

SOBIE 2017



**Society of
Business, Industry, and Economics**

19th Annual Academic Conference

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

SOBIE 2017



19th Annual Academic Conference

April 19-21, 2017

Linkside Conference Center
Sandestin Golf and Beach Resort
Destin, Florida

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SOBIE (Society of Business, Industry, and Economics) is a consortium of colleges and universities that promotes peer-reviewed research and student research, both graduate and undergraduate, and interaction with industrial practitioners. Our goal is to encourage business faculty members to respond to current economic and market issues. SOBIE's journal JOBIE (Journal of Business, Industry, and Economics) is listed in Cabell's directory.



Visit SOBIE online:

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

Mark your calendar

SOBIE 2018: April 11-13

SOBIE 2019: April 10-12

Sandestin Golf and Beach Resort

SOBIE Presidents

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SOBIE 2017

Keynote Address

Alice H. Martin



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

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

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

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

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

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

SOBIE 2017



Registration– Bayview Terrace

April 19	April 20	April 21
7:00– 11:00 AM	7:00– 11:00 AM	7:00– 11:00 AM

Wednesday, April 19

	Terrace 1	Terrace 2	Terrace 3
7:30 - 8:45 AM	1 - Computer Applications	2 - Economics	3 - Instructional Research
9:00 - 10:15 AM	4 - Entrepreneurship	5 - Finance	6 - Management
10:30 - 11:45 AM	7 - Roundtable I	8 - Finance	9 - Instructional Research

Thursday, April 20

	Terrace 1	Terrace 2	Terrace 3
7:30 - 8:45 AM	Breakfast		
9:00 - 10:15 AM	10 - Roundtable II	11 - Student Research	12 - Economics
10:30 - 11:45 AM	13 - Management	14 - Student Research	15 - Marketing
12:00 - 1:15 PM	16 - Instructional Research	17 - Student Research	18 - Finance
1:30 - 2:45 PM	19 - Management	20 - Student Research	21 - Accounting
3:00 - 4:15 PM	22 - Finance	23 - Student Research	24 - Economics
4:30 - 5:45 PM	25 - Business Analytics	26 - Finance	27 - Instructional Research

Friday, April 21

	Terrace 1	Terrace 2	Terrace 3
7:30 - 8:45 AM	28 - Management	29 - Accounting	30 - Finance
9:00 - 10:15 AM	31 - Computer Applications	32 - Economics	33 - Marketing
10:30 - 11:45 AM	34 - Instructional Research	35 - Finance	36 - Marketing
12:00 - 1:15 PM	37 - Finance	38 - Management	39 - Economics

SOBIE 2017

Friday, April 21

12:00– 1:15 PM

Session 37: Finance

Terrace 1

Chair: Doug Barrett, University of North Alabama

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

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

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

Session 38: Management

Terrace 2

Chair: Daniel Mertens, Jacksonville State University

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

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

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

Session 39: Economics

Terrace 3

Chair: Robin Snipes, Columbus State University

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

Sports Sponsorship: Big Money
Pj Forrest, Alcorn State University

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

An Analysis of Job Hunting Techniques in the European Union: A Comparison of a Northern and Southern Country
Michael Monahan, Frostburg State University
Amit Shah, Frostburg State University

SOBIE 2017

10:30– 11:45 AM

Friday, April 21

Session 34: Instructional Research

Terrace 1

Chair: Pete Williams, University of North Alabama

School Improvement Grants in Alabama

Pete Williams, University of North Alabama

MBA Learning Preferences versus Nationality Differences

Tabea Bock, University of North Alabama

Nele Loecher, University of North Alabama

A Model of Financial Self Image

Makisha Cameron, Florida A&M University

Lexie Mutcherson, Florida A&M University

Antionette Mutcherson, Florida A&M University

Using Canvas for Assessing Learning Outcomes: Strategies, Best Practices, and Pitfalls

Vicki Webster, Delta State University

Session 35: Finance

Terrace 2

Chair: David Kern, Arkansas State University

Dynamic Linkages among Consumer Sentiments and Stock Market, Money Market, Oil Market, Mortgage Market and Real Estate Market

