texas A&M University

Herman Miller, Inc.: People, Patents, and Pollution
John K. Masters, Cameron University

SESSION H  Case Development

Session Chair:  Michael Menefee, University of North Carolina – Pembroke

Operation Help a Soldier: Managing a Volunteer Workforce
Kana Ng, Texas A and M University – Central Texas
Brad Almond, Texas A and M University – Central Texas

A Surgeon with Scruples
Suzanne Box, Texas Wesleyan University
Thomas D. Tolleson, Texas Wesleyan University

Regional Branding of Lake Texoma
Kathy Hendrick, Southeastern Oklahoma State University

Productivity Ratios: The Missing Tool in Financial Analysis
A Critical Incident Showing the Power of Student Experiences
Mary H. Kelly, Texas A&M University – Central Texas
Wilke D. English, Texas A&M University – Central Texas

Are They Dead Yet?
Angela Walker, Texas Wesleyan University
Thomas D. Tolleson, Texas Wesleyan University
March 14, 2014  
(Thursday)

10:00 a.m. – 10:30 a.m.  
**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.*

1:30 p.m. – 3:00 p.m.  
**SESSION I: 2015 Program Planning Meeting**

Session Chair:  **Simon Medcalfe**, Georgia Regents University

Everyone is invited to attend this meeting and help prepare for 2015. Anyone interested in being the 2015 programs track chair, reviewer, discussant, etc. are encouraged to attend and share ideas to grow and further the art of case writing.

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March 11 - 14, 2015
Hyatt Regency Hotel
Houston, Texas

**43rd Annual Conference**
To be determined

**44th Annual Conference**
March 8 - 11, 2017
Statehouse Convention Center/Marriott
Little Rock, Arkansas
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Vice President & Program Chair: John D. Stowe, Ohio University

Vice President – Events: Susan J. Crain, Missouri State University

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- William H. Dare, Oklahoma State University
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- Thomas Thompson, Lamar University

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- Jorge Brusa, Texas A&M International University
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- Travis Davidson, Ohio University
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- K. Stephen Haggard, Missouri State University
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- Rob Hull, Washburn University
- Imre Karafiath, University of North Texas
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- David L. Stowe, Ohio University*
- John D. Stowe, Ohio University*
- Thomas Thompson, Lamar University
- Michael F. Toyne, Northeastern State University
- Marilyn K. Wiley, University of North Texas
- Susana Yu, Montclair State University

*These Individuals also served on the Best Paper Awards Subcommittee
Congratulations to Award Winners!

2014 Federation of Business Disciplines Outstanding Educator Award
Julia S. Kwok, Northeastern State University

2014 McGraw-Hill/Irwin Distinguished Paper Award
Cohabitation before Marriage? An Examination of Pre-acquisition Alliance Partnerships and Merger Outcomes
Han Yu, University of Kansas
Zhaozhao He, University of Kansas

AAII (American Association of Individual Investors) Best Paper in Investments
Performance Measurement with Market and Volatility Timing and Selectivity
Wayne Ferson, University of Southern California
Haitao Mo, Louisiana State University

SWFA Best Paper in Corporate Finance
The Determinants of Director Compensation
James Linck, Southern Methodist University
Viktar Fedaseyeu, Bocconi University
Hannes Wagner, Bocconi University

SWFA Best Paper in Financial Institutions
Time-varying Dependence in Sovereign and Bank Credit Spreads: Evidence from Europe
Christian Meine, Ruhr-University Bochum

SWFA Outstanding Paper Award
What Drives Takeover Activity in the Banking Industry?
Robert Loveland, California State University, East Bay
Kevin Okoeguale, Saint Mary’s College of California

SWFA Outstanding Paper Award
Growth Options and Financial Leverage: Evidence from Mergers and Acquisitions
Jeffrey Coy, University of Central Florida
Luis García-Feijoo, Florida Atlantic University

SWFA Outstanding Paper Award
Investment Income Taxes and Firms' Going Private Decision
Paul Mason, University of Texas at Dallas
Alex Holcomb, University of Texas at Dallas
Dupinderjeet Kaur, University of Texas at Dallas
Harold Zhang, University of Texas at Dallas

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Congratulations to Award Winners! (Continued)

We are grateful to the following sponsors for sponsoring outstanding paper awards and doctoral student travel grants:

Federated Business Disciplines for sponsoring the Outstanding Educator Award

McGraw-Hill Irwin for sponsoring the McGraw-Hill Irwin Distinguished Paper Award

The Center for Real Estate and Urban Economic Studies at the University of Connecticut for sponsoring the SWFA real estate session.

AAII (American Association of Independent Investors) for sponsoring the Best Paper in Investments Award

Northeastern Oklahoma University for sponsoring several doctoral student travel awards.

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Panel Presentation for SWFA registered doctoral students: Panel presentation and open discussion of issues facing new faculty in finance. Our panelists include Steve Sears, Ramesh Rao, Scott Heine, and Andrew Lynch, who are, respectively, a college of business dean, a senior finance faculty member, an editor of our finance journal, and a junior finance faculty member.

SWFA Thursday reception: The reception will be held at Gilley’s, a bar/honky tonk founded in 1971 by country singer Mickey Gilley in Pasadena, Texas. The Dallas Gilley’s is close by at 1135 S. Lamar St. Everyone has a good time visiting with long-time friends and making new ones. Heavy hors d’oeuvres will be served. A limited number of drink tickets will be distributed. A Cash Bar is also available. All registered SWFA attendees are cordially invited to attend.

SWFA Friday Luncheon and Business Meeting: Our annual luncheon includes our business meeting, presentations of awards, and keynote address by Sheridan Titman (Walter W. McAllister Centennial Chair in Financial Services at The University of Texas) on Investment Externalities

Friday Tutorial Session: M. Kabir Hassan will present a tutorial session on Global Financial Malaise, Islamic Finance, and Economic Development. He reviews the roles of conventional and Islamic finance in economic crises and economic development.

SWFA Saturday Event: The Dallas Museum of Art features an outstanding collection of more than 22,000 works of art from around the world, including ancient to contemporary works from America, Africa, Asia, Europe, the Mediterranean, and the Pacific islands. Exhibitions in March 2014 will feature Robert Smithson in Texas, The Erosion Series by Alexandre Hogue, Concentrations 56 by Stephen Lapthisophon, and dye-decorated cloths from Africa. Meet us at the Museum (1717 N Harwood St.) or depart with us from the hotel around 10:45 a.m. An admission ticket purchase is required.

Please RVSP through the SWFA on-line registration.

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SESSION A  Mergers and Acquisitions I

Session Chair:  Marcin Krolikowski, University of South Florida

Discussants:  Yasser Alhenawi, University of Evansville
Marcin Krolikowski, University of South Florida
Tae-Nyun Kim, Frostburg State University
Jeffrey Coy, University of Central Florida

Inter-firm Linkages and M&A Returns
Marcin Krolikowski, University of South Florida

Determinants of Acquirer-Target Distance in M&A
Bumseok Chun, Georgia Institute of Technology
Tae-Nyun Kim, Frostburg State University

Growth Options and Financial Leverage: Evidence from Mergers and Acquisitions
Jeffrey Coy, University of Central Florida
Luis Garcia-Feijoo, Florida Atlantic University

Impact of Merger Synergies on Performance and Value
Yasser Alhenawi, University of Evansville
Sudha Krishnaswami, University of New Orleans

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SESSION B  International Governance

Session Chair: Scott Miller, Pepperdine University
Discussants: Scott Miller, Pepperdine University
Bochen Li, University of Cincinnati
Mitsuru Mizuno, Nihon University
Bhavik Parikh, University of Memphis

Agency Problems and Internal Capital Market Inefficiency: Evidence from the World
Yong Kim, University of Cincinnati
Bochen Li, University of Cincinnati

Comparative Study of the Influence of Institutional Investors on Corporate Governance and Firm Performance in Japan and France
Mitsuru Mizuno, Nihon University

Corporate Tax Rates-Labor Cost Trade-Offs in a Competitive-Interdependent Global Economy
Bhavik Parikh, University of Memphis
Ronald Spahr, University of Memphis
Pankaj Jain, University of Memphis
Fariz Huseynov, North Dakota State University

The Institutional Impact of Entry Mode Decisions by Emerging Market and Advanced Market MNCs
Ru-Shiun Liou, California State University, Fresno
Kevin Lee, California State University, Fresno
Scott Miller, Pepperdine University

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SESSION C  Socially Responsible Investing

Session Chair:  Greg Richey, California State University, San Bernardino

Discussants:  Trang Thai, University of Texas at Arlington
             Greg Richey, California State University, San Bernardino
             Jose Francisco Rubio, University of New Orleans

An Empirical Test on the Relationship between Corporate Social Responsibility and Corporate Financial Performance
Trang Thai, University of Texas at Arlington

Greg Richey, California State University, San Bernardino

Methods to Estimate Performance of Mutual Funds: A DEA and Coskewness Based Measurement of the Performance of Socially Responsible Investing
Jose Francisco Rubio, University of New Orleans
M. Kabir Hassan, University of New Orleans

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SESSION D  Business/Macroeconomic Risks

Session Chair:  Susan Ji, Governors State University

Discussants:  Susan Ji, Governors State University  
Fazlul Miah, King Fahd University of Petroleum and Minerals  
Ping-Wen Sun, Jiangxi University of Finance and Economics  
Mohamed Mekhaimer, University of Memphis

