

**The Society of  
Business, Industry, and Economics**

**15<sup>th</sup> ANNUAL CONFERENCE**

**Sandestin Golf and Beach Resort  
April 16-19, 2013  
Destin, Florida**

**SOBIE  
CONFERENCE  
2013**





# **15th SOBIE Annual Conference**

**April 16-19, 2013  
Linkside Conference Center  
Sandestin Golf and Beach Resort  
Destin, Florida**

## **SOBIE 2013 Officers**

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**SOBIE (Society of Business, Industry, and Economics) is a consortium of colleges and universities that promotes peer-reviewed research and student research, both graduate and undergraduate, and interaction with industrial practitioners. Our goal is to encourage business faculty members to respond to current economic and market issues. SOBIE's journal JOBIE (Journal of Business, Industry, and Economics) is listed in Cabell's directory.**

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## **SOBIE 2013 KEYNOTE ADDRESS**

### **Ambassador Chase Untermeyer (Qatar, 2004-2007)**

Chase Untermeyer has been an international business consultant since returning in 2007 from Qatar, where he served three years as United States ambassador on appointment of President George W. Bush.

Ambassador Untermeyer has held both elected and appointed office at all four levels of government – local, state, national, and international -- for more than 35 years, with work in journalism, academia, and business as well.

He is a 1968 graduate of Harvard College with honors in government. During the Vietnam War he served as an officer in the United States Navy aboard a destroyer in the Western Pacific and as aide to the commander of US naval forces in the Philippines.

Returning to Texas, Ambassador Untermeyer was a political reporter for the Houston Chronicle for three years before becoming executive assistant to the county judge (chief administrative official) of Harris County, Texas, the jurisdiction surrounding Houston. In 1976, he was elected to the first of two terms as a member of the Texas House of Representatives.

He left the Legislature in 1981 to go to Washington as executive assistant to then-Vice President Bush. Three years later, President Reagan appointed him Assistant Secretary of the Navy for Manpower & Reserve Affairs. When George Bush became president in 1989, Mr. Untermeyer returned to the White House as Director of Presidential Personnel, responsible for advising the President on his appointments to federal office. In 1991, President Bush appointed him Director of the Voice of America, the overseas broadcasting arm of the US government, where he served until the end of the Administration in 1993.

Back in Houston, he was director of public affairs for Compaq Computer Corporation (since merged with Hewlett Packard) and vice president for government affairs and professor of public policy at the University of Texas Health Science Center.

Ambassador Untermeyer is a member of the Texas Ethics Commission and the Council on Foreign Relations, as well as a member of the boards of the St Luke's Episcopal Health Charities and of Harris County Precinct 1 Street Olympics. In previous part-time public service, he has been member and chairman of the Board of Visitors of the US Naval Academy, a commissioner of the Port of Houston, president of the Houston READ Commission, a member of the board of National Public Radio, member of the Defense Health Board, and chairman of the State Board of Education, appointed by then-Governor George W. Bush.

He is married to the former Diana Cumming Kendrick of Sheridan, Wyoming, whom he met when they were both on the White House staff. They have a daughter, Elly, born in Houston in 1993.

<http://untermeyer.com>



Registration- Bayview Terrace			
April 16	April 17	April 18	April 19
7:00-11:00 AM	7:00-11:00 AM	7:00-11:00 AM	7:00-11:00 AM
Tuesday			
April 16	Terrace 1	Terrace 2	Terrace 3
7:30-8:45	1-Accounting	2-Pedagogy	3-Finance
9:00-10:15	4-Accounting	5-Marketing/Management	6-Student Session
Wednesday			
April 17	Terrace 1	Terrace 2	Terrace 3
7:30-8:45 AM	7-Accounting	8-Computer Information Systems	9-Management
9:00-10:15 AM	10-Finance	11-Pedagogy	12-Public Administration
10:30-11:45 AM	13-Management	14-Pedagogy	15-Round Table Forum 1
Thursday			
April 18	Terrace 1	Terrace 2	Terrace 3
7:30-9:00	<b>Bayview Terrace Keynote Address: Ambassador Chase Untermeyer</b>		
9:15-10:30	16-Round Table Forum 2	17-Pedagogy	18-International Topics
10:45-12:00 PM	19-Round Table Forum 3	20-Student Session	21-Management
12:15-1:30 PM	22-Round Table Forum 4	23-Economics	24-Pedagogy
1:45-3:00 PM	25-Accounting	26-Finance	27-Pedagogy
3:15-4:30 PM	28-Pedagogy	29-Accounting	30-Marketing
4:45-6:00 PM	31-Business Analytics	32-Pedagogy	
Friday			
April 19	Terrace 1	Terrace 2	Terrace 3
7:30-8:45 AM	33-Student Session	34-Pedagogy	35-Economics
9:00-10:15 AM	36-International Topics	37-Student Session	38-Finance
10:30-11:45 AM	39-Accounting	40-Marketing	41-Student Session
12:00-1:15 PM	42-Pedagogy	43-Management	44-Student Session

# ROUNDTABLE DISCUSSIONS

## Roundtable I

### Economic Freedom and America's Renewal

Wednesday, April 17 10:30 – 11:45 (Terrace 3)

The United States faces many struggles on both domestic and foreign policy fronts as the twenty-first century emerges. This roundtable will focus on the economic lessons and implications of the challenges America faces.

