# Federation of Business Disciplines 2023

## Event Schedule

### Mon, Mar 06, 2023

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 AM</td>
<td><strong>Teaching Marketing Analytics with Spreadsheet</strong>&lt;br&gt;6:00 AM - 7:15 AM, Mar 6&lt;br&gt;ACME&lt;br&gt;<a href="#">Workshop Zoom Link</a>&lt;br&gt;<strong>Speaker</strong>&lt;br&gt;Yang Lu&lt;br&gt;Beijing Technology and Business University</td>
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<tr>
<td></td>
<td><strong>Digital and Social Media Marketing</strong>&lt;br&gt;6:00 AM - 7:15 AM, Mar 6&lt;br&gt;ACME&lt;br&gt;<a href="#">Digital Marketing Zoom Link</a>&lt;br&gt;2 Subsessions</td>
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<td></td>
<td>- Analysis of Influencing Factors of Patients’ Online Doctor Selection Behavior From the Dual-path Perspective&lt;br&gt;6:00 AM - 7:15 AM, Mar 6&lt;br&gt;- Can Visual Language Convey Tactile Experience? A Study of the Tactile Compensation Effect of Visual Language for Online Products&lt;br&gt;6:00 AM - 7:15 AM, Mar 6</td>
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<td></td>
<td><strong>Public Policy and Sustainability</strong>&lt;br&gt;6:00 AM - 7:15 AM, Mar 6&lt;br&gt;ACME&lt;br&gt;<a href="#">Public Policy Zoom Link</a>&lt;br&gt;3 Subsessions</td>
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<td>- Resource Orchestration and Toe-enabled Implementation: a Case Study of Environmental Performance Audit in China&lt;br&gt;6:00 AM - 7:15 AM, Mar 6&lt;br&gt;- Research on the Development and Trading Mechanism of Personal Carbon Finance Products Based on Carbon Inclusiveness&lt;br&gt;6:00 AM - 7:15 AM, Mar 6&lt;br&gt;- “Bridging the Gap” for Business Students’ Quantitative Skills with the Motivation-Implementation-Reflection-Reinforcement Loop&lt;br&gt;6:00 AM - 7:15 AM, Mar 6</td>
</tr>
<tr>
<td>7:30 AM</td>
<td><strong>Experience Speaks: International Programs. Thinking Beyond the Paradigm</strong></td>
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</tbody>
</table>
7:30 AM

**Experience Speaks: International Programs, Thinking Beyond the Paradigm**

7:30 AM - 9:00 AM, Mar 6

**Key Note Speakers:** Lou Pelton and Alan Walker

[Keynote Zoom Link]

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### Speakers

- **Lou Pelton**
  University Of North Texas

- **Alan Walker**
  Assistant To The President
  Frostburg State University

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**Tue, Mar 07, 2023**

6:00 AM

**Blockchain Technology and Analytics**

6:00 AM - 7:15 AM, Mar 7

**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

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**Consumer Behavior**

6:00 AM - 7:15 AM, Mar 7

**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**  
**Session Chair: Longting Yan**  
**Marketing Strategy Zoom Link**  

<table>
<thead>
<tr>
<th>Subsession</th>
<th>Time and Date</th>
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<tbody>
<tr>
<td>Analysis on High Quality Development Elements and Marketing Path of China Unicom in Digital Age</td>
<td>6:00 AM - 7:15 AM, Mar 7</td>
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<tr>
<td>Examining Leadership Styles in Chinese Textile Enterprise: The Case Study of Respect Wolf Ltd</td>
<td>6:00 AM - 7:15 AM, Mar 7</td>
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<tr>
<td>Competitive Advantage Through AI and Big Data Technology Implementation</td>
<td>6:00 AM - 7:15 AM, Mar 7</td>
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### Teaching Sustainability and Social Responsibility

**7:30 AM - 8:45 AM, Mar 7**  
**Moderator: Julie Haworth**  
**Sustainability Teaching Zoom Link**  

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<thead>
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<th>Subsession</th>
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<tbody>
<tr>
<td>The Importance of Strategic Planning and Collaboration in Sustainability and Social Responsibility Classroom Projects: Examples from Appalachia</td>
<td>7:30 AM - 8:45 AM, Mar 7</td>
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</tbody>
</table>

### Marketing Channel and Supply Chain Management

**7:30 AM - 8:45 AM, Mar 7**  
**Session Chair: C.T. Ulrich Rieker**  
**Marketing Channel Zoom Link**  

<table>
<thead>
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<tr>
<td>Research on Fresh Food Supply Chain Optimization: A Case Study of Motion Optimization</td>
<td>7:30 AM - 8:45 AM, Mar 7</td>
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<tr>
<td>Management Of Shipping Logistics: A Warning Model</td>
<td>7:30 AM - 8:45 AM, Mar 7</td>
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<tr>
<td>Research on the Total Factor Productivity of Chinese Hotels based on DEA-Malmquist Model</td>
<td>7:30 AM - 8:45 AM, Mar 7</td>
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<tr>
<td>Optimizing Cross-Border Healthcare Within The Ems Dollart Region</td>
<td>7:30 AM - 8:45 AM, Mar 7</td>
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### 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

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

Sponsored by Davis School of Business, Colorado Mesa University
11:00 AM

**FBD Conference Registration**

📅 11:00 AM - 5:30 PM, Mar 8
📍 Market Place

- AAA-SW
- ABC-SW
- ABIS
- ACME
- ASBE
- FBD
- SSE
- SWAM
- SWRA
- SWDSI
- SWFA

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

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11:30 AM

**SWAM Doctoral Consortium Lunch and Social**

📅 11:30 AM - 1:00 PM, Mar 8
📍 Offsite

SWAM

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

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12:30 PM

**SWAM Welcome Session**

📅 12:30 PM - 1:00 PM, Mar 8
📍 Cottonwood

SWAM

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

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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

1:00 PM - 2:00 PM, Mar 8
Cottonwood

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

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

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
Contemporaneous Topics 1

1:30 PM - 3:00 PM, Mar 8
Library

FBD 2022-2023 Board Meeting

2:00 PM - 5:00 PM, Mar 8
Window Box

 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
Global Issues in Human Resources

2:15 PM - 3:30 PM, Mar 8
Cottonwood

**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
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

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Innovation and Investment Decisions

- **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

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2:30 PM

**Doctoral Consortium- Session Three**

- 2:30 PM - 3:30 PM, Mar 8
  Sandalwood A

Sponsored by Loyola University New Orleans

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- **Speaker**

  Meagan Baskin
  Florida Gulf Coast University

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3:00 PM

**SWDSI Coffee Break for Workshop Participants**
3:30 PM

Panel: Competencies for Aspiring CPAs

- **AICPA Foundational Competencies for Aspiring CPAs**
  - 3:30 PM - 5:00 PM, Mar 8
  - Arboretum 1

Workshop: Data Science 2

- **Interpretable Machine Learning with R**
  - 3:30 PM - 5:00 PM, Mar 8
  - Arboretum 4

Consumer Behavior

- 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
Contemporaneous Topics 2
⏰ 3:30 PM - 5:00 PM, Mar 8
📍 Library

Workshop: Do You Teach the F-word in Your Classes (That’s Followership!)
⏰ 3:45 PM - 5:00 PM, Mar 8
📍 Cottonwood

 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

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

Doctoral Consortium- Session Four
⏰ 4:00 PM - 5:00 PM, Mar 8
📍 Sandalwood A

Sponsored by Davis School of Business, Colorado Mesa University
6:30 PM

**FBD Awards and Recognition Reception**

- **Time:** 6:30 PM - 7:30 PM, Mar 8
- **Location:** Window Box
- **Invitations:** AAA-SW, ABC-SW, ABIS, ACME, ASBE, FBD, SSE, SWAM, SWCRA, SWDSI, SWFA
- **Note:** By Invitation/Additional Fee Only