Rationality of Survey Based Interest Rate Expectations of Thirty Developed and Emerging Economies  
Fazlul Miah, King Fahd University of Petroleum and Minerals  
Ahmed Khalifa, Qatar University

Do Short-Term Institutional Investors Hold Riskier Stock Portfolios?  
Jiun-Lin Chen, University of Adelaide  
Shih-Cheng Lee, Yuan-Ze University  
Chien-Ting Lin, Deakin University  
Ping-Wen Sun, Jiangxi University of Finance and Economics

Commonality in Liquidity: Evidence from the First Transatlantic Exchange  
Mohamed Mekhaimer, University of Memphis  
Pankaj Jain, University of Memphis  
Sandra Mortal, University of Memphis

Macroeconomic Risk and Momentum Profits  
Susan Ji, Governors State University  
J. Spencer Martin, University of Melbourne  
Chelsea Yao, Lancaster University

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SESSION E  Asset Pricing I

Session Chair:  **Thomas Thompson**, Lamar University
Discussants:  **Paulo Maio**, Hanken School of Economics  
**Thomas Thompson**, Lamar University  
**Haim Kassa**, Miami University, Ohio  
**Nikolaos Artvanis**, University of Massachusetts Amherst

*Survivability following Reverse Stock Splits: What Determines the Fate of Non-Surviving Firms?*
**Karyn Neuhauser**, Lamar University  
**Thomas Thompson**, Lamar University

*Lottery Preferences and the Time Series Variation of the Idiosyncratic Volatility Puzzle*
**Doina Chichernea**, University of Toledo  
**Haim Kassa**, Miami University, Ohio  
**Steve Slezak**, University of Cincinnati

*On The Estimation of Systematic Downside Risk*
**Nikolaos Artvanis**, University of Massachusetts Amherst

*Macro Factors and the Cross-Section of Stock Returns*
**Paulo Maio**, Hanken School of Economics  
**Dennis Philip**, Durham University Business School

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SESSION F Four Great Papers

Session Chair: Lawrence Awopetu, University of Arkansas Pine Bluff

Discussants: Saurabh Ahluwalia, University of New Mexico
Peter Wui, University of Arkansas Pine Bluff
Barkat Ullah, University of Texas at El Paso
Cristhian Mellado, University of Texas Pan American

Working Capital Investing Policy under an Economic Recession: Focusing on Small-Medium Size Companies
Lawrence Awopetu, University of Arkansas Pine Bluff
Peter Wui, University of Arkansas Pine Bluff

ISO Certification, Financial Constraints, and Firm Performance in Latin American Countries
Barkat Ullah, University of Texas at El Paso
Zuobao Wei, University of Texas at El Paso
Feixue Xie, University of Texas at El Paso

The Effects of the Latin American Integrated Market (MILA) on the Foreign Exchange of Colombia, Peru and Chile
Cristhian Mellado, University of Texas Pan American
Sergio Garcia, University of Texas Pan American

Retail Investors and Asset Prices
Saurabh Ahluwalia, University of New Mexico

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SESSION G  Four Great Papers

Session Chair:  Hua-Hsin Tsai, University of North Texas
Discussants:  Hua-Hsin Tsai, University of North Texas
             Lijuan Sun, University of Texas – Pan American
             Edward Lawrence, Florida International University
             Ally Quan Zhang, Swiss Finance Institute and University of Zurich

College Students! Are You Aware of Your Credit Card Debts and Ability to Pay Your Debt?
Hua-Hsin Tsai, University of North Texas
Chao Wen, Eastern Illinois University
Victor R. Prybutok, University of North Texas

Quantitative Investigation of College Students’ Financial Behavior
Lijuan Sun, University of Texas – Pan American
Hong Qin, University of Texas – Pan American
Dave Jackson, University of Texas – Pan American

Analytical Option Pricing under a Displaced Double Gamma Jump-Diffusion Model
Matthias Thul, University of New South Wales
Ally Quan Zhang, Swiss Finance Institute and University of Zurich

The Prevalence, Cause and Implications of Regime Shifts in Stock Returns
Ann Marie Hibbert, West Virginia University
Edward Lawrence, Florida International University
Arun Prakash, Florida International University

10:00 a.m. – 10:30 a.m.
Lone Star Ballroom

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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SESSION A  Mergers and Acquisitions II

Session Chair:  Yasser Alhenawi, University of Evansville

Discussants:  Nathan Walcott, Southern Methodist University
Hari Adhikari, University of South Florida
Yasser Alhenawi, University of Evansville

The Power of Control: The Acquisition Decisions of Newly Public Dual-Class Firms
Hari Adhikari, University of South Florida

The Role of Pre-merger Performance of Acquirers in Post-merger Performance of Conglomerates
Yasser Alhenawi, University of Evansville

The Role of Skewness in Mergers and Acquisitions
Jared Delisle, Washington State University
Nathan Walcott, Southern Methodist University

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SESSION B      Firm Risk

Session Chair:  Shofiqur Rahman, University of Texas at El Paso

Discussants:    Shuming Bai, University of Texas of the Permian Basin
                Yang Yang, Louisiana State University
                Shofiqur Rahman, University of Texas at El Paso

The Effects of Default Risk and Liquidity Risk on Implied Cost of Capital
Yang Yang, Louisiana State University

Labor Unemployment Risk and Firm Risk
Erik Devos, University of Texas at El Paso
Shofiqur Rahman, University of Texas at El Paso

Currency Hedging by Multinationals Under Financial Crisis
Bina Parajuli, University of Texas of the Permian Basin
Christie Ryan, University of Texas of the Permian Basin
Shuming Bai, University of Texas of the Permian Basin

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SESSION C  Shorting and Congress

Session Chair:  Grace Qing Hao, University of Texas at Arlington

Discussants:  Michael Gibbs, University of Missouri-Columbia
Ramya Rajagadeesan Aroul, University of Texas at Arlington
Serkan Karadas, West Virginia University

Misvaluation and Financial Distress
Ramya Rajagadeesan Aroul, University of Texas at Arlington

Informed Trading at Capitol Hill: Evidence from Congressional Trading
Serkan Karadas, West Virginia University

Short Selling around the Expiration of IPO Share Lockups
Michael Gibbs, University of Missouri-Columbia
Grace Qing Hao, University of Texas at Arlington

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SESSION D  Anomalies I

Session Chair:  Aaron Lin, Louisiana State University

Discussants:  Sina Marquardt, University of St. Gallen
Aaron Lin, Louisiana State University
Atif Ikram, Wayne State University

*Effects of Growth Options on Post-Earnings Announcement Drift*
Aaron Lin, Louisiana State University

*Industry-Specific Discretionary Accruals and the Accruals Anomaly*
Atif Ikram, Wayne State University

*Irrational Mutual Fund Managers: Explaining Differences in their Behavior*
Sina Marquardt, University of St. Gallen

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SESSION E  Investment Performance

Session Chair:  Wayne Ferson, University of Southern California

Discussants:  Line Goss, University Of New Orleans
              David Stowe, Ohio University
              Wayne Ferson, University of Southern California
              Timothy Krause, University of Texas San Antonio

*Implied Volatility Dynamics among Exchange Traded Funds and their Largest Component Stocks*
Timothy Krause, University of Texas San Antonio
Donald Lien, University of Texas San Antonio

*Performance Measurement with Market and Volatility Timing and Selectivity*
Wayne Ferson, University of Southern California
Haitao Mo, Louisiana State University

*Decomposing and Re-parameterizing Active Share*
David Stowe, Ohio University

*Dynamics of Multi-Market Trading*
Line Goss, University of New Orleans

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SESSION F         Panel Presentation and Discussion for Doctoral Students and Friends

All Ph.D. students registered for SWFA are invited to participate.

Our panelists include a college of business dean, a senior finance faculty member, a junior finance faculty member, and an editor of our finance journal. They will each provide their perspectives on the finance profession and the roles we can play in academia and beyond. Basically, what they would like to do if they were in your shoes.

The floor will be open for a lively discussion.

