

Federation of Business Disciplines 2023

Event Schedule

Mon, Mar 06, 2023

6:00 AM

Teaching Marketing Analytics with Spreadsheet

🕒 6:00 AM - 7:15 AM, Mar 6

ACME

[Workshop Zoom Link](#)

🗣️ Speaker



Yang Lu

Beijing Technology and Business University

Digital and Social Media Marketing

🕒 6:00 AM - 7:15 AM, Mar 6

ACME

Session Chair: Chengyi Le

[Digital Marketing Zoom Link](#)

2 Subsessions

● **Analysis of Influencing Factors of Patients' Online Doctor Selection Behavior From the Dual-path Perspective**

🕒 6:00 AM - 7:15 AM, Mar 6

● **Can Visual Language Convey Tactile Experience? A Study of the Tactile Compensation Effect of Visual Language for Online Products**

🕒 6:00 AM - 7:15 AM, Mar 6

Public Policy and Sustainability

🕒 6:00 AM - 7:15 AM, Mar 6

ACME

Session Chair: Weixing Ford

[Public Policy Zoom Link](#)

3 Subsessions

● **Resource Orchestration and Toe-enabled Implementation: a Case Study of Environmental Performance Audit in China**

🕒 6:00 AM - 7:15 AM, Mar 6

● **Research on the Development and Trading Mechanism of Personal Carbon Finance Products Based on Carbon Inclusiveness**

🕒 6:00 AM - 7:15 AM, Mar 6

● **“Bridging the Gap” for Business Students' Quantitative Skills with the Motivation-Implementation-Reflection-Reinforcement Loop**

🕒 6:00 AM - 7:15 AM, Mar 6

7:30 AM

Experience Sneaks: International Programs. Thinking Beyond the Paradigm

🕒 7:30 AM - 9:00 AM, Mar 6

ACME

Key Note Speakers: Lou Pelton and Alan Walker

[Keynote Zoom Link](#)

👤 Speakers



Lou Pelton
University Of North Texas



Alan Walker
Assistant To The President
Frostburg State University

Tue, Mar 07, 2023

6:00 AM

Blockchain Technology and Analytics

🕒 6:00 AM - 7:15 AM, Mar 7

ACME

Session Chair: Hong Wang

[Blockchain Zoom Link](#)

5 Subsessions

- **Analysis of State-owned Capital Audit Supervision Mechanism in the Background of Blockchain**
🕒 6:00 AM - 7:15 AM, Mar 7
- **A Hybrid Architecture-based Deep Learning Method for Splice Site Predictor**
🕒 6:00 AM - 7:15 AM, Mar 7
- **Role of Information Technology in Helping Enhance Gender Equality in Developing Countries and Improving Long-Term Economic Growth**
🕒 6:00 AM - 7:15 AM, Mar 7
- **Data Analytics: A Public Opinion Event Extraction Model**
🕒 6:00 AM - 7:15 AM, Mar 7
- **Have We Reached a Privacy Plateau? Consumers' Evolving Privacy Concerns and Their Alignment With Increase State Regulations**
🕒 6:00 AM - 7:15 AM, Mar 7

Consumer Behavior

🕒 6:00 AM - 7:15 AM, Mar 7

ACME

Session Chair: Lei Zhao

[CB Zoom Link](#)

3 Subsessions

- **The Influence of Conditional-rebate on Consumers' Attitudes**
🕒 6:00 AM - 7:15 AM, Mar 7
- **On the Application of Micro expression Psychology in Insurance Sales**
🕒 6:00 AM - 7:15 AM, Mar 7
- **Research on the Construction of Business Finance Convergence of Fresh Products e-Commerce Based on Blockchain Technology**
🕒 6:00 AM - 7:15 AM, Mar 7

Marketing Strategy

🕒 6:00 AM - 7:15 AM, Mar 7

ACME

Session Chair: Longting Yan

[Marketing Strategy Zoom Link](#)

3 Subsessions

● **Analysis on High Quality Development Elements and Marketing Path of China Unicom in Digital Age**

🕒 6:00 AM - 7:15 AM, Mar 7

● **Examining Leadership Styles in Chinese Textile Enterprise: The Case Study of Respect Wolf Ltd**

🕒 6:00 AM - 7:15 AM, Mar 7

● **Competitive Advantage Through Ai and Big Data Technology Implementation**

🕒 6:00 AM - 7:15 AM, Mar 7

7:30 AM

Teaching Sustainability and Social Responsibility

🕒 7:30 AM - 8:45 AM, Mar 7

ACME

Moderator: Julie Haworth

[Sustainability Teaching Zoom Link](#)

1 Subsessions

● **The Importance of Strategic Planning and Collaboration in Sustainability and Social Responsibility Classroom Projects: Examples from Appalachia**

🕒 7:30 AM - 8:45 AM, Mar 7

Marketing Channel and Supply Chain Management

🕒 7:30 AM - 8:45 AM, Mar 7

ACME

Session Chair: C.T. Ulrich Rieker

[Marketing Channel Zoom Link](#)

4 Subsessions

● **Research on Fresh Food Supply Chain Optimization: A Case Study of Motion Optimization**

🕒 7:30 AM - 8:45 AM, Mar 7

● **Management Of Shipping Logistics: A Warning Model**

🕒 7:30 AM - 8:45 AM, Mar 7

● **Research on the Total Factor Productivity of Chinese Hotels based on DEA-Malmquist Model**

🕒 7:30 AM - 8:45 AM, Mar 7

● **Optimizing Cross-Border Healthcare Within The Ems Dollart Region**

🕒 7:30 AM - 8:45 AM, Mar 7

Interdisciplinary Study

🕒 7:30 AM - 8:45 AM, Mar 7

ACME

Session Chair: Shu Xu

[Interdisciplinary Session Zoom Link](#)

5 Subsessions

● **Comprehensive Evaluation of Land Intensive Use Level in Large and Medium Sized Cities in China**

🕒 7:30 AM - 8:45 AM, Mar 7

● **Research on the China-Africa Economic and Trade Talent Cultivation Mode Innovation in Hunan Universities, China with the Background of Digital Economy**

🕒 7:30 AM - 8:45 AM, Mar 7

● **Hot Topics and Evolution Trend of Research on Urban Agglomerations in the Middle Reaches of the Yangtze River in China**

🕒 7:30 AM - 8:45 AM, Mar 7

● **Analysis of the Internal Causes of Capital Chain Breakage in Enterprises and Its Enlightenment-- a Case Study of the CFLD**

🕒 7:30 AM - 8:45 AM, Mar 7

● **Water Management: a Study from Stakeholder's Perspective**

🕒 7:30 AM - 8:45 AM, Mar 7

Wed, Mar 08, 2023

8:00 AM

FBD Welcome Notes

🕒 8:00 AM - 8:00 AM, Mar 8



Welcome to the 50th meeting of FBD! If you are using the Whova App, you can find additional information under resources. Be sure to check out the documents where you will find plenty of information about the conference, award recipients, Associations, and sponsors. Also, in the Community you can find lots of ways to connect with your Association or others at the conference. Make sure you "follow" your Association and favorite community.

Thank you all and I hope everyone has an awesome experience.
Eugenie Ardoin

9:00 AM

Doctoral Consortium - Session One

🕒 9:00 AM - 10:00 AM, Mar 8

📍 Sandalwood A



Sponsored by Loyola University New Orleans

📣 Speaker



Meagan Baskin

Florida Gulf Coast University

10:30 AM

Doctoral Consortium - Session Two

🕒 10:30 AM - 11:30 AM, Mar 8

📍 Sandalwood A



Sponsored by Davis School of Business, Colorado Mesa University


 Speaker



Meagan Baskin
Florida Gulf Coast University

11:00 AM

FBD Conference Registration

 11:00 AM - 5:30 PM, Mar 8


 Market Place



Register online at fbdonline.org then stop by the registration desk in Market Place to pick up your name badge and other items.

11:30 AM

SWAM Doctoral Consortium Lunch and Social

 11:30 AM - 1:00 PM, Mar 8

 Offsite



Sponsored by Consortium for the Advancement of Research Methods and Analysis (CARMA)


 Speaker



Meagan Baskin
Florida Gulf Coast University

12:30 PM

SWAM Welcome Session

 12:30 PM - 1:00 PM, Mar 8

 Cottonwood



Sponsored by Alvarez College of Business, University of Texas at San Antonio


 Speaker



Kenneth Sweet
St. Edward's University

1:00 PM

Workshop: Data Science 1


 1:00 PM - 3:00 PM, Mar 8


 Arboretum 4



1 Subsessions

 **Using Python for Business Data Analytics and Visualization**

 1:00 PM - 3:00 PM, Mar 8

 Arboretum 4

Signature Panel: Editors of Journal of Business and Psychology, Journal of Management Education, Management Teaching Review, and Organization Management Journal

🕒 1:00 PM - 2:00 PM, Mar 8

📍 Cottonwood

SWAM

Sponsored by Alvarez College of Business, University of Texas at San Antonio

🗣️ Speakers



Eden King



Melanie Robinson

Associate Professor
HEC Montréal



Gordon Schmidt

Director of School of Management
University of Louisiana Monroe



Vance Johnson Lewis

Associate Professor Of Management
Southeastern Oklahoma State University

1:30 PM

Panel: Securities Fraud Regulation

🕒 1:30 PM - 3:00 PM, Mar 8

📍 Arboretum 1

AAA-SW

1 Subsessions

● **A History of Securities Fraud Regulation**

🕒 1:30 PM - 3:00 PM, Mar 8

📍 Arboretum 1

Developing Career-Ready Students

🕒 1:30 PM - 3:00 PM, Mar 8

📍 Arboretum 2

ACME

Panel Moderator: Renee Gravois

1 Subsessions

● **Learning to Toot Your Own Horn: Developing Career-Ready Students and Coaching Them to Showcase Their Skills on the Job Market**

🕒 1:30 PM - 3:00 PM, Mar 8

📍 Arboretum 2

Corporate Finance 1

🕒 1:30 PM - 3:00 PM, Mar 8

📍 The Study

SWFA

Contemporaneous Topics 1

🕒 1:30 PM - 3:00 PM, Mar 8

📍 Library

SWFA

2:00 PM

FBD 2022-2023 Board Meeting

🕒 2:00 PM - 5:00 PM, Mar 8

📍 Window Box

FBD

🗣️ Speakers



Degan Kettles

Associate Teaching Professor
Brigham Young University



Eugenie Ardoin

Associate Professor
University of Louisiana at Monroe



Kimberly Webb

Associate Professor of Accounting
Texas Wesleyan University



Kelly Noe

Stephen F Austin



Michelle McEacharn

Professor of Accounting
ULM



Sandy Edwards

MBA Director
Northeastern State University



Janie Gregg

The University of West Alabama



Cheryl Prachyl

Adjunct Assistant Professor
University of Texas at Arlington



Trevor England

Assistant Professor
Sam Houston State University



Syed K. Zaidi

Chair and Professor-ACCT/BLAW Department Pete & Linda Ballard Endowed Professor
Louisiana State University Shreveport



Lindsay C. Clark

Assistant Professor
Sam Houston State University



Ashley Hall

Stephen F. Austin State University



Martin Bressler



Professor of Marketing & Management & John Massey Chair in Entrepreneurship
Southeastern Oklahoma State University



Kendra Ingram
Southeastern Oklahoma State University



Jason Powell
Associate Professor
Northwestern State University



Rajasree Rajamma
Fairfield University, Fairfield, CT



Lilly Ye
FSU



Dan Peak
Professor
University of North Texas



Venugopal Gopalakrishna-Remani
SWDSI



Ethan Waples
Associate Dean, College of Business
Metropolitan State University of Denver



Carlos Baldo
Academic Head Davis School of Business / Associate Professor of Business Management
Colorado Mesa University



David Whitlock
John Massey Endowed Chair in Entrepreneurship
Southeastern Oklahoma State University



Cody Bogard
Southeastern Oklahoma State University



William Hudson
SWFA



Laura Gonzalez
California State University Long Beach



Ali Ashraf
Associate Dean, College of Business
Frostburg State University



Roman Wong
Associate Professor of Accounting and Information Systems
Barry University

2:15 PM

Global Issues in Human Resources

🕒 2:15 PM - 3:30 PM, Mar 8

📍 Cottonwood

SWAM

4 Subsessions

● **Employee Engagement in Small and Medium Enterprises in Saudi Arabia and Nigeria**

🕒 2:15 PM - 3:30 PM, Mar 8

📍 Cottonwood

● **Selection of Expatriate Employees for International Assignments: Importance of Communication**

🕒 2:15 PM - 3:30 PM, Mar 8

📍 Cottonwood

● **The Impact of Perceived ERP Implementation Success and Organizational Usage on Employee Job Satisfaction in Small and Mid-Market Manufacturers: A Literature Review**

🕒 2:15 PM - 3:30 PM, Mar 8

📍 Cottonwood

● **Women on Boards: Quotas, Targets, and Their Unintended Effects, Evidence from the United Kingdom**

🕒 2:15 PM - 3:30 PM, Mar 8

📍 Cottonwood

Innovation and Investment Decisions

🕒 2:15 PM - 3:30 PM, Mar 8

📍 Arboretum 3

SWAM

4 Subsessions

● **Examining the Strategic Investment Effects of Long-Term Merger and Acquisition Decisions**

🕒 2:15 PM - 3:30 PM, Mar 8

📍 Arboretum 3

● **Proactiveness and Technological Innovations: Examining the Role of Multi-faceted Business Ties**

🕒 2:15 PM - 3:30 PM, Mar 8

📍 Arboretum 3

● **Unraveling the Impact of Entrepreneurial Orientation on Innovation Ambidexterity: The Role of Knowledge Transfer**

🕒 2:15 PM - 3:30 PM, Mar 8

📍 Arboretum 3

● **Why Do Firms Reshore? A Framework for the Motivation Behind Shoring Decisions**

🕒 2:15 PM - 3:30 PM, Mar 8

📍 Arboretum 3

2:30 PM

Doctoral Consortium- Session Three

🕒 2:30 PM - 3:30 PM, Mar 8

📍 Sandalwood A

SWAM

Sponsored by Loyola University New Orleans

🗣️ **Speaker**



Meagan Baskin

Florida Gulf Coast University

3:00 PM

SWDSI Coffee Break for Workshop Participants

🕒 3:00 PM - 3:30 PM, Mar 8

📍 Arboretum 4

SWDSI

3:30 PM

Panel: Competencies for Aspiring CPAs

🕒 3:30 PM - 5:00 PM, Mar 8

📍 Arboretum 1

AAA-SW

1 Subsessions

● AICPA Foundational Competencies for Aspiring CPAs

🕒 3:30 PM - 5:00 PM, Mar 8

📍 Arboretum 1

Workshop: Data Science 2

🕒 3:30 PM - 5:00 PM, Mar 8

📍 Arboretum 4

SWDSI

1 Subsessions

● Interpretable Machine Learning with R

🕒 3:30 PM - 5:00 PM, Mar 8

📍 Arboretum 4

Consumer Behavior

🕒 3:30 PM - 5:00 PM, Mar 8

📍 Arboretum 2

ACME

Session Chair: Lili Gai

5 Subsessions

● The Persistence of Consumer Ethnocentrism in American Consumers

🕒 3:30 PM - 5:00 PM, Mar 8

📍 Arboretum 2

● “My Morality Do Not Allow Me Putting Others at Risk”: Moral Obligation as a Mediator Between the Big 5 Personality Traits and Shopping Destinations

🕒 3:30 PM - 5:00 PM, Mar 8

📍 Arboretum 2

● The Role of Love Gift-Giving in Consumer Uniqueness Seeking

🕒 3:30 PM - 5:00 PM, Mar 8

📍 Arboretum 2

● The Impact of Mindfulness on Social Comparison and Savings

🕒 3:30 PM - 5:00 PM, Mar 8

📍 Arboretum 2

● Consumers’ Responses to Personalized Social Network Ads: a Privacy Calculus Perspective

🕒 3:30 PM - 5:00 PM, Mar 8

📍 Arboretum 2

Asset Pricing 1

🕒 3:30 PM - 5:00 PM, Mar 8

📍 The Study

SWFA

Contemporaneous Topics 2

🕒 3:30 PM - 5:00 PM, Mar 8

📍 Library

SWFA

3:45 PM

Workshop: Do You Teach the F-word in Your Classes (That's Followership!)

