

**OFFICIAL PROGRAM**

**Fifty-First ANNUAL MEETING**

**April 10 – April 13, 2024**



**FEDERATION OF BUSINESS DISCIPLINES**  
(Formerly Southwestern Federation of Administrative Disciplines)

**National and International Constituency**

Compiled and Edited by Kimberly J. Webb  
Texas Wesleyan University

With special thanks to the 2024 FBD Association Program Chairs

**51<sup>st</sup> Annual Conference**

April 10-13, 2024  
Moody Gardens Hotel & Convention  
Galveston, Texas

**52<sup>nd</sup> Annual Conference**

March 19 - 22, 2025  
Marriott Tulsa Southern Hills  
Tulsa, Oklahoma

**53<sup>rd</sup> Annual Conference**

March 18 - 21, 2026  
Renaissance Dallas Richardson Hotel  
Richardson, Texas



For more information visit

**FEDERATION OF BUSINESS DISCIPLINES**

Website:

**<http://www.fbdonline.org>**

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## PRESIDENT'S MESSAGE



I would like to welcome all of the 2024 FBD attendees to Galveston, Texas. This is the first time that FBD has held a conference in Galveston.

I hope that you and your family enjoy the beautiful facilities and numerous activities available at Moody Gardens Hotel and Resort, and in the surrounding area. Located on the property are numerous museums, attractions and excursions that are sure to delight all attendees and guests. Galveston Island has a rich history which can be explored throughout the town, if you choose to venture out. I hope you can find time to enjoy the beautiful Gulf of Mexico, as well as the foods and crafts from this area.

I want to thank Kimberly Webb, VP Program Chair, for all of her hard work in putting together an exceptional program. Working across several different Associations to put together one conference is very challenging and not possible without the timely work done by the individual Association Program Chairs. As such, I would like to thank these individuals for working to get a fantastic program completed for all FBD attendees! I believe you will find the program to be filled with interesting presentations, workshops and informative gatherings. I would also like to thank each of you in attendance. I know that there are several academic conferences that you can attend, so thank you for choosing an FBD Association as a venue to present your valuable research. We will continue to provide a quality conference for our member Associations that will allow for intellectual sharing and collaboration of its members.

Lastly, I would like to thank FBD Immediate Past President, Degan Kettles, and FBD Executive Director, Michelle McEacharn, for mentoring me during my progression in FBD. I have truly enjoyed working with the FBD Board and Associations over the past few years. I have found that each Association has a passion for their mission and members that is inspiring.

I hope each of you have a remarkable experience and take time to meet new people and share your knowledge and expertise with fellow participants.

Eugenie Ardoin

President, Federation of Business Disciplines

## GENERAL PROGRAM CHAIR'S MESSAGE



Welcome to Galveston and the 2024 FBD Conference!

On behalf of the Federation of Business Disciplines (FBD) Board of Directors, the Association Program Chairs, and the Moody Gardens Hotel and Convention Center, I would like to welcome you to the 51<sup>st</sup> annual meeting of FBD. FBD's mission includes fostering professional growth and providing a forum to share and discuss research ideas with a goal of enhancing classroom instruction, research and academic and business development. The FBD conference provides wonderful opportunities to network and share research within the smaller meetings of your discipline's association while also providing the opportunity to expand your network and collaborate across disciplines by bringing our nine associations together into a single conference experience. I hope that you enjoy the program that we have put together this year and that you take the time to reconnect with friends as well as to develop new contacts!

Pulling together programs from 9 independent associations into a single conference program is no easy feat and requires teamwork across the associations along with a significant time commitment on the part of all involved. I am indebted to the wonderful and dedicated association program chairs that I had the privilege of working with this year. Each of them worked diligently to develop a program that would be beneficial to their members and were so helpful and responsive as we merged those programs into one. My heartfelt thanks to each of you!

I would also like to especially thank Michelle McEacharn, FBD Executive Director, and Eugenie Ardoin, FBD President. Michelle has been my constant go-to person over my many years of FBD service. She has always been a source of guidance and encouragement with all of my many questions but even more has become a great friend. As the 2023 FBD program chair, Eugenie left big shoes for me to fill. As I've followed in her footsteps this year, she has been wonderful to share her experience and advice as I navigated this new role. Thank you, Michelle and Eugenie!

As I reflect on my many years of service to FBD, I am reminded of my dear friend, colleague, and mentor, Tom Tolleson. Tom was an avid supporter of FBD. In the early years of my academic career, he encouraged me to participate in the FBD conference noting the friendly, collaborative environment and later encouraged me to volunteer on the FBD Board of Directors. I am grateful for his mentorship in this regard as I have benefitted in so many ways from my FBD participation and service not the least of which are the many friendships that I have established over the years.

I hope that you benefit greatly from the conference and take time to enjoy all that the beautiful island of Galveston has to offer from the sunny beaches to the historical sights and museums.

Sincerely,

*Kimberly Webb*

FBD Vice President and General Program Chair

**The Federation of Business Disciplines is pleased to recognize the recipients of  
the 2024 Federation of Business Disciplines  
Distinguished Paper Award**

**American Accounting Association, Southwest Region**

*Beyond Retail Engagement: The Role of Social Media Stock Analysis in Short Selling*

**Jesse Glaze**, University of Texas El Paso  
**James Anderson**, Saginaw Valley State University  
**Wei Sun**, Saginaw Valley State University

**Association for Business Communication, Southwestern U.S.**

*Evaluation of Writing Assignments Using Supplementary AI Assessment*

**Kristen Brewer Wilson**, Eastern Kentucky University

**Association for Small Business and Entrepreneurship**

*Career Preferences of Business Students: Traditional Career Path or Entrepreneurship and Self-Employment?*

**David W. Whitlock**, Southeastern Oklahoma State University  
**Ashley Hampton**, Southeastern Oklahoma State University  
**Shanker Menon**, Southeastern Oklahoma State University

**Association of Business Information Systems**

*Project Quality Culture in MIS and Organizational Performance: A Comprehensive Analysis*

**Mahesh S. Raisinghani**, Texas Woman's University  
**Chinedu K. Ukazu**, University of Maryland Global Campus

**Association of Collegiate Marketing Educators**

*Do I Believe Their CSR Activities? Antecedents of CSR Message Believability and Attitudes Toward CSR  
Message and the Company*

**Swagata Chakraborty**, University of North Texas  
**Wi-Suk Kwon**, Auburn University

**Decision Sciences Institute, Southwest Region**

*An Integrated Efficiency Evaluation Approach with Stratification-DEA and Data Clustering Method*

**Jae-Dong Hong**, South Carolina State University

**Southwest Academy of Management**

*Endless Scrolling Through Social Media and Work Boredom: A Dynamic Spillover of Information Overload*

**Tathagata Bhowmik**, Case Western Reserve University

**Southwest Case Research Association**

*Collapse of Silicon Valley Bank in 2023*

**Meng Li**, Roosevelt University

**Ying-Chou Lin**, Southeastern Oklahoma State University

**Arthur M. Tran**, Southeastern Oklahoma State University

**Southwestern Society of Economists**

*Climate Change, Housing Prices and Inequality in the USA*

**Zeynullah Gider**, University of New Orleans

**M. Kabir Hassan**, University of New Orleans

**Reza Houston**, Ball State University

**The Federation of Business Disciplines is pleased to recognize the recipients  
of the 2024 Federation of Business Disciplines Outstanding Educator Awards**

**American Accounting Association, Southwest Region**

**Bambi Hora**, University of Central Oklahoma

**Association for Business Communication, Southwestern U.S.**

**Carol S. Wright**, Stephen F. Austin State University

**Association for Small Business and Entrepreneurship**

**Courtney Kernek**, Southeastern Oklahoma State University

**Association of Business Information Systems**

**Carla Barber**, University of Central Arkansas

**Association of Collegiate Marketing Educators**

**Pushkala Raman**, Texas Woman's University

**Decision Sciences Institute, Southwest Region**

**Queen Booker**, Metropolitan State University

**Southwest Academy of Management**

**Vance Lewis**, Oklahoma City University

**Southwest Case Research Association**

**David W. Whitlock**, Southeastern Oklahoma State University

**Southwestern Society of Economists**

**Matiur Rahman**, McNeese State University



## 2023-2024 FBD EXECUTIVE COUNCIL

### FBD EXECUTIVE COUNCIL

The FBD Bylaws, Article Five, provide that “The Executive Council shall consist of the President, Vice-President and General Program Chair, Vice-President and Program Chair – Elect, Secretary-Treasurer, two (2) most recent Past-Presidents of FBD who are willing to serve, and Executive Director. The President shall serve as Chair of the Executive Council and works closely with the Executive Director to establish the agenda. The Executive Director shall serve as a voting member of the committee and shall be responsible for meeting arrangements. The Executive Council shall consider issues of long-range significance to the Federation and make recommendations to the Board concerning both location and dates of the annual meetings of the Federation.”

**Eugenie Ardoin**, President  
University of Louisiana Monroe

**Kimberly Webb**, VP/General Program Chair  
Texas Wesleyan University

**Cassy Henderson**, VP/General Program Chair – Elect  
Sam Houston State University

**Kelly Noe**, Secretary-Treasurer  
Stephen F. Austin State University

**Michelle McEacharn**, Executive Director  
University of Louisiana Monroe

**Degan Kettles**, Immediate Past President  
Brigham Young University

**Peggy L. Lane**, Past President  
Retired

The **FBD Board of Directors** is comprised of the FBD Executive Council, two voting members from each member association and the following non-voting officers:

*Vacant*, Director of Marketing  
**Joyce Zhou**, Director of Social Media and Engagement  
**Janie R. Gregg**, Historian  
**Jay Vega**, Coordinator of Registration  
**Cheryl Prachyl**, Webmaster

**Sam J. Bruno**, a founding member of the Southwest Federation of Administrative Disciplines that was later renamed the Federation of Business Disciplines, served as Executive Director from 1982 through 2009. In 2009, Sam received the Lifetime Achievement in Leadership Award and was named **Executive Director Emeritus**.

The Sam J. Bruno Lifetime Achievement Award was awarded to **David E. Douglas** in 2012 and to **Betty Kleen** in 2015 by the Federation of Business Disciplines. FBD honored David and Betty for their lifetime of exemplary leadership and unwavering dedication to the organization and their lasting tangible and positive contribution to the betterment and success of FBD.

## **FBD 2024 ASSOCIATION PRESIDENTS**

Federation of Business Disciplines  
**Eugenie Ardoin**, University of Louisiana Monroe

American Accounting Association, Southwest Region  
**Syed Zaidi**, Louisiana State University Shreveport

Association for Business Communication, Southwestern U.S.  
**Ashley Hall**, Stephen F. Austin University

Association for Small Business and Entrepreneurship  
**Arturo Rodriguez**, University of Louisiana Monroe

Association of Business Information Systems  
**Jason Powell**, Northwestern State University of Louisiana

Association of Collegiate Marketing Educators  
**Lilly Ye**, Frostburg State University

Decision Sciences Institute, Southwest Region  
**Venugopal (Venu) Gopalakrishna-Remani**, University of Texas at Tyler

Southwest Academy of Management  
**Kenneth Sweet**, St. Edward's University

Southwest Case Research Association  
**Cody Bogard**, Southeastern Oklahoma State University

Southwestern Society of Economists  
**Roman Wong**, Barry University

## FBD 2024 ASSOCIATION PROGRAM CHAIRS

Federation of Business Disciplines Vice-President and Program Chair  
**Kimberly J. Webb**, Texas Wesleyan University

Federation of Business Disciplines Vice-President and Program Chair-Elect  
**Cassy Henderson**, Sam Houston State University

American Accounting Association, Southwest Region  
**Edward Walker**, University of Central Oklahoma

Association for Business Communication, Southwestern U.S.  
**Ashley Mouton**, Sam Houston State University

Association for Small Business and Entrepreneurship  
**Ashley Hampton**, Southeastern Oklahoma State University

Association of Business Information Systems  
**Kimberly Merritt**, Oklahoma Christian University

Association of Collegiate Marketing Educators  
**Atefeh Yazdanparast**, Clark University

Decision Sciences Institute, Southwest Region  
**Will Senn**, Tarleton State University

Southwest Academy of Management  
**Robert Lloyd**, Fort Hays State University

Southwest Case Research Association  
**Ying Lin**, Southeastern Oklahoma State University

Southwestern Society of Economists  
**Makeen Huda**, Nicholls State University

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# Event Agenda

Federation of Business Disciplines 2024

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## Mon, Apr 08, 2024

6:30 AM - 7:30 AM

### ACME\_Speaker Session: Unlock Your Potential and Make a Commitment

Location: Speaker Session Zoom  
Moderator: Atefeh Yazdanparast

#### Unlock Your Potential and Make a Commitment: Strategies for Building a Top Global Podcast and Earning Real Income Through Side Hustles

6:30 AM - 7:30 AM  
Location: Speaker Session Zoom  
Speaker: Nichole Deng

7:45 AM - 9:15 AM

### ACME\_Global Marketing

Location: Global Marketing Zoom  
Moderator: Lilly Ye

#### The Impact of Digitalization on International Business: The Case Study of Amazon

7:45 AM - 9:15 AM  
Location: Global Marketing Zoom  
Author: Sarah Saeluzika

#### Trade Disruptions and Economic Consequences: Analyzing the Impact of the Ukrainian Conflict

7:45 AM - 9:15 AM  
Location: Global Marketing Zoom  
Author: Sarah Tatenda Muzorera

#### Analysis of E-Commerce Expansion in Nigerian Markets: Exploring the Trends and Challenges

7:45 AM - 9:15 AM  
Location: Global Marketing Zoom  
Author: Blessing Sunday

7:45 AM - 9:15 AM

### ACME\_Consumer Behavior

Location: Consumer Behavior Zoom  
Moderator: Weixing Ford

#### The Effect of Implicit and Explicit Value for Money Background Contrasts on Choice and Willingness to Pay. [Authors: Weixing Ford and Partha Krishnamurthy]

7:45 AM - 9:15 AM  
Location: Consumer Behavior Zoom  
Authors: Weixing Ford, Partha Krishnamurthy

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## Tue, Apr 09, 2024

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## Wed, Apr 10, 2024

8:00 AM - 8:00 AM

### FBD Welcome Notes

8:45 AM - 9:45 AM

### SWAM\_Doctoral Session 1

Location: Hibiscus  
Moderator: Jestine Philip

10:30 AM - 11:30 AM

### SWAM\_Doctoral Session 2

Location: Hibiscus  
Moderator: Jestine Philip

11:00 AM - 5:30 PM

### FBD Conference Registration

Location: Exhibit Hall "Expo" B

11:30 AM - 1:00 PM

### SWAM\_Doctoral Lunch

Location: Hibiscus  
Moderator: Jestine Philip

<b>12:30 PM - 1:00 PM</b>	<p><b>SWAM Welcome</b>  Location: Hibiscus  Speaker: Robert Lloyd</p>
<b>12:30 PM - 2:00 PM</b>	<p><b>AAA-SW_Ethical sensitivity and accounting</b>  Location: Rose  Speaker: Kevin Cabe</p>
<b>1:00 PM - 2:00 PM</b>	<p><b>SWAM_Signature Panel - Journal Editors</b>  Location: Hibiscus  Moderator: Kenneth Sweet ; Speakers: Gordon Schmidt, Vance Johnson Lewis, Josh Daspit, Marwan Al-Shammari</p>
<b>1:00 PM - 3:00 PM</b>	<p><b>DSI-SW_Learning Analytics Driven Course Design: Strategies and Techniques</b>  Location: Iris  Speakers: Lina Marie De La Garza, Vikram Bhadauria</p>
<b>1:30 PM - 3:00 PM</b>	<p><b>ACME_Special Session: Cultivating a Storytelling Mindset</b>  Location: Azalea</p> <p style="margin-left: 20px;"><b>Cultivating a Storytelling Mindset</b>  1:30 PM - 3:00 PM  Location: Azalea  Speakers: Renée Gravois, Adam Mills, Lucia Sigmar, Holly Syrdal, Mario Gonzalez-Fuentes, Martin Gaston</p>
<b>2:00 PM - 5:00 PM</b>	<p><b>FBD 2023-2024 Board Meeting</b>  Location: Moody BR Salon D</p>
<b>2:15 PM - 3:30 PM</b>	<p><b>SWAM_Emerging Ideas in Management #1</b>  Location: Daffodil  Moderator: Dan Chen</p> <p style="margin-left: 20px;"><b>The Unique Role of Fanpreneurs in Entrepreneurship</b>  2:15 PM - 3:30 PM  Location: Daffodil  Author: Gordon Schmidt</p> <p style="margin-left: 20px;"><b>Too Much Information? When Leaders' Authenticity Facilitates Followers' Increased Emotional Labor</b>  2:15 PM - 3:30 PM  Location: Daffodil  Authors: Justin Scott, Yuanyuan Lin</p> <p style="margin-left: 20px;"><b>Artificial Intelligence (AI) in Employee Selection: How Algorithm-Based Decision Aids Influence Decision-Making in Application Screening</b>  2:15 PM - 3:30 PM  Location: Daffodil  Author: Dan Chen</p>
<b>2:15 PM - 3:30 PM</b>	<p><b>SWAM_Emerging Ideas in Management #2</b>  Location: Wisteria  Moderator: Jeff Snell</p> <p style="margin-left: 20px;"><b>Entrepreneurs' overoptimism, overconfidence, and new venture performance in Eastern Africa</b>  2:15 PM - 3:30 PM  Location: Wisteria  Authors: Minsun Kim, Ming Ju, Kenneth Kungu</p>
<b>2:15 PM - 3:45 PM</b>	<p><b>AAA-SW_Integrating ESG in the Accounting Curriculum</b>  Location: Rose  Speaker: Kris Brands</p>
<b>2:30 PM - 3:30 PM</b>	<p><b>SWAM_Doctoral Session 3</b>  Location: Hibiscus  Moderator: Jistine Philip</p>
<b>3:30 PM - 5:00 PM</b>	<p><b>ACME_Marketing Research and Analytics</b>  Location: Azalea</p> <p style="margin-left: 20px;"><b>Innovative Marketing Techniques In the IT Industry: CHATGPT Integration With Plugins, API, And Prompt Engineering</b>  3:30 PM - 5:00 PM  Location: Azalea  Authors: Saqib Bhat, Gaurav Kumar</p>

