Society of Business, Industry, and Economics

21st Annual Academic Conference

Sandestin Golf and Beach Resort
April 10-12, 2019
Destin, Florida
SOBIE 2019
21st Annual Academic Conference
April 10-12, 2019
Linkside Conference Center
Sandestin Golf and Beach Resort
Destin, Florida

SOBIE 2019 Officers

President: Al Chow, University of South 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.
SOBIE 2019 Keynote Address

Jim Blasingame
The Small Business Advocate

Jim Blasingame is one of the world’s foremost thought-leaders on small business and entrepreneurship. He’s also an award-winning author, syndicated radio host and syndicated columnist. Jim is the creator and award-winning host of The Small Business Advocate® Show, the world’s only weekday radio talk show dedicated to small business, nationally syndicated since 1997.

He conducts over 1,000 live interviews annually with his Brain Trust, the world’s largest community of small business experts. Jim reaches a national radio audience, plus worldwide listeners on his Internet simulcast and archives. From the live show Jim produces over 2600 podcasts annually. Jim is a syndicated columnist on Forbes.com, BizJournals.com Nasdaq.com, Manta.com and newspapers.

He is the author of four books. His latest one, The 3rd Ingredient: The Journey of Analog Ethics into the World of Digital Fear and Greed, was released March 2018, and has won the Axiom Gold Medal for Business Books.

His other books include the award-winning The Age of The Customer: Prepare for the Moment of Relevance, also Small Business Is Like a Bunch of Bananas, and Three Minutes to Success. Jim’s books have sold over 200,000 copies combined.

The American Chamber of Commerce Executives presented Jim with the 2009 Champion of the Chamber Movement Award. The Association of Small Business Development Centers recognized Jim with the 2008 Champion of Small Business Development Award. The U.S. Small Business Administration recognized Jim as the 2002 Small Business Journalist of the Year.

Talkers magazine recognized Jim as one of the most important talk show hosts in America. Jim is very proud that he has been a member of his own chamber of commerce since 1977 and is a past member of the board of directors and numerous committees.

As a high-energy keynote speaker, Jim talks to small business audiences about how to compete in the 21st century global marketplace, and he talks with large companies about how to speak small business as a second language. He is president and founder of Small Business Network, Inc., a media company dedicated to serving small business.

Website: https://smallbusinessadvocate.com/
## Registration – Bayview Terrace

<table>
<thead>
<tr>
<th>April 10</th>
<th>April 11</th>
<th>April 12</th>
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<tbody>
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### Wednesday, April 10

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<tr>
<td>7:30 – 8:45 AM</td>
<td>1-Business Law</td>
<td>2-Business Analytics</td>
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<td>9:00 – 10:15 AM</td>
<td>4-Marketing</td>
<td>5-Pedagogy</td>
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<td>10:30 – 11:45 AM</td>
<td>7-Round Table</td>
<td>8-Entrepreneurship</td>
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<td>12:00 -1:15 AM</td>
<td>10-Pedagogy</td>
<td>11-Business Analytics</td>
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### Thursday, April 11

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<td>7:30 – 8:45</td>
<td>Breakfast</td>
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<td>13-Round Table</td>
<td>14-Student Research</td>
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<td>19-Round Table</td>
<td>20-Student Research</td>
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<tr>
<td>1:30 – 2:45 AM</td>
<td>22-Accounting</td>
<td>23-Student Research</td>
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<td>3:00 – 4:15 AM</td>
<td>25-Management</td>
<td>26-Marketing</td>
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<td>28-Pedagogy</td>
<td>29-Management</td>
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### Friday, April 12

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<td>7:30 – 8:45 AM</td>
<td>31-Economics</td>
<td>32-Finance</td>
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<td>9:00 – 10:15 AM</td>
<td>34-Pedagogy</td>
<td>35-Management</td>
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<td>10:30 – 11:45 AM</td>
<td>37-Management</td>
<td>38-Marketing</td>
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<tr>
<td>12:00 – 1:15 AM</td>
<td>40-Pedagogy</td>
<td>41-Student Research</td>
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</table>
Are Marijuana-Related Arrests and Convictions Increasing in Florida with the Rise of the Medical Marijuana Industry?
   Odell Stroud, Florida A&M University
   Shawnta Friday-Stroud, Florida A&M University