Akash Dania, Alcorn State University

Financial Contagion or Flight to Quality: An Examination of Fixed Income and

Equity Correlation during Recent Volatile Market Conditions

Andreas Gaenger, Murray State University

David Durr, Murray State University

Stephen Lacewell, Murray State University

David Kern, Arkansas State University

Disruptive Technology: Economic Consequences of Artificial Intelligence and the Robotics Revolution

Tyler Hammond, University of North Alabama

Jake Harrington, University of North Alabama

Brett King, University of North Alabama

Influence the PCAOB's Standard-Setting Process

Allen Hunt, Western Kentucky University

Harold Little, Western Kentucky University

Session 36: Marketing

Terrace 3

Chair: Avinash Waikar, Southeastern Louisiana University

Marketing vs. Finance: Who Rules the MBA Decision?

Michael Fekula, University of South Carolina-Aiken

Linda Rodriguez, University of South Carolina-Aiken

Awareness Regarding Better Business Bureaus and Chambers Of Commerce among College

Students: A Concern for Business Schools?

Avinash Waikar, Southeastern Louisiana University

Susan Zee, Southeastern Louisiana University

Lilian Fok, University of New Orleans

Kenneth Lacho, University of New Orleans

Will President Trump Help Increase Undergraduate Enrollments in Business Schools:

Undergraduate Perceptions of Economic Opportunities

Melodie Phillips, Middle Tennessee State University

SOBIE 2017

7:30 - 8:45 AM

Wednesday, April 19

Session 1: Computer Applications

Terrace 1

Chair: Stan Gambill, Middle Tennessee State University

Gender and Information and Communication Technology Assisted Learning in Higher Education: An Examination of Faculty Communication Patterns

Lane Boyte-Eckis, Troy University

Carmen Lewis, Troy University

Things Our Smartphones Have Replaced

Guy Posey, Alabama A&M University

CIS, MIS, IS; Is There Really a Difference?

Stanley Gambill, Middle Tennessee State University

Jeff Clark, Middle Tennessee State University

Carol Clark, Middle Tennessee State University

Stoney Brooks, Middle Tennessee State University

Session 2: Economics

Terrace 2

Chair: Sylvia M. Burgess, Cameron University

Forecasting an Optimal Rate of Tax under Trump: Will the Laffer Curve Really Laugh?

John Courington, Missouri Western State University

Regime-Switching in the US Consumer Credit series

Ellis Heath, Valdosta State University

A Test of Neo-Fisherism

Peter Bias, Florida Southern College

Josh Hall, Florida Southern College

Session 3: Instructional Research

Terrace 3

Chair: Bob Armstrong, University of North Alabama

Cross-Cultural Factors Associated With MBA Learning Preferences

Bob Armstrong, University of North Alabama

Soft Skills: Student Perceptions of Their Abilities: A Comparison of Perceived Soft Skills Between College of Business Students and College of Education Students

Eckward McKnight, Delta State University

Lisa Sandifer, Delta State University

Phyllis Bunn, Delta State University

Ronald Garrison, Delta State University

Technology Certifications and Case Study Where Core Microsoft Office Specialist

Certification in Excel is an Accounting Major Requirement for Graduation

Gary Johnson, Southeast Missouri State University

Lori Mueller, Southeast Missouri State University

SOBIE 2017

9:00-10:15 AM

Wednesday, April 19

Session 4: Entrepreneurship

Terrace 1

Chair: John Volker, Austin Peay State University

Leveraging Technology as a Strategy to Ease Barriers of Entry into the Marketplace:

The Use of Crowd-Funding by Small Businesses and Entrepreneurs

Amye Melton, Austin Peay State University

Terry Damron, Austin Peay State University

Vikkie McCarthy, Austin Peay State University

William Rupp, Austin Peay State University

A New Approach to the Business Plan: Six Points to Success

John Volker, Austin Peay State University

Michael David Phillips, Austin Peay State University

Emerging Research Methods in Business and Management Studies

Brosh Teucher, Saint Michael's College

Session 5: Finance

Terrace 2

Chair: Rita Jones, Troy University

Short-Term Individual Investing Using Publicly Available Stock Upgrades and Downgrades

Teresa Lang, Auburn University Montgomery

Rita Jones, Troy University

Cyber Risk and Captive Insurers

Mark Foster, University of North Alabama

Ed Duett, Troy University

A Cause-Effect-Cause Model of the Gig Economy: An Exploration of the Millennial Effect