- 3:30 PM - 5:00 PM**      **DSI-SW\_Interpretable Machine Learning With R:PDPs, ICE Plots, and Feature Importance**  
Location: Iris  
Speaker: Hashai Papneja
- 3:45 PM - 4:45 PM**      **SWAM\_Doctoral Session 4**  
Location: Hibiscus  
Moderator: Jestine Philip
- 3:45 PM - 5:00 PM**      **SWAM\_Workshop: Python-Powered Analytics in Excel: Leveling Up Skills for Management Scholars and Educators**  
Location: Daffodil  
Speaker: Justin B. Keeler
- 3:45 PM - 5:00 PM**      **SWAM\_Management Education**  
Location: Wisteria  
Moderator: Janie Gregg
- A Career Focused Introduction to Business Curriculum: Engaging Students, Community, and Faculty**  
3:45 PM - 5:00 PM  
Location: Wisteria  
Authors: Andrew Johnson, Brian Tietje
- The Role of Perception in College Major Selection: Is Money all that Matters?**  
3:45 PM - 5:00 PM  
Location: Wisteria  
Authors: Jody Jones, Suzanne Clinton, Kimberly Merritt, Nancy Kucinski, Patience Whitaker
- Artificial Intelligence (AI), Cheating, and Blockchain: A Discussion of How AI Has Aided Cheating and How Blockchain Can Help**  
3:45 PM - 5:00 PM  
Location: Wisteria  
Authors: Janie Gregg, Valencia Winston, Ashley Watkins
- 4:00 PM - 5:30 PM**      **AAA-SW\_Designing Meaningful Learning Online**  
Location: Rose  
Speakers: Julia Frink, Douglas Wilson
- 6:30 PM - 7:30 PM**      **FBD Awards and Recognition Reception**  
Location: Floral A1, Floral A2
- 7:30 PM - 9:30 PM**      **FBD Awards and Recognition Dinner**  
Location: Floral A1, Floral A2

## Thu, Apr 11, 2024

- 7:00 AM - 8:30 AM**      **SWDSI Officer Meeting (Officers & Directors)**  
Location: Floral A1
- 7:30 AM - 8:30 AM**      **Joint Breakfast with ABC-SW and ABIS**  
Location: ViewFinders
- 7:30 AM - 8:00 AM**      **SWAM Coffee Break**  
Location: Moody BR Salon H
- 7:30 AM - 5:00 PM**      **FBD Conference Registration**  
Location: Exhibit Hall "Expo" B
- 8:00 AM - 9:00 AM**      **SWCRA\_Breakfast Honoring Past Presidents and Welcome**  
Location: Moody BR Salon F  
Speaker: Cody Bogard

8:00 AM - 10:00 AM

**ACME\_2024 ACME Teaching Innovation Competition**

Location: Exhibit Hall "Expo" A2

**Building Chatbots to Enhance Consumer Experience**

8:00 AM - 10:00 AM  
Location: Exhibit Hall "Expo" A2  
Author: Swagata Chakraborty

**The Engaged Online Learner: A Framework and Model for Integration of Content and Students in the Delivery of Two Marketing Courses**

8:00 AM - 10:00 AM  
Location: Exhibit Hall "Expo" A2  
Authors: Amy Lavin, Sheri Lambert

8:00 AM - 9:15 AM

**SWAM Outgoing Board Meeting**

Location: Boardroom  
Speaker: Kenneth Sweet

8:00 AM - 9:15 AM

**SWAM\_Organizational Behavior #1**

Location: Moody BR Salon G  
Moderator: Suzanne Clinton

**Endless Scrolling Through Social Media and Work Boredom: A Dynamic Spillover of Information Overload**

8:00 AM - 9:15 AM  
Location: Moody BR Salon G  
Author: Tathagata Bhowmik

**Indulgence vs. Constraint: How National Culture Affects People's Reaction to COVID-19**

8:00 AM - 9:15 AM  
Location: Moody BR Salon H  
Author: Yundong Huang

**The Influence of Emotional Intelligence on Organizational Teams**

8:00 AM - 9:15 AM  
Location: Moody BR Salon G  
Authors: Roger Buck, Jenny Dutton, Samantha Murray, Jan Jones

**Work Environment Support and Transfer Training**

8:00 AM - 9:15 AM  
Location: Moody BR Salon G  
Authors: Kassandra Lane, Samantha Murray, Jenny Dutton

8:00 AM - 9:15 AM

**SWAM\_Strategy and Organizational Theory #1**

Location: Moody BR Salon H  
Moderator: Vivien Jancenelle

**"Sisters Before Misters?" How Board Gender Diversity Affects CEO Compensation**

8:00 AM - 9:15 AM  
Location: Moody BR Salon H  
Author: Kristen Faile

**Diversity, Equity, & Inclusion: Minimizing Unintended Consequences & Enhancing Initiative Outcomes**

8:00 AM - 9:15 AM  
Location: Moody BR Salon H  
Authors: Vance Johnson Lewis, Greg Dess, Usman Ghani

**Motivation of Gen Z Salespeople**

8:00 AM - 9:15 AM  
Location: Moody BR Salon H  
Author: Derrek Scharz

**Shifting Strategic Focus during a Major Crisis: A Longitudinal Exploratory Study**

8:00 AM - 9:15 AM  
Location: Moody BR Salon H  
Author: Vivien Jancenelle

8:00 AM - 9:15 AM

### SWAM\_Emerging Ideas in Management #3

Location: Vine 1  
Moderator: Ed Vengrouskie

#### Revisiting the Entrepreneurial Mindset

8:00 AM - 9:15 AM  
Location: Vine 1  
Authors: Robert Lloyd, Ed Vengrouskie

#### Unveiling the Sustainable Nexus: Exploring the Impact of Green Practices on Organizational Resilience via Green Ambidexterity

8:00 AM - 9:15 AM  
Location: Vine 1  
Author: Saha Iqbal Hossain

#### Developing Pedagogical Responses to the Generative Artificial Intelligence in Higher Education

8:00 AM - 9:15 AM  
Location: Vine 1  
Authors: Sandra Blanke, Brett J.L. Landry

#### The Impact of COVID-19 on Student Engagement: A Quantitative Analysis

8:00 AM - 9:15 AM  
Location: Vine 1  
Authors: Sara Adkinson, Albi Alikaj, Wei Ning, Dan Mertens

#### To Tip or Not to Tip, That is the Question a New Generation is Answering

8:00 AM - 9:15 AM  
Location: Vine 1  
Authors: Bradley Winton, Kenneth Zantow, Gregory Bradley, Bhagyashree Barhate

8:00 AM - 9:15 AM

### SWAM\_Emerging Ideas in Management #4

Location: Vine 2  
Moderator: Gordon Schmidt

#### Analysis of National Association of State Chief Information Officers (NASCIO Top Ten Priorities between 2013-2023)

8:00 AM - 9:15 AM  
Location: Vine 2  
Authors: Craig Orgeron, William Rials, Daniel Doss, Joshua Copeland

#### Strategic Orientations and Firms' Global Financial Performance

8:00 AM - 9:15 AM  
Location: Vine 2  
Authors: Zahidul Karim, Leonel Prieto

8:30 AM - 10:00 AM

### ABC-SW / ABIS\_Joint Session: ABC-SW/ABIS Distinguished Papers

Location: ViewFinders  
Speakers: Kimberly Merritt, Ashton Mouton

#### Evaluation of Writing Assignments Using Supplementary AI Assessment

8:30 AM - 10:00 AM  
Location: ViewFinders  
Author: Kristen Brewer Wilson

#### Project Quality Culture in MIS and Organizational Performance: A Comprehensive Analysis

8:30 AM - 10:00 AM  
Location: ViewFinders  
Authors: Mahesh S. Raisinghani, Chinedu K. Ukazu

8:30 AM - 10:00 AM

### SSE\_Social Responsibility and ESG Investing Issues

Location: Azalea  
Speakers: M Kabir Hassan, Koffi Konan, Asaad Sendi, Tawfiq Tahtamoni

#### ESG and Market Efficiency: Evidence from Financial Sector

8:30 AM - 10:00 AM  
Location: Azalea  
Authors: Asaad Sendi, M Kabir Hassan, Muhammad Arif Khan

#### ESG Performances and Earnings Management in Sensitive Industry: Mining, Oil and Gas Extraction Companies in U.S.

8:30 AM - 10:00 AM  
Location: Azalea  
Author: Koffi Konan

#### Financial Motivation Behind Firm's ESG Engagement

8:30 AM - 10:00 AM  
Location: Azalea  
Authors: Tawfiq Tahtamoni, Nayef Alkabbaa, M Kabir Hassan, Mamunur Rashid



8:30 AM - 10:00 AM

### **SSE\_Technological Innovations in Economics and Finance**

Location: Rose

Speakers: Roman Wong, Ivan Julio, Denis Boudreaux

#### **AI as a New Power for Automation: Unleashing Exponential Productivity**

8:30 AM - 10:00 AM

Location: Rose

Authors: Roman Wong, John Payne-Rios

#### **The Effect of Central Bank Digital Currency (CDBC on Private Banks with Market Power**

8:30 AM - 10:00 AM

Location: Rose

Author: Ivan Julio

#### **The Integration of Artificial Intelligence in Accounting and Finance**

8:30 AM - 10:00 AM

Location: Rose

Authors: Denis Boudreaux, Chloe Hardin, Spuma Rao

8:30 AM - 10:00 AM

### **ACME\_Brand Management**

Location: Exhibit Hall "Expo" A1

#### **Brand Deletion Decision Factors: A Sunk Cost Perspective**

8:30 AM - 10:00 AM

Location: Exhibit Hall "Expo" A1

Authors: Arezoo Davari, Pramod Iyer, Md Rokonuzzaman

#### **Bottling Coca-Cola: Joseph Biedenharn's Marketing Innovation**

8:30 AM - 10:00 AM

Location: Exhibit Hall "Expo" A1

Authors: Jun Yu, Joyce Zhou

8:30 AM - 10:00 AM

### **ACME\_Services Marketing**

Location: Exhibit Hall "Expo" A3

#### **Medical Tourism: Different Perceptions about Leading Destinations and Attitudes Towards Them**

8:30 AM - 10:00 AM

Location: Exhibit Hall "Expo" A3

Author: Komal Karani

#### **Different Risk Preferences in the Social and Financial Domains**

8:30 AM - 10:00 AM

Location: Exhibit Hall "Expo" A3

Authors: Sunme Lee, Cathy Cole, Dhananjay Nayakankuppam

#### **Relations of Co-Creation and Core Experience Industry Strategies on Experience Value-During-Use and Experience Value-After-Use**

8:30 AM - 10:00 AM

Location: Exhibit Hall "Expo" A3

Authors: Jingxian Jiang, Gary Ellis, Patti Freeman, Brian Hill

8:30 AM - 10:00 AM

### **DSI-SW\_Accounting and Ethics I**

Location: Jasmine

Moderator: Mary Fischer

#### **Lean Accounting: A Tool For Decision-Making**

8:30 AM - 10:00 AM

Location: Jasmine

Authors: Mary Fischer, Steven Goad

#### **Inarticulate Communication: Accounting Fraud In A Telecommunications Company**

8:30 AM - 10:00 AM

Location: Jasmine

Authors: Liz Whitlow, Stephanie Metts, Hanzhi Xu

#### **The Impact Of Payroll Protection Program (PPP Loans On Executive Compensation**

8:30 AM - 10:00 AM

Location: Jasmine

Authors: Russell Calk, Landri Ognowski, Angela Patrick, Addison Sullivan

#### **Should The Rules For Distributions From Inherited Defined Contribution Retirement Accounts Differ Depending On Whether The Deceased Owner Was Receiving Required Minimum Distributions, Or Not?**

8:30 AM - 10:00 AM

Location: Jasmine

Authors: Nathan Oestreich, Michael Keane, Tyler Boggess

8:30 AM - 10:00 AM

### DSI-SW\_Data Analytics and Statistics Instructions I

Location: Hibiscus  
Moderator: Michael Ellis

#### Teaching Linear Regression From A Machine Learning Perspective

8:30 AM - 10:00 AM  
Location: Hibiscus  
Author: Michael Ellis

#### An Exploratory Exercise: Integrating Generative Artificial Intelligence Into Business Statistics Curriculum

8:30 AM - 10:00 AM  
Location: Hibiscus  
Author: Rosemond Moore

#### Adopting Canvas As A New Learning Management System: A Tale Of Two Stakeholders

8:30 AM - 10:00 AM  
Location: Hibiscus  
Author: Ipek Bozkurt

8:30 AM - 10:00 AM

### DSI-SW\_Decision Support and Expert Systems I

Location: Daffodil  
Moderator: Khaled Alshare

#### Business Analytics Impact On Individual's Decisions Making Process: A Conceptual Framework

8:30 AM - 10:00 AM  
Location: Daffodil  
Author: Khaled Alshare

#### A Novel Framework For Search Engine Evaluation

8:30 AM - 10:00 AM  
Location: Daffodil  
Authors: Utkarsh Jain, Aarushi Jain

#### Understand The Compensatory Level Of Acceptance Of Ai-Enabled Recommender Systems

8:30 AM - 10:00 AM  
Location: Daffodil  
Authors: Javier Flores, M A Shariful Amin

#### Deep Learning Based Real-Time Fetal Monitoring System

8:30 AM - 10:00 AM  
Location: Daffodil  
Author: Vinayaka Gude

8:30 AM - 10:00 AM

### DSI-SW\_E-commerce and Social Networking I

Location: Wisteria  
Moderator: Gina Harden

#### E-Leisure Attachment, Constraints, And Addiction: Exploring User Perceptions Toward Over-The-Top Video Streaming Service

8:30 AM - 10:00 AM  
Location: Wisteria  
Authors: Chin-Feng Lin, Wei-Hsin Su

#### Small World Effect Of Global Open-Source Software Collaboration On Github: A Social Network Analysis

8:30 AM - 10:00 AM  
Location: Wisteria  
Author: Grace Zhang

#### Remote Work: Balancing Employer Trust With Employee Privacy

8:30 AM - 10:00 AM  
Location: Wisteria  
Authors: Gina Harden, Taofeek Agboola

8:30 AM - 10:00 AM

### DSI-SW\_Economics, Law, and Finance I

Location: Iris  
Moderator: M Kabir Hassan

#### CEO Medical Degree And Pharmaceutical Failures

8:30 AM - 10:00 AM  
Location: Iris  
Authors: Omer Unsal, M Kabir Hassan

#### Microfinance, A Social Safety Net Or An Albatross During The COVID-19 Pandemic

8:30 AM - 10:00 AM  
Location: Iris  
Authors: Kevin Lee, Scott Miller, Tim Krafft

#### Towards A Fraud Detection Methodology For Government-Funded Programs

8:30 AM - 10:00 AM  
Location: Iris  
Author: Herbert Remidez

8:30 AM - 10:00 AM

**AAA-SW\_Financial 1--Valuation of Debt and Equity and Disclosures**

Location: Moody BR Salon A  
Moderator: Ben Le

**FIN 48 and Debt Contract Terms**

8:30 AM - 10:00 AM  
Location: Moody BR Salon A  
Author: Mahmud Rahman

**Analyzing the Impact of Director Blockholders on Earnings Using Benford's Law**

8:30 AM - 10:00 AM  
Location: Moody BR Salon A  
Authors: Ying Chen, Eric Valenzuela

**Non-GAAP Earnings Disclosure Quality and Overvalued Equity**

8:30 AM - 10:00 AM  
Location: Moody BR Salon A  
Authors: Baizhou Chen, Robert Houmes, Daphne Wang

**Empirical Implications of the Fundamental Theorem of Accounting**

8:30 AM - 10:00 AM  
Location: Moody BR Salon A  
Authors: Jonathan Ross, David Ziebart

8:30 AM - 10:00 AM

**AAA-SW\_International Accounting--Various Topics**

Location: Moody BR Salon B  
Moderator: Ashley Phillips

**Controlling Shareholders' Fund Management and Stock Price Crash Risk: Evidence from Financial Services Agreements in China**

8:30 AM - 10:00 AM  
Location: Moody BR Salon B  
Authors: Liya Hou, Jun Hu, Qiao Wu, Troy Yao

**Audit fee premiums of cross-listed firms through the cultural lens**

8:30 AM - 10:00 AM  
Location: Moody BR Salon B  
Authors: Ankita Singhvi, Stephen Salter

8:30 AM - 10:00 AM

**AAA-SW\_Auditing Quality and Independence**

Location: Moody BR Salon C  
Moderator: Nick Haocheng Yang

**Auditors and Emojis: Providing Rapport and Openness with Clients.**

8:30 AM - 10:00 AM  
Location: Moody BR Salon C  
Authors: Kelly Green, Laura Guichard Latiolais

**The Effect of Restatements on Office-Level Audit Quality**

8:30 AM - 10:00 AM  
Location: Moody BR Salon C  
Author: Jon Nash

**Phases of the auditors' tenure and auditor independence**

8:30 AM - 10:00 AM  
Location: Moody BR Salon C  
Author: Emeka Nwaeze

8:30 AM - 10:00 AM

**DSI-SW\_Operations and Project Management I**

Location: Tulip  
Moderator: Balaji Janamanchi

**Airline Service Failures: Seeking Loyalty And Analyzing Post-Complaint Responses**

8:30 AM - 10:00 AM  
Location: Tulip  
Authors: Md Golam Rabbani, M A Shariful Amin, Victor Prybutok

**A Systematic Literature Review On Green Innovation: A Topic Modeling And Scientometric Approach**

8:30 AM - 10:00 AM  
Location: Tulip  
Authors: Saha Iqbal Hossain, Ajith Venugopal, Balaji Janamanchi

**Leveraging Artificial Intelligence To Improve Productivity**

8:30 AM - 10:00 AM  
Location: Tulip  
Author: Balaji Janamanchi

9:00 AM - 10:00 AM

**SWCRA\_Case Presentations I**

Location: Moody BR Salon F  
Moderators: Ying Lin, Robert E. Stevens

**The Curious Case of Dell Farmer: Mitigating Faud for By Community Banks in Agribusiness**

9:00 AM - 10:00 AM  
Location: Moody BR Salon F  
Authors: Arthur Tran, David Whitlock

**The Collapse of Silicon Valley Bank in 2023**

9:00 AM - 10:00 AM  
Location: Moody BR Salon F  
Authors: Meng Li, Ying Lin, Arthur Tran

**XBOX and the Videogame Industry:Two Perspectives**

9:00 AM - 10:00 AM  
Location: Moody BR Salon F  
Authors: Timothy D. Wise, Rhaelene Lowther, Christie Hough

**Jimbo's Sausage Company**

9:00 AM - 10:00 AM  
Location: Moody BR Salon F  
Authors: Lawrence S. Silver, Robert E. Stevens

