

# **SOBIE 2016**



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

**18th ANNUAL CONFERENCE**

**Sandestin Golf and Beach Resort  
April 13– 15, 2016  
Destin, Florida**

# SOBIE 2016



## 18th Annual Conference

April 13-15, 2016

Linkside Conference Center  
Sandestin Golf and Beach Resort  
Destin, Florida

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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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JOBIE: [buildingthepride.com/jobie](http://buildingthepride.com/jobie)**

**Mark your calendar**

**SOBIE 2017: April 12-14**

**SOBIE 2018: April 11-13**

**Sandestin Golf and Beach Resort**

## **SOBIE Presidents**

1999: Jim Couch, University of North Alabama  
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## **Board of Directors**

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Lisa Sandifer, Delta State University

# **SOBIE 2016**



## **Keynote Address**

### **Daniel Pearlson Inventor and Entrepreneur**

Daniel Pearlson, Chief Executive of Ranger Scientific, has more than 25 years executive management expertise in technical manufacturing and service operations, research and development, and highly integrated automation technologies.

Prior to Ranger, he founded Votan Research Corporation, which developed advanced technologies for law enforcement and military applications that were licensed to the Raytheon Company. Votan also developed and manufactured sole-sourced video telemetry systems for the US Air Force; hardened high-power solid-state servers for military aircraft; produced national security infrastructures in South Africa; and developed nuclear energy security systems in the United States and Asia for the US Defense Trade Directorate.

Previously, Pearlson founded Sequent Technologies, Inc., which developed the first wireless live video streaming systems and vast scale visual information systems. He took Sequent public in 2003 (NASDAQ).

Later, Pearlson served as the Vice President of Research and Development and acting Chief Technology Officer of Youbet.com (NASDAQ:UBET), where he developed live video streaming systems in the United States and Asia for the US Defense Trade Directorate.

In 2010, Pearlson served as the Chief Technology Officer for remote data telemetry for Operation Golden Phoenix (OGP) exercise in Los Angeles, which simulated the detonation of a nuclear weapon for the US Department of Homeland Security. He has coordinated situational awareness training for the Department of Defense, the US Coast Guard, the FBI, FEMA, and the Laurence Livermore National Laboratory.

Pearlson volunteers with the California State University as an Advanced Technology Team Leader and as a consultant to the City of Los Angeles Department of Telecommunications in fiber infrastructure. He has served as a consultant to AT&T, Jet Propulsion Laboratories, NASA Dryden Flight Research Center, Lockheed, Los Angeles County, and the City of Los Angeles.

In 1997, Pearlson received an honorary doctorate from West Coast University in recognition of his body of work, including his ground-breaking invention and development of television-quality live Internet video streaming systems and other technologies that have transformed the national Internet infrastructure.

# SOBIE 2016



Registration– Bayview Terrace

April 13	April 14	April 15
7:00– 11:00 AM	7:00– 11:00 AM	7:00– 11:00 AM

Wednesday, April 13

	Terrace 1	Terrace 2	Terrace 3
7:30 - 8:45 AM	1 - Accounting	2 - Information Technology	3 - Economics
9:00 - 10:15 AM	4 - Student Research	5 - Management	6 - Finance
10:30 - 11:45 AM	7 - Marketing	8 - Instructional Research	9 - Management
12:00 - 1:15 PM	10 - Economics	11 - College Sports	12 - Accounting
1:30 - 2:45 PM	13 - Marketing	14 - Instructional Research	15 - Economics

Thursday, April 14

	Terrace 1	Terrace 2	Terrace 3
7:30 - 8:45 AM	Breakfast		
9:00 - 10:15 AM	16 - Economics	17 - Roundtable I	18 - Management
10:30 - 11:45 AM	19 - Accounting	20 - McGraw-Hill	21 - Student Research
12:00 - 1:15 PM	22 - Business Analytics	23 - Marketing	24 - Student Research
1:30 - 2:45 PM	25 - Instructional Research	26 - Management	27 - Accounting
3:00 - 4:15 PM	28 - Instructional Research	29 - Economics	30 - Higher Education
4:30 - 5:45 PM	31 - Finance	32 - Cybersecurity	