South Dakota v. Wayfair, Inc.
   Ken Griffin, University of Central Arkansas
   Ashley Phillips, University of Central Arkansas
   Joe Cangelosi, University of Central Arkansas

Enabling the Unethical Business
   John Crawford, Lipscomb University

Session 2: Business Analytics
Terrace 2
Chair: Stanley Gambill, Middle Tennessee State University

Social Support on Social Media and its Impact on Academic Performance
   Don Kim, Delta State University
   Hyeyeon Kang, Delta State University

A Two by Two Matrix for Determining Level of Spreadsheet Design and Documentation
   Stanley Gambill, Middle Tennessee State University
   Jeff Clark, Middle Tennessee State University

Using Analytics to Win at Daily Fantasy Sports
   Jason Imbrogno, University of North Alabama
   David Bergman, University of Connecticut
   Carlos Cardonha, IBM
   Leonardo Lozano, University of Cincinnati

Session 3: Management
Terrace 3
Chair: David Deviney, Tarleton State University

Mutual Mentorship between the Boomers and the Millennials
   Mary Penick, Cameron University

Ease of Movement: Developing Measures to Capture the Perceptions of Other Jobs
   Ryan Currie, Abraham Baldwin Agricultural College

Using Perceived Value to Craft Strategy
   David Deviney, Tarleton State University
Session 4: Marketing
Terrace 1
Chair: James Lollar, Radford University

Salesperson Motivation and Ability to Adapt: An Exploratory Investigation
James Lollar, Radford University

Portrayals of Hispanic Americans in Magazine Advertising: A 15-Year Analysis
Miguel A. Zuniga, Morgan State University
Ivonne M. Torres, New Mexico State University
Reza Fazli-Salehi, New Mexico State University
Yating Pan, New Mexico State University
Rozbeh Madadi, New Mexico State University
Elmira Shahriari, New Mexico State University

A Bilingual’s Perspective to Understanding the Antecedents of Ads and Brands
Miguel A. Zuniga, Morgan State University
Ivonne M. Torres, New Mexico State University
Reza Fazli-Salehi, New Mexico State University
Rozbeh Madadi, New Mexico State University
Elmira Shahriari, New Mexico State University

Session 5: Pedagogy
Terrace 2
Chair: Guy Posey, Alabama A&M University

Helping Our Most Endangered Students: Retaining Students after Suspension
Guy Posey, Alabama A&M University
DeShannon McDonald, Alabama A&M University
Janet Jones, Alabama A&M University

Do Online Students Perform as Well as Face-to-Face Students? A Comparative Analysis of Business Students in Management Class
Larry Faulk, University of Arkansas-Fort Smith

Lecture Capture Recordings: What are Students Saying?
Jeff Johnson, Athens State University

Session 6: Economics
Terrace 3
Chair: Sylvia Burgess, Cameron University

Socialist Indoctrination: The Case of Venezuela
Antonio Saravia, Mercer University
Clara Mengolini, Mercer University

The Real Economic Impact of State Sales Tax Holidays: A National Compendium Study
Sylvia Burgess, Cameron University
John Courington, Cameron University

The Effects of National Immigration Policies on Business Development and Economic Growth: A Policy Comparison between United States and Canada
Jeffrey Chow, SUNY Buffalo State University
Session 7: Round Table Discussion
Terrace 1
Topic: Innovative and Effective Classroom Teaching
Moderator: David Deviney, Tarleton State University
Panelists: Joanna Shaw, Tarleton State University
Tony Vrba, University of Maryland University Campus
John Crawford, Lipscomb University

Session 8: Entrepreneurship
Terrace 2
Chair: Daniel Mertens, Jacksonville State University
Validating Digital Social Networks in Entrepreneurship
Robert Lloyd, Fort Hays State University
Daniel Mertens, Jacksonville State University
Rose Helens-Hart, Fort Hays State University
Kunal Sevak, Fort Hays State University
Banqueroute or Banca Rotta: Failure for the Individual and Strategy for the Corporation
John Volker, Austin Peay State University
Michael Phillips, Austin Peay State University
Gloria Miller, Austin Peay State University
Mark James, Austin Peay State University
Rethinking Research: Building an Institutional Culture of Inquiry
Kathaleena Monds, Albany State University

