SOBIE 2011 will be hosted at Sandestin Golf and Beach Resort

Visit us online at www.una.edu/sobie
Society of Business, Industry, and Economics
12th Annual Conference
April 13th-16th, 2010
Sandestin, Florida
Linkside Conference Center

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.

Special thanks to our sponsors!
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Wednesday, April 14th

7:30 – 8:45
Bayview Terrace, Linkside Conference Center

Terrace A – Session 1: Student Research 1
Chair: Doug Barrett, University of North Alabama

State Fiscal Policy and the Happiness of Citizens
Greer Pruitt, University of North Alabama
Cory Hamilton, University of North Alabama
Ke Zhang, University of North Alabama
Dylan Michael, University of North Alabama
Jim Couch, University of North Alabama

State Happiness Index and Homogeneity
Clinton Christy, University of North Alabama
Ana Tavares, University of North Alabama
Trey Kyle, University of North Alabama
Doug Barrett, University of North Alabama

Attracting the Movie Industry: The Role of State Incentives
Joni James, University of North Alabama
Mark Lawrence, University of North Alabama
Jim Couch, University of North Alabama

Bank Mergers: How and Why They Occur, and Are They Beneficial to Customers
Jessica Sandlin, University of North Alabama
Tressa Patel, University of North Alabama
Christina Lozada, University of North Alabama
Keith Malone, University of North Alabama
David L. Black, University of North Alabama

Terrace B – Session 2: Finance 1
Chair: Mike Cudd, Mississippi College

Testing for Nonlinear Trend-Reversion in the Stock Prices of the G7 Countries
Hassan Shirvani, University of St.Thomas
Natalya Delcoure, University of St.Thomas
Bahman Mirshab, University of St.Thomas

Institutional Investors Response to the Use of Heuristics in Small Business Capital Structure Decisions
Mike Cudd, Mississippi College
Harold Davis, Southeastern Louisiana University
Marcelo Eduardo, Mississippi College

Strategic vs. Reactive Downsizing: The Financial Implications
Brett King, University of North Alabama
Terrace C – Session 3: Accounting I
Chair: Lisa Sandifer, Delta State University

*Clickers-Are They Effective as a Teaching Tool in Intermediate Accounting II?*
Rita Jones, Columbus State University
Teresa Lang, Columbus State University
Keren Deal, Auburn University Montgomery

*International Financial Reporting Standard: How Prepared are CPA's in Mississippi?*
Lisa Sandifer, Delta State University
Sharon Ford, Delta State University

*Reporting Income from Debt Cancellation*
Jim Hasselback, University of West Florida
9:00 – 10:15

Terrace A – Session 4: Student Research 2
Chair: Jim Couch, University of North Alabama

*Bailout Vote: The Role of Politics*
Mark Foster, University of North Alabama
Jim Couch, University of North Alabama
Keith Malone, University of North Alabama
David L. Black, University of North Alabama

*The Motivation for Town Hall Meetings: An Investigation of the US Senate*
Alvin Wendt, University of North Alabama
Brad Castro, University of North Alabama
Jennifer Follis, University of North Alabama
Phil Burton, University of North Alabama
Jim Couch, University of North Alabama

*Dealertgate*
Dylan Michael, University of North Alabama
Lauren McCullough, University of North Alabama
Kumar Ujjwal, University of North Alabama
Jim Couch, University of North Alabama

*Evaluating Intangible Assets for Making Investment Decisions*
Tatiana Verzilina, Alcorn State University

Terrace B – Session 5: CIS 1
Chair: John Dyer, Georgia Southern University

*Building HTA Client-Side Windows Applications*
John Dyer, Georgia Southern University

*Programatic Web Data Acquisition for E-Commerce Databases*
John Dyer, Georgia Southern University

*Term Paper vs. Term Project: Experiences in Development and Implementation of a Capstone IS Course*
Elena Moshkovich, University of Montevallo
Terrace C – Session 6: Management 1
Chair: O. Guy Posey, Alabama A&M University

Using Systems Approach to Create and Sustain a Culture of Assessment: A Case Study
Jennifer Collins, Florida A & M University
Clyde Ashley, Florida A & M University
Shawnta Friday-Stroud, Florida A & M University

A Case Study of Online Administration and Communication in a Volunteer Organization
O. Guy Posey, Alabama A&M University

An Examination of the Relationship Between Student Procrastination and Academic Performance
Jennifer Collins, Florida A & M University
Amos Bradford, Florida A & M University
10:30 – 11:45