Our panelists are:

Ramesh Rao, Professor and Paul C. Wise Chair in Finance, Oklahoma State University

R. Stephen Sears, Dean & Killam Distinguished Professor, A.R. Sanchez, Jr. School of Business, Texas A&M International University

Scott E. Hein, Professor, Robert C. Brown Chair of Finance, Texas Tech University, Editor of the Journal of Financial Research

Andrew Lynch, Assistant Professor of Finance, Binghamton University

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SESSION A  Debt Management

Session Chair:  Randy Beavers, University of Alabama

Discussants:  Halil Kaya, Northeastern State University
             William McCumber, Louisiana Tech University
             Shage Zhang, Trinity University
             Randy Beavers, University of Alabama

CFO Network Centrality and Private Debt
Kathy Fogel, Suffolk University
Tomas Jandik, University of Arkansas
William McCumber, Louisiana Tech University

Institutional Arrangements and Debt Financing Choice
Shage Zhang, Trinity University

CEO Inside Debt in Initial Public Offerings
Randy Beavers, University of Alabama

The Capital Structure Implications of Hot Market Debt Financing Activities
Halil Kaya, Northeastern State University

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SESSION B	Deals

Session Chair: Inga Chira, Oregon State University

Discussants: Li Xu, University of New Orleans
Inga Chira, Oregon State University
Alejandro Serrano, University of Texas – Pan American
Christian Rauch, Goethe University Frankfurt

Reference Point Theory and Pursuit of Deals
Inga Chira, Oregon State University
Jeff Madura, Florida Atlantic University

Venture Capital Rounds, Delisting, and SOX
Gang Dong, Columbia University
Alejandro Serrano, University of Texas – Pan American

The Role of Deal-Level Compensation in Leveraged Buyout Performance
Christian Rauch, Goethe University Frankfurt
Marc Umber, Frankfurt School of Finance and Management
Sven Fuerth, Goethe University Frankfurt

Comparing Value of Cash for ADR Firms and U.S. Firms
Li Xu, University of New Orleans

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SESSION C  Monetary and Fiscal Effects

Session Chair:  Paul Docherty, The University of Newcastle

Discussants:  Paul Docherty, The University of Newcastle
Cedric T Mbanga, Louisiana Tech University
Thanh Nguyen, University of Wisconsin, Eau Claire

Fiscal Policy and the U. S. Stock Market
Cedric T. Mbanga, Louisiana Tech University
Ali F. Darrat, Louisiana Tech University

Information Content of Stock Price during Divided Government versus Unified Government
Hari Adhikari, University of South Florida
Thanh Nguyen, University of Wisconsin, Eau Claire

The Differential Impact of Monetary Policy Announcements and Explanatory Minutes Releases on the Australian Interest Rate Futures Market.
Paul Docherty, The University of Newcastle
Steve Easton, The University of Newcastle
Bronwyn McCredie, The University of Newcastle
Katherine Uylangco, The University of Newcastle

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SESSION D  Anomalies II

Session Chair:  David Suk, Rider University
Discussants:  Kevin Brady, Florida Atlantic University
Andrew Lynch, Binghamton University
Ki Han, Suffolk University

Institutions and the Turn-of-the-Year Effect: Evidence from Actual Institutional Trades
Andrew Lynch, Binghamton University
Sterling Yan, University of Missouri
Andy Puckett, University of Tennessee

Beyond the 52-Week High
Ki Han, Suffolk University
Abu Jalal, Suffolk University
Suk Lee, Loyola University Chicago
David Suk, Rider University

Causes and Effects of Special Dividend Distributions in 2010 and 2012
Kevin Brady, Florida Atlantic University
Inga Chira, Oregon State University
Jeff Madura, Florida Atlantic University

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SESSION E  
Investment Companies

Session Chair: Monika Rabarison, The University of Texas – Pan American

Discussants: Palani-Rajan Kadapakkam, University of Texas – San Antonio
Martin Rohleder, University Augsburg
Monika Rabarison, The University of Texas – Pan American
Kok Keng Siaw, University of New South Wales

Luck Bias and Skill Performance of Individual Mutual Funds
Martin Rohleder, University Augsburg
Marco Wilkens, University Augsburg

New Insights into Mutual Fund Brokerage Commissions
Monika Rabarison, The University of Texas – Pan American

Empirical Test of The Liquidity-Based Theory of Closed-End Funds
Kok Keng Siaw, University of New South Wales
Jerry Parwada, University of New South Wales

Machine over Mind? Clustering of ETF prices
Sougata Das, University of Texas – San Antonio
Palani-Rajan Kadapakkam, University of Texas – San Antonio

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SESSION F  Specific Markets

Session Chair: Lalatendu Misra, University of Texas at San Antonio

Discussants: Katsushi Suzuki, Kobe University
Nik Volkov, Florida Atlantic University
Ronnie Shaw, Oklahoma City University
Lalatendu Misra, University of Texas at San Antonio

Oil Price Shocks and Conditional Exchange Rate Volatility
Nik Volkov, Florida Atlantic University
Ky-Hyang Yuhn, Florida Atlantic University

Analysis of the Investment Potential of Platinum Group Metals
James Mccown, Toltec Group
Ronnie Shaw, Oklahoma City University

Changes in Corporate Governance Processes following Reputation Damaging Revelations: The Case of Option Backdating
Atul Gupta, Bentley University
Lalatendu Misra, University of Texas at San Antonio
Yilun Shi, Elon University

Hedge Fund as Monitor or Last Resort Investor? Evidence from Japanese PIPE market
Katsushi Suzuki, Kobe University

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SOUTHWESTERN FINANCE ASSOCIATION

March 13, 2014
(Thursday)

3:00 p.m. – 3:30 p.m.  Lone Star Ballroom

FBD COFFEE BREAK

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

3:30 p.m. – 5:00 p.m.  Majestic 1

SESSION A  Some Board Issues

Session Chair:  Stephan Spathe, Center for Financial Studies

Discussants:  Mujtaba Zia, University of North Texas
             Stephan Spathe, Center for Financial Studies
             Umar Butt, College of Business, Zayed University
             Zi Jia, E.J. Ourso College of Business, Louisiana State University

How to Evaluate the Share Price Performance During CEO Tenure: The Case of Josef Ackermann’s Stewardship at Deutsche Bank
Stephan Spathe, Center for Financial Studies

Accrual Manipulation and Real Earnings Management Activities around Debt Covenant Violation
Umar Butt, College of Business, Zayed University
Trevor Chamberlain, DeGroote College of Business, McMaster University
Sudipto Sarkar, DeGroote College of Business, McMaster University

Dividend Equivalents - Does the Dividend Income on CEOs’ Unearned Shares Affect Firms’ Payout Policies
Zi Jia, E.J. Ourso College of Business, Louisiana State University

A Cross Analysis of the Target and the Acquirer Board Composition in Mergers and Acquisitions
Mujtaba Zia, University of North Texas

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SESSION B  Repurchases/Dividends

Session Chair:  Mahfuz Raihan, University of Utah
Discussants:  June Pham, Shippensburg University
Lauren Lore, Aston University
Ramesh Rao, Oklahoma State University

*Time Series Analysis of Macroeconomic Factors and Corporate Payouts*
Lauren Lore, Aston University
Mahfuz Raihan, University of Utah

*Real Earnings Management around Stock Repurchases*
Jimmy Downes, Oklahoma State University
Lauren Gorman, Oklahoma State University
Ramesh Rao, Oklahoma State University

*IPO Intra-Industry Effects on Firm Stock Repurchases*
June Pham, Shippensburg University
Thanh Nguyen, University of Wisconsin-Eau Claire

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SESSION C National Culture and Finance

Session Chair: John Goodell, University of Akron

Discussants: Erdem Ucar, Eastern Kentucky University
John Goodell, University of Akron
Elsayed Elsiefy, Qatar Foundation
Joon Park, University of Arkansas Pine Bluff

Cross-National Differences in Access to Finance: Influence of Culture and Institutional Environments
Raj Aggarwal, University of Akron
John Goodell, University of Akron

Does Culture Affect Dividend Demand and Payout Policy? Local Culture and Dividends
Erdem Ucar, Eastern Kentucky University

Impacts of Financial Crisis on Regional Efficiency of Banking Industry
Joon Park, University of Arkansas Pine Bluff
Jawook Baek, Changwon National University

Determinants of Profitability of Conventional and Islamic Banks: Evidence from Qatar
Elsayed Elsiefy, Qatar Foundation

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SESSION D  International Financial Markets

Session Chair:  Geoffrey Ngene, Mercer University
Discussants:  Carl McGowan, Norfolk State University
Mohamed Ibrahim Mugableh, Irbid National University
Geoffrey Ngene, Mercer University

Long Memory or Structural Breaks: Some Evidence for African Stock Markets
Geoffrey Ngene, Mercer University
Kenneth Tah, Louisiana Tech University
Ali Darrat, Louisiana Tech University

Foreign Direct Investment Function in Malaysia: Unconditional Error Correction Approach
Mohamed Ibrahim Mugableh, Irbid National University

An examination of the Random Walk Model and Technical Trading Rules of the Islamic-Compliant Stocks in Malaysia
Andi Nurul Hamimam Halidek, Universiti Kebangsaan Malaysia
Noor Azuddin Yakob, Universiti Kebangsaan Malaysia
Carl McGowan, Norfolk State University

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SESSION E  

Market Functioning I

Session Chair: Yi Liu, University of North Texas

Discussants: Yi Liu, University of North Texas  
Ping-Wen Sun, Jiangxi University of Finance and Economics  
Vadhindran Rao, Metropolitan State University

Stock Price Delay and Business Cycle
Ji-Chai Lin, Louisiana State University  
Ping-Wen Sun, Jiangxi University of Finance and Economics

The Dollar-Rupee Covered Interest Differential
Vadhindran Rao, Metropolitan State University

Is Sustainable Competitive Advantage an Advantage for Stock Investors?
Yi Liu, University of North Texas

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SESSION F  

Bank Capital  

Session Chair:  Daniel Heddergott, MLU – University Halle – Wittenberg  

Discussants:  Thomas Hogan, Troy University  
Wei Chi Lin, Yuan Zu University  
Daniel Heddergott, MLU – University Halle – Wittenberg  
Ibrahim Siraj, University of New Orleans  

The Determinants of Bank Liquidity Buffer  
I-Ju Chen, Yuan Zu University  
Nguyen Lan Phuong, Yuan Zu University  
Wei Chi Lin, Yuan Zu University  

Competitive Effects of Bank Supervision under Basel III  
Daniel Heddergott, MLU – University Halle – Wittenberg  
Yassine Labidi, MLU – University Halle – Wittenberg  

Geographic Dispersion and the Cost of Bank Loans  
Ibrahim Siraj, University of New Orleans  
M. Kabir Hassan, University of New Orleans  

Evaluating Risk-based Capital Regulation  
Thomas Hogan, Troy University  
Neil Meredith, West Texas A&M University  
Xuhao Pan, George Mason University  

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6:00 p.m. – 8:00 p.m.  