Session 9: Management
Terrace 3
Chair: Daniel Slater, Union University
A Study of Diversity, Younger Board Members, and Physical Presence of Women Serving on Nonprofit Boards
Julia Cronin-Gilmore, Bellevue University
Diana Maguire, Alfred University
Jena Shafai, University of Nebraska
Majid Nabavi, University of Nebraska Lincoln
Leadership, Civic Engagement and Team Performance
Daniel Slater, Union University
Socially Responsible Investments: The Impact of Microfinance Opportunities in Uganda on the Reduction of Extreme Poverty
Matthew Heard, Austin Peay State University
Victoria McCarthy, Austin Peay State University
Dong Nyonna, Austin Peay State University
Session 10: Pedagogy
Terra 1

Chair: Jill Simpson, University of North Alabama

Protecting Academic Integrity in the Online Era
Jill Simpson, University of North Alabama
Tom Lovett, University of North Alabama

The Changing Faculty Role: Trends in the 21st Century
Tony Vrba, University of Maryland University Campus

Creating an Effective Internship Program: A Case Study
Enhancing Engagement and Positive Outcomes for Students through Internships
Carmen Lewis, Troy University
Lane Eckis, Troy University
Dominic Minadeo, Troy University
Joshua Sherman, Troy University

The Academic Consequences of Hurricane Michael
Richard Wilson, Florida A&M University
Alexander Wilson, W.A.R.P. Inc.
Parker Wilson, Leon High School

Session 11: Business Analytics
Terra 2

Chair: Kenneth Linna, Auburn University Montgomery

A Confidence Interval-Based p-Chart Operating Under Misclassification Error
Kenneth Linna, Auburn University Montgomery

Evaluating the Performance of Average True Range as an Estimator of Equity Return Volatility
Alan Chow, University of South Alabama
Kelsey Edwards, University of South Alabama
Kyre Lahtinen, University of South Alabama

An Entrepreneurial Ecosystem Development Theory
Doug Barrett, University of North Alabama
Ed Morrison, Purdue University
Janyce Fadden, University of North Alabama

Session 12: Student Research
Terra 3

Chair: Keith Malone, University of North Alabama

The Asymmetric and Nonlinear Impact of Public Investment on Economic Growth
Sachin Khurana, Mercer University

The Importance of Intrinsic and Extrinsic Motivations within Faculty Research: The Increase in Employee Drive
Phillip Burch, Austin Peay State University

Breaking Down Barriers to Entry for Small Businesses: The Funeral Home Industry in Middle Tennessee
Steven Royall, Austin Peay State University
Amye Melton, Austin Peay State University
David Grimmett, Austin Peay State University
Vikkie McCarthy, Austin Peay State University

Trade Freedom and Female Empowerment
Kendall Garrett, Mercer University
Antonio Saravia, Mercer University

Technology and Happiness: Connecting People with Purpose for Social Good
Halima Monds, Spelman College
Kathaleena Monds, Albany State University
**SOBIE 2019**

7:30 – 8:45 am Breakfast

Thursday, April 11

**Keynote Speaker: Jim Blasingame**

**9:00 – 10:15 am**

**Session 13: Round Table Discussion**
Terrace 1
Topic: Advocating for Small Business Opportunities

Moderator: Jim Blasingame

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

Applying Six Sigma Approach to Prevent Fraud in the Workplace: A Case Study of HealthSouth Scandal
Bethany Randall, Jacksonville State University

We Have the Results of Your Test: What Does it Really Mean?
Jordan Chow, UMS-Wright Preparatory School
Janie Chow, University of South Alabama
Jinhak Kim, University of South Alabama

Data Analytics: Case Studies for Accounting Curriculum
Megan Ford, Saginaw Valley State University
Elizabeth Pierce, Saginaw Valley State University

Forecasting Alabama's Potential Tax Revenue from Lottery Gaming
Devin Dias, University of North Alabama
Keith Malone, University of North Alabama

**Session 15: Management**
Terrace 3
Chair: Eren Ozgen, Florida State University - Panama City

Does Experience Matter? The Impact of Tenure, Job Level, and Being an Insider on Leadership Effectiveness
David Bosch, Boyce College

The Alignment of Executive Compensation and Company Performance
Shelley Davis, Troy University
Christine Newman, Troy University
Joseph Newman, Auburn University Montgomery