**Terrace A – Session 7: Pedagogy 1**
Chair: John E. Crawford, Lipscomb University

*Using Illusions in the Class Terrace: Practices, Principles and Planning*
David Deviney, Tarleton State University

*Using Online Games and Virtual Worlds to Teach Timeless Business Principles*
John E. Crawford, Lipscomb University

**Terrace B – Session 8: Management 2**
Chair: Robert Armstrong, University of North Alabama

*Affect and Planned Behavior: An Integrated Model of Counterproductive Workplace Behavior*
Jennifer Ziegelmayer, Delta State University

*Under the Radar”: A Quantitative Assessment of the Construct of Banality of Wrongdoing in an Australian Energy Company*
Robert Armstrong, University of North Alabama
Dennis Balch, University of North Alabama

*Restructuring Healthcare*
Samuel Cappel, Southeastern Louisiana University
Avinash Waikar, Southeastern Louisiana University
Carl Phillips, Southeastern Louisiana University

**Terrace C – Session 9: Economics 1**
Chair: Kenneth Linna, Auburn University Montgomery

*What Role Did Financial Innovations and Deregulation Have In the Recent Housing, Financial and Economic Crisis?*
Tricia Snyder, William Paterson University

*The Effects on Scoring of Two Major Rule Changes in NCAA Football*
Kenneth Linna, Auburn University Montgomery
Evan Moore, Auburn University Montgomery

*Do Federal Budgets Cause Crowding Out?*
Tricia Snyder, William Paterson University
12:00– 1:15

Terrace A – Session 10: Marketing 1
Chair: Pj Forrest, Alcorn State University

Pricing in the Marketing Text: Time for Review
Pj Forrest, Alcorn State University

A Changing Educational Model in Russian Business Programs
Alexander Mechitov, University of Montevallo

Challenges and Opportunities for Developing Countries from Medical Tourism
Avinash Waikar, Southeastern Louisiana University
Sam Cappel, Southeastern Louisiana University
Udy Tate, Marshall University

Terrace B– Session 11: Pedagogy 2
Chair: Kathleena Monds, Albany State University

Faculty Training for Online Teachers in Three Rural Alabama Community Colleges: A Collective Case Study
Robert Davis, Northeast Alabama Community College
Steve Hamrick, Hourglass, LLC

O. Guy Posey, Alabama A&M University
Roderick Posey, University of Southern Mississippi
Chlotia Garrison, Winthrop University

An Assessment of B-School Mission Statements in Measuring Assurance of Learning Initiatives
Kathleena Monds, Albany State University
Thursday, April 15th

7:30am – 9:00am Breakfast
Bayview Terrace, Linkside Conference Center

9:00 – 10:15

Terrace A – Session 12: Management 3
Chair: Donna Schaeffer, Marymount University

Assessing Student Critical Thinking using Structured vs. Unstructured Case Analysis
Jennifer Collins, Florida A&M University
Angela Tidwell Lewis, Florida A&M University

Managing Telework in an Ethical Manner
Donna Schaeffer, Marymount University
Patrick C. Olson, National University

Visitor Evaluation of a Major U. S. Theme Park
Gary L. Geissler, University of Arkansas at Little Rock
Conway T. Rucks, University of Arkansas at Little Rock

Terrace B – Session 13: Accounting 2
Chair: Laurie Swinney, University of Nebraska at Kearney

Maximizing Course Content Synergies in AIS and MIS
Monica Jeancola, Stetson University

Quicker with Clickers
Laurie Swinney, University of Nebraska at Kearney

Intermediate Accounting: A Best Practices Survey
Eugene Criscione, Morehead State University
E. Richard Criscone, Morehead State University
Terry Glenn Elliott, Morehead State University
Trade Liberalization, Welfare and Negative Externalities
ManaDaniabendra Dasgupta, University of Alabama Birmingham
Seung Dong Lee, University of Alabama Birmingham

Returns Dynamics and Global Integration of the Stock Markets of “Plus Five” Nations
Ranvesh Srivastava, Alcorn State University
Akash, Alcorn State University

The Experience Factor in Computer Business Simulations
J. Bryan Hayes, Mississippi College
Marcelo Eduardo, Mississippi College
10:30 – 11:45