7:30 PM

**FBD Awards and Recognition Dinner**

- **Time:** 7:30 PM - 9:30 PM, Mar 8
- **Location:** Regency Room Ballroom
- **Invitations:** AAA-SW, ABC-SW, ABIS, ACME, ASBE, FBD, SSE, SWAM, SWCRA, SWDSI, SWFA
- **Note:** By Invitation/Additional Fee Only

**Thu, Mar 09, 2023**

7:00 AM

**FBD Conference Registration**

- **Time:** 7:00 AM - 5:00 PM, Mar 9
- **Location:** Market Place
- **Invitations:** AAA-SW, ABC-SW, ABIS, ACME, ASBE, FBD, SSE, SWAM, SWCRA, SWDSI, SWFA
- **Note:** 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**

- **Time:** 7:00 AM - 8:30 AM, Mar 9
- **Location:** Regency Room Ballroom

**Speaker**

**Dan Peak**

Professor

University of North Texas

7:30 AM

**Female Scholar Panel**

- **Time:** 7:00 AM - 8:00 AM, Mar 9
- **Location:** Conference Room 9

7:30 AM

**Joint Breakfast with ABIS and ABC-SW**

- **Time:** 7:30 AM - 8:30 AM, Mar 9
- **Location:** Window Box
Name badge required for entry

**SWAM Coffee Break**

⊙ 7:30 AM - 8:00 AM, Mar 9
📍 Cottonwood

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

**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

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
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

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
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

- **Contingent Rewards: Overlooked and Under-Appeared**
  - 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

- **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
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
- **The Impact of Intentional Prosocial (Wellness) Behavior on College and High School Students**
  - 8:00 AM - 10:00 AM, Mar 9
- **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
- **Using Conjoint Analysis to Model Student Course Choice: Implications for a Post-covid Education**
  - 8:00 AM - 10:00 AM, Mar 9
- **Equity and Ethical Considerations When Implementing a Flipped Socially Distanced Classroom**
  - 8:00 AM - 10:00 AM, Mar 9
- **Mentoring: Antecedents and Consequences, Applications in a Sales/Marketing Career**
  - 8:00 AM - 10:00 AM, Mar 9

**Learning New Research Tools**

- 8:00 AM - 10:00 AM, Mar 9
- **Text Analytics for Marketing Insights**
  - 8:00 AM - 10:00 AM, Mar 9

8:30 AM

**Joint Session ABIS and ABC-SW Distinguished Paper Presentations**

- 8:30 AM - 10:00 AM, Mar 9

**Speakers**

- **Ashley Hall**
  - Stephen F. Austin State University
- **Jason Powell**
  - Associate Professor
  - Northwestern State University
Diversity and Oil & Gas
8:30 AM - 10:00 AM, Mar 9

**Undergraduate Business Majors’ Perceptions of Skills Acquired During College**
8:30 AM - 10:00 AM, Mar 9

**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

Diversity and Oil & Gas

**Firm’s Geographic Location and Tax Avoidance: Urban Versus Non-Urban Firms**
8:30 AM - 10:00 AM, Mar 9

**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

**How Do Oil Prices Changes Relate to Investment Sensitivity in the Oil and Gas Industry?**
8:30 AM - 10:00 AM, Mar 9

**Social Capital, Trust and Intraday Stock Trading: Evidence from the COVID-19 Pandemic**
8:30 AM - 10:00 AM, Mar 9

Gender Issues, Worklife Balance and Workplace Safety
8:30 AM - 10:00 AM, Mar 9

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8:30 AM - 10:00 AM, Mar 9
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

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**GAAP**

- 8:30 AM - 10:00 AM, Mar 9
- Ponderosa

  Moderator: Baizhou Chen

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**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

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**DASI**

- 8:30 AM - 10:00 AM, Mar 9
- The Study

  Moderator: Mike Ellis

1 Subsessions

- **DASI Welcome Session**
  - 8:30 AM - 10:00 AM, Mar 9
  - The Study

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**Internet of Things and Big Data**
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

- **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
  - Rainmtree
### 4 Subsessions

#### Social Media Marketing in the Context of Pre- and Post Privacy Breach Attitude: An Aspect-Based Sentiment Analysis
- **Time:** 8:30 AM - 10:00 AM, Mar 9
- **Location:** Raintree

#### E-Payment Adoption Behavior by Young Professionals in Côte d'Ivoire Post Covid-19
- **Time:** 8:30 AM - 10:00 AM, Mar 9
- **Location:** Raintree

#### Mobile Payment Adoption - The Vietnamese Perspective
- **Time:** 8:30 AM - 10:00 AM, Mar 9
- **Location:** Raintree

#### Exploring the Relationship Between Big Five Personality Traits and Mobile Payment Adoption
- **Time:** 8:30 AM - 10:00 AM, Mar 9
- **Location:** Raintree

### Innovative Education I

- **Time:** 8:30 AM - 10:00 AM, Mar 9
- **Location:** Sandalwood A

### 4 Subsessions

#### Covid-19 Pandemic Impact on College Enrollement
- **Time:** 8:30 AM - 10:00 AM, Mar 9
- **Location:** Sandalwood A

#### Using the Simplex Method Price Mechanism to Solve a Linear Program in a Spreadsheet
- **Time:** 8:30 AM - 10:00 AM, Mar 9
- **Location:** Sandalwood A

#### Impact of Student Response Systems on Student Learning Outcomes
- **Time:** 8:30 AM - 10:00 AM, Mar 9
- **Location:** Sandalwood A

#### 150 Years of Distance Education: A Continuing Evolution
- **Time:** 8:30 AM - 10:00 AM, Mar 9
- **Location:** Sandalwood A

### Management, Healthcare, and Organizational Behavior I

- **Time:** 8:30 AM - 10:00 AM, Mar 9
- **Location:** Sandalwood B

### 3 Subsessions

#### The Impact of Mobile Devices Use at Workplace on Employee Health and Productivity
- **Time:** 8:30 AM - 10:00 AM, Mar 9
- **Location:** Sandalwood B

#### Impact of Climate Change Campaigns on Sustainable Entrepreneurial Intention
- **Time:** 8:30 AM - 10:00 AM, Mar 9
- **Location:** Sandalwood B

#### Psychological Detachment and Work Well-being: Eudaimonic and Hedonic Perspectives
- **Time:** 8:30 AM - 10:00 AM, Mar 9
- **Location:** Sandalwood B

### Corporate Finance 2
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Room</th>
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<tbody>
<tr>
<td>8:30 AM - 10:00 AM, Mar 9</td>
<td>Corporate Finance 3</td>
<td>SWFA Room 1</td>
</tr>
<tr>
<td></td>
<td>Corporate Social Responsibility 1</td>
<td>SWFA Room 2</td>
</tr>
<tr>
<td></td>
<td>Asset Pricing 2</td>
<td>SWFA Room 3</td>
</tr>
<tr>
<td></td>
<td>Asset Pricing 3</td>
<td>SWFA Room 4</td>
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<td>Investments 1</td>
<td>SWFA Room 5</td>
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<td>Financial Markets 1</td>
<td>SWFA Room 6</td>
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<td></td>
<td>Fintech 1</td>
<td>SWFA Room 7</td>
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<tr>
<td></td>
<td>Contemporaneous Topics 3</td>
<td>SWFA Room 8</td>
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<td></td>
<td>Public Policy and Macro Economic Issues</td>
<td>SWFA Room 9</td>
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</tbody>
</table>