🕒 3:45 PM - 5:00 PM, Mar 8

📍 Cottonwood

SWAM

👤 Speakers



Tim Peterson

Department Chair, Transportation, Logistics, & Finance
North Dakota State University



Jon Beard

Teaching Professor
Iowa State University



Brian Rook

Lincoln Financial

Focus on Employee Outcomes

🕒 3:45 PM - 5:00 PM, Mar 8

📍 Arboretum 3

SWAM

4 Subsessions

● Fairness in a Work Context: Understanding the Link to Job Satisfaction in the Oil and Gas Industry

🕒 3:45 PM - 5:00 PM, Mar 8

📍 Arboretum 3

● Understanding Employee Reactions to Merit Pay: The Roles of Interpretation of Social Comparison Information and Self-esteem

🕒 3:45 PM - 5:00 PM, Mar 8

📍 Arboretum 3

● Volunteer Job Design: A Fit Perspective

🕒 3:45 PM - 5:00 PM, Mar 8

📍 Arboretum 3

● What Drives Accounting Employees High Turnover Post COVID?

🕒 3:45 PM - 5:00 PM, Mar 8

📍 Arboretum 3

4:00 PM

Doctoral Consortium- Session Four

🕒 4:00 PM - 5:00 PM, Mar 8

📍 Sandalwood A

SWAM

Sponsored by Davis School of Business, Colorado Mesa University

Speaker



Meagan Baskin
Florida Gulf Coast University

6:30 PM

FBD Awards and Recognition Reception

🕒 6:30 PM - 7:30 PM, Mar 8

📍 Window Box



By Invitation/Additional Fee Only

7:30 PM

FBD Awards and Recognition Dinner

🕒 7:30 PM - 9:30 PM, Mar 8

📍 Regency Room Ballroom



By Invitation/Additional Fee Only

Thu, Mar 09, 2023

7:00 AM

FBD Conference Registration

🕒 7:00 AM - 5:00 PM, Mar 9

📍 Market Place



Register online at fbdonline.org then stop by the registration desk in Market Place to pick up your name tag and other items.

SWDSI Officers and Directors Meeting

🕒 7:00 AM - 8:30 AM, Mar 9

📍 Regency Room Ballroom



Speaker



Dan Peak
Professor
University of North Texas

Female Scholar Panel

🕒 7:00 AM - 8:00 AM, Mar 9

📍 Conference Room 9



7:30 AM

Joint Breakfast with ABIS and ABC-SW

🕒 7:30 AM - 8:30 AM, Mar 9

📍 Window Box

ABC-SW

ABIS

Name badge required for entry

SWAM Coffee Break

🕒 7:30 AM - 8:00 AM, Mar 9

📍 Cottonwood

SWAM

Sponsored by Rankin College of Business, Southern Arkansas University

8:00 AM

SWCRA Breakfast Honoring Past Presidents and Welcome

🕒 8:00 AM - 9:00 AM, Mar 9

📍 Magnolia

SWCRA

🗣️ Speaker



David Whitlock

John Massey Endowed Chair in Entrepreneurship
Southeastern Oklahoma State University

SWAM Outgoing Board Meeting

🕒 8:00 AM - 9:00 AM, Mar 9

📍 Offsite

SWAM

Sponsored by Organization Management Journal

🗣️ Speaker



Ethan Waples

Associate Dean, College of Business
Metropolitan State University of Denver

Strategic Choice

🕒 8:00 AM - 9:15 AM, Mar 9

📍 Cottonwood

SWAM

4 Subsessions

● **Mirror, Mirror of Generic Competitive Strategies: Who's the Fairest of Them all?**

🕒 8:00 AM - 9:15 AM, Mar 9

📍 Cottonwood

● **Strategic Positioning at Founding and Firm Survival**

🕒 8:00 AM - 9:15 AM, Mar 9

📍 Cottonwood

● **The Moderating Effects of Strategic Adaptability on Game Theory as a Strategic Investment Choice with Competitive Rivalry**

🕒 8:00 AM - 9:15 AM, Mar 9

📍 Cottonwood

● **The Polyphony of Change Rhythm in Strategic Renewal Modes: A Longitudinal Investigation on Shell PLC, 2011-2021**

🕒 8:00 AM - 9:15 AM, Mar 9

📍 Cottonwood

Entrepreneurship: Now and Beyond

🕒 8:00 AM - 9:15 AM, Mar 9

📍 Arboretum 2

SWAM

4 Subsessions

● **An Examination of Work Ethic and Entrepreneurial Intentions: The Role of Desirability and Feasibility**

🕒 8:00 AM - 9:15 AM, Mar 9

📍 Arboretum 2

● **Does the Signal of External Funding Influence Accelerator Acceptance? It Depends on the Entrepreneur's Gender**

🕒 8:00 AM - 9:15 AM, Mar 9

📍 Arboretum 2

● **Help or Hindrance? The Role of Professional Advisors on New Venture Survival**

🕒 8:00 AM - 9:15 AM, Mar 9

📍 Arboretum 2

● **Small Businesses and Supply Chain Sustainability**

🕒 8:00 AM - 9:15 AM, Mar 9

📍 Arboretum 2

New Thinking on Old Topics

🕒 8:00 AM - 9:15 AM, Mar 9

📍 Arboretum 3

SWAM

4 Subsessions

● **New Work Order in the New Millennium: A Process and Context Model of Relationship between Idiosyncratic Deals and Outcomes**

🕒 8:00 AM - 9:15 AM, Mar 9

📍 Arboretum 3

● **Selfish Leader? It's a Good Thing: A Paradoxical View towards a Multi-Level Theory of Self-Leadership, Empowering Leadership, and Shared Leadership**

🕒 8:00 AM - 9:15 AM, Mar 9

📍 Arboretum 3

● **Micro Internships to Increase Student Employability**

🕒 8:00 AM - 9:15 AM, Mar 9

📍 Arboretum 3

● **Triadic Leadership: The Emergence of a New Leadership Agenda**

🕒 8:00 AM - 9:15 AM, Mar 9

📍 Arboretum 3

Workplace Rewards

🕒 8:00 AM - 9:15 AM, Mar 9

📍 The Study

SWAM

4 Subsessions

● **Contingent Rewards: Overlooked and Under-Appreciated**

🕒 8:00 AM - 9:15 AM, Mar 9

📍 The Study

● **Creating a Functional Culture Amidst the Transition to Remote Work**

🕒 8:00 AM - 9:15 AM, Mar 9

📍 The Study

● **Literature Review - Compensation for Salespeople in the New World of Selling**

🕒 8:00 AM - 9:15 AM, Mar 9

📍 The Study

● **Was it a Good Deal? Considerations of Heider's DEAL Model to Organizational Remote Work Performance**

🕒 8:00 AM - 9:15 AM, Mar 9

📍 The Study

2023 ACME dataSpring Teaching Innovation Competition

🕒 8:00 AM - 10:00 AM, Mar 9

📍 Arboretum 1

ACME

Session Chair: Atefeh Yazdanparast

3 Subsessions

● **Incorporating Data Privacy Into the Marketing Classroom**

🕒 8:00 AM - 10:00 AM, Mar 9

📍 Arboretum 1

● **Teaching Technical Courses to Business Students**

🕒 8:00 AM - 10:00 AM, Mar 9

📍 Arboretum 1

● **Client-Based Projects (CBPs) as Experiential Learning Tool in Marketing Channels & Distribution Course**

🕒 8:00 AM - 10:00 AM, Mar 9

📍 Arboretum 1

Best Practice in Marketing Education

🕒 8:00 AM - 10:00 AM, Mar 9

📍 Mesquite

ACME

Session Chair: Mousumi Bose

6 Subsessions

● **Mental Health Among College Students: Quality of Relationships with Others, Environment, and Transcendence**

🕒 8:00 AM - 10:00 AM, Mar 9

📍 Mesquite

● **The Impact of Intentional Prosocial (Wellness) Behavior on College and High School Students**

🕒 8:00 AM - 10:00 AM, Mar 9

📍 Mesquite

● **Content Engagement and Assessment in Asynchronous Online Learning Environment: Going Beyond Instructor-generated Video Content in an Mba Course**

🕒 8:00 AM - 10:00 AM, Mar 9

📍 Mesquite

● **Using Conjoint Analysis to Model Student Course Choice: Implications for a Post-covid Education**

🕒 8:00 AM - 10:00 AM, Mar 9

📍 Mesquite

● **Equity and Ethical Considerations When Implementing a Flipped Socially Distanced Classroom**

🕒 8:00 AM - 10:00 AM, Mar 9

📍 Mesquite

● **Mentoring: Antecedents and Consequences, Applications in a Sales/marketing Career**

🕒 8:00 AM - 10:00 AM, Mar 9

📍 Mesquite

Learning New Research Tools

🕒 8:00 AM - 10:00 AM, Mar 9

📍 Redbud

ACME

Workshop

1 Subsessions

● **Text Analytics for Marketing Insights**

🕒 8:00 AM - 10:00 AM, Mar 9

📍 Redbud

8:30 AM

Joint Session ABIS and ABC-SW Distinguished Paper Presentations

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Window Box

ABC-SW

ABIS

🗉 Speakers



Ashley Hall

Stephen F. Austin State University



Jason Powell

Associate Professor
Northwestern State University

2 Subsessions

● **Undergraduate Business Majors' Perceptions of Skills Acquired During College**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Window Box

● **Assessing Sentiment of the Top 10 Tech Trends that Will Shape the Next Decade: A Sentiment Analysis of Social Media Posts**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Window Box

Diversity and Oil & Gas

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Cedar

AAA-SW

Moderator: Ting-Tsen Yeh

🗣️ Speaker



Ting-Tsen Yeh

Louisiana State University Shreveport

4 Subsessions

● **Firm's Geographic Location and Tax Avoidance: Urban Versus Non-Urban Firms**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Cedar

● **The Information Content of Oil Inventory Write-downs During 2020: Differential Impacts of GAAP vs. IFRS Firms**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Cedar

● **How Do Oil Prices Changes Relate to Investment Sensitivity in the Oil and Gas Industry?**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Cedar

● **Social Capital, Trust and Intraday Stock Trading: Evidence from the COVID-19 Pandemic**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Cedar

Gender Issues, Worklife Balance and Workplace Safety

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Holly

AAA-SW

Moderator: Marina Ruseva

🗣️ Speaker



Marina Ruseva

Assistant Professor of Accounting
Lamar University

4 Subsessions

● **Opposites Attract? The Effect of Gender Difference between Client CFO and External Auditor on the Audit Outcome**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Holly

● **The Association Between Gender Diversity and Financial Reporting Timeliness**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Holly

● **Relationship of Judeo-Christian Ethicality to Financial Measures, Gender Equality, and Social Progress**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Holly

● **Takeover Threats and Workplace Safety**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Holly

GAAP

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Ponderosa

AAA-SW

Moderator: Baizhou Chen

📣 Speaker



Baizhou Chen, DBA, CPA
Millersville University

4 Subsessions

● **Litigation Risk, Financial Crisis, and Non-GAAP Financial Reporting**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Ponderosa

● **CEO Social Capital and Non-GAAP Earnings Disclosures**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Ponderosa

● **Appropriately Applying GAAP: Are Outstanding Checks Cash or Not?**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Ponderosa

● **The Impact of Key Subordinate Managers' Power on Non-GAAP Reporting**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Ponderosa

DASI

🕒 8:30 AM - 10:00 AM, Mar 9

📍 The Study

SWDSI

Moderator: Mike Ellis

1 Subsessions

● **DASI Welcome Session**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 The Study

Internet of Things and Big Data

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Pecan

SWDSI

4 Subsessions

● **Big Data and Analytics in the Sports Industry**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Pecan

● **Big Data Analytics: Review of Application of Data Mining Techniques for (Lean) Six Sigma Methodology**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Pecan

● **Credibility of Twitter's blue badge based on user intent: The application of Signaling Theory**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Pecan

● **Detecting incentivized online reviews on B2C e-commerce marketplaces**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Pecan

Management Information System I

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Ebony

SWDSI

4 Subsessions

● **Evaluation of the control sets of different frameworks of cloud security: A literature review-based approach**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Ebony

● **Towards a Taxonomy of Context for Human-AI Systems**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Ebony

● **Analysis of the Moderating Effects of Human Values on e-Book Adoption: An Exploratory Study**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Ebony

● **Use of Text Mining to understand heartbreaking experiences related to use of computers and lessons learned from experience**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Ebony

E-commerce and Social Networking

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Raintree

SWDSI

4 Subsessions

● **Social Media Marketing in the Context of Pre- and Post Privacy Breach Attitude: An Aspect-Based Sentiment Analysis**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Raintree