Friday, April 15

	Terrace 1	Terrace 2	Terrace 3
7:30 - 8:45 AM	33 - Accounting	34 - Economics	35 - Student Success
9:00 - 10:15 AM	36 - Roundtable II	37 - Sports Economics	38 - International Economics
10:30 - 11:45 AM	39 - Leadership	40 - Instructional Research	41 - Financial Education
12:00 - 1:15 PM	42 - Management	43 - Corp. Governance	

## SOBIE 2016

12:00– 1:15

Friday, April 15

### Session 42: Management

#### Terrace 1

**Chair: Angela Tidwell, Howard University**

Market Readiness and Competitive Separation  
Dave Harris, St. Cloud State University

Coordination of A Two-Stage Supply Chain Under Quality Uncertainty with an Option For Emergency Procurement  
Changhyun Kim, Jacksonville State University

An Examination of the Reverse Supply Chains in the Scrap Metal Market  
Angela Tidwell, Howard University

De-Mystifying Fair Use In Copyright: How Business Stakeholders and Academics Can Better Predict Fair Use Determinations?  
Charlie Penrod, University of West Florida

### Session 43: Corporate Governance

#### Terrace 2

**Chair: Sungwoo Jung, Columbus State University**

The Crystal Cathedral Ministries And Its Demise: Was This The Result of Inadequate Corporate Governance?  
Raymond Elson, Valdosta State University  
Casey Kennedy, Valdosta State University  
Mark Wills, Valdosta State University

National Culture and Corporate Governance  
Sara Humphries, Georgia College & State University  
Catherine Whelan, Georgia College & State University

An Investigation Comparing Large Bankrupt Fraudulent Companies to Healthy Currently Operating Companies Using Benford's Law and Mean Absolute Deviation  
Gary Johnson, Southeast Missouri State University  
Shuyang Zhang, Southeast Missouri State University

Marketing Ethics: Cases on the Image of Beauty from Corporate Social Responsibility Perspectives  
Sungwoo Jung, Columbus State University  
Corey Couch, Columbus State University

The Effect of Corruption on the Stock Market  
Chung Baek, Troy University

## SOBIE 2016

10:30– 11:45

Friday, April 15

### Session 39: Leadership

#### Terrace 1

**Chair: Randall Robbins, Mississippi College**

The Structure of Toxic Leadership: An Exploratory Study

Treena Gillespie Finney, University of South Alabama

Zachary Finney, University of South Alabama

John Roach, University of South Alabama

The Study of Leadership Styles and Teacher's Job Satisfaction at a Private

Historically Black University

Renika Quinn, Tennessee Wesleyan College

Edwin Quinn, Tennessee Wesleyan College

A Quantitative Investigation of the Individual and Organizational Consequences  
of Servant Leadership

Scott Kiker, Auburn University Montgomery

Mary Kiker, Auburn University Montgomery

Judith Callahan, Auburn University Montgomery

### Session 40: Instructional Research

#### Terrace 2

**Chair: Kathaleena Monds, Albany State University**

The Effectiveness of Group Quizzes as a Learning Tool

Nina Goza, Arkansas Tech University

Pam Carr, Arkansas Tech University

Click Rewind; Did I Just See You Cheat? A Case of Academic Dishonesty

Angela Murphy, Florida A & M University

What Motivates Millennial Business Students to Engage in Academic Dishonesty

Melodie Sorensen, Middle Tennessee State University

Garry Smith, University of Houston

### Session 41: Financial Education

#### Terrace 3

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

The Influence of Personality Traits and Demographic Factors on Financial Decision  
Making Among Millennials

