SOBIE 2017

Society of Business, Industry, and Economics

19th Annual Academic Conference

Sandestin Golf and Beach Resort
April 19 – 21, 2017
Destin, Florida
SOBIE 2017

19th Annual Academic Conference

April 19-21, 2017
Linkside Conference Center
Sandestin Golf and Beach Resort
Destin, Florida

SOBIE 2017 Officers

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Vice President: Jason Imbrogno, University of North Alabama
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Founders: Jim Couch and Doug Barrett, University of North Alabama

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.

Visit SOBIE online:
SOBIE: www.una.edu/sobie/
JOBIE: buildingthepride.com/jobie

Mark your calendar
SOBIE 2018: April 11-13
SOBIE 2019: April 10-12
Sandestin Golf and Beach Resort
### SOBIE Presidents

1999: Jim Couch, University of North Alabama  
2000: Keith Atkinson, University of Central Arkansas  
2001: Vivek Bhargava, Alcorn State University  
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2011: Rita Jones, Columbus State University  
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2013: Taylor Stevenson, East Tennessee State University  
2014: Bob Armstrong, University of North Alabama  
2015: Mark Foster, University of North Alabama  
2016: Brett King, University of North Alabama

### Board of Directors

Bob Armstrong, University of North Alabama  
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David Kern, Arkansas State University  
Keith Malone, University of North Alabama  
Jennifer Pitts, Columbus State University

### SOBIE 2017

#### Keynote Address

Alice H. Martin

Alice H. Martin most recently served as Deputy Attorney General for the State of Alabama in the financial fraud and corruption watchdog agency of the Department of Examiners of Public Accounts. This continues her more than 25 years in public service with a focus on combating public corruption and white-collar fraud.

Ms. Martin most recently served as the Chief Deputy Attorney General over legal and administrative operations of the Office of Attorney General for now U. S. Senator Luther Strange. Prior to joining the Office of Attorney General, Ms. Martin served as President George W. Bush’s first female United States Attorney for the Northern District of Alabama (2001-2009). As U. S. Attorney she was the chief federal law enforcement official for 31 of Alabama’s 67 counties. Recognizing corruption in government, she established the North Alabama Public Corruption Task Force to marshal the joint resources of then Alabama AG Bill Pryor, the Alabama Examiners of Public Accounts, and the FBI, to successfully prosecute over 120 elected/appointed government officials and contractors. National attention was drawn to the prosecution of graft in Alabama’s 2-year college scandal, which convicted the Chancellor, college presidents, and legislators; and into the Jefferson County sewer system scandal, which involved bid-rigging. In addition to conviction of 5 Jefferson County Commissioners, she prosecuted the FBI’s #1 most wanted domestic terrorist - Eric Robert Rudolph, for the abortion clinic bombing in Birmingham; the HealthSouth $2.8B financial collapse; and eastern European child-pornography rings and gun traffickers.

During her service, Ms. Martin was selected to serve on the Attorney General’s Advisory Committee to meet regularly with the U. S. Attorney General and federal law enforcement agency heads to emerging policy issues. She also served as Co-Chair of the Health Care Fraud Working Group; and on the Subcommittees on White Collar Crime, Counterterrorism, Resource Allocation, and Office of Management and Budget.

Ms. Martin’s public service dates back to 1983 when she served as a line federal prosecutor in Memphis, Tennessee. With extensive federal trial experience in civil and criminal litigation, she continued her public service in Alabama as a municipal judge and a municipal prosecutor before being appointed by Governor Fob James as the first female Circuit Court Judge in Florence, Alabama in 1997.

In addition to her years of public services, Ms. Martin practiced in the private sector in law firms in Alabama and Tennessee, and serviced as a VP of Ethics and Compliance for a corporation operating hospitals in 7 states.

She earned a Bachelor of Science Degree in Nursing from Vanderbilt University and worked as a Registered Nurse during law school at the University of Mississippi School Of Law. She is licensed to practice law in Alabama, Mississippi, and Tennessee. She has earned certifications in fraud examination (CFE), healthcare compliance (CHC), healthcare privacy (CHPC), and mediation. She has been married to Louis for 28 years and they have three adult daughters.
## SOBIE 2017

### Registration – Bayview Terrace

<table>
<thead>
<tr>
<th>April 19</th>
<th>April 20</th>
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<tbody>
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### Terrace I

#### Terrace 1

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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>7:30 - 8:45 AM</td>
<td>1 - Computer Applications</td>
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<td>9:00 - 10:15 AM</td>
<td>2 - Economics</td>
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<td>3 - Instructional Research</td>
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#### Terrace 2

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<th>Time</th>
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<tr>
<td>9:00 - 10:15 AM</td>
<td>4 - Entrepreneurship</td>
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<tr>
<td>10:30 - 11:45 AM</td>
<td>5 - Finance</td>
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<tr>
<td>11:00 - 12:00 PM</td>
<td>6 - Management</td>
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#### Terrace 3

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<th>Time</th>
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<tr>
<td>10:30 - 11:45 AM</td>
<td>7 - Roundtable I</td>
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<td>8 - Finance</td>
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<tr>
<td>12:00 - 1:15 PM</td>
<td>9 - Instructional Research</td>
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### Terrace II

#### Terrace 1

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<tr>
<td>7:30 - 8:45 AM</td>
<td>Breakfast</td>
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<td>9:00 - 10:15 AM</td>
<td>10 - Roundtable II</td>
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<td>11 - Student Research</td>
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<td>12 - Economics</td>
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<td>14 - Student Research</td>
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<td>15 - Marketing</td>
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<td>17 - Student Research</td>
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### Terrace III

#### Terrace 1

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<td>24 - Economics</td>
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### Terrace IV

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<td>29 - Accounting</td>
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<td>10:30 - 11:45 AM</td>
<td>30 - Finance</td>
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<td>9:00 - 10:15 AM</td>
<td>31 - Computer Applications</td>
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<td>32 - Economics</td>
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<td>38 - Management</td>
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<tr>
<td>2:30 - 3:45 PM</td>
<td>39 - Economics</td>
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### Session 37: Finance

**Terrace I**

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

1. University Economic Development: The Case of Shoals Shift
   - Doug Barrett, University of North Alabama

2. How Acceptance of Bitcoin as Payment Method Affects U.S. Small Businesses
   - Rachel Collins Wilson, Belmont University

3. Entrepreneurship and Innovation Education in Higher Education
   - Kathaleena Monds, Albany State University

### Session 38: Management

**Terrace II**

**Chair:** Daniel Mertens, Jacksonville State University

1. Personal Knowledge Management (PKM) and the Leadership Development of African-American Women Leaders: A Narrative Inquiry
   - Kimberly Wright, University of Phoenix

2. Development of Experiential Learning Projects in Operations and Supply Chain Management Areas for Jacksonville Arts and Music Festival
   - Chang-Hyun Kim, Jacksonville State University
   - Daniel Mertens, Jacksonville State University

3. Employee versus Independent Contractor...in Light of Uber and the New Business Model
   - Randall Miedaner, Lee University

### Session 39: Economics

**Terrace III**

**Chair:** Robin Snipes, Columbus State University

1. CEO Political Campaign Contributions and Corporate Social Performance
   - Daniel Slater, Union University

2. Sports Sponsorship: Big Money
   - PJ Forrest, Alcorn State University

3. A Comprehensive Approach to Academic Integrity for Online Course Delivery
   - Fonda Carter, Columbus State University
   - Jennifer Pitts, Columbus State University
   - Robin Snipes, Columbus State University

   - Michael Monahan, Frostburg State University
   - Amit Shah, Frostburg State University
Session 34: Instructional Research
Terrace 1
Chair: Pete Williams, University of North Alabama
School Improvement Grants in Alabama
Pete Williams, University of North Alabama
MBA Learning Preferences versus Nationality Differences
Tabea Bock, University of North Alabama
Nele Loecher, University of North Alabama
A Model of Financial Self Image
Makisha Cameron, Florida A&M University
Lexie Mutcherson, Florida A&M University
Antionette Mutcherson, Florida A&M University
Using Canvas for Assessing Learning Outcomes: Strategies, Best Practices, and Pitfalls
Vicki Webster, Delta State University

Session 35: Finance
Terrace 2
Chair: David Kern, Arkansas State University
Dynamic Linkages among Consumer Sentiments and Stock Market, Money Market, Oil Market, Mortgage Market and Real Estate Market
Akash Dania, Alcorn State University
Financial Contagion or Flight to Quality: An Examination of Fixed Income and Equity Correlation during Recent Volatile Market Conditions
Andreas Gaenger, Murray State University
David Durr, Murray State University
Stephen Lacewell, Murray State University
David Kern, Arkansas State University
Disruptive Technology: Economic Consequences of Artificial Intelligence and the Robotics Revolution
Tyler Hammond, University of North Alabama
Jake Harrington, University of North Alabama
Brett King, University of North Alabama
Influence the PCAOB’s Standard-Setting Process
Allen Hunt, Western Kentucky University
Harold Little, Western Kentucky University

Session 36: Marketing
Terrace 3
Chair: Avinash Waikar, Southeastern Louisiana University
Marketing vs. Finance: Who Rules the MBA Decision?
Michael Fekula, University of South Carolina-Aiken
Linda Rodriguez, University of South Carolina-Aiken
Awareness Regarding Better Business Bureaus and Chambers Of Commerce among College Students: A Concern for Business Schools?
Avinash Waikar, Southeastern Louisiana University
Susan Zee, Southeastern Louisiana University
Lilian Fok, University of New Orleans
Kenneth Lacho, University of New Orleans
Will President Trump Help Increase Undergraduate Enrollments in Business Schools: Undergraduate Perceptions of Economic Opportunities
Melodie Phillips, Middle Tennessee State University
Session 4: Entrepreneurship
Terrace 1
Chair: John Volker, Austin Peay State University
Leveraging Technology as a Strategy to Ease Barriers of Entry into the Marketplace:
The Use of Crowd-Funding by Small Businesses and Entrepreneurs
Amye Melton, Austin Peay State University
Terry Damron, Austin Peay State University
Vikkie McCarthy, Austin Peay State University
William Rupp, Austin Peay State University
A New Approach to the Business Plan: Six Points to Success
John Volker, Austin Peay State University
Michael David Phillips, Austin Peay State University
Emerging Research Methods in Business and Management Studies
Brosh Teucher, Saint Michael's College

Session 5: Finance
Terrace 2
Chair: Rita Jones, Troy University
Short-Term Individual Investing Using Publicly Available Stock Upgrades and Downgrades
Teresa Lang, Auburn University Montgomery
Rita Jones, Troy University
Cyber Risk and Captive Insurers
Mark Foster, University of North Alabama
Ed Duett, Troy University
A Cause-Effect-Cause Model of the Gig Economy: An Exploration of the Millennial Effect
William Rupp, Austin Peay State University
Halston Matheny, Austin Peay State University

Session 6: Management
Terrace 3
Chair: David Deviney, Tarleton State University
Community Leadership Development Programs: Who Joins and Who Doesn't
David Deviney, Tarleton State University
Nate Heller, Tarleton State University
Applying the Ethical Decision-Making Process to Industrial Wind Energy in Iowa
Terry McGovern, University of South Florida
Technology Transfer versus Transformation
Ian Aguilar, George Fox University
Dan Mertens, Jacksonville State University
Paul Shelton, George Fox University

Session 31: Computer Information Applications
Terrace 1
Chair: Yoon Sang Lee, Columbus State University
Assessment of the Flexibility of Supply Chain Agents Using Evolutionary Game
Yoon Sang Lee, Columbus State University
Riyaz Sikora, University of Texas at Arlington
Autonomous Vehicles: Cars as Hardware and Software
Donna Schaeffer, Marymount University
Patrick Olson, National University
A Ten-Year Analysis of the ETS Field Test for Business Administration:
A Quality Management View
Robert Lynch, University of Northern Colorado
Garth Allen, University of Northern Colorado

Session 32: Economics
Terrace 2
Chair: Lane Boyte-Eckis, Troy University
Why Welfare Benefits Vary among States – Politics vs. Economics?
Reagan Couch, University of North Alabama
Shawnna Perryman, University of North Alabama
Keith Malone, University of North Alabama
Age, Gender, and Race as Predictors of Opting for Extra Credit: A Statistical Analysis of
Online Economics Students
Lane Boyte-Eckis, Troy University
Scott Bailey, Troy University
Wendy Troy, Troy University
Dominic Minadeo, Troy University
Young Prophets of Profits: Millennial Views of Profitability and Firm Size
John Marcis, Coastal Carolina University
Patricia Carver, Bellarmine University
Alan Deck, Bellarmine University
Dan Bauer, Bellarmine University
Economic Education in Belize, Central America
Kathaleena Monds, Albany State University

Session 33: Marketing
Terrace 3
Chair: Sungwoo Jung, Columbus State University
The Effects of Marketing Strategy on Consumer’s Happiness: Does Marketing Help
Consumer’s Happiness at All?
Sungwoo Jung, Columbus State University
A Framework to Understand the Attitude-Behavior Gap in the Consumer Decision-Making
Process for Sustainable Products
Denise Ogden, Penn State Lehigh Valley
Using WikiLeaks for Academic Purposes: Self-Censorship, Ethics, and Opportunity
Vicki Webster, Delta State University
Session 28: Management
Terrace 1
Chair: Randall Robbins, Mississippi College

Using the Parable of the Workers to Teach Business Ethics
Randall Dupont, Louisiana State University of Alexandria
Marc Dupont, Louisiana State University of Alexandria

Examining the Relationship between Social Media and Student Academic Performance
Randall Robbins, Mississippi College

Moral Foundations and Corporate Sustainability: The Moderating Role of Cultural Tradition of Emerging Markets
Fuan Li, William Paterson University
Xingyuan Wang, Shandong University
Rajiv Kashyap, William Paterson University

Session 29: Accounting
Terrace 2
Chair: Reginald Wilson, University of Southern Mississippi

Audit Opinion Prediction with Data Mining Approaches
Wikil Kwak, University of Nebraska at Omaha
Xiaoyan Cheng, University of Nebraska at Omaha

Auditor Expertise, Jurors’ Social Identities, and Evaluations of Auditor Negligence
Reginald Wilson, University of Southern Mississippi

Teaching Students the Financial Statement Impact of the New Lease Standard
Amanda Paul, Troy University
Richard Turpin, Troy University
Steve Grice, Troy University

The Many Private Company References in the Codification, including Those Not Introduced by the Private Company Council
Allen Hunt, University of Western Kentucky

Session 30: Finance
Terrace 3
Chair: Thomas Willey, Grand Valley State University

Financing versus Other Input Costs: The Case of Iowa Agriculture Producers
Robert Preston, Northern State University

Price and Return Anomalies in Gold Related Assets
Laurence Blose, Grand Valley State University
Vijay Gondhalekar, Grand Valley State University
Alan Kort, Fifth Third Bank Investment Management Group

Implied Volatility Innovations, Global Banking Stock Returns, and the Asymmetric Volatility Transmission Phenomenon
Akash Dania, Alcorn State University
Sandip Dutta, Southern Connecticut State University

The Challenges for Golf in the U.S.: The “Tiger Effect” is Actually a Celebrity Effect
Thomas Willey, Grand Valley State University
Douglas Robideaux, Grand Valley State University

Session 7: Roundtable Discussion: Classroom Engagement Techniques
Terrace 1
Chairs: David Deviney, Tarleton State University and John Crawford, David Lipscomb University

Session 8: Finance
Terrace 2
Chair: David Kern, Arkansas State University

Asset Restructuring in Commercial Banking Post Financial Crisis: Empirical Evidence of Cash Hoarding
Mark Foster, University of North Alabama
David Kern, Arkansas State University
Stephen Lacewell, Murray State University

Financing versus Other Input Costs: The Case of Iowa Agriculture Producers
Robert Preston, Northern State University

Iowa's Goal Of Increasing Wind Energy Generation To Improve the Environment: Is the State Chasing the Wrong Goal?
Terry McGovern, University of South Florida

Session 9: Instructional Research
Terrace 3
Chair: Cameron Montgomery, Delta State University

The Effect of Alcohol Consumption on College Students' Satisfaction and Performance
Cameron Montgomery, Delta State University

Implementing Instructor Videos: An Empirical Test of Changes in Economics Online Courses
Jennings Byrd, Troy University
Nick Minadeo, Troy University

Stupidity Research: A Review and Evaluation
Brosch Teucher, Saint Michael's College
SOBIE 2017

7:30–8:45 AM Thursday, April 20

Breakfast

Keynote Address: Alice Martin, former United States Attorney
Bayview Terrace

9:00–10:15 AM

Session 10: Round Table Discussion: Alice Martin Discusses Corporate Fraud
Terrace 1
Chair: Tom Lovett, University of North Alabama

Session 11: Student Research
Terrace 2
Chair: Keith Malone, University of North Alabama

Examining the Relationship of Value Dissonance and Online Disinhibition
Alex Britt, Freed-Hardeman University
Leila Matheny, Freed-Hardeman University

Do Minimum Wage Increases affect SNAP Benefits?
Senayt Rinkevich, Arkansas Center for Research in Economics
Thomas Snyder, University of Central Arkansas
Weici Yuan, University of Central Arkansas

Measuring Interpersonal Trust Using the Investment Game
Sarah Barry, Mercer University
Antonio Saravia, Mercer University

Comparison of Stock Return Volatility Using Range-Based Estimators
Alexander Theodore, University of South Alabama
Alan Chow, University of South Alabama
Kyre Lahtinen, University of South Alabama

Session 12: Economics
Terrace 3
Chair: Manabendra Dasgupta, University of Alabama at Birmingham

Tax Yield vs. Marginal Tax Rates: History and Correlation
Richard Cobb, Jacksonville State University
William Fielding, Jacksonville State University
Michael Marker, Jacksonville State University

Duopoly, Privatization and Environment
Manabendra Dasgupta, University of Alabama at Birmingham
Seung Dong Lee, University of Alabama at Birmingham

Erie, Pennsylvania and Lublin, Poland: Situational Economic Analysis of Sister Cities over the Last Twenty Years
Bruce Kibler, Gannon University
Pawel Pasierbiak, Marie Curie University

SOBIE 2017

4:30–5:45 PM Thursday, April 20

Session 25: Business Analytics
Terrace 1
Chair: Jennifer Pitts, Columbus State University

A Comprehensive Approach to Academic Integrity for Online Course Delivery
Fonda Carter, Columbus State University
Jennifer Pitts, Columbus State University
Robin Snipes, Columbus State University

Mass Surveillance and Cyber Asylum
Chris Bang, Auburn University Montgomery

Digital Health Security Risks
Chlotia Garrison, Winthrop University

Session 26: Finance
Terrace 2
Chair: Thomas Taylor, Delta State University

An Analysis of Students’ Financial Literacy in a Regional Southern University
Thomas Taylor, Delta State University

The Temptation to Discount: Does Unfunded Tuition-Discounting Improve the Financial Stability of Private Universities?
Rachel Wilson, Wittenberg University
Lindsay Meermans, Wittenberg University

Making Personal Finance Personal: The Use of Service-Learning in Personal Financial Management Classes
Colene Trent, Union University

Financial Literacy and Perceptions of Student Loans
Zachary Finney, University of South Alabama
Treena Gillespie Finney, University of South Alabama

Session 27: Instructional Research
Terrace 3
Chair: Pj Forrest, Alcorn State University

Accountability in the Online Environment
John Patterson, Bellevue University

An Interdisciplinary Approach to Cybersecurity Education
Cynthia Knott, Marymount University
Donna Schaeffer, Marymount University
Patrick Olson, National University

Social Media: Education to Business
William Piper, Alcorn State University
Pj Forrest, Alcorn State University
Session 22: Finance
Terrace 1
Chair: Mark Foster, University of North Alabama

Lock-In vs. Capitalization Market Reactions to Tax Changes
Mark Foster, University of North Alabama
Mark Jobe, David Lipscomb University
Brett King, University of North Alabama

Investor Response to Technical Analysis: A Proposal
Alan Blaylock, Henderson State University
Timothy Blaylock, Henderson State University

Teaching Construction Project Management through the Use of a Web-based Simulation
Thomas Korman, Cal Poly San Luis Obispo

Session 23: Student Research
Terrace 2
Chair: Al Chow, University of South Alabama

How to Kill a Microfinance Fund: An Analysis of South African Microfinance Policy through a Case Study of Tembeka Social Investment Company
Aaron Scherf, Mercer University
Geoffre Ngene, Mercer University

Game-Based Student Response Systems and Academic Performance
Kristina Hong, Delta State University
Don Kim, Delta State University

Examining the Relationship of Value Dissonance and Online Disinhibition
Alex Britt, Freed-Hardeman University
Leila Matheny, Freed-Hardeman University
Bryan Black, Freed-Hardeman University
Christopher Creecy, Freed-Hardeman University

Session 24: Economics
Terrace 3
Chair: Evan Moore, Auburn University at Montgomery

Does Vegas Overvalue Major Conferences? An Investigation of Market-Based Expected Scoring in NCAA Football
Evon Moore, Auburn University at Montgomery
James Francisco, Auburn University at Montgomery

Surviving an NFL Survivor Pool
Jason Imbrogno, University of North Alabama
David Bergman, University of Connecticut

The Business of American Football: The Kicker Position and Performance to Salary Correlation
Denise Ogden, Penn State Lehigh Valley

Session 13: Management
Terrace 1
Chair: Brooklyn Cole, Radford University

High-risk Occupations: The Influence of Crisis Events on Stress and Burnout among Police
Lisa Russell, Indiana University Southeast
Brooklyn Cole, Radford University

An Empirical Analysis of Job Satisfaction Facet Salience in the Manufacturing versus the Services Sector
Robin Snipes, Columbus State University
Jennifer Pitts, Columbus State University
Fonda Carter, Columbus State University

Female Entrepreneurs in Developing Countries: What Could Be the Possible Challenges?
Eren Ozgen, Troy University

Session 14: Student Research
Terrace 2
Chair: Keith Malone, University of North Alabama

A Study of Student Fee Allocations at Various Universities: How is the Money Distributed?
Joshua Crownover, University of South Alabama
Alan Chow, University of South Alabama

An Heir’s Problem: A Study of Heirs’ Property in Arkansas through Land Valuation Analysis
Ashley Wofford, Arkansas Center for Research in Economics
Zack Donohew, Arkansas Center for Research in Economics

Vehicle Make as a Determinant of Automobile Loan Default
Kyle Yeoman, Union University
Colene Trent, Union University

Crime and Renovation: A Study of Neighborhood Deterioration in Little Rock
Isaac Sims, Arkansas Center for Research in Economics
Michael Yoder, University of Central Arkansas

Session 15: Marketing
Terrace 3
Chair: Melodie Phillips, Middle Tennessee State University

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Why are Sexy Majors in Media and Entertainment Colleges Stealing Marketing Majors?
Melodie Phillips, Middle Tennessee State University

Tableau in the Classroom: Experiential Learning with Visual Analytics
Jennifer Pitts, Columbus State University
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**Chair:** Alan Chow, University of South Alabama

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

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

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**Chair:** Carmen Lewis, Troy University

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

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**Chair:** Elizabeth Pierce, Saginaw Valley State University

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