● **E-Payment Adoption Behavior by Young Professionals in Côte d'Ivoire Post Covid-19**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Raintree

● **Mobile Payment Adoption-The Vietnamese Perspective**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Raintree

● **Exploring the Relationship Between Big Five Personality Traits and Mobile Payment Adoption**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Raintree

Innovative Education I

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Sandalwood A

SWDSI

4 Subsessions

● **Covid-19 Pandemic Impact on College Enrollement**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Sandalwood A

● **Using the Simplex Method Price Mechanism to Solve a Linear Program in a Spreadsheet**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Sandalwood A

● **Impact of Student Response Systems on Student Learning Outcomes**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Sandalwood A

● **150 Years of Distance Education: A Continuing Evolution**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Sandalwood A

Management, Healthcare, and Organizational Behavior I

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Sandalwood B

SWDSI

3 Subsessions

● **The Impact of Mobile Devices Use at Workplace on Employee Health and Productivity**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Sandalwood B

● **Impact of Climate Change Campaigns on Sustainable Entrepreneurial Intention**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Sandalwood B

● **Psychological Detachment and Work Well-being: Eudaimonic and Hedonic Perspectives**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Sandalwood B

Corporate Finance 2

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Conference Room 1

SWFA

Corporate Finance 3

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Conference Room 2

SWFA

Corporate Social Responsibility 1

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Conference Room 3

SWFA

Asset Pricing 2

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Conference Room 4

SWFA

Asset Pricing 3

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Conference Room 5

SWFA

Investments 1

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Conference Room 6

SWFA

Financial Markets 1

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Conference Room 7

SWFA

Fintech 1

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Conference Room 8

SWFA

Contemporaneous Topics 3

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Conference Room 9

SWFA

Public Policy and Macro Economic Issues

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Live Oak

SSE

Session Chair: Akm Matiur Rahman

3 Subsessions

● **An Analysis of Mindset Strategies in Economics Courses**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Live Oak

● **Oil Price and Working Capital Management: Does Investment Tax Credit Matter?**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Live Oak

● **How Economic Education ‘Shot Itself in the Foot’**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Live Oak

Environmental Economics 2

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Willow

SSE

Session Chair: Anna Miromanova

3 Subsessions

● **ESG Investments – Analysis of Characteristics and Performance of select ESG ETFs**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Willow

● **Nostalgia Proneness and the Endowment Effect**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Willow

● **Go Green Or Go Home: The Impact of ESG on Bank Market Power**

🕒 8:30 AM - 10:00 AM, Mar 9

📍 Willow

9:00 AM

Case Presentations

🕒 9:00 AM - 10:00 AM, Mar 9

📍 Magnolia

SWCRA

6 Subsessions

● **Spirit Airlines, Inc: A Tax and Managerial Accounting Case**

🕒 9:00 AM - 10:00 AM, Mar 9

📍 Magnolia

● **Diversification with Cryptocurrencies**

🕒 9:00 AM - 10:00 AM, Mar 9

📍 Magnolia

● **The Pregnant Patrol Officer: Exploring Title VII**

🕒 9:00 AM - 10:00 AM, Mar 9

📍 Magnolia

● **Employer Liability: Lawyers in the Backseat**

🕒 9:00 AM - 10:00 AM, Mar 9

📍 Magnolia

● **The Decline of a Professional Academic Organization: The Southwest Case Research Association**

🕒 9:00 AM - 10:00 AM, Mar 9

📍 Magnolia

● **Not for Profits - Is it time to tax them?**

🕒 9:00 AM - 10:00 AM, Mar 9

📍 Magnolia

9:30 AM

Premium Workshop: Writing Academic Essays for Publication

9:30 AM

1 Premium Workshop: Writing Academic Essays for Publication

🕒 9:30 AM - 10:45 AM, Mar 9

📍 Cottonwood

SWAM

Sponsored by College of Business Administration, Texas A&M University-Central Texas

👤 **Speaker**



Jeanie Forray

10:00 AM

Coffee Break

🕒 10:00 AM - 10:30 AM, Mar 9

📍 Market Place

AAA-SW

ABC-SW

ABIS

ACME

ASBE

FBD

SSE

SWAM

SWCRA

SWDSI

SWFA

Coffee Break

4 Subsessions

● **Which is better, 120 or 150?**

🕒 10:00 AM - 10:30 AM, Mar 9

📍 Market Place

● **The Unique Ecosystem of Esports: A Service-Domain Logic Perspective of Value CoCreation via Multiple Technology Platf**

🕒 10:00 AM - 10:30 AM, Mar 9

📍 Market Place

● **How Preseason Hope Impacts Sport Fans' Attendance Intentions and Psychological Well-Being**

🕒 10:00 AM - 10:30 AM, Mar 9

📍 Market Place

● **Dialogical Interactions and Learner Engagement Using Yellowdig**

🕒 10:00 AM - 10:30 AM, Mar 9

📍 Market Place

10:30 AM

Corporate Finance 4

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Conference Room 1

SWFA

Corporate Finance 5

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Conference Room 2

SWFA

Corporate Governance 1

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Conference Room 3

SWFA

Investments 2

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Conference Room 4

SWFA

Investments 3

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Conference Room 5

SWFA

Behavioral Finance 1

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Conference Room 6

SWFA

International Finance 1

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Conference Room 7

SWFA

Case Presentations

🕒 10:30 AM - 11:30 AM, Mar 9

📍 Magnolia

SWCRA

6 Subsessions

● **Lucid in the Shadow of Tesla: Niche Markets and Global Expansion**

🕒 10:30 AM - 10:30 AM, Mar 9

📍 Magnolia

● **Sharpworx: Cutting Edge of Growth**

🕒 10:30 AM - 11:30 AM, Mar 9

📍 Magnolia

● **Rachel Miller's Amish Whoopie Pies**

🕒 10:30 AM - 11:30 AM, Mar 9

📍 Magnolia

● **Johnny Morris and Bass Pro Shops**

🕒 10:30 AM - 11:30 AM, Mar 9

📍 Magnolia

● **The Mercy College Bulldogs and the Alpha Kappa Dog Pound**

🕒 10:30 AM - 11:30 AM, Mar 9

📍 Magnolia

● **Digital Platforms in Pakistan: Selected Cases and Firms**

🕒 10:30 AM - 10:30 AM, Mar 9

📍 Magnolia

Teaching Business Communication

🕒 10:30 AM - 11:45 AM, Mar 9

📍 Arboretum 5

ABC-SW

2 Subsessions

● **Less Is More: Communicating with Students in an Online Learning Environment**

🕒 10:30 AM - 11:45 AM, Mar 9

📍 Arboretum 5

● **“I’m Your Host!.” Podcasting to Build Business Communication Skills**

🕒 10:30 AM - 11:45 AM, Mar 9

📍 Arboretum 5

Information Systems Policy, Pedagogy, and Training I

🕒 10:30 AM - 11:45 AM, Mar 9

📍 Arboretum 4

ABIS

Session Chair: Kimberly Merritt

3 Subsessions

● Starbursts, Sampling, and the Central Limit Theorem: An Active Learning Approach

🕒 10:30 AM - 11:45 AM, Mar 9

📍 Arboretum 4

● Broadening Experiential Professional Development Constructs through the Metaverse

🕒 10:30 AM - 11:45 AM, Mar 9

📍 Arboretum 4

● Statistical Support for Synchronous Class Sessions in the MBA BI Course: Scaffolding for Student Success

🕒 10:30 AM - 11:45 AM, Mar 9

📍 Arboretum 4

Governance/Government & Non Profit

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Cedar

AAA-SW

Moderator: Jeffrey McMillan

🗣️ Speaker



Jeffrey McMillan

Interim Director & Professor
Clemson University

4 Subsessions

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

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Cedar

● Corporate Governance Change Following Loss Contingency Disclosures Related to Potential Criminal Liability

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Cedar

● Major Government Customers and Voluntary Disclosure through Conference Calls

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Cedar

● Valuing Volunteer Hours in Nonprofit Organizations

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Cedar

Financial Accounting and Reporting

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Ponderosa

AAA-SW

Moderator: Lin Yi

Speaker



Lin Yi
Postdoctoral Researcher
University of Houston

3 Subsessions

● **Efficiency Gains from Accounting Regulatory Compliance: Evidence from ASC-842**

🕒 10:30 AM - 12:00 PM, Mar 9
📍 Ponderosa

● **Do lenders price executive equity compensation design?**

🕒 10:30 AM - 12:00 PM, Mar 9
📍 Ponderosa

● **The Effect on Investment of Peer Firms Restructuring**

🕒 10:30 AM - 12:00 PM, Mar 9
📍 Ponderosa

Taxation

🕒 10:30 AM - 12:00 PM, Mar 9
📍 Holly

AAA-SW

Moderator: Xiang Gao

Speaker



Xiang Gao
Louisiana State University Shreveport

4 Subsessions

● **Political Pressure and Differential Responses to Tax Regulation: Response to Schedule UTP**

🕒 10:30 AM - 12:00 PM, Mar 9
📍 Holly

● **Does Local Government Debt Affect Tax Avoidance of State-owned Enterprises?**

🕒 10:30 AM - 12:00 PM, Mar 9
📍 Holly

● **The Application And Future of the U.S. Global Intangible Low-Taxed Income Tax**

🕒 10:30 AM - 12:00 PM, Mar 9
📍 Holly

● **Ethical Attitudes toward Taxes in the US: Changes Over 20 Years and Demographic Differences**

🕒 10:30 AM - 12:00 PM, Mar 9
📍 Holly

DASI

🕒 10:30 AM - 12:00 PM, Mar 9
📍 The Study

SWDSI

Moderator: Mike Ellis

2 Subsessions

● **A Teaching Case Study for Sport Data Analytics Using Python and R with Yahoo Finance**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 The Study

● **Introducing Analytics Tools with EDA**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 The Study

Management Information System II

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Pecan

SWDSI

4 Subsessions

● **Measuring IS Value of E- Government**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Pecan

● **Exploring Impacts of Data Governance and Capability on the Availability of Open Data**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Pecan

● **Attitude Toward Mobile Payment Adoption: The Role of Perceived Risk**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Pecan

● **Aligning Cybersecurity Position Descriptions and Required Skills for Non-Technical Cybersecurity Jobs**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Pecan

Innovative Education II

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Ebony

SWDSI

4 Subsessions

● **Micro Courses: Another option for working professionals**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Ebony

● **Teaching Case: Using a Problems Based Learning Approach in an Online Graduate Data Visualization Course to Provide Insights for an Institutional Research Office at a University**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Ebony

● **Delivery of Didactics in a New, Community-Based Family Medicine Residency**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Ebony

● **Faculty Opinions of Student Preparation, Performance, and Evaluations Post Covid**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Ebony

Quantitative Methods, Quality, and Business Analytics I

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Raintree

SWDSI

4 Subsessions

● **Price Optimization for a New Entrant in an Online Duopolistic Retail Market**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Raintree

● **Developing an Analytical Hierarchy Process Framework for Stastical Software Selection**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Raintree

● **Mining Simulation Log Data**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Raintree

● **Analytics of Twitter Covid Public Discourse**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Raintree

ERP, Information Security and Privacy

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Sandalwood A

SWDSI

4 Subsessions

● **Leveraging Unified Threat Management Based Honeypots in Small and Midsized Business and Educational Enviroments**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Sandalwood A

● **Exploring Zero Trust Network Architectures for Building Secure Network**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Sandalwood A

● **Cyber Security Insurance Modeling for Small and Medium Enterprises**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Sandalwood A

● **Roles of Peer and Precived Organizational Support in Reducting Employee Engagement in in Nonmalicious Information Security Violations: The Interacting Effect of Personal Goal Setting**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Sandalwood A

Management, Healthcare, and Organizational Behavior II

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Sandalwood B

SWDSI

3 Subsessions

● **Coverage of Elder Abuse in Newspapers**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Sandalwood B

● **Reasons for Vaccine Hesitancy**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Sandalwood B

● **E-Work: Technology-Enabled Remote Work Creates Distraction as Employees Must Prove Productivity**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Sandalwood B

Prepare Your Journal Submission

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Arboretum 1

ACME

Panel Moderator: Adam Mills

1 Subsessions

● **Meet the Editors**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Arboretum 1

Retailing and Services

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Mesquite

ACME

Session Chair: Sua Jeon

4 Subsessions

● **Preference for Online Shopping: the Influence of Personal Traits and Product Types**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Mesquite

● **Exploring Shoppers' Decision-making Styles and Acceptance in an Omnichannel Environment**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Mesquite

● **The Effect of Perceived Intellectual Capital on Value Co-Creation in the Metaverse**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Mesquite

● **Turnover Intentions of Police Officers: Influence of Burnout, Supervisor Support, and Job Satisfaction**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Mesquite

Marketing Strategy

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Redbud

ACME

Session Chair: Kishwar Joonas

4 Subsessions

● **Safety Culture: Effects on Customer/Employee Satisfaction and Firm Performance**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Redbud

● **The Development of Entrepreneurial Marketing Thought**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Redbud

● **Market Leadership Strategies in Ecommerce: a Case Study From Amazon**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Redbud

● **Bitcoin as Digital Gold -Study on the Limitation of Bitcoin as Permitted Currency, Sustainable Perspectives**

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Redbud

Fintech 2

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Conference Room 8

SWFA

Contemporaneous Topics 4

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Conference Room 9

SWFA

Industry Studies and Firm Performance

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Live Oak

SSE

Session Chair: Anna Miromanova

3 Subsessions

● Codeshare restrictions as antitrust remedy

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Live Oak

● Financial Literacy Among Collegiate Athletes in the Era of NIL

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Live Oak

● The Rise of China: Partner or Threat?

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Live Oak

Banking and Finance 2

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Willow

SSE

Session Chair: Wei Feng

3 Subsessions

● Industry concentration and stock returns

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Willow

● Do Proxies for Bilateral Trade Resistance have Enough Gravitas: Evidence from Asymmetrical Bilateral Trade Cost

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Willow

● Stress Test Your Retirement Savings

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Willow

Revitalising Classes When Teaching with Case Studies: In-person and online

🕒 10:30 AM - 12:00 PM, Mar 9

📍 Aboretum 2

AAA-SW

ABC-SW

ABIS

ACME

ASBE

FBD

SSE

SWAM

SWCRA

SWDSI

SWFA

Presenter: Dr. Scott Andrews and The Case Centre

This workshop led by Dr. Scott Andrews and The Case Centre, will demonstrate how to reinvigorate using cases in your classroom, both in-person and online. Scott will demonstrate how cases can provide the basis for dynamic discussion leading to new insights and understanding that meet pre-determined learning objectives. He will demonstrate how to ensure maximum participant involvement and get the most out of the case study. He will illustrate best practice and provide useful hints and tips on how to improve student engagement whether in-person or online. The session will be interactive and will allow those participating to engage both from a student and faculty perspective.