Joseph Abrahams, Florida A&M University

Parents Influence on Children's Financial Responsibilities

Shelby Avery, Florida A&M University

Effects of Previous Financial Education on College Students

Jahlinda Jones, Florida A&M University

## SOBIE 2016

7:30 - 8:45

Wednesday, April 13

### Session 1: Accounting

#### Terrace 1

**Chair: Sylvia Burgess, Cameron University**

Prediction of Auditor Changes with Early Adopters Of The Sarbanes-Oxley Act

Wikil Kwak, University of Nebraska-Omaha

100 Years of the Federal Personal Income Tax Barnacles and Crystal Balls

Sylvia Burgess, Cameron University

John Courington, Missouri Western State University

Civil Asset Forfeiture in Arkansas

Maleka Momand, University of Central Arkansas

### Session 2: Information Technology

#### Terrace 2

**Chair: Stan Gambill, Middle Tennessee State University**

Curriculum Development for a Doctoral Program in Cybersecurity

Donna Schaeffer, Marymount University

Patrick Olson, National University

Cynthia Knott Eck, Marymount University

Cultural Differences in Decision Styles and the Impact of Information Technology

Carmen Lewis, Troy University

Cherie Fretwell, Troy University

Information Systems Curricula, Circa 2015

Stan Gambill, Middle Tennessee State University

Jeff Clark, Middle Tennessee State University

Carol Clark, Middle Tennessee State University

Stoney Brooks, Middle Tennessee State University

### Session 3: Economics

#### Terrace 3

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

US Economic Policy towards Nigeria: Implications, Pros & Cons

Caleb Akosile, Adeyemi College of Education, Ondo

The Impact of Monetary Policy Uncertainty on Business Investment

Jon Bryan, Bridgewater State University

Some Tests of Neo-Fisherism

Peter Bias, Florida Southern College

Corey Reichert, Florida Southern College

## SOBIE 2016

9:00-10:15

Wednesday, April 13

### Session 4: Student Research

#### Terrace 1

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

Dry Counties and Meth Substitutes

Jordan Pfaff, University of Central Arkansas

David Mitchell, University of Central Arkansas

The Revenue Stabilization Act of 1945

Terra Votaw, University of Central Arkansas

What Do Legislators Optimize: The Case of Safety Regulations

Kai Cher Tay, University of Central Arkansas

### Session 5: Management

#### Terrace 2

**Chair: Scott Campbell, Missouri Southern State University**

An Empirical Test of the Relative Salience of Market versus Organizational Factors

In Influencing Strategic Adaptation

Tom Sanders, University of Montevallo

Thomas Powers, University of Alabama at Birmingham

An Exploration of the Productivity Impact of Corporate Sick Leave Policies When Considering the R-naught Measure of Infectivity for Horizontal Transmission of Common Illnesses in a Work Place Setting

Scott Campbell, Missouri Southern State University

Managing Virtual Teams Effectively

Blake Escudier, University of Fredericton

### Session 6: Finance

#### Terrace 3

**Chair: Neil Riley, Francis Marion University**

Economics and Sustainability

Doug Barrett, University of North Alabama

An Analysis of Federal Tax Court Decisions: Marketability and Minority Interest

Discounts, 1980 - 2010

Neil Riley, Francis Marion University

David Franck, Francis Marion University

Dynamic Linkages Among Consumer Sentiments and the Stock Market, Money Market, Oil Market, Mortgage Market, and Real Estate Market

Akash Dania, Alcorn State University

Kimball Marshall, Alcorn State University

## SOBIE 2016

9:00- 10:15

Friday, April 15

### Session 36: Roundtable Discussion II - Ethics and Best Practice Consideration:

**Navigating Today's Higher Education Classroom**

#### Terrace 1

**Presenters: Jeremy Stafford, University of North Alabama**

**Jana Beaver, University of North Alabama**

**Tom Lovett, University of North Alabama**

### Session 37: Sports Economics

#### Terrace 2

**Chair: Randall Robbins, Mississippi College**

Underdog Effects in College Football When Looking at the University of Alabama Football

Brandon Duprel, Troy University

Firing Rates of College Football Head Coaches

Zachary Ferris, University of North Alabama

Keith Malone, University of North Alabama

Social Perception of Negative Behavioral Actions by Professional Athletes

Randall Robbins, Mississippi College

### Session 38: International Economics

#### Terrace 3

**Chair: Charlie Penrod, University of West Florida**

Rethinking Equity Investment in Frontier Markets: Evidence from Equity Markets of North Africa and the Middle East

Akash Dania, Alcorn State University

Ramin Maysami, Alcorn State University

Information Technology and Sustainability: Doing Business in Australia

Kathaleena Monds, Albany State University

Exploring the Economic and Entrepreneurship Landscape of Belize, Central America:

Using Study Abroad as an International Business Learning Experience

Kathaleena Monds, Albany State University

## SOBIE 2016

7:30– 8:45

Friday, April 15

### Session 33: Accounting Terrace 1

**Chair: Wikil Kwak, University of Nebraska at Omaha**

Using Quantitative and Qualitative Data Analytics to Detect Fraudulent Financial Statements

Daniel Ferguson, University of Alaska Anchorage  
Gokhan Karahan, University of Alaska Anchorage  
Yonggang Lu, University of Alaska Anchorage

The Contributions of Mortimer Dittenhoffer to the Accounting Profession

Nina Goza, Arkansas Tech University

Sarbanes-Oxley Early Adopting Firms: Predicting Auditor Changes Using Multiple Criteria  
Quadratic and other Data Mining Approaches

Wikil Kwak, University of Nebraska at Omaha  
Burch Kealey, University of Nebraska at Omaha  
Yong Shi, University of Nebraska at Omaha  
Xiaoyan Cheng, University of Nebraska at Omaha

### Session 34: Economics Terrace 2

**Chair: Stephen Lacewell, Murray State University**

Some Notes on the Great Depression and Macroeconomic Policy

Richard Taylor, Arkansas State University  
David Kern, Arkansas State University

A Quantitative Analysis of Small Business Lending: Bank Size, Charter Affiliation,  
and Profitability

David Kern, Arkansas State University  
Stephen Lacewell, Murray State University  
Mark Foster, University of North Alabama

The Role of Location in Explaining Poverty: Evidence from the U.S. Black Belt

Christopher Johnson, University of North Florida  
Willis Lewis, Winthrop University

### Session 35: Student Success Terrace 3

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

How the Big Five Personality Factors, Grit, and Motivation Collectively Impact Student Success

Nictoria Frazier, Florida A&M University

Baccalaureate Wage Dispersion, College Choice and Job Meaning

Richard Wilson, Florida A&M University

What Will Get Them Real World Ready? - Student Opinions

Avinash Waikar, Southeastern Louisiana University

## SOBIE 2016

10:30-11:45

Wednesday, April 13

### Session 7: Marketing Terrace 1

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

The Artist as Advertiser

William Piper, Alcorn State University  
Pj Forrest, Alcorn State University

The Problem of Opaque Markets: Value Assessment

Kimball Marshall, Alcorn State University  
Sharon Thach, Alcorn State University

Client Segmentation in Private Banking

Bob Armstrong, University of North Alabama  
Ronald Chung, University of North Alabama  
Alice Chung, Hong Kong Shue Yan University

### Session 8: Instructional Research Terrace 2

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

Study Abroad: Impact of Personality Characteristics

David Deviney, Tarleton State University  
Kim Rynearson, Tarleton State University

New for AACSB: Impact on Scholarship

Sheree Corkern, Mississippi College  
Mark Morgan, Mississippi College  
Billy Morehead, Mississippi College

The Advancement of Information Technology on College Campuses: Insights and Trends

D. Lance Revenaugh, Montana Tech University & Colorado Technical University  
Hunter Gappmayer, Montana Tech University  
Gunnar Kayser, Montana Tech University

### Session 9: Management Terrace 3

**Chair: Thomas Snyder, University of Central Arkansas**

Do Government Barriers to Work Lead to Crime?

N'golo Ouattara, University of Central Arkansas  
Thomas Snyder, University of Central Arkansas

The Utility of Entrepreneurial Resource in Microbusinesses In Maryland: A Comparison  
of Retail and Non-Retail Business

Michael Monahan, Frostburg State University  
Martha Mattare, Frostburg State University  
Amit Shah, Frostburg State University

Chick-Fil-A: A Simulation Model for Mobile Ordering

Blake Hodges, Union University  
Andrew Tiger, Union University  
Brooke Emery, Union University



## SOBIE 2016

12:00- 1:15

Wednesday, April 13

### Session 10: Economics

#### Terrace 1

**Chair: Jason Imbrogno, University of North Alabama**

Civic Treatment Effects of Magnet Programs  
Jason Imbrogno, University of North Alabama

Public School Choice Utilization in Arkansas  
Mavuto Kalulu, University of Central Arkansas