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

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**Environmental Economics 2**

- 8:30 AM - 10:00 AM, Mar 9
- Willow

**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

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**9:00 AM**

**Case Presentations**

- 9:00 AM - 10:00 AM, Mar 9
- Magnolia

---

### 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

---

**Premium Workshop: Writing Academic Essays for Publication**
### Premium Workshop: Writing Academic Essays for Publication

**9:30 AM - 10:45 AM, Mar 9**  
**Cottonwood**  
Sponsored by College of Business Administration, Texas A&M University-Central Texas

<table>
<thead>
<tr>
<th>Speaker</th>
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<tbody>
<tr>
<td>Jeanie Forray</td>
</tr>
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</table>

---

### Coffee Break

**10:00 AM - 10:30 AM, Mar 9**  
**Market Place**

Coffee Break

---

#### 4 Subsessions

1. **Which is better, 120 or 150?**  
   **10:00 AM - 10:30 AM, Mar 9**  
   **Market Place**

2. **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**

3. **How Preseason Hope Impacts Sport Fans’ Attendance Intentions and Psychological Well-Being**  
   **10:00 AM - 10:30 AM, Mar 9**  
   **Market Place**

4. **Dialogical Interactions and Learner Engagement Using Yellowdig**  
   **10:00 AM - 10:30 AM, Mar 9**  
   **Market Place**

---

### Corporate Finance 4

**10:30 AM - 12:00 PM, Mar 9**  
**Conference Room 1**

---

### Corporate Finance 5

**10:30 AM - 12:00 PM, Mar 9**  
**Conference Room 2**

---

### Corporate Governance 1

**10:30 AM - 12:00 PM, Mar 9**  
**Conference Room 3**

---

### Investments 2

**10:30 AM - 12:00 PM, Mar 9**  
**Conference Room 4**
<table>
<thead>
<tr>
<th>Event</th>
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<tr>
<td>Investments 3</td>
<td>10:30 AM - 12:00 PM, Mar 9</td>
<td>Conference Room 5</td>
</tr>
<tr>
<td>Behavioral Finance 1</td>
<td>10:30 AM - 12:00 PM, Mar 9</td>
<td>Conference Room 6</td>
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<tr>
<td>International Finance 1</td>
<td>10:30 AM - 12:00 PM, Mar 9</td>
<td>Conference Room 7</td>
</tr>
<tr>
<td>Case Presentations</td>
<td>10:30 AM - 11:30 AM, Mar 9</td>
<td>Magnolia</td>
</tr>
<tr>
<td>6 Subsessions</td>
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<tr>
<td>Lucid in the Shadow of Tesla: Niche Markets and Global Expansion</td>
<td>10:30 AM - 10:30 AM, Mar 9</td>
<td>Magnolia</td>
</tr>
<tr>
<td>Sharpworx: Cutting Edge of Growth</td>
<td>10:30 AM - 11:30 AM, Mar 9</td>
<td>Magnolia</td>
</tr>
<tr>
<td>Rachel Miller's Amish Whoopie Pies</td>
<td>10:30 AM - 11:30 AM, Mar 9</td>
<td>Magnolia</td>
</tr>
<tr>
<td>Johnny Morris and Bass Pro Shops</td>
<td>10:30 AM - 11:30 AM, Mar 9</td>
<td>Magnolia</td>
</tr>
<tr>
<td>The Mercy College Bulldogs and the Alpha Kappa Dog Pound</td>
<td>10:30 AM - 10:30 AM, Mar 9</td>
<td>Magnolia</td>
</tr>
<tr>
<td>Digital Platforms in Pakistan: Selected Cases and Firms</td>
<td>10:30 AM - 10:30 AM, Mar 9</td>
<td>Magnolia</td>
</tr>
<tr>
<td>Teaching Business Communication</td>
<td>10:30 AM - 11:45 AM, Mar 9</td>
<td>Arboretum 5</td>
</tr>
<tr>
<td>2 Subsessions</td>
<td></td>
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</tr>
<tr>
<td>Less Is More: Communicating with Students in an Online Learning Environment</td>
<td>10:30 AM - 11:45 AM, Mar 9</td>
<td>Arboretum 5</td>
</tr>
<tr>
<td>“I’m Your Host!::” Podcasting to Build Business Communication Skills</td>
<td>10:30 AM - 11:45 AM, Mar 9</td>
<td>Arboretum 5</td>
</tr>
</tbody>
</table>
Information Systems Policy, Pedagogy, and Training I

10:30 AM - 11:45 AM, Mar 9
Arboretum 4

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

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

Moderator: Lin Yi
3 Subsessions

- **Efficiency Gains from Accounting Regulatory Compliance: Evidence from ASC-842**
  - **Time:** 10:30 AM - 12:00 PM, Mar 9
  - **Location:** Ponderosa

- **Do lenders price executive equity compensation design?**
  - **Time:** 10:30 AM - 12:00 PM, Mar 9
  - **Location:** Ponderosa

- **The Effect on Investment of Peer Firms Restructuring**
  - **Time:** 10:30 AM - 12:00 PM, Mar 9
  - **Location:** Ponderosa

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**Taxation**

- **Time:** 10:30 AM - 12:00 PM, Mar 9
- **Location:** Holly

Moderator: Xiang Gao

---

4 Subsessions

- **Political Pressure and Differential Responses to Tax Regulation: Response to Schedule UTP**
  - **Time:** 10:30 AM - 12:00 PM, Mar 9
  - **Location:** Holly

- **Does Local Government Debt Affect Tax Avoidance of State-owned Enterprises?**
  - **Time:** 10:30 AM - 12:00 PM, Mar 9
  - **Location:** Holly

- **The Application And Future of the U.S. Global Intangible Low-Taxed Income Tax**
  - **Time:** 10:30 AM - 12:00 PM, Mar 9
  - **Location:** Holly

- **Ethical Attitudes toward Taxes in the US: Changes Over 20 Years and Demographic Differences**
  - **Time:** 10:30 AM - 12:00 PM, Mar 9
  - **Location:** Holly

---

**DASI**

- **Time:** 10:30 AM - 12:00 PM, Mar 9
- **Location:** The Study

Moderator: Mike Ellis
2 Subsessions

- **A Teaching Case Study for Sport Data Analytics Using Python and R with Yahoo Finance**
  - Time: 10:30 AM - 12:00 PM, Mar 9
  - Location: The Study

- **Introducing Analytics Tools with EDA**
  - Time: 10:30 AM - 12:00 PM, Mar 9
  - Location: The Study

Management Information System II

- **Measuring IS Value of E- Government**
  - Time: 10:30 AM - 12:00 PM, Mar 9
  - Location: Pecan

- **Exploring Impacts of Data Governance and Capability on the Availability of Open Data**
  - Time: 10:30 AM - 12:00 PM, Mar 9
  - Location: Pecan

- **Attitude Toward Mobile Payment Adoption: The Role of Perceived Risk**
  - Time: 10:30 AM - 12:00 PM, Mar 9
  - Location: Pecan

- **Aligning Cybersecurity Position Descriptions and Required Skills for Non-Technical Cybersecurity Jobs**
  - Time: 10:30 AM - 12:00 PM, Mar 9
  - Location: Pecan

Innovative Education II

- **Micro Courses: Another option for working professionals**
  - Time: 10:30 AM - 12:00 PM, Mar 9
  - Location: 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**
  - Time: 10:30 AM - 12:00 PM, Mar 9
  - Location: Ebony

- **Delivery of Didactics in a New, Community-Based Family Medicine Residency**
  - Time: 10:30 AM - 12:00 PM, Mar 9
  - Location: Ebony