🗣️ **Speaker**



Scott Andrews

11:00 AM

Keynote Session: The Business Transformation of Chevron Phillips Chemical

🕒 11:00 AM - 12:00 PM, Mar 9

📍 Cottonwood

SWAM

Sponsored by Alvarez College of Business, University of Texas at San Antonio

🗣️ **Speaker**



Darren Ercolani

Chief Financial Officer, Chevron Phillips Chemical

11:30 AM

SWCRA Business Meeting

🕒 11:30 AM - 12:00 PM, Mar 9

📍 Magnolia

SWCRA

🗣️ **Speaker**



David Whitlock

John Massey Endowed Chair in Entrepreneurship
Southeastern Oklahoma State University

11:45 AM

ABC-SW Executive Board Meeting and Luncheon (by invitation)

🕒 11:45 AM - 1:30 PM, Mar 9

📍 Dogwood

ABC-SW

ABIS Executive Board Meeting and Luncheon (by Invitation)

🕒 11:45 AM - 1:30 PM, Mar 9

📍 Dogwood

ABIS

Session Chair: Jason Powell

12:00 PM

SWCRA Brown Bag Lunch

🕒 12:00 PM - 1:00 PM, Mar 9

📍 Magnolia

SWCRA

AAA-SW Lunch

🕒 12:00 PM - 1:30 PM, Mar 9

📍 Regency Room Ballroom

AAA-SW

SWAM Luncheon and Annual Business Meeting

🕒 12:00 PM - 1:15 PM, Mar 9

📍 Window Box

SWAM

Sponsored by Alvarez College of Business, University of Texas at San Antonio

🗣️ Speaker



Ethan Waples

Associate Dean, College of Business
Metropolitan State University of Denver

SWFA Doctoral Student Luncheon and Panel

🕒 12:00 PM - 1:30 PM, Mar 9

📍 Conference Room 9

SWFA

1:00 PM

SWCRA SharpWorx Guest Speaker

🕒 1:00 PM - 2:30 PM, Mar 9

📍 Magnolia

SWCRA

Mark Turnbaugh will present his product, his business plan and seek input from experts in the business and entrepreneurship industry.

🗣️ Speaker



Mark Turnbaugh

President
SharpWorx

1:30 PM

Enhancing the Business Communication Curriculum

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Arboretum 5

ABC-SW

4 Subsessions

● **Integrating Transformative Digital Oral Communication Technology into Professional Communication Curricula to Meet ABET-mandated Student Learning Objectives**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Arboretum 5

● **Managerial Communication Undergrad or Graduate Research/Report Project: From Proposal to Report to Presentation to Rubric**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Arboretum 5

● **Active Grading: Specifications Grading for Business Communication Courses**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Arboretum 5

● **Electronic Eloquence: Some Advice for Teaching the On-line Presentation**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Arboretum 5

Research in Information Systems I

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Arboretum 4

ABIS

Session Chair: Mahesh Raisinghani

5 Subsessions

● **Crisis as a Catalyst: Enabling Digital Transformation Using Low-code and SaaS Technologies**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Arboretum 4

● **Crisis-Driven Digital Transformation: Leveraging Cloud-based Contact Center as a Service Technologies**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Arboretum 4

● **Instant Banking Transactions 2023 to 2030 – A Presentation and Analysis of the Instant Payments Banking Systems in the US and Research to be Conducted**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Arboretum 4

● **How an AI Home Healthcare Provider could Revolutionize Healthcare: A Case Study**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Arboretum 4

● **Effects of Regulations on Information Systems Use in Small Medical Practices**

🕒 1:30 PM - 1:30 PM, Mar 9

📍 Arboretum 4

Panel: Cyber Security

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Cedar

AAA-SW

1 Subsessions

● **Importance of Cyber Security for Accounting Businesses**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Cedar

Accounting and Ethics

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Pecan

SWDSI

4 Subsessions

● **Paycheck Protection Program and Impact on East Texas**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Pecan

● **Fraud in a Community Action Agency - A Case-based Analysis of Ethics for Government Audit and Single Audit**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Pecan

● **Accounting for Conflict Minerals in the Democratic Republic of the Congo: An Actor-Network Approach**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Pecan

● **FinTech in Small and Medium Enterprises (SMEs): A Retrospective Analysis and Future Research Directions**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Pecan

Economics, Law, and Finance I

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Ebony

SWDSI

4 Subsessions

● **Managing Financial Flexibility: Firm-Level Political Risk, Covenants, and the Speed of Adjustment**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Ebony

● **An overall evaluation and exploration in the Japan ETF market**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Ebony

● **Measuring Valuation Uncertainty: A PCA Approach**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Ebony

● **Go Green or Go Home: The Impact of ESG On Bank Market Power**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Ebony

Supply Chains, Logistics, and UAVs I

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Raintree

SWDSI

4 Subsessions

● **Dynamic Pricing in Different Industries**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Raintree

● **Unmanned Aerial Vehicles and Criminology**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Raintree

● **Trends and Challenges in the Food Supply Chain**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Raintree

● **Sustainable Supply Chain Management Practices and Firm Performance : An Empirical Investigation**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Raintree

Innovative Education III

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Sandalwood A

SWDSI

4 Subsessions

● **The effects of Self-directed Learning on Stress Release and Class Satisfaction among Face-to-face, Online and Hyflex Class Formats**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Sandalwood A

● **Class Schedule Templates Save Time in Preparing Syllabi**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Sandalwood A

● **Effectiveness of Video Instructions and Assignment Evaluation in Online Lab Classes**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Sandalwood A

● **Using a Students as Partners Approach in an Online Graduate Enterprise Information Systems Course: Preliminary Results**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Sandalwood A

Student track I

🕒 1:30 PM - 3:00 PM, Mar 9

📍 The Study

SWDSI

4 Subsessions

● **Information Behavior of Opportunistic Insiders: Going Beyond "Zero-Trust"**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 The Study

● **Determining Blockchain Behavioral Adoption through Theory of Planned Behavior Perspective**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 The Study

● **Information-Seeking Behavior and Decision-Making Processes of Military Veterans with PTSD**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 The Study

● **Evaluation, comparison, and risk management of various system development methodologies: A literature review-based approach**

🕒 1:30 PM - 1:30 PM, Mar 9

📍 The Study

Quantitative Methods, Quality, and Business Analytics II

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Sandalwood B

SWDSI

4 Subsessions

● Factors Affecting Adoption Intention of Non-Fungible Tokens

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Sandalwood B

● Tracking Common Weakness Rates in Software Vulnerabilities

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Sandalwood B

● Investing in IT security: Managerial Insights on Resource Allocation – A Case Study

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Sandalwood B

● Toward a Comprehensive Measure of Evaluating Environmental Friendliness of Electric Vehicles

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Sandalwood B

Symposium: The Conservative Professor: An Endangered Species?

🕒 1:30 PM - 2:45 PM, Mar 9

📍 Window Box

SWAM

👤 Speakers



Dan Mertens

Professor of Management
Jacksonville State University



Sal Villegas

Assistant Professor of Management
Northern State University



Marlon Ware



Edward Vengrouskie

Faculty
Fort Hays State University



Robert Lloyd

Newman University

Symposium: DBA Preconceptions: Are there Still Substantiative Differences Between the PhD and the Contemporary DBA in Academe?

🕒 1:30 PM - 2:45 PM, Mar 9

📍 Cottonwood

SWAM

🚩 Speakers



Douglas Carter
St. Edward's University



Dennis Elam
Texas A&M University-San Antonio



Leonard Love
President of the Faculty Senate
Texas A&M University-San Antonio

After the Pandemic

🕒 1:30 PM - 2:45 PM, Mar 9

📍 Arboretum 2

SWAM

4 Subsessions

● **A Pandemic Perspective on Public Policy, Employment and Messaging**

🕒 1:30 PM - 2:45 PM, Mar 9

📍 Arboretum 2

● **Antecedents of the Great Resignation: Why Employees have Resigned during the COVID-19 Pandemic and How Organizations Can Get Them Back**

🕒 1:30 PM - 2:45 PM, Mar 9

📍 Arboretum 2

● **Has COVID-19 Changed the Face of Human Resources? A Review of Flexible Work Practices**

🕒 1:30 PM - 2:45 PM, Mar 9

📍 Arboretum 2

● **Power Imbalance after Pandemics: Power and Service Quality**

🕒 1:30 PM - 2:45 PM, Mar 9

📍 Arboretum 2

CEOs and Boards of Directors

🕒 1:30 PM - 2:45 PM, Mar 9

📍 Arboretum 3

SWAM

4 Subsessions

● **"Personality Pays": How CEO Personality Affects Their Compensation**

🕒 1:30 PM - 2:45 PM, Mar 9

📍 Arboretum 3

● **Executive Severance Pay: A Review and Future research Agenda**

🕒 1:30 PM - 2:45 PM, Mar 9

📍 Arboretum 3

● **Who Shall Succeed? A Sheep or a Tiger? The Effects of Boards of Directors Facial Masculinity on CEO Succession**

🕒 1:30 PM - 2:45 PM, Mar 9

📍 Arboretum 3

● **Who's In and Who's Out? Variance in Top Management Team Definition Effect on Corporate Political Activity**

🕒 1:30 PM - 2:45 PM, Mar 9

📍 Arboretum 3

Industry Trend and Course Adaptation: Sponsored by Stukent

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Arboretum 1

ACME

Session Chair: Levi Gruwell; Matt McGrath

🗣️ Speakers



David Fleming

Professor
Indiana State University



Vaidas Lukošius

Tennessee State University



Alicia Williams



Irfan Ahmed

Associate Professor of Marketing
Sam Houston State University

1 Subsessions

● **2023 Marketing Industry Trends: Deciding How and What to Include in Your Course**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Arboretum 1

Student Research

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Mesquite

ACME

Session Chair: Sandy Knight

3 Subsessions

● **Impact of Couple Culture on Consumer behavior in the Chinese Market**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Mesquite

● **Fairness and Ethics of Dynamic Pricing And Its Use in Retail Banking**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Mesquite

● **Methods to Improve Brand Equity and Buying Behavior Based on the Theory of Planned Behavior (TPB)**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Mesquite

Branding Strategy

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Redbud

ACME

Session Chair: Scott Roberts

4 Subsessions

● Identifying Positioning Strategies for Higher Education in a Time of Disruption: The Case of the Online Consortium of Independent Colleges and Universities (OCICU)

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Redbud

● I Smell Luxury: Enhancing the Desirability of Sustainable Products

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Redbud

● Regional loyalty and forgiveness: Does origin of a brand matter?

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Redbud

● Tour Guide and Tourist Loyalty toward Cultural Heritage Sites: A Signaling Theory Perspective

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Redbud

Corporate Finance 6

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Conference Room 1

SWFA

Corporate Finance 7

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Conference Room 2

SWFA

Corporate Social Responsibility 2

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Conference Room 3

SWFA

Asset Pricing 4

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Conference Room 4

SWFA

Investments 4

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Conference Room 5

SWFA

Real Estate 1

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Conference Room 6

SWFA

Financial Markets 2

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Conference Room 7

SWFA

Fintech 3

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Conference Room 8

SWFA

Contemporaneous Topics 5

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Conference Room 9

SWFA

Health Economics 1

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Live Oak

SSE

Session Chair: Denis Boudreaux

3 Subsessions

● **The Collateral Source Rule in Louisiana: Recent Changes and Implications for Medical Expenses**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Live Oak

● **Alternate Pathway to Addressing the Financial Distresses Experienced by Small Hospitals**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Live Oak

● **An Existential Issue – A Policy Formulation Issue for Public Schools**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Live Oak

Public Policy and Macro Economic Issues

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Willow

SSE

Session Chair: Warren Matthews

3 Subsessions

● **Social Resilience and Local Economic Recovery from the COVID-19 Pandemic**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Willow

● **Sanctions and Their Impacts on Health Outcomes and Medical Trade**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Willow

● **DENT IN INDIA'S POVERTY IS POSSIBLE BY 2048 UNDER CERTAIN CONDITIONS**

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Willow

Simulation-Based Learning: Translating Knowledge to Skill

🕒 1:30 PM - 3:00 PM, Mar 9

📍 Holly

AAA-SW

ABC-SW

ABIS

ACME

ASBE

FBD

SSE

SWAM

SWCRA

SWDSI

SWFA

Marketplace Simulations

Presenter: Gary Lewis

Give your students a chance to put into practice what you are teaching. Simulation-Based Learning is experiential learning. The practical application of the knowledge that you are giving them. Join us as we explore a family of different simulations that focus on these areas: Marketing, Management, Strategy, Entrepreneurship and New Ventures, International Business, and Supply Chain and Channel Management.