**Adam Lowther** is a Research Professor at Air University in Montgomery, AL, where he conducts strategic and operational research on deterrence, nuclear weapons policy, military diplomacy, and terrorism. Adam received his Ph.D. from the University of Alabama.

**Daniel J. Smith** is an Assistant Professor at the Manuel H. Johnson Center for Political Economy at Troy University and the Book Review Editor for the Review of Austrian Economics. He received his Ph.D. in Economics from George Mason University in 2011. Dr. Smith's research primarily focuses on studying the institutions that emerge to foster economic and social cooperation between socially distant, or even hostile, groups.

**Daniel Sutter** is the Charles G. Koch Professor of Economics with the Manuel H. Johnson Center for Political Economy at Troy University and is a Ph.D. graduate of George Mason University. His research interests include the societal impacts of extreme weather, the economics of the news media, the markets for economists and economic research, environmental regulation, and constitutional economics.

# ROUNDTABLE DISCUSSIONS

## Roundtable Discussion II

### Presidential Leadership

Thursday, April 18 9:15 – 10:30 (Terrace 1)

Ambassador Chase Undermeyer served under three presidents: Ronald Reagan, George H.W. Bush, and George W. Bush. This discussion will consider the qualities of effective leadership based on six criteria: public communication, organizational capacity, political skill, vision, cognitive style, and emotional intelligence.

**Dr. Christopher Maynard** is Chair of the Department of History and Political Science at the University of North Alabama. He received his Ph.D. from Louisiana State University and specializes in recent political and diplomatic history. He is the author of *Out of the Shadow: George H.W. Bush and the End of the Cold War* (Texas A&M University Press, 2008). His most recent project is "The Troika: James Baker III, Edwin Meese III, & Michael Deaver," which will be published in the multi-authored book *A Companion to Ronald Reagan* (Wiley-Blackwell Press, forthcoming).

# ROUNDTABLE DISCUSSIONS

## Roundtable Discussion III

### BP Oil Settlement

Thursday, April 18 10:45 – 12:00 (Terrace 1)

Many businesses in Alabama, Louisiana, Mississippi, the Florida panhandle, and a small portion of Texas ("The Zone") qualify for lost profit reimbursement based on the Deepwater Horizon Economic and Property Damages Settlement Agreement (the Settlement). This roundtable discusses: (1) an overview of the Settlement (2) how the Settlement applies to individuals and businesses throughout "The Zone" (3) how eligibility for compensation is determined (4) an overview of how claims are calculated (5) current claims statistics and (6) potential economic effect on "The Zone".

**Neil Campbell**, CPA – BP Claims Specialist, Seth Bryant Grissom, LLC. After graduating from The University of Alabama with a Bachelor's and Master's degree in Accounting, Neil began his career in the assurance practice of KPMG, LLP's Birmingham, AL office. He later joined Sellers Richardson Holman & West (SRHW) in Birmingham. In April 2012, Neil helped lead the BP Claims team at SRHW calculating BP claims for over 200 companies before joining the Seth Bryant Grissom BP team in September 2012.

**Seth Grissom** – Attorney at Law, Seth Bryant Grissom, LLC After graduating from The University of Alabama with a Bachelor's degree in Finance, Seth attended the Thomas Goode Jones School of Law. Upon graduating from Law School and being admitted to the Alabama State Bar, Seth worked in the law firm, Garrison & Grissom, LLC, in Birmingham, AL before starting his own law practice in 2011. Since 2012, he has primarily focused on the BP Settlement in addition to civil and commercial litigation, family law, criminal defense, and probate law.

# ROUNDTABLE DISCUSSIONS

## Roundtable Discussion IV

### **Blowing in the Wind: Is Edutainment a Viable Intellectual Property Paradigm?**

Thursday, April 18 12:00 – 1:15 (Terrace 1)

Intellectual property (IP) is a key cornerstone of American capitalism in which the founding fathers of our country protected in our constitution. In recent times US IP laws have eroded in some cases to the level of Iran and North Korea. In light of America's dominant position as the foremost exporter of intellectual property, it makes economic sense to find solutions to the IP crisis.

**John Briggs** has over 25 years experience in the music industry. He is the past Vice President of ASCAP, the world's largest performing rights organization, signing performers, such as the Backstreet Boys, Dixie Chicks, Kenny Chesney, ZZ Top, Brad Paisley, Deana Carter, Alan Jackson, The Cranberries, Clint Black, Little Texas, Brian McKnight, Jessica Simpson, Dierks Bentley and Billy Currington. After hearing "*If Tomorrow Never Comes*," he helped Garth Brooks sign with Capitol Records, becoming the top selling artist of all time.

