

# **SOBIE CONFERENCE 2014**



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

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

**Sandestin Golf and Beach Resort  
April 9-11, 2014  
Destin, Florida**



# **16th SOBIE Annual Conference**

**April 9-11, 2014  
Linkside Conference Center  
Sandestin Golf and Beach Resort  
Destin, Florida**

## **SOBIE 2014 Officers**

President: Bob Armstrong, University of North Alabama

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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 CONFERENCE 2014



## Registration- Bayview Terrace

April 9	April 10	April 11
7:00-11:00 AM	7:00-11:00 AM	7:00-11:00 AM

## Wednesday, April 9


	Terrace 1	Terrace 2	Terrace 3
7:30-8:45 AM	1-Finance	2-Management	3-Business Analytics
9:00-10:15 AM	4-Pedagogy	5-Business Analytics	6-Student Research
10:45-12:00 PM	7-Accounting	8-Marketing	9-Student Research

## Thursday, April 10

	Terrace 1	Terrace 2	Terrace 3
7:30-9:00 AM	<b>Bayview Terrace - Keynote Address: Dr. William Shughart</b>		
9:15-10:30 AM	10-Accounting	11-Economics	12-Round Table
10:45-12:00 PM	13-Sports Economics	14-Accounting	15-Pedagogy
12:15-1:30 PM	16-Business Analytics	17-Financial Literacy	18-Accounting
1:45-3:00 PM	19-Finance	20-Management	21-Business Analytics

## Friday, April 11

	Terrace 1	Terrace 2	Terrace 3
7:30-8:45 AM	22-Management	23-Finance	24-Accounting
9:00-10:15 AM	25-Accounting	26-Management	27-Economics
10:30-11:45 AM	28-Finance	29-Management	30-Student Research
12:00-1:15 PM	31-Student Financial Behavior	32-Pedagogy	33-Student Research



## In Memory of Dr. Jim F. Couch

Dr. Jim F. Couch, 54, passed away June 26, 2013. Jim was a lifelong resident of Tuscumbia, Alabama, and was a graduate of Deshler High School (class of 1977). He received his B.S. from the University of North Alabama in Biology and Chemistry. Jim also earned a M.A.S from the University of Alabama in Huntsville and a Ph.D. in Economics from the University of Mississippi.

In 1991, Jim began teaching at the University of North Alabama (UNA) in the Department of Economics and Finance, and continued in this role for 22 years. Along with Dr. Doug Barrett, he founded the Society of Business, Industry and Economics (SOBIE) in 1999. Jim served as Editor of the *Journal of Business, Industry, and Economics* (JOBIE).

Jim was a prolific writer. His work appeared in a variety of refereed journals, including *Public Choice*, *Public Finance Review*, *Cato Journal*, *The Independent Review*, and *Journal of Sports Economics*. Along with William F. Shughart, he penned *The Political Economy of the New Deal* for Edward Elgar Publishing. Another book, *The Ways of the King*, is in progress with Keith Malone and Doug Barrett. He was the first recipient of the Academic Affairs Research and Scholarship Award at UNA (now the Jim F. Couch Award for Research and Scholarship), and received the College of Business Research Award in 2013.

Jim also served his community in numerous ways. He was elected to serve on the Tuscumbia City Council, and served on the Colbert County Tourism Board and the Helen Keller Property Board. Jim was an active member of First Baptist Church of Tuscumbia, serving as a Sunday school teacher and Chairman of the Deacons.

In addition to teaching and research, Jim's passions including restoring old homes, relaxing on the Tennessee River, and watching college football. However, his main passion was people. In all aspects of his life, Jim always put people first. His impact on family, friends, students, colleagues, and (previous) total strangers was immense. Everyone in his life has a few "Jim Couch stories", each bringing a smile to all upon hearing them.

Jim was married to the former Gina Herring. They have two daughters: Reagan, a high school senior; and JJ (Juliana Jackson). Reagan will be attending UNA beginning this fall.

# SOBIE CONFERENCE 2014



## KEYNOTE ADDRESS

### Dr. William Shughart

William F. Shughart II is Research Director and Senior Fellow at The Independent Institute, the J. Fish Smith Professor in Public Choice at Utah State University, and past president of the Southern Economic Association. A former economist at the Federal Trade Commission, Professor Shughart received his Ph.D. in economics from Texas A & M University, and he has taught at George Mason University, Clemson University, University of Mississippi and the University of Arizona.