Bay County Capacity Development: The Housing Sector Pre and Post Hurricane Michael
Eren Ozgen, Florida State University - Panama City
Matthew Walker, Florida State University - Panama City
Session 16: Round Table Discussion
Terrace 1
Topic: Economic Development in Universities

Moderators: Doug Barrett, University of North Alabama
Nisa Miranda, University of Alabama

Session 17: Student Research
Terrace 2
Chair: Keith Malone, University of North Alabama

Von Neumann Theory
Elizabeth Morgan, Austin Peay State University
Amanda Mills, Austin Peay State University
Matthew O’Brien, Austin Peay State University

The Experiences of First-Generation College Students in Business
Madison Gaither, University of Tennessee at Chattanooga
Anne Wilkins, University of Tennessee at Chattanooga
Scott Grody, University of Tennessee at Chattanooga

Exploring Digital Privacy: Concern, Awareness, and Knowledge
Rachel Gray, University of South Alabama
Marianne Loes, University of South Alabama
Matt Howard, University of South Alabama

The Cost of Social Media
Kendra Kolbet, University of North Alabama
Keith Malone, University of North Alabama

The Link Between Rape Rates and Refugee Migration: Fact or Fallacy
Madison Moore, Mercer University

Session 18: Economics
Terrace 3
Chair: Manabendra Dasgupta, University of Alabama at Birmingham

Consumption Externalities, Tax and Tariff under Alternative Objective Functions
Manabendra Dasgupta, University of Alabama at Birmingham
Seung Dong Lee, University of Alabama at Birmingham

Economic Engineering through Tax Policies: Does It Really Work?
Randall Miedaner, Lee University
Hermilo Jasso, Lee University

Estimating the Range and Standard Deviation: It’s Dependent on Sample Size
Robert Lynch, University of Northern Colorado
Garth Allen, University of Northern Colorado
Session 19: Round Table
Terrace 1
Topic: Poverty and Economic Inequality

Moderator: Antonio Saravia, Mercer University

Session 20: Student Research
Terrace 2
Chair: Keith Malone, University of North Alabama

Economic Development Incentives, Jobs, and Internal Migration
  Dango Kumwenda, University of Central Arkansas
  Weici Yuan, University of Central Arkansas

Immigration Policy at a Crossroads: Do Merit-Based Systems Lead to Better Economic Outcomes?
  Jennifer Kuklenski, University of Southern Mississippi

The Impact of Beta Dispersion on Stock Returns
  Lauren Carrubba, University of South Alabama
  Christopher Lawrey, University of South Alabama
  Kyre Lahtinen, University of South Alabama

Measuring the Determinants of Undergraduate Student Persistence
  Bailie Murphy, University of Arkansas- Fort Smith
  Daniel Settlage, University of Arkansas- Fort Smith
  Jim Wollscheid, University of Arkansas- Fort Smith

Session 21: Pedagogy
Terrace 3
Chair: Bobbie Daniels, Jackson State University

A Comparison of Accounting Faculty Profiles at Historically Black Colleges and Universities (HBCUs) to Non-HBCUs
  Bobbie Daniels, Jackson State University
  Edward Randle, Mississippi College
  Lydia Didia, Pennsylvania State University at Harrisburg

Proctored Exams and Course Structure: An Endogenous Switching Regression Approach
  Jennings Byrd, Troy University
  Dominic Minadeo, Troy University

Exploring Block-Chain Technology in Education
  Teresa Lang, Auburn University Montgomery
  Rita Jones, Troy University
  Lili Ma, Auburn University Montgomery
SOBIE 2019

Thursday, April 11

1:30-2:45 pm

Session 22: Accounting
Terrace 1
Chair: Mark Jobe, Lipscomb University

Intermediate Accounting and Curriculum Redesign: An Analysis of Perceptions of Accounting Educators
Wayne Nix, Jackson State University
Bobbie Daniels, Jackson State University
Mark Morgan, Mississippi College

The Values and Virtues: Incorporating Christian Ethics in a College of Business
Mark Jobe, Lipscomb University
Ray Eldridge, Lipscomb University

An Interdisciplinary Approach to Principles of Accounting: Optimizing the Use of a Finance Lab
Cassie Chandler, Jacksonville State University
Bill Scroggins, Jacksonville State University
Louise Clark, Jacksonville State University
Deedgra Williams, Florida A&M University