SWFA reception  

The reception will be held at Gilley’s, a bar/honky tonk founded in 1971 by country singer Mickey Gilley in Pasadena, Texas. The Dallas Gilley’s is close by at 1135 S. Lamar St. Everyone has a good time visiting with long-time friends and making new ones. Heavy hors d’oeuvres will be served. A limited number of drink tickets will be distributed. A Cash Bar is also available. All registered SWFA attendees are cordially invited to attend.
FBD Meet and Greet Social

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

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SOUTHWESTERN FINANCE ASSOCIATION

March 14, 2014 (Friday)

7:00 a.m. – 9:00 a.m. The Kitchen Table (First Floor)

SWFA Board Meeting and Breakfast

8:30 a.m. – 10:00 a.m. Majestic 1

SESSION A  Reorganization Issues

Session Chair: Thanh Nguyen, University of Wisconsin – Eau Claire

Discussants: June Pham, Shippensburg University
Paul Mason, University of Texas at Dallas
Ying-Chou Lin, Missouri University of Science and Technology

Investment Income Taxes and Firms’ Going Private Decision
Paul Mason, University of Texas at Dallas
Alex Holcomb, University of Texas at Dallas
Dupinderjeet Kaur, University of Texas at Dallas
Harold Zhang, University of Texas at Dallas

Motives for Corporate Spinoffs: Evidence from Ex-Ante Misvaluation
Ying-Chou Lin, Missouri University of Science and Technology
Kenneth Yung, Old Dominion University

Asset Sell-off versus Equity Carve-out: The Choice of Divestiture Method and Long-run Performance
June Pham, Shippensburg University
Thanh Nguyen, University of Wisconsin – Eau Claire

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SESSION B  Innovation and Splits

Session Chair:  Won Seok Choi, University of North Texas
Discussants:  Mujtaba Zia, University of North Texas
             Daniel Reimsbach, University of Duesseldorf
             Ahmed Elnahas, The University of Memphis
             Hari Adhikari, University of South Florida

Modeling Sequential R&D Investments: A Binomial Compound Option Approach
Bastian Hauschild, University of Duesseldorf
Daniel Reimsbach, University of Duesseldorf

Employee Satisfaction and Firm Innovation
Hari Adhikari, University of South Florida
Won Seok Choi, University of North Texas
Incheol Kim, University of New Orleans

Forward Splits Followed by Reverse Splits! Misfortune or Complex Shenanigans
Ahmed Elnahas, The University of Memphis
Pankaj Jain, The University of Memphis
Thomas McInish, The University of Memphis

Consumption, Credit Cards, and Monetary Policy
Mujtaba Zia, University of North Texas

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SESSION C  Returns in Emerging Markets

Session Chair:  Yongli Luo, Wayland Baptist University

Discussants:  Yongli Luo, Wayland Baptist University
Tibebe Assefa, Kentucky State University
Alma Hales, Tennessee Tech University

African Stock Market Returns and Liquidity Premia
Tibebe Assefa, Kentucky State University
Andre Mollick, University of Texas – Pan American

Liquidity Spillovers: The Impact of ADR Trading on Latin American Stocks
Alma Hales, Tennessee Tech University
Andre Mollick, University of Texas – Pan American

Economic Freedom, Financial Crisis and Stock Volatilities in Emerging Markets
Yongli Luo, Wayland Baptist University

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SESSION D  Sovereign Debt

Session Chair:  Marcela Giraldo, Southern Methodist University

Discussants:  Walt Pohl, University of Zurich
Marcela Giraldo, Southern Methodist University
Christian Meine, Ruhr-University Bochum
David Sun, Kainan University

A Dynamic Model of Sovereign Debt and Defaults: Understanding the Incentives of the Borrower.
Marcela Giraldo, Southern Methodist University

Time-varying Dependence in Sovereign and Bank Credit Spreads: Evidence from Europe
Christian Meine, Ruhr-University Bochum

Modeling Sovereign Debt with Default Threshold: A Barrier Option Approach
David Sun, Kainan University
Da-Ching Chow, Yuan Ze University

Long-run UIP Holds Even in the Short Run
Fabian Ackermann, Zurich Kantonal Bank
Karl Schmedders, University of Zurich
Walt Pohl, University of Zurich

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SESSION E  Market Functioning II

Session Chair:  Yvonne Kreis, University of Mainz

Discussants:  Samar Ashour, University of Texas at Arlington
Atanas Mihov, University of Florida
Paulo Maio, Hanken School of Economics
Yvonne Kreis, University of Mainz

Returns to Hedge Fund Activism and Divergence of Investor Opinion
Atanas Mihov, University of Florida

Does the Stock Market Lead the Economy?
Paulo Maio, Hanken School of Economics
Dennis Philip, Durham University Business School

Designated Market Maker Affiliation and Earnings Forecast Quality
Yvonne Kreis, University of Mainz

Does Gold Love Bad News? Hedging and Safe Haven of Gold Against Stocks and Bonds
Samar Ashour, University of Texas at Arlington

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SESSION F  Vital Banking Issues

Session Chair:  Nicholas Crain, Vanderbilt University

Discussants:  Amine Tarazi, Université de Limoges, LAPE
              Raluca Roman, University of South Carolina
              Robert Loveland, California State University, East Bay
              Nicholas Crain, Vanderbilt University

Shareholder Activism in Banking
Raluca Roman, University of South Carolina

What Drives Takeover Activity in the Banking Industry?
Robert Loveland, California State University, East Bay
Kevin Okoeguale, Saint Mary’s College of California

Venture Capital and Career Concerns
Nicholas Crain, Vanderbilt University

Excess Control Rights, Financial Crisis and Bank Profitability
Amine Tarazi, Université de Limoges, LAPE
Nadia Zedek, Université de Limoges, LAPE

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SESSION G  International Banking

Session Chair:  Ali Ashraf, Frostburg State University

Discussants:  Xiao Wang, The People's Bank of China
Ali Ashraf, Frostburg State University
Christian Farruggio, University of Bochum
Natalya Delcoure, Texas A&M University – Kingsville

Loan Loss Provisioning in OIC Countries: Evidence from Conventional vs. Islamic Banks
Ali Ashraf, Frostburg State University
M. Kabir Hassan, University of New Orleans

Determinants of Loan Securitization in European Banking
Christian Farruggio, University of Bochum

Modern Commercial Banking in Russia
Natalya Delcoure, Texas A&M University – Kingsville

Bank Failure Prediction: Empirical Evidence from US & UK Banks—Impact of Derivatives and Other Balance Sheet Items
Xiao Wang, The People's Bank of China
Zhihong Ji, The People's Bank of China

FBD Coffee Break

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SESSION A  Governance Issues

Session Chair:  Leonidas Barbopoulos, University of St. Andrews

Discussants:  Aslihan Korkmaz Cicek, Cleveland State University
Ibrahim Siraj, University of New Orleans
Leonidas Barbopoulos, University of St. Andrews
Jonathan Kalodimos, University of Washington

Product Demand Cyclicality and Corporate Performance of Firms with Different Organizational Forms
Ibrahim Siraj, University of New Orleans
M. Kabir Hassan, University of New Orleans

Regulations and CBA Premium
Leonidas Barbopoulos, University of St. Andrews
Andrew Marshall, University of Strathclyde
Krishna Paudyal, University of Strathclyde

How Important is Governance? Evidence from Heart Attack Survival
Jonathan Kalodimos, University of Washington

Corporate Governance and Seasoned Equity Offerings
Aslihan Korkmaz Cicek, Cleveland State University
Qingzhong Ma, Cornell University
Haigang Zhou, Cleveland State University

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SESSION B  Corporate Finance Issues

Session Chair:  Katarzyna Platt, Baruch College
Discussants:  Steven Zheng, University of Manitoba
             Han Yu, University of Kansas
             Katarzyna Platt, Baruch College

Cohabitation before Marriage? An Examination of Pre-acquisition Alliance Partnerships and Merger Outcomes
Han Yu, University of Kansas
Zhaozhao He, University of Kansas

European Union Enlargement and Corporate Valuations
Katarzyna Platt, Baruch College

IPO Valuation and Offering Size
Chuntai Jin, University of Manitoba
Steven Zheng, University of Manitoba

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SESSION C  Asian Markets

Session Chair:  Pei-Shan Wu, Chien Hsin University

Discussants:  Pei-Shan Wu, Chien Hsin University
Christoph J. Boerner, Heinrich-Heine-Universitaet Duesseldorf
Thomas Coe, Quinnipiac University

Underpricing and Long-term Performance of IPOs in China 2001-2011
Christoph J. Boerner, Heinrich-Heine-Universitaet Duesseldorf
Phil Pezus, Heinrich-Heine-Universitaet Duesseldorf

Can Individual Investors Use Technical Trading Rules to Beat the Asian Markets?
Thomas Coe, Quinnipiac University
Kittipong Laosethakul, Sacred Heart University