Professor Shughart is editor-in-chief of *Public Choice* and his books include *Taxing Choice: The Predatory Politics of Fiscal Discrimination*; *The Elgar Companion to Public Choice* (second edition published April 2013); *The Organization of Industry*; *Antitrust Policy and Interest-Group Politics*; *Modern Managerial Economics* (with W. Chappell and R. Cottle); *Policy Challenges and Political Responses: Public Choice Perspectives on the Post-9/11 World* (with R. Tollison); *The Political Economy of the New Deal* (with J. Couch); *The Causes and Consequences of Antitrust* (ed. with F. McChesney); *The Economics of Budget Deficits* (with C. Rowley and R. Tollison); and *The Oxford Handbook of Managerial Economics* (with C. Thomas).

Professor Shughart is the author of more than 125 articles for scholarly journals and his popular articles have also appeared in the *Wall Street Journal*, *Los Angeles Times*, *Oklahoman*, *San Francisco Chronicle*, *Investor's Business Daily*, *San Jose Mercury News*, *Philadelphia Inquirer*, *San Francisco Examiner*, *Kansas City Star*, *Pittsburgh Post-Gazette*, *Washington Times*, *Detroit Free Press*, *Clarion-Ledger*, *Vision Hispana*, *National Post*, *Providence Journal* and many other publications.

Source: <http://huntsman.usu.edu/faculty/htm/memberID=6193>

**7:30 – 8:45**

**Wednesday, April 9**

## **Session 1: Finance**

### **Terrace 1**

**Chair: Mike Cudd, Mississippi College**

Executive Celebrity and Shareholder Wealth

Mike Cudd, Mississippi College

Marcelo Eduardo, Mississippi College

Chris Smith, Mississippi College

Lloyd Roberts, Mississippi College

An Examination of Competitive Advantage and CEO Succession in the Grocery Store Industry

Mary Kiker, Auburn University Montgomery

Scott Kiker, Auburn University Montgomery

Michael Perry, Auburn University Montgomery

An Inquiry into the Notion of Government as a Service

Harry Katzan, Webster University

Sensitivity of Financial Market, Commodity Market and Real Estate Market to Ted Spread

Akash Dania, Alcorn State University

## **Session 2: Management**

### **Terrace 2**

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

An Examination of Competitive Advantage and CEO Succession in the Grocery Store Industry

Mary Kiker, Auburn University Montgomery

Scott Kiker, Auburn University Montgomery

Michael Perry, Auburn University Montgomery

Bring Your Own Device: Considerations for Small and Medium Enterprises

Donna M. Schaeffer, Marymount University

Patrick C. Olson, National University

Dalal Al-Araved, Marymount University

The Impact of Work-Life Balance on Entrepreneurial Sustainability

Krystal Brue, Cameron University

## **Session 3: Business Analytics**

### **Terrace 3**

**Chair: Randy Ryker, Nicholls State University**

Literature Mining For Common Statistical Errors

Randy Ryker, Nicholls State University

Chuck Viosca, Nicholls State University

Deploying the User-Centered Systems Development Model to Assess IS Products used to launch Entrepreneurship Ventures

Raymond Collier, Albany State University

Kathaleena Monds, Albany State University

Digital Currency Security

O. Guy Posey, Alabama A&M University

**9:00 – 10:15**

**Wednesday, April 9**

## **Session 4: Pedagogy**

### **Terrace 1**

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

Study Abroad: Who goes, who stays and why?

David Deviney, Tarleton State University

Anthony Vrba, Tarleton State University

LaVelle Mills, West Texas A&M University

Betsy Ball, Tarleton State University

Using a Reality Television Program to Teach Business Strategy – A Presentation

John Crawford, Lipscomb University

Unpaid Internships Take a "Black Swan" Dive?

