SOBIE 2018

Society of Business, Industry, and Economics

20th Annual Academic Conference

Sandestin Golf and Beach Resort
April 11-13, 2018
Destin, Florida
SOBIE 2018

20th Annual Academic Conference

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Linkside Conference Center Sandestin
Golf and Beach Resort
Destin, Florida

SOBIE 2018 Officers

President: Mark Jobe, Lipscomb University
Vice-President: Jason Imbrogno, 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.
Dr. J. Scott Angle received his BS and MS at the University of Maryland in Agronomy and Soil Science, respectively. He obtained his PhD from the University of Missouri with an emphasis on Soil Microbiology.

Angle worked for 24 years as a Professor of Soil Science and Director of the Maryland Agricultural Experiment Station and Maryland Cooperative Extension at the University of Maryland. His early work focused on the study of losses of nutrients from agro-ecosystems, and their impact on the Chesapeake Bay. Angle also studied the impact of heavy metals on the food chain with the goal of protecting our food supply from these harmful elements. Later, he concentrated his research on phytoremediation - the use of plants for extraction of heavy metals from soil. In 2005, he moved to Athens, Georgia, where he served as Dean of the College of Agricultural and Environmental Sciences at the University of Georgia for 10 years. He is a fellow of the American Society of Agronomy and the Soil Science Society of America. Angle is a former Fulbright Fellow with the Rothamsted Research Experimental Station in the United Kingdom.

Currently, he is the President and CEO of the International Fertilizer Development Center (IFDC), where he oversees a staff of over 800 and coordinates development projects in diverse regions of the world. IFDC provides solutions to alleviate global hunger and poverty through the promotion of economic development and self-sufficiency.
# Registration – Bayview Terrace

### Wednesday, April 11

<table>
<thead>
<tr>
<th>Time</th>
<th>Terrace 1</th>
<th>Terrace 2</th>
<th>Terrace 3</th>
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<tbody>
<tr>
<td>7:30-8:45 AM</td>
<td>1-Management</td>
<td>2-Accounting</td>
<td>3-Student Research</td>
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<tr>
<td>9:00-10:15 AM</td>
<td>4-Management</td>
<td>5-Marketing</td>
<td>6-Student Research</td>
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<tr>
<td>10:30-11:45 AM</td>
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<td>8-Finance</td>
<td>9-Student Research</td>
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### Thursday, April 12

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<tr>
<td>7:30-8:45 AM</td>
<td>Breakfast</td>
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<tr>
<td>9:00-10:15 AM</td>
<td>10-Round Table</td>
<td>11-Accounting</td>
<td>12-Student Research</td>
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<td>10:30-11:45 AM</td>
<td>13-Round Table</td>
<td>14-Economics</td>
<td>15-Student Research</td>
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<tr>
<td>12:00-1:15 PM</td>
<td>16-Accounting</td>
<td>17-Business Analytics</td>
<td>18-Student Research</td>
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<tr>
<td>1:30-2:45 PM</td>
<td>19-Finance</td>
<td>20-Management</td>
<td>21-Instructional Development</td>
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<tr>
<td>3:00-4:15 PM</td>
<td>22-Economics</td>
<td>23-Instructional</td>
<td>24-Marketing</td>
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### Friday, April 13

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<tr>
<td>7:30-8:45 AM</td>
<td>25-Economics</td>
<td>26-Management</td>
<td>27-Student Research</td>
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<td>28-Instructional</td>
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<td>38-Instructional</td>
<td>Development</td>
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SOBIE 2018

7:30 – 8:45 am

Session 1: Management
Terrace 1
Chair: Gloria Miller, Austin Peay University

The Implications of Public Policy in an Era of Artificial Intelligence
   Jon Bryan, Bridgewater State University

Validating Organizational Effectiveness: Exploring Criteria for Exemplary and Outstanding Local Conferences in the North American Division
   Theodore Brown, Oakwood University
   Jean Lai Hing, Oakwood University

China Software and DVD Piracy: Simply a Need for Tougher Regulations to Overcome Cultural Moral Values?
   Mark James, Austin Peay University
   Berry Kwock, Austin Peay University
   Gloria Miller, Austin Peay University

Session 2: Accounting
Terrace 2
Chair: Rita Jones, Troy University

Information Security Challenges and Internal Controls
   Teresa Lang, Auburn University Montgomery
   Rita Jones, Troy University

Taxing the Sharing Economy
   Mary Ann Hofmann, Appalachian State University

Ransomware: The Rising Threat and Cost
   Guy Posey, Alabama A&M University

Session 3: Student Research
Terrace 3
Chair: Keith Malone, University of North Alabama

BitBoom: The Rise of Cryptocurrency in the International Economy
   Kyle Bligen, Mercer University
   Colton Sowash, Mercer University

An Empirical Investigation of the Existence and Proliferation of Cybercrime
   Allen Lynch, Mercer University
   James Smith, Mercer University

The Impact of Social Media on Academic Performance through Social Support and Self-Esteem
   Ahuose Eki, Delta State University
   Akorede Ogunsola, Delta State University
   Don Kim, Delta State University
9:00 – 10:15 am

Session 4: Management
Terrace 1
Chair: David Deviney, Tarleton State University

Boardroom or War Room: An Expectational Analysis of CFO - Executive Board Relationships in Adventist Local Conferences
Theodore Brown, Oakwood University
Richard Blanco-Toppings, Oakwood University

Behavioral Inclination and Value Orientation of Volunteer Community Leaders
David Deviney, Tarleton State University
Kimberly Rynearson, Tarleton State University

Millennials are Changing the Standard in Corporate America
Mary Penick, Cameron University

Session 5: Marketing
Terrace 2
Chair: Sylvia Burgess, Cameron University

Internet Tax Survey
Ken Griffin, University of Central Arkansas
Ashley Phillips, University of Central Arkansas
Joe Cangelosi, University of Central Arkansas

Using Simulations in Courses
Marianne Loes, University of South Alabama

December Gladness, Followed by March Madness and Sadness
John Courington, Cameron University
Sylvia Burgess, Cameron University

Session 6: Student Research
Terrace 3
Chair: Keith Malone, University of North Alabama

Consumer Perception and Acceptance of Retail Incubators: Peddler’s/Vendor’s Malls
Lonnie Smith, University of South Alabama
Matthew Howard, University of South Alabama

Who Poisons the Pool? Asymmetric and Nonlinear Causal Inference Between Investment and Speculative Bonds
Geoffrey Ngene, Mercer University
Yea Lee Kim, Mercer University
Jinghua Wang, Mercer University

Virtual Competency and Its Effect on Student Engagement, Student Achievement, and Academic Performance
Gregory Braggs, Delta State University
Cynthia Scott, Delta State University
Don Kim, Delta State University
Session 7: Instructional Development
Terrace 1
Chair: Gokhan Karahan, University of Alaska Anchorage

Learning Outcomes, Perception Gaps, and Measurement Issues
Gokhan Karahan, University of Alaska Anchorage
DJ Kilpatrick, University of Alaska Anchorage

The Effects of Students Cell Phone Use on Satisfaction, Performance, Relationships and Communication
Cameron Montgomery, Delta State University

The Impact of Entrepreneurial Education on Student’s Entrepreneurial Intentions at Faith-Based Institutions
David Bosch, Boyce College

Tools for Curriculum Design
Doug Barrett, University of North Alabama

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

The Political Impact of Bank Lending: A Case of Hoarding
David Kern, Arkansas State University
Mark Foster, University of North Alabama

Executive Pay as a Percentage of General and Administrative Expense and Company Performance during the Era of Say-on-Pay
Christine Newman, Auburn University Montgomery
Raymond Johnson, Auburn University Montgomery
Joseph Newman, Auburn University Montgomery

Immigration Enforcement
Brett King, University of North Alabama
Keith Malone, University of North Alabama

A Stochastic Frontier Analysis of the Saudi Banking Industry: Islamic vs. Conventional Bank Efficiency
Stephen Lacewell, Murray State University
Sunayan Acharya, Murray State University
Badr Alhajri, Murray State University

Session 9: Student Research
Terrace 3
Chair: Don Kim, Delta State University

Oil Prices and Economic Performance
Geoffrey Ngene, Mercer University
Shivani Sharma, Mercer University

The Trustworthiness of Information Shared via Social Media
Maisey Kent, Delta State University
Huy Huynh, Delta State University
Mateusz Pacholczyk, Delta State University
Don Kim, Delta State University

Scheduling Construction Projects at the Appropriate Level of Detail
Sandeep Munot, University of Arkansas at Little Rock
David Manry, University of Arkansas at Little Rock

The Impact of Social Media Usage on Academic Performance
Akorede Ogunsola, Delta State University
7:30 – 8:45 am Breakfast

Keynote Speaker: Scott Angle, President, International Fertilizer Development Center

Scott will also hold an informal, round table, in the boardroom, discussing the future of the central office.

9:00 – 10:15 am

Session 10: Round Table Discussion
Terrace 1
Chair: David Deviney, Tarleton State University

Innovation and Effective Techniques for Online Teaching

Discussions will include approaches to increasing student engagement, creative approaches in teaching online and proven good practices in online teaching.

Session 11: Accounting
Terrace 2
Chair: Mark Jobe, Lipscomb University

The Highest-Ranking Accountants in Uniform
Mark Jobe, Lipscomb University
Dale Flesher, University of Mississippi

Compliance with Accounting Standards: Alabama vs. Mississippi
Bonnie Banks, Alabama A&M University
Roderick Posey, Alabama A&M University

Income Tax Simplification: The Case for Public Policy Complexity
Randall Miedaner, Lee University

Session 12: Student Research
Terrace 3
Chair: Keith Malone, University of North Alabama

Supply Chain Analysis of Commodities Shipping Through US River Lock System
Rachel Gray, University of South Alabama
Alan Chow, University of South Alabama
Jinhauk Kim, University of South Alabama

Export Growth and Economic Growth: Is the Dependence Structure Short Term or Long Term?
Geoffrey Ngene, Mercer University
Jordin Post, Mercer University

Classic Beauty: A Case Study
Austin Sanders, University of South Alabama
Zach Finney, University of South Alabama
Session 13: Round Table Discussion
Terrace 1
Chair: Brett King, University of North Alabama

Artificial Intelligence

How will AI impact jobs, income, and tax revenue?

Session 14: Economics
Terrace 2
Chair: Evan Moore, Auburn University Montgomery

Does the Wisdom of Crowds Apply to Sports Bettors? Evidence from Line Movement in College Football
   Evan Moore, Auburn University Montgomery
   James Francisco, Auburn University Montgomery

Trade, Welfare and Environment under Imperfect Competition.
   Manabendra Dasgupta, University of Alabama at Birmingham
   Seung Dong Lee, University of Alabama at Birmingham

Feldstein-Horioka Puzzle and International Capital Mobility: Evidence from Developed and Developing Countries
   Dosse Toulaboe, Fort Hays State University

Session 15: Student Research
Terrace 3
Chair: Keith Malone, University of North Alabama

Where is Your Money Going? A Study of Student Fee Allocation Processes
   Joshua Crownover, University of South Alabama
   Alan Chow, University of South Alabama

Time-varying and Asymmetric Causal Dynamics between Housing Prices and Economic Output: Evidence from the U.S.
   Geoff Ngene, Mercer University
   Xiangming Ren, Mercer University
   Sachin Khurana, Mercer University

Analysis of Range-Based Estimators of Equity Volatility Using Truncated Time Intervals
   Jocelyn Medina, University of South Alabama
   Alan Chow, University of South Alabama
   Christopher Lawery, University of South Alabama

Creating a Personalized Menu Recommender System
   Austin Sanders, University of South Alabama
   Jinhauk Kim, University of South Alabama
   Alan Chow, University of South Alabama
12:00–1:15 pm

Session 16: Accounting
Terrace 1
Chair: Wikil Kwak, University of Nebraska at Omaha

Equity Performance Following Earnings Restatements
Gisung Moon, Columbus State University
Hongbok Lee, Western Illinois University

Outside Director Compensation in The Banking Firms Before And After Dodd-Frank Act
Wikil Kwak, University of Nebraska at Omaha
Xiaoyan Cheng, University of Nebraska at Omaha
Burch Kealy, University of Nebraska at Omaha
Richard File, University of Nebraska at Omaha

Executive Compensation and Company Performance Changes During Era of Say on Pay
Christine Newman, Auburn University Montgomery
Raymond Johnson, Auburn University Montgomery
Joseph Newman, Auburn University Montgomery

Session 17: Business Analytics
Terrace 2
Chair: Alan Chow, University of South Alabama

Probability Based Misbeliefs About Gambling Among American College Students
Alan Chow, University of South Alabama
Jinhauk Kim, University of South Alabama

Improving the Performance of the p-Chart under Misclassification Error
Kenneth Linna, Auburn University Montgomery

Integrating Data Analytics into the Accounting Curriculum Utilizing Tableau
Fonda Carter, Columbus State University
Jennifer Pitts, Columbus State University

Session 18: Student Research
Terrace 3
Chair: Keith Malone, University of North Alabama

Measuring Interpersonal Trust in Rural Ecuador
Sarah Barry, Mercer University

Transforming A Lifelong Passion into A Business from Mom’s Kitchen, To an Online Blog, To Selling Product
Devin Epps, University of South Alabama
Alan Chow, University of South Alabama
Marianne Loes, University of South Alabama

Challenges for Staffing Agencies: A Case Study
Brianna Strickland, University of South Alabama
Elizabeth Foley, University of South Alabama
Jasmine Leslie, University of South Alabama
Treena Gillespie Finney, University of South Alabama
1:30 –2:45 pm
Thursday, April 12
Session 19: Finance
Terrace 1
Chair: Mike Cudd, Mississippi College

Institutional Investment and IPO Pricing
   Heather Rhodes, University of North Alabama
   James Ligon, University of Alabama

Mergers and Acquisitions: Towards the Measurement of Long-Term Value Creation
   Robin Snipes, Columbus State University
   Brett Cotten, Columbus State University
   Steven Smalt, Kennesaw State University

Cryptocurrency Company Risk Compositions
   Mike Cudd, Mississippi College
   Kristen Ritterbush, University of Arkansas
   Marcelo Eduardo, Mississippi College
   Chris Smith, Mississippi College

Session 20: Management
Terrace 2
Chair: Daniel Slater, Union University

Bad Service? The Effects of Destructive Leadership and Customer Stress on Customer-Directed Counterproductive Work Behavior
   Treena Gillespie Finney, University of South Alabama
   Zachary Finney, University of South Alabama

Interpersonal Violence: An Exploration of Effects in the Workplace and Increasing Safety
   Wachell McKendrick, Florida A&M University

Hair Stories: Examining Hair Bias in the Workplace
   Gail Dawson, University of Tennessee Chattanooga
   Katherine Karl, University of Tennessee Chattanooga
   Joy Peluchette, University of Tennessee Chattanooga

CEO Tenure and Compliance vs. Discretionary Corporate Social Performance
   Daniel Slater, Union University

Session 21: Instructional Development
Terrace 3
Chair: Jennifer Pitts, Columbus State University

Academic Success and Absenteeism
   Richard Wilson, Florida A&M University
   John Washington, Florida A&M University
   Alexander Wilson, Florida A&M University

Welcome to Your New Classroom
   Pj Forrest, Alcorn State University

Academic Integrity in Online Course Delivery
   Jennifer Pitts, Columbus State University
   Fonda Carter, Columbus State University
   Robin Snipes, Columbus State University
3:00–4:15 pm
Thursday, April 12
Session 22: Economics
Terrace 1
Chair: Alan Chow, University of South Alabama

Within Micropolitan Statistical Areas of Texas: Demand Growth & Establishment Churn
Phil Stetz, Stephen F. Austin State University
Warren Fisher, Stephen F. Austin State University

The Role of Contextual Factors on Companies' Entrepreneurial Activities in Northern Mountainous Regions of Vietnam
Eren Ozgen, Florida State University

The Financial Prisoner’s Dilemma
Alan Chow, University of South Alabama
Christopher Lawrey, University of South Alabama
Matthew Wiser, University of South Alabama

Economic Disparities Between Blacks and Other Ethnic Groups
Deedgra Williams, Florida A&M University

Session 23: Instructional Development
Terrace 2
Chair: Tony Vrba, Colorado State-University Global Campus

Teaching Management Skills in an Online Environment
Richard Allen, University of Tennessee at Chattanooga
Katherine Karl, University of Tennessee at Chattanooga

Using Virtual Teams to Teach InfoSec Concepts in a Multiple-Course Format
Judy Simon, University of Memphis
Euntae Lee, University of Memphis
Charles Campbell, University of Memphis

Innovation in the Online Classroom: Exploration and Review
Tony Vrba, Colorado State University-Global Campus

Session 24: Marketing
Terrace 3
Chair: Melodie Phillips, Middle Tennessee State University

A Case Study - Quick Foods, Inc. & the Challenges of Success
Ashley Heitling, University of South Alabama
Zachary Finney, University of South Alabama
Casey Knight, JC Penney
Treena Gillespie Finney, University of South Alabama

Performance Implications of Imitation for Emerging Market Service Providers in Triad Nation Markets
Edward O'Donnell, Columbus State University

Saving Graduate Enrollments by Engaging Media and Entertainment Programs by Developing Cooperative Degree Options
Melodie Phillips, Middle Tennessee State University

Increasing Business Dependence on Social Media
Pj Forrest, Alcorn State University
William Piper, Alcorn State University

My Plumber Was an Inmate: The Effect of Prison Labor Programs on Consumer Comfort
Zachary Finney, University of South Alabama
Treena Gillespie Finney, University of South Alabama
Session 25: Economics
Terrace 1:
Chair: Donna Schaeffer, Marymount University

The Internet of Things and Public Policy
Donna Schaeffer, Marymount University
Patrick Olson, National University

Demand and Supply Motivations for Antiretroviral Drugs in the Illicit Street Markets:
The Case of Atlanta, Georgia
Antonio Saravia, Mercer University
Robert Mueller, Mercer University

Does Stronger Corporate Governance Improve Firm Performance?
Robert Antenucci, Kent State University Trumbull

Session 26: Management
Terrace 2
Chair: Jennifer Collins, Florida A&M University

Issues in Distribution Center Order Filling: An Examination Using Organizational Citizenship Behavior
Rachelle Cope, Southeastern Louisiana University
Anna Bass, Southeastern Louisiana University
Robert Cope, Southeastern Louisiana University

Development of Operational Strategies and Application of Optimization Techniques for a Community Festival on Campus through Service Learning Approach
Changhyun Kim, Jacksonville State University
Daniel Mertens, Jacksonville State University

Generational Difference in the Perception of Performance Evaluations
Jennifer Collins, Florida A&M University

Regulating Surface Water Pollution: A Mechanism for Funding Nonpoint Source Abatement Projects
Luke Jones, Valdosta State University

Session 27: Student Research
Terrace 3
Chair: Chellie Hogan, Mississippi State University

Kickstarter Projects Creators and the Factors that Influence their Success
Christopher Talley, University of Central Arkansas

Modeling Dynamic Shortest Path Problems for Festival Visitors on Campus
Sung-Bin Choi, Jacksonville State University
Dustin King, Jacksonville State University
Michael Yates, Jacksonville State University
Jonathan Dewberry, Jacksonville State University

Do Arkansas's Job Creation Tax Credits Increase Jobs?
James Jones, University of Central Arkansas
Jacob Bundrick, University of Central Arkansas
Session 28: Instructional Development
Terrace 1
Chair: Mark Lawrence, University of North Alabama

Addressing the Issue of Student Cheating in On-line and In-class Courses: Is it Time to Redefine Cheating?
Mark Lawrence, University of North Alabama
Dan Hallock, University of North Alabama
Angela Zier, University of North Alabama

Impact of Students Opting for a Proctored Midterm Exam versus a Proctor Final Exam
Jennings Byrd, Troy University
Dominic Minadeo, Troy University

Engaging Faculty in the Design of an Online MBA program
Colleen Carraher Wolverton, University of Louisiana at Lafayette
Tamela Ferguson, University of Louisiana at Lafayette
Ron Cheek, University of Louisiana at Lafayette
Robert Viguerie, University of Louisiana at Lafayette

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

Effectiveness of Sarbanes Oxley Act of 2002
Dwayne Powell, Arkansas State University

The Tax Law Changes and their Impact on the Practice of Corporate Finance
Rakesh Duggal, Southeastern Louisiana University

Jurors' Identification with Auditors and Auditor Negligence Verdicts
Reginald Wilson, University of Southern Mississippi

Session 30: Student Research
Terrace 3
Chair: Chellie Hogan, Mississippi State University

Web Transparency and County Financial Health in Arkansas: How Does Your County Compare with other Counties?
Joyce Ajayi, University of Central Arkansas
Terra Votaw, University of Central Arkansas
Mavuto Kalulu, University of Central Arkansas

Development of Operational and Marketing Strategies Through Quality Function Deployment (QFD) To Raise the Awareness of a University in a Community Festival on Campus
Justin Kennedy, Jacksonville State University
Gregory Chubb, Jacksonville State University
James Hamilton, Jacksonville State University
Sung-Bin Choi, Jacksonville State University

Privatization of ABC Stores
Hugo Dante, University of North Alabama
David L. Black, University of North Alabama
10:30 –11:45 am  
Friday, April 13

Session 31: Economics  
Terrace 1
Chair: Ellis Heath, Valdosta State University

Consumer Confidence and the Velocity of Money  
Ellis Heath, Valdosta State University

The Sibling Crowd-In Effect of Time and Cash Assistance to Elderly Parents  
Luis Gonzalez, Valdosta State University  
Carlos Lopes, Valdosta State University

Retirement Decision-Making Model  
Radaizja Stroud, Florida A&M University  
Mariah Brown, Florida A&M University  
Markello Spivey, Florida A&M University

Session 32: Management  
Terrace 2
Chair: Tammy Arthur, Mississippi College

Who Wants You to Say You Are Sorry? The Moderating Role of an Apology on the Relationship Between Customer Attachment Style and Reactions to a Product-Harm Brand Transgression  
Aaron Joyal, Daemen College

The Power Principle: Is there more than one gig economy?  
Tammy Arthur, Mississippi College  
Kevin Pauli, Mississippi College

Adapting Learning Objectives from Student to Professional Education  
Marianne Loes, University of South Alabama

Session 33: Student Research  
Terrace 3
Chair: Chellie Hogan, Mississippi State University

The Effects of Charter Schools on Disciplinary Infractions in Traditional Public Schools  
Aaron Newell, University of Central Arkansas  
Thomas Snyder, University of Central Arkansas  
Mavuto Kalulu, University of Central Arkansas

Strength of State Charter School Law and Student Performance  
Morgan Burke, University of Central Arkansas  
Mavuto Kalulu, University of Central Arkansas

The Wage Effects of Foreign-born Farmworker Legalization in the U.S. Crop Sector  
Chellie Hogan, Mississippi State University  
Lurleen Walters, Mississippi State University  
Brian Williams, Mississippi State University

Explaining Marriage, Employment, and Criminality Rates Based on Upbringing and Education  
Alex Gould, University of North Alabama  
Jason Imbrogno, University of North Alabama
12:00 –1:15 pm
Friday, April 13
Session 34: Management
Terrace 1
Chair: Kerry Gatlin, University of North Alabama

A Review of Confirmation Bias's Impact in Business Decision Making
Kerry Gatlin, University of North Alabama
Dan Hallock, University of North Alabama
Lisa Cooley, Delta State University

Investigating User Experience (UX) Strategies for Online Entrepreneurs
Ron Cheek, University of Louisiana Lafayette
Tamela Ferguson, University of Louisiana Lafayette
Colleen Wolverton, University of Louisiana Lafayette

Self-Determination Theory and Collegiate Athletics
Randall Robbins, Mississippi College

Session 35: Marketing
Terrace 2
Chair: Sungwoo Jung, Columbus State University

Portrayals of Hispanic Americans in Magazine Advertising: A 15-Year Analysis
Ivonne Torres, New Mexico State University
Miguel Zuniga, Morgan State University
Elmira Shahriari, New Mexico State University
Rozbeh Madadi, New Mexico State University

Marketing Strategy Based on a Cultural Difference Focusing on Individualism versus Collectivism Culture
Sungwoo Jung, Columbus State University

Influence of Collectivist and Individualistic Cultural Orientation and Regulatory Construal Fit on Brand Attitudes
Ivonne Torres, New Mexico State University
Miguel Zuniga, Morgan State University
Elmira Shahriari, New Mexico State University
Yating Pan, New Mexico State University

Session 36: Instructional Development
Terrace 3
Chair: Yvonne Ellis, Georgia Gwinnett College

The Challenges of Offering an Entrepreneurship Program to the Community at an Educational Institution and the Lessons Learned
John Nwoha, Grambling University
Rosemary Mokia, Grambling University

The Optimization of Intrinsic Cognitive Load and Student Performance in Managerial Accounting
Reginald Wilson, University of Southern Mississippi
Steve Jackson, University of Southern Mississippi
Amber Hatten, University of Southern Mississippi

The Impact of an Experiential Learning Project on Attracting and Retaining African American Business Students as Accounting Majors
Yvonne Ellis, Georgia Gwinnett College
Kathleen Pinson, Georgia Gwinnett College
1:30 –2:45 pm  
Friday, April 13

Session 37: Economics  
Terrace 1

Chair: Pete Williams, University of North Alabama

Medicaid Expansion - Access, Utilization, and Effectiveness for Health Outcomes  
Pete Williams, University of North Alabama  
Doug Barrett, University of North Alabama

An Approach to Understand E-Health Literacy  
Chris Bang, Auburn University Montgomery

The National Golf Foundation Top 100 Businesses in Golf: Investigating the Portfolio Returns vs the Market Portfolio  
Thomas Willey, Grand Valley State University  
Douglas Robideaux, Grand Valley State University

Controlled Sampling Approach with Varying Number of Classifiers for Imbalanced Data  
Sikora, Riyaz, University of Texas at Arlington  
Yoon Sang Lee, Columbus State University

Session 38: Instructional Development  
Terrace 2

Chair: Susanne Toney, Savannah State University

Using Technology and Social Media in Business Courses  
Susanne Toney, Savannah State University

Examination of the Relationship between Student Core Self-Evaluation (CSE) and Cognitive Framing Orientation of Performance Outcomes  
Jennifer White, University of North Alabama  
Jana Beaver, University of North Alabama  
Jeremy Stafford, University of North Alabama

The Mane Effect: Assessing the Influence of an Innovative Sales and Marketing Program on Partner Member  
Susan Adams, University of North Alabama
SOBIE Presidents

1999: Doug Barrett, 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
2015: Mark Foster, University of North Alabama
2016: Brett King, University of North Alabama
2017: David Deviney, Tarleton State University

Board of Directors

Bob Armstrong, University of North Alabama
Doug Barrett, University of North Alabama
Vivek Bhargava, Alcorn State University
Al Chow, University of South Alabama
Stefanie Haefele, George Mason University
Mark Jobe, David Lipscomb University
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David Kern, Arkansas State University
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