Session 23: Student Research
Terrace 2
Chair: Keith Malone, University of North Alabama

Attracting Talent to Relocate to Undesirable Locations
Jasmine Leslie, University of South Alabama
Treena Finney, University of South Alabama

Administrative or Instructional Expenditures: Which Expenditure Category Matters for Student Performance in Arkansas?
Morgan Burke, University of Central Arkansas
Mavuto Kalulu, University of Central Arkansas

Unions vs. Companies: How Are They Taking Care of The Employee?
Caroline Pope, University of South Alabama
Treena Finney, University of South Alabama

Analysis of Range Based Estimators of Equity Volatility Using Truncated Time Intervals
Kelsey Edwards, University of South Alabama
Jinhak Kim, University of South Alabama
Alan Chow, University of South Alabama

Session 24: Business Analytics
Terrace 3
Chair: Evan Moore, Auburn University Montgomery

Development of Operational Strategies for the Application of Big Data Analytics to Small Business: A Case Study
Changhyun Kim, Jacksonville State University

A Profitable Betting Strategy regarding FBS versus FCS matchups in NCAA Football
Evan Moore, Auburn University Montgomery
James Francisco, Auburn University Montgomery

Data Analytics Audit Integration: A Review of Current Application and Transformational Trends
Marcy Binkley, Lipscomb University
Session 25: Management
Terra 1
Chair: Zachary Finney, University of South Alabama

Defending Home Markets from International Competition: Strategies for Small and Medium-Sized U.S. Manufacturers
  Edward O'Donnell, Columbus State University
  Gabrielle Chan, Columbus State University

A Case Study, Faster, Higher, Stronger: Growing a Business While Working Full-Time for Someone Else
  Zachary Finney, University of South Alabama
  Treena Finney, University of South Alabama

Organizational Resilience in the Age of Disruption
  Carlos Lopes, Abraham Baldwin Agricultural College
  Franzelle Mathis-Pertilla, Abraham Baldwin Agricultural College

Session 26: Marketing
Terra 2
Chair: Cameron Montgomery, Delta State University

The Development of an Alternative Measure of Burnout
  Cameron Montgomery, Delta State University

While Native American Tourism Quietly Thrives, Indian Communities Face Unforeseen Challenges
  Melodie Phillips, Middle Tennessee State University

An Ex Post Analysis of the US Airways/American Airlines Merger
  Huubinh Le, University of South Alabama

New Product Development Strategy: Evaluation of Order of Entry Effects
  Sungwoo Jung, Columbus State University

Session 27: Healthcare
Terra 3
Chair: Kevin Casey, University of Central Arkansas

Cost Savings from Electronic Payments in Healthcare
  Mary Pashley, Tennessee Tech University

Factors Associated with Health Information Seeking Behavior among Baby Boomers in Taiwan
  Kevin Casey, University of Central Arkansas
  Alexander Chen, University of Central Arkansas
  Michael Rubach, University of Central Arkansas
  Mandy Li, Shih Chen University, Taiwan

Biophilic Meditation Spaces: A Workplace Haven for the Reduction of Employee Stress
  Savannah Vezeau, Austin Peay State University
Hype or Hope, Measuring the Effect of Introductory Business Courses on Retention and Recruitment
   Jaejoo Lim, University of Arkansas-Fort Smith
   Daniel Settlage, University of Arkansas-Fort Smith
   Jim Wollscheid, University of Arkansas-Fort Smith

Graduate Student Enrollment Stalls in Light of Increasing MBA Program Accessibility
   Melodie Phillips, Middle Tennessee State University

Examination of a University’s Program to Increase the Number of Student Professional Certifications in Human Resource Management
   Mary Kiker, Auburn University Montgomery
   Scott Kiker, Auburn University Montgomery

Challenges for New Managers: Workplace Perceptions and Behaviors Effect on Employee Motivation
   David Smith, University of South Alabama
   Jeanne Maes, University of South Alabama
   Charles Warren, University of South Alabama

Congruency: Does it Exist for the Satisfaction and Importance of Workplace Factors?
   Michael Monahan, Frostburg State University
   Amit Shah, Frostburg State University
   Kari Shumaker, Frostburg State University