Terrace A – Session 15: CIS 2
Chair: Kevin Elder, Georgia Southern University

SAP Certifications
Ronald MacKinnon, Georgia Southern University
Kevin Elder, Georgia Southern University
Hsiang-Jui Kung, Georgia Southern University

SAP in the MBA Curriculum
Kevin Elder, Georgia Southern University
Ronald MacKinnon, Georgia Southern University
Hsiang-Jui Kung, Georgia Southern University

The Use of SAP Simulation Software: ERPism
Hsiang-Jui Kung, Georgia Southern University
Ronald MacKinnon, Georgia Southern University
Kevin Elder, Georgia Southern University

Terrace B – Session 16: Economics 2
Chair: Rodney Paul, St. Bonaventure University

The NCAA Basketball Betting Market: Tests of the Balanced Book Hypothesis
Rodney Paul, St. Bonaventure University
Andrew Weinbach, Coastal Carolina University
Kristin Paul, St. Bonaventure University

Football Market Efficiency and Contrary Opinion
Ladd Kochman, Kennesaw State University
Ken Gilliam, Kennesaw State University

Tax Credit for Electric Vehicles
David Kern, Arkansas State University
Terry Dancer, Arkansas State University
Voluntary Sarbanes-Oxley Act Compliance by Non-publicly Traded Health Care Organizations
Rahima Rahmonova, University of Nebraska at Kearney
Laurie Swinney, University of Nebraska at Kearney

Age and IT Skills in The Modern IT Environment: Expertise and Attitudes Surrounding the Older Worker
Lewis Wells, Tarleton State University
David Deviney, Tarleton State University

Behavior of LIBOR in Relation to Changing Economic Conditions
Raleigh Green, University of North Alabama
Kristi Van Rensselaer, University of North Alabama
12:00 – 1:15

Terrace A – Session 18: Accounting 3
Chair: Stephanie Moussalli, University of South Alabama

IFRS versus U.S. GAAP: How Financial Statement Numbers Change
Rahima Rahmonova, University of Nebraska at Kearney
Steve Hall, University of Nebraska at Kearney

Whose Responsibility Is It? A Case Study in Applying Internal Controls to a Regional Accounts Payable Center
E. Richard Criscone, Morehead State University

Auditors and Internal Controls: A History of How to Avoid Fraud Detection Responsibility
Stephanie Moussalli, University of South Alabama
O. Ronald Gray, University of West Florida

Terrace B – Session 19: Management 4
Chair: Angela Tidwell Lewis, Florida A&M University

Supply Chain Management for Higher Education: Trends and Challenges
Angela Tidwell Lewis, Florida A&M University
Rufus Little, III, Aurora Compliance & Consulting

Survey Research Response Rates: Internet Technology vs. Snail Mail
Patricia Lanier, University of Louisiana at Lafayette
John Tanner, University of Louisiana at Lafayette
Michael Totaro, University of Louisiana at Lafayette
Gavin Gradnigo, University of Louisiana at Lafayette

A Minor in Social Entrepreneurship
Donna Schaeffer, Marymount University
Janine DeWitt, Marymount University
Marcia Dursi, Marymount University
Nancy Furlow, Marymount University
Behnaz Quigley, Marymount University
Terrace C – Session 20: Pedagogy 3
Chair: Michelle DeMoss, Stetson University

Bringing Relevance to the ClassTerrace through Experiential Learning: A Case Study of Student Consulting Projects in Information Resource Management
Jennifer Pitts, Columbus State University

Comparing Experiential Learning Techniques: The Business Student’s Perspective
Michelle DeMoss, Stetson University
Carolyn Nicholson, Stetson University

The Impact of Student Expectations and Faculty Implementation of Technology on Self-report Student Learning Outcomes
Jason Brashier, Freed-Hardeman University
April Brashier, Freed-Hardeman University

Using Wolfram Alpha in Economics Courses
Howard H. Cochran, Jr. Belmont University
Gary L. Hodgin, Belmont University
1:30-2:45

Terrace A – Session 21: Finance 3
Chair: Richard A. Followill, University of Northern Iowa

Analyzing the Role of Economic Freedom and Transparency in Economic Growth During Uncertain Times
Akash Dania, Alcorn State University
John G. Igwebuike, Alcorn State University

Should You Sell? How to Respond to a Housing Bubble
Richard A. Followill, University of Northern Iowa
Arthur T. Cox, University of Northern Iowa

Asset Allocation and the Investment Horizon
James Yoder, University of West Georgia
Ronald Best, University of West Georgia
Charles W. Hodges, University of West Georgia