The Effects of Investment Deregulation of B-shares on China’s Stock Market: Perspectives of Firms’ Dual-class Shares
Chun-Da Chen, Tennessee State University
Pei-Shan Wu, Chien Hsin University
Chih-Chun Chen, National Ilan University

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SESSION D  Bonds

Session Chair:  Alex Holcomb, University of Texas at Dallas

Discussants:  Yalin Gunduz, Deutsche Bundesbank
             Ehab Yamani, DeVry University
             Alex Holcomb, University of Texas at Dallas
             Keri Manakyan, Salisbury University

The Subprime Crisis and the Efficiency of the Junk Bond Market: Evidence from Microstructure Theory
Ehab Yamani, DeVry University

The Effect of IPOs on Bond Prices
Paul Mason, University of Texas at Dallas
Alex Holcomb, University of Texas at Dallas
Dupinder Kaur, University of Texas at Dallas

A Note on Capital IQ's Credit Line Data
Keri Manakyan, Salisbury University

Market Transparency and the Marking Precision of Bond Mutual Fund Managers
Gjergji Cici, College of William and Mary
Scott Gibson, College of William and Mary
Yalin Gunduz, Deutsche Bundesbank
John J. Merrick, College of William and Mary

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SESSION E  Market Episodes

Session Chair:  Mohammad Nejad, University of Texas – Pan American
Discussants:  Mohammad Nejad, University of Texas – Pan American
Garrett Smith, Florida Atlantic University
Khoa Nguyen, University of Texas – Pan American
Lu Zhang, University of Alberta

Are Cash Holdings King after a Volatile Market?
Garrett Smith, Florida Atlantic University

Global Stock and Bond Markets Spillover Effects: Evidence from the 2007-2009 Financial Crisis
Xu Sun, University of Texas – Pan American
Khoa Nguyen, University of Texas – Pan American

Creative Destruction and Firm-Specific Return Variation – Evidence from the 1920s and 1930s
Lu Zhang, University of Alberta

Investor Sentiment, Recessions and Financial Industry Returns
Mohammad Nejad, University of Texas – Pan American
Daniel Huerta, College of Charleston

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SESSION F  Cash Holdings

Session Chair: Zhaozhao He, University of Kansas

Discussants: Svetlana Orlova, Oklahoma State University
I-Ju Chen, Yuan Zu University
Zhaozhao He, University of Kansas
Habio Yao, Eastern Kentucky University

Corporate Governance and Cash Holdings: Empirical Evidence from an Emerging Market
I-Ju Chen, Yuan Zu University
Bei-Yi Wang, Yuan Zu University

R&D and High Cash Holdings in U.S.
Zhaozhao He, University of Kansas

Corporate Cash Holdings and Monetary Shocks
Habio Yao, Eastern Kentucky University

Cash Holdings Speed of Adjustment
Svetlana Orlova, Oklahoma State University

Annual Business Meeting and Luncheon

Keynote Speaker
Sheridan Titman*, University of Texas

Topic: Investment Externalities

Financial markets are characterized by a mix of various private and public financing vehicles. Will the mix that naturally evolves be socially optimal? I will discuss how the mix of financing vehicles preferred by suppliers of capital influence corporate investment choices and how those investment choices can have both positive and negative externalities.

*Sheridan Titman is a professor in the Department of Finance where he holds the Walter W. McAllister Centennial Chair in Financial Services. Professor Titman is the director of the Energy Management and Innovation Center at UT. His research interests include both investments and corporate finance, and he has published and consulted in both of these areas. He currently blogs on energy policy from a financial economist's perspective. Having co-authored a leading advanced corporate finance textbook entitled "Financial Markets and Corporate Strategy," he has served on the editorial boards of leading academic journals. He is a past director of the American Finance Association and a current director of both the Asia Pacific Finance Association and the Western Finance Association. Professor Titman holds a B.S. from the University of Colorado and an M.S. and Ph.D. from Carnegie Mellon University. He has served on the faculties of UCLA, the Hong Kong University of Science and Technology, and Boston College. He has also worked in Washington D.C. as special assistant to the Assistant Secretary of the Treasury for Economic Policy. He is a research associate of the National Bureau of Economic Research.
SESSION A  Compensation

Session Chair:  James Linck, Southern Methodist University

Discussants:  Stephani Mason, Rutgers University
             James Linck, Southern Methodist University
             Dan Xu, Gonzaga University
             Mohammad Safa, McKendree University

The Determinants of Director Compensation
James Linck, Southern Methodist University
Viktor Fedaseyeu, Bocconi University
Hannes Wagner, Bocconi University

Shareholders Have a Say on Executive Compensation: Evidence from Say-on-Pay in the United States
Dan Xu, Gonzaga University
Marinila Kimbro, Seattle University

Governance Structure and Executive Compensation in Banking and Non-Banking Industries
Mohammad Safa, McKendree University
M. Kabir Hassan, University of New Orleans
Abdullah Mamun, Edwards School of Business, University of Saskatchewan

What is the Impact of Say-on-Pay on Executive Compensation? A Meta-Analysis of the Empirical Evidence
Stephani Mason, Rutgers University
Dan Palmon, Rutgers University
Ephraim Sudit, Rutgers University

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SESSION B Corporate Issues

Session Chair: William Procasky, Texas A&M International University

Discussants: Nacasius Ujah, Texas A&M International University
Leonidas Barbopoulos, University of St Andrews
Ahmed Elnahas, The University of Memphis
Ghada Ismail, The University of Memphis

The Islamic Liquidity Ratio: Towards a Sharia Compliant Corporate Liquidity Measure
Ahmed Elnahas, The University of Memphis
Ghada Ismail, The University of Memphis
Staven Jordan, The University of Memphis

Ahmed Elnahas, The University of Memphis
Pankaj Jain, The University of Memphis
Thomas McInish, The University of Memphis

Agreeing to Participate or Disagreeing to Implement It?
Leonidas Barbopoulos, University of St Andrews
Dimitris Alexakis, University of St Andrews

Funds from Operations to Total Debt: A More Efficient Proxy of Capital Structure
William Procasky, Texas A&M International University
Nacasius Ujah, Texas A&M International University
Zubair Raja, Texas A&M International University

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SESSION C  International Markets

Session Chair: Mohamed Mekhaimer, University of Memphis

Discussants: Mohamed Mekhaimer, University of Memphis
Xu Sun, University of Texas – Pan American
Michaela Honig, Goethe University Frankfurt
Hideaki Sakawa, Nagoya City University

The Within-week Reversal on Stock Market: International Evidence
Xu Sun, University of Texas – Pan American

New Regulation of OTC-Markets and its Impact on German Banks
Michaela Honig, Goethe University Frankfurt
Dilek Bulbul, Goethe University Frankfurt

Market Liquidity and Bank-dominated Corporate Governance: Evidence from Japan
Hideaki Sakawa, Nagoya City University
Masato Ubukata, Kushiro Public University of Economics
Naoki Watanabel, Ritsumeikan University

Pawan Jain, Central Michigan University
Mohamed Mekhaimer, University of Memphis
Ronald Spahr, University of Memphis
Mark Sunderman, University of Memphis

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SESSION D  Asset Pricing

Session Chair:  Wenyun Shi, The University of Texas at Dallas

Discussants:  Hannah Lea Huehn, Friedrich-Alexander-Universität Erlangen-Nürnberg
Wenyun Shi, The University of Texas at Dallas
Ehab Yamani, DeVry University
Yasser Alhenawi, University of Evansville

Size Still Matters!
Wenyun Shi, The University of Texas at Dallas
Yexiao Xu, The University of Texas at Dallas

What Explains Investment Puzzle: Fundamental Beta or Financial Beta?
Ehab Yamani, DeVry University

On the Interaction between Momentum Effect and Size Effect
Yasser Alhenawi, University of Evansville

Alpha Momentum and Price Momentum
Hannah Lea Huehn, Friedrich-Alexander-Universität Erlangen-Nürnberg
Hendrik Scholz, Friedrich-Alexander-Universität Erlangen-Nürnberg

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SESSION E  Risk, Return, Illiquidity, and Regulation

Session Chair:  Carl Larsson, University of Texas at San Antonio
Discussants:  Arthur Wharton, Towson University
Karan Bhanot, University of Texas at San Antonio
Chanatip Kitwiwattanachai, University of Connecticut
Lu Zhang, University of Alberta

"Uncovering" the Cost of Regulatory Uncertainty
Carl Larsson, University of Texas at San Antonio
Karan Bhanot, University of Texas at San Antonio

The Illiquidity of CDS Market: Evidence from Index Inclusion
Chanatip Kitwiwattanachai, University of Connecticut
Neil Pearson, University of Illinois

Stock Return Comovement and the Business Cycle
Lu Zhang, University of Alberta

A Primary Market Examination of Securitization Characteristics and Risk
Arthur Wharton, Towson University

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SESSION F  Earnings Management and Disclosure

Session Chair:  Susana Yu, Montclair State University

Discussants:  Carl McGowan, Norfolk State University  
Susana Yu, Montclair State University  
Hui Wang, Louisiana State University  
Nacasius Ujah, Texas A&M International University

Informational or Opportunistic? Causes and Consequences of Earnings Management in the Context of Overvalued Equity  
Hui Wang, Louisiana State University

On the Effect of a Golden Parachute on Managed Earnings  
Nacasius Ujah, Texas A&M International University

