

SOBIE 2018



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

20th Annual Academic Conference

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

SOBIE 2018



20th Annual Academic Conference

April 11-13, 2018

**Linkside Conference Center Sandestin
Golf and Beach Resort
Destin, Florida**

SOBIE 2018 Officers

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

SOBIE 2018

KEYNOTE ADDRESS

Scott Angle



Dr. J. Scott Angle received his BS and MS at the University of Maryland in Agronomy and Soil Science, respectively. He obtained his PhD from the University of Missouri with an emphasis on Soil Microbiology.

Angle worked for 24 years as a Professor of Soil Science and Director of the Maryland Agricultural Experiment Station and Maryland Cooperative Extension at the University of

Maryland. His early work focused on the study of losses of nutrients from agro-ecosystems, and their impact on the Chesapeake Bay.

Angle also studied the impact of heavy metals on the food chain with the goal of protecting our food supply from these harmful elements.

Later, he concentrated his research on phytoremediation - the use of plants for extraction of heavy metals from soil. In 2005, he moved to Athens, Georgia, where he served as Dean of the College of Agricultural and Environmental Sciences at the University of Georgia for 10 years. He is a fellow of the American Society of Agronomy and the Soil Science Society of America. Angle is a former Fulbright Fellow with the Rothamsted Research Experimental Station in the United Kingdom.

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

SOBIE 2018



Registration – Bayview Terrace

April 11

April 12

April 13

7:00-11:00 AM

7:00-11:00 AM

7:00-11:00 AM

Wednesday, April 11

Terrace 1

Terrace 2

Terrace 3

7:30-8:45 AM	1-Management	2-Accounting	3-Student Research
9:00-10:15 AM	4-Management	5-Marketing	6-Student Research
10:30-11:45 AM	7-Instructional Development	8-Finance	9-Student Research

Thursday, April 12

Terrace 1

Terrace 2

Terrace 3

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

Friday, April 13

Terrace 1

Terrace 2

Terrace 3

7:30-8:45 AM	25-Economics	26-Management	27-Student Research
9:00-10:15 AM	28-Instructional	29-Accounting	30-Student Research
10:30-11:45 AM	31-Economics	32-Management	33-Student Research
12:00-1:15 PM	34-Management	35-Marketing	36-Instructional Development
1:30-2:45 PM	37-Economics	38-Instructional Development	

7:30 – 8:45 am

Wednesday, April 11

Session 1: Management

Terrace 1

Chair: Gloria Miller, Austin Peay University

The Implications of Public Policy in an Era of Artificial Intelligence

Jon Bryan, Bridgewater State University

Validating Organizational Effectiveness: Exploring Criteria for Exemplary and Outstanding Local Conferences in the North American Division

Theodore Brown, Oakwood University

Jean Lai Hing, Oakwood University

China Software and DVD Piracy: Simply a Need for Tougher Regulations to Overcome Cultural Moral Values?

Mark James, Austin Peay University

Berry Kwock, Austin Peay University

Gloria Miller, Austin Peay University

Session 2: Accounting

Terrace 2

Chair: Rita Jones, Troy University

Information Security Challenges and Internal Controls

Teresa Lang, Auburn University Montgomery

Rita Jones, Troy University

Taxing the Sharing Economy

Mary Ann Hofmann, Appalachian State University

Ransomware: The Rising Threat and Cost

Guy Posey, Alabama A&M University

Session 3: Student Research

Terrace 3

Chair: Keith Malone, University of North Alabama

BitBoom: The Rise of Cryptocurrency in the International Economy

Kyle Bligen, Mercer University

Colton Sowash, Mercer University

An Empirical Investigation of the Existence and Proliferation of Cybercrime

Allen Lynch, Mercer University

James Smith, Mercer University

The Impact of Social Media on Academic Performance through Social Support and Self-Esteem

Ahuose Eki, Delta State University

Akorede Ogunsola, Delta State University

Don Kim, Delta State University

9:00 – 10:15 am

Wednesday, April 11

Session 4: Management

Terrace 1

Chair: David Deviney, Tarleton State University

Boardroom or War Room: An Expectational Analysis of CFO - Executive Board Relationships in Adventist Local Conferences

Theodore Brown, Oakwood University

Richard Blanco-Toppings, Oakwood University

Behavioral Inclination and Value Orientation of Volunteer Community Leaders

David Deviney, Tarleton State University

Kimberly Rynearson, Tarleton State University

Millennials are Changing the Standard in Corporate America

Mary Penick, Cameron University

Session 5: Marketing

Terrace 2

Chair: Sylvia Burgess, Cameron University

Internet Tax Survey

Ken Griffin, University of Central Arkansas

Ashley Phillips, University of Central Arkansas

Joe Cangelosi, University of Central Arkansas

Using Simulations in Courses

Marianne Loes, University of South Alabama

December Gladness, Followed by March Madness and Sadness

John Courington, Cameron University

Sylvia Burgess, Cameron University

Session 6: Student Research

Terrace 3

Chair: Keith Malone, University of North Alabama

Consumer Perception and Acceptance of Retail Incubators:

Peddler's/Vendor's Malls

Lonnie Smith, University of South Alabama

Matthew Howard, University of South Alabama

Who Poisons the Pool? Asymmetric and Nonlinear Causal Inference

Between Investment and Speculative Bonds

Geoffrey Ngene, Mercer University

Yea Lee Kim, Mercer University

Jinghua Wang, Mercer University

Virtual Competency and Its Effect on Student Engagement, Student Achievement, and Academic Performance

Gregory Braggs, Delta State University

Cynthia Scott, Delta State University

Don Kim, Delta State University

10:30-11:45

Wednesday, April 11

Session 7: Instructional Development

Terrace 1

Chair: Gokhan Karahan, University of Alaska Anchorage

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

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

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

Tools for Curriculum Design
Doug Barrett, University of North Alabama

Session 8: Finance

Terrace 2

Chair: David Kern, Arkansas State University

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

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

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

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

Session 9: Student Research

Terrace 3

Chair: Don Kim, Delta State University

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

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

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

The Impact of Social Media Usage on Academic Performance
Akorede Ogunsola, Delta State University

7:30 –8:45 am Breakfast

Thursday, April 12

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

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

9:00 – 10:15 am

Session 10: Round Table Discussion

Terrace 1

Chair: David Deviney, Tarleton State University

Innovation and Effective Techniques for Online Teaching

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

Session 11: Accounting

Terrace 2

Chair: Mark Jobe, Lipscomb University

The Highest-Ranking Accountants in Uniform

Mark Jobe, Lipscomb University

Dale Flesher, University of Mississippi

Compliance with Accounting Standards: Alabama vs. Mississippi

Bonnie Banks, Alabama A&M University

Roderick Posey, Alabama A&M University

Income Tax Simplification: The Case for Public Policy Complexity

Randall Miedaner, Lee University

Session 12: Student Research

Terrace 3

Chair: Keith Malone, University of North Alabama

Supply Chain Analysis of Commodities Shipping Through US

River Lock System

Rachel Gray, University of South Alabama

Alan Chow, University of South Alabama

Jinhauk Kim, University of South Alabama

Export Growth and Economic Growth: Is the Dependence Structure

Short Term or Long Term?

Geoffrey Ngene, Mercer University

Jordin Post, Mercer University

Classic Beauty: A Case Study

Austin Sanders, University of South Alabama

Zach Finney, University of South Alabama

10:30-11:45 am

Thursday, April 12

Session 13: Round Table Discussion

Terrace 1

Chair: Brett King, University of North Alabama

Artificial Intelligence

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

Session 14: Economics

Terrace 2

Chair: Evan Moore, Auburn University Montgomery

Does the Wisdom of Crowds Apply to Sports Bettors? Evidence from Line Movement in College Football

Evan Moore, Auburn University Montgomery

James Francisco, Auburn University Montgomery

Trade, Welfare and Environment under Imperfect Competition.

Manabendra Dasgupta, University of Alabama at Birmingham

Seung Dong Lee, University of Alabama at Birmingham

Feldstein-Horioka Puzzle and International Capital Mobility: Evidence from Developed and Developing Countries

Dosse Toulaboe, Fort Hays State University

Session 15: Student Research

Terrace 3

Chair: Keith Malone, University of North Alabama

Where is Your Money Going? A Study of Student Fee Allocation Processes

Joshua Crownover, University of South Alabama

Alan Chow, University of South Alabama

Time-varying and Asymmetric Causal Dynamics between Housing Prices and Economic Output: Evidence from the U.S.

Geoff Ngene, Mercer University

Xiangming Ren, Mercer University

Sachin Khurana, Mercer University

Analysis of Range-Based Estimators of Equity Volatility Using Truncated Time Intervals

Jocelyn Medina, University of South Alabama

Alan Chow, University of South Alabama

Christopher Lawery, University of South Alabama

Creating a Personalized Menu Recommender System

Austin Sanders, University of South Alabama

Jinhauk Kim, University of South Alabama

Alan Chow, University of South Alabama

12:00 –1:15 pm

Thursday, April 12

Session 16: Accounting

Terrace 1

Chair: Wikil Kwak, University of Nebraska at Omaha

Equity Performance Following Earnings Restatements

Gisung Moon, Columbus State University

Hongbok Lee, Western Illinois University

Outside Director Compensation in The Banking Firms Before And After Dodd-Frank Act

Wikil Kwak, University of Nebraska at Omaha

Xiaoyan Cheng, University of Nebraska at Omaha

Burch Kealy, University of Nebraska at Omaha

Richard File, University of Nebraska at Omaha

Executive Compensation and Company Performance Changes

During Era of Say on Pay

Christine Newman, Auburn University Montgomery

Raymond Johnson, Auburn University Montgomery

Joseph Newman, Auburn University Montgomery

Session 17: Business Analytics

Terrace 2

Chair: Alan Chow, University of South Alabama

Probability Based Misbeliefs About Gambling Among American College Students

Alan Chow, University of South Alabama

Jinhauk Kim, University of South Alabama

Improving the Performance of the p-Chart under Misclassification Error

Kenneth Linna, Auburn University Montgomery

Integrating Data Analytics into the Accounting Curriculum Utilizing Tableau

Fonda Carter, Columbus State University

Jennifer Pitts, Columbus State University

Session 18: Student Research

Terrace 3

Chair: Keith Malone, University of North Alabama

Measuring Interpersonal Trust in Rural Ecuador

Sarah Barry, Mercer University

Transforming A Lifelong Passion into A Business from Mom's Kitchen, To an Online Blog, To Selling Product

Devin Epps, University of South Alabama

Alan Chow, University of South Alabama

Marianne Loes, University of South Alabama

Challenges for Staffing Agencies: A Case Study

Brianna Strickland, University of South Alabama

Elizabeth Foley, University of South Alabama

Jasmine Leslie, University of South Alabama

Trenea Gillespie Finney, University of South Alabama

1:30 –2:45 pm

Thursday, April 12

Session 19: Finance

Terrace 1

Chair: Mike Cudd, Mississippi College

Institutional Investment and IPO Pricing

Heather Rhodes, University of North Alabama

James Ligon, University of Alabama

Mergers and Acquisitions: Towards the Measurement of Long-Term Value Creation

Robin Snipes, Columbus State University

Brett Cotten, Columbus State University

Steven Smalt, Kennesaw State University

Cryptocurrency Company Risk Compositions

Mike Cudd, Mississippi College

Kristen Ritterbush, University of Arkansas

Marcelo Eduardo, Mississippi College

Chris Smith, Mississippi College

Session 20: Management

Terrace 2

Chair: Daniel Slater, Union University

Bad Service? The Effects of Destructive Leadership and Customer Stress on Customer-Directed Counterproductive Work Behavior

Treena Gillespie Finney, University of South Alabama

Zachary Finney, University of South Alabama

Interpersonal Violence: An Exploration of Effects in the Workplace and Increasing Safety

Wachell McKendrick, Florida A&M University

Hair Stories: Examining Hair Bias in the Workplace

Gail Dawson, University of Tennessee Chattanooga

Katherine Karl, University of Tennessee Chattanooga

Joy Peluchette, University of Tennessee Chattanooga

CEO Tenure and Compliance vs. Discretionary Corporate Social Performance

Daniel Slater, Union University

Session 21: Instructional Development

Terrace 3

Chair: Jennifer Pitts, Columbus State University

Academic Success and Absenteeism

Richard Wilson, Florida A&M University

John Washington, Florida A&M University

Alexander Wilson, Florida A&M University

Welcome to Your New Classroom

Pj Forrest, Alcorn State University

Academic Integrity in Online Course Delivery

Jennifer Pitts, Columbus State University

Fonda Carter, Columbus State University

Robin Snipes, Columbus State University

3:00–4:15 pm

Thursday, April 12

Session 22: Economics

Terrace 1

Chair: Alan Chow, University of South Alabama

Within Micropolitan Statistical Areas of Texas: Demand Growth & Establishment Churn

Phil Stetz, Stephen F. Austin State University

Warren Fisher, Stephen F. Austin State University

The Role of Contextual Factors on Companies' Entrepreneurial Activities in Northern Mountainous Regions of Vietnam

Eren Ozgen, Florida State University

The Financial Prisoner's Dilemma

Alan Chow, University of South Alabama

Christopher Lawrey, University of South Alabama

Matthew Wiser, University of South Alabama

Economic Disparities Between Blacks and Other Ethnic Groups

Deedra Williams, Florida A&M University

Session 23: Instructional Development

Terrace 2

Chair: Tony Vrba, Colorado State-University Global Campus

Teaching Management Skills in an Online Environment

Richard Allen, University of Tennessee at Chattanooga

Katherine Karl, University of Tennessee at Chattanooga

Using Virtual Teams to Teach InfoSec Concepts in a Multiple-Course Format

Judy Simon, University of Memphis

Euntae Lee, University of Memphis

Charles Campbell, University of Memphis

Innovation in the Online Classroom: Exploration and Review

Tony Vrba, Colorado State University-Global Campus

Session 24: Marketing

Terrace 3

Chair: Melodie Phillips, Middle Tennessee State University

A Case Study - Quick Foods, Inc. & the Challenges of Success

Ashley Heitling, University of South Alabama

Zachary Finney, University of South Alabama

Casey Knight, JC Penney

Treana Gillespie Finney, University of South Alabama

Performance Implications of Imitation for Emerging Market Service Providers in Triad Nation Markets

Edward O'Donnell, Columbus State University

Saving Graduate Enrollments by Engaging Media and Entertainment Programs by Developing Cooperative Degree Options

Melodie Phillips, Middle Tennessee State University

Increasing Business Dependence on Social Media

Pj Forrest, Alcorn State University

William Piper, Alcorn State University

My Plumber Was an Inmate: The Effect of Prison Labor Programs on Consumer Comfort

Zachary Finney, University of South Alabama

Treana Gillespie Finney, University of South Alabama

7:30 –8:45 am

Friday, April 13

Session 25: Economics

Terrace 1:

Chair: Donna Schaeffer, Marymount University

The Internet of Things and Public Policy

Donna Schaeffer, Marymount University

Patrick Olson, National University

Demand and Supply Motivations for Antiretroviral Drugs in the Illicit Street Markets:

The Case of Atlanta, Georgia

Antonio Saravia, Mercer University

Robert Mueller, Mercer University

Does Stronger Corporate Governance Improve Firm Performance?

Robert Antenucci, Kent State University Trumbull

Session 26: Management

Terrace 2

Chair: Jennifer Collins, Florida A&M University

Issues in Distribution Center Order Filling: An Examination Using Organizational
Citizenship Behavior

Rachelle Cope, Southeastern Louisiana University

Anna Bass, Southeastern Louisiana University

Robert Cope, Southeastern Louisiana University

Development of Operational Strategies and Application of Optimization Techniques
for a Community Festival on Campus through Service Learning Approach

Changhyun Kim, Jacksonville State University

Daniel Mertens, Jacksonville State University

Generational Difference in the Perception of Performance Evaluations

Jennifer Collins, Florida A&M University

Regulating Surface Water Pollution: A Mechanism for Funding Nonpoint Source
Abatement Projects

Luke Jones, Valdosta State University

Session 27: Student Research

Terrace 3

Chair: Chellie Hogan, Mississippi State University

Kickstarter Projects Creators and the Factors that Influence their Success

Christopher Talley, University of Central Arkansas

Modeling Dynamic Shortest Path Problems for Festival Visitors on Campus

Sung-Bin Choi, Jacksonville State University

Dustin King, Jacksonville State University

Michael Yates, Jacksonville State University

Jonathan Dewberry, Jacksonville State University

Do Arkansas's Job Creation Tax Credits Increase Jobs?

James Jones, University of Central Arkansas

Jacob Bundrick, University of Central Arkansas

9:00 –10:15 am

Friday, April 13

Session 28: Instructional Development

Terrace 1

Chair: Mark Lawrence, University of North Alabama

Addressing the Issue of Student Cheating in On-line and In-class Courses: Is it Time to Redefine Cheating?

Mark Lawrence, University of North Alabama

Dan Hallock, University of North Alabama

Angela Zier, University of North Alabama

Impact of Students Opting for a Proctored Midterm Exam versus a Proctor Final Exam

Jennings Byrd, Troy University

Dominic Minadeo, Troy University

Engaging Faculty in the Design of an Online MBA program

Colleen Carraher Wolverton, University of Louisiana at Lafayette

Tamela Ferguson, University of Louisiana at Lafayette

Ron Cheek, University of Louisiana at Lafayette

Robert Viguerie, University of Louisiana at Lafayette

Session 29: Accounting

Terrace 2

Chair: Reginald Wilson, University of Southern Mississippi

Effectiveness of Sarbanes Oxley Act of 2002

Dwayne Powell, Arkansas State University

The Tax Law Changes and their Impact on the Practice of Corporate Finance

Rakesh Duggal, Southeastern Louisiana University

Jurors' Identification with Auditors and Auditor Negligence Verdicts

Reginald Wilson, University of Southern Mississippi

Session 30: Student Research

Terrace 3

Chair: Chellie Hogan, Mississippi State University

Web Transparency and County Financial Health