In 1997 he received the Alabama Governor's Award for his contribution to American music. He serves on the board of the Academy of Country Music and is the former chairman of the Alabama Music Hall of Fame Board. In 2008 he received the Alabama Music Hall Of Fame Music Industry Achievement Award.

**Brandon Frank** is of Counsel with the Entertainment and Intellectual Property Law Group of Paillet & Ostendorf in New Orleans. Brandon specializes in IP protection and exploitation, representing entrepreneurs, creators, innovators, songwriters, filmmakers, recording artists, publishers, managers, entertainment companies, producers, digital media and e-commerce operators.

Mr. Frank earned a Master of Laws (LL.M.) in Intellectual Property & International Trade from the American University Washington College of Law; a Juris Doctorate (JD) from the Southern University Law Center.



# **SOBIE 2013**

**Tuesday, April 16**

**7:30 – 8:45**

## **Session 1: Accounting**

### **Terrace 1**

**Chair: Clifford Marshall, Albany State University**

Using Bayesian Analysis to Assess ERM Audit Risk

Dale Spradling, Stephen F. Austin University

Jack Ethridge, Stephen F. Austin University

Violet Rogers, Stephen F. Austin University

Developing Accounting Standards for Cellulosic Ethanol Involving Different Countries

Clifford Marshall, Albany State University

Forrest Thompson, Albany State University

Amaechi Nwaokor, Albany State University

JaKathryn Ross, Morehouse College

Cognitive Biases in Student Answer Changing on Accounting Multiple Choice Questions

Richard Williams, University of Tennessee at Martin

Paula Hearn, University of Tennessee at Martin

## **Session 2: Pedagogy**

### **Terrace 2**

**Chair: Eckward McKnight, Delta State University**

Classroom vs. Online Assessment

Michael Spivey, Clemson University

Jeff McMillan, Clemson University

Soft Skills: Student Perceptions of Their Abilities – A Comparison of Perceived Soft Skills between College of Business Students and College of Education Students

Lisa Sandifer, Delta State University

Eckward McKnight, Delta State University

Phyllis Bunn, Delta State University

Ronald Garrison, Delta State University

## **Session 3: Finance**

### **Terrace 3:**

**Chair: Natalya Delcours, San Jose State University**

What are the Regional Impacts of the Homebuyer's Tax Credit on Housing and the Economy?

Tricia Snyder, William Paterson University

Elizabeth Ekmekjian, William Paterson University

The Importance of Data Reliability and Industry-Specific Database Construction for REIT Financial Data

Natalya Delcours, San Jose State University

Dan French, University of Missouri

David Maslar, University of Missouri

An Exploratory Study of Structural Equation Modeling Applied to Financial Ratios

Jim Connell, University of Montevallo

Meg Pepper, University of Montevallo

**Tuesday, April 16**

**9:00 – 10:15**

**Session 4: Accounting**

**Terrace 1**

**Chair: Cynthia Bennett, Albany State University**

Is Faster Better? The Ability of Students to Complete a Business Instruction Directed Computer Disc among Accounting, Marketing and Information System Majors

Clifford Marshall, Albany State University

Cynthia Bennett, Albany State University

Forrest Thompson, Albany State University

Maurice Elliard, Albany State University

The Mortgage Interest Deduction: The Upside to an Upside-Down Market

Lynn Comer Jones, University of North Florida

Stacia Asimos, University of North Florida

Overhead Analysis and Standard Costing in Supply Chain Management

Chiaho Chang, Montclair State University

**Session 5: Marketing/Management**

**Terrace 2**

**Chair: Donald Shemwell, East Tennessee State University**

Antecedents and Consequences of Consideration Set Size in the Case of Automobile Purchase

Jung Seek Kim, Edinboro University

Team-Based Commission Systems in Retailing: Incentivization Without Agency Related Dysfunction

Donald Shemwell, East Tennessee State University

Effective Advisory Committee Relationships: Use of Advisory Committees in Higher Education Academic Programs

Donna M. Schaeffer, Marymount University

Nick Rouse, Marymount University

Female Leadership

Patsy Parker, Southwestern Oklahoma State University

Whence the Poorly Trained, Unskilled, Unmotivated, Part-Time Employee in Modern Retail Organizations

Donald Shemwell, East Tennessee State University

**Tuesday, April 16**

**9:00 – 10:15 (Continued)**

**Session 6: Student Session**

**Terrace 3**

**Chair: Keith Malone, University of North Alabama**

The Effect of Dividends and Free Cash Flows on Stock Price

Amanda Evans, University of Montevallo

Andrew Wages, University of Montevallo

The Relationship between English Proficiency and Academic Performance of International Students in Undergraduate Education

Felipe Watanabe, Jacksonville State University

Shawn Carter, Jacksonville State University

The Relationship of Entrepreneurs Capital Source and the Performance of Small Business Manufacturing Enterprises in the Bauchi State

Mohammed Alkali, University Malaysia

The Rate at Which Banks Don't Lend to Each Other: An Exploration of the Libor Crisis

Yulia Shvetsova, University of Montevallo

The Place for Patents in the Mobile Phone Industry

Alexandra Nolan, Kennesaw State University

Have Techno-Entrepreneurship and Meter Fare in Taxis Not Been Fair to Entrepreneurs and Consumers?