**HOKA One One: Marketing an Ugly Shoe**

9:00 AM - 10:00 AM  
Location: Moody BR Salon F  
Authors: Lawrence S. Silver, Robert E. Stevens

**Stellantis N.V.: Rebranding Strategies and Global Expansion**

9:00 AM - 10:00 AM  
Location: Moody BR Salon F  
Author: Syed Tariq Anwar

**Economic Impact Analysis: The Evolution of Hochatown**

9:00 AM - 10:00 AM  
Location: Moody BR Salon F  
Authors: John Paul Anderson, Courtney Kernek, Rhonda Richards

9:30 AM - 10:45 AM

**SWAM\_Premium PDW: Exploring Artificial Intelligence Capabilities for Literature Reviews: A Hands-On Workshop to Enhance Academic Writing**

Location: Moody BR Salon H  
Speakers: Monica Hernandez, Edith Galy

10:00 AM - 10:30 AM

**FBD\_Coffee Break & Poster Sessions**

Location: Exhibit Hall "Expo" B

**Poster Session - Taking-a-Stand for Accounting Education**

10:00 AM - 10:30 AM  
Location: Exhibit Hall "Expo" B  
Author: Jennifer Bannister

**Poster Session - The CPA Evolution: A Mapping of the Revised Examination Topics to Current Accounting Curriculum**

10:00 AM - 10:30 AM  
Location: Exhibit Hall "Expo" B  
Authors: Edward Walker, Paula Sanders, Jaclyn Prentice, Evan Shough

**Service Learning Initiatives in Modern Accounting Programs - Improving engagement through enrichment**

10:00 AM - 10:30 AM  
Location: Exhibit Hall "Expo" B  
Authors: Ankita Singhvi, Meghna Singhvi

10:30 AM - 12:00 PM

**ABIS\_Contemporary Issues in Information Systems**

Location: Floral A2  
Moderator: Eddie Horton

**The Affordances of Generative AI: How Students Perceive Them, and What IS Educators Need to Know**

10:30 AM - 12:00 PM  
Location: Floral A2  
Authors: Joe Mansour, Craig Van Slyke, Kim Taylor

**Neurodiversity among high performing IS students, findings and implications for education**

10:30 AM - 12:00 PM  
Location: Floral A2  
Authors: Degan Kettles, Dan Mazzola

**LinkedIn Learning: Using an Innovative Class Project to Teach Business Professional Development**

10:30 AM - 12:00 PM  
Location: Floral A2  
Authors: Kristen Waddell, Carol S. Wright

**Can an Agile Approach Be Used to Manage Big Data Projects in Organizations?**

10:30 AM - 12:00 PM  
Location: Floral A2  
Authors: Mahesh S. Raisinghani, Khadija Queen

10:30 AM - 11:45 AM

**ABC-SW\_Impacting the Workplace through Business Communication**

Location: Floral A1  
Moderator: Ashley Hall

**Hesitation and Trepidation during Organizational Assimilation: How Previous Workplace Bullying Experiences Impede Anticipation and Encounter**

10:30 AM - 11:45 AM  
Location: Floral A1  
Authors: Steve Cox, Jenilee Crutcher Williams

**Master's Degree Students Using Strategic Communication to Lead Change in Communities and Organizations**

10:30 AM - 11:45 AM  
Location: Floral A1  
Authors: Darius Benton, Ashley Guillory, Edwin Mendez, Melissa Amaya

10:30 AM - 11:45 AM

**ABC-SW\_Historical and Theoretical Explorations in Business Communication**

Location: Vine 1  
Moderator: Marice Kelly

**From Business Girl to Professional Woman: Communicating Professionalism in Women's Dress, 1895-1930**

10:30 AM - 11:45 AM  
Location: Vine 1  
Authors: Traci Austin, Danica L Schieber

**Did Antony Jay's Theory-in-Use Match His Espoused Theory? A Study of Making Your Case**

10:30 AM - 11:45 AM  
Location: Vine 1  
Authors: Lamar Reinsch, Paul N. Reinsch

**Towards a Theory of Team Presentations**

10:30 AM - 11:45 AM  
Location: Vine 1  
Authors: Daniel Usera, Alex Fuller

10:30 AM - 12:00 PM

**SSE\_ESG Issues in Financial Economics I**

Location: Azalea  
Speakers: M Kabir Hassan, Sattam Bin Kowibeen, May Hammad, Abdullah alshehri

**The Role of Engagement of ESG in the Improvement of the Energy Industry**

10:30 AM - 12:00 PM  
Location: Azalea  
Authors: Abdullah alshehri, M Kabir Hassan, Mamunur Rashid

**Funding cost and bank liquidity creation: Does ESG play any role?**

10:30 AM - 12:00 PM  
Location: Azalea  
Authors: Sattam Bin Kowibeen, Ashraf Khan, M Kabir Hassan

**Exploring the Link between ESG ratings and Credit Risk: Evidence from U.S firms**

10:30 AM - 12:00 PM  
Location: Azalea  
Authors: May Hammad, Nezha Hamoutan, Murad Harasheh

10:30 AM - 11:30 AM

## SWCRA\_Case Presentations II

Location: Moody BR Salon F  
Moderators: Ying Lin, Kendra Ingram

### **Emerging Markets and Financial Institutions: A Case of Pakistani Banks**

10:30 AM - 11:30 AM  
Location: Moody BR Salon F  
Author: Syed Tariq Anwar

### **Warby Parker: Navigating Challenges and Sustaining Growth**

10:30 AM - 11:30 AM  
Location: Moody BR Salon F  
Authors: Lawrence S. Silver, Robert E. Stevens

### **Alexander and the Terrible, Horrible, No Good, Very Bad Partner**

10:30 AM - 11:30 AM  
Location: Moody BR Salon F  
Authors: Cody Bogard, David Whitlock, Ashley J. Hampton

### **Peloton in 2023**

10:30 AM - 11:30 AM  
Location: Moody BR Salon F  
Author: John Masters

### **Can't See the Forest for the Trees: The Woes of Family Business Succession Planning**

10:30 AM - 11:30 AM  
Location: Moody BR Salon F  
Authors: Kendra Ingram, Courtney Kernek, Rhonda Richards

### **Cost Analysis: Finding the Sweet Spot**

10:30 AM - 11:30 AM  
Location: Moody BR Salon F  
Authors: Stephanie Metts, Courtney Kernek, Rhonda Richards

### **Taking the Cherry Off the Top: Skimming Fraud in a Medical Practice**

10:30 AM - 11:30 AM  
Location: Moody BR Salon F  
Authors: Liz Whitlow, John Paul Anderson

10:30 AM - 12:00 PM

## ACME\_E-Tailing and Digital Marketing

Location: Exhibit Hall "Expo" A1

### **Quality Perceptions of Sustainable Luxury Products: Examining the Role of Haptic information**

10:30 AM - 12:00 PM  
Location: Exhibit Hall "Expo" A1  
Authors: Atefeh Yazdanparast, Mona Safizadeh, Pramod Iyer

### **Investigating How Privacy Concerns, Trust and Risk Impact Consumers' Privacy Policy Knowledge and Privacy Protection Behaviors on Social Media**

10:30 AM - 12:00 PM  
Location: Exhibit Hall "Expo" A1  
Authors: Yabing Jiang, Gina Tran

### **The Impact of Mobile Internet Access on WIC Food Benefit Redemption**

10:30 AM - 12:00 PM  
Location: Exhibit Hall "Expo" A1  
Authors: Junzhou Zhang, Qi Zhang, Chuanyi Tang, Kayoung Park

### **Content Strategies for Millennial Moms as a Tool for Engagement and Sense of Belonging: The Living\_home Case**

10:30 AM - 12:00 PM  
Location: Exhibit Hall "Expo" A1  
Authors: Diana Dávila Ruiz, Kishwar Joonas

### **Small Talk is Key to Connecting the "Dots" Establishing the Effect of B2B Salesperson Social Media Use on Creative and Sales Performance through Small Talk**

10:30 AM - 12:00 PM  
Location: Exhibit Hall "Expo" A1  
Authors: Anu Chacko, Vaibhav Chawla

10:30 AM - 12:00 PM

## ACME\_Marketing Strategy & Logistics

Location: Exhibit Hall "Expo" A3

### **Do Female CEOs Act Responsibly: Analyses of Female CEO Impact on Relational CSR**

10:30 AM - 12:00 PM  
Location: Exhibit Hall "Expo" A3  
Authors: Prachi Gala, Saim Kashmiri, Duncan Nicol

### **Firm Capabilities and Global Value Chain Embeddedness**

10:30 AM - 12:00 PM  
Location: Exhibit Hall "Expo" A3  
Authors: Yiming Zhuang, Sudipto Sarkar

### **Neutralization Techniques' Affect on for-Profit Higher Education Employees' Intentions to Stay**

10:30 AM - 12:00 PM  
Location: Exhibit Hall "Expo" A3  
Author: Kenyatta Barber

10:30 AM - 12:00 PM

**ACME\_Special Session: The Art of writing a Research Paper: Can AI be of Assistance?**

Location: Exhibit Hall "Expo" A2

**The Art of Writing a Research Paper: Can AI be of Assistance?**

10:30 AM - 12:00 PM

Location: Exhibit Hall "Expo" A2

Author: Pushkala Raman

10:30 AM - 12:00 PM

**DSI-SW\_Innovative Education I**

Location: Jasmine

Moderator: Ryan Phelps

**The Impact Of Artificial Intelligence On Educators At Higher Education Institutions**

10:30 AM - 12:00 PM

Location: Jasmine

Authors: Khaled Alshare, Maisoun Sewailem

**A Pilot Study Examination Of The Computing Needs Of High School Teachers Of The Texas Panhandle**

10:30 AM - 12:00 PM

Location: Jasmine

Authors: Leslie Ramos Salazar, Leon Chen, Marisa Crisostomo, Carl Zhang, Jeffrey Babb

**Do Video Lectures Increase Success In Online Courses?**

10:30 AM - 12:00 PM

Location: Jasmine

Authors: Pamela Rogers, Ryan Phelps

10:30 AM - 12:00 PM

**DSI-SW\_Management Information Systems I**

Location: Hibiscus

Moderator: Qianqian Yu

**Emergence And Evolution Of Business Intelligence**

10:30 AM - 12:00 PM

Location: Hibiscus

Authors: William Pontius, Joseph Thomas

**Aligning Information Technology And Decisions Sciences Faculty And Courses Within The Framework Of AACSB Disciplines**

10:30 AM - 12:00 PM

Location: Hibiscus

Author: Brett J.L. Landry

**Is Python Really The Best Choice For Teaching IS/IT Students Programming Fundamentals**

10:30 AM - 12:00 PM

Location: Hibiscus

Authors: Qianqian Yu, John Seydel

10:30 AM - 12:00 PM

**DSI-SW\_Management, Health, and Organizational Behavior I**

Location: Daffodil

Moderator: Leann Boyce

**Harnessing The Power Of Machine Learning To Promote Health Equity: A Systematic Review Of Applications In Healthcare**

10:30 AM - 12:00 PM

Location: Daffodil

Authors: Leann Boyce, Abdalmajeed Saleh, Claudia Calderas

**Employees' Task Adaptation In The Age Of AI: A Mediation Pathway Of Emotion**

10:30 AM - 12:00 PM

Location: Daffodil

Author: Paul Owusu

**An Empirical Study On Impact Of Twitter And Youtube In Obesity For Children**

10:30 AM - 12:00 PM

Location: Daffodil

Author: Jesudhas Yogarajah

10:30 AM - 12:00 PM

## DSI-SW\_Marketing & International Business I

Location: Wisteria

Moderator: Muhammad Amin

### **R&D Capabilities And Shareholders' Value: The Moderating Role Of Product Market Threats**

10:30 AM - 12:00 PM

Location: Wisteria

Authors: Zahidul Karim, Muhammad Rofiqul Islam

### **Transformational-Transactional Leadership Influence On Market Orientation, New Product Creativity, And New Product Performance**

10:30 AM - 12:00 PM

Location: Wisteria

Author: Muhammad Amin

### **The Effect Of Incidental Exposure Of Price Levels: The Role Of Consumer Mindset And Product Appeal**

10:30 AM - 12:00 PM

Location: Wisteria

Author: Najam Saqib

10:30 AM - 12:00 PM

## DSI-SW\_Operations and Project Management II

Location: Iris

Moderator: Cenk Caliskan

### **Application Of Schumpeterian Perspective And Austrian Economics In Operations Management**

10:30 AM - 12:00 PM

Location: Iris

Authors: Rajat Mishra, Randy Napier

### **The Economic Order Quantity Model For Exponentially Deteriorating Items With Planned Backorders**

10:30 AM - 12:00 PM

Location: Iris

Author: Cenk Caliskan

### **Triple Bottom Line: Analysis, Motivators, And Application**

10:30 AM - 12:00 PM

Location: Iris

Authors: Madalyn Bass, Mark McMurtrey, Carl Rebman

### **Increasing Safety At The Loading Dock**

10:30 AM - 12:00 PM

Location: Iris

Authors: Adam Daniel, Mark McMurtrey

10:30 AM - 12:00 PM

## DSI-SW\_Quantitative Methods, Quality and Business Analytics I

Location: Tulip

Moderator: M A Shariful Amin

### **Principal Component Analysis For Training Data Distillation And Augmentation**

10:30 AM - 12:00 PM

Location: Tulip

Authors: Tahsin Shahnewaz, M A Shariful Amin

### **LSTM Forecasting Of Timeseries In Slow Motion**

10:30 AM - 12:00 PM

Location: Tulip

Authors: Mehmet Orhan, Zeynep Orhan

### **Conducting A DNA Study And Providing Insights Into The Application Of Dna Sequence Computing For Data Analysis**

10:30 AM - 12:00 PM

Location: Tulip

Authors: Megdam Ahmed Chowdhury, M A Shariful Amin



10:30 AM - 12:00 PM

**AAA-SW\_Financial 2--Earnings Management, Intangibles and Debt**

Location: Moody BR Salon A  
Moderator: Yan Zhao

**Does the Stock Market Distinguish Different Natures of Employee Private Knowledge?**

10:30 AM - 12:00 PM  
Location: Moody BR Salon A  
Authors: Sumin Lee, Iny Whang

**Voluntary Disclosure and Real Earnings Management in SEO Firms: Evidence from the 2005 Securities Offering Reform**

10:30 AM - 12:00 PM  
Location: Moody BR Salon A  
Authors: Yichin Zhu, Xiang Gao, Qifeng wu

**Investments in and Realizations of Intangibles: Implications for Analysts' Forecasts**

10:30 AM - 12:00 PM  
Location: Moody BR Salon A  
Author: Andrew Anabila

**Customer Concentration and Debt Financing Choice**

10:30 AM - 12:00 PM  
Location: Moody BR Salon A  
Authors: Yinghong Zhang, Bambi Hora, Paula Sanders

10:30 AM - 12:00 PM

**SSE\_Financial Economics I**

Location: Rose  
Speakers: Matiur Rahman, Ivan Julio, Tahsin Huq, Jose Antonio Perez Amuedo

**The Impact of Subsidy Receipt on Firm Behavior**

10:30 AM - 12:00 PM  
Location: Rose  
Authors: Jose Antonio Perez Amuedo, M Kabir Hassan, Reza Houston

**Market Instability from Option Flow**

10:30 AM - 12:00 PM  
Location: Rose  
Authors: Amir Alamir, Alex Becker, Ivan Julio

**Corporate Leverage During COVID-19**

10:30 AM - 12:00 PM  
Location: Rose  
Authors: Tahsin Huq, M Kabir Hassan, Dung Viet Tran

10:30 AM - 12:00 PM

**FBD\_Marshall University Doctor of Business Administration Program**

Location: Vine 2  
Speaker: Timothy Bryan

11:00 AM - 12:00 PM

**SWAM Keynote**

Location: Moody BR Salon H  
Speaker: Roger Rees

11:30 AM - 12:30 PM

**SWCRA Brown Bag Lunch**

Location: Moody BR Salon F

11:45 AM - 1:30 PM

**ABC-SW Board Meeting and Luncheon**

Location: Starfish  
Speakers: Ashley Hall, Ashton Mouton, Kristen Brewer Wilson, Lindsay Clark, Seth Frei, Christopher McKenna, Lucia Sigmar

12:00 PM - 1:30 PM

**ABIS Board Meeting and Luncheon**

Location: Starfish  
Speaker: Kimberly Merritt

12:00 PM - 1:00 PM

**SWAM Lunch and Business Meeting**

Location: ViewFinders  
Speaker: Kenneth Sweet

12:00 PM - 1:30 PM

**AAA SW Luncheon and Member Forum: Where Do We Go From Here?**

Location: Moody BR Salon C  
Speaker: Syed Zaidi

12:30 PM - 2:00 PM

**SWCRA Guest Speaker**

Location: Moody BR Salon F  
Speaker: Lawrence S. Silver

1:30 PM - 3:00 PM

### **ABIS\_Tips, Tools, and Tricks**

Location: Floral A2  
Moderator: James Ward

#### **A Strategic Business Communication Class Partnership with The Kansas Land Institute Shaping the Institute's Website Resulting in Preparing Students in Writing Skills for the Workforce**

1:30 PM - 3:00 PM  
Location: Floral A2  
Author: James Ward

#### **Zoom Hacks: Tips and Tricks for a Shifting Educational Environment**

1:30 PM - 3:00 PM  
Location: Floral A2  
Author: Karen Hardin

#### **Assessing the Validity of Bridged Assessments in a Digital Media Agency Setting**

1:30 PM - 3:00 PM  
Location: Floral A2  
Authors: Douglas Darby, Nathan Richardson

#### **Perusall & Calendly: Tools to Help Students Interact & Engage with Us and the Material**

1:30 PM - 3:00 PM  
Location: Floral A2  
Authors: Carla Barber, Jeff Hill

1:30 PM - 3:00 PM

### **ABC-SW\_Teaching and Learning with Generation Z**

Location: Floral A1  
Moderator: Danica L Schieber

#### **Solving for Gen Z: Insights and Best Practices for Preparing and Engaging the Next Professional Generation**

1:30 PM - 3:00 PM  
Location: Floral A1  
Authors: Lorelei Amanda Ortiz, Monica Hernandez, Carol Portillo