William Rupp, Austin Peay State University

Halston Matheny, Austin Peay State University

Session 6: Management

Terrace 3

Chair: David Deviney, Tarleton State University

Community Leadership Development Programs: Who Joins and Who Doesn't

David Deviney, Tarleton State University

Nate Heller, Tarleton State University

Applying the Ethical Decision-Making Process to Industrial Wind Energy in Iowa

Terry McGovern, University of South Florida

Technology Transfer versus Transformation

Ian Aguilar, George Fox University

Dan Mertens, Jacksonville State University

Paul Shelton, George Fox University

SOBIE 2017

9:00– 10:15 AM

Friday, April 21

Session 31: Computer Information Applications

Terrace 1

Chair: Yoon Sang Lee, Columbus State University

Assessment of the Flexibility of Supply Chain Agents Using Evolutionary Game

Yoon Sang Lee, Columbus State University

Riyaz Sikora, University of Texas at Arlington

Autonomous Vehicles: Cars as Hardware and Software

Donna Schaeffer, Marymount University

Patrick Olson, National University

A Ten-Year Analysis of the ETS Field Test for Business Administration:

A Quality Management View

Robert Lynch, University of Northern Colorado

Garth Allen, University of Northern Colorado

Session 32: Economics

Terrace 2

Chair: Lane Boyte-Eckis, Troy University

Why Welfare Benefits Vary among States – Politics vs. Economics?

Reagan Couch, University of North Alabama

Shawna Perryman, University of North Alabama

Keith Malone, University of North Alabama

Age, Gender, and Race as Predictors of Opting for Extra Credit: A Statistical Analysis of Online Economics Students

Lane Boyte-Eckis, Troy University

Scott Bailey, Troy University

Wendy Bailey, Troy University

Dominic Minadeo, Troy University

Young Prophets of Profits: Millennial Views of Profitability and Firm Size

John Marcis, Coastal Carolina University

Patricia Carver, Bellarmine University

Alan Deck, Bellarmine University

Dan Bauer, Bellarmine University

Economic Education in Belize, Central America

Kathaleena Monds, Albany State University

Session 33: Marketing

Terrace 3

Chair: Sungwoo Jung, Columbus State University

The Effects of Marketing Strategy on Consumer's Happiness: Does Marketing Help Consumer's Happiness at All?

Sungwoo Jung, Columbus State University

A Framework to Understand the Attitude-Behavior Gap in the Consumer Decision-Making Process for Sustainable Products

Denise Ogden, Penn State Lehigh Valley

Using WikiLeaks for Academic Purposes: Self-Censorship, Ethics, and Opportunity

Vicki Webster, Delta State University

SOBIE 2017

7:30– 8:45 AM

Friday, April 21

Session 28: Management

Terrace 1

Chair: Randall Robbins, Mississippi College

Using the Parable of the Workers to Teach Business Ethics

Randall Dupont, Louisiana State University of Alexandria

Marc Dupont, Louisiana State University of Alexandria

Examining the Relationship between Social Media and Student Academic Performance

Randall Robbins, Mississippi College

Moral Foundations and Corporate Sustainability: The Moderating Role of Cultural Tradition of Emerging Markets

Fuan Li, William Paterson University

Xingyuan Wang, Shandong University

Rajiv Kashyap, William Paterson University

Session 29: Accounting

Terrace 2

Chair: Reginald Wilson, University of Southern Mississippi

Audit Opinion Prediction with Data Mining Approaches

Wikil Kwak, University of Nebraska at Omaha

Xiaoyan Cheng, University of Nebraska at Omaha

Auditor Expertise, Jurors' Social Identities, and Evaluations of Auditor Negligence

Reginald Wilson, University of Southern Mississippi

Teaching Students the Financial Statement Impact of the New Lease Standard

Amanda Paul, Troy University

Richard Turpin, Troy University

Steve Grice, Troy University

The Many Private Company References in the Codification, including Those Not Introduced by the Private Company Council