Earnings Surprises, Industry Effects, and Regulation Fair Disclosure  
Susana Yu, Montclair State University

Financial Analysis of Coca-Cola Corporation for 2001-2011 Using Internet Data Downloads in a Hyperlinked Power Point Presentation  
John Gardner, University of New Orleans  
Carl McGowan, Norfolk State University  
Susan Moeller, Eastern Michigan University

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March 14, 2014
(Friday)

1:45 p.m. – 3:15 p.m.  Houston Ballroom B

SESSION G  Financial Institutions

Session Chair:  Jeff Hooke, self

Discussants:  Wei Hua, Nanjing Audit University  
Yue Sun, Graduate School of Economics, Kyushu University  
Mohammad Safa, McKendree University  
Jeff Hooke, self

Strategic Investments of Bank-Affiliated Venture Capitalists: Evidence from Japan
Yue Sun, Graduate School of Economics, Kyushu University  
Konari Uchida, Faculty of Economics, Kyushu University

Bank Risk and Executive Compensation
Mohammad Safa, McKendree University  
M. Kabir Hassan, University of New Orleans

Wall Street Fees and State Pension Fund Investment Returns
Jeff Hooke, self  
John Walters, self

An Analysis in Efficiency and Diversification of U.S. Credit Unions
Wei Hua, Nanjing Audit University  
M. Kabir Hassan, University of New Orleans  
Wei Zhang, Nanjing Audit University

3:00 p.m. - 3:30 p.m.  Lone Star Ballroom

FBD Coffee Break

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SESSION A  

**Equity Valuation Issues**

Session Chair:  **Jorge Brusa**, Texas A&M International University Laredo  

Discussants:  **Jorge Brusa**, Texas A&M International University Laredo  
               **Philip Baird**, Duquesne University  
               **Julia Kwok**, Northeastern State University

*Earnings Management: Evidence from Value Line Forecast Errors*  
**Philip Baird**, Duquesne University

*What Went Wrong with Starbucks? Financial Analysis and Business Evaluation*  
**Julia Kwok**, Northeastern State University  
**Elizabeth Rabe**, Northeastern State University  
**Gene Kozlowski**, Northeastern State University

*Risk and the other January Effect*  
**Jorge Brusa**, Texas A&M International University Laredo  
**Rodrigo Hernandez**, Radford University  
**Pu Liu**, University of Arkansas Fayetteville

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(Friday)  

3:30 p.m. – 5:00 p.m.  
Majestic 2  

SESSION B  
Mispricing  

Session Chair:  
Keming Li, University of Texas at Arlington  

Discussants:  
Keming Li, University of Texas at Arlington  
Adam Usman, Oklahoma State University  
Nan Qin, Virginia Tech  

Short Sales, Liquidity, and Mispricing  
Adam Usman, Oklahoma State University  

Effect of Random Mispricing on Idiosyncratic Risk and Stock Returns  
Nan Qin, Virginia Tech  

Information Uncertainties and Asset Pricing Puzzles: Risk or Mispricing?  
Keming Li, University of Texas at Arlington  
John Diltz, University of Texas at Arlington  
Mohammad Uddin, University of Texas at Arlington  

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(Friday)

3:30 p.m. – 5:00 p.m. Majestic 3

SESSION C  Diversification

Session Chair:  Dan French, University of Missouri

Discussants:  Nazli Sila Alan, Baruch College, City University of New York
Natalya Delcoure, Texas A&M University – Kingsville
Garrett Smith, Florida Atlantic University
Dan French, University of Missouri

Gains from International Diversification Revisited: Closed-end Country Funds vs. ETFs
Natalya Delcoure, Texas A&M University – Kingsville

Corporate Diversification and Firm Value during Economic Downturns
Nik Volkov, Florida Atlantic University
Garrett Smith, Florida Atlantic University

Avoiding Unpriced Risk Using a Probability-Based Approach to Security Selection
Dan French, University of Missouri
David Javakhadze, University of Missouri

Fragmented Equity Markets: Do They Pass the Test?
Nazli Sila Alan, Baruch College, City University of New York

3:30 p.m. – 5:00 p.m. Majestic 4

SESSION D  Asset Pricing and Anomalies

Session Chair:  Jitka Hilliard, Auburn University

Discussants:  Craig Haberstumpf, Florida Atlantic University
Jitka Hilliard, Auburn University
Geoffrey Ngene, Mercer University
Louis Piccotti, Rutgers University

Jitka Hilliard, Auburn University
Haoran Zhang, Auburn University

Random Walk Tests in Presence of Multiple Structural Breaks: Evidence from Emerging Markets
Geoffrey Ngene, Mercer University

Financial Contagion Risk and the Stochastic Discount Factor
Louis Piccotti, Rutgers University

Do High Dividend Yielding Stocks Enjoy Lower Volatility than their Nonpaying Counterparts?
Craig Haberstumpf, Florida Atlantic University
SESSION E  Recent Banking Regulation Issues

Session Chair:  Jenny Gu, University of Dallas

Discussants:  Abdullah Mamun, University of Saskatchewan
  Robert Loveland, California State University, East Bay
  Arjan Premti, Florida Atlantic University
  Jenny Gu, University of Dallas

Regulatory Forbearance during the Financial Crisis: A Market Valuation Approach
Robert Loveland, California State University, East Bay

Impact of the Volcker Rule on Bank Valuations and Risk
Jeff Madura, Florida Atlantic University
Arjan Premti, Florida Atlantic University

Are Banks Really Opaque? Evidence from the Last Two Decades
Jenny Gu, University of Dallas
Jeffrey Jones, Missouri State University
Wayne Lee, University of Arkansas

What Explains the Disappearing Influence of Monetary Policy on Bank Holding Companies?
Abdullah Mamun, University of Saskatchewan
M. Kabir Hassan, University of New Orleans

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SESSION F

Education

Session Chair: Susan J. Crain, Missouri State University

Discussants: Rashiqa Kamal, University of Wisconsin –Whitewater
Susan J. Crain, Missouri State University
Dachao Ruan, Louisiana State University
William Hudson, St. Cloud State University

Creating an Online Course in Intermediate Financial Management: One Professor's Experience
Susan J. Crain, Missouri State University

Impact of College Football Teams’ Performance and Market Segmentation in Higher Education: Findings from A New Measure of Football Performance
Dachao Ruan, Louisiana State University

A Classroom Demonstration of a Relative Value Trade Using Treasury Bonds and AAA-Rated Corporate Bonds
William Hudson, St. Cloud State University
Niranjan Tripathy, University of North Texas

Integrating Critical Thinking in Finance through Process Writing Approach
Rashiqa Kamal, University of Wisconsin –Whitewater

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GLOBAL FINANCIAL MALAISE, ISLAMIC FINANCE, AND ECONOMIC DEVELOPMENT

Presenter: M. Kabir Hassan, Professor of Finance, University of New Orleans, USA

Islamic finance has enjoyed a steady and consistent horizontal as well as the vertical growth since the concept was put into practice some 40 years ago. It has endured the implications of the global financial crisis and remained relatively positive in the midst of the crisis and emerged as a more equitable and efficient system. The profile of Islamic finance has been raised and underscores its capacity to bring stability to the global financial system. World economies are yet to devise prudent strategies on how to deal with the crisis, let alone to recuperate and overcome its vindictive aftermath. The endeavor, therefore, is to extend the search for an alternative that is potentially capable of limiting, if not eliminating, the sources of such crises, and bringing stability to the market. Carrying out systemic analysis of the causes of the crisis and measuring these causes against the intrinsic principles of the Islamic financial system reveals that such crisis could have been prevented should Islamic financial principles were prevalent. Along with the enormous challenges that the crisis has created to the conventional financial system, it has presented the Islamic finance industry with abundance of opportunities to demonstrate its relevance.

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SESSION A  Market Efficiency

Session Chair:  Daphne Wang, The University of Texas – Pan American

Discussants:  Ping Wang, University of Arizona
Ogonna Nneji, University of Reading
Daphne Wang, The University of Texas – Pan American
Hongyu Song, Radford University

Liquidity Shocks and Stock Bubbles
Ogonna Nneji, University of Reading

Idiosyncratic Risks, Bailout, and Financial Crisis: A Copula Approach
Daphne Wang, The University of Texas – Pan American
Khoa Nguyen, The University of Texas – Pan American

Revisiting the Bid-ask Spread Using Competitive Search
Hongyu Song, Radford University
Chung Chen, Syracuse University

Ping Wang, University of Arizona

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SESSION B     Oil and Gas, Ya’ll

Session Chair:  Gwendolyn Pennywell, University of South Alabama

Discussants:  Line Goss, University of New Orleans
Geoffrey Ngene, Mercer University
Yifeng Zhu, Department of Economics, Emory University
Gwendolyn Pennywell, University of South Alabama

Fundamentals versus Speculation: What Really Drives Spillovers and Informed Trading in Futures and Spot Markets of Refined Petroleum products?
Geoffrey Ngene, Mercer University
Peter Tauchner, Mercer University

Crude Oil Price Prediction
Yifeng Zhu, Department of Economics, Emory University

Hydraulic Fracturing Global Legislation and its Impact on Energy Firms’ Stock Returns
Kenneth Hunsader, University of South Alabama
Gwendolyn Pennywell, University of South Alabama
Ross Dickens, University of Tennessee at Martin