- **Faculty Opinions of Student Preparation, Performance, and Evaluations Post Covid**
  - Time: 10:30 AM - 12:00 PM, Mar 9
  - Location: Ebony

Quantitative Methods, Quality, and Business Analytics I

- **Micro Courses: Another option for working professionals**
  - Time: 10:30 AM - 12:00 PM, Mar 9
  - Location: Raintree
<table>
<thead>
<tr>
<th>4 Subsessions</th>
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</table>
| **Price Optimization for a New Entrant in an Online Duopolistic Retail Market**  
**Teen Optimiza**  
10:30 AM - 12:00 PM, Mar 9  
Rain |  
Raintree |
| **Developing an Analytical Hierarchy Process Framework for Statistical Software Selection**  
**Teen Optimiza**  
10:30 AM - 12:00 PM, Mar 9  
Rain |  
Raintree |
| **Mining Simulation Log Data**  
**Teen Optimiza**  
10:30 AM - 12:00 PM, Mar 9  
Rain |  
Raintree |
| **Analytics of Twitter Covid Public Discourse**  
**Teen Optimiza**  
10:30 AM - 12:00 PM, Mar 9  
Rain |  
Raintree |

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<tr>
<th>ERP, Information Security and Privacy</th>
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</table>
| **Leveraging Unified Threat Management Based Honeypots in Small and Midsized Business and Educational Environments**  
**Teen Optimiza**  
10:30 AM - 12:00 PM, Mar 9  
Sandalwood |  
A |
| **Exploring Zero Trust Network Architectures for Building Secure Network**  
**Teen Optimiza**  
10:30 AM - 12:00 PM, Mar 9  
Sandalwood |  
A |
| **Cyber Security Insurance Modeling for Small and Medium Enterprises**  
**Teen Optimiza**  
10:30 AM - 12:00 PM, Mar 9  
Sandalwood |  
A |
| **Roles of Peer and Perceived Organizational Support in Reducing Employee Engagement in Nonmalicious Information Security Violations: The Interacting Effect of Personal Goal Setting**  
**Teen Optimiza**  
10:30 AM - 12:00 PM, Mar 9  
Sandalwood |  
A |

<table>
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<tr>
<th>Management, Healthcare, and Organizational Behavior II</th>
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</thead>
</table>
| **Coverage of Elder Abuse in Newspapers**  
**Teen Optimiza**  
10:30 AM - 12:00 PM, Mar 9  
Sandalwood |  
B |
| **Reasons for Vaccine Hesitancy**  
**Teen Optimiza**  
10:30 AM - 12:00 PM, Mar 9  
Sandalwood |  
B |
| **E-Work: Technology-Enabled Remote Work Creates Distraction as Employees Must Prove Productivity**  
**Teen Optimiza**  
10:30 AM - 12:00 PM, Mar 9  
Sandalwood |  
B |

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<tr>
<th>Prepare Your Journal Submission</th>
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</table>
| **Teen Optimiza**  
10:30 AM - 12:00 PM, Mar 9  
Arboretum |  
1 |
### 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

- **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

- **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

Contemporaneous Topics 4
○ 10:30 AM - 12:00 PM, Mar 9
📍 Conference Room 9

Industry Studies and Firm Performance
○ 10:30 AM - 12:00 PM, Mar 9
📍 Live Oak

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

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
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

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

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

Speaker

Session Chair: Jason Powell

ABIS Executive Board Meeting and Luncheon (by Invitation)

11:45 AM - 1:30 PM, Mar 9

Dogwood

Session Chair: Jason Powell

12:00 PM

SWCRA Brown Bag Lunch

12:00 PM - 1:00 PM, Mar 9

Magnolia
AAA-SW Lunch

12:00 PM - 1:30 PM, Mar 9
Regency Room Ballroom

SWAM Luncheon and Annual Business Meeting

12:00 PM - 1:15 PM, Mar 9
Window Box

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

1:00 PM

SWCRA SharpWorx Guest Speaker

1:00 PM - 2:30 PM, Mar 9
Magnolia

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
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

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

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
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

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
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

- **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

- **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

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

- **Towards 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

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

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
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<tbody>
<tr>
<td>Douglas Carter</td>
<td>St. Edward's University</td>
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<tr>
<td>Dennis Elam</td>
<td>Texas A&amp;M University-San Antonio</td>
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<tr>
<td>Leonard Love</td>
<td>President of the Faculty Senate Texas A&amp;M University-San Antonio</td>
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### After the Pandemic

**1:30 PM - 2:45 PM, Mar 9**

**Arboretum 2**

**SWAM**

<table>
<thead>
<tr>
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<tr>
<td><strong>A Pandemic Perspective on Public Policy, Employment and Messaging</strong></td>
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<td><strong>Antecedents of the Great Resignation: Why Employees have Resigned during the COVID-19 Pandemic and How Organizations Can Get Them Back</strong></td>
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<td><strong>Has COVID-19 Changed the Face of Human Resources? A Review of Flexible Work Practices</strong></td>
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<td><strong>Power Imbalance after Pandemics: Power and Service Quality</strong></td>
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### CEOs and Boards of Directors

**1:30 PM - 2:45 PM, Mar 9**

**Arboretum 3**

**SWAM**

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<tr>
<td><strong>&quot;Personality Pays&quot;: How CEO Personality Affects Their Compensation</strong></td>
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<tr>
<td><strong>Executive Severence Pay: A Review and Future research Agenda</strong></td>
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<tr>
<td><strong>Who Shall Succeed? A Sheep or a Tiger? The Effects of Boards of Directors Facial Masculinity on CEO Succession</strong></td>
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<tr>
<td><strong>Who's In and Who's Out? Variance in Top Management Team Definition Effect on Corporate Political Activity</strong></td>
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</table>

### Industry Trend and Course Adaptation: Sponsored by Stukent
1:30 PM - 3:00 PM, Mar 9
Arboretum 1

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

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

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

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**Corporate Finance 6**
- 1:30 PM - 3:00 PM, Mar 9
- Conference Room 1

**Corporate Finance 7**
- 1:30 PM - 3:00 PM, Mar 9
- Conference Room 2

**Corporate Social Responsibility 2**
- 1:30 PM - 3:00 PM, Mar 9
- Conference Room 3

**Asset Pricing 4**
- 1:30 PM - 3:00 PM, Mar 9
- Conference Room 4

**Investments 4**
- 1:30 PM - 3:00 PM, Mar 9
- Conference Room 5

**Real Estate 1**
- 1:30 PM - 3:00 PM, Mar 9
- Conference Room 6

**Financial Markets 2**
- 1:30 PM - 3:00 PM, Mar 9
- Conference Room 7

**Fintech 3**
### Contemporaneous Topics 5

- **Time:** 1:30 PM - 3:00 PM, Mar 9
- **Location:** Conference Room 9

### Health Economics 1

- **Time:** 1:30 PM - 3:00 PM, Mar 9
- **Location:** Live Oak

  **Session Chair:** Denis Boudreaux

  3 Subsessions

  1. **The Collateral Source Rule in Louisiana: Recent Changes and Implications for Medical Expenses**
     - **Time:** 1:30 PM - 3:00 PM, Mar 9
     - **Location:** Live Oak

  2. **Alternate Pathway to Addressing the Financial Distresses Experienced by Small Hospitals**
     - **Time:** 1:30 PM - 3:00 PM, Mar 9
     - **Location:** Live Oak

  3. **An Existential Issue – A Policy Formulation Issue for Public Schools**
     - **Time:** 1:30 PM - 3:00 PM, Mar 9
     - **Location:** Live Oak