When Even Good News Isn’t Good: Abusive Supervision and Employee Worry?
   Treena Finney, University of South Alabama
   Zachary Finney, University of South Alabama

Experiential Learning Through Role-Play in Sales Class
   Jihye Lee, Jacksonville State University

Macro-Prudential Risk and the Credit-to-GDP Gap
   Raymond Johnson, Auburn University Montgomery
   Kenneth Linna, Auburn University Montgomery
   Christine Newman, Troy University
   Joseph Newman, Auburn University Montgomery

Growth Stocks, Growth Opportunities, and the NPV: Some Pedagogical Notes
   Richard Taylor, Arkansas State University
   David Kern, Arkansas State University

The Sometimes Myth of Diversification and Correlation: The Case of Cryptos
   Mike Cudd, Mississippi College
   Kristen Ritterbush, Mississippi College
   Marcelo Eduardo, Mississippi College
   Chris Smith, Mississippi College
SOBIE 2019
7:30 –8:45 am
Friday, April 12
Session 31: Economics
Terrace 1
Chair: Ellis Heath, Valdosta State University

Credit Market Innovations and Gross Domestic Income
Ellis Heath, Valdosta State University

U. S. Economic Sanctions and American Businesses in Russia: Weathering the Red Tide
Anna Makhova-Gregg, Austin Peay State University
David Grimmett, Austin Peay State University

Tax Reform in Alabama: The Case of Taxing Groceries
Mark Foster, University of North Alabama
Keith Malone, University of North Alabama

Specialization, Interdependence, and Risk
Pete Williams, University of North Alabama

Session 32: Finance
Terrace 2
Chair: Heather Rhodes, University of North Alabama

Updating the Three Lines of Defense Model
Elizabeth Pierce, Saginaw Valley State University
James Goldstein, Saginaw Valley State University

Which Approach to Choose? Excel Spreadsheet, Formula or Financial Calculator
Xiaofeng Zhao, Southern Arkansas University
Shane Warrick, Southern Arkansas University

Regulatory Corporate Governance and the Valuation of IPO Firms
Heather Rhodes, University of North Alabama
James Ligon, University of Alabama

Session 33: Management
Terrace 3
Chair: Angela Murphy, Florida A & M University

Executive Compensation and Firm Performance over the Long Term
Gisung Moon, Columbus State University

The Impact of Say-on-Pay on Bank Director Fees
Shelley Davis, Troy University
Christine Newman, Troy University
Joseph Newman, Auburn University at Montgomery

Interim Department Chair: A Case Activity to Explore Entry Level Academic Administration
Angela Murphy, Florida A & M University
SOBIE 2019

9:00 –10:15 am  
Friday, April 12
Session 34: Pedagogy  
Terrace 1
Chair: Pete Williams, University of North Alabama

Examining the Relationship between Gender and Self-Directed Learning
Randall Robbins, Mississippi College

The Impact of Parental Involvement on High School Student Outcomes
Luis Gonzalez, Valdosta State University
Brandon Koford, Weber State University

A Traded Credits System for a More Equitable Tuition Remission Policy
Pete Williams, University of North Alabama

A Systematic Review of Deep Learning Techniques in Higher Education
Audrey Pereira, Fitchburg State University

Session 35: Management  
Terrace 2
Chair: Cynthia Lovelace, Athens State University

Exploring the Relationship between Confirmation-Bias and Emotional Intelligence
Kerry Gatlin, University of North Alabama
Lisa Cooley, Delta State University
Dan Hallock, University of North Alabama

In Search of Optimal Supply Chain Flow for Services: Improvement Via Organizational Citizenship Behavior
Rachelle Cope, Southeastern Louisiana University
Robert Cope, Southeastern Louisiana University
John Woosley, Southeastern Louisiana University

The Inclusion of Simulation Modeling Within a Supply Chain Management Curriculum: Some Considerations
Cynthia Lovelace, Athens State University

Session 36: Finance  
Terrace 3
Chair: David Kern, Arkansas State University

Has the Tax Cuts and Jobs Act Spurred Corporate Investments?
Rakesh Duggal, Southeastern Louisiana University

The Effects of 2008-2009 Financial Meltdown on Systematic Risk and Industry Betas
Elvan Aktas, Valdosta State University