Analyst Forecast Impact on Futures Prices of Light Sweet and Brent Crude Oil
Line Goss, University of New Orleans

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SESSION C  Real Estate
(Sponsored by the Center for Real Estate and Urban Economic Studies at the University of Connecticut)

Session Chair:  Ran Lu, University of Connecticut

Discussants:  Gerd Welke, California State Polytechnic University, Pomona
Jinsuk Yang, University of Texas at Arlington
Bora Ozkan, Tulane University
Joetta Forsyth, Pepperdine University

Does Regulation Change Play a Role in Dividend Policy? Empirical Study of REITs
Jinsuk Yang, University of Texas at Arlington

Returns Predictability in Emerging Real Estate Market
Bora Ozkan, Tulane University
M. Kabir Hassan, University of New Orleans
Ali Hepsen, Istanbul University

Income Falsification on Mortgage Applications during the Housing Bubble
Joetta Forsyth, Pepperdine University
James Dilellio, Pepperdine University

The Role of Price Appreciation in Reverse Mortgage Terminations
Thomas Davidoff, Sauder School of Business, University of British Columbia
Gerd Welke, California State Polytechnic University, Pomona

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SESSION D  Banking Performance

Session Chair:  Benjamin Doering, University of Cologne
Discussants:  Kazuo Yamada, Ritsumeikan University
Venkateshwarlu Masuna, National Institute of Industrial Engineering
Benjamin Doering, University of Cologne
Phillip Tew, Arkansas State University

Determinants of Bank Performance: A Non-Linear Framework
Venkateshwarlu Masuna, National Institute of Industrial Engineering
Ramesh Thimmaraya, National Institute of Industrial Engineering

What Can Systemic Risk Measures Predict?
Benjamin Doering, University of Cologne
Thomas Hartmann-Wendels, University of Cologne
Claudio Wewel, University of Cologne

The Predictability of Future Bank Performance by Internet Search Engine Activity
Phillip Tew, Arkansas State University

Blockholder and Firm Performance: Quasi-experiment using Japanese Bank Mergers
Kazuo Yamada, Ritsumeikan University

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Does Regular Economic News from Emerging Countries Move Markets? Evidence from Chinese Macro Announcements
Christopher F. Baum, West Virginia University
Marketa Halova, Boston College
Alexander Kurov, Washington State University

Recipients of SSE Runner-up Award for the 2014 Distinguished Paper
Hedging benefits of Gold Futures: A Regime Switching Model Approach
Ali Ashraf, Frostburg State University
M. Kabir Hassan, University of New Orleans

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2014 Federation of Business Disciplines Outstanding Educator Award
Warren Matthews, Le Tourneau University
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8:30 a.m. – 10:00 a.m.  Executive Boardroom

SESSION A  International Economics I

Session Chair:  Ronald J. Balvers, McMaster University

Discussants:  Michelle Woodruff, University of Denver  
Jose G. Vargas Hernandez, University of Guadalajara  
Shari Lawrence, Nicholls State University  
Alina F. Klein, Lynchburg University

*Planning for Retirement: An Analysis of Retirement Savings Levels for Individuals Participating in State Funded Retirement Plans*
Shari Lawrence, Nicholls State University  
John Lajaunie, Nicholls State University  
Norbert Michel, Heritage Foundation

*J-Curve and Kulkarni Hypothesis: Evidence from Transition and Developing Countries*
Michelle Woodruff, University of Denver  
Kishore Kulkarni, Metropolitan State University of Denver

*Currency Risk Premia and Uncovered Interest Parity in the International CAPM*
Ronald J. Balvers, McMaster University  
Alina F. Klein, Lynchburg University

*Analysis of Strategies That Promote The Development of BRICS*
Jose G. Vargas Hernandez, University of Guadalajara

8:30 a.m. – 10:00 a.m.  Live Oak

SESSION B  Financial Economics I

Session Chair:  Selima Ben Mrad, Barry University

Discussants:  Geoffrey Ngene, Mercer University  
Bruce Payne, Barry University  
Okechukwu D. Anyamele, Jackson State University

*On The Level of Validity for Indices of Shareholder Rights and Their Effect of the Value of Firms*
Adnan Daghdestani, Barry University  
Selima Ben Mrad, Barry University  
Bruce Payne, Barry University

*Trends in Stock Markets in Selected Sub-Saharan African Countries*
Okechukwu D. Anyamele, Jackson State University

*Short Term Predictability of Commodity Futures Returns*
Geoffrey Ngene, Mercer University  
Charles A. Lambert, Mercer University
March 13, 2014
(Thursday)

10:00 a.m. – 10:30 a.m.  Lone Star Ballroom

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10:30 a.m. – 12:00 p.m.  Executive Boardroom

SESSION A  Microeconomics

Session Chair: Larry Allen, Lamar University

Discussants: Donald Price, Lamar University
Jose G. Vargas Hernandez, University of Guadalajara
Larry Allen, Lamar University
Yeong Nain Chi, The University of Texas at Brownsville

Analysis of Rural Entrepreneurship Under the Theoretical Approach of Resources and Capabilities: The Case of a Rural Microbusiness
Jose G. Vargas Hernandez, University of Guadalajara

The Effect of Monetary Growth on the Relative Price of Coal
Larry Allen, Lamar University
Howell Lynch, Lamar University

Superstar Phenomenon in the Movie Industry
Yeong Nain Chi, The University of Texas at Brownsville

Concentration in College Football: An Examination of External Revenues by Conference Affiliation Disparities in Credit Rating of Municipalities
Donald Price, Lamar University
Kabir C. Sen, Lamar University

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SESSION B  Special Topics in Economics I

Session Chair:  Manuel J. Tejeda  Barry University

Discussants:  Shishu Zhang, University of the Incarnate Word
Chen-Yuan Tung, National Chengchi University
David Fike, University of the Incarnate Word
Gladys Dejesus, Chowan University

Predicting Prediction Markets With Combined Forecasts
Shu-Heng Chen, National Chengchi University
Chen-Yuan Tung, National Chengchi University
Chung-Ching Tai Tunghi University
Bin-Zong Chi, Tamkangi University
Hung Wen Lin, Ph.D. Candidate

Comparing Student’s Perceptions of an Ideal Teacher in Two Universities
Shishu Zhang, University of the Incarnate Word
David Fike, University of the Incarnate Word
Gladys Dejesus, Chowan University

Exploring Geo-Tagged Photographic Resources to Estimate Cuba’s Racial Composition
Manuel J. Tejeda  Barry University

Transfer of Business Knowledge: Franchise Business Opportunities in Mexico
Jose G. Vargas Hernandez, University of Guadalajara

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### SESSION A  
**Macroeconomics**

**Session Chair:** Warren Matthews, LeTourneau University

**Discussants:**
- Matiur Rahman, McNeese State University
- Nicholas J. Hill, Jackson State University
- Mohamed I. Mugableh, Ibrid National University, Jordan
- Muhammed Mustaf, South Carolina State University

- **Economic Growth and Financial Market Development in Malaysia: A Panel Granger Causality Analysis**
  - Mohamed I. Mugableh, Ibrid National University, Jordan

- **Home Mortgage Finance in the Aftermath of the Financial Crisis**
  - Warren Matthews, LeTourneau University
  - Robert Driver, DeVry University

- **Triangular Dynamic Causal Relationships, Exports, FDI, and Exchange Rates: The India-US Case**
  - Matiur Rahman, McNeese State University
  - Muhammed Mustaf, South Carolina State University

- **Risky Business! Examining the Link Between the Risk Preference of Entrepreneurs**
  - Nicholas J. Hill, Jackson State University

### SESSION B  
**International Economics II**

**Session Chair:** Nichole M. Castater, Barry University

**Discussants:**
- Manual J. Tejeda, Barry University
- Sassi Seifallah, University of Carthage, Tunisia
- Peihwang Wei, University of New Orleans
- David Gomtsyan, University of Turin

- **The Credit Growth Nexus: New Evidence From Developing and Developed Countries**
  - Sassi Seifallah, University of Carthage
  - Ben Ali Mohamed Sami, Qatar University

- **Cuba Libre? Cuba’s Economic Conditions Five Years After New Reforms**
  - Nichole M. Castater, Barry University
  - Manuel J. Tejeda, Barry University

- **The Effect of Foreign Investments on Emerging Business Cycles**
  - David Gomtsyan, University of Turin

- **The Relative Informativeness of Regular and E-Mini Euro/Dollar Futures Contracts and the Role of Trader Types**
  - Jatin Malhotra, American University in Dubai
  - Peihwang Wei, University of New Orleans
**SOUTHWESTERN SOCIETY OF ECONOMISTS**

**March 13, 2014**  
(Thursday)

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>3:00 p.m. – 3:30 p.m.</td>
<td>Lone Star Ballroom</td>
</tr>
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</table>

**FBD COFFEE BREAK**

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support! Great Door Prize Drawings take place at **3:15 p.m.** in the Exhibit Area. *Must be present to win.*

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>3:30 p.m. – 5:00 p.m.</td>
<td>Executive Boardroom</td>
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**SESSION A  Financial Economics II**

Session Chair:  **M. Kabir Hassan**, University of New Orleans

Discussants:  **Ali Ashraf**, Frostburg State College  
**Christopher F. Baum**, Boston College  
**Roman Wong**, Barry University

*Safety in Financial Numbers: A Financial Profile to Identify “Safe” Firms*  
**Roman Wong**, Barry University  
**Nichole M. Castater**, Barry University  
**Bruce Payne**, Barry University

*Hedging Benefits of Gold Futures: A Regime Switching Model Approach*  
**Ali Ashraf**, Frostburg State University  
**M. Kabir Hassan**, University of New Orleans

*Does Regular Economic News From Emerging Countries Move Markets? Evidence From Chinese Macro Announcements*  
**Christopher F. Baum**, Boston College  
**Marketa Halova**, Washington State University  
**Alexander Kurov**, West Virginia University

Please make plans to visit the exhibits to receive information on the latest books and newest educational technologies.  
◆ Please let exhibitors know how much we appreciate their presence and continued support!
3:30 p.m. – 5:00 p.m.  