Kathleen J. Smith, University of Nebraska at Kearney

Bruce Elder, University of Nebraska at Kearney

Assessing Student Satisfaction with Online Homework and Its Relationship  
to Learning Outcomes

Latisha Settlage, University of Arkansas -Fort Smith

## **Session 5: Business Analytics**

### **Terrace 2**

**Chair: Kenneth Linna, Auburn University Montgomery**

Improving Shewhart Control Chart Performance in the Presence of Measurement Error Using  
Multiple Measurements and Two-Stage Sampling

Kenneth Linna, Auburn University Montgomery

A Review of In-Memory Database and Complex Event Processing in ERP

John Dyer, Georgia Southern University

Text Mining Marketing Journals for a Common Statistical Error and the Identification  
of New Research Opportunities

Randy Ryker, Nicholls State University

Chuck Viosca, Nicholls State University

**9:00 – 10:15 (Continued)**

**Wednesday, April 9**

**Session 6: Student Research**

**Terrace 3**

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

Preparing More than Numbers Crunchers: Incorporating Corporate Social Responsibility and Ethics in Graduate Business Programs

Michael Cook, Austin Peay State University

Kenneth Holt, Austin Peay State University

Distance Education

Lawanne Ross-Grant, Regent University

MOOCs: The Evolution of a Revolution

David Gerard, Kennesaw State University

Assessing Results of a Small Business Security Survey

Donald Heier, Dakota State University

A Study of Small Business Information Security in Rural America

Donald Heier, Dakota State University



10:45-12:00

Wednesday, April 9

## **Session 7: Accounting**

### **Terrace 1**

**Chair: Shane Warrick, Southern Arkansas University**

Auditor Independence and Safeguards for the Revolving Door Practice  
Shane Warrick, Southern Arkansas University

Outside Director Compensation in the REIT Industry  
Wikil Kwak, University of Nebraska at Omaha  
Burch Kealey, University of Nebraska at Omaha  
Richard File, University of Nebraska at Omaha

Comparing the Tax Effects of the Indirect Foreign Tax Credit and the Dividends  
Received Deduction  
Cynthia Sneed, Jacksonville State University  
John Sneed, Jacksonville State University

An Empirical Examination of Socially Responsible Investment Funds Behavior  
Akash Dania, Alcorn State University

## **Session 8: Marketing**

### **Terrace 2**

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

Cross-Cultural Collaboration  
Rebecca Gatlin-Watts, University of Central Arkansas  
Lisa Gatlin Cooley, Delta State University

The Walt Disney Corporation and Sustainability Metrics  
Donna M. Schaeffer, Marymount University  
Cynthia Knott Eck, Marymount University

Service Economics: A Brief Look at a New Subject  
Harry Katzan, Webster University

Tale of Two CFOs  
Bob Armstrong, University of North Alabama

Strategic Perspectives on Social Media Driven Entrepreneurship  
Tamela D. Ferguson, University of Louisiana at Lafayette  
Ron G. Cheek, University of Louisiana at Lafayette

**10:45-12:00 (Continued)**

**Wednesday, April 9**

**Session 9: Student Research**

**Terrace 3**

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

Employee Job Satisfaction

Lawanne Ross-Grant, Regent University

The Tax Code: Problems with and Possible Solutions to the Current

U.S. Income Tax System

Jeremy Guyse, University of North Alabama

Doug Barrett, University of North Alabama

Crunch Time: When Leadership Matters Most

Mike Cook, Austin Peay University

Kenneth Holt, Austin Peay University

Examining Bank Failures in the U.S.: -Does State or National Charter Matter?

Morreen Klement, University of Arkansas -Fort Smith

Latisha Settlege, University of Arkansas -Fort Smith

Economic Policy and Politics

Jake Harrington, University of North Alabama

Keith Malone, University of North Alabama

Female Student Buying Preferences

Malorie Mann, Troy University

# **SOBIE 2014**

**7:30 –9:00**

**Thursday, April 10**

**Bayview Terrace**

**Keynote Address: Dr. William Shughart**

**9:15 – 10:30**

**Session 10: Accounting**

**Terrace 1**

**Chair: Forrest Thompson, Albany State University**

Large, Medium, and Small HBCUs Performance on the CPA Examination for the Year 2013

Forrest Thompson, Albany State University

H. Lee Washington, Albany State University

The Effect of Increases In The Capital Gains Tax On Different Types of Firms

Kent Poff, University of North Georgia

A Streamlined Way to Evaluate Single-Family Residential Rental Real Estate: Investment Advantages and Disadvantages