Speaker



Gary Lewis
Marketplace Simulations

2:30 PM

SWCRA Conference Wrap-up

🕒 2:30 PM - 3:00 PM, Mar 9

📍 Magnolia

SWCRA

3:00 PM

Coffee Break

🕒 3:00 PM - 3:30 PM, Mar 9

📍 Market Place

AAA-SW

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ABIS

ACME

ASBE

FBD

SSE

SWAM

SWCRA

SWDSI

SWFA

Coffee Break

6 Subsessions

● Linking Intermediate Accounting, Cost Accounting, and Introductory Data Analysis; A Comprehensive Excel Case Study

🕒 3:00 PM - 3:30 PM, Mar 9

📍 Market Place

● Effectively Integrating Data Analytics into Modern Accounting Programs

🕒 3:00 PM - 3:30 PM, Mar 9

📍 Market Place

● “I’d like to thank my Lord and Savior Jesus Christ”: Assessing the cohesion between Christian university mission and social media marketing behaviors

🕒 3:00 PM - 3:30 PM, Mar 9

📍 Market Place

● Investing in Sport Complexes from a Marketing Perspective: A Case Study on Three Different Mississippi Counties

🕒 3:00 PM - 3:30 PM, Mar 9

📍 Market Place

● Exploring the Role of Emotional Intelligence and Personal Value Orientation in Social Media Usage and Behavior

🕒 3:00 PM - 3:30 PM, Mar 9

📍 Market Place

● Magnitude Scaling: An approach to constructing minimally invasive measures of experience value

🕒 3:00 PM - 3:30 PM, Mar 9

📍 Market Place

Panel: Burnout, Stress Management, and Self-Care for Academic Administrators

🕒 3:00 PM - 4:15 PM, Mar 9

📍 Window Box

SWAM

🗨️ Speakers



Sandra DeGrassi

Texas A&M University-San Antonio



Emily M. Hunter

PhD., Associate Professor of Management Hankamer School of Business, Baylor University
Applying the Research Evidence on Servant-Leadership



Whitney Botsford Morgan

University of Houston-Downtown



Ethan Waples

Associate Dean, College of Business
Metropolitan State University of Denver

Symposium: Rural Universities and Entrepreneurship Education: A Brainstorming Symposium

🕒 3:00 PM - 4:15 PM, Mar 9

📍 Cottonwood

SWAM

🗨️ Speakers



Janice Black

Assistant Professor
Western Carolina University



Brent Kinghorn

Texas A&M, Kingsville



Leann Mischel

Associate Professor
Coastal Carolina University

Careers

🕒 3:00 PM - 4:15 PM, Mar 9

📍 Arboretum 2

SWAM

4 Subsessions

● **Building Sustainable Tourism on the Mississippi Gulf Coast with Community Attitudes and Place Attachment**

🕒 3:00 PM - 4:15 PM, Mar 9

📍 Arboretum 2

● **Perceived Value and Satisfaction in a Coastal Tourist Environment**

🕒 3:00 PM - 4:15 PM, Mar 9

📍 Arboretum 2

● **Understanding the Factors that Improve Graduate Employment – Guidelines for Students, Academic Institute, and Recruiters**

🕒 3:00 PM - 4:15 PM, Mar 9

📍 Arboretum 2

● **University Seeks Professor Who can do Everything: Recent Changes in Tenure-track Job Postings**

🕒 3:00 PM - 4:15 PM, Mar 9

📍 Arboretum 2

Improve your Pedagogy

🕒 3:00 PM - 4:15 PM, Mar 9

📍 Arboretum 3

SWAM

4 Subsessions

● **It's too Hard! Ambiguity as a Structured Tool for Critical Thinking Skill Development**

🕒 3:00 PM - 4:15 PM, Mar 9

📍 Arboretum 3

● **New Ideas for High Impact Practices in Management Education**

🕒 3:00 PM - 4:15 PM, Mar 9

📍 Arboretum 3

● **Viral Video Assignment**

🕒 3:00 PM - 4:15 PM, Mar 9

📍 Arboretum 3

● **When A Bright Idea Creates a Business Dilemma**

🕒 3:00 PM - 4:15 PM, Mar 9

📍 Arboretum 3

3:30 PM

Specialized Business Communication

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Arboretum 5

ABC-SW

2 Subsessions

● **The Proposal for the Study of the Military Veteran Transition, Through the Lens of Business Communication, to Improve the Civilian Job Search Experience**

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Arboretum 5

● **Addressing Communication Apprehension among Autistic Professionals**

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Arboretum 5

Information Systems Policy, Pedagogy, and Training II

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Arboretum 4

ABIS

Session Chair: Kayla Sapkota

 Speaker



Kayla Sapkota

Assistant Professor of Business
Arkansas State University at Beebe

5 Subsessions

● **Microsoft Office Goodies: New Features to Help Business Students and Professionals**

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Arboretum 4

● **Using Bridged Assessment Strategies for Formative Skills Development**

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Arboretum 4

● **The Journey From Creation to Visualization: Building Projects That Promote Individualization and Collaboration**

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Arboretum 4

● **An Analysis of University Social Media Policy Composition and the Creation of a Functional List for Development**

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Arboretum 4

● **Panel: Importance of Cyber Security for Accounting Businesses: Preparing CIS and Accounting Students**

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Arboretum 4

Governance and Taxation

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Cedar

AAA-SW

Moderator: David Tree

 Speaker



David Tree

Assistant Professor
Old Dominion University

4 Subsessions

● **Does Managerial Sentiment Matter in Corporate Decisions? Evidence from Corporate Tax Avoidance**

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Cedar

● **Antitakeover Provisions and Tax Avoidance**

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Cedar

● **Changes of R&D Expenditures Associated with Permanent R&D Tax Credit**

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Cedar

● **Executive-Level Internal Governance and Tax Planning**

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Cedar

Auditing

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Holly

AAA-SW

Moderator: Sarra Salib

👤 Speaker



Sarra Salib
Texas Tech University

2 Subsessions

● **Auditor Attributes and Client Tax Position**

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Holly

● **Does Insider Trading Affect Auditors' Risk Assessments? Evidence from Audit Pricing**

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Holly

Valuation and Mutual Funds

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Ponderosa

AAA-SW

Moderator: Jimmy Yu

👤 Moderator



Jimmy Yu
University of Houston-Downtown

3 Subsessions

● **Cash Holdings, Hedging Derivatives, and Agency Conflicts**

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Ponderosa

● **Mutual Fund Liquidity Management, Stock Liquidity, and Corporate Disclosure**

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Ponderosa

● **Heterogeneity in the Valuation Role of Investment Growth**

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Ponderosa

SWDSI 2023 Business Meeting-All SWDSI participants are encouraged to attend.

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Regency Room Ballroom

SWDSI

👤 Speaker



Dan Peak
Professor
University of North Texas

Interdisciplinary Collaboration

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Arboretum 1

ACME

Panel Moderator: Ricky Fergurson; Michael Rodriguez

🗣️ Speakers



Ricky Fergurson

Assistant Professor
Indiana State University



Michael Rodriguez

Professor- Analytics and Professional Sales
Campbell University

1 Subsessions

● Expanding Sales Research Through Interdisciplinary Collaborations

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Arboretum 1

Digital and Social Media Marketing

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Mesquite

ACME

Session Chair: Gina Tran

2 Subsessions

● Virtual Reputation Management Tactics and Social Media Behavior

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Mesquite

● Exploring the Use of Emoji in Digital Content Marketing: The Consumer Perspective

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Mesquite

Changing Academic Environment

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Redbud

ACME

Panel Moderator: Sanjay Mehta

2 Subsessions

● Higher Education – A Value Creation Perspective?

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Redbud

● “Festivus” Panel: Implications for Academia

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Redbud

Corporate Finance 8

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Conference Room 1

SWFA

Corporate Finance 9

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Conference Room 2

SWFA

Corporate Social Responsibility 3

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Conference Room 3

SWFA

Derivative 1

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Conference Room 4

SWFA

Asset Pricing 5

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Conference Room 5

SWFA

Investments 5

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Conference Room 6

SWFA

International Finance 2

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Conference Room 7

SWFA

Fintech 4

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Conference Room 8

SWFA

Contemporaneous Topics 6

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Conference Room 9

SWFA

Banking and Finance 1

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Live Oak

SSE

Session Chair: Kishore Kulkarni

3 Subsessions

● COVID-19 Pandemic Infections and Bangladesh Stock Market Performances

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Live Oak

● Credit Risk Management and Bank Performance: Evidence from Ghana

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Live Oak

● Knowledge and Practice Improves Financial Resilience

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Live Oak

Corporate Governance, Social Responsibility, and Economic Equality

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Willow

SSE

Session Chair: Shirley Sheng

3 Subsessions

● Determinants of Capital Structure in Arab Countries: The Role of Corporate Governance

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Willow

● “Board Diversity and Corporate Social Responsibility” Evidence from Jordan and Saudi Arabia

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Willow

● Women director on board and bank failure risk: Global Evidence

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Willow

Practical Applications of Simulations in Business Courses

🕒 3:30 PM - 5:00 PM, Mar 9

📍 Pecan

AAA-SW

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SWFA

Interpretive Simulations

Presenter: Holly Miller

Please join us for an informative session on the use of business simulations to bridge the gap between theory and practice. During the session, we will illustrate some of our highly rated simulations and provide practical tips on how to effectively incorporate them into your teachings. This session is an excellent opportunity to enhance your students' learning experience and engagement with course material through the use of our business simulations.

We hope to see you there!

🗣️ Speaker



Holly Miller

Customer Relationship Manager
Interpretive Simulations

4:30 PM

Signature Panel: Building a Culture of Diversity, Equity, Inclusion, and Belonging in Business Schools

🕒 4:30 PM - 5:30 PM, Mar 9

📍 Cottonwood

SWAM

Sponsored by Marilyn Davies College of Business, University of Houston-Downtown

🚩 Speakers



Jonathan Davis



Julio Canedo

Associate Professor Of Management
University of Houston-Downtown Marilyn Davies College of Business



LaTanya Flix



Laura Guerrero

UHCL



Erika Harrison



Carla Jones

Professor
Sam Houston State University

5:00 PM

AAA-SW Meeting

🕒 5:00 PM - 6:00 PM, Mar 9

📍 Magnolia

AAA-SW

SSE Board Meeting

🕒 5:00 PM - 6:00 PM, Mar 9

📍 Dogwood

SSE

Fintech Panel

🕒 5:00 PM - 6:00 PM, Mar 9

📍 Conference Room 9

SWFA

5:30 PM

President's Welcome Reception

🕒 5:30 PM - 7:00 PM, Mar 9

📍 Market Place

AAA-SW

ABC-SW

ABIS

ACME

ASBE

FBD

SSE

SWAM

SWCRA

SWDSI

SWFA

7:00 PM

SWFA Reception

🕒 7:00 PM - 10:00 PM, Mar 9

📍 Offsite

SWFA

Fri, Mar 10, 2023

7:00 AM

SWDSI Networking Breakfast

7:00 AM

SWDSI Networking Breakfast

🕒 7:00 AM - 8:30 AM, Mar 10

📍 Window Box

SWDSI

SWFA Board Meeting

🕒 7:00 AM - 8:00 AM, Mar 10

📍 Regency Room Ballroom

SWFA

Junior Scholar Panel

🕒 7:00 AM - 8:00 AM, Mar 10

📍 Conference Room 9

SWFA

7:30 AM

Joint Breakfast ABIS and ABC-SW

🕒 7:30 AM - 8:30 AM, Mar 10

📍 Arboretum 5

ABC-SW

ABIS

Name badge required for entry

ASBE Welcome Breakfast and Meet the Leadership Team

🕒 7:30 AM - 8:30 AM, Mar 10

📍 Dogwood

ASBE

SWAM Coffee Break

🕒 7:30 AM - 8:00 AM, Mar 10

📍 Cottonwood

SWAM

Sponsored by College of Business, Louisiana State University Shreveport

SSE Breakfast

🕒 7:30 AM - 8:30 AM, Mar 10

📍 Magnolia

SSE

FBD Conference Registration

🕒 7:30 AM - 4:00 PM, Mar 10

📍 Market Place

AAA-SW

ABC-SW

ABIS

ACME

ASBE

FBD

SSE

SWAM

SWCRA

SWDSI

SWFA

8:00 AM

Organizational Contexts & CSR

🕒 8:00 AM - 9:15 AM, Mar 10

📍 Cottonwood

SWAM

4 Subsessions

● **Organizational Culture & Corporate Social Responsibility: An Empirical Study of Employee Perceptions**

🕒 8:00 AM - 9:15 AM, Mar 10

📍 Cottonwood

● **Perceptions of Corporate Social Responsibility in a Post-Disaster Context: The impact of CSR on Employee Trust and Identification**

🕒 8:00 AM - 9:15 AM, Mar 10

📍 Cottonwood

● **Self-Controlled Perspective: Perceived Social Undermining and Knowledge Sharing Behavior in Public Hospitals**

🕒 8:00 AM - 9:15 AM, Mar 10

📍 Cottonwood

● **The Paradox of Self Reflection: When Feeling Unknowledgeable Prevents Learners from Engaging in Effective Learning Strategies**

🕒 8:00 AM - 9:15 AM, Mar 10

📍 Cottonwood

Leaders and Leadership

🕒 8:00 AM - 9:15 AM, Mar 10

📍 Pecan

SWAM

4 Subsessions

● **Do Actions Still Speak Louder than Words? Analyzing Firms through the Lens of Authentic Leadership Theory**

🕒 8:00 AM - 9:15 AM, Mar 10

📍 Pecan

● **Humble or Transformational Leadership: Fostering Employee Creativity and Innovation**

🕒 8:00 AM - 9:15 AM, Mar 10

📍 Pecan

● **Mentoring and Developmental Networks: Can Research in One Area Inform the Other?**

🕒 8:00 AM - 9:15 AM, Mar 10

📍 Pecan

● **Two Paths to One Goal: Independent and Synergistic Effects of Mentoring and Leadership on Employee Performance and Career Success**

🕒 8:00 AM - 9:15 AM, Mar 10

📍 Pecan

Organizational Development

🕒 8:00 AM - 9:15 AM, Mar 10

📍 Arboretum 2

SWAM

4 Subsessions

● **Implementing Resource Dependency Theory to Explore National Perceptions of Collegiate Women's Lacrosse Officials**

🕒 8:00 AM - 9:15 AM, Mar 10

📍 Arboretum 2

● **Organizational Assessment: An Evaluation Model for Employee Satisfaction**

🕒 8:00 AM - 9:15 AM, Mar 10

📍 Arboretum 2

● **Police Reform and Organizational Development: Assessment and Outcomes**

🕒 8:00 AM - 9:15 AM, Mar 10

📍 Arboretum 2

● **The Lived Experiences of Individuals with High-Functioning Autism During the Job Interview Process: A Phenomenological Study**

🕒 8:00 AM - 9:15 AM, Mar 10

📍 Arboretum 2

Emerging Work Trends

🕒 8:00 AM - 9:15 AM, Mar 10

📍 Arboretum 3

SWAM

4 Subsessions

● **Gender and Parental Status Penalties in the New Era of Remote Work**

🕒 8:00 AM - 9:15 AM, Mar 10

📍 Arboretum 3

● **Leader Regret Expression And Perceptions Of Leadership Effectiveness: Does Leader Gender Matter?**

🕒 8:00 AM - 9:15 AM, Mar 10

📍 Arboretum 3

● **Non Compliant Behaviors and Self Leadership Among Teleworkers**

🕒 8:00 AM - 9:15 AM, Mar 10

📍 Arboretum 3

● **Psychological Detachment and Engagement: Necessary Antecedents to Prevent Time Banditry and Quiet Quitting**

🕒 8:00 AM - 9:15 AM, Mar 10

📍 Arboretum 3

8:30 AM

Teaching Business Communication

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Arboretum 5

ABC-SW

4 Subsessions

● **Enhancing the Instruction of Cross-Cultural Communication Through Business Diplomacy**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Arboretum 5

● **Identifying Your Freak Factor: An Activity to Develop Students' Professional Brand**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Arboretum 5