### Public Policy and Macro Economic Issues

- **Time:** 1:30 PM - 3:00 PM, Mar 9
- **Location:** Willow

  **Session Chair:** Warren Matthews

  3 Subsessions

  1. **Social Resilience and Local Economic Recovery from the COVID-19 Pandemic**
     - **Time:** 1:30 PM - 3:00 PM, Mar 9
     - **Location:** Willow

  2. **Sanctions and Their Impacts on Health Outcomes and Medical Trade**
     - **Time:** 1:30 PM - 3:00 PM, Mar 9
     - **Location:** Willow

  3. **DENT IN INDIA’S POVERTY IS POSSIBLE BY 2048 UNDER CERTAIN CONDITIONS**
     - **Time:** 1:30 PM - 3:00 PM, Mar 9
     - **Location:** Willow

### Simulation-Based Learning: Translating Knowledge to Skill

- **Time:** 1:30 PM - 3:00 PM, Mar 9
- **Location:** Holly

- **Categories:** 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

3:00 PM
Coffee Break
3:00 PM - 3:30 PM, Mar 9
Market Place

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
Symposium: Rural Universities and Entrepreneurship Education: A Brainstorming Symposium

3:00 PM - 4:15 PM, Mar 9
Cottonwood

 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
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

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

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
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

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
2 Subsessions

- **Auditor Attributes and Client Tax Position**
  - **Presenter**: Holly
  - **Time**: 3:30 PM - 5:00 PM, Mar 9
- **Does Insider Trading Affect Auditors’ Risk Assessments? Evidence from Audit Pricing**
  - **Presenter**: Holly
  - **Time**: 3:30 PM - 5:00 PM, Mar 9

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**Valuation and Mutual Funds**

- **Time**: 3:30 PM - 5:00 PM, Mar 9
- **Moderator**: Jimmy Yu

3 Subsessions

- **Cash Holdings, Hedging Derivatives, and Agency Conflicts**
  - **Presenter**: Ponderosa
  - **Time**: 3:30 PM - 5:00 PM, Mar 9
- **Mutual Fund Liquidity Management, Stock Liquidity, and Corporate Disclosure**
  - **Presenter**: Ponderosa
  - **Time**: 3:30 PM - 5:00 PM, Mar 9
- **Heterogeneity in the Valuation Role of Investment Growth**
  - **Presenter**: Ponderosa
  - **Time**: 3:30 PM - 5:00 PM, Mar 9

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

- **Time**: 3:30 PM - 5:00 PM, Mar 9
- **Location**: Regency Room Ballroom

---

**Speaker**

- **Dan Peak**
  - **Title**: Professor
  - **Affiliation**: University of North Texas
Interdisciplinary Collaboration
🕒 3:30 PM - 5:00 PM, Mar 9
📍 Arboretum 1

ACME

Panel Moderator: Ricky Fergurson; Michael Rodriguez

ież 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
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Session Chair: Kishore Kulkarni
3 Subsessions

1. **COVID-19 Pandemic Infections and Bangladesh Stock Market Performances**
   - 3:30 PM - 5:00 PM, Mar 9
   - Live Oak

2. **Credit Risk Management and Bank Performance: Evidence from Ghana**
   - 3:30 PM - 5:00 PM, Mar 9
   - Live Oak

3. **Knowledge and Practice Improves Financial Resilience**
   - 3:30 PM - 5:00 PM, Mar 9
   - Live Oak

### Corporate Governance, Social Responsibility, and Economic Equality

- Session Chair: Shirley Sheng

3 Subsessions

1. **Determinants of Capital Structure in Arab Countries: The Role of Corporate Governance**
   - 3:30 PM - 5:00 PM, Mar 9
   - Willow

2. **“Board Diversity and Corporate Social Responsibility” Evidence from Jordan and Saudi Arabia**
   - 3:30 PM - 5:00 PM, Mar 9
   - Willow

3. **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

- Presenter: Holly Miller
- Interpretive Simulations

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

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

SSE Board Meeting
5:00 PM - 6:00 PM, Mar 9
Dogwood

Fintech Panel
5:00 PM - 6:00 PM, Mar 9
Conference Room 9

5:30 PM
President's Welcome Reception
5:30 PM - 7:00 PM, Mar 9
Market Place

7:00 PM
SWFA Reception
7:00 PM - 10:00 PM, Mar 9
Offsite

Fri, Mar 10, 2023

7:00 AM
SWDSI Networking Breakfast
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<td>Junior Scholar Panel</td>
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<td>7:30 AM</td>
<td>Joint Breakfast ABIS and ABC-SW</td>
<td>7:30 AM - 8:30 AM, Mar 10, Arboretum 5</td>
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<td>ASBE Welcome Breakfast and Meet the Leadership Team</td>
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<td>8:00 AM</td>
<td>Organizational Contexts &amp; CSR</td>
<td>8:00 AM - 9:15 AM, Mar 10, Cottonwood</td>
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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

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

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**Emerging Work Trends**

- 8:00 AM - 9:15 AM, Mar 10
  - Arboretum 3

---

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

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**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**
  - Time: 8:30 AM - 10:00 AM, Mar 10
  - Location: Arboretum 5

- **Identifying Your Freak Factor: An Activity to Develop Students’ Professional Brand**
  - Time: 8:30 AM - 10:00 AM, Mar 10
  - Location: Arboretum 5

- **Business Communication in a “Fishbowl” Reflection: Increasing Active Learning and Course Effectiveness while Lowering the Mask of Disconnection**
  - Time: 8:30 AM - 10:00 AM, Mar 10
  - Location: Arboretum 5

- **A New Frontier: Developing the Online Honors Course for Quality, Engagement, & Inclusivity**
  - Time: 8:30 AM - 10:00 AM, Mar 10
  - Location: Arboretum 5

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**ABIS Business Meeting (All Members Welcome)**
- Time: 8:30 AM - 10:00 AM, Mar 10
- Location: Arboretum 4

Session Chair: Jason Powell

---

**Information Quality, Whistle Blowing, and Litigation**
- Time: 8:30 AM - 10:00 AM, Mar 10
- Location: Holly

Moderator: Ting-Tsen Yeh

---

**The Deterrence Effects of Whistleblowing on Peer Firms’ Financial Reporting Decisions**
- Time: 8:30 AM - 10:00 AM, Mar 10
- Location: Holly

**Firm-level Climate Change Exposure and Accounting Information Quality**
- Time: 8:30 AM - 10:00 AM, Mar 10
- Location: Holly

**Collusive Public Corruption and Capital Expenditures**
- Time: 8:30 AM - 10:00 AM, Mar 10
- Location: Holly

**Media Sentiment and Shareholder Litigation**
- Time: 8:30 AM - 10:00 AM, Mar 10
- Location: Holly
Strategic and Emerging Technologies

8:30 AM - 10:00 AM, Mar 10
Ponderosa

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

  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

  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**
  - Time: 8:30 AM - 10:00 AM, Mar 10
  - Location: Willow

Economics, Law, and Finance II

- **The Impact of Electric Vehicles on Air Pollution**
  - Time: 8:30 AM - 10:00 AM, Mar 10
  - Location: Redbud

4 Subsessions

- **The Motivation Behind ESG Investing**
  - Time: 8:30 AM - 10:00 AM, Mar 10
  - Location: Redbud

- **Bank board diversity and environmental risk screening**
  - Time: 8:30 AM - 10:00 AM, Mar 10
  - Location: Redbud

- **Happiness Index: A Cross-national exploratory study**
  - Time: 8:30 AM - 10:00 AM, Mar 10
  - Location: Redbud