Clyde Posey, Alcorn State University

**Session 11: Economics**

**Terrace 2**

**Chair: Manabendra Dasgupta, University of Alabama Birmingham**

Regionalism, Mixed Oligopoly and Environmental Policy

Manabendra Dasgupta, University of Alabama Birmingham

Seung-Dong Lee, University of Alabama Birmingham

Art Music and the Economy: The Modernity Index and the Cincinnati Symphony Orchestra, 1895 to 2013

Nancy Bertaux, Xavier University

Kaleel Skeirik, Xavier University

Migration and the Economy

Willis Lewis, Winthrop University

Modern Commercial Banking in Russia

Natalya Delcours, Texas A&M University Kingsville

**Session 12: Round Table Discussion**

**Terrace 3**

**Discussion Chair: William F. Shughart II**

**Title: Meet the Editor of *Public Choice***

**10:45-12:00**

**Thursday, April 10**

## **Session 13: Sports Economics**

### **Terrace 1**

**Chair: John Courington, Missouri Western State University**

Rankings, Spreads, and Winning BCS Bowl Games  
Evan Moore, Auburn University Montgomery  
Solomija Lyshenyuk, Auburn University Montgomery

Pitchers' Height and Performance: Evidence from Recent Major League Baseball Data  
Tricia Snyder, William Paterson University  
Martin Gritsch, William Paterson University

Forecasting with "Expert" Information: An Application to Intercollegiate Athletics  
John Courington, Missouri Western State University  
Sylvia Burgess, Cameron University

## **Session 14: Accounting**

### **Terrace 2**

**Chair: Ernest Capozzoli, Kennesaw State University**

Data Analytics and AACSB Accounting Standard A7  
Ernest Capozzoli, Kennesaw State University

A Study of Audit Committee Composition and Expertise for Small and Non-Small Companies  
Harold Little, Western Kentucky University  
Steve Wells, Western Kentucky University

Fair? Value Accounting by SIC Division  
Stanley Clark, Middle Tennessee State University  
Mark Jobe, Middle Tennessee State University

## **Session 15: Pedagogy**

### **Terrace 3**

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

The Effect of Problem-Based, Experiential Learning on Undergraduate Business Students  
Elizabeth Rich, Athens State University  
Tina Sloan, Athens State University  
Bryan Kennedy, Athens State University  
Susan Calhoun, Athens State University

Improving Student Engagement through Course Development: Challenges, Strategies & Successes  
Mariana Sanchez, University of West Georgia  
Samantha Dukes, University of West Georgia

How You Gonna Keep Em' Down In The Dorms After They Have Seen The Bright Lights of Off Campus Living?  
Cameron Montgomery, Delta State University

Introduction of Behavioral Economic Topics in Introductory Economics Courses  
Doug Barrett, University of North Alabama

**12:15 –1:30**

**Thursday, April 10**

## **Session 16: Business Analytics**

### **Terrace 1**

**Chair: Peter Bias, Florida Southern College**

Business School Entry Aptitude, University Grades and Exit Performance

Robert Lynch, University of Northern Colorado

Tim Jares, University of Northern Colorado

William Wilcox, University of Northern Colorado

Garth Allen, University of Northern Colorado

Container Ship Routing: Panama Canal vs. U.S. Land Bridge

Robert Cope, Southeastern Louisiana University

Rachelle Cope, Southeastern Louisiana University

John Woosley, Southeastern Louisiana University

A Tweak to Andersen: Jordan's St. Louis Equation Approach

Peter Bias, Florida Southern College

## **Session 17: Financial Literacy**

### **Terrace 2**

**Chair: Daniel Sutter, Troy University**

Teaching Critical Skills for Finance Graduates

Robert Stretcher, Sam Houston State University

Do University Financial Literacy Courses Improve Financial Literacy in Students?

Thomas Taylor, Delta State University

Should Business Schools Teach Abstinence (from Cronyism)?

