

SOBIE 2019



**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

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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/>

SOBIE 2019



Registration – Bayview Terrace

April 10

7:00 – 11:00 AM

April 11

7:00 – 11:00 AM

April 12

7:00 – 11:00 AM

Wednesday, April 10

Terrace 1

Terrace 2

Terrace 3

7:30 – 8:45 AM

1-Business Law

2-Business Analytics

3-Management

9:00 – 10:15 AM

4-Marketing

5-Pedagogy

6-Economics

10:30 – 11:45 AM

7-Round Table

8-Entrepreneurship

9-Management

12:00 -1:15 AM

10-Pedagogy

11-Business Analytics

12-Student Research

Thursday, April 11

Terrace 1

Terrace 2

Terrace 3

7:30 – 8:45

Breakfast

9:00 – 10:15

13-Round Table

14-Student Research

15-Management

10:30 – 11:45

16-Round Table

17-Student Research

18-Economics

12:00 – 1:15

19-Round Table

20-Student Research

21-Pedagogy

1:30 – 2:45

22-Accounting

23-Student Research

24-Business Analytics

3:00 – 4:15

25-Management

26-Marketing

27-Healthcare

4:30 – 5:45

28-Pedagogy

29-Management

30- Finance

Friday, April 12

Terrace 1

Terrace 2

Terrace 3

7:30 – 8:45

31-Economics

32-Finance

33-Management

9:00 – 10:15

34-Pedagogy

35-Management

36-Finance

10:30 – 11:45

37-Management

38-Marketing

39-Business Analytics

12:00 – 1:15

40-Pedagogy

41-Student Research

42-Management

SOBIE 2019

Wednesday, April 10

7:30 – 8:45 am

Session 1: Business Law

Terrace 1

Chair: John Crawford, Lipscomb University

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

SOBIE 2019

Wednesday, April 10

9:00 – 10:15 am

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

SOBIE 2019

Wednesday, April 10

10:30 – 11: 45

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

12:00 –1:15 pm

Session 10: Pedagogy**Terrace 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**Terrace 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**Terrace 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

SOBIE 2019

10:30-11:45 am

Thursday, April 11

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

12:00-1:15 pm

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 Settlege, 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

Deedra 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

Trenea 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

Trenea 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

SOBIE 2019

Thursday, April 11

3:00-4:15 pm

Session 25: Management

Terrace 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

Terrace 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

Terrace 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

SOBIE 2019

4:30-5:45 pm

Thursday, April 11

Session 28: Pedagogy

Terrace 1

Chair: Melodie Phillips, Middle Tennessee 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

Session 29: Management

Terrace 2

Chair: Treena Finney, University of South Alabama

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

Session 30: Finance

Terrace 3

Chair: Mike Cudd, Mississippi College

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

Friday, April 12

7:30 –8:45 am

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

9:00 –10:15 am

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

10:30 –11:45 am

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

12:00 –1:15 pm

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

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
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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
2018: Mark Jobe, Lipscomb University

Board of Directors

Bob Armstrong, University of North Alabama
Doug Barrett, University of North Alabama
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