Supply Chains, Logistics, and UAVs II

- **Supply Chain Management and Blockchain Technologies: Overview and Application**
  - Time: 8:30 AM - 10:00 AM, Mar 10
  - Location: Ebony

4 Subsessions

- **Characteristics and Behavioral Motivations of Business-to-Business Engagements in Blockchain-based Networks**
  - Time: 8:30 AM - 10:00 AM, Mar 10
  - Location: Ebony

- **A Paper-based and Excel-based MRP Systems for Teaching Product Planning in SAP**
  - Time: 8:30 AM - 10:00 AM, Mar 10
  - Location: Ebony

- **Impact of Digital Transformation Within Emerging Technologies on Supply Chain Performance**
  - Time: 8:30 AM - 10:00 AM, Mar 10
  - Location: Ebony

Marketing and International Business

- **Time:** 8:30 AM - 10:00 AM, Mar 10
  - Location: Raintree
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

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

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

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

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

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

Session Chair: Charles Blankson
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
<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Location</th>
<th>Sponsor(s)</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:30 AM</td>
<td><strong>Premium Workshop: Data Visualization Using Tableau</strong></td>
<td>Cottonwood</td>
<td>SWAM</td>
<td>Johnny Snyder, Professor, Colorado Mesa University</td>
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<tr>
<td></td>
<td>Sponsored by Department of Management and Marketing, Texas A&amp;M University-San Antonio</td>
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<tr>
<td>10:00 AM</td>
<td><strong>Coffee Break</strong></td>
<td>Market Place</td>
<td>AAA-SW, ABC-SW, ABIS, ACME, ASBE, FBD, SSE, SWAM, SWAM, SWCRA, SWDSI</td>
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<td><strong>4 Subsessions</strong></td>
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<tr>
<td></td>
<td>- The Power of Storytelling in Teaching Accounting</td>
<td>Market Place</td>
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<td></td>
<td>- Category: Achieving better student outcomes through technology usage in the classroom</td>
<td>Market Place</td>
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<td>- Stars Matter! Do Rankings Predict Player Success?</td>
<td>Market Place</td>
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<td>- Creating a Persistent Organization in the Metaverse: Creating a Knowledge Continuity Spiral</td>
<td>Market Place</td>
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<td><strong>PhD Project Panel</strong></td>
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</table>
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**

<table>
<thead>
<tr>
<th>Subsession</th>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>Service Recovery Assessment After Post Complaint Response: A Moderated Mediation Approach</td>
<td>10:30 AM - 12:00 PM, Mar 10</td>
<td>Raintree</td>
</tr>
<tr>
<td>Environmental Sustainability in Commercial Aviation</td>
<td>10:30 AM - 12:00 PM, Mar 10</td>
<td>Raintree</td>
</tr>
<tr>
<td>Exploring Optimal Module and Team Size for Projects Under Conditions of Learning Curve and Communication Overload</td>
<td>10:30 AM - 12:00 PM, Mar 10</td>
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</table>

### Special Track

**10:30 AM - 12:00 PM, Mar 10**

**Sandalwood A**

<table>
<thead>
<tr>
<th>Subsession</th>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>AACSB Review Under the New 2020 Standards</td>
<td>10:30 AM - 12:00 PM, Mar 10</td>
<td>Sandalwood A</td>
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<tr>
<td>AACSB Assurance of Learning Initiation, Maturity, and Beyond</td>
<td>10:30 AM - 12:00 PM, Mar 10</td>
<td>Sandalwood A</td>
</tr>
<tr>
<td>Examining the Use of Social Media and the Influence of Digital Divide to Improve Disaster Resilience in Vulnerable Communities</td>
<td>10:30 AM - 12:00 PM, Mar 10</td>
<td>Sandalwood A</td>
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</table>

### Special Track 2

**10:30 AM - 12:00 PM, Mar 10**

**Sandalwood B**

<table>
<thead>
<tr>
<th>Subsession</th>
<th>Time</th>
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<tbody>
<tr>
<td>Technical Efficiency Assessment in Skilled Nursing Facilities in the Era of the COVID-19 Pandemic</td>
<td>10:30 AM - 12:00 PM, Mar 10</td>
<td>Sandalwood B</td>
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<tr>
<td>Developing a Private and Secure Web App to Increase Participation in Senior Center Social Programming</td>
<td>10:30 AM - 12:00 PM, Mar 10</td>
<td>Sandalwood B</td>
</tr>
<tr>
<td>Qualifications of Specialists in Lean/Six Sigma Quality</td>
<td>10:30 AM - 12:00 PM, Mar 10</td>
<td>Sandalwood B</td>
</tr>
<tr>
<td>Understanding the Factors Affecting the Patient’s Trust in Providers in Secure Messaging</td>
<td>10:30 AM - 12:00 PM, Mar 10</td>
<td>Sandalwood B</td>
</tr>
</tbody>
</table>
### ABC-SW Business Meeting

- **Time:** 10:30 AM - 12:00 PM, Mar 10
- **Location:** Arboretum 5

### Information Systems Policy, Pedagogy, and Training III

- **Time:** 10:30 AM - 12:00 PM, Mar 10
- **Location:** Arboretum 4
- **Session Chair:** Qwontice McDowell

#### 5 Subsessions

- **The MOS Word Certification Exam – Historical Perspective with a Look to the Future**
- **Time:** 10:30 AM - 12:00 PM, Mar 10
- **Location:** Arboretum 4

- **Effects of Gamification Training on Employees’ Information Security Compliance**
- **Time:** 10:30 AM - 12:00 PM, Mar 10
- **Location:** Arboretum 4

- **A Case Study: Using Yellowdig To Promote Dialogic Interactions in an Asynchronous Online Course**
- **Time:** 10:30 AM - 12:00 PM, Mar 10
- **Location:** Arboretum 4

- **A Comparison of COVID-19’s Effects on Study Hours Among Business Students by Gender, Age, Major and Classification**
- **Time:** 10:30 AM - 12:00 PM, Mar 10
- **Location:** Arboretum 4

- **CompTIA ITF+ Certification in an Introductory CIS course**
- **Time:** 10:30 AM - 12:00 PM, Mar 10
- **Location:** Arboretum 4

### Financial Accounting and Reporting

- **Time:** 10:30 AM - 12:00 PM, Mar 10
- **Location:** Ponderosa

- **Moderator:** Michael Imhof

### Speaker

- **Michael Imhof**
  - Wichita State University
4 Subsessions

- CEO Narcissism and Stealth Restatement Disclosures
  - Time: 10:30 AM - 12:00 PM, Mar 10
  - Location: Ponderosa

- Technical Difficulties in Earnings Conference Calls
  - Time: 10:30 AM - 12:00 PM, Mar 10
  - Location: Ponderosa

- Corporate Social Responsibility and Market Premium to Meet/Beat Earnings Benchmark
  - Time: 10:30 AM - 12:00 PM, Mar 10
  - Location: Ponderosa

- What Causes Investors’ Misevaluation? Evidence from a Post-Merger Underperformance Anomaly
  - Time: 10:30 AM - 12:00 PM, Mar 10
  - Location: Ponderosa

Cybersecurity and Public Interest

- Time: 10:30 AM - 12:00 PM, Mar 10
- Location: Cedar

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
  - Time: 10:30 AM - 12:00 PM, Mar 10
  - Location: Cedar

- The Origins, Alternative Uses, and Current Status of Share Repurchases
  - Time: 10:30 AM - 12:00 PM, Mar 10
  - Location: Cedar

- Geographic Location and Corporate Social Responsibility: Urban versus Non-Urban Firms
  - Time: 10:30 AM - 12:00 PM, Mar 10
  - Location: Cedar