Daniel Sutter, Troy University

## **Session 18: Accounting**

### **Terrace 3**

**Chair: Rita Jones, Troy University**

Preserving the Business Deduction For Payments Made To A Church By A Pastor

Kent Poff, University of North Georgia

Corporate Lobbying: The Tradeoff Between Payback, Accountability/Responsibility and Democracy

Bruce Kibler, Gannon University

Could Social Security Disability Fraud Bankrupt the Social Security System?

Rita Jones, Troy University

Teresa Lang, Auburn University Montgomery

Keith Atkinson, University of Central Arkansas

**1:45 –3:00**

**Thursday, April 10**

**Session 19: Finance**

**Terrace 1**

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

Stock Options as Compensation Expense? A Critical Analysis of an Old Issue

Clyde Posey, Alcorn State University

Akash Dania, Alcorn State University

How Institutional Investors Influence CEO Succession and Compensation

Kevin Banning, Auburn University Montgomery

A Gold Price Anomaly

Laurence Blose, Grand Valley State University

Vijay Gondhalekar, Grand Valley State University

**Session 20: Management**

**Terrace 3**

**Chair: Randall Dupont, University of Mobile**

Influence of Cultural Intelligence on Intercultural Business Negotiation

Steve Varela, International School of Management

Exploring The Mechanisms and Processes of Authentic Leaders: A Multi-level

Examination of Leaders and Followers

Rochelle Thomas, Regent University

Occupational Trends in Mass Communication in the Southern United States

Randall Dupont, University of Mobile

The CFO's Role in North American Division: A Critical Examination of Perceived Differences  
Among SDA Local Conference Leadership

Theodore Brown, Oakwood University

**Session 21: Business Analytics**

**Terrace 3**

**Chair: Kevin Lee Elder, Georgia College and State University**

Using the Cloud to teach ERP

Kevin Lee Elder, Georgia College and State University

Ron MacKinnon, Georgia Southern University

John Dyer, Georgia Southern University

Financial and Social Impacts of Decriminalizing Marijuana: A State Analysis  
Aided by GIS Mapping

Anna Newman, Auburn University at Montgomery

Joseph Newman, Auburn University at Montgomery

ABET Accreditation of IS and IT Programs In 2013

Ron MacKinnon, Georgia Southern University

Kevin Elder, Georgia College and State University

John Dyer, Georgia Southern University

Applying High Involvement Management Models to Students

Jerry Kopf, Radford University

7:30 –8:45

Friday, April 11

## **Session 22: Management**

### **Terrace 1**

**Chair: Angela Tidwell, Howard University**

Dimensions of Patent Protection in the United States Patent and Trademark Office:  
Post America Invents Act

Angela Tidwell, Howard University

Polar Ethical Decision Making in Vendor-Emptor Relationships

Jack Tucci, Arkansas Tech University

Tracy Cole, Arkansas Tech University

Mary Butzlaff, Arkansas Tech University

Are Environmental Concerns Equally Shared by Developed and Developing Countries?

Shawn Lowe, University of Southern Mississippi

## **Session 23: Finance**

### **Terrace 1:**

**Chair: Joseph Newman, Auburn University Montgomery**

Analyst Behavior and R-squared as Corporate Transparency

Haksoon Kim, Troy University-Montgomery

Restatements of Financial Statements and Their Effects on Firm Value Over Long Horizons

Gisung Moon, Columbus State University

Hongbok Lee, Western Illinois University

Doug Waggle, University of West Florida

Probability Distributions: A Comparison for Risk Managers

Raymond Johnson, Auburn University Montgomery

Kenneth Linna, Auburn University Montgomery

Joseph Newman, Auburn University Montgomery

## **Session 24: Accounting**

### **Terrace 3**

**Chair: Dale Spradling, Stephen F. Austin State University**

CPAs and Social Media: Risks, Returns, and Unfriendly State Boards

Dale Spradling, Stephen F. Austin State University

Revisiting the Qualitative Characteristics of Accounting

Robert Fahnestock, University of West Florida

Eric Bostwick, University of West Florida

Adoption of Sarbanes-Oxley Measures by Non-Profit Organizations: A Study of  
Community Action Agencies

Cathy Hardnett, Jackson State University

Quinton Booker, Jackson State University

Bobbie Daniels, Jackson State University

An Interview-Based Approach to Assess Readiness for IFRS

Noema Santos, State College of Florida

Will Quilliam, Florida Southern College

**9:00 –10:15**

**Friday, April 11**

**Session 25: Accounting**

**Terrace 1:**

**Chair: Mark Swanstrom, Northwestern State University**

Trader/Investor Classification: Tax Consequences and Behavioral Implications

Wayne Nix, Jackson State University

Mark Morgan, Mississippi College

Is the Cash Conversion Cycle A Return Predictive Signal?