Olalekan Busra Sakariyau, University of Malaysia

Edesyi Margaret Ekisowei, University of Malaysia

**Wednesday, April 17**

**7:30 – 8:45**

**Session 7: Accounting**

**Terrace 1**

**Chair: Cynthia Sneed, Jacksonville State University**

Accounting for Normal Rework Common to All Jobs: Capturing the Essence of Manufacturing Overhead

Rebecca Kaenzig, Appalachian State University

Lynn Comer Jones, University of North Florida

William B. Pollard, Appalachian State University

Examining the Financial Condition of the Social Security Disability Insurance Program

Cynthia Sneed, Jacksonville State University

John Sneed, Jacksonville State University

Finance-Led Growth in Developing Countries of Southern Europe: Financial Markets and Economic Development

Hugh L. Davis, University of Southern Mississippi

Shawn D. Lowe, University of Southern Mississippi

**Session 8: Computer Information Systems**

**Terrace 2**

**Chair: John Dyer, Georgia Southern University**

Learning Management Systems (LMS) Evolution in Universities

Ronald J. MacKinnon, Georgia Southern University

Kevin Lee Elder, Georgia Southern University

John Dyer, Georgia Southern University

Information Management in an Age of Technological Advancement: Are We There Yet?

Cynthia Bennett, Albany State University

Kathaleena Monds, Albany State University

Chiou Pirng Wang, Albany State University

Small Business and Big Data

Donna Schaeffer, Marymount University

Patrick C. Olson, National University

**Session 9: Management**

**Terrace 3**

**Chair: John E. Knight, University of Tennessee at Martin**

Process Capability Analysis for Left Skewness with Negative Values

John E. Knight, University of Tennessee at Martin

Back to the Source: A Knowledge Management Reference Analysis

W. Heath Landrum, Auburn University

Dianne Hall, Auburn University

Zack Jourdan, Auburn University

Teresa Lang, Auburn University Montgomery

Valuing Uncertainty in a Supply Chain and Information Sharing Among Dealers

Evan Moore, Auburn University Montgomery

**Wednesday, April 17**

**9:00 – 10:15**

**Session 10: Finance**

**Terrace 1**

**Chair: C. Alan Blaylock, Henderson State University**

A Survey of Debt Covenants over Ninety Years

Fonda L. Carter, Columbus State University

Patrick Hogan, Columbus State University

Reaction of Initial ADR Issuers to Subsequent ADRs

C. Alan Blaylock, Henderson State University

**Session 11: Pedagogy**

**Terrace 2**

**Chair: Cameron Montgomery, Delta State University**

Analyzing Four-Year College Graduation Rates: A Latent Variable Model

Andrew Slater, University of Montevallo

Lacey Brackner, University of Montevallo

The Effects on Working While In College on Student Satisfaction and Performance

Cameron Montgomery, Delta State University

Lawrence Magee, Delta State University

Jerry Kandies, Delta State University

Determining Student Success in Online Classes Using Login and Submission Dates

Victoria Kaskey, Ashland University

Balancing Digital and Print Content in MIS Textbooks

Bradley Prince, University of West Georgia

**Session 12: Public Administration**

**Terrace 3**

**Chair: Rita C. Jones, Columbus State University**

Public Health Policy and Public Health Outcomes

Taylor Stevenson, East Tennessee State University

Prasun Bhattacharjee, East Tennessee State University

Jill Hayter, East Tennessee State University

Intent vs. Reality: Past, Present and Future of the Social Security System  
in the United States

Teresa K. Lang, Auburn University Montgomery

Rita C. Jones, Columbus State University

A Study of Mentoring Partnership Perceptions of Interpersonal and Personal Skills for  
Effective Healthcare Leaders

Sandra Washington, Albany State University

Cynthia Bennett, Albany State University

**Wednesday, April 17**

**10:30 – 11:45**

**Session 13: Management**

**Terrace 1**

**Chair: Mary Kiker, Auburn University Montgomery**

The Effects of Servant Leadership Dimensions on Important Organizational Outcomes