#### **Words Do Matter: Moral Reasoning and Ethical Decision-making in Real World Communications**

1:30 PM - 3:00 PM  
Location: Floral A1  
Author: Marcia McLure Hardy

#### **Teaching Generation Z The Importance of Nonverbal Communication**

1:30 PM - 3:00 PM  
Location: Floral A1  
Author: Marice Kelly

#### **Workplace Expectations: What companies should know about Gen Z**

1:30 PM - 3:00 PM  
Location: Floral A1  
Authors: Kristen Waddell, Ashley Hall

#### **Specs Grading: A Student-Centered (and Instructor-Friendly) Approach to Evaluation**

1:30 PM - 3:00 PM  
Location: Floral A1  
Author: Traci Austin

1:30 PM - 3:00 PM

### **SSE\_Corporate Social Responsibility**

Location: Azalea  
Speakers: M Kabir Hassan, Alaa Abu Mallouh, Ishika Jaiswal, Hassan Bataineh

#### **ESG and Bank Risk-Taking: The Mediating Role of Fintech**

1:30 PM - 3:00 PM  
Location: Azalea  
Authors: Hassan Bataineh, M Kabir Hassan

#### **Board Diversity and Corporate Social Responsibility: Evidence from Jordan and Saudi Arabia**

1:30 PM - 3:00 PM  
Location: Azalea  
Authors: Alaa Abu Mallouh, Amer Almajali, M Kabir Hassan

#### **Human Nature and Environmental Outcomes: An Analysis of CER and Green Nudges**

1:30 PM - 3:00 PM  
Location: Azalea  
Author: Ishika Jaiswal

1:30 PM - 3:00 PM

### **SSE\_Corporate Finance Issues**

Location: Rose

Speakers: Tarun Mukherjee, David Hodgson, Tomas Reyes, Nezha Hamoutan

#### **Capital Structure and Firm Performance Nexus: Fresh Evidence from the OECD Countries**

1:30 PM - 3:00 PM

Location: Rose

Authors: David Hodgson, M Kabir Hassan, Tanzina Akter, Md. Abul Kalam Azad

#### **Attention-Driven Reaction to Extreme Earnings Surprises**

1:30 PM - 3:00 PM

Location: Rose

Author: Tomas Reyes

1:30 PM - 3:00 PM

### **ACME\_Prepare Your Journal Submission**

Location: Exhibit Hall "Expo" A1

#### **Meet the Editors**

1:30 PM - 3:00 PM

Location: Exhibit Hall "Expo" A1

Speakers: Seth Ketron, Atefeh Yazdanparast, Anjala Krishen, Stacey G. Robinson

1:30 PM - 3:00 PM

### **ACME\_Special Session: Line Extensions and Rebranding in Social Media Platforms: An Update**

Location: Exhibit Hall "Expo" A2

#### **Social Media Line Extension (Again at Meta: "Threads")**

1:30 PM - 3:00 PM

Location: Exhibit Hall "Expo" A2

Authors: Sphurti Sewak, Scott Roberts

#### **Social Media Portfolio Extension at Whatsapp: "Channels"**

1:30 PM - 3:00 PM

Location: Exhibit Hall "Expo" A2

Author: Scott Roberts

1:30 PM - 3:00 PM

### **ACME\_Marketing Education and Experiential Learning**

Location: Exhibit Hall "Expo" A3

#### **Psychological Wellbeing of College Students: Relationship with Holistic Thinking & Cognitive Flexibility**

1:30 PM - 3:00 PM

Location: Exhibit Hall "Expo" A3

Authors: Sarath Nonis, Gail Hudson

#### **Is a Marketing Internship Obtainable and Worth It? A Look at a Mandatory Program**

1:30 PM - 3:00 PM

Location: Exhibit Hall "Expo" A3

Author: Julie Haworth

#### **UNESCO Key Competencies as Applied to Marketing Projects**

1:30 PM - 3:00 PM

Location: Exhibit Hall "Expo" A3

Authors: Julie Haworth, Madhvi Kher, Sarjil Shah

#### **Play and Creativity in the Marketing Classroom**

1:30 PM - 3:00 PM

Location: Exhibit Hall "Expo" A3

Authors: Renée Gravois, Paul Lane

1:30 PM - 2:45 PM

### **SWAM\_Panel: Professorial Progressions**

Location: Moody BR Salon H

Speakers: Andrew Ellestad, Dan Mertens, Salvador Villegas, Jack Cowling, Frank Murphy

1:30 PM - 2:45 PM

### **SWAM\_Entrepreneurship and the Entrepreneurs**

Location: Vine 1

Moderator: Fatmah Alangari

#### **The Association between Change Readiness and Entrepreneurial Motivation and Behavior**

1:30 PM - 2:45 PM

Location: Vine 1

Author: Fatmah Alangari

#### **Untangling the Role of Casual Connections in Entrepreneurship**

1:30 PM - 2:45 PM

Location: Vine 1

Authors: Ali Mchiri, Bina Ajay

#### **The Dynamic Effects of Cultural Leadership Ideals on Nascent and Operating Social Entrepreneurship**

1:30 PM - 2:45 PM

Location: Vine 1

Authors: Byungku Lee, Yeri Cho

1:30 PM - 2:45 PM

**SWAM\_Organizational Development and Human Resources #1**

Location: Vine 2  
Moderator: Skylar Rolf

**Antecedents of Microaggressions Amongst C-Suite Executives**

1:30 PM - 2:45 PM  
Location: Vine 2  
Author: Vikas Kochhar

**Why Do Our Engineers Quit - Linking Job Characteristics to Turnover During High Attrition**

1:30 PM - 2:45 PM  
Location: Vine 2  
Authors: Vikas Kochhar, Jin Yan

**Effects of Working from Home on Parent-Child Relationship**

1:30 PM - 2:45 PM  
Location: Vine 2  
Authors: Vikas Kochhar, Jin Yan

1:30 PM - 2:45 PM

**SWAM\_Panel: Active Learning Strategies - Transformative Experiences to Maximize Student Engagement**

Location: Moody BR Salon G  
Speakers: Abbie Lambert, Suzanne Clinton

1:30 PM - 3:00 PM

**DSI-SW\_Student I**

Location: Jasmine  
Moderator: Nidhi Mishra

**Port Congestion: A Time Series Analysis**

1:30 PM - 3:00 PM  
Location: Jasmine  
Author: Lindsay Givens

**A Causal Analysis Of Global Economic Policy Uncertainty And Global Financial**

1:30 PM - 3:00 PM  
Location: Jasmine  
Author: Omid Jesmi

**Understanding And Navigating The Human Response To Ai-Enhanced Emerging Technology.**

1:30 PM - 3:00 PM  
Location: Jasmine  
Author: Nidhi Mishra

1:30 PM - 3:00 PM

**DSI-SW\_Supply Chain, Logistics and UAVs I**

Location: Hibiscus  
Moderator: Mark McMurtrey

**Supply Chain Management And The Oil And Gas Industry**

1:30 PM - 3:00 PM  
Location: Hibiscus  
Authors: Micah Secor, Mark McMurtrey

**Lean Six Sigma And The National Park Service: Can A Change In Management Approach Solve The Problem Of Overcrowding In America's National Parks?**

1:30 PM - 3:00 PM  
Location: Hibiscus  
Authors: Cynthia Sandefur, Mark McMurtrey

**Supply Chain Management And The Intermodal Industry**

1:30 PM - 3:00 PM  
Location: Hibiscus  
Authors: Dustin Rigsby, Mark McMurtrey

**Forestry Supply Chain Management In Arkansas**

1:30 PM - 3:00 PM  
Location: Hibiscus  
Authors: Jason Brown, Mark McMurtrey

1:30 PM - 3:00 PM

### DSI-SW\_Sustainability I

Location: Daffodil

Moderator: Vallari Chandna

#### **Gender Inequity In College Sports' Attendance**

1:30 PM - 3:00 PM

Location: Daffodil

Authors: Valerie Routzong, Wenjing Li

#### **Exploring Leader-Member Exchange (LMX): Its Impact On Organizational Citizenship Behavior (OCB) And Quiet Quitting (QQ) In The Workplace**

1:30 PM - 3:00 PM

Location: Daffodil

Authors: Liza M. Lybolt, Leonel Prieto

#### **Green Practices On Digital Platforms: Exploring The Influence Of Big 5 Personality Traits**

1:30 PM - 3:00 PM

Location: Daffodil

Authors: Vallari Chandna, Manjula Salimath, Praneet Tiwari

#### **The Power Of Green: The Multifaceted Benefits Of Sustainability On Digital Platforms**

1:30 PM - 3:00 PM

Location: Daffodil

Authors: Vallari Chandna, Manjula Salimath, Praneet Tiwari

1:30 PM - 3:00 PM

### DSI-SW\_E-commerce and Social Networking II

Location: Wisteria

Moderator: Bo Han

#### **Investigating The Impact Of Chat Messages On Twitch**

1:30 PM - 3:00 PM

Location: Wisteria

Authors: Hsun-Ming Lee, Peiqin Zhang, Jaymeen Shah

#### **Predicting Cryptocurrency Adoption**

1:30 PM - 3:00 PM

Location: Wisteria

Author: Bo Han

#### **Gen Z: What the Aviation Industry Needs To Know?**

1:30 PM - 3:00 PM

Location: Wisteria

Authors: Jennifer Hinebaugh, Laura Reece, Sophia Bendriss

1:30 PM - 3:00 PM

### DSI-SW\_Economics, Law, and Finance II

Location: Iris

Moderator: Robert Cutshall

#### **An Exploratory Study On Cryptocurrency Investment**

1:30 PM - 3:00 PM

Location: Iris

Authors: Eugene Bland, Chuleeporn Changchit, Robert Cutshall, Long Pham

#### **Do Personality Traits And Attitudes Towards Stock Investing Influence Stock Investment Retention: A Study From The Perspective Of Thai Investors**

1:30 PM - 3:00 PM

Location: Iris

Authors: Chuleeporn Changchit, Robert Cutshall, Ravi Lonkani, Thanu Prasertsoontorn, Aicha Treerochananon

#### **The ESG Firm Value Model**

1:30 PM - 3:00 PM

Location: Iris

Authors: Sung Ik Kim, Aaron Y. S. Kim, Davide Lauria, Svetlozar Rachev

#### **Using SQL Lessons To Raise Awareness Of The Societal Impacts Of Discriminatory Lending Practices**

1:30 PM - 3:00 PM

Location: Iris

Author: Herbert Remidez

1:30 PM - 3:00 PM

### DSI-SW\_Enterprise System, Information Security, and Privacy I

Location: Tulip

Moderator: Abhijeet Kumar

#### **Integrating Bricolage Into Cybersecurity Classes**

1:30 PM - 3:00 PM

Location: Tulip

Author: Brett J.L. Landry

#### **Guarding The Skies: The Role Of Remote Id In Enhancing Privacy And Security For Drones**

1:30 PM - 3:00 PM

Location: Tulip

Authors: Abhijeet Kumar, M A Shariful Amin, Victor Prybutok

1:30 PM - 3:00 PM

### AAA-SW\_Financial 3--Influences on Financial Reporting

Location: Moody BR Salon A  
Moderator: Andrew Anabila

#### **Expectation Management through Private Interactions: Evidence from In-House Meetings**

1:30 PM - 3:00 PM  
Location: Moody BR Salon A  
Authors: Jingxin Hu, Tao Li

#### **Do income-statement line items and their comparability mitigate classification shifting?**

1:30 PM - 3:00 PM  
Location: Moody BR Salon A  
Authors: Cui Lidong, Steve Lin

#### **Chief Accounting Officers and Financial Statement Usefulness**

1:30 PM - 3:00 PM  
Location: Moody BR Salon A  
Authors: Pradeep Sapkota, Binod Guragai, Anath Seetharaman

#### **The Impact of Top Management Team Incentive Dispersion on Non-GAAP Reporting**

1:30 PM - 3:00 PM  
Location: Moody BR Salon A  
Authors: Hongkang Xu, Hannah Richards, Yan Shi

1:30 PM - 3:00 PM

### AAA-SW\_Student Research

Location: Moody BR Salon B  
Moderator: Mary Fischer

#### **Analyzing the Impact of Expenses and Non-Financial Factors on US Masters Swimming Membership**

1:30 PM - 3:00 PM  
Location: Moody BR Salon B  
Authors: Liam White, Marianne Rexer, Woojun Lee, Richard Muszynski

#### **Comparison of Individual Taxation in Japan and in the United States**

1:30 PM - 3:00 PM  
Location: Moody BR Salon B  
Authors: Natsuki Inagaki, Ashley Phillips

#### **Does a Restatement Damage an Audit's Partner Reputation?**

1:30 PM - 3:00 PM  
Location: Moody BR Salon B  
Author: Alisha Blush

2:00 PM - 2:30 PM

### SWCRA Business Meeting

Location: Moody BR Salon F  
Speaker: Cody Bogard

2:30 PM - 3:00 PM

### SWCRA Conference Wrap-up

Location: Moody BR Salon F  
Speaker: Cody Bogard

3:00 PM - 4:15 PM

### SWAM\_Panel: Ride the wave of the future by integrating Artificial Intelligence into the business school classroom

Location: Moody BR Salon G  
Speakers: Stephanie Black, Ruby Daniels, Sandra DeGrassi

3:00 PM - 4:15 PM

### SWAM\_Panel: Surviving and Thriving as a Faculty at a Teaching-Focused Institution

Location: Moody BR Salon H  
Speakers: Laura Guerrero, C. Allen Gorman, Gordon Schmidt, Susana Velez-Castrillon

3:00 PM - 3:30 PM

### FBD\_Coffee Break & Poster Sessions

Location: Exhibit Hall "Expo" B

#### **Poster Session - Why do students enroll in online accounting courses?**

3:00 PM - 3:30 PM  
Location: Exhibit Hall "Expo" B  
Authors: Gaurav Gupta, Syed Zaidi, Cassy Henderson

#### **Poster Session - Integrating Data Analytics to Tax Classes: Enhancing Critical Thinking and Problem-Solving Skills with Excel, Alteryx, and Tableau**

3:00 PM - 3:30 PM  
Location: Exhibit Hall "Expo" B  
Authors: Ran Li, Anthony Fulmore

3:30 PM - 5:00 PM

### ABIS\_Panel Discussion

Location: Floral A2

#### **Artificial Intelligence: What will we do when Google passes the Turing Test?**

3:30 PM - 5:00 PM  
Location: Floral A2  
Speakers: Eddie Horton, Daniel Gordy, Danny Upshaw, Ronnie Abukhalaf, Vianka Miranda

3:30 PM - 5:00 PM

### ABC-SW\_Embracing (Generative) AI in Business Communication

Location: Floral A1

Moderator: Seth Frei

#### **Embracing the AI Paradigm Shift: An Evidence-based Approach to Chatbots in the Professional Communication Classroom**

3:30 PM - 5:00 PM

Location: Floral A1

Authors: Carroll Ferguson Nardone, Kristin Bennett, Brandon Strubberg

#### **Leveraging Existing Courses to Close the Generative AI Digital Divide**

3:30 PM - 5:00 PM

Location: Floral A1

Author: Tim Ponce

#### **Considering the Ethical Concerns and Biases of Generative AI on Diverse Students in Business Communication Courses**

3:30 PM - 5:00 PM

Location: Floral A1

Authors: Leslie Ramos Salazar, Shanna Peebles, MI Brooks

#### **Unplugged Communication: Cultivating Core Skills in an AI-Dominated World**

3:30 PM - 5:00 PM

Location: Floral A1

Authors: Carol S. Wright, Kayla Sapkota

3:30 PM - 5:00 PM

### SSE\_Banking and Finance

Location: Azalea

Speakers: Austin Dejan, Abdulaziz Alhaddab, Abu Hanifa Alam

#### **The Fed's Monetary Policy Tools Pre- and Post-Financial Crisis**

3:30 PM - 5:00 PM

Location: Azalea

Authors: Ohaness Paskelian, Austin Dejan

#### **COVID-19 Effect on Islamic vs. Conventional Banks' Performance: Case of OIC Countries**

3:30 PM - 5:00 PM

Location: Azalea

Authors: Abdulaziz Alhaddab, M Kabir Hassan, Rashedul Hasan

#### **Basel III Liquidity Requirements and Risk-taking in Dual Banking Systems After the Global Financial Crisis**

3:30 PM - 5:00 PM

Location: Azalea

Authors: Abu Hanifa Alam, Khalil Yahya Mohammed Abdo, M Kabir Hassan, Mohamed Hisham Bin Hanifa

3:30 PM - 5:00 PM

### SSE\_Corporate Governance, Social Responsibility, and Economics

Location: Rose

Speakers: May Hammad, Alaa Abu Mallouh, Nezha Hamoutan

#### **Inflationary Dynamics of Labour Market Activity: Evidence from the Czech Republic**

3:30 PM - 5:00 PM

Location: Rose

Authors: Guilhem Sirot, Umut Unal, Robin Maialeh

#### **Social Media Impact on Opportunity Recognition: United Arab Emirates Context**

3:30 PM - 5:00 PM

Location: Rose

Author: Iman Ibrahim

#### **Does an agency problem impact corporate social responsibility? Industry-wise empirical evidence from Indian firms**

3:30 PM - 5:00 PM

Location: Rose

Authors: Tewodros Abera Belay, Shveta Singh, Smita Kashiramka

3:30 PM - 5:00 PM

### ACME\_Advertising and Marketing Communication

Location: Exhibit Hall "Expo" A1

#### **Role of Health Perception and Health Messages in Consumer Purchase of Ugly Food**

3:30 PM - 5:00 PM

Location: Exhibit Hall "Expo" A1

Author: Anam Chaudhary

#### **Stimulus Codability and Attribute Typicality on Attitudes**

3:30 PM - 5:00 PM

Location: Exhibit Hall "Expo" A1

Authors: Tommy Hsu, Chris Shao

#### **Capitalizing Today's Customers in the Competitive Market Place: The Role of Artificial Intelligence (AI) and Relationship Marketing**

3:30 PM - 5:00 PM

Location: Exhibit Hall "Expo" A1

Authors: Md Al-Emran, Morgan Turpin

#### **Consumer Perceptions Towards Cause Campaigns**

3:30 PM - 5:00 PM

Location: Exhibit Hall "Expo" A1

Authors: Md Al-Emran, Mitchell Adrian

3:30 PM - 5:00 PM

**ACME\_Special Session: Implementing Career Enhancing Training in A CORE Marketing Course**

Location: Exhibit Hall "Expo" A2

**Preparing Students for Business Careers by Revamping Marketing Principles Courses: Collaboration Case between Faculty and Academic Career Pathways & Partnerships Center**