Thomas Willey, Grand Valley State University

Susan Edwards, Grand Valley State University

Really Dirty Surplus in the Energy Sector

Mark Swanstrom, Northwestern State University

Laura Alford, Northwestern State University

Ethical Issues Related to Fraud and Narcissism

Wayne Nix, Jackson State University

Mark Morgan, Mississippi College

Sheree Corkern, Mississippi College

**Session 26: Management**

**Terrace 2**

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

Factors affecting Availability of All-Inclusive Care for the Elderly within a State

Avinash Waikar, Southeastern Louisiana University

Kyle Meguess, Southeastern Louisiana University

Sam Cappel, Southeastern Louisiana University

Management of Learning and Development in Hospitals and Health Systems

Edwin Arnold, Auburn University Montgomery

Neville Duarte, Auburn University Montgomery

Jane Goodson, Auburn University Montgomery

How does the Minimum Wage Law Affect Employment?

Jerry Crawford, Arkansas State University

Richard Taylor, Arkansas State University

David Kern, Arkansas State University

Social-Network-Site Recruiting: Discrimination

Allison Tharp, Eastern Illinois University



**9:00 –10:15 (Continued)**

**Friday, April 11**

**Session 27: Economics**

**Terrace 3**

**Chair: David Franck, Francis Marion University**

The Evidence for Financial Deepening and Economic Growth: Another Look at the Causality of Money Supply

Hugh Davis, University of Southern Mississippi

Thomas Davis, University of Southern Mississippi

Fiscal Reform and Growth

Yuexing Lan, Auburn University Montgomery

Adverse Incentives Following Legalization of Prohibited Goods

David Franck, Francis Marion University

The Depth of Commercial Banking and Economic Growth: Western Europe, Central Europe, and Eastern Europe Comparisons

Hugh Davis, University of Southern Mississippi

Shawn Lowe, University of Southern Mississippi

**10:30 –11:45**

**Session 28: Finance**

**Terrace 1**

**Chair: Raymond Johnson, Auburn University Montgomery**

Probability Distributions: A Comparison for Risk Management Purposes

Raymond Johnson, Auburn University Montgomery

Kenneth Linna, Auburn University Montgomery

Joseph Newman, Auburn University Montgomery

Net Working Capital and Shareholder Wealth

Rakesh Duggal, Southeastern Louisiana University

Institutional Price Impacts in Rising and Falling Markets

James Schultz, Winthrop University

**10:30 –11:45 (Continued)**

**Friday, April 11**

**Session 29: Management**

**Terrace 2**

**Chair: Mel Schnake, Valdosta State University**

An Exploratory Investigation of Explanations for the Relative Effectiveness  
of Employee Recruitment Methods

Mel Schnake, Valdosta State University

The Katrina Effect on Management Structure

Randall Dupont, University of Mobile

Engaging in Collective Social Entrepreneurship: The Influence of Gender, Environment, and  
Collaboration on the Decision to Scale a Social Enterprise

Brooklyn Cole, Radford University

Raymond Jones, University of Minnesota Duluth

Janet Jones, University of Minnesota Duluth

Overcoming OADD: Organizational Attention Deficit Disorder

Randall Robbins, Mississippi College

**Session 30: Student Research**

**Terrace 3**

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

State Welfare Expenditures: How Did We Get Here?