Commodity Exchange in USA: Its Implication on the Nigerian Economy  
Izevbizua Osayomwanbor Johnbull, Sherbet Farms Nigeria Limited

### Session 11: College Sports

#### Terrace 2

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

The "Big Five" and the SEC: Personality Traits, Social Identification and Need for Affiliation of College Football Fans

Cherie Fretwell, Troy University  
Carmen Lewis, Troy University  
Maureen Hannay, Troy University  
Mary Catherine Colley, Troy University

Mixed Strategy in Collegiate Soccer: Influence of Incentives on Development of Mixed Strategy  
Jordan Pfaff, University of Central Arkansas  
Joseph McGarrity, University of Central Arkansas

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

### Session 12: Accounting

#### Terrace 3

**Chair: Chiaho Chang, Montclair State University**

The Impacts of ISO9000 Standards on Supplier Behavior  
Chiaho Chang, Montclair State University

The Value of Relationships in the Study of Accounting  
Jolene Lampton, Park University

Introducing the Claritas Program  
Alan Blaylock, Henderson State University  
Mark Jobe, Middle Tennessee State University

## SOBIE 2016

4:30- 5:45

Thursday, April 14

### Session 31: Finance

#### Terrace 1

**Chair: Richard Followill, University of Northern Iowa**

Merger and Acquisition Activity In The Property & Casualty Insurance Market  
Edwin Duett, Troy University

Do Stock Buybacks Enhance Shareholder Value? The Case of Powershares Buyback Achievers  
Rakesh Duggal, Southeastern Louisiana University

The Impact of Research Design in Empirical Asset Pricing  
Richard Followill, University of Northern Iowa  
Brett Olsen, University of Northern Iowa  
Adan Smedema, University of Northern Iowa

### Session 32: Cybersecurity

#### Terrace 2

**Chair: Harry Katzan, Webster University**

Cyber Insurance: Protecting Business and Customers in an Electronically Connected Society  
Scott Graverson, Ambridge University

Contemporary Review of Cybersecurity for Business and Management  
Harry Katzan, Webster University

Fundamentals of Applied Cybersecurity  
Harry Katzan, Webster University



## SOBIE 2016

3:00– 4:15

Thursday, April 14

### Session 28: Instructional Research

#### Terrace 1

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

Pedagogical Note: The Correlation of the Risk-free Asset and Market Portfolio is not Zero

Ronald Best, University of West Georgia  
Charles Hodges, University of West Georgia  
James Yoder, University of West Georgia

A Recursive Approach to the Provision and Assessment of Business Curriculum  
Marlene Burkhardt, Juniata College

Applying the CSV Model to Increase Student Engagement & Learning  
Melanie Hildebrandt, University of West Georgia

An Analysis of Financial Literacy among First-Year Students, General Students and Students who Choose to Take a Personal Finance Course  
Thomas Taylor, Delta State University

### Session 29: Economics

#### Terrace 2

**Chair: Pete Williams, University of North Alabama**

Adequate and Equitable: The Arkansas Supreme Court's Impact on Education Spending  
Jacob Bundrick, University of Central Arkansas

State Appropriations for Higher Education: What are the Primary Determinants?  
Casey Abington, Northwest Missouri State University

Demand Elasticity Estimates for Higher Education  
Pete Williams, University of North Alabama  
David L. Black, University of North Alabama  
Brett King, University of North Alabama  
Doug Barrett, University of North Alabama

Augmenting State Projections: Comparability of Staffing Patterns Derived from OES Employment and Online Vacancies  
George Putnam, Illinois Department of Employment Security  
Paul LaForge, Labor Market Solutions  
Dominic Minadeo, Troy University  
Phillip Mixon, Troy University

### Session 30: Issues in Higher Education

#### Terrace 3

**Chair: Jack Rudnick, Thomas More College**

Open Educational Resources: A Case Study and Lessons Learned  
Jennifer Pitts, Columbus State University  
Robin Snipes, Columbus State University

A Multi-Focal Approach to the Provision and Assessment of Business Curriculum  
Marlene Burkhardt, Juniata College

Leveraging the Heterogeneity of Critical Thinking: Creating New Classroom Knowledge  
Jack Rudnick, Thomas More College

## SOBIE 2016

1:30– 2:45

Wednesday, April 13

### Session 13: Marketing

#### Terrace 1

**Chair: Pj Forrest, Alcorn State University**

Greenwashing

Pj Forrest, Alcorn State University

A Tale of Two Constituencies: What is Effective Business Lobbying?