3:30 PM - 5:00 PM

Location: Exhibit Hall "Expo" A2

Authors: Vaidas Lukosius, Antoinette Hargrove Duke, Sanjay Mehta

3:30 PM - 5:00 PM

**ACME\_Student Research**

Location: Exhibit Hall "Expo" A3

**Sound Decisions: Unravelling the Power of Podcast Marketing on Consumer Behavior**

3:30 PM - 5:00 PM

Location: Exhibit Hall "Expo" A3

Authors: Tatem Bullard, Natalia Hernandez, Cristal Corona, Jose Castro, Sua Jeon

**Factors Affecting Intentions to Purchase Vegan Cosmetics: A Stimulus-Organism-Responsive Perspective**

3:30 PM - 5:00 PM

Location: Exhibit Hall "Expo" A3

Author: Mona Safizadeh

**Investigating the Relationship Between Google Search Traffic and Stock Performance**

3:30 PM - 5:00 PM

Location: Exhibit Hall "Expo" A3

Authors: Alexander Lyons, Zhenning Zu

**Factors that Set Celebrities Apart from Other Social Media Influencers**

3:30 PM - 5:00 PM

Location: Exhibit Hall "Expo" A3

Authors: Yuri Martirosyan, Khondoker Hossain

3:30 PM - 5:00 PM

**SWDSI Business Meeting (All SWDSI Participants)**

Location: ViewFinders

3:30 PM - 5:00 PM

**AAA-SW\_Management Accounting: Governance and Earnings Management**

Location: Moody BR Salon A

Moderator: Yanglin Li

**The Impact of Tax Shocks on Cost Stickiness: Evidence from State Corporate Income Tax Changes**

3:30 PM - 5:00 PM

Location: Moody BR Salon A

Authors: Yan Zhao, Wulung Li

**Environmental, Social and Governance Reporting at Ball Corporation**

3:30 PM - 5:00 PM

Location: Moody BR Salon A

Authors: Kris Brands, Mark Holtzblatt

**Earnings Management and the NOx Budget Trading Program**

3:30 PM - 5:00 PM

Location: Moody BR Salon A

Authors: Ben Le, Paula Moore, Donna Paul

3:30 PM - 5:00 PM

**AAA-SW\_Financial 4--Earnings Quality**

Location: Moody BR Salon B

Moderator: Yinghong Zhang

**CEO Pay Cuts and Investors' Perception of Earnings Quality**

3:30 PM - 5:00 PM

Location: Moody BR Salon B

Authors: Ting-Tsen Yeh, Ting-Kai Chou, Wan-Ci Huang, Yin-Hsaun Chao

**Cash flow Hedges in Other Comprehensive Income**

3:30 PM - 5:00 PM

Location: Moody BR Salon B

Authors: Lin (Libby) Yi, Tharindra Ranasinghe, Christina Synn

**Persistence of Cash Flows in Firms Suspected of Manipulation**

3:30 PM - 5:00 PM

Location: Moody BR Salon B

Authors: Derek Oler, Joshua Coyne



3:30 PM - 5:00 PM

**AAA-SW\_Audit Pricing and Opinions**

Location: Moody BR Salon C  
Moderator: Ashley Phillips

**Audit pricing and the Turnover of Board Members and Executives**

3:30 PM - 5:00 PM  
Location: Moody BR Salon C  
Authors: Yun-Chia Yan, Robert Parker, Mai Dao

**Do Auditors' Opinions Incorporate Academic Research Measures That Predict Financial Statement Restatements?**

3:30 PM - 5:00 PM  
Location: Moody BR Salon C  
Authors: Andrew Anabila, Siyi Li

**Business strategy, market competition, and audit fees: Evidence from China**

3:30 PM - 5:00 PM  
Location: Moody BR Salon C  
Authors: Liya Hou, Peng Wu, Shan Lu

3:30 PM - 5:00 PM

**AAA Southwest Officers Meeting**

Location: Boardroom

3:30 PM - 5:00 PM

**FBD\_Pearson: Supporting your students from classroom to career**

Location: Vine 2  
Speaker: Samantha Lewis

4:30 PM - 5:45 PM

**SWAM\_Signature Panel: Standardization versus Academic Freedom in Schools of Business**

Location: Moody BR Salon H  
Moderator: Kenneth Sweet ; Speakers: Amy Lewis, Lorelei Amanda Ortiz, Michelle Byrne, Vance Johnson Lewis

5:00 PM - 6:00 PM

**SSE Executive Committee Meeting**

Location: Starfish

5:30 PM - 7:00 PM

**FBD President's Welcome Reception**

Location: Exhibit Hall "Expo" B

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**Fri, Apr 12, 2024**

7:00 AM - 8:30 AM

**SWDSI Networking Breakfast**

Location: Exhibit Hall "Expo" A1

7:30 AM - 8:30 AM

**Coffee and Conversation with ABIS and ABC-SW**

Location: Floral A1

7:30 AM - 8:00 AM

**SWAM Coffee Break**

Location: Moody BR Salon H

7:30 AM - 4:00 PM

**FBD Conference Registration**

Location: Exhibit Hall "Expo" B

8:00 AM - 10:00 AM

**SSE Annual Business Breakfast Meeting**

Location: ViewFinders

8:00 AM - 9:15 AM

## SWAM\_Organizational Behavior #2

Location: Moody BR Salon G  
Moderator: Bradley Winton

### **Connecting Collectivism and Commitment: The Role of Faith-Based Subcultures and Emotional Intelligence**

8:00 AM - 9:15 AM  
Location: Moody BR Salon G  
Authors: Bradley Winton, Casey Maugh Funderburk

### **Impacting Proactive Psychological States Toward Pro-Environmental Work Behavior**

8:00 AM - 9:15 AM  
Location: Moody BR Salon G  
Authors: Md Farid H Talukder, Muhammad Rofiqul Islam

### **Examining the differential impact of competence- and benevolence-based trust on knowledge sharing**

8:00 AM - 9:15 AM  
Location: Moody BR Salon G  
Authors: Natalie Shin, Lauren D'Innocenzo, Michael R. Kukenberger

### **Leisure work rewards, commitment, and engagement: An exploratory study**

8:00 AM - 9:15 AM  
Location: Moody BR Salon G  
Authors: Mark Brightenburg, Julia Fulmore, Greg Bell, J. Lee Whittington

### **I put the organization first and want to win more than anything but feel excluded, why?**

8:00 AM - 9:15 AM  
Location: Moody BR Salon G  
Authors: Justin B. Keeler, Victoria P. McKee, Meagan Baskin

8:00 AM - 9:15 AM

## SWAM\_Strategy and Organizational Theory #2

Location: Moody BR Salon H  
Moderator: Mary Dunn

### **The Burnout Effect: Terminal Goal Setting in New Ventures Over Time**

8:00 AM - 9:15 AM  
Location: Moody BR Salon H  
Authors: Mary Dunn, David Altounian

### **OFDI Volume and EMF Home Country Factor Development**

8:00 AM - 9:15 AM  
Location: Moody BR Salon H  
Author: Scott Mooty

### **When Family Rivalries Impact Firm-Level Strategic Decision Making**

8:00 AM - 9:15 AM  
Location: Moody BR Salon H  
Authors: Anne Sluhan, Leyla Orudzheva

8:00 AM - 9:15 AM

## SWAM\_Entrepreneurship as an engine of change

Location: Vine 1  
Moderator: Douglas Carter

### **Economic Impact as a Community Outcomes Measurement in Nonprofit Organizations**

8:00 AM - 9:15 AM  
Location: Vine 1  
Authors: Bradley Winton, Christopher Smith, Misty Sabol

### **Empirical Findings: Locating a New Collegiate Entrepreneurship Program, a framework for a University Campus**

8:00 AM - 9:15 AM  
Location: Vine 1  
Author: Douglas Carter

### **International Development Aid Interventions and SME Networking**

8:00 AM - 9:15 AM  
Location: Vine 1  
Author: Anjum Fayyaz

### **Faith and Entrepreneurship: A Review and Future Directions**

8:00 AM - 9:15 AM  
Location: Vine 1  
Author: Jose Antonio Cerecedo Lopez

8:00 AM - 9:15 AM

## SWAM\_Organizational Development and Human Resources #2

Location: Azalea  
Moderator: Skylar Rolf

### **A Modern Framework for Leading Autistic Adults in the Workplace**

8:00 AM - 9:15 AM  
Location: Azalea  
Authors: Andrew Ellestad, Salvador Villegas

### **Comparison and Contrast of Work/Family Border Theory and Work/Family Enrichment Theory**

8:00 AM - 9:15 AM  
Location: Azalea  
Author: Stephanie Dunn

8:00 AM - 9:00 AM

**ASBE Working Breakfast**

Location: Moody BR Salon F

8:30 AM - 10:00 AM

**ABIS Business Meeting**

Location: Floral A2

Speaker: Jason Powell

8:30 AM - 10:00 AM

**ABC-SW\_Engaging Activities for Business Communication Courses**

Location: Floral A1

Moderator: Ashly Smith

**The Blog and Podcast Project: Engaging in New Media Literacy and Developing Cross-Functional Team Skills**

8:30 AM - 10:00 AM

Location: Floral A1

Author: Ashton Mouton

**Strategies for Enhancing Your Business Communication Class: My Favorite Assignment Panel Discussion**

8:30 AM - 10:00 AM

Location: Floral A1

Authors: Lucia Sigmar, Marsha Bayless, Christopher McKenna, Kathryn Lookadoo, Sarah Moore

8:30 AM - 10:00 AM

**ACME\_Leveraging ChatGPT in Marketing Research and Education**

Location: Exhibit Hall "Expo" A2

**An Introduction to the Multifaceted Applications of ChatGPT in Marketing Research and Academic Teaching**

8:30 AM - 10:00 AM

Location: Exhibit Hall "Expo" A2

Author: Yiming Zhuang

8:30 AM - 10:00 AM

**ACME\_Global Marketing**

Location: Rose

**SIDS Economic Prospects: The Implications of Demographic Change on Business Investment**

8:30 AM - 10:00 AM

Location: Rose

Author: Alex Sharland

**Virtual Technologies Adoption in Retail Industry: An Exploratory Study of Indian Consumers**

8:30 AM - 10:00 AM

Location: Rose

Authors: Swarnali Biswas, Ganeshkumar Chandirasekaran, Sanjay Mehta, Irfan Ahmed, Vivekshankar Natarajan

**Quick Commerce Adoption Among Indian Consumers: An Empirical Study**

8:30 AM - 10:00 AM

Location: Rose

Authors: Andavarapu Sriya, Ganeshkumar Chandirasekaran, Sanjay Mehta, Irfan Ahmed, Vivekshankar Natarajan

8:30 AM - 10:00 AM

**ACME\_Consumer Behavior**

Location: Exhibit Hall "Expo" A3

**The Free-Range Consumer: Definition, Framework, and Measure Development**

8:30 AM - 10:00 AM

Location: Exhibit Hall "Expo" A3

Author: Gregory Black

**The Unique Donor**

8:30 AM - 10:00 AM

Location: Exhibit Hall "Expo" A3

Author: Jessica Chapman

**Simple Living High Thinking: The Role of Spirituality and Empathy in Influencing Mindful Consumption and Subjective Wellbeing**

8:30 AM - 10:00 AM

Location: Exhibit Hall "Expo" A3

Authors: Swagata Chakraborty, Veena Chattaraman

**Background Visual Complexity with Utilitarian and Hedonic Products: The Role of Arousal**

8:30 AM - 10:00 AM

Location: Exhibit Hall "Expo" A3

Authors: Seth Ketron, Aaron Schibik, Nancy Spears

**AI Driven Market Distortions, or Help! I Can't Pay My Rent!**

8:30 AM - 10:00 AM

Location: Exhibit Hall "Expo" A3

Authors: Danny Upshaw, Anna Upshaw, Marcia McLure Hardy, Eddie Horton

8:30 AM - 10:00 AM

## DSI-SW\_Innovative Education II

Location: Jasmine  
Moderator: Lucian Visinescu

### **Using Connectivism To Close Identifying The Expectations Gap: What Digital Skills Employers Want And What Digital Skills Students Learn And The Impact Of COVID 19**

8:30 AM - 10:00 AM  
Location: Jasmine  
Authors: Gokcen Ogruk-Maz, Trisha Anderson, Thomas Bell

### **Student Perceptions In Business Programs: Using Assessments To Gauge Students' Desire To Include Diversity In The Discussion**

8:30 AM - 10:00 AM  
Location: Jasmine  
Authors: Jennifer Flanagan, Kittipong Boonme

### **Teaching During The Pandemic Using Available Resources: Secondary School Education Insights**

8:30 AM - 10:00 AM  
Location: Jasmine  
Authors: Lucian Visinescu, Daniel Pele, Miruna Mazurencu Marinescu Pele, Liviu Matak

### **Teaching how to use a Kanban Board: An application for a Team Project**

8:30 AM - 10:00 AM  
Location: Jasmine  
Author: Junghoon Song

8:30 AM - 10:00 AM

## DSI-SW\_Management Information Systems II

Location: Hibiscus  
Moderator: Huei Lee

### **Emission Obligation Recognition: A Bit Of History**

8:30 AM - 10:00 AM  
Location: Hibiscus  
Authors: Mary Fischer, Treba Marsh

### **Factors Influencing Intention To Use Cryptocurrency**

8:30 AM - 10:00 AM  
Location: Hibiscus  
Authors: Long Pham, Chuleeporn Changchit, Robert Cutshall, Eugene Bland

### **The Use Of Virtual Reality For The Real Estate And Hospitality Industries**

8:30 AM - 10:00 AM  
Location: Hibiscus  
Authors: Huei Lee, Kuo Lane Chen

8:30 AM - 10:00 AM

## DSI-SW\_Management, Health, and Organizational Behavior II

Location: Daffodil  
Moderator: Lanlan Zhu

### **The Drivers Of Wait Time In The Emergency Department**

8:30 AM - 10:00 AM  
Location: Daffodil  
Authors: Lanlan Zhu, Arunachalam Narayanan

### **Utilization Of Lean Management In An Outpatient Physical Therapy Setting**

8:30 AM - 10:00 AM  
Location: Daffodil  
Authors: Chris Fisher, Mark McMurtrey, Carl Rebman

### **Palliative Care: Accessibility Of Healthcare And Opioids In Bolivia**

8:30 AM - 10:00 AM  
Location: Daffodil  
Authors: Luciana Subirana, Mark McMurtrey

### **Technology Bridging Home To LTC: Aging-In-Place Insights From a Pilot Study of a Novel Online Social Engagement Platform**

8:30 AM - 10:00 AM  
Location: Daffodil  
Authors: John Alagood, Gayle Prybutok, Victor Prybutok

8:30 AM - 10:00 AM

## DSI-SW\_Marketing & International Business II

Location: Wisteria  
Moderator: Philipp Haessner

### **The Use Of Big Data In The Retail Industry**

8:30 AM - 10:00 AM  
Location: Wisteria  
Authors: Philipp Haessner, Julian Haessner, Joseph Thomas

### **The Global Economic Crisis And Informal Sector Competition To Retailers In Eastern European And Central Asian**

8:30 AM - 10:00 AM  
Location: Wisteria  
Authors: Ayse Balas, Halil Kaya

### **E-Payment Usage by Professionals In Brazil**

8:30 AM - 10:00 AM  
Location: Wisteria  
Authors: Alexander Chen, Iffah Ather, David McCalman, Tracy Suter