Scott Kiker, Auburn University Montgomery

Mary Kiker, Auburn University Montgomery

Leadership Diversity among University Presidents: A Longitudinal Study

Dawn Wallace, Southeastern Louisiana University

Michael Budden, Southeastern Louisiana University

Connie Budden, Southeastern Louisiana University

Rusty Juban, Southeastern Louisiana University

Understanding Globalization in an Historical Context

Nanda Shrestha, Florida A&M University

**Session 14: Pedagogy**

**Terrace 2**

**Chair: David Deviney, Tarleton State University**

The Perceptions of Healthcare Management Teachers and Students Learning Skills

Sandra Washington, Albany State University

Cynthia Bennett, Albany State University

Health Informatics: It's for All Business School Majors

Kevin Lee Elder, Georgia Southern University

Ron MacKinnon, Georgia Southern University

John Dyer, Georgia Southern University

Startup of Off-Campus College Programs: The Good, Bad and a Bit of Ugly

David Deviney, Tarleton State University

**Session 15: Round Table Forum 1**

**Terrace 3**

**Topic: Economic Freedom and America's Renewal**

**Discussion Leaders: Adam Lowther, Air Force Research Institute**

**Daniel J. Smith, Troy University**

**Daniel Sutter, Troy University**

**Thursday, April 18**

**Bayview Terrace**

**7:30 – 9:00**

**Keynote Address: Ambassador Chase Untermeyer**

**Thursday, April 18**

**9:15 – 10:30**

**Session 16: Round Table Forum 2**

**Terrace 1**

**Topic: Presidential Leadership**

**Discussion Leaders: Ambassador Chase Untermeyer  
Chris Maynard, University of North Alabama**

**Session 17: Pedagogy**

**Terrace 2**

**Chair: Tommy Taylor, Delta State University**

Financial Literacy among College Students: Comparisons by Gender, Race,  
Age and National Norms

Tommy Taylor, Delta State University  
John Thornell, University of North Alabama  
Molly Vaughn, University of North Alabama  
Nathan Pitts, University of North Alabama

An Investigation into What Students Know and What Students Want to Learn with Regard  
to Financial Literacy in a College Course

Heather Brown, University of North Alabama  
Dan Hallock, University of North Alabama

Academic Advising Excellence: Byproducts for Student Persistence,  
Success and Retention

John Igwebuike, Alcorn State University

Fraud: A Business Instructor Resource

Mark Morgan, Mississippi College  
Sheree Corkern, Mississippi College

**Session 18: International Topics**

**Terrace 3**

**Chair: Chlotia Garrison, Winthrop University**

Social Capital and Health of Outcome in Nigeria: A Case Study of Minna Metropolis  
Ijaiya Mukaila Adebisi, Federal University of Technology, Nigeria

EMV Overview and US Status

Chlotia Garrison, Winthrop University

China: The Middle Class Paradox

Richard Mpoyi, Middle Tennessee State University

A Strategy for American Renewal

Adam Lowther, Air Force Research Institute

**Thursday, April 18**

**10:45 – 12:00**

**Session 19: Round Table Forum 3**

**Terrace 1**

**Topic: BP Oil Settlement**

**Discussion Leaders: Neil Cambell, Seth Bryant Grissom Law Office  
Seth Grissom, Seth Bryant Grissom Law Office  
Randall Dupont, University of Mobile**

**Session 20: Student Session**

**Terrace 2**

**Chair: Keith Malone, University of North Alabama**

Continuous Improvement Applications in Sports Media Production

Christopher Massingill, University of South Alabama

William Reed, University of South Alabama

Bryson James, University of South Alabama

Eduardo Cabrera, University of South Alabama

Al Chow, University of South Alabama

Entrepreneurship - Starting a Business while Learning the Concepts

Joel Ponce, University of South Alabama

Al Chow, University of South Alabama

Applying the Learning Experience - From the Classroom to Office and Back

Tyler Bozeman, University of South Alabama

Al Chow, University of South Alabama

Predicting "Irrational" Behavior in Retirement Planning

Justin Knox, University of South Alabama

Al Chow, University of South Alabama

**Session 21: Management**

**Terrace 3**

**Chair: Robert Armstrong, University of North Alabama**

A Comparison of COF Perceptions of Health South

Robert Armstrong, University of North Alabama

Dennis Balch, University of North Alabama

Resiliency, Sustainability and Drought

John M. Mankelwicz, Troy University

What Employers Want, What Employees Need: Creating a Win-Win in Talent Recruitment and Selection Process Using Employability Skills Assessment

Jennifer Collins, Florida A&M University



**Thursday, April 18**

**12:15 – 1:30**

**Session 22: Round Table Forum 4**

**Terrace 1**

**Topic: Blowing in the Wind: Is Edutainment a Viable Intellectual Property Paradigm?**

**Discussion Leaders: John Briggs, Briggs Entertainment  
Brandon Frank, Pro Entertainment Law**

**Session 23: Economics**

**Terrace 2**

**Chair: Gokhan Karahan, Delta State University**

Trade Liberalization, Mixed Oligopoly and Environment

Manabendra Dasgupta, University of Alabama Birmingham

Seung Dong Lee, University of Alabama Birmingham

Soviet Sports and the Efficiency of Central Planning

Daniel J. Smith, Troy University

Daniel Sutter, Troy University

The Positive Causal Relationship Between the Growth of Commercial Banking and Economic Development in the Former Soviet Influenced Countries of East Europe