Kristy Vickery, University of North Alabama

John Watson, University of North Alabama

Doug Barrett, University of North Alabama

The Relationship between Firm Financial Performance and Customer, Investor and  
Employee Orientation in Mission Statements

Lailya Leach, Florida A&M University

Levar Parkinson, Florida A&M University

Lakesha Johnson, Florida A&M University

Marissa Gordon, Florida A&M University

The Personal Story of Small Retailers Behind Environmental Sustainability Change:  
Depth Interviews

Brennen Sowell, Georgia College and State University

Ivan Manoylov, Georgia College and State University

Janna Parker, Georgia College and State University

Doreen Sams, Georgia College and State University

Applications and Benefits of Modern Geographic Information Systems

Ludmila Silva, Kennesaw State University

Decision Support Systems

Ruchi Bhade, Kennesaw State University

**12:00 –1:15**

**Friday, April 11**

## **Session 31: Student Financial Behavior**

### **Terrace 1**

**Chair: Jennifer Collins, Florida A&M University**

A Comparative Study of UNA Students Vs. The National Norm: Evaluating the Four Subject Categories of the Financial Literacy of Young American Adults Survey

Nathan Pitt, University of North Alabama

Molly Vaughn, University of North Alabama

Antecedents of Student Financial Behavior: Examining Differences between First Generation College Students and Non-First Generation College Students

Wendy Neptune, Florida A&M University

Behavioral Determinants that Influence and Encourage College Students to Build Wealth

Sielle Mitchell, Florida A&M University

Understanding College Students' Attitudes and Behaviors Towards Debt

Steve Philistin, Florida A&M University

Improving Student Financial Behaviors using Financial Literacy Training and Coaching

Jennifer Collins, Florida A&M University

Michael Campbell, Florida A&M University

## **Session 32: Pedagogy**

### **Terrace 2**

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

Student Satisfaction, Commitment, and Perceptions of Learning in Online Vs. Web-enhanced Course Delivery: A Measurement Invariance Model

Jennifer Pitts, Columbus State University

Robin Snipes, Columbus State University

Lei Li, Southern Polytechnic State University

Experiential Learning in a Liberal Arts Business Program

Carolyn Garrity, Birmingham Southern University

Rick Lester, Birmingham Southern University

Sara Robicheaux, Birmingham Southern University

A Cooperative Learning Example for Accounting Principles

Roderick Posey, Alabama A&M University

Marketing Simulation Performance: The Impact of Class Format, Time Invested, and Team Composition

Rice York, Mississippi College

Bryan Hayes, Mississippi College

Retha Price, Mississippi College

Internships: Hands on Experience for Enhancing Student Resumes

Thomas Griffin, Auburn University Montgomery

**12: 00 –1: 15 (Continued)**

**Friday, April 11**

**Session 33: Student Research**

**Terrace 3**

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

Currents of Power with Henry Ford at Muscle Shoals: Nitrates, Politics, and Power in Northwest Alabama

Kevin Bailey, University of North Alabama

Dan Burton, University of North Alabama

Improved Writing Skills: The 'New Normal' for Accounting Students

Elizabeth Hewey, University of West Florida

Helen Soter, University of West Florida

Executive Compensation in Higher Education: Effects of Institutional Characteristics and Performance on Presidents Compensation

Elizabeth Schwindenhammer, Eastern Illinois University

Michael Dobbs, Eastern Illinois University

How Employee Psychological Empowerment impacts Organizational Identification

Ava Abney, Regent University

## **SOBIE Presidents**

1999: Jim Couch, University of North Alabama  
2000: Keith Atkinson, University of Central Arkansas  
2001: Vivek Bhargava, Alcorn State University  
2002: Doug Barrett, University of North Alabama  
2003: Jim Couch, University of North Alabama  
2004: Doug Barrett, University of North Alabama  
2005: Steve Wells, Alcorn State University  
2006: Vivek Bhargava, Alcorn State University  
2007: Jim Couch, University of North Alabama  
2008: Doug Barrett, University of North Alabama  
2009: Lisa Sandifer, Delta State University  
2010: Vivek Bhargava, Alcorn State University  
2011: Rita Jones, Columbus State University  
2012: David Kern, Arkansas State University  
2013: Taylor Stevenson, East Tennessee State University  
2014: Bob Armstrong, University of North Alabama

## **Board of Directors**

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Vivek Bhargava, Alcorn State University  
James Hasselback, University of West Florida  
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David Kern, Arkansas State University  
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Lisa Sandifer, Delta State University  
Taylor Stevenson, East Tennessee State



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**SOBIE 2015 April 14-17**

**SOBIE 2016 April 12-15**