Management Accounting

- Time: 10:30 AM - 12:00 PM, Mar 10
- Location: Holly

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

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

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

Corporate Finance 13

- 10:30 AM - 12:00 PM, Mar 10
- Conference Room 2
<table>
<thead>
<tr>
<th>Event</th>
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<tr>
<td>Corporate Governance 2</td>
<td>10:30 AM - 12:00 PM, Mar 10</td>
<td>Conference Room 3</td>
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<tr>
<td>Investments 7</td>
<td>10:30 AM - 12:00 PM, Mar 10</td>
<td>Conference Room 4</td>
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<td>Investments 8</td>
<td>10:30 AM - 12:00 PM, Mar 10</td>
<td>Conference Room 5</td>
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<tr>
<td>Behavioral Finance 2</td>
<td>10:30 AM - 12:00 PM, Mar 10</td>
<td>Conference Room 6</td>
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<tr>
<td>International Finance 3</td>
<td>10:30 AM - 12:00 PM, Mar 10</td>
<td>Conference Room 7</td>
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<td>Sustainability 2</td>
<td>10:30 AM - 12:00 PM, Mar 10</td>
<td>Conference Room 8</td>
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<td>Contemporaneous Topics 8</td>
<td>10:30 AM - 12:00 PM, Mar 10</td>
<td>Conference Room 9</td>
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<tr>
<td>Microeconomic Issues</td>
<td>10:30 AM - 12:00 PM, Mar 10</td>
<td>Live Oak</td>
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</table>

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

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**International Trade**

- 10:30 AM - 12:00 PM, Mar 10
- Willow

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

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

- 10:30 AM - 12:00 PM, Mar 10
- Pecan

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
### 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

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

<table>
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<tbody>
<tr>
<td><strong>Douglas Carter</strong></td>
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<tr>
<td>St. Edward's University</td>
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<tr>
<td><strong>Faiza Khoja</strong></td>
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<tr>
<td><strong>Munir Quddus</strong></td>
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<td><strong>Louise Single</strong></td>
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| Accounting Professor  
  St. Edward's University |
| **Sameer Vaidya**  |
| Dean  
  Texas Wesleyan University |
| **Marilyn Wiley**  |

### AAA-SW Lunch

* 12:00 PM - 1:30 PM, Mar 10
* Window Box

### ASBE Business Meeting and Awards Luncheon

* 12:00 PM - 2:00 PM, Mar 10
* Dogwood

### Doctoral Consortium- Invitation only

* 12:00 PM - 3:00 PM, Mar 10
* Mesquite

### SWFA Keynote and Awards Luncheon

* 12:00 PM - 1:30 PM, Mar 10
* Regency Room Ballroom

### ACME Business Lunch

* 12:45 PM - 2:45 PM, Mar 10
1:30 PM

**Business Communication in the Workplace**
- 1:30 PM - 3:00 PM, Mar 10
- Arboretum 5
  - 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
  - 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
  - Moderator: John Sparger
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

- **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

- **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

Moderator: Rebecca Bogie

Moderator: 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

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**Behavior in Organizations**

- 1:30 PM - 2:45 PM, Mar 10
- Cottonwood

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

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**Healthcare**

- 1:30 PM - 2:45 PM, Mar 10
- Pecan

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

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**
  1:30 PM - 2:45 PM, Mar 10
  Arboretum 2
- **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

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

Corporate Finance 15

1:30 PM - 3:00 PM, Mar 10
Conference Room 2

Corporate Social Responsibility 5

1:30 PM - 3:00 PM, Mar 10
Conference Room 3
<table>
<thead>
<tr>
<th>Session</th>
<th>Time</th>
<th>Room</th>
<th>Chair</th>
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<tr>
<td>Environmental Economics 1</td>
<td>1:30 PM - 3:00 PM, Mar 10</td>
<td>Live Oak</td>
<td>Session Chair: Kabir Hassan</td>
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<tr>
<td>3 Subsessions</td>
<td></td>
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<tr>
<td>● The Market Response to Environmental Social and Governance Performance: A Global Analysis</td>
<td>1:30 PM - 3:00 PM, Mar 10</td>
<td>Live Oak</td>
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<tr>
<td>● Bank board diversity and environmental risk screening</td>
<td>1:30 PM - 3:00 PM, Mar 10</td>
<td>Live Oak</td>
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<tr>
<td>● The Effect of Immigration on the German Housing Market</td>
<td>1:30 PM - 3:00 PM, Mar 10</td>
<td>Live Oak</td>
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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**
  - Session Time: 1:30 PM - 3:00 PM, Mar 10
  - Location: Willow

- **A Study of Value vs Growth Stock Performance during Bear Markets**
  - Session Time: 1:30 PM - 3:00 PM, Mar 10
  - Location: Willow

- **Florida Unlicensed Activity Complaints: An Analysis of Rates of Complaints and Population Size**
  - Session Time: 1:30 PM - 3:00 PM, Mar 10
  - Location: Willow

- **The Impact of Foreign State-owned Enterprise Mergers on Politically Connected US Competitors**
  - Session Time: 1:30 PM - 3:00 PM, Mar 10
  - Location: Willow

**3:00 PM Coffee Break**

- Session Time: 3:00 PM - 3:30 PM, Mar 10
- Location: Market Place

- **An Examination of the Association of Grit with Performance of Students in In-Person versus Online Classes of a Fundamentals of Financial Accounting Course**
  - Session Time: 3:00 PM - 3:30 PM, Mar 10
  - Location: Market Place

- **Ease-y Money?: Evaluating the Environmental Protection of the Tax Deduction for Conservation Easements**
  - Session Time: 3:00 PM - 3:30 PM, Mar 10
  - Location: Market Place

- **Brand Trust in the Path to Purchase Through Social Media: Consumer’s Trust and Purchase Intention on Instagram’s Social Shopping Platform**
  - Session Time: 3:00 PM - 3:30 PM, Mar 10
  - Location: Market Place

- **When is an Undergraduate Degree Not Really a Degree? Marketing and Ethical Issues Involving Non-Transferable Core Courses**
  - Session Time: 3:00 PM - 3:30 PM, Mar 10
  - Location: Market Place

- **Existential Distress – A Policy Issue for Public School Administrators**
  - Session Time: 3:00 PM - 3:30 PM, Mar 10
  - Location: Market Place

**Diverse Perspectives about Work**

- Session Time: 3:00 PM - 4:15 PM, Mar 10
- Location: Arboretum 2
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

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Pedogogical 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

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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

**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

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

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**Business Communication: Past, Present, and Future**

- 3:30 PM - 5:00 PM, Mar 10
- Arboretum 4

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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

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

- 3:30 PM - 5:00 PM, Mar 10
- Arboretum 5
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

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**Conservatism and Earning Quality**

- 3:30 PM - 5:00 PM, Mar 10
- Cedar
- **AAA-SW**

Moderator: Sarra Salib

### Speaker

- Sarra Salib
- Texas Tech University

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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

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**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

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 Trascendent Self, and Advertising
  - 3:30 PM - 5:00 PM, Mar 10
  - Arboretum 1

Consumer Insights
- 3:30 PM - 5:00 PM, Mar 10
- Redbud

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

Session Chair: Chris Croft
4 Subsessions

- **Feeling Safe: Communicating Security Measures for Sport Spectators**
  - Time: 3:30 PM - 5:00 PM, Mar 10
  - Location: Sandalwood B

- **Psychosocial Factors Affecting the Intention to Play Esports**
  - Time: 3:30 PM - 5:00 PM, Mar 10
  - Location: Sandalwood B