8:30 AM - 10:00 AM

## DSI-SW\_Quantitative Methods, Quality and Business Analytics II

Location: Tulip

Moderator: Jamison V. Kovach

### **Streamlining The Intake Process For Market Research Projects Using Lean Six Sigma**

8:30 AM - 10:00 AM

Location: Tulip

Authors: Andrea Aviles, Jamison V. Kovach

### **Using The Lean Six Sigma Methodology To Increase Wooden Pallet Recycling In Manufacturing Operations**

8:30 AM - 10:00 AM

Location: Tulip

Authors: Stevie Nash, Jamison V. Kovach

### **Optimizing Material Movement Via Bulk Rail Using Lean Six Sigma**

8:30 AM - 10:00 AM

Location: Tulip

Authors: Sudha Poolla, Lila Carden, Jamison V. Kovach

### **Exploring Airline Customer Satisfaction Through Bayesian Causal Network Modeling**

8:30 AM - 10:00 AM

Location: Tulip

Author: Tim Lu

8:30 AM - 10:00 AM

## AAA-SW\_Financial 5--Disclosures, Control, and Social Media

Location: Moody BR Salon A

Moderator: Ashley Phillips

### **Disproportionate Insider control and the Cost of Equity Capital: Evidence from U.S. Dual-class Firms**

8:30 AM - 10:00 AM

Location: Moody BR Salon A

Authors: Barry Hettler, Arno Forst, Lindsay Baran

### **Does recognition reduce pollution? Evidence from AICPA SOP 96-1 Environmental remediation liabilities**

8:30 AM - 10:00 AM

Location: Moody BR Salon A

Authors: Simon Cui, Sara Malik, Edward Owens

### **Beyond Retail Engagement: The Role of Social Media Stock Analysis in Short Selling**

8:30 AM - 10:00 AM

Location: Moody BR Salon A

Authors: Jesse Glaze, James Anderson, Wei Sun

8:30 AM - 10:00 AM

## AAA-SW\_Public Interest and ESG Disclosure

Location: Moody BR Salon B

Moderator: Carolyn Conn

### **Major Crisis Events and ESG Disclosure: Evidence from the COVID-19 Pandemic**

8:30 AM - 10:00 AM

Location: Moody BR Salon B

Authors: Liya Hou, Peng Wu, Yifei Zhang

### **Carbon emissions trading and corporate ESG performance**

8:30 AM - 10:00 AM

Location: Moody BR Salon B

Authors: Liya Hou, Jun Hu

### **ESG Disclosure and Impression Management**

8:30 AM - 10:00 AM

Location: Moody BR Salon B

Authors: Liya Hou, Peng Wu, Yiyang Gu

8:30 AM - 10:00 AM

## AAA-SW\_Teaching Learning and Curriculum

Location: Moody BR Salon C

Moderator: Veronda Willis

### **An Examination of Ethical Leadership in Academia: A Study of Accounting Faculty, with Gender Analysis**

8:30 AM - 10:00 AM

Location: Moody BR Salon C

Authors: Murphy Smith, Donald Ariail, Katherine Smith, Amine Khayati

### **For the Greater Good: Unequal Sacrifices**

8:30 AM - 10:00 AM

Location: Moody BR Salon C

Authors: Trish Driskill, April Poe, Steffan Stadler

### **Using a Scientific Approach to Teach Accounting**

8:30 AM - 10:00 AM

Location: Moody BR Salon C

Authors: Veronda Willis, Sai Harsha Katuri

- 8:30 AM - 9:00 AM**      **ASBE\_Efficacy of Rental Assistance and Eviction Moratoriums During the Pandemic as Perceived by Landlords**  
 Location: Moody BR Salon F  
 Authors: Ashley J. Hampton, David Whitlock, Mike Davis
- 8:30 AM - 10:00 AM**      **DSI-SW\_Enterprise System, Information Security, and Privacy II**  
 Location: Iris  
 Moderator: Douglass Smith
- Data Visualization And Analysis Of Cyber-Attacks And Defenses**  
 8:30 AM - 10:00 AM  
 Location: Iris  
 Authors: YUNG-Ting Chuang, Wen-Yuan Chuang
- Cyber Value At Risk: Monte Carlo Vs Orthogonal Array**  
 8:30 AM - 10:00 AM  
 Location: Iris  
 Author: Prashant Vajpayee
- Data Breaches: An Intricate Interplay Of Sensitivity, Ethics, And Temporal Dynamics**  
 8:30 AM - 10:00 AM  
 Location: Iris  
 Authors: Douglass Smith, Omar Faruq Osama
- 9:00 AM - 9:30 AM**      **ASBE\_Enterprise Creation and SBA Lending by the Numbers**  
 Location: Moody BR Salon F  
 Authors: Eugenie Ardoin, Arturo Rodriguez
- 9:30 AM - 10:00 AM**      **ASBE\_Leveraging ChatGPT in Marketing Strategies**  
 Location: Moody BR Salon F  
 Authors: Andrew Dillard, Courtney Kernek, Eric Kennedy, Rhonda Richards
- 9:30 AM - 10:45 AM**      **SWAM\_Premium PDW: Managing Your Career and Professional Development as Faculty**  
 Location: Moody BR Salon H  
 Speaker: Kathryn Appenzeller Knowles
- 10:00 AM - 10:30 AM**      **FBD\_Coffee Break & Poster Sessions**  
 Location: Exhibit Hall "Expo" B
- Poster Session - Visualizing the Language of Journal Entries**  
 10:00 AM - 10:30 AM  
 Location: Exhibit Hall "Expo" B  
 Authors: Veronda Willis, Sai Harsha Katuri
- Poster Session - Promoting Accounting Careers through Assignments**  
 10:00 AM - 10:30 AM  
 Location: Exhibit Hall "Expo" B  
 Author: Julia Frink
- Poster Session - Using Python for Accounting Data Analytics**  
 10:00 AM - 10:30 AM  
 Location: Exhibit Hall "Expo" B  
 Author: Yinghong Zhang
- Poster Session - James Bond or 007: An Introduction to Bloomberg Analyst Earnings Forecast Data**  
 10:00 AM - 10:30 AM  
 Authors: Yiwei Zhao, Huan (Ken) Qui
- 10:30 AM - 11:00 AM**      **ASBE\_An Exploration of Risk Management Activities of Small Businesses and Recommendations for Improvement**  
 Location: Moody BR Salon F  
 Authors: Christine Berry, Claudia Williams
- 10:30 AM - 12:00 PM**      **ABIS\_Panel Discussion**  
 Location: Floral A2
- Generative Artificial Intelligence and Information Systems Education**  
 10:30 AM - 12:00 PM  
 Location: Floral A2  
 Speakers: Craig Van Slyke, Joe Mansour, Kim Taylor
- 10:30 AM - 12:00 PM**      **ABC-SW Business Meeting**  
 Location: Floral A1  
 Speakers: Ashley Hall, Ashton Mouton, Kristen Brewer Wilson, Lindsay Clark, Seth Frei, Christopher McKenna, Lucia Sigmar

10:30 AM - 12:00 PM

### SSE\_Islamic Finance

Location: Rose

Speakers: M Kabir Hassan, Yazeed Almoaheem, Sajeda Pervin, Mohammed Alharbi

#### **COVID-19 Effect on Shari'ah Compliant vs Non-Compliant firms: Case of OIC countries.**

10:30 AM - 12:00 PM

Location: Rose

Authors: Mohammed Alharbi, M Kabir Hassan, Rashedul Hasan

#### **Covid-19 Effect on Islamic vs. Conventional Insurance Performance: Case of OIC Countries**

10:30 AM - 12:00 PM

Location: Rose

Authors: Yazeed Almoaheem, M Kabir Hassan, Rashedul Hasan

#### **Unleashing the Islamic Microfinance and Female Empowerment Chemistry**

10:30 AM - 12:00 PM

Location: Rose

Author: Sajeda Pervin

10:30 AM - 12:30 PM

### **ACME Keynote Session: Redefining Marketing in the Age of Existential Challenges: Insights from Scholarship and Practice**

Location: Exhibit Hall "Expo" A2

Speakers: Fuat Firat, Maureen M. Patton, Craig Boleman

10:30 AM - 12:00 PM

### DSI-SW\_Student II

Location: Jasmine

Moderator: Adebola Akintomide

#### **Insights Into The Antecedents Of Telemedicine Adoption**

10:30 AM - 12:00 PM

Location: Jasmine

Author: Mumtahina Obaid

#### **Addressing Driver Attrition In Logistics And Transportation: Predictive Modeling And Operations Management Insights**

10:30 AM - 12:00 PM

Location: Jasmine

Author: Adebola Akintomide

#### **Analyzing Sentiments from Twitter Conversations Regarding Omicron Vaccination in the United States with VADER and BERT**

10:30 AM - 12:00 PM

Location: Jasmine

Authors: Satvika Marrapu, William D. Senn, Victor Prybutok

10:30 AM - 12:00 PM

### DSI-SW\_Supply Chain, Logistics and UAVs II

Location: Hibiscus

Moderator: Leslie Ramos Salazar

#### **Trust Reinforced: Exploring Blockchain's Potential In Streamlining The Retailer-Consumer-3pl Last-Mile Delivery Dynamics**

10:30 AM - 12:00 PM

Location: Hibiscus

Author: Kiran Patil

#### **Exploring The Influence Of Visual Features And Emotion-Driven Perception On Decision Quality In Visualizations**

10:30 AM - 12:00 PM

Location: Hibiscus

Authors: Anjana Arunkumar, Arun Madapusi, Daniel A. Cernas Ortiz

#### **A Comparison Of The Usage Of Electric Vehicle Usage In The U.S.**

10:30 AM - 12:00 PM

Location: Hibiscus

Authors: Wenhao Li, Leslie Ramos Salazar

#### **Criminology And Global Supply Chains**

10:30 AM - 12:00 PM

Location: Hibiscus

Authors: Krishan Rana, Doris Bestman

10:30 AM - 12:00 PM

### DSI-SW\_Economics, Law, and Finance III

Location: Daffodil

Moderator: Carl Rebman

#### **Financial Forecasting: Path To Stability And Success**

10:30 AM - 12:00 PM

Location: Daffodil

Authors: Imran Ali, Mark McMurtrey, Carl Rebman

#### **A Comparative Analysis Of Investing In Timberlands Versus The S&P 500**

10:30 AM - 12:00 PM

Location: Daffodil

Authors: Jason Brown, Mike Casey, Mark McMurtrey

10:30 AM - 12:00 PM

### DSI-SW\_Innovative Education III

Location: Wisteria  
Moderator: Dennis Jones

#### **Industry-Recognized Certifications In Business Analytics And Healthcare Analytics: Accelerated Development Of Credentials In High Growth Areas Of Industry**

10:30 AM - 12:00 PM  
Location: Wisteria  
Authors: Kittipong Boonme, Rigoberto Delgado

#### **Developing Critical Thinking And Problem Solving Skills In A Core Business Course: Lessons Learned And Next Steps**

10:30 AM - 12:00 PM  
Location: Wisteria  
Authors: Mary fagan, Brandy Meadows

#### **Teaching Case: Using A Problems Based Learning Approach In Preparing The Next Generation Of Information Systems Educators**

10:30 AM - 12:00 PM  
Location: Wisteria  
Authors: Dennis Jones, Scott January

#### **Exploring the Power of Digital Tools in Creative and Collaborative Endeavors**

10:30 AM - 12:00 PM  
Location: Wisteria  
Author: Amrita Thomas

10:30 AM - 12:00 PM

### DSI-SW\_Management Information Systems III

Location: Iris  
Moderator: Oladiipo Oladepo

#### **Ai-Enabled Solar Radiation Prediction For Efficient Greenhouses**

10:30 AM - 12:00 PM  
Location: Iris  
Authors: Hashai Papneja, Nikhil Yadav

#### **It's Not The Terminator: How Individual Traits Affect The Propensity To Adopt Generative Ai**

10:30 AM - 12:00 PM  
Location: Iris  
Authors: Vallari Chandna, Anup Nair, Praneet Tiwari

#### **Increasing Student Retention And Fostering A Sense Of Belonging: The Impact Of Ai-Powered Chatbot In Student Engagement In Higher Education**

10:30 AM - 12:00 PM  
Location: Iris  
Author: Oladiipo Oladepo

10:30 AM - 12:00 PM

### DSI-SW\_Management, Health, and Organizational Behavior III

Location: Tulip  
Moderator: Md Golam Rabbani

#### **Sociodemographic And Technological Factors Affecting The Use Of Telehealth By Older Adults: A Systematic Review**

10:30 AM - 12:00 PM  
Location: Tulip  
Authors: Ashrafe Alam, Md. Golam Rabbani, Victor Prybutok

#### **Addressing The Disparities In Telehealth Access Among Older Adults In The Post-COVID Era: The Impact Of Socio-Economic Factors And Technology Accessibility**

10:30 AM - 12:00 PM  
Location: Tulip  
Authors: Md Golam Rabbani, Ashrafe Alam, Victor Prybutok

#### **Analyzing The Social And Psychological Impact Of The COVID-19 Pandemic In Turkey: A Data-Driven Approach**

10:30 AM - 12:00 PM  
Location: Tulip  
Authors: Zeynep Orhan, Mehmet Orhan

#### **Impact Of Patient Portal Use On The Digital Divide & Health Disparities**

10:30 AM - 12:00 PM  
Location: Tulip  
Authors: Navya Volverthi, Victor Prybutok, Gayle Prybutok



10:30 AM - 12:00 PM

**AAA-SW\_Financial 6--Earnings Management, Digital Assets, and Classification Shifting**

Location: Moody BR Salon A

Moderator: Yu-Ho Chi

**The Impact of Key Audit Matter Disclosure on Classification Shifting**

10:30 AM - 12:00 PM

Location: Moody BR Salon A

Authors: Liya Hou, Peng Wu, Yiyang Gu

**Inflationary Pressures Surrounding COVID--Are Price Increases Consistent with Changes in Costs--An Analysis of the US Food Industry**

10:30 AM - 12:00 PM

Location: Moody BR Salon A

Authors: Yu-Ho Chi, David Ziebart

**Does the Change of Defined Benefit Plans Affect Accrual-based Earnings Management**

10:30 AM - 12:00 PM

Location: Moody BR Salon A

Authors: Liya Hou, Alex Chen, Wu, Muhammad Jameel Hussain, Dongfang Nie

10:30 AM - 12:00 PM

**AAA-SW\_Public Interest: Various Topics**

Location: Moody BR Salon B

Moderator: Qiu Ken

**Internal Governance and Corporate Investment Inefficiency**

10:30 AM - 12:00 PM

Location: Moody BR Salon B

Author: Fang Zhao

**Fraud Risk: States Selling Driver's License Data**

10:30 AM - 12:00 PM

Location: Moody BR Salon B

Authors: Carolyn Conn, Trevi Kelley

**PSEUDOCIDE: DYING TO GET AWAY WITH IT**

10:30 AM - 12:00 PM

Location: Moody BR Salon B

Authors: Jon Nash, Rich Brody, Frank Perri

10:30 AM - 12:00 PM

**AAA-SW\_Audit Evidence and Opinions**

Location: Moody BR Salon C

Moderator: Yiding Wang

**Characteristics of Long-lived Tangible Assets and the Auditor's Going-concern Opinion**

10:30 AM - 12:00 PM

Location: Moody BR Salon C

Authors: Donald Deis, Kenny Reynolds, Christopher Wertheim, Tian Xu, Daqun Zhang

**Mini Madoff\_ Anatomy of a Ponzi Scheme**

10:30 AM - 12:00 PM

Location: Moody BR Salon C

Author: John Sparger

**How do investors perceive small reporting companies (SRCs teetering on the edge? Evidence from SEC's Rule 12b-2 Amendment**

10:30 AM - 12:00 PM

Location: Moody BR Salon C

Author: Yanglin Li

10:30 AM - 12:00 PM

**SSE\_ESG Issues in Financial Economics II**

Location: Azalea

Speakers: Anisul islam, Eurielle Niamke, Matiur Rahman

**Are Exports and Imports Co-integrated for Bangladesh-U.S. Trade? An Empirical Analysis**

10:30 AM - 12:00 PM

Location: Azalea

Author: Anisul islam

**Effects of Changes in Crude Oil Prices and S&P 500 Index on Renewable Energy Stock Returns: Evidence from Selected Seven US Companies**

10:30 AM - 12:00 PM

Location: Azalea

Author: Matiur Rahman

**Exploring the Critical Factors Leading to the Failure of an Economy: A Case Study of the Greece Crisis**

10:30 AM - 12:00 PM

Location: Azalea

Author: Eurielle Niamke

10:30 AM - 12:00 PM

**FBD\_Strategy Simulation Experience - Connecting Decisions, Data and Learning**

Location: Vine 1

Speaker: Clayton Shumate

11:00 AM - 11:30 AM	<p><b>ASBE_Career Preferences of Business Students: Traditional Career Path or Entrepreneurship and Self- Employment?</b>  Location: Moody BR Salon F  Authors: David Whitlock, Ashley J. Hampton, Shanker Menon</p>
11:00 AM - 12:15 PM	<p><b>SWAM_Signature Panel - University Deans</b>  Location: Moody BR Salon H  Speakers: Amy Lewis, Michelle McEacharn, Alexis Stokes, Mary Lois White, Douglas Carter</p>
11:30 AM - 12:00 PM	<p><b>ASBE_Entrepreneurs and Education: A Proposal to Study Stakeholders Views</b>  Location: Moody BR Salon F  Authors: David Whitlock, Courtney Kernek, Rhonda Richards</p>
12:00 PM - 2:00 PM	<p><b>ASBE Luncheon</b>  Location: Moody BR Salon F</p>
12:00 PM - 3:00 PM	<p><b>SWDSI Doctoral Consortium</b>  Location: Exhibit Hall "Expo" A1  Moderator: Lu Xu</p>
12:00 PM - 1:30 PM	<p><b>AAA SW Luncheon &amp; Business Meeting</b>  Location: ViewFinders</p>
12:45 PM - 2:45 PM	<p><b>ACME Annual Business Meeting and Awards Luncheon</b>  Location: Exhibit Hall "Expo" A3</p>
1:30 PM - 3:00 PM	<p><b>ABIS_IS Professions</b>  Location: Floral A2  Moderator: Degan Kettles</p> <div style="border-left: 1px solid black; padding-left: 10px; margin-left: 20px;"> <p><b>What Makes a Good CEO: A Sentiment Analysis of CEO Approval Ratings on Glassdoor.com</b>  1:30 PM - 3:00 PM  Location: Floral A2  Authors: Kristen Waddell, Jamie Humphries, Suhyung Lee</p> <p><b>Becoming a CIO in the Fortune 500, Trends and Executive Insights</b>  1:30 PM - 3:00 PM  Location: Floral A2  Authors: Degan Kettles, Dan Mazzola, Benjamin Richardson</p> <p><b>Academic and Corporate Training Platforms: What Do We Gain or Give Up?</b>  1:30 PM - 3:00 PM  Location: Floral A2  Author: Marcia McLure Hardy</p> <p><b>Professional Isolation and the Remote Worker</b>  1:30 PM - 3:00 PM  Location: Floral A2  Authors: Julia Graham, Jennifer Zoghby, Janna Parker</p> </div>
1:30 PM - 3:00 PM	<p><b>ABC-SW_Business Communication Issues for Exploration</b>  Location: Floral A1  Moderator: Traci Austin</p> <div style="border-left: 1px solid black; padding-left: 10px; margin-left: 20px;"> <p><b>Flawed Humans and Why We Trust Them: Consubstantiality In The Legal Profession</b>  1:30 PM - 3:00 PM  Location: Floral A1  Author: M. Gordon Byrd</p> <p><b>Faculty Perceptions of an Embedded Grader Writing Support Program</b>  1:30 PM - 3:00 PM  Location: Floral A1  Authors: Ashly Smith, Lindsay Clark, Esmeralda Nunez</p> <p><b>Say Cheese: Exploring LinkedIn's Gender Gap in Profile Pictures and Banners</b>  1:30 PM - 3:00 PM  Location: Floral A1  Authors: Kathryn Lookadoo, Julie Stewart, Sarah Moore</p> <p><b>Textbook Contents as They Reflect the Changing Nature of a Workplace in a Post-COVID-19 World: The Age of a Virtual Office</b>  1:30 PM - 3:00 PM  Location: Floral A1  Authors: Darius Benton, Ivan Gan, Natalia Matveeva</p> </div>

1:30 PM - 3:00 PM

### SSE\_Financial Economics II

Location: Azalea  
Speakers: Ali Ashraf, Reza Houston, Austin Dejan

#### **Housing Market Sentiment, Economic Fundamentals and Uncertainty**

1:30 PM - 3:00 PM  
Location: Azalea  
Authors: Ali Ashraf, Sudhir Singh

#### **Climate Change, Housing Prices and Inequality in the USA**

1:30 PM - 3:00 PM  
Location: Azalea  
Authors: Zeynullah gider, M Kabir Hassan, Reza Houston

#### **On the Relation between Credit Market Disruption and Corporate Social Responsibility**

1:30 PM - 3:00 PM  
Location: Azalea  
Authors: Austin Dejan, M Kabir Hassan, Ibrahim Siraj, Arja Turunen-Red

1:30 PM - 3:00 PM

### SSE\_Finance and Economics

Location: Rose  
Speakers: Mohammed Hussain, Tahsin Huq, Marshall Horton

#### **Revisiting the “Lucas Paradox”: Does Capital Flow from Developed to Developing Countries?**

1:30 PM - 3:00 PM  
Location: Rose  
Authors: Mahfuzul Haque, Mohammed Hussain

#### **Reflexive Technology in Agriculture: An Answer to Technological Compression?**

1:30 PM - 3:00 PM  
Location: Rose  
Author: Marshall Horton

#### **Fat tails, serial dependence, and interlinkages of cryptocurrency volatility index and energy dynamics: The Use of Bayesian Vector Heterogeneous Autoregressions**