Allen Hunt, University of Western Kentucky

Session 30: Finance

Terrace 3

Chair: Thomas Willey, Grand Valley State University

Financing versus Other Input Costs: The Case of Iowa Agriculture Producers

Robert Preston, Northern State University

Price and Return Anomalies in Gold Related Assets

Laurence Blose, Grand Valley State University

Vijay Gondhalekar, Grand Valley State University

Alan Kort, Fifth Third Bank Investment Management Group

Implied Volatility Innovations, Global Banking Stock Returns, and the Asymmetric Volatility Transmission Phenomenon

Akash Dania, Alcorn State University

Sandip Dutta, Southern Connecticut State University

The Challenges for Golf in the U.S.: The "Tiger Effect" is Actually a Celebrity Effect

Thomas Willey, Grand Valley State University

Douglas Robideaux, Grand Valley State University

SOBIE 2017

10:30-11:45 AM

Wednesday, April 19

Session 7: Roundtable Discussion: Classroom Engagement Techniques

Terrace 1

Chairs: David Deviney, Tarleton State University and John Crawford, David Lipscomb University

Session 8: Finance

Terrace 2

Chair: David Kern, Arkansas State University

Asset Restructuring in Commercial Banking Post Financial Crisis: Empirical Evidence of Cash Hoarding

Mark Foster, University of North Alabama

David Kern, Arkansas State University

Stephen Lacewell, Murray State University

Financing versus Other Input Costs: The Case of Iowa Agriculture Producers

Robert Preston, Northern State University

Iowa's Goal Of Increasing Wind Energy Generation To Improve the Environment: Is the State Chasing the Wrong Goal?

Terry McGovern, University of South Florida

Session 9: Instructional Research

Terrace 3

Chair: Cameron Montgomery, Delta State University

The Effect of Alcohol Consumption on College Students' Satisfaction and Performance

Cameron Montgomery, Delta State University

Implementing Instructor Videos:

An Empirical Test of Changes in Economics Online Courses

Jennings Byrd, Troy University

Nick Minadeo, Troy University

Stupidity Research: A Review and Evaluation

Brosh Teucher, Saint Michael's College

SOBIE 2017

7:30– 8:45 AM

Thursday, April 20

Breakfast

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

9:00– 10:15 AM

Session 10: Round Table Discussion: Alice Martin Discusses Corporate Fraud Terrace 1

Chair: Tom Lovett, University of North Alabama

Session 11: Student Research Terrace 2

Chair: Keith Malone, University of North Alabama

Examining the Relationship of Value Dissonance and Online Disinhibition

Alex Britt, Freed-Hardeman University
Leila Matheny, Freed-Hardeman University

Do Minimum Wage Increases affect SNAP Benefits?

Senayt Rinkevich, Arkansas Center for Research in Economics
Thomas Snyder, University of Central Arkansas
Weici Yuan, University of Central Arkansas

Measuring Interpersonal Trust Using the Investment Game

Sarah Barry, Mercer University
Antonio Saravia, Mercer University

Comparison of Stock Return Volatility Using Range-Based Estimators

Alexander Theodore, University of South Alabama
Alan Chow, University of South Alabama
Kyre Lahtinen, University of South Alabama

Session 12: Economics

Terrace 3

Chair: Manabendra Dasgupta, University of Alabama at Birmingham

Tax Yield vs. Marginal Tax Rates: History and Correlation

Richard Cobb, Jacksonville State University
William Fielding, Jacksonville State University
Michael Marker, Jacksonville State University

Duopoly, Privatization and Environment

Manabendra Dasgupta, University of Alabama at Birmingham
Seung Dong Lee, University of Alabama at Birmingham

Erie, Pennsylvania and Lublin, Poland: Situational Economic Analysis of Sister Cities over the Last Twenty Years

Bruce Kibler, Gannon University
Pawel Pasierbiak, Marie Curie University

SOBIE 2017

4:30– 5:45 PM

Thursday, April 20

Session 25: Business Analytics

Terrace 1

Chair: Jennifer Pitts, Columbus State University

A Comprehensive Approach to Academic Integrity for Online Course Delivery

Fonda Carter, Columbus State University
Jennifer Pitts, Columbus State University
Robin Snipes, Columbus State University

Mass Surveillance and Cyber Asylum

Chris Bang, Auburn University Montgomery

Digital Health Security Risks

Chlotia Garrison, Winthrop University

Session 26: Finance

Terrace 2

Chair: Thomas Taylor, Delta State University

An Analysis of Students' Financial Literacy in a Regional Southern University

Thomas Taylor, Delta State University

The Temptation to Discount: Does Unfunded Tuition-Discounting Improve the Financial Stability of Private Universities?