Hugh L. Davis, University of Southern Mississippi

**Session 24: Pedagogy**

**Terrace 3**

**Chair: Jennifer Pitts, Columbus State University**

A Case Study in Bringing Coherence and Structure to Distance Learning Program Development

Jennifer Pitts, Columbus State University

Chris Whitehead, Columbus State University

Flipping the Management Classroom Upside Down

Jennifer Collins, Florida A&M University

Shawnta Friday-Stroud, Florida A&M University

Matrecia James, Florida A&M University

Amos Bradford, Florida A&M University

Using Technology to Flip the Classroom

Chula King, University of West Florida

**Thursday, April 18**

**1:45 – 3:00**

**Session 25: Accounting**

**Terrace 1**

**Chair: Tommie Singleton, Carr Riggs & Ingram**

The Actions of Eminent Accountants in World War II

Mark Jobe, Middle Tennessee State University

Dale Flesher, University of Mississippi

Busts, Booms, and U.S. Auditors' Interest in Fraud Detection: Evidence from the 20th Century

Stephanie Moussalli, Rhodes College

Gokhan Karahan, Delta State University

O. Ronald Gray, University of West Florida

The Evolving Risk to States and Other Entities Regarding Data Breaches

Tommie Singleton, Carr Riggs & Ingram

**Session 26: Finance**

**Terrace 2**

**Chair: Larry Blose, Grand Valley State University**

Parameter Stationarity and the Mean Variance Optimum Portfolio

Larry Blose, Grand Valley State University

Frank Griggs, Grand Valley State University

CFO Rankings and Trading Volume

Mike Cudd, Mississippi College

Marcelo Eduardo, Mississippi College

Chris Smith, Mississippi College

The Impact of a Structured Learning Assistance Program on Performance in a Managerial Finance Course

Susan Edwards, Grand Valley State University

Frank Griggs, Grand Valley State University

Thomas Willey, Grand Valley State University

**Thursday, April 18**

**1:45 – 3:00 (Continued)**

**Session 27: Pedagogy**

**Terrace 3**

**Chair: Donald English, Texas A&M University – Commerce**

Animation as a Vehicle for Management Education

John Mankelwicz, Troy University

Using Local Cases to Improve International Business Courses

Harry Joiner, Athens State University

Workplace Qualities: Perception of Business Communication Instructors and Undergraduate Business Students

Donald English, Texas A&M University – Commerce

Edgar Manton, Texas A&M University – Commerce

Erica Yu Pan, Texas A&M University – Commerce

Stephanie Schirru, Texas A&M University – Commerce

Devalina Bhowmik, Texas A&M University – Commerce

The Price Elasticity of Demand for Online Education

Jennings Byrd, Troy University

Phillip Mixon, Troy University

**Thursday, April 18**

**3:15 – 4:30**

**Session 28: Pedagogy**

**Terrace 1**

**Chair: Donald English, Texas A&M University – Commerce**

Animation as a Vehicle for Management Education  
John Mankelwicz, Troy University

Using Local Cases to Improve International Business Courses  
Harry Joiner, Athens State University

Workplace Qualities: Perception of Business Communication Instructors and Undergraduate Business Students

Donald English, Texas A&M University – Commerce  
Edgar Manton, Texas A&M University – Commerce  
Erica Yu Pan, Texas A&M University – Commerce  
Stephanie Schirru, Texas A&M University – Commerce  
Devalina Bhowmik, Texas A&M University – Commerce

**Session 29: Accounting**

**Terrace 2**

**Chair: Thomas Noland, University of South Alabama**

Appreciated Property, Stepped Up Basis, and the Hidden Tax Inequity for Low Income Taxpayers

Sylvia Burgess, Cameron University  
John Courington, Missouri Western State University

An Analysis of Goodwill in the Banking Industry  
Thomas Noland, University of South Alabama  
Courtney Cox, Wilkins Miller Hieronymus  
Gregory Prescott, University of South Alabama

Management Accounting Education and Curriculum Redesign: An Analysis of Perceptions of Accounting Educators

Wayne Nix, Jackson State University  
Mark Morgan, Mississippi College

**Session 30: Marketing**

**Terrace 3**

**Chair: Jack Samuels, Montclair State University**

Urinal Marketing: Is it Effective? Is it Discriminatory?  
James Walton, Arkansas Tech

Does it Fit? Using Hofstede's Value Dimensions to Analyze the North Face's Brand Position in China  
Sandra Allen, Columbia College Chicago  
Chen Gu, Intrabond Capitol

An Investigation Into the Attitudes of College and University Students Toward Amusement Park Safety and Related Issues

Jack Samuels, Montclair State University  
Avi Mukherjee, Montclair State University

The Impact of the Deepwater Horizon-BP Oil Spill on Tourist Attraction Attendance in Mobile, Alabama  
Randall Dupont, University of Mobile