Terrace B – Session 22: Accounting 4
Chair: Dan Meyer, Austin Peay State University

Lean Accounting in the Information Age
Dale Spradling, Stephen F. Austin State University

Sourcing with Different Types of Suppliers
Chiaho Chang, Montclair State University

Ethics Education for Certified Public Accountants---Does the Adoption Pattern for 150 College Hours and CPA Mobility Provide Any Insight?
Dan Meyer, Austin Peay State University
Lesley Davidson, Austin Peay State University
Terrace C - Session 23: Pedagogy 4  
Chair: Don English, Texas A&M University-Commerce

Qualities Needed in the Workplace: Views of College of Business Undergraduate Students  
Don English, Texas A&M University-Commerce  
Edgar Manton, Texas A&M University-Commerce  
Janet Walker, Texas A&M University-Commerce

Development of an Enhanced Jeopardy Game to Facilitate Learning  
Lisa Micich, Alcorn State University

College Textbook Prices; Do Students Know More Than Their Professors?  
Cameron Montgomery, Delta State University  
Larry Magee, Delta State University  
Jerry Kandies, Delta State University  
Rebecca Hochradel, Delta State University  
Garrett Ross, Delta State University

Failure to Graduate: Why Seniors Don't Finish  
Laurie Barfitt, Western New Mexico University  
Linda Baldwin, Western New Mexico University  
George Muncrief, Western New Mexico University  
Adele Springer, Western New Mexico University
Friday, April 16th

7:30 – 8:45
Terrace Bayview Terrace, Linkside Conference Center

Terrace A – Session 24: Accounting 5
Chair: Vincent Brenner, Stetson University

An Outcomes Assessment in Intermediate Accounting
Vincent C. Brenner, Stetson University
Richard Copeland, Stetson University
Judson P. Stryker, Stetson University

The New CMA Exam: An Attractive Option for CPAs in Business and Industry
Robert Seay, Murray State
Holly Rudolph, Murray State

Integration of Physical and Financial Supply Chains for Value Maximization
Lakshmi Narain, Georgia College & State University

Terrace B – Session 25: Management 5
Chair: Fesseha Gebremikael, Alabama A&M University

Religiosity and Ethical Behavior in Business School Students
Salil Talpade, University of West Georgia
James Burton, University of West Georgia

A Sensitivity Analysis Leveraging AHP Model for Logistics and Supply Chain Risk Management
Chris Enyinda, Alabama A&M University
Fesseha Gebremikael, Calhoun Community College
Godwin Udo, University of Texas at El Paso

The Fallacy of Property Tax Revenue
Jacob Tober, University of North Alabama
David Black, University of North Alabama
Terrace C – Session 26: CIS 3
Chair: Angela Walters, Fort Hays State University

Internet Usage and Issues in the Republic of Korea
Patrick Hogan, Columbus State University
Patrick Jaska, Columbus State University

Social Capital, Knowledge Sharing and Intellectual Capital in the Web-2 Enabled World
Marguerite Cronk, Harding University

Examining the Predictive Nature of Trusting Intentions toward Trust-Related Behavior in the Electronic Commerce
Angela Walters, Fort Hays State University
9:00 – 10:15

Terrace A – Session 27: Accounting 6
Chair: Forrest Thompson, Florida A and M University

Responsibility and Standard Implementation: A Case Study of County Governments
Roderick B. Posey, University of Southern Mississippi
Forrest Thompson, Florida A and M University

FOREX for Accountants: A Primer on the Largest Financial Market in the World
Arthur H. Gilbert, Jr., University of West Florida

Ethics in the Virtual World: A Case Study of the Suitability of Second Life to Faith-Based Education
John Stone, Harding University
Marguerite Cronk, Harding University

Terrace B – Session 28: Economics 3
Chair: Pete Williams, University of North Alabama

Adverse Selection: The Signaling Hypothesis, and Higher Education
Pete Williams, University of North Alabama

A Comparison of Two Operating Leisure Oriented Mega-Malls and The Xanadu Project: Looking Into the Crystal Ball
Jack Samuels, Montclair State University

Impact of Exchange Rate Fluctuation on Stock Market Returns
Vivke Bhargava, Alcorn State University
Shamala S. Reddy, Alcorn State University

Terrace C – Session 29: Pedagogy 5
Chair: Wendy Goldstein, McGraw-Hill Publishing