Rachel Wilson, Wittenberg University
Lindsay Meermans, Wittenberg University

Making Personal Finance Personal: The Use of Service-Learning in Personal Financial Management Classes

Colene Trent, Union University

Financial Literacy and Perceptions of Student Loans

Zachary Finney, University of South Alabama
Treena Gillespie Finney, University of South Alabama

Session 27: Instructional Research

Terrace 3

Chair: Pj Forrest, Alcorn State University

Accountability in the Online Environment

John Patterson, Bellevue University

An Interdisciplinary Approach to Cybersecurity Education

Cynthia Knott, Marymount University
Donna Schaeffer, Marymount University
Patrick Olson, National University

Social Media: Education to Business

William Piper, Alcorn State University
Pj Forrest, Alcorn State University

SOBIE 2017

3:00– 4:15 PM

Thursday, April 20

Session 22: Finance

Terrace 1

Chair: Mark Foster, University of North Alabama

Lock-In vs. Capitalization Market Reactions to Tax Changes

Mark Foster, University of North Alabama

Mark Jobe, David Lipscomb University

Brett King, University of North Alabama

Investor Response to Technical Analysis: A Proposal

Alan Blaylock, Henderson State University

Timothy Blaylock, Henderson State University

Teaching Construction Project Management through the Use of a Web-based Simulation

Thomas Korman, Cal Poly San Luis Obispo

Session 23: Student Research

Terrace 2

Chair: Al Chow, University of South Alabama

How to Kill a Microfinance Fund: An Analysis of South African Microfinance Policy through a Case Study of Tembeka Social Investment Company

Aaron Scherf, Mercer University

Geoffre Ngene, Mercer University

Game-Based Student Response Systems and Academic Performance

Kristina Hong, Delta State University

Don Kim, Delta State University

Examining the Relationship of Value Dissonance and Online Disinhibition

Alex Britt, Freed-Hardeman University

Leila Matheny, Freed-Hardeman University

Bryan Black, Freed-Hardeman University

Christopher Creecy, Freed-Hardeman University

Session 24: Economics

Terrace 3

Chair: Evan Moore, Auburn University at Montgomery

Does Vegas Overvalue Major Conferences? An Investigation of Market-Based Expected Scoring in NCAA Football

Evan Moore, Auburn University at Montgomery

James Francisco, Auburn University at Montgomery

Surviving an NFL Survivor Pool

Jason Imbrogno, University of North Alabama

David Bergman, University of Connecticut

The Business of American Football: The Kicker Position and Performance to Salary Correlation

Denise Ogden, Penn State Lehigh Valley

SOBIE 2017

10:30– 11:45 AM

Thursday, April 20

Session 13: Management

Terrace 1

Chair: Brooklyn Cole, Radford University

High-risk Occupations: The Influence of Crisis Events on Stress and Burnout among Police

Lisa Russell, Indiana University Southeast

Brooklyn Cole, Radford University

An Empirical Analysis of Job Satisfaction Facet Salience in the Manufacturing versus the Services Sector

Robin Snipes, Columbus State University

Jennifer Pitts, Columbus State University

Fonda Carter, Columbus State University

Female Entrepreneurs in Developing Countries: What Could Be the Possible Challenges?

Eren Ozgen, Troy University

Session 14: Student Research

Terrace 2

Chair: Keith Malone, University of North Alabama

A Study of Student Fee Allocations at Various Universities: How is the Money Distributed?

Joshua Crownover, University of South Alabama

Alan Chow, University of South Alabama

An Heir's Problem: A Study of Heirs' Property in Arkansas through Land Valuation Analysis

Ashley Wofford, Arkansas Center for Research in Economics

Zack Donohew, Arkansas Center for Research in Economics

Vehicle Make as a Determinant of Automobile Loan Default

Kyle Yeoman, Union University

Colene Trent, Union University

Crime and Renovation: A Study of Neighborhood Deterioration in Little Rock

Isaac Sims, Arkansas Center for Research in Economics

Michael Yoder, University of Central Arkansas

Session 15: Marketing

Terrace 3

Chair: Melodie Phillips, Middle Tennessee State University

Relational Value Analysis: A Framework for Modeling Inter-Organizational Relationships

Edward O'Donnell, Columbus State University

Why are Sexy Majors in Media and Entertainment Colleges Stealing Marketing Majors?

Melodie Phillips, Middle Tennessee State University

Tableau in the Classroom: Experiential Learning with Visual Analytics

Jennifer Pitts, Columbus State University

Fonda Carter, Columbus State University

Robin Snipes, Columbus State University

SOBIE 2017

12:00– 1:15 PM

Thursday, April 20

Session 16: Instructional Research

Terrace 1

Chair: Alan Chow, University of South Alabama

Research Impact: Are Business Schools Missing the Point?

Alan Chow, University of South Alabama

Treena Finney, University of South Alabama

Kelly Woodford, University of South Alabama

The Opportunities and Challenges of Disruptive Technology in Higher Education

Jerry Michael Kopf, Radford University

Student Perceptions of What Skills Are Important For Jobs

Ken Griffin, University of Central Arkansas

Joe Cangelosi, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas

Laci Lyons, University of Central Arkansas

Session 17: Student Research

Terrace 2

Chair: Keith Malone, University of North Alabama

An Unorthodox Method to Predict Recessions

Alexander Meyers, Muskingum University

The Morality of Price Gouging

Ashley Lynn, Troy University

Inconvenient and Unnecessary? Regulations in the Taxi Industry

Colton Johnson, Arkansas Center for Research in Economics

Thomas Snyder, University of Central Arkansas

Rural vs Urban: A Comparative Analysis of Community Banks

Hannah James, Arkansas Center for Research in Economics

Mike Casey, University of Central Arkansas

David Mitchell, University of Central Arkansas

Session 18: Finance

Terrace 3

Chair: Neil Riley, Francis Marion University

Factors Used to Determine Discounts in Valuing Closely Held Businesses

Neil Riley, Francis Marion University

Allen Smith, Francis Marion University

The Equality Heuristic, Idiosyncratic Risk, and CEO Compensation

Mike Cudd, Mississippi College

Kristen Ritterbush, University of Arkansas

Marcelo Eduardo, Mississippi College

The Role of Foundations in Entrepreneurial Activities

Eren Ozgen, Troy University

SOBIE 2017

1:30– 2:45 PM

Thursday, April 20

Session 19: Management

Terrace 1

Chair: Carmen Lewis, Troy University

Abusive Supervision and Work Alienation: An Exploratory Study

Treena Gillespie Finney, University of South Alabama

Zachary Finney, University of South Alabama

Jeanne Maes, University of South Alabama

Cyberbullying Victimization: Beware of the Friends You Keep

Katherine Karl, University of Tennessee at Chattanooga

Joy Peluchette, Lindenwood University

Richard Allen, University of Tennessee at Chattanooga

Charles White, University of Tennessee at Chattanooga

Volunteerism and Positive Work Outcomes: An Examination of Employee Engagement and Co-worker Reactions

Cherie Fretwell, Troy University

Carmen Lewis, Troy University

Maureen Hannay, Troy University

Martie Schrimsher, Troy University

Session 20: Student Research

Terrace 2

Chair: Al Chow, University of South Alabama

Enhanced Probability of Default Statistical Model

Cassidy Cochrum, Muskingum University

The Impact of the Economy on Online Enrollment in Mississippi

Jacob Poole, Delta State University

Don Kim, Delta State University

Advanced Machine Learning: Applications in Financial Markets

Ali Murad, University of North Alabama

Brett King, University of North Alabama

Revitalization through Preservation: Measuring the Effect of Residential Property Investment on Neighborhood Development through Spatially Dependent Difference-in-Difference Analysis

Aaron Scherf, Mercer University

Robi Ragan, Mercer University

Session 21: Accounting

Terrace 3

Chair: Elizabeth Pierce, Saginaw Valley State University

The Application of Self-Employment Tax to Limited Liability Companies

Timothy Koski, Middle Tennessee State University

Business Value of Information Technology and Firm Performance

Jorge Romero, Towson University

ERM Framework: Where We Began

Elizabeth Pierce, Saginaw Valley State University

James Goldstein, Canisius College