1:30 PM - 3:00 PM  
Location: Rose  
Authors: Tahsin Huq, M Kabir Hassan, Ahmed Bouteska

1:30 PM - 2:45 PM

### SWAM\_Organizational Behavior #3

Location: Moody BR Salon G  
Moderator: Bradley Winton

#### **Satisfaction Guaranteed? A Longitudinal Examination of Emotional Intelligence, Stress, and Job Satisfaction**

1:30 PM - 2:45 PM  
Location: Moody BR Salon G  
Author: Bradley Winton

#### **Role of mentoring on women/leader identity conflict and developing positive leadership identities**

1:30 PM - 2:45 PM  
Location: Moody BR Salon G  
Authors: Bhagyashree Barhate, Bradley Winton, Casey Maugh Funderburk

#### **Unveiling the Dynamics: Strategic Behaviors of MNC Subsidiaries in China**

1:30 PM - 2:45 PM  
Location: Moody BR Salon G  
Authors: Liza M. Lybolt, Jifu Wang

1:30 PM - 2:45 PM

### SWAM\_Organizational Behavior #4

Location: Moody BR Salon H  
Moderator: Gabriela Cuconato

#### **The Personality and Social Psychology of Honesty: Justifying honest and dishonest behaviors**

1:30 PM - 2:45 PM  
Location: Moody BR Salon H  
Author: Gabriela Cuconato

#### **Serial Mediation and Time Series Comparison of Seasonal Staff's Attitudes and Intent to Return**

1:30 PM - 2:45 PM  
Location: Moody BR Salon H  
Authors: Laura Walker, Joseph Walker

#### **Dual Commitments Among Firefighters**

1:30 PM - 2:45 PM  
Location: Moody BR Salon H  
Authors: S. Gayle Baugh, Stephanie Maynard-Patrick

#### **We Can Do It! But Do We Want To?**

1:30 PM - 2:45 PM  
Location: Moody BR Salon H  
Authors: Samantha Murray, Jenny Dutton, Suzanne Clinton, Kimberly Merritt

1:30 PM - 2:45 PM

### SWAM\_Organizational Development and Human Resources #3

Location: Vine 1  
Moderator: Skylar Rolf

#### **Cross-Cultural Training through Virtual HRD: A Literature Review of the Professional and Personal Effects on Employees and Multinational Organizations**

1:30 PM - 2:45 PM  
Location: Vine 1  
Author: Stephanie Dunn

#### **Hazing: An Integrative Review and Agenda for Management Research**

1:30 PM - 2:45 PM  
Location: Vine 1  
Authors: Kenneth Sweet, Rachel Sturm, Mortaza Zare, Marcus Valenzuela

1:30 PM - 3:00 PM

### DSI-SW\_Quantitative Methods, Quality and Business Analytics III

Location: Hibiscus  
Moderator: Jose Alonso Rodriguez

#### **An Integrated Efficiency Evaluation Approach With Stratification-DEA And Data Clustering Method**

1:30 PM - 3:00 PM  
Location: Hibiscus  
Author: Jae-Dong Hong

#### **Utilizing Loess Procedure In Modeling Intermittent Demand**

1:30 PM - 3:00 PM  
Location: Hibiscus  
Authors: Matt Lindsey, Robert Pavur

#### **Applying Heterogeneous Ensemble Models To Detect Online Credit Card Fraudulent Transactions**

1:30 PM - 3:00 PM  
Location: Hibiscus  
Authors: Queen Booker, Carl Rebman

#### **Total Quality Management In The North American Higher Education Industry: How Applicable Is It?**

1:30 PM - 3:00 PM  
Location: Hibiscus  
Authors: Jose Alonso Rodriguez, Mark McMurtrey

1:30 PM - 3:00 PM

### DSI-SW\_Supply Chain, Logistics and UAVs III

Location: Daffodil  
Moderator: Krishan Rana

#### **Sustainable Supply Chains: Challenges And Opportunities**

1:30 PM - 3:00 PM  
Location: Daffodil  
Author: Mysore Ramaswamy

#### **Artificial Intelligence (AI) And Supply Chain Management**

1:30 PM - 3:00 PM  
Location: Daffodil  
Authors: Krishan Rana, Emeka Dunu

#### **The Apparel Supply Chain: Stages, Issues, And Challenges**

1:30 PM - 3:00 PM  
Location: Daffodil  
Authors: Krishan Rana, Kristian Hogan

#### **Linking Globalization, Quality, And Supply Chains**

1:30 PM - 3:00 PM  
Location: Daffodil  
Author: Cem Canel

1:30 PM - 3:00 PM

### DSI-SW\_Economics, Law, and Finance IV

Location: Wisteria  
Moderator: Alaa Abu Mallouh

#### **Financial Motivation Behind Firm's ESG Engagement**

1:30 PM - 3:00 PM  
Location: Wisteria  
Authors: Tawfiq Tahtamoni, Nayef Alkabbaa, M Kabir Hassan, Mamunur Rashid

#### **"Board Diversity And Corporate Social Responsibility" Evidence From Jordan And Saudi Arabia**

1:30 PM - 3:00 PM  
Location: Wisteria  
Authors: Alaa Abu Mallouh, Amer Almajali

#### **Unmasking The Pandemic Effect: COVID-19 And The Changing Dynamics Of The U.S. Housing Market**

1:30 PM - 3:00 PM  
Location: Wisteria  
Author: Orhan Erdem

1:30 PM - 3:00 PM

**DSI-SW\_Innovative Education IV**

Location: Iris  
Moderator: Mohan Rao

**Exploring The Relationship Of Assignment Submission Timeliness On Student GPA: A Case Study**

1:30 PM - 3:00 PM  
Location: Iris  
Authors: Leann Boyce, Shon Williams

**Exploring Visual Feature Variation And Decision-Maker Judgment In Educational Simulation Visualizations: A Theory-Based Approach**

1:30 PM - 3:00 PM  
Location: Iris  
Authors: Anjana Arunkumar, Arun Madapusi, Daniel A. Cernas Ortiz

**Creating an Efficient Syllabi Preparation Tool: The Class Schedule Template Generator**

1:30 PM - 3:00 PM  
Location: Iris  
Authors: Mohan Rao, Isla Schuchs Carr

**Enhancing Business Students' Problem Solving Skills**

1:30 PM - 3:00 PM  
Location: Iris  
Authors: Mary fagan, Katie Stone

1:30 PM - 3:00 PM

**DSI-SW\_Management, Health, and Organizational Behavior IV**

Location: Tulip  
Moderator: Heath Harllee

**Fitting In Versus Belonging At Work: A Theoretical Differentiation**

1:30 PM - 3:00 PM  
Location: Tulip  
Authors: Samara Sutton Taft, Shih Yung Chou

**Impact Of Climate Change Campaigns On Sustainable Entrepreneurial Intention**

1:30 PM - 3:00 PM  
Location: Tulip  
Authors: Muhammad Rofiquel Islam, Md Farid H Talukder

**Migration Impacts on United States Healthcare**

1:30 PM - 3:00 PM  
Location: Tulip  
Author: Heath Harllee

**The Art and Challenges of Privacy-Preserving Data Visualizations in Healthcare and Medicine**

1:30 PM - 3:00 PM  
Location: Tulip  
Authors: Julian Haessner, Philipp Haessner, Joseph Thomas

1:30 PM - 3:00 PM

**DSI-SW\_Innovative Education V**

Location: Wisteria  
Moderator: Amrita Thomas

**Integrating AI Applications into Curriculum**

1:30 PM - 3:00 PM  
Location: Wisteria  
Author: Amrita Thomas

**Role of Motivation in Alleviating Dropout Rate in MOOCs**

1:30 PM - 3:00 PM  
Location: Wisteria  
Author: Saeed Tabar

1:30 PM - 3:00 PM

**AAA-SW\_International Accounting: Earnings Management and Tax Avoidance**

Location: Moody BR Salon A  
Moderator: Yu-Ho Chi

**CEO Network Connections and Real Earnings Management: International Evidence**

1:30 PM - 3:00 PM  
Location: Moody BR Salon A  
Authors: Qiu Ken, William McCumber

**How Does Divergence of Control and Cash Flow Rights Influence Cost Stickiness?**

1:30 PM - 3:00 PM  
Location: Moody BR Salon A  
Authors: Seungbin Oh, Ahrum Choi

**Tax Avoidance over Time and the Effects of Corruption and Government Ownership: International Evidence**

1:30 PM - 3:00 PM  
Location: Moody BR Salon A  
Authors: Ben Le, Paula Moore, Laura Hatch

1:30 PM - 3:00 PM

**SWAAA\_Financial 7--Earnings Management and Managerial Incentives**

Location: Moody BR Salon B

Moderator: Balal Hossain

**Corporate information dissemination and managerial incentives**

1:30 PM - 3:00 PM

Location: Moody BR Salon B

Author: Koeun Park

**Asymmetric Cycles and Asymmetric Accounting**

1:30 PM - 3:00 PM

Location: Moody BR Salon B

Authors: Tong Lu, Ellen wang, Chunxiao Xue

**CECL Adoption, Disclosure Uncertainty, and Procyclicality of Bank Lending: Evidence from Textual Analysis**

1:30 PM - 3:00 PM

Location: Moody BR Salon B

Authors: Qihong Zhao, Colin Wooldridge

**A Comparative Study on the Earnings Management Practices of Public and Private Banks: Evidence from California's Banking Market**

1:30 PM - 3:00 PM

Location: Moody BR Salon B

Author: Burak Dolar

1:30 PM - 3:00 PM

**AAA-SW\_International Accounting: Some Lessons from China**

Location: Moody BR Salon C

Moderator: Yanglin Li

**CEOs' Experience of the Great Chinese Famine and ESG Performance**

1:30 PM - 3:00 PM

Location: Moody BR Salon C

Authors: Liya Hou, Peng Wu, Lei Tan

**Social Media Attention and Corporate Greenwashing: Evidence from China**

1:30 PM - 3:00 PM

Location: Moody BR Salon C

Authors: Liya Hou, Peng Wu, Jieyu Ren

**Audit Delay and Accruals-Based Earnings Management- Chinese Evidence**

1:30 PM - 3:00 PM

Location: Moody BR Salon C

Authors: Yun-Chia Yan, Haiyan Zhou

3:00 PM - 3:30 PM

**FBD\_Coffee Break & Poster Sessions**

Location: Exhibit Hall "Expo" B

**Poster Session - Codification Research Project**

3:00 PM - 3:30 PM

Location: Exhibit Hall "Expo" B

Author: Karen Oxner

**Poster Session - Predicting Turnover Using Affective and Side Bet Commitment: A Look at Temporal Aspects**

3:00 PM - 3:30 PM

Location: Exhibit Hall "Expo" B

Authors: Robert Culpepper, Stephen Jaros

**Poster Session - FTX and COSO: A Case Study on the Importance of Internal Control**

3:00 PM - 3:30 PM

Authors: Ronald Daigle, Jonathan Daigle

3:30 PM - 5:00 PM

**ABC-SW / ABIS\_Joint Session: Multidisciplinary Perspectives Regarding (Generative) AI**

Location: Floral A1

Speakers: Kimberly Merritt, Ashton Mouton

**Moral Anxiety and Practical Necessity of AI in Higher Education**

3:30 PM - 5:00 PM

Location: Floral A1

Author: Richard Kumi

**AI – How Are Information Systems Programs Embedding It Into Their Curriculums**

3:30 PM - 5:00 PM

Location: Floral A1

Authors: Sherry Rodrigue, Lori Soule, Carla Barber, Betty Kleen

**Preparing Students for the AI-Driven Workplace: Integrating Generative AI into Business Communication Curriculum**

3:30 PM - 5:00 PM

Location: Floral A1

Author: Amy Zufelt

**A Review of AI (Artificial Intelligence) Laws and Regulations in the U.S. for Businesses**

3:30 PM - 5:00 PM

Location: Floral A1

Authors: Carmella Parker, Mary Fair

**The Legal Implications of Teaching Writing and Creating ICs with Generative AI**

3:30 PM - 5:00 PM

Location: Floral A1

Authors: Lucia Sigmar, Carol S. Wright, Justin Blount

3:30 PM - 5:00 PM

**ABC-SW\_Exploring and Transforming Business Communication Curriculum**

Location: Floral A2

Moderator: Kristen Waddell

**A Study of Learning Transformation in an Internship Course**

3:30 PM - 5:00 PM

Location: Floral A2

Author: Michal Horton

**Creating a Study Abroad Course to Pair with the Business Communication Course**

3:30 PM - 5:00 PM

Location: Floral A2

Author: Seth Frei

3:30 PM - 5:00 PM

**SSE\_Financial Literacy, Retirement and Medical Care**

Location: Azalea

Speakers: shari Lawrence, Denis Boudreaux, Shirley Sheng

**How do Socialization and Education Improve Consumer Financial Well-being?**

3:30 PM - 5:00 PM

Location: Azalea

Authors: Shirley Sheng, Wei Feng

**The Retirement Plan Dilemma: Who is Best Prepared for Retirement in Today's Environment?**

3:30 PM - 5:00 PM

Location: Azalea

Authors: Yu Zhang, Xun Li, shari Lawrence, Andrea Chiasson

**Medical Care Inflation Rates for Life Care Plans**

3:30 PM - 5:00 PM

Location: Azalea

Authors: Denis Boudreaux, Chase Edwards, Deerga Adhikari

3:30 PM - 5:00 PM

**SSE\_Issues in Financial Economics I**

Location: Rose

Speakers: Nicholas Hill, Abeer AlQayidi, Matt Lutey, Chen Xu

**The Structural Importance of Uranium: Commodity Volatility and Sustainability**

3:30 PM - 5:00 PM

Location: Rose

Authors: Matt Lutey, Philip Mitreski

**Financial Literacy, Risk Aversion, and Entrepreneurs in China**

3:30 PM - 5:00 PM

Location: Rose

Authors: Chen Xu, Yi Duan

**Sustainable Investment and Dividend Policy: Global Sector Analysis**

3:30 PM - 5:00 PM

Location: Rose

Author: Abeer AlQayidi

3:30 PM - 5:00 PM

### **SSE\_Issues in Financial Economics II**

Location: Iris

Speakers: Makeen Huda, Sumaiya Zaman, Jennifer Brodmann, M. Faisal Safa, M Kabir Hassan

#### **The Business Case for Decarceration: The Impact of Incarceration on Louisiana Businesses**

3:30 PM - 5:00 PM

Location: Iris

Authors: Jennifer Brodmann, Makeen Huda, M Kabir Hassan, M. Faisal Safa

#### **Factors Influencing Labor Cost in Garment Industry of Bangladesh: A Panel Data Approach**

3:30 PM - 5:00 PM

Location: Iris

Author: Sumaiya Zaman

#### **Market Related and Market Independent Components of Company Stock Return in Bangladesh: Which is Stronger?**

3:30 PM - 5:00 PM

Location: Iris

Author: Sumaiya Zaman

3:30 PM - 5:00 PM

### **ACME\_ESG and Political Marketing**

Location: Exhibit Hall "Expo" A2

#### **Do I Believe Their CSR Activities? Antecedents of CSR Message Believability and Attitudes Toward CSR Message and the Company**

3:30 PM - 5:00 PM

Location: Exhibit Hall "Expo" A2

Authors: Swagata Chakraborty, Wi-Suk Kwon

#### **The Analytics of ESG Reporting: Toward an Effective Measurement Index**

3:30 PM - 5:00 PM

Location: Exhibit Hall "Expo" A2

Authors: Sheen Kachen, Maria Petrescu, Anjala Krishen

#### **Why Do the Chickens Not Cross the Road and Take a Stand? Marketing's Abdication of its Covid-19 Social Responsibility**

3:30 PM - 5:00 PM

Location: Exhibit Hall "Expo" A2

Author: Lynn Godwin

#### **Enhancing Political Marketing Efficacy Through Positive Message Framing**

3:30 PM - 5:00 PM

Location: Exhibit Hall "Expo" A2

Authors: Atefeh Yazdanparast, Pramod Iyer

#### **Robotic Surgery As Hybrid AI: Identifying Value Drivers in an Interdisciplinary Framework**

3:30 PM - 5:00 PM

Location: Exhibit Hall "Expo" A2

Authors: Axenya Kachen, Anjala Krishen, Shawn Tsuda

3:30 PM - 5:00 PM

### **ACME\_Consumer Psychology**

Location: Exhibit Hall "Expo" A3

#### **The Application of GANs in Consumer Behavior**

3:30 PM - 5:00 PM

Location: Exhibit Hall "Expo" A3

Authors: Lilly Ye, Mousumi Bose, Yiming Zhuang, Jiani Jiang

#### **Examining the Effect of Weight Loss Product Advertising on Nutritional Choice & Physical Activity**

3:30 PM - 5:00 PM

Location: Exhibit Hall "Expo" A3

Authors: Ayan Ghosh Dastidar, Chandrayee Chatterjee

#### **Crafting Compelling Supplier Diversity Statements through Company Genuineness and Credibility: A CSR and Social Judgment Theory Perspective**

3:30 PM - 5:00 PM

Location: Exhibit Hall "Expo" A3

Authors: Shingirai Kwaramba, Erica Cooper, Seth Ketron



3:30 PM - 5:00 PM

**AAA-SW\_Financial 8--Disclosure and Corporate Information**

Location: Moody BR Salon A  
Moderator: Jason Ashby

**Understanding the Disclosure Practices of Firms Affected by a Natural Disaster: The Case of Hurricanes**

3:30 PM - 5:00 PM  
Location: Moody BR Salon A  
Author: Ventsislav Stamenov

**Accounting Reporting Complexity and Post-acquisition Financial Reporting Problems**

3:30 PM - 5:00 PM  
Location: Moody BR Salon A  
Authors: Jason Ashby, Xi Ai

**Does the Threat of Shareholder Derivative Lawsuits Improve Corporate Information Quality? Evidence from the Adoption of Universal Demand Laws**

3:30 PM - 5:00 PM  
Location: Moody BR Salon A  
Author: Zubair Zuven

3:30 PM - 5:00 PM

**AAA-SW\_Various Topics: Accounting Behavior, Information Systems, Government Nonprofit**

Location: Moody BR Salon B  
Moderator: Mary Fischer

**Does Higher Risk Require More Rewards? Firm-Level Climate Risk and Top Executives' Compensations**

3:30 PM - 5:00 PM  
Location: Moody BR Salon B  
Authors: Nhan Huynh, Eun Kyung Lee, Hoa Phan

**Honoring and Rewarding the Trust: Accountability in Higher Education**

3:30 PM - 5:00 PM  
Location: Moody BR Salon B  
Author: Clint Buck

**Corporate Social Media Disclosure Strategies: The Perspective of Impression Management**

3:30 PM - 5:00 PM  
Location: Moody BR Salon B  
Authors: Liya Hou, Peng Wu, Jieyu Ren, Lei Gao

3:30 PM - 5:00 PM

**AAA-SW\_Management Accounting: Employee Compensation and Turnover**

Location: Moody BR Salon C  
Moderator: Andrew Anabila

**Employee-Management Information Asymmetry, Salary, and Employee Turnover**

3:30 PM - 5:00 PM  
Location: Moody BR Salon C  
Authors: Sumin Lee, Iny Whang

**Employee Turnover and Management Earnings Forecasts**

3:30 PM - 5:00 PM  
Location: Moody BR Salon C  
Authors: Sumin Lee, Iny Whang

**An empirical investigation of the determinants of CEO compensation design**

3:30 PM - 5:00 PM  
Location: Moody BR Salon C  
Authors: Marina Ruseva, Emrah Ekici

3:30 PM - 5:00 PM

**SWAM Incoming Board Meeting**

Location: Boardroom  
Speaker: Kenneth Sweet

6:00 PM - 7:00 PM

**SWAM Social**

Location: Garden Cay

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**Sat, Apr 13, 2024**

8:00 AM - 9:00 AM

**FBD New Program Chair Meeting**

Location: Moody BR Salon E

9:00 AM - 11:00 AM

**FBD 2024-2025 Board Meeting**

Location: Moody BR Salon E

## FBD HISTORY

The Federation of Business Disciplines (FBD) – a 21<sup>st</sup> century designation for its organizational primogenitor, the Southwestern Federation of Administrative Disciplines (SWFAD) – has developed into one of the largest annual meetings for those disciplines common to business administration.