Zachary Finney, University of South Alabama  
Treena Gillespie Finney, University of South Alabama  
Scott Cohen, SKEMA Business School

Promoting Parallel Analysis in Marketing

Randy Ryker, Nicholls State University  
Chuck Viosca, Nicholls State University

### Session 14: Instructional Research

#### Terrace 2

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

Strategic Approaches to Increasing Course Management System Adoption  
By Higher Education Faculty

Audrey Pereira, Fitchburg State University  
Monika Wahi, Fitchburg State University

The Impact Of Learning Management Systems on Academic Performance:  
Virtual Competency and Student Involvement

Don Kim, Delta State University

Adoption of Learning Management Systems in Saudi Higher Education Context:  
Study at King Fahd University of Petroleum and Minerals & Dammam Community College

Rashid Khan, King Fahd University of Petroleum and Minerals  
Carl Adams, University of Portsmouth

The Pros and Cons of Students Using Simulator Software for Laboratory Assignments:

Are We Turning Our Students into Automaton

Eckward McKnight, Delta State University  
Henri Lynn Byrd, Delta State University  
Carl Adams, University of Portsmouth

### Session 15: Economics

#### Terrace 3

**Chair: Tamela Ferguson, University of Louisiana at Lafayette**

Minimum Instructional Hours at School And Childhood Weight

Rahi Abouk, William Paterson University  
Francis Cai, William Paterson University  
Taghi Ramin, William Paterson University  
Tricia Snyder, William Paterson University

TaskRabbit

Tanner Smith, University of Central Arkansas

Engagement of Distance Learning Students with Non-Profits through Social Media Plans

Tamela Ferguson, University of Louisiana at Lafayette  
Ron Cheek, University of Louisiana at Lafayette  
Colleen Schwarz, University of Louisiana at Lafayette

## SOBIE 2016

7:30– 8:45

Thursday, April 14

### Breakfast

**Keynote Speaker: Daniel Pearlson**  
Bayview Terrace

9:00– 10:15

### Session 16: Economics

#### Terrace 1

**Chair: Alan Chow, University of South Alabama**

Emission Standard, Pollution Tax and Strategic Environmental Policy  
Manabendra Dasgupta, University of Alabama at Birmingham  
Seung Dong Lee, University of Alabama at Birmingham

An Empirical Analysis of the Impact of the Census Tract Housing Sales on the County Mean/Median Housing Sales Price  
Douglas White, Shimberg Center for Housing Studies

History of Mitchell College of Business  
Marye Newman, University of South Alabama  
Alan Chow, University of South Alabama

### Session 17: Roundtable Discussion I

#### Terrace 2

**Chair: Daniel Pearlson, Ranger Scientific**

### Session 18: Management

#### Terrace 3

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

Wage Inequality Between Occupational Groups  
Randall Dupont, University of Mobile  
Marc Pierre Dupont, University of South Alabama

Would You Accept a Facebook Friend Request from Your Boss? Examining Generational Differences

Katherine Karl, University of Tennessee-Chattanooga  
Richard Allen, University of Tennessee-Chattanooga  
Charles White, University of Tennessee-Chattanooga  
Joy Peluchette, University of Tennessee-Chattanooga  
Douglas Allen, University of Tennessee-Chattanooga

Does Strong Corporate Governance Provide Better Returns?  
Audrey Hofer, University of South Alabama  
Gwendolyn Pennywell, University of South Alabama  
Alan Chow, University of South Alabama

## SOBIE 2016

1:30– 2:45

Thursday, April 14

### Session 25: Instructional Research

#### Terrace 1

**Chair: Nathan Heller, Tarleton State University**

The Impact of Learning Management Systems on Academic Performance: Virtual Competency and Student Involvement

Don Kim, Delta State University  
Gerald Milton, Delta State University

Evaluating and Targeting Marketing Curriculum to Strategically Offset Enrollment Erosion to Media and Entertainment Degree Options