- **Sensory Experience and Psychological Connection at Sporting Events**
  - Time: 3:30 PM - 5:00 PM, Mar 10
  - Location: Sandalwood B

- **A Comparison of Participants and Non-Participants of Recreational Sports Activities: A Dyadic Study**
  - Time: 3:30 PM - 5:00 PM, Mar 10
  - Location: Sandalwood B

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### Corporate Finance 16
- Time: 3:30 PM - 5:00 PM, Mar 10
- Location: Conference Room 1

### Corporate Finance 17
- Time: 3:30 PM - 5:00 PM, Mar 10
- Location: Conference Room 2

### Corporate Social Responsibility 6
- Time: 3:30 PM - 5:00 PM, Mar 10
- Location: Conference Room 3

### Derivatives 2
- Time: 3:30 PM - 5:00 PM, Mar 10
- Location: Conference Room 4

### Asset Pricing 9
- Time: 3:30 PM - 5:00 PM, Mar 10
- Location: Conference Room 5

### Investments 10
- Time: 3:30 PM - 5:00 PM, Mar 10
- Location: Conference Room 6

### International Finance 4
- Time: 3:30 PM - 5:00 PM, Mar 10
- Location: Conference Room 7

### Fintech 6
- Time: 3:30 PM - 5:00 PM, Mar 10
- Location: Conference Room 8
Contemporaneous Topics 10
3:30 PM - 5:00 PM, Mar 10
Conference Room 9

Health Economics 2
3:30 PM - 5:00 PM, Mar 10
Live Oak
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
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
3:30 PM - 5:45 PM, Mar 10
Arboretum 2
<table>
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<th>Location</th>
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<tr>
<td>4:30 PM</td>
<td>Bilingual Hispanic Workers Speaking Spanish at Work: Impact on Work Outcomes</td>
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<td>4:30 PM</td>
<td>Inclusive Leadership and Cultural Intelligence in the Global Business Environment</td>
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<td>4:30 PM</td>
<td>Retrospective View of Five Decades of Literature of Hispanics at Work</td>
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<td>4:30 PM</td>
<td>Words and Deeds: Achieving a Workplace Culture without Bias</td>
<td>Arboretum 2</td>
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<td>4:30 PM</td>
<td>Advancing Employee Retention In Small Business Through Nonfinancial Compensation</td>
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<td>4:30 PM</td>
<td>Job Change Decision Regret in the Great Resignation and its Effect on Job Satisfaction</td>
<td>Arboretum 3</td>
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<td>4:30 PM</td>
<td>A Meta-Analysis of Worker Attributes and Work Behaviors in MTurkers: Implications for Research Methodology</td>
<td>Cottonwood</td>
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<td>4:30 PM</td>
<td>Prerequisite Methodology for Commonly Used Constructs in Generational Cohort Research</td>
<td>Cottonwood</td>
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<td>4:30 PM</td>
<td>What is Reputational Risk?</td>
<td>Cottonwood</td>
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<td>5:00 PM</td>
<td>Meet the Editors Panel</td>
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Sat, Mar 11, 2023

6:00 PM

SWAM Social Hour
- 6:00 PM - 7:30 PM, Mar 10
- Window Box

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

8:00 AM

FBD Conference Registration
- 8:00 AM - 10:00 AM, Mar 11
- Window Box Entrance

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

SWAM Incoming Board Meeting
- 8:00 AM - 9:00 AM, Mar 11
- Offsite

Organizational Identification
- 8:00 AM - 9:15 AM, Mar 11
- Arboretum 1
4 Subsessions

- **Corporate Social Responsibility and Employee Outcomes: The Role of Organizational Identification**
  - Time: 8:00 AM - 9:15 AM, Mar 11
  - Location: Arboretum 1

- **Now the Army is Who I Am: Using Cadet Socialization to Increase Organizational Identification in the French Army**
  - Time: 8:00 AM - 9:15 AM, Mar 11
  - Location: Arboretum 1

- **Race, Social Capital, Herd Behavior, and Effective Leader Hiring Practices: Evidence From the NFL’s Head Coach Labor Market**
  - Time: 8:00 AM - 9:15 AM, Mar 11
  - Location: Arboretum 1

- **The Effects of Race and Market Characteristics on Subsequent Head Coach Opportunities for Former NFL Head Coaches**
  - Time: 8:00 AM - 9:15 AM, Mar 11
  - Location: Arboretum 1

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**Top Managers and External Pressures**

- Time: 8:00 AM - 9:15 AM, Mar 11
- Location: Arboretum 2

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4 Subsessions

- **Advancing the Oil & Gas Industry through Artificial Intelligence: Institutional Pressures Behind Implementation**
  - Time: 8:00 AM - 9:15 AM, Mar 11
  - Location: Arboretum 2

- **CEO, Board of Directors’ masculinity, and Acquisition Premium**
  - Time: 8:00 AM - 9:15 AM, Mar 11
  - Location: Arboretum 2

- **Stock Market Reaction to Organizational Response Strategies following Corporate Misconduct**
  - Time: 8:00 AM - 9:15 AM, Mar 11
  - Location: Arboretum 2

- **The Relationship between CEO Duality and Severance Pay for Incoming Executives**
  - Time: 8:00 AM - 9:15 AM, Mar 11
  - Location: Arboretum 2

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**Culture and Climate**

- Time: 8:00 AM - 9:15 AM, Mar 11
- Location: Arboretum 3
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:00 AM</td>
<td>Does Bottom-Line Mentality Foster Counterproductive Work Behavior?</td>
<td>Arboretum 3</td>
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<tr>
<td>8:00 AM</td>
<td>Prevention and Promotion Messages as Interventions to Mitigate Incivility</td>
<td>Arboretum 3</td>
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<tr>
<td>8:00 AM</td>
<td>Use It or Lose It? An Empirical Study of the Subtle Influence of Perceived Corporate Social Responsibility on Workers’ Psychological Capital</td>
<td>Arboretum 3</td>
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<td>8:00 AM</td>
<td>Why Employees’ Mindsets about Importance Changes? Organizational Climate and Motivation as Enabling Mechanisms</td>
<td>Arboretum 3</td>
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<tr>
<td>8:30 AM</td>
<td>Contemporaneous Topics 11</td>
<td>Arboretum 4</td>
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<tr>
<td>9:00 AM</td>
<td>2023-2024 Board Meeting</td>
<td>Window Box</td>
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<tr>
<td>9:30 AM</td>
<td>Organizational Decisions</td>
<td>Arboretum 1</td>
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<td>4 Subsessions</td>
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<tr>
<td>9:30 AM</td>
<td>Climate Change Adaptability &amp; Governance: Why We Must Get Both Right to Move Forward?</td>
<td>Arboretum 1</td>
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<tr>
<td>9:30 AM</td>
<td>How Reputation Motivates Knowledge Acquisition Across Organizations</td>
<td>Arboretum 1</td>
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<td>9:30 AM</td>
<td>The Alignment of Entrepreneurial Orientation and Individual Entrepreneurial Orientation in Small and Medium Enterprises: The Effects on Employee Performance</td>
<td>Arboretum 1</td>
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<tr>
<td>9:30 AM</td>
<td>What Firms Should Consider Before Imitating the Major Players: The Negative Aspects of Imitation Strategies</td>
<td>Arboretum 1</td>
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<tr>
<td>9:30 AM</td>
<td>Technology and Human Resources</td>
<td>Arboretum 2</td>
</tr>
</tbody>
</table>
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

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

1:00 PM

Adjourn Conference

- 1:00 PM - 1:00 PM, Mar 11

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Speaker

Kenneth Sweet
St. Edward's University