SWFAD was an outgrowth of the business disciplines in the Southwestern Social Science Association (SSA). The founders of SWFAD met in Dallas, Texas, April of 1973 and defined the purposes of SWFAD: (1) to foster professional development in each of the academic disciplines common to business administration, (2) to provide an annual meeting in the Southwest for each of the academic disciplines and (3) to provide a common general program in which all the disciplines participate together.

Eight disciplinary groups founded SWFAD. They were the Academy of Management, Southwest Division (now Southwest Academy of Management), American Accounting Association (Southwest Region), American Business Communication Association, Southwest Region (now Association for Business Communication, Southwest Region), American Institute for Decision Sciences, Southwest Region (now Decision Sciences Institute, Southwest Region), Southern Regional Business Law Association, Southwestern Business Administration Association (later Southwestern Business Dean's Association), Southwestern Finance Association, and the Southwestern Marketing Association (now Association of Collegiate Marketing Educators).

At the first annual meeting held in Dallas in March of 1974, the Southern Case Research Association (now Southwest Case Research Association) was admitted to membership. Successive disciplines were affiliated: Southwestern Society of Economics (1975), Southwestern Small Business Institute Association (1976) (later Association for Small Business and Entrepreneurship), and the Southwest Administrative Services Association (1979) (now Association of Business Information Systems). In 1989 the Board of Directors voted to permit the Academy of International Business, Southwest, to meet with the 1990 session. This discipline was admitted to membership in 1991. In 2004 the Industrial Distribution Educator's Association asked to meet with FBD as a guest association, and in 2005 the Organizational Systems Research Association also asked to meet with FBD as a guest association. From 2008 to 2015, FBD met with 10 associations. In 2015, the Academy of International Business, Southwest withdrew from the Federation of Business Disciplines. In 2019, the Association for Small Business and Entrepreneurship was admitted to membership. In 2022, the Southwestern Finance Association withdrew from the Federation of Business Disciplines.

### **Executive Director**

Sam J. Bruno served as the Executive Director of the Association from 1982-2009. Betty Kleen was selected as Executive Director in 2009 and held the position until May of 2012. Michelle McEacharn assumed the role of Executive Director on June 1, 2012.

## FBD HISTORY

FBD meetings consist of the professional programs of various business disciplines. The following table shows the number of registrations for these member (and guest) associations at 2014 - 2023 FBD meetings:

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Academy of International Business-SW	61	-	-	-	-	-	-	0	0	0
American Accounting Association, SW	122	69	74	73	64	82	69	0	98	97
Association for Business Communication, SWUS	53	44	41	45	45	52	52	0	33	41
Association for Small Business and Entrepreneurship	-	-	-	-	20	23	30	0	16	14
Association of Business Information Systems	31	34	52	43	27	35	25	0	34	34
Association of Collegiate Marketing Educators	49	83	55	51	48	62	71	0	100	108
Decision Sciences Institute, SW Region	171	168	121	151	148	164	96	0	90	97
Southwest Academy of Management	132	104	136	113	72	95	98	0	111	152
Southwest Case Research Association	33	25	36	27	27	25	18	0	17	14
Southwestern Finance Association	204	187	150	157	159	247	282	0	198	264
Southwestern Society of Economists	48	49	34	43	49	61	50	0	31	50
<b>Total</b>	<b>904</b>	<b>763</b>	<b>699</b>	<b>646</b>	<b>594</b>	<b>779</b>	<b>797</b>	<b>0</b>	<b>728</b>	<b>871</b>

## FBD HISTORY

The officers for each of the annual meetings in FBD's history are as follows:

<u>Year</u>	<u>Location</u>	<u>Officers</u>
1974	Adolphus Hotel Dallas, Texas	Henry H. Hays, President Ridley J. Gros, Vice President
1975	Hyatt Regency Houston, Texas	Ridley J. Gros, President Donald R. Williams, Vice President George F. Pinches, Secretary/Treasurer
1976	Hilton Palacio Del Rio San Antonio, Texas	Donald R. Williams, President R. Conrad Doenges, Vice President Sam J. Bruno, Secretary/Treasurer
1977	Hyatt Regency New Orleans, Louisiana	R. Conrad Doenges, President John J. Willingham, Vice President Sam J. Bruno, Secretary/Treasurer
1978	Fairmont Hotel Dallas, Texas	John J. Willingham, President Van C. McGraw, Vice President Sam J. Bruno, Secretary/Treasurer
1979	Hyatt Regency Houston, Texas	Van C. McGraw, President Sam J. Bruno, Vice President Jack M. Starling, Secretary/Treasurer Peter M. Ginter, Coordinator of Registration
1980	Hilton Palacio Del Rio San Antonio, Texas	Sam J. Bruno, President Gaylord A. Jentz, Vice President Jack M. Starling, Secretary/Treasurer Peter M. Ginter, Coordinator of Registration
1981	Fairmont Hotel New Orleans, Louisiana	Gaylord A. Jentz, President John D. Pettit, Jr., Vice President Jack M. Starling, Secretary/Treasurer Peter M. Ginter, Coordinator of Registration
1982	Hyatt Regency Dallas, Texas	John D. Pettit, Jr. President Jack M. Starling, Vice President Peter M. Ginter, Secretary/Treasurer Linda E. Swayne, Coordinator of Registration Sam J. Bruno, Executive Director
1983	Hyatt Regency Houston, Texas	Jack M. Starling, President William T. Flannery, Vice President Peter M. Ginter, Secretary/Treasurer Linda E. Swayne, Coordinator of Registration Sam J. Bruno, Executive Director

## FBD HISTORY

<u>Year</u>	<u>Location</u>	<u>Officers</u>
1984	Hyatt Regency San Antonio, Texas	William T. Flannery, President Paul A. Dierks, Vice President Peter M. Ginter, Secretary/Treasurer Linda E. Swayne, Coordinator of Registration Sam J. Bruno, Executive Director
1985	Sheraton New Orleans, Louisiana	Paul A. Dierks, President Thomas W. Jones, Vice President Linda E. Swayne, Secretary/Treasurer Andrew C. Rucks, Coordinator of Registration Sam J. Bruno, Executive Director
1986	Hyatt Regency Dallas, Texas	Thomas W. Jones, President Robert McGlashan, Vice President Linda E. Swayne, Secretary/Treasurer Andrew C. Rucks, Coordinator of Registration Sam J. Bruno, Executive Director
1987	Hyatt Regency Houston, Texas	Robert McGlashan, President Peter M. Ginter, Vice President Linda E. Swayne, Secretary/Treasurer Andrew C. Rucks, Coordinator of Registration Sam J. Bruno, Executive Director
1988	Hyatt Regency San Antonio, Texas	Peter M. Ginter, President Linda E. Swayne, Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration Sam J. Bruno, Executive Director
1989	Sheraton New Orleans, Louisiana	Linda E. Swayne, President Tom S. Sale, III, Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration Sam J. Bruno, Executive Director
1990	Hyatt Regency Dallas, Texas	Tom S. Sale, III, President David E. R. Gay, Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration Sam J. Bruno, Executive Director
1991	Hyatt Regency Houston, Texas	David E. R. Gay, Vice President W. Jack Lord, Jr., Vice President Andrew C. Rucks, Secretary/Treasurer Robert J. Olney, Coordinator of Registration Sam J. Bruno, Executive Director

## FBD HISTORY

<u>Year</u>	<u>Location</u>	<u>Officers</u>
1992	Hyatt Regency San Antonio, Texas	W. Jack Lord, Jr., President Marlin C. Young, Vice President Robert J. Olney, Secretary/Treasurer Anita S. Bednar, Coordinator of Registration Sam J. Bruno, Executive Director
1993	Sheraton New Orleans, Louisiana	Marlin C. Young, President Thomas R. McKinnon, Vice President Robert J. Olney, Secretary/Treasurer Anita S. Bednar, Coordinator of Registration Sam J. Bruno, Executive Director
1994	Hyatt Regency Dallas, Texas	Thomas R. McKinnon, President Robert J. Olney, Vice President Timothy Paul Cronan, Secretary/Treasurer Steven D. White, Coordinator of Registration Sam J. Bruno, Executive Director
1995	Hyatt Regency Houston, Texas	Robert J. Olney, President James T. Hood, Vice President Timothy Paul Cronan, Secretary/Treasurer Steven D. White, Coordinator of Registration Sam J. Bruno, Executive Director
1996	Marriott Riverwalk San Antonio, Texas	James T. Hood, President Charlotte D. Sutton, Vice President Timothy Paul Cronan, Secretary/Treasurer Steven D. White, Coordinator of Registration Sam J. Bruno, Executive Director
1997	Sheraton New Orleans, Louisiana	Charlotte D. Sutton, President Timothy Paul Cronan, Vice President Steven D. White, Secretary/Treasurer Doug Rusth, Coordinator of Registration Sam J. Bruno, Executive Director
1998	Hyatt Regency Dallas, Texas	Timothy Paul Cronan, President John N. Norwood, Vice President Steven D. White, Secretary/Treasurer Debasish Banerjee, Coordinator of Registration Sam J. Bruno, Executive Director
1999	Hyatt Regency Houston, Texas	John N. Norwood, President Wilda F. Meixner, Vice President David E. Douglas, Secretary/Treasurer Debasish Banerjee, Coordinator of Registration Sam J. Bruno, Executive Director

## FBD HISTORY

<u>Year</u>	<u>Location</u>	<u>Officers</u>
2000	Hyatt Regency San Antonio, Texas	Wilda F. Meixner, President Mary Fischer, Vice President David E. Douglas, Secretary-Treasurer Debasish Banerjee, Coordinator of Registration Sam J. Bruno, Executive Director
2001	Sheraton New Orleans, Louisiana	Mary Fischer, President C. Aaron Kelley, Vice President David E. Douglas, Secretary-Treasurer Peggy L. Lane, Coordinator of Registration Sam J. Bruno, Executive Director
2002	Adam's Mark St. Louis, Missouri	C. Aaron Kelley, President Lou E. Pelton, Vice President David E. Douglas, Secretary-Treasurer Peggy L. Lane, Coordinator of Registration Sam J. Bruno, Executive Director
2003	Hyatt Regency Houston, Texas	Lou E. Pelton, President Diana Reed, Vice President R. Wayne Headrick, Secretary-Treasurer Peggy L. Lane, Coordinator of Registration Sam J. Bruno, Executive Director
2004	Caribe Royale Orlando, Florida	Diana Reed, President David E. Douglas, Vice President R. Wayne Headrick, Secretary-Treasurer Sam J. Bruno, Executive Director
2005	Hyatt Regency Dallas, Texas	David E. Douglas, President Keith Tudor, Vice President R. Wayne Headrick, Secretary-Treasurer Sam J. Bruno, Executive Director
2006	Renaissance Hotel Oklahoma City, Oklahoma	Keith Tudor, President Wolfgang Hinck, Vice President Michelle McEacharn, Secretary-Treasurer Sam J. Bruno, Executive Director
2007	Town and Country Resort San Diego, California	Wolfgang Hinck, President Betty Kleen, Vice President Michelle McEacharn, Secretary-Treasurer Sam J. Bruno, Executive Director
2008	Hyatt Regency Houston, Texas	Betty Kleen, President Ashish Chandra, Vice President Michelle McEacharn, Secretary-Treasurer Sam J. Bruno, Executive Director
2009	Renaissance Hotel Oklahoma City, Oklahoma	Ashish Chandra, President David P. Paul, III, Vice President Thomas D. Tolleson, Secretary-Treasurer Sam J. Bruno, Executive Director

## FBD HISTORY

<u>Year</u>	<u>Location</u>	<u>Officers</u>
2010	Sheraton Dallas Hotel Dallas, Texas	David P. Paul, III, President Michelle McEacharn, Vice President Thomas D. Tolleson, Secretary-Treasurer Betty Kleen, Executive Director
2011	Hyatt Regency Houston, Texas	Michelle McEacharn, President Marsha L. Bayless, Vice President Thomas D. Tolleson, Secretary-Treasurer Betty Kleen, Executive Director
2012	Sheraton New Orleans New Orleans, Louisiana	Marsha L. Bayless, President Larry Garner, Vice President Barbara J. Davis, Secretary-Treasurer Betty Kleen, Executive Director
2013	Albuquerque Convention Center, Albuquerque, New Mexico	Larry Garner, President Thomas D. Tolleson, Vice President Barbara J. Davis, Secretary-Treasurer Michelle McEacharn, Executive Director
2014	Sheraton Downtown Dallas, Texas	Thomas D. Tolleson, President Marshall J. Horton, Vice President Barbara J. Davis, Secretary-Treasurer Michelle McEacharn, Executive Director
2015	Hyatt Regency Houston, Texas	Marshall J. Horton, President S. Ann Wilson, Vice President Russell (Rusty) Calk, Secretary-Treasurer Michelle McEacharn, Executive Director
2016	Renaissance Hotel Oklahoma City, Oklahoma	S. Ann Wilson, President Barbara J. Davis, Vice President Cheryl Prachyl, Secretary-Treasurer Michelle McEacharn, Executive Director
2017	Marriott Hotel and Statehouse Convention Center Little Rock, Arkansas	Barbara J. Davis, President Kimberly L. Merritt, Vice President Cheryl Prachyl, Secretary-Treasurer Michelle McEacharn, Executive Director
2018	Hyatt Albuquerque and Albuquerque Convention Center Albuquerque, New Mexico	Kimberly L. Merritt, President M. Suzanne Clinton, Vice President Cheryl Prachyl, Secretary-Treasurer Michelle McEacharn, Executive Director



## FBD HISTORY

<u>Year</u>	<u>Location</u>	<u>Officers</u>
2019	Hyatt Regency Houston Houston, Texas	M. Suzanne Clinton, President Vivek S. Natarajan, Vice President Kimberly Webb, Secretary-Treasurer Michelle McEacharn, Executive Director
2020	Hyatt Regency San Antonio, Riverwalk, San Antonio, Texas	Vivek S. Natarajan, President Peggy L. Lane, Vice President Kimberly Webb, Secretary-Treasurer Michelle McEacharn, Executive Director
2021*	Conference not held due to COVID-19 pandemic.	
2022	Hilton New Orleans Riverside, New Orleans, Louisiana	Peggy L. Lane, President Degan J. Kettles, Vice President Kimberly Webb, Secretary-Treasurer Michelle McEacharn, Executive Director
2023	Hyatt Regency Houston Houston, Texas	Degan J. Kettles, President Eugenie Ardoin, Vice President Kelly Noe, Secretary-Treasurer Michelle McEacharn, Executive Director
2024	Moody Gardens Hotel and Convention Center Galveston, Texas	Eugenie Ardoin, President Kimberly Webb, Vice President Kelly Noe, Secretary-Treasurer Michelle McEacharn, Executive Director

# FBD HISTORY

Year	<u>Program</u>		<u>Placement</u>	
	Registrants	Participants	Positions	Registrants
1974	834	459		
1975	991	806	201	104
1976	1,153	876	231	85
1977	1,280	1,053	264	120
1978	1,445	1,063	396	156
1979	1,556	1,306	438	166
1980	1,731	1,166	461	167
1981	1,579	1,485	473	188
1982	1,763	1,584	464	196
1983	1,619	1,397	379	174
1984	1,839	1,666	385	171
1985	1,765	1,655	429	202
1986	1,778	1,272	351	239
1987	1,636	1,154	310	194
1988	1,727	1,296	394	189
1989	1,884	1,411	306	225
1990	2,076	1,431	269	246
1991	1,703	1,831	164	252
1992	2,164	2,256	121	248
1993	1,921	1,509	141	221
1994	1711	1348	105	234
1995	1,575	1,335	80	180
1996	1,815	1,562	105	190
1997	1,405	1,365	158	142
1998	1,449	1,233	179	110
1999	1,110	1,285	187	95
2000	1,349	1,340	215	92
2001	1,241	1,100	206	77
2002	963	782	71	51
2003	1054	888	76	44
2004	849	715	60	34
2005	806	662	55	28
2006	843	727	43	45
2007	714	647	17	28
2008	883	786	37	11
2009	791	719	32	23
2010	875	767	12	23
2011	887	825	11	15
2012	800	738	12	18
2013	746	679	8	6
2014	904	834	5	19
2015	763	688	11	25
2016	698	650	0	0
2017	703	646	7	5
2018	642	594	2	2
2019	846	779	14	0

## FBD HISTORY

<b>Year</b>	<b>Registrants</b>	<b>Participants</b>
2020	791	797
2021	0	0
2022	728	682
2023	871	836