Melodie Sorensen, Middle Tennessee State University  
Garry Smith, University of Houston

The Facilitation of Higher Order Thinking Using the Conception Focused Curriculum

Nathan Heller, Tarleton State University  
Jana Burch, Tarleton State University  
Jerry Burch, Tarleton State University  
Kees Rietsema, Tarleton State University

### Session 26: Management

#### Terrace 2

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

Business Continuity Planning: An Early Empirical Exploration of Family Businesses

Gezinus Hidding, Loyola University Chicago  
Serhat Cicekoglu, Loyola University Chicago

To Make Us Truly Human: Does a CEO's Humanities Undergraduate Education Impact Corporate Social Responsibility?

Caitlin Roach, Union University  
Daniel Slater, Union University

21st Century Strategic Planning for Nonprofits: Two Case Studies

Robin Snipes, Columbus State University  
Jennifer Pitts, Columbus State University

### Session 27: Accounting

#### Terrace 3

**Chair: Michael Watters, Henderson State University**

CPA Value Index

Michael Watters, Henderson State University  
Mallory Turner, Henderson State University

Discretionary Accruals and Business Cycle

Mario Roncador, University of Alaska Anchorage

Online Course Administration: Best Practices

Michael Watters, Henderson State University  
Amelia Baldwin, University of Arkansas – Fort Smith

## SOBIE 2016

12:00– 1:15

Thursday, April 14

### Session 22: Business Analytics

#### Terrace 1

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

The Effect of Misclassification Error on the Performance of the p-chart

Kenneth Linna, Auburn University Montgomery

Monte Carlo - Generating Correlated Data Sets

Robert Lynch, University of Northern Colorado

The Returns to Experience

Steven Isbell, Tennessee Tech University

### Session 23: Marketing

#### Terrace 2

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

Consumer Misbehavior and Retail Store Customer Types

Cameron Montgomery, Delta State University

The Financial and Marketing Challenges of U.S. Golf Courses

Thomas Wiley, Grand Valley State University

Measuring Gentrification: How Does Definition Affect Identification? A Study of Florida's Metropolitan Statistical Areas

Mary White, LSU Shreveport

Douglas White, Shimberg Center for Housing Studies

Patterns That Predict: Likelihood of Turnover, Attitudes and Customer Purchasing

Marlene Burkhardt, Juniata College

### Session 24: Student Research

#### Terrace 3

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

Contraception and Crime

Antonio Saravia, Mercer University

Oscar Martinez, Mercer University

Stock Pricing Volatility: Measuring Return Volatility with Historical High Frequency Data

Rebecca Tang, University of South Alabama

Marye Newman, University of South Alabama

Alan Chow, University of South Alabama

Kyre Lahtinen, University of South Alabama

Volatility and Shock Interactions and Risk Management Implications: Evidence from Frontier Markets and the US Market

Jordin Post, Mercer University

Geoffrey Ngene, Mercer University

HIV Medication Diversion in Georgia

Aaron Hinckley, Mercer University

Antonio Saravia, Mercer University

Robert Mueller, Mercer University

## SOBIE 2016

10:30– 11:45

Thursday, April 14

### Session 19: Accounting

#### Terrace 1

**Chair: Rita Jones, Troy University**

Quality Journals vs. Predatory Publishers

Rita Jones, Troy University

Teresa Lang, Auburn University Montgomery

Cash Flow Reporting in the Public Sector

Robert Smith, Middle Tennessee State University

Mark Jobe, Middle Tennessee State University

Auditor Expertise, Jurors' Social Identities, and Evaluations of Auditor Negligence

Reginald Wilson, University of Southern Mississippi

### Session 20: McGraw-Hill Digital Product Update

#### Terrace 2

**Chair: Lynn Breithaupt**

### Session 21: Student Research

#### Terrace 3

**Chair: Brett King, University of North Alabama**

The Politics of Immigration Enforcement

Chellie Hogan, University of North Alabama

Keith Malone, University of North Alabama

Brett King, University of North Alabama

Immigration: The Impact on the United States' GDP

Mia Scocozzo, Cabrini College

Public Access Golf: A Review of Two Statewide Trails

Taylor Keith, University of South Alabama

Clay Machen, University of South Alabama

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