Learn how to improve student success and retention in the classroom through:
CONNECT, an online learning and assessment system and
CREATE, an online tool for creating color or black/white custom texts with our content or your own.
10:30 – 11:45

Terrace A – Session 30: Economics 4
Chair: Peter V. Bias, Florida Southern College

Welfare Enhancing Collusion in a Service Provision Model
Evan Moore, Auburn University at Montgomery
James Boswell, Auburn University at Montgomery

Employment Factors Rankings
Richard Wilson, Florida A&M University

Another Look at the Phillips Curve
Peter V. Bias, Florida Southern College

Terrace B – Session 31: Student Research 4
Chair: Marguerite Cronk, Harding University

Market Evaluation of IT sector: Net Income - R&D relation (Apple, Inc. vs. Dell, Inc.)
Svetlana V. Verzilina, Alcorn State University

Perceptions of Leadership Amongst College Students Studying at a Medium-Sized Private University
Bradley Wolhuter, Harding University
Marguerite Cronk, Harding University

Nurse Practitioners: Leaders in the Business of Modern Medicine
Heather Unger-Robertson, University of North Alabama

The Roots of Revolution: How British Mercantilism Gave Rise to the American Revolution
Kevin Bailey, University of North Alabama

Innovative Analysis: An Empirical Study of College Students Savings Habits with Findings and Proposed Solutions
Matthew Boyle, Georgia College & State University
Doreen Sams, Georgia College & State University

Numbers, Financial Distress, and High Tech Firms
Joselyne Williams, University of Nebraska-Kearney
Steve Hall, University of Nebraska at Kearney
Risk Capital: An Alternative Measurement Framework  
Raymond Johnson, Auburn University Montgomery  
Kenneth Linna, Auburn University Montgomery  
Joseph A. Newman, Auburn University Montgomery

Nonlinear Dependence in Commodity Prices  
Arav Ouandlous, Georgia Southern University  
John Barkoulas, Georgia Southern University

The Long-Run Stock Performance of Zero-Leverage Firms  
Hongbok Lee, Western Illinois University  
Gisung Moon, Columbus State University
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Alcorn State University
Arkansas State University
Auburn University Montgomery
Aurora Compliance & Consulting
Austin Peay State University
Belmont University
Calhoun Community College
Cengage Publishing
Coastal Carolina University
Columbus State University
Delta State University
Florida A & M University
Florida Southern College
Fort Hays State University
Freed-Hardeman University
Georgia College & State University
Georgia Southern University
Harding University
Kennesaw State University
Lipscomb University
Marshall University
Marymount University
McGraw-Hill Publishing
Mississippi College

Morehead State University
Murray State
National University
Northeast Alabama Community College
Southeastern Louisiana University
St. Bonaventure University
Stephen F. Austin State University
Stetson University
Tarleton State University
Texas A&M University-Commerce
University of Alabama Birmingham
University of Arkansas at Little Rock
University of Louisiana at Lafayette
University of Montevallo
University of Nebraska at Kearney
University of North Alabama
University of Northern Iowa
University of South Alabama
University of Southern Mississippi
University of St.Thomas
University of Texas at El Paso
University of West Florida
University of West Georgia
Western Illinois University
Western New Mexico University
William Paterson University
Winthrop University
List of Past SOBIE Presidents

1999: Florence, AL
  President: Jim Couch, University of North Alabama

2000: Cleveland, MS
  President: ??????

2001: Natchez, MS
  President: Vivek Bhargava, Alcorn State University

2002: Gulf Shores, AL
  President: Doug Barrett, University of North Alabama

2003: Ft. Walton Beach, FL
  President: Jim Couch, University of North Alabama

2004: Branson, MO
  President: Doug Barrett, University of North Alabama

2005: Hot Springs, AR
  President: Steve Wells, University of Central Arkansas

2006: Natchez, MS
  President: Vivek Bhargava, Alcorn State University

2007: Gulf Shores, AL
  President: Jim Couch, University of North Alabama

2008: Sandestin, FL
  President: Doug Barrett, University of North Alabama

2009: Sandestin, FL
  President, Lisa Sandifer, Delta State University

2010: Sandestin, FL
  President: Vivek Bhargava, Alcorn State University

2011: Sandestin, FL
  President-elect: Rita Jones, Columbus State University

List of Participating States

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Arizona
Florida
Georgia
Iowa
Kansas
Kentucky
Louisiana
Mississippi
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