● **Business Communication in a "Fishbowl" Reflection: Increasing Active Learning and Course Effectiveness while Lowering the Mask of Disconnection**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Arboretum 5

● **A New Frontier: Developing the Online Honors Course for Quality, Engagement, & Inclusivity**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Arboretum 5

ABIS Business Meeting (All Members Welcome)

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Arboretum 4

ABIS

Session Chair: Jason Powell

🗣️ **Speaker**



Jason Powell

Associate Professor
Northwestern State University

Information Quality, Whistle Blowing, and Litigation

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Holly

AAA-SW

Moderator: Ting-Tsen Yeh

🗣️ **Speaker**



Ting-Tsen Yeh

Louisiana State University Shreveport

4 Subsessions

● **The Deterrence Effects of Whistleblowing on Peer Firms' Financial Reporting Decisions**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Holly

● **Firm-level Climate Change Exposure and Accounting Information Quality**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Holly

● **Collusive Public Corruption and Capital Expenditures**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Holly

● **Media Sentiment and Shareholder Litigation**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Holly

Strategic and Emerging Technologies

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Ponderosa

AAA-SW

Moderator: Marina Ruseva

🗣️ Speaker



Marina Ruseva

Assistant Professor of Accounting
Lamar University

4 Subsessions

● **XBRL Reporting and the Valuation of UTBs**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Ponderosa

● **AI in Accounting: Much Ado about Nothing?**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Ponderosa

● **The Role of Nonverbal Communication Tokens in Business Professional Computer Mediated Communications - A Case for Emojis**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Ponderosa

● **What Motivates Students to Enroll in Online Business Courses? The Role of Espoused National Culture**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Ponderosa

Paper Sessions: Entrepreneurial Strategies

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Dogwood

ASBE

4 Subsessions

● **An Updated Analysis of Small Business Owner's Concerns for Managing Risk**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Dogwood

● **Gen Z and Entrepreneurship: Exploring Community Bank Efforts to Attract Gen Z Entrepreneurs as Life-Long Business Borrowers.**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Dogwood

● **Women Entrepreneurs: An Exploratory Study of the Perceived Need and Benefits of a Mentoring Program**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Dogwood

● **Marketing Mix Strategy and Industry Attractiveness for Craft Distilleries: A Guide for Entrepreneurs**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Dogwood

Research Publication Panel

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Willow

SWDSI

Moderator: Victor Prybutok

1 Subsessions

● **Preparing Your Manuscript for Publication and Responding to Reviewers' Comments**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Willow

Economics, Law, and Finance II

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Redbud

SWDSI

4 Subsessions

● **The Impact of Electric Vehicles on Air Pollution**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Redbud

● **The Motivation Behind ESG Investing**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Redbud

● **Bank board diversity and environmental risk screening**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Redbud

● **Happiness Index: A Cross-national exploratory study**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Redbud

Supply Chains, Logistics, and UAVs II

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Ebony

SWDSI

4 Subsessions

● **Supply Chain Management and Blockchain Technologies: Overview and Application**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Ebony

● **Characteristics and Behavioral Motivations of Business-to-Business Engagements in Blockchain-based Networks**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Ebony

● **A Paper-based and Excel-based MRP Systems for Teaching Product Planning in SAP**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Ebony

● **Impact of Digital Transformation Within Emerging Technologies on Supply Chain Performance**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Ebony

Marketing and International Business

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Raintree

SWDSI

4 Subsessions

● **The Impact of the COVID-19 Pandemic on Employee Satisfaction**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Raintree

● **The Impact of the COVID-19 pandemic and inflation on US-China trade and its global value chain**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Raintree

● **Just Calling Balls and Strikes: The Impact of Business Travel on Individual Performance**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Raintree

● **A Consumer Call to Action Through Avoidance-Motivating Emotions**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Raintree

Operations and Project Management

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Sandalwood A

SWDSI

4 Subsessions

● **Examining The Effects of Visual Redundancy on Understanding Uncertainty Representations in Schedule Risk Analysis**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Sandalwood A

● **The Economic Order Quantity Model Under Compound Interest**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Sandalwood A

● **Examining the Effect of Reconfiguration Interactions on Understanding Uncertainty in Supply Chain Disruption**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Sandalwood A

● **Analysis of Seaport Operations and Queueing Models**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Sandalwood A

Decision Support and Expert Systems

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Sandalwood B

SWDSI

4 Subsessions

● **Using Sentiment Analysis to Analyze 2020 US Presidential Campaign Speech Impression and Perception in Brazil**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Sandalwood B

● **Creating ad-hoc group support systems In-person and remote participants**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Sandalwood B

● **Can Learning-by-doing Hurt Profit? The Case of Outsourcing and Supplier Encroachment**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Sandalwood B

● **An Exploratory Study Comparing Zoom and Google Technology as a Group Decision Support System**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Sandalwood B

Panel: Global Auditing

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Cedar

AAA-SW

1 Subsessions

● Changing Face of Global Audit

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Cedar

Teaching Marketing Analytics

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Arboretum 1

ACME

Panel Moderator: Gopala Ganesh

1 Subsessions

● Teaching Marketing Metrics Classes

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Arboretum 1

Logistics and Supply Chain

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Mesquite

ACME

Session Chair: Yolanda Obaze

4 Subsessions

● The Role of Blockchain Technology in Food Traceability for Small and Medium Enterprise

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Mesquite

● Language Usage and Operational Efficiency

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Mesquite

● Supply Chain Co-branding: Value Perceptions of Third-party Logistics Service Providers

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Mesquite

● Strategic Resources, Supply Chain Agility, and Operational Performance: Moderating Role of Supply Uncertainty

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Mesquite

Global Marketing and Culture

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Live Oak

ACME

Session Chair: Charles Blankson

5 Subsessions

● **US and Ghanaian college students' perceptions of advertising-in-general:**

Extended abstract

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Live Oak

● **A Cross-national Study of the Consumption of Credit Cards: Extended**

Abstract

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Live Oak

● **Impact of Jay Customer on Frontline Employees: a Qualitative & Quantitative Study of Indian Hospitality Industry**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Live Oak

● **Attribution in the Path to Purchase: A Framework for a Post-COVID World**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Live Oak

● **The Impact of Organizational Culture on Organization – Public Relationships**

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Live Oak

Corporate Finance 10

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Conference Room 1

SWFA

Corporate Finance 11

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Conference Room 2

SWFA

Corporate Social Responsibility 4

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Conference Room 3

SWFA

Asset Pricing 6

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Conference Room 4

SWFA

Asset Pricing 7

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Conference Room 5

SWFA

Investments 6

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Conference Room 6

SWFA

Financial Markets 3

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Conference Room 7

SWFA

Sustainability 1

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Conference Room 8

SWFA

Contemporaneous Topics 7

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Conference Room 9

SWFA

Business Meeting

🕒 8:30 AM - 10:00 AM, Mar 10

📍 Magnolia

SSE

9:30 AM

Premium Workshop: Data Visualization Using Tableau

🕒 9:30 AM - 10:45 AM, Mar 10

📍 Cottonwood

SWAM

Sponsored by Department of Management and Marketing, Texas A&M University-San Antonio

🗣️ Speaker



Johnny Snyder

Professor
Colorado Mesa University

10:00 AM

Coffee Break

🕒 10:00 AM - 10:30 AM, Mar 10

📍 Market Place

AAA-SW

ABC-SW

ABIS

ACME

ASBE

FBD

SSE

SWAM

SWCRA

SWDSI

SWFA

Coffee Break

4 Subsessions

● The Power of Storytelling in Teaching Accounting

🕒 10:00 AM - 10:30 AM, Mar 10

📍 Market Place

● Category: Achieving better student outcomes through technology usage in the classroom

🕒 10:00 AM - 10:30 AM, Mar 10

📍 Market Place

● Stars Matter! Do Rankings Predict Player Success?

🕒 10:00 AM - 10:30 AM, Mar 10

📍 Market Place

● Creating a Persistent Organization in the Metaverse: Creating a Knowledge Continuity Spiral

🕒 10:00 AM - 10:30 AM, Mar 10

📍 Market Place

PhD Project Panel

🕒 10:00 AM - 10:30 AM, Mar 10

📍 Conference Room 9

SWFA

10:30 AM

DASI

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Arboretum 2

SWDSI

Moderator: Mike Ellis

1 Subsessions

● DASI Academic Integrity/Cheating Panel Discussion

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Arboretum 2

Student Track II

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Redbud

SWDSI

4 Subsessions

● E-Payment Usage by Professionals in Egypt: Attitudes and Behaviors after COVID-19

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Redbud

● The pathway from neuroticism to cyberchondria: A moderated mediation perspective

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Redbud

● Closing the Digital Divide with Home-Based Solutions for Low-Income Populations

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Redbud

● Saving the Home Health Benefit

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Redbud

Supply Chains, Logistics, and UAVs III

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Ebony

SWDSI

4 Subsessions

● Additive Manufacturing for reshoring: An empirical investigation

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Ebony

● Demand Forecast of Medical Supplies using ML

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Ebony

● Determinants of Firm Performance: The Role of Supply Chain Agility

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Ebony

● Reverse Logistics and SWOT Analysis

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Ebony

Operations and Project Management II

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Raintree

SWDSI

3 Subsessions

● Service Recovery Assessment After Post Complaint Response: A Moderated Mediation Approach

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Raintree

● Environmental Sustainability in Commercial Aviation

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Raintree

● Exploring Optimal Module and Team Size for Projects Under Conditions of Learning Curve and Communication Overload

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Raintree

Special Track

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Sandalwood A

SWDSI

3 Subsessions

● AACSB Review Under the New 2020 Standards

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Sandalwood A

● AACSB Assurance of Learning Initiation, Maturity, and Beyond

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Sandalwood A

● Examining the Use of Social Media and the Influence of Digital Divide to Improve Disaster Resilience in Vulnerable Communities

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Sandalwood A

Special Track 2

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Sandalwood B

SWDSI

4 Subsessions

● Technical Efficiency Assessment in Skilled Nursing Facilities in the Era of the COVID-19 Pandemic

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Sandalwood B

● Developing a Private and Secure Web App to Increase Participation in Senior Center Social Programming

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Sandalwood B

● Qualifications of Specialists in Lean/Six Sigma Quality

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Sandalwood B

● Understanding the Factors Affecting the Patient's Trust in Providers in Secure Messaging

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Sandalwood B

ABC-SW Business Meeting

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Arboretum 5

ABC-SW

1 Subsessions

● ABC-SW Business Meeting

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Arboretum 5

Information Systems Policy, Pedagogy, and Training III

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Arboretum 4

ABIS

Session Chair: Qwontice McDowell

5 Subsessions

● The MOS Word Certification Exam – Historical Perspective with a Look to the Future

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Arboretum 4

● Effects of Gamification Training on Employees' Information Security Compliance

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Arboretum 4

● A Case Study: Using Yellowdig To Promote Dialogic Interactions in an Asynchronous Online Course

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Arboretum 4

● A Comparison of COVID-19's Effects on Study Hours Among Business Students by Gender, Age, Major and Classification

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Arboretum 4

● CompTIA ITF+ Certification in an Introductory CIS course

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Arboretum 4

Financial Accounting and Reporting

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Ponderosa

AAA-SW

Moderator: Michael Imhof

🗣️ Speaker



Michael Imhof

Wichita State University

4 Subsessions

● CEO Narcissism and Stealth Restatement Disclosures

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Ponderosa

● Technical Difficulties in Earnings Conference Calls

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Ponderosa

● Corporate Social Responsibility and Market Premium to Meet/Beat Earnings Benchmark

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Ponderosa

● What Causes Investors' Misevaluation? Evidence from a Post-Merger Underperformance Anomaly

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Ponderosa

Cybersecurity and Public Interest

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Cedar

AAA-SW

Moderator: Veronda Willis

🗨️ Speaker



Veronda Willis

University of Texas-Tyler

3 Subsessions

● Royal Family Board Directors and the Level of ESG Disclosures in GCC Listed Firms

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Cedar

● The Origins, Alternative Uses, and Current Status of Share Repurchases

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Cedar

● Geographic Location and Corporate Social Responsibility: Urban versus Non-Urban Firms

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Cedar

Management Accounting

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Holly

AAA-SW

Moderator: Rebecca Bogie

🗨️ Speaker



Rebecca Bogie

Louisiana State University Shreveport

3 Subsessions

● Firm's Tax Savings and Asymmetric Cost Behavior

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Holly

● Gift Card Liabilities and Investment Efficiency

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Holly

● Leveraging Managerial Ability: The Role of Discretion and Incentives

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Holly

Paper Sessions: Solving Problems and Evaluating Consumers

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Dogwood

ASBE

4 Subsessions

● 5 Whys: Pulling the Truth Up by Its Roots

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Dogwood

● Religion and Consumption: Understanding the values of consumers

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Dogwood

● Entrepreneurs and Education: A Proposal to Study Stakeholders Views

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Dogwood

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

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Dogwood

Keynote Speakers

🕒 10:30 AM - 12:30 PM, Mar 10

📍 Arboretum 1

ACME

Session Chair: Renee Gravois

📣 Speakers



Simon El Hage

Executive Group Account Director
Lopez Negrete Communications



Gerald Zaltman

Harvard University

Corporate Finance 12

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Conference Room 1

SWFA

Corporate Finance 13

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Conference Room 2

SWFA

Corporate Governance 2

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Conference Room 3

SWFA

Investments 7

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Conference Room 4

SWFA

Investments 8

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Conference Room 5

SWFA

Behavioral Finance 2

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Conference Room 6

SWFA

International Finance 3

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Conference Room 7

SWFA

Sustainability 2

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Conference Room 8

SWFA

Contemporaneous Topics 8

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Conference Room 9

SWFA

Microeconomic Issues

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Live Oak

SSE

Session Chair: Geungu Yu

3 Subsessions

● Gold is Old: Noble Metal in Indian Economy through Ages

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Live Oak

● Prediction of House Rent based on Stacking Ensemble Strategy

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Live Oak

● A Structured Model for Effective Investments in Innovation Development

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Live Oak

International Trade

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Willow

SSE

Session Chair: Shari Lawrence

3 Subsessions

● TESTING THE GRAVITY MODEL ON KAZAKHSTAN'S EXPORTS TRADE: 2001 - 2019

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Willow

● Antidumping and Delivery Terms in International Trade

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Willow

● Competitive Leverage of Protective Tariffs: Application of a Brander-Type Strategic Trade Model

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Willow

Flexible Online Experiential Learning: Expanding Access for Faculty and Students of All Backgrounds

🕒 10:30 AM - 12:00 PM, Mar 10

📍 Pecan

AAA-SW

ABC-SW

ABIS

ACME

ASBE

FBD

SSE

SWAM

SWCRA

SWDSI

SWFA

Riipen

Experiential work-based learning (WBL) opportunities while in school are one of the best ways faculty can help students beat the "experience paradox" upon graduation. Student-focused post-secondary leaders from across North America are introducing innovative programs that make connecting and collaborating with employers more inclusive and impactful for faculty and students of all backgrounds. This session will help you learn more about the challenges and successes of introducing different models of delivering flexible online WBL and feature case studies that showcase innovation in teaching. Learning outcomes 1) Identifying barriers to access to traditional experiential learning 2) Learning more about different delivery models for flexible online work-based learning (i.e. in-course vs. co-curricular), and 3) Challenges and successes of post-secondary leaders in introducing such models in their curriculum and teaching.