The Superbowl "God Made a Farmer" Ad: Perspectives from Marketing and Agriculture  
Pj Forrest, Alcorn State University  
Barry Bequette, Alcorn State University

Peripheral Product Adaptation and Small and Medium-Sized Enterprise Export Performance  
Edward O'Donnell, Columbus State University

**Thursday, April 18**

**4:45 – 6:00**

**Section 31: Business Analytics**

**Terrace 1**

**Chair: Andrew Tiger, Union University**

Computer-Based Simulation Modeling in Ambulatory Care Operations Management

William Miller, Georgia College & State University

Andrew Sumner, Georgia State University

Theodore Randles, Eastern Kentucky University

Applying Analytics to Model Golf Course Pace of Play

Andrew Tiger, Union University

Jared Haney, Union University

Matt McCulley, Union University

A Subset Selection Procedure for Multinomial Distribution

Sadd Bakir, Alabama State University

Improving Shewhart Control Chart Performance Using Two-Stage Sampling

Kenneth Linna, Auburn University Montgomery

Access 2010 Northwinds Traders Sample Database: Documentation,  
Discussion and Redsign

John Dyer, Georgia Southern University

**Session 32: Pedagogy**

**Terrace 2**

**Chair: Jason Brashier, Freed-Hardeman University**

Initial Student Reactions to a Flipped Classroom

Thomas F Griffin, Auburn University Montgomery

Stephen Zachary Jordan, Auburn University Montgomery

The Student Managed Investment Fund: Factors for Implementation and Success

Garrett Durham, Freed-Hardeman University

Jason Brashier, Freed-Hardeman University

The Price Elasticity of Demand for Online Education

Jennings Byrd, Troy University

Phillip Mixon, Troy University

The Implications of Student Multi-tasking for Learning

Pj Forrest, Alcorn State University

Lisa Micich, Alcorn State University

**Friday, April 19**

**7:30 – 8:45**

**Session 33: Student Session**

**Terrace 1**

**Chair: Doug Barrett, University of North Alabama**

Income Distribution Affects the Price of High-Added Value of Goods

Zhiyang You, University of North Alabama

David L. Black, University of North Alabama

Studying Abroad: Length of Study and Homesickness

Tara McCarthy, Georgia College & State University

Doreen Sams, Georgia College & State University

Joe Schwartz, Georgia College & State University

Which Side of the Border Will Your Business Do Better On? An Analysis of the Canadian and American Health Care Benefits Correlated to Business Success

Hilary Parkin, Troy University

Alan Wright, Troy University

Industry DuPont Analysis

TeWhan Hahn, Auburn University Montgomery

Xinruo Wang, Auburn University Montgomery

Keren H. Deal, Auburn University Montgomery

**Session 34: Pedagogy**

**Terrace 2**

**Chair: Doris Wright, Troy University**

Risk Absenteeism and Academic Performance

Richard Wilson, Florida A&M University

Best Practices for Student Success in Partial Online Accounting Courses

Michael Watters, Henderson State University

Examining Gender Differences in Written Communications

Doris Wright, Troy University

Alan Wright, Troy University

**Session 35: Economics**

**Terrace 3**

**Chair: Chris Johnson, University of North Florida**

Economic Growth on Urban Poverty Revisited

Chris Johnson, University of North Florida

The Impact of Race of Local Economy Using a Panel Granger Causality Test

Willis Lewis, Winthrop University

Comparison of Price and Income Elasticities of Mid-South States Residential Electricity Demand in the United States

Sontachai Suwanakul, Alabama State University

Half a Century of Change: A Brief Progress Report for the Mississippi Delta

Gokhan Karahan, Delta State University

**Friday, April 19**

**9:00 – 10:15**

**Session 36: International Topics**

**Terrace 1**

**Chair: Alan Wright, Troy University**

Determination of Inflation in the Chinese Economy  
Yuxing Lan, Auburn University Montgomery  
Evan Moore, Auburn University Montgomery

European Union Enlargement and the Euro  
Cynthia Tori, Valdosta State University  
Scott Tori, Troy State University

Convergence in International Business: A Comparison Using Hofstede's Work Values  
Alan Wright, Troy University  
Doris Wright, Troy University

**Session 37: Student Session**

**Terrace 2**

**Chair: Keith Malone, University of North Alabama**

Are Employers Prepared to Hire, Accommodate and Retrain Returning Veterans?  
Lauren Sauls, Troy University

Consumption Patterns and Academic Performance  
Jessica Kelley, University of North Alabama  
Heath McCullough, University of North Alabama  
Wes Roland, University of North Alabama  
Tanja Blackstone, University of North Alabama

How to Build Employee Commitment  
Mutaib Almuhaiani, Troy University

Simulations: Useful in Talent Management?  
Annie Jordan, Troy University

**Session 38: Finance**

**Terrace 3**

**Chair: David Kern, Arkansas State University**

Bank Liquidity: Asset Structure Before and After the Crisis  
David Kern, Arkansas State University  
Mark Foster, University of North Alabama