**SESSION B**  
**Agricultural Economics**

**Session Chair:** James D. Harriss, Campbell University

**Discussants:**  
Miriana Sanez, University of Nebraska  
Oris L. Odom, Cameron University  
Jose G. Vargas-Hernandez, University of Guadalajara

*Bank Risk Grading of Commercial Agricultural Loans – Strengths and Weaknesses*

**James D. Harriss**, Campbell University

**Oris L. Odom**, Cameron University

*Reputational Capital as an Ethical Questioning of Technological Innovation: The Case of Monsanto*

**Jose G. Vargas-Hernández**, University of Guadalajara

*Gender and Policy Roles in Farm Household Diversification in Zambia*

**Mariana Sanez**, University of Nebraska

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5:00 p.m. – 6:00 p.m.  

**Executive Boardroom**  
**SSE Executive Committee Meeting**

Presiding: Susanne L. Toney, Savannah State University

All current and past officers are invited to attend.

---

5:30 p.m. – 7:00 p.m.  

**Lone Star Ballroom**  
**FBD Meet and Greet Social**

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

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

◆

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

**March 14, 2014**
**(Friday)**

<table>
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<td>8:00 a.m. – 10:00 a.m.</td>
<td>Chaparral</td>
<td><strong>SSE Annual Business Breakfast Meeting</strong></td>
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<td>Presiding: <strong>Susanne L. Toney</strong>, Savannah State University</td>
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<td>All SSE members should attend.</td>
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<tr>
<td>10:00 a.m. – 10:30 a.m.</td>
<td>Lone Star Ballroom</td>
<td><strong>FBD Coffee Break</strong></td>
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<td>Great Door Prize Drawings take place at <strong>10:15 a.m.</strong> in the Exhibit Area. <em>Must be present to win.</em></td>
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<tr>
<td>10:30 a.m. – 12:00 p.m.</td>
<td>Executive Boardroom</td>
<td><strong>SESSION A Economics in the Public Sector</strong></td>
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<td><strong>Session Chair:</strong> <strong>Susanne L. Toney</strong>, Savannah State University</td>
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<td><strong>Discussants:</strong> <strong>Chu V. Nguyen</strong>, University of Houston – Downtown</td>
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<td><strong>Yvonne Ellis</strong>, Columbus State University</td>
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<td><strong>Sami Ben Mim</strong>, IHEC Business School, Sousse, Tunisia</td>
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<td><strong>Susanne L. Toney</strong>, Savannah State University</td>
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*An Empirical Investigation of the Impact of County Government Financial Health on Migration Within the East South Central Region: An Intra-MSA Study*

**Susanne L. Toney**, Savannah State University

**Yvonne Ellis**, Columbus State University

**Sami Ben Mim**, IHEC Business School, Sousse, Tunisia

**Susanne L. Toney**, Savannah State University

*Causalities Among U.S. Countercyclical Policies and their Impacts on the Economy*

**Chu V. Nguyen**, University of Houston – Downtown

*Bankruptcy in the Local Government Sector: A Study of Jefferson County Alabama*

**Yvonne Ellis**, Columbus State University

**Susanne L. Toney**, Savannah State University

*Through Which Channels Can Remittances Spur Economic Growth in MENA Countries?*

**Sami Ben Mim**, IHEC Business School, Sousse, Tunisia
SESSION B    Financial Economics III
Session Chair:    Ibrahim Siraj, University of New Orleans
Discussants:    M. Kabir Hassan, University of New Orleans
                 Simon Medcalfe, Georgia Regents University
                 Zhongkui Wang, University of Buffalo
                 Ibrahim Siraj, University of New Orleans

A Statistical Explanation of the Rocket and Feather Effect
Zhongkui Wang, University of Buffalo

Geographic Dispersion and the Cost of Bank Loan
Ibrahim Siraj, University of New Orleans
M. Kabir Hassan, University of New Orleans

Are Bidders in Auctions Anchored by Their Bidder Number?
Simon Medcalfe, Georgia Regents University

Asymmetries in Responses of Commercial Banks to Monetary Policy: The Case of Taiwan
Chu V. Nguyen, University of Houston – Downtown

SESSION C    Special Topics in Economics II
Session Chair:    Marshall J. Horton, Ouachita Baptist University
Discussants:    Vasudeva N.R. Murthy, Creighton University
                 Dee M. Wellan, Louisiana State University (Retired)
                 Saundra Thompson McFarland, Jackson State University
                 Nicholas J. Hill, Jackson State University

The Role of Leapovers in Economic Development
Marshall J. Horton, Ouachita Baptist University
W. Hunter Wolf, Ouachita Baptist University

The Impact of Child Support Laws on the Measured Outcomes of Children
Saundra Thompson McFarland, Jackson State University
Nicholas J. Hill, Jackson State University

Some Determinants of Life Expectancy in the United States: A Cointegration Analysis
Vasudeva N.R. Murthy, Creighton University

Bitcoin: A Twenty-First Century Decentralized Digital Currency
Dee M. Wellan, Louisiana State University (Retired)
SESSION A  International Economics III  
Session Chair:  Geungu Yu, Jackson State University  
Discussants:  John Lovett, Texas Christian University  
Cephas B. Naanwaab, North Carolina A & T State University  
Sheng Ye, Barry University  
Roman Wong, Barry University  

Economic Freedom, Foreign Investments, and Human Capital Accumulation in Developing Countries  
Cephas B. Naanwaab, North Carolina A & T State University  

Geography, War, and Economic Development in Early Modern Europe  
John Lovett, Texas Christian University  

Comparative Innovation Capacity of a Nation: Another Way of Looking at Global Innovation Index  
Roman Wong, Barry University  
Wei Feng, WYTH Financial, LLC  
Sheng Ye, Barry University  

Do Dow Index Changes in September 2013 Support Price-Measure Hypothesis?  
Geungu Yu, Jackson State University  
Phillip Fuller, Jackson State University  
Patricia A. Freeman, Jackson State University  

SESSION B  Microeconomics Theory and Practice  
Session Chair:  Abu Kahn, Old Dominican University  
Discussants:  Abu Kahn, Old Dominican University  
A. Michael Cantor, University of Michigan  
Saad Ahmad, University of Arkansas  

Reexamining Nonlinear Taylor Rules With Real Time Data  
Saad Ahmad, University of Arkansas  

Efficiency, Value Addition, and Performance of U.S. Bank Mergers  
Abu Kahn, Old Dominican University  
M. Kabir Hassan, University of New Orleans  
Neal Maroney, University of New Orleans  

Proximity, Population, and Wealth: Support for the Seahawk Stadium Referendum  
Michael Cantor, University of Michigan  
Brady Horn, University of New Mexico  
Rodney Fort, University of Michigan  

The Federation of Business Disciplines (FBD) – a 21st century designation for its organizational primogenitor, the Southwestern Federation of Administrative Disciplines (SWFAD) – has developed into one of the largest annual meetings for those disciplines common to business administration.

SWFAD was an outgrowth of the business disciplines in the Southwestern Social Science Association (SSA). The founders of SWFAD met in Dallas, Texas, April of 1973 and defined the purposes of SWFAD: (1) to foster professional development in each of the academic disciplines common to business administration, (2) to provide an annual meeting in the Southwest for each of the academic disciplines and (3) to provide a common general program in which all the disciplines participate together.

Eight disciplinary groups founded SWFAD. They were the Academy of Management, Southwest Division (now Southwest Academy of Management), American Accounting Association (Southwest Region), American Business Communication Association, Southwest Region (now Association for Business Communications, 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. Since 2008, FBD has met with 10 associations.

**Executive Director**

Sam 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 number of registrations for these member (and guest) associations at our 2006 - 2013 meetings was as follows:

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<th>Association Name</th>
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The officers for each of the annual meetings in FBD’s history are as follows:

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<td>1974</td>
<td>Adolphus Hotel</td>
<td>Henry H. Hays, President</td>
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<td>Dallas, Texas</td>
<td>Ridley J. Gros, Vice President</td>
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<td>1975</td>
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<td>Houston, Texas</td>
<td>Donald R. Williams, Vice President</td>
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<td>George F. Pinches, Secretary/Treasurer</td>
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<td>R. Conrad Doenges, Vice President</td>
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<td>John J. Willingham, Vice President</td>
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<td>Van C. McGraw, Vice President</td>
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<td>Tom S. Sale, III, Vice President</td>
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<td>Tom S. Sale, III, President</td>
<td>David E. R. Gay, Vice President</td>
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<td>W. Jack Lord, Jr., Vice President</td>
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