🗣️ Speakers



Midia Shikh Hassan

Strategy Manager
Riipen



Ed Weisman

Account Executive
Riipen

11:00 AM

Signature Panel (Business Deans): Discussion Transforming Business Schools Post-Pandemic: Back to Normal or The New Normal?

🕒 11:00 AM - 12:15 PM, Mar 10

📍 Cottonwood

SWAM

Sponsored by Alvarez College of Business, University of Texas at San Antonio

🗣️ Speakers



Douglas Carter

St. Edward's University



Faiza Khoja



Munir Quddus



Louise Single

Accounting Professor
St. Edward's University



Sameer Vaidya

Dean
Texas Wesleyan University



Marilyn Wiley

12:00 PM

AAA-SW Lunch

🕒 12:00 PM - 1:30 PM, Mar 10

📍 Window Box

AAA-SW

ASBE Business Meeting and Awards Luncheon

🕒 12:00 PM - 2:00 PM, Mar 10

📍 Dogwood

ASBE

Doctoral Consortium- Invitation only

🕒 12:00 PM - 3:00 PM, Mar 10

📍 Mesquite

SWDSI

SWFA Keynote and Awards Luncheon

🕒 12:00 PM - 1:30 PM, Mar 10

📍 Regency Room Ballroom

SWFA

12:45 PM

ACME Business Lunch

🕒 12:45 PM - 2:45 PM, Mar 10

📍 Magnolia

ACME

Host: Rajasree Rajamma

1:30 PM

Business Communication in the Workplace

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Arboretum 5

ABC-SW

4 Subsessions

● Developing an Instructional Unit on Organizational Culture: Utilizing Consulting Case Studies in the Classroom

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Arboretum 5

● Business Communication in a Virtual Workplace

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Arboretum 5

● Communications and Controversy: A Sentiment Analysis of Social Media Posts

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Arboretum 5

● The Impact of Communication Medium on Apology Effectiveness

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Arboretum 5

Research in Information Systems II

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Arboretum 4

ABIS

Session Chair: Carla Barber

5 Subsessions

● Perceived Effectiveness of Computer-Mediated Channels for Persuasion: A Partial Replication and Extension

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Arboretum 4

● Securing the Vote: Blockchain & Election Security

🕒 1:30 PM - 1:30 PM, Mar 10

📍 Arboretum 4

● Does One's Sex Impact Pay in Public Business Colleges - Comparing Pre/Post-COVID Years (2018 vs. 2021)

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Arboretum 4

● The Time Management Practices of Business Majors: Comparing Survey Responses Before, During, and After the COVID-19 Pandemic

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Arboretum 4

● Public Knowledge Assessment of Cybersecurity Prior To COVID-19

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Arboretum 4

Auditing and Taxation

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Cedar

AAA-SW

Moderator: John Sparger

🗣️ Speaker



John (Bob) Sparger

Clinical Assistant Professor of Accountancy
University of Texas Rio Grande Valley

3 Subsessions

● **Stock Repurchases as the EPS Manipulation: Consequence of the 2003 Dividend Tax Cut**

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Cedar

● **The Objectivity of Accounting Professionals Based in India**

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Cedar

● **Preventative Trading Suspensions**

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Cedar

International Accounting

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Holly

AAA-SW

Moderator: Rebecca Bogie

🗣️ Speaker



Rebecca Bogie

Louisiana State University Shreveport

2 Subsessions

● **Impact of Geographical Proximity on Classification Shifting of Expenses**

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Holly

● **Social Media and Classification Shifting**

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Holly

Cybersecurity, Fraud, and Career Planning

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Ponderosa

AAA-SW

Moderator: Ed Walker

🗣️ Speaker



Ed Walker

4 Subsessions

● **Sexual Misconduct and Occupational Fraud: Internal Control and Fraud Detection Lessons from the #MeToo Movement**

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Ponderosa

● **Reading, Writing & Cybersecurity**

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Ponderosa

● **Mitigating Career Indecision and Job Resignation through Career Exploration and Self Reflection**

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Ponderosa

● **Strategies to Improve Digital Skills for Accountants**

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Ponderosa

Behavior in Organizations

🕒 1:30 PM - 2:45 PM, Mar 10

📍 Cottonwood

SWAM

4 Subsessions

● **Aligning Strengths, Emotional Intelligence, and Resilience: A Scholarly-Practitioner Perspective**

🕒 1:30 PM - 2:45 PM, Mar 10

📍 Cottonwood

● **Crafting the Interactional (In)Justice? A Multi-Level Investigation**

🕒 1:30 PM - 2:45 PM, Mar 10

📍 Cottonwood

● **Does Healthy Living Matter to Work Outcomes? Effects of Exercise and Health Conscious Identity on Employee Job Performance and Life Satisfaction**

🕒 1:30 PM - 2:45 PM, Mar 10

📍 Cottonwood

● **Psychological Entitlement in the Workplace: Clarifying a Latent Construct and Developing a Research Agenda for Organizational Behavior**

🕒 1:30 PM - 2:45 PM, Mar 10

📍 Cottonwood

Healthcare

🕒 1:30 PM - 2:45 PM, Mar 10

📍 Pecan

SWAM

3 Subsessions

● **Expatriates in Training? Examining the Perceptions of Global Health Trainees Serving at Faith-Based Hospitals and Clinics in Developing Countries**

🕒 1:30 PM - 2:45 PM, Mar 10

📍 Pecan

● **Is the Work Environment to Blame? An Analysis of the Linkage Between the Areas of Work Life and Incivility in Healthcare**

🕒 1:30 PM - 2:45 PM, Mar 10

📍 Pecan

● **Perceptions on Males Entering the Nursing Profession: A Critical Realist Approach**

🕒 1:30 PM - 2:45 PM, Mar 10

📍 Pecan

Developing Ideas in Entrepreneurship

🕒 1:30 PM - 2:45 PM, Mar 10

📍 Arboretum 2

SWAM

4 Subsessions

● A Metaphoric Analysis of Entrepreneurial Ecosystems

🕒 1:30 PM - 2:45 PM, Mar 10

📍 Arboretum 2

● An Identity Perspective to Explore the Inherent Tensions of Venture Development amongst Craft Entrepreneurs

🕒 1:30 PM - 2:45 PM, Mar 10

📍 Arboretum 2

● Developing an Entrepreneurial Mindset through Use of Entrepreneurial Skills

🕒 1:30 PM - 2:45 PM, Mar 10

📍 Arboretum 2

● Entrepreneurial Dynamism Affected by Necessity and Opportunity Entrepreneurship and Childhood Socioeconomic Status: A Need for Entrepreneurial Ecosystems

🕒 1:30 PM - 2:45 PM, Mar 10

📍 Arboretum 2

Impacts of Societal Events

🕒 1:30 PM - 2:45 PM, Mar 10

📍 Arboretum 3

SWAM

4 Subsessions

● Appreciative Inquiry: A Systematic Approach to Developing and Locating an Entrepreneurship Program in the University

🕒 1:30 PM - 2:45 PM, Mar 10

📍 Arboretum 3

● Pursuing Gender Diversity in Undergraduate Business Programs: Understanding the Major Selection Process

🕒 1:30 PM - 2:45 PM, Mar 10

📍 Arboretum 3

● Stronger Together: Collaborative Alliances to Build MBA Specialization Areas

🕒 1:30 PM - 2:45 PM, Mar 10

📍 Arboretum 3

● The Effects of COVID-19 on College Students: Post-Vaccine

🕒 1:30 PM - 2:45 PM, Mar 10

📍 Arboretum 3

Corporate Finance 14

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Conference Room 1

SWFA

Corporate Finance 15

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Conference Room 2

SWFA

Corporate Social Responsibility 5

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Conference Room 3

SWFA

Asset Pricing 8

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Conference Room 4

SWFA

Investments 9

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Conference Room 5

SWFA

Real Estate 2

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Conference Room 6

SWFA

Financial Markets 4

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Conference Room 7

SWFA

Fintech 5

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Conference Room 8

SWFA

Contemporaneous Topics 9

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Conference Room 9

SWFA

Environmental Economics 1

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Live Oak

SSE

Session Chair: Kabir Hassan

3 Subsessions

● **The Market Response to Environmental Social and Governance Performance: A Global Analysis**

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Live Oak

● **Bank board diversity and environmental risk screening**

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Live Oak

● **The Effect of Immigration on the German Housing Market**

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Live Oak

Banking and Finance 3

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Willow

SSE

Session Chair: Yun Wang

Discussant: Tahsin Imtiazul Huq

4 Subsessions

● **Comparing Forward-Looking Optimal Portfolios of DOW Stocks**

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Willow

● **A Study of Value vs Growth Stock Performance during Bear Markets**

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Willow

● **Florida Unlicensed Activity Complaints: An Analysis of Rates of Complaints and Population Size**

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Willow

● **The Impact of Foreign State-owned Enterprise Mergers on Politically Connected US Competitors**

🕒 1:30 PM - 3:00 PM, Mar 10

📍 Willow

3:00 PM

Coffee Break

🕒 3:00 PM - 3:30 PM, Mar 10

📍 Market Place

AAA-SW

ABC-SW

ABIS

ACME

ASBE

FBD

SSE

SWAM

SWCRA

SWDSI

SWFA

Coffee Break

5 Subsessions

● **An Examination of the Association of Grit with Performance of Students in In-Person versus Online Classes of a Fundamentals of Financial Accounting Course**

🕒 3:00 PM - 3:30 PM, Mar 10

📍 Market Place

● **Ease-y Money?: Evaluating the Environmental Protection of the Tax Deduction for Conservation Easements**

🕒 3:00 PM - 3:30 PM, Mar 10

📍 Market Place

● **Brand Trust in the Path to Purchase Through Social Media: Consumer's Trust and Purchase Intention on Instagram's Social Shopping Platform**

🕒 3:00 PM - 3:30 PM, Mar 10

📍 Market Place

● **When is an Undergraduate Degree Not Really a Degree? Marketing and Ethical Issues Involving Non-Transferable Core Courses**

🕒 3:00 PM - 3:30 PM, Mar 10

📍 Market Place

● **Existential Distress – A Policy Issue for Public School Administrators**

🕒 3:00 PM - 3:30 PM, Mar 10

📍 Market Place

Diverse Perspectives about Work

🕒 3:00 PM - 4:15 PM, Mar 10

📍 Arboretum 2

SWAM

4 Subsessions

● DEI Implications: HR Practitioners' Disability-assistance Animal Integration

Typology

🕒 3:00 PM - 4:15 PM, Mar 10

📍 Arboretum 2

● Exploration into the Role of Political Ideology in Voluntary Employee

Turnover

🕒 3:00 PM - 4:15 PM, Mar 10

📍 Arboretum 2

● Intrapersonal Diversity: Implications for Diversity, Equity, and Inclusion

🕒 3:00 PM - 4:15 PM, Mar 10

📍 Arboretum 2

● Quantity or Quality? Investigating Talent Slack as an Alternative to Human Resource Slack

🕒 3:00 PM - 4:15 PM, Mar 10

📍 Arboretum 2

Pedagogical Considerations

🕒 3:00 PM - 4:15 PM, Mar 10

📍 Arboretum 3

SWAM

4 Subsessions

● I Always Feel Like Somebody's Watching Me: The Relationship between State, Trait, and Test Anxiety and Online Proctoring in Management Courses

🕒 3:00 PM - 4:15 PM, Mar 10

📍 Arboretum 3

● Practice Labs Instead of Classrooms: On Reframing the Mission of Regional Colleges and Universities for Communities in Need

🕒 3:00 PM - 4:15 PM, Mar 10

📍 Arboretum 3

● The Perception Gap: Addressing Business Workforce Readiness Misalignment Between Students & Workforce Managers

🕒 3:00 PM - 4:15 PM, Mar 10

📍 Arboretum 3

● Tik-Tok, They Don't Stop: How to Engage Higher Education Students in a "Scrolling" Society

🕒 3:00 PM - 4:15 PM, Mar 10

📍 Arboretum 3

Leadership Styles & Tactics

🕒 3:00 PM - 4:15 PM, Mar 10

📍 Pecan

SWAM

4 Subsessions

● **CEO Socialization: The Effects of Individual Socialization Tactics on CEO Adjustment, Managerial Discretion and Firm Performance**

🕒 3:00 PM - 4:15 PM, Mar 10

📍 Pecan

● **Do I Belong? A Moderated-Mediation Model of Exploitative Leadership as an Unfair Exchange within Organizations**

🕒 3:00 PM - 4:15 PM, Mar 10

📍 Pecan

● **Impact of Change Leadership on Perceptions of Organizational Performance after ERP Implementation : The Moderating Role of Vendor Support in a Pakistani Context**

🕒 3:00 PM - 4:15 PM, Mar 10

📍 Pecan

● **Trauma-Informed Leadership: A New Concept or Has it Been Here All Along?**

🕒 3:00 PM - 4:15 PM, Mar 10

📍 Pecan

Workshop: Learning to Review...Without Going Insane

🕒 3:00 PM - 4:15 PM, Mar 10

📍 Cottonwood

SWAM

👤 **Speakers**



Vance Johnson Lewis

Associate Professor Of Management
Southeastern Oklahoma State University



Frank Butler

Frank W. McDonald Professor of Management
The University of Tennessee at Chattanooga

3:30 PM

Earnings Management

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Holly

AAA-SW

Moderator: Laura Alford

👤 **Speaker**



Laura Alford

Texas A&M - Texarkana

4 Subsessions

● **Net Operating Assets and Earnings Manipulation**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Holly

● **The Impact of Market Liquidity and Capital Access on Earnings Management of Seasoned Equity Firms: International Evidence**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Holly

● **On the Association between Voluntary Disclosure and Earnings Management: The Role of Managerial Ability**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Holly

● **The Effects of Corporate Name Changes on Firm Information Environment and Earnings Management**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Holly

Business Communication: Past, Present, and Future

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Arboretum 4

ABC-SW

4 Subsessions

● **Pandemic Impact on Internships: How Effectively Did Business Interns Pivot to Meet the Moment?**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Arboretum 4

● **Exploring challenges to engage Corporate Communication students in a post-COVID-19 world at a minority serving institution with a large number of transfer and non-traditional students**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Arboretum 4

● **The Business Communication Discipline: A content analysis of the top-ranked U.S. colleges of business websites**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Arboretum 4

● **Celebrating 50 years of ABC-SWUS with FBD: The Past and Future of Business Communication**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Arboretum 4

ABC-SW & ABIS Joint Session - Innovative and Multidisciplinary Topics

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Arboretum 5

ABC-SW

ABIS

4 Subsessions

● **Designing an Online Interpersonal Business Communication Course**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Arboretum 5

● **Incorporating Artificial Intelligence Sentiment Analysis into the Business Communication Curriculum**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Arboretum 5

● **A Review of Recent Laws and Cases in the Crypto Asset Space**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Arboretum 5

● **Virtual Reality and the Communication Classroom**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Arboretum 5

Conservatism and Earning Quality

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Cedar

AAA-SW

Moderator: Sarra Salib

🗣️ Speaker



Sarra Salib

Texas Tech University

2 Subsessions

● **Banks' Stress Tests and Borrowers' Conditional Conservatism**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Cedar

● **Opinion Divergence, Abnormal Earnings Announcement Trading Volume, and Post-Earnings Announcement Returns**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Cedar

Auditing and Financial Investments

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Ponderosa

AAA-SW

Moderator: Ankita Singhvi

🗣️ Speaker



Ankita Singhvi

Texas A&M Central Texas

3 Subsessions

● **Why Is Asymmetric Timeliness of Earnings Priced?**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Ponderosa

● **Not All Auditor Expertise Plays the Same Role: Auditor Expertise in Client Life Cycle and Audit Quality**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Ponderosa

● **Asymmetric Cost Behavior and Non-Financial Firms' Risky Financial Investments**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Ponderosa

Special Session: Humor and Spirituality

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Arboretum 1

ACME

Session Chair: Sphurti Sewak

2 Subsessions

● **Humor and Controversy in Online Media: Would They Say That in the Newspaper?**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Arboretum 1

● **Spirituality, the Transcendent Self, and Advertising**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Arboretum 1

Consumer Insights

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Redbud

ACME

Session Chair: Sudipto Sarkar

2 Subsessions

● **Understanding Price Perception and Product Packaging in Retail Context**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Redbud

● **New Outcomes on the Impact of Political Parodies to Mock a Politician: the Mediating Role of Moral-condemning Emotions**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Redbud

Sports Marketing and Professional Career

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Sandalwood B

ACME

Session Chair: Chris Croft

4 Subsessions

● **Feeling Safe: Communicating Security Measures for Sport Spectators**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Sandalwood B

● **Psychosocial Factors Affecting the Intention to Play Esports**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Sandalwood B

● **Sensory Experience and Psychological Connection at Sporting Events**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Sandalwood B

● **A Comparison of Participants and Non-Participants of Recreational Sports**

Activities: A Dyadic Study

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Sandalwood B

Corporate Finance 16

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Conference Room 1

SWFA

Corporate Finance 17

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Conference Room 2

SWFA

Corporate Social Responsibility 6

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Conference Room 3

SWFA

Derivatives 2

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Conference Room 4

SWFA

Asset Pricing 9

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Conference Room 5

SWFA

Investments 10

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Conference Room 6

SWFA

International Finance 4

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Conference Room 7

SWFA

Fintech 6

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Conference Room 8

SWFA

Contemporaneous Topics 10

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Conference Room 9

SWFA

Health Economics 2

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Live Oak

SSE

Session Chair: Yun Wang

3 Subsessions

● **Self-Reported Health and Nutrient Availability: Do Perceptions Matter?**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Live Oak

● **Inflation Rate of Medical Care Items and the Implications for Life Care Plans**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Live Oak

● **Course Delivery and Student Success: A Small College Experience of the Pre- and Post-COVID Pandemic Paradigm**

🕒 3:30 PM - 5:00 PM, Mar 10

Special Session: The Economic Benefits Associated with Entrepreneurship

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Willow

SSE

Session Chair: Nicholas Hill

4 Subsessions

● **Race Gender and Necessity Entrepreneurial Outcome at HBCUs**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Willow

● **But First! Self-Care: The Economic Benefit of Radically Planning Your Day**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Willow

● **Socio-Economic Trends for Entrepreneurs and Determinants of Bank Profitability: An Opportunity for HBCUs**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Willow

● **Entrepreneurship as an Economic Driver for Individual Profitability**

🕒 3:30 PM - 5:00 PM, Mar 10

📍 Willow

4:30 PM

Culture in the Workplace

🕒 4:30 PM - 5:45 PM, Mar 10

📍 Arboretum 2

SWAM

4 Subsessions

● **Bilingual Hispanic Workers Speaking Spanish at Work: Impact on Work Outcomes**

🕒 4:30 PM - 5:45 PM, Mar 10

📍 Arboretum 2

● **Inclusive Leadership and Cultural Intelligence in the Global Business Environment**

🕒 4:30 PM - 5:45 PM, Mar 10

📍 Arboretum 2

● **Retrospective View of Five Decades of Literature of Hispanics at Work**

🕒 4:30 PM - 5:45 PM, Mar 10

📍 Arboretum 2

● **Words and Deeds: Achieving a Workplace Culture without Bias**

🕒 4:30 PM - 5:45 PM, Mar 10

📍 Arboretum 2

Organizational Attitudes & Behaviors

🕒 4:30 PM - 5:45 PM, Mar 10

📍 Arboretum 3

SWAM

3 Subsessions

● **Advancing Employee Retention In Small Business Through Nonfinancial Compensation**

🕒 4:30 PM - 5:45 PM, Mar 10

📍 Arboretum 3

● **Is there Perception Gap between COVID-19-Affected and Non-COVID-19-Affected Employees? Perspectives Motivating Language, Organizational Citizenship Behavior, Prosocial Values, and Trust in Leader**

🕒 4:30 PM - 5:45 PM, Mar 10

📍 Arboretum 3

● **Job Change Decision Regret in the Great Resignation and its Effect on Job Satisfaction**

🕒 4:30 PM - 5:45 PM, Mar 10

📍 Arboretum 3

Research Methods

🕒 4:30 PM - 5:45 PM, Mar 10

📍 Cottonwood

SWAM

3 Subsessions

● **A Meta-Analysis of Worker Attributes and Work Behaviors in MTurkers: Implications for Research Methodology**

🕒 4:30 PM - 5:45 PM, Mar 10

📍 Cottonwood

● **Prerequisite Methodology for Commonly Used Constructs in Generational Cohort Research**

🕒 4:30 PM - 5:45 PM, Mar 10

📍 Cottonwood

● **What is Reputational Risk?**

🕒 4:30 PM - 5:45 PM, Mar 10

📍 Cottonwood

5:00 PM

Meet the Editors Panel

🕒 5:00 PM - 6:00 PM, Mar 10

📍 Conference Room 9

SWFA

6:00 PM

SWAM Social Hour

🕒 6:00 PM - 7:30 PM, Mar 10

📍 Window Box

SWAM

👤 Speakers



Ethan Waples

Associate Dean, College of Business
Metropolitan State University of Denver



Carlos Baldo

Academic Head Davis School of Business / Associate Professor of Business Management
Colorado Mesa University

Sat, Mar 11, 2023

8:00 AM

FBD Conference Registration

🕒 8:00 AM - 10:00 AM, Mar 11

📍 Window Box Entrance

AAA-SW

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FBD

SSE

SWAM

SWCRA

SWDSI

SWFA

Register for the conference on fbdonline.org then stop by the entrance to Window Box to pick up your name badge and other items.

FBD New Program Chair Meeting

🕒 8:00 AM - 9:00 AM, Mar 11

📍 Window Box

FBD

SWAM Incoming Board Meeting

🕒 8:00 AM - 9:00 AM, Mar 11

📍 Offsite

SWAM

Sponsored by Organization Management Journal

👤 Speaker



Carlos Baldo

Academic Head Davis School of Business / Associate Professor of Business Management
Colorado Mesa University

Organizational Identification

🕒 8:00 AM - 9:15 AM, Mar 11

📍 Arboretum 1

SWAM

4 Subsessions

● **Corporate Social Responsibility and Employee Outcomes: The Role of Organizational Identification**

🕒 8:00 AM - 9:15 AM, Mar 11

📍 Arboretum 1

● **Now the Army is Who I Am: Using Cadet Socialization to Increase Organizational Identification in the French Army**

🕒 8:00 AM - 9:15 AM, Mar 11

📍 Arboretum 1

● **Race, Social Capital, Herd Behavior, and Effective Leader Hiring Practices: Evidence From the NFL's Head Coach Labor Market**

🕒 8:00 AM - 9:15 AM, Mar 11

📍 Arboretum 1

● **The Effects of Race and Market Characteristics on Subsequent Head Coach Opportunities for Former NFL Head Coaches**

🕒 8:00 AM - 9:15 AM, Mar 11

📍 Arboretum 1

Top Managers and External Pressures

🕒 8:00 AM - 9:15 AM, Mar 11

📍 Arboretum 2

SWAM

4 Subsessions

● **Advancing the Oil & Gas Industry through Artificial Intelligence: Institutional Pressures Behind Implementation**

🕒 8:00 AM - 9:15 AM, Mar 11

📍 Arboretum 2

● **CEO, Board of Directors' masculinity, and Acquisition Premium**

🕒 8:00 AM - 9:15 AM, Mar 11

📍 Arboretum 2

● **Stock Market Reaction to Organizational Response Strategies following Corporate Misconduct**

🕒 8:00 AM - 9:15 AM, Mar 11

📍 Arboretum 2

● **The Relationship between CEO Duality and Severance Pay for Incoming Executives**

🕒 8:00 AM - 9:15 AM, Mar 11

📍 Arboretum 2

Culture and Climate

🕒 8:00 AM - 9:15 AM, Mar 11

📍 Arboretum 3

SWAM

4 Subsessions

● **Does Bottom-Line Mentality Foster Counterproductive Work Behavior?**

🕒 8:00 AM - 9:15 AM, Mar 11

📍 Arboretum 3

● **Prevention and Promotion Messages as Interventions to Mitigate Incivility**

🕒 8:00 AM - 9:15 AM, Mar 11

📍 Arboretum 3

● **Use It or Lose It? An Empirical Study of the Subtle Influence of Perceived Corporate Social Responsibility on Workers' Psychological Capital**

🕒 8:00 AM - 9:15 AM, Mar 11

📍 Arboretum 3

● **Why Employees' Mindsets about Importance Changes? Organizational Climate and Motivation as Enabling Mechanisms**

🕒 8:00 AM - 9:15 AM, Mar 11

📍 Arboretum 3

8:30 AM

Contemporaneous Topics 11

🕒 8:30 AM - 10:00 AM, Mar 11

📍 Arboretum 4

SWFA

9:00 AM

2023-2024 Board Meeting

🕒 9:00 AM - 11:00 AM, Mar 11

📍 Window Box

AAA-SW

ABC-SW

ABIS

ACME

ASBE

FBD

SSE

SWAM

SWCRA

SWDSI

9:30 AM

Organizational Decisions

🕒 9:30 AM - 10:45 AM, Mar 11

📍 Arboretum 1

SWAM

4 Subsessions

● **Climate Change Adaptability & Governance: Why We Must Get Both Right to Move Forward?**

🕒 9:30 AM - 10:45 AM, Mar 11

📍 Arboretum 1

● **How Reputation Motivates Knowledge Acquisition Across Organizations**

🕒 9:30 AM - 10:45 AM, Mar 11

📍 Arboretum 1

● **The Alignment of Entrepreneurial Orientation and Individual Entrepreneurial Orientation in Small and Medium Enterprises: The Effects on Employee Performance**

🕒 9:30 AM - 10:45 AM, Mar 11

📍 Arboretum 1

● **What Firms Should Consider Before Imitating the Major Players: The Negative Aspects of Imitation Strategies**

🕒 9:30 AM - 10:45 AM, Mar 11

📍 Arboretum 1

Technology and Human Resources

🕒 9:30 AM - 10:45 AM, Mar 11

📍 Arboretum 2

SWAM

4 Subsessions

● **Artificial Intelligence (AI) in Employee Selection: How Algorithm-Based Decision Aids Influence Recruiters' Decision-Making in Resume Screening**

🕒 9:30 AM - 10:45 AM, Mar 11

📍 Arboretum 2

● **E-Sports Streaming as High-Risk Career for Personal Health and Mental Well-Being**

🕒 9:30 AM - 10:45 AM, Mar 11

📍 Arboretum 2

● **Linking Process Standardization with Developing Knowledge Integration and Learning Capabilities, Through Collaboration, in Accounting Shared Service Centers**

🕒 9:30 AM - 10:45 AM, Mar 11

📍 Arboretum 2

● **Work Simulation Entertainment: The Phenomenon, Consequences, and Future Research**

🕒 9:30 AM - 10:45 AM, Mar 11

📍 Arboretum 2

The Dark Side in OB

🕒 9:30 AM - 10:45 AM, Mar 11

📍 Arboretum 3

SWAM

4 Subsessions

● **Crafting Work Relationships Using “Dark Motives”: A Multilevel Model**

🕒 9:30 AM - 10:45 AM, Mar 11

📍 Arboretum 3

● **Employee Cynicism and Perceptual Bias**

🕒 9:30 AM - 10:45 AM, Mar 11

📍 Arboretum 3

● **It's Not Me, It's You: How Subordinate Affect Effects Perceptions of Abusive Supervision**

🕒 9:30 AM - 10:45 AM, Mar 11

📍 Arboretum 3

● **We are “Dogs of the Docks”: Maintaining Occupational Entitativity in the Face of Diminishing Stigma**

🕒 9:30 AM - 10:45 AM, Mar 11

📍 Arboretum 3

10:30 AM

Contemporaneous Topics 12

🕒 10:30 AM - 12:00 PM, Mar 11

📍 Arboretum 4

SWFA

1:00 PM

Adjourn Conference

🕒 1:00 PM - 1:00 PM, Mar 11

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Kenneth Sweet

St. Edward's University