Direct Stock Purchase Plans and Investment Risk: Are Favorable Terms  
Enticing Investors?  
Raymond Johnson, Auburn University Montgomery  
Joseph Newman, Auburn University Montgomery

Direct Stock Purchase Plans and Investment Return: Are Favorable Terms  
Enticing Investors?  
Raymond Johnson, Auburn University Montgomery  
Joseph Newman, Auburn University Montgomery

Interactions between Stakeholders and Others: Harbingers of Success and Failure  
Raymond Johnson, Auburn University Montgomery  
Kenneth Linna, Auburn University Montgomery  
Joseph Newman, Auburn University Montgomery

**Friday, April 19**

**10: 30 – 11: 45**

**Session 39: Accounting**

**Terrace 1**

**Chair: Paul Raath, Arkansas State University**

The Convergence to International Accounting Standards: The Differences and Consequences of the Major Standards Affected

Paul Raath, Arkansas State University

Comparison of Budgeted-to-Actual General Fund Revenues and Expenditures for 30 States During a Five-Year Period

Michael Amspbaugh, Delta State University

When Gross Loss is Gross Profit: Differences in Reporting between Computat and the 10-K

Sherwood Lane Lambert, University of West Florida

Eric Bostwick, University of West Florida

Joseph G. Donelan, University of West Florida

**Session 40: Marketing**

**Terrace 2**

**Chair: Avinash Waikar, Southeastern Louisiana University**

Size and Price Manipulation: College Students' Perceptions and Opinions

Avinash Waikar, Southeastern Louisiana University

Sam Cappel, Southeastern Louisiana University

Uday Tate, Marshal University

One Hundred Years of Advertising History: An Analysis of Auto and Truck Ads in National Geographic Magazine

Rice York, Mississippi College

Bryan Hayes, Mississippi College

Deploying a Systems Model for Understanding Business Opportunities for Farmers in Rural Georgia

Kathaleena Monds, Albany State University

Daaiyah Salaam, Southwest Georgia Project



**Friday, April 19**

**10: 30 – 11: 45 (Continued)**

**Session 41: Student Session**

**Terrace 3**

**Chair: Keith Malone, University of North Alabama**

Human Resource Management in China and the United State: Analysis,  
Challenges and Comparisons

Bei Wang, Troy University

Alan Wright, Troy University

A Research Analysis of Dove Beauty Products: How to Penetrate the  
Deep Heart of the Chinese Market

Yi Yang Li, Tongji University

The Performance of Islamic Banks versus Conventional Banks in Saudi Arabia  
During the Banking Crisis

Badr A. Alhajri, Murray State University

Stephen Lacewell, Murray State University

Impact of Volatility on Aggregated Maturity Structure

Jacob Spratt, University of North Alabama

Doug Barrett, University of North Alabama

**Friday, April 19**

**12: 00 – 1: 15**

**Session 42: Pedagogy**

**Terrace 1**

**Chair: Mark Jobe, Middle Tennessee State University**

Student's Perceptions of the Auditor's Actions in Fraud Schemes  
Aretha Hill, Florida A&M University

Does Learning Style Matter?  
Helen Gabre, Alabama A&M University  
Mark Jobe, Middle Tennessee State University

Best Practices for Student Success in Partial Online Accounting Courses  
Michael Watters, Henderson State University

Raising the Bar: Law School Students with Learning Disabilities  
Randall Robbins, Mississippi College

**Session 43: Management**

**Terrace 2**

**Chair: Laurence Marsh, Columbus State University**

Management of Organizational Culture in Hospitals and Health Systems  
Neville Duarte, Auburn University Montgomery  
Jane Goodson, Auburn University Montgomery

Antecedents and Outcomes of Employee Benefit Satisfaction: An Updated Model  
Mel Schnake, Valdosta State University

The Impact of Capabilities and Alliances on Competitive Advantage: Foreign vs. Domestic Companies in the Biotechnology Field  
Laurence Marsh, Columbus State University

A Study of Return on Marketing Investment (ROMI): The Relationship between Financial Performance and Focusing on Firm's Attitude toward Salespersons Training  
Sungwoo Jung, Columbus State University  
Yonpae Park, Savannah State University  
Gisung Moon, Columbus State University

**Session 44: Student Session**

**Terrace 3**

**Chair: Keith Malone, University of North Alabama**

The Perceived Economic and Emotional Value of Eco-Feedback  
Water Conservation Technology  
Nicole Lekas, Georgia College  
Doreen Sams, Georgia College  
Janna Parker, Georgia College  
Amit Poddar, Georgia College

Experimental Study of Recommendation Systems: Which Jobs Should I Apply?  
Jiayu Hu, Troy University  
Joe Teng, Troy University  
Ingyu Lee, Troy University

Ethical and Privacy Issues of RFID  
Hoang Kim Nguyen, Troy University

Leadership Dynamics within Virtual Teams  
Chris McDonald, Troy University  
Alan Wright, Troy University

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