The Impact of the Financial Crisis on Small Banks: A Study of Lending, Liquidity, and Capital
David Kern, Arkansas State University
Mark Foster, University of North Alabama
Richard Taylor, Arkansas State University
SOBIE 2019

10:30 –11:45 am  Friday, April 12
Session 37: Management
Terrace 1
Chair: Mark Lawrence, University of North Alabama

An Exploratory Investigation of the Relationship between the Emotional Intelligence Levels of Real Estate Agents and Compensation
Bruce Gordon, University of Alabama at Birmingham
Dan Hallock, University of North Alabama
Mark Lawrence, University of North Alabama
Kerry Gatlin, University of North Alabama

A Review of the Social Welfare of Business Process Patents
Robert Antenucci, Kent State University Trumbull
Randall Kimmel, Thompson River University

The Impact of Supply Chain Finance within a Supply Chain Context
Zia Mujtaba, Southern Arkansas University
Xiaofeng Zhao, Southern Arkansas University
Philip Bond, Southern Arkansas University
Kenneth Green, Southern Arkansas University

Session 38: Marketing
Terrace 2
Chair: Thomas Willey, Grand Valley State University

M-Commerce Trust: A Comparison between China and the U.S. Digital Shopper
Jihye Lee, Jacksonville State University
Brent Cunningham, Jacksonville State University
James Thomas, Jacksonville State University
Jianping Huang, Jacksonville State University

Opportunities and Challenges to the Golf Industry in 2019 and Beyond
Thomas Willey, Grand Valley State University
Douglas Robideaux, Grand Valley State University

The Decline in the Quality of Superbowl Advertising
Pj Forrest, Alcorn State University

Session 39: Business Analytics
Terrace 3
Chair: Richard Allen, University of Tennessee at Chattanooga

Using the Rectangular Area of a Correlogram to Identify the Rejection Region for Higher Order Auto-Correlation Involvement with Single Digit Random Number Strings
David Grimmett, Austin Peay State University

A Framework for Using Structural Equations Modeling in Information Systems Research
Navid Aghakhani, University of Tennessee at Chattanooga
Beni Asllani, University of Tennessee at Chattanooga
Richard Allen, University of Tennessee at Chattanooga

Testing the Effect of Anonymity on Representative Decision Making
Luke Jones, Valdosta State University
Attila Cseh, Valdosta State University
SOBIE 2019

Friday, April 12

Session 40: Pedagogy
Terrace 1
Chair: Pj Forrest, Alcorn State University

Embedding the Missouri State University Public Affairs Mission in the Occupational Therapy Curriculum
Marc Willey, Missouri State University

What’s the Right Process? An Examination of the Inclusion Rates of Civil Procedure Courses in Legal Studies in Business Programs
Charlie Penrod, University of West Florida

A Piece of Chalk vs. Online Teaching
Pj Forrest, Alcorn State University

Session 41: Student Research
Terrace 2
Chair: Keith Malone, University of North Alabama

Technology at the End of Life
Gene Gilmore, University of Montevallo

Is Communication Apprehension a Determinant of Entrepreneurial Intent?
Brad Hardin, Jackson State University
Donald Causey, Jackson State University

Causal Interference with Latent Variables
Jordan Lasker, Abraham Baldwin Agricultural College
Abul Sheikh, Abraham Baldwin Agricultural College

The Effect of Occupational Licensing Regulation on State Unemployment During the Great Recession
Thomas Moore, University of Central Arkansas
Thomas Snyder, University of Central Arkansas

Political Economic Structure and Recent Development in Ethiopia
Jadon Murad, Mercer University
Mayah Waltower, Mercer University

Session 42: Management
Terrace 3
Chair: Brosh Teucher, Western Connecticut State University

Blockchain Technology: Building a Better Supply Chain in the Aviation Industry
Coya Davis, Austin Peay State University

Using Four Discrete Distributions in the Modeling of PERT Networks: Bringing Difficulty and Experience into the Mix
David Grimmett, Austin Peay State University

The Impact of State Political Party Association on the Gender Pay Gap
Audrey Kelly, University of Southern Mississippi
Reginald Wilson, University of Southern Mississippi

Teaching Courage in Academia: A Critical Review and Call for Action
Brosh Teucher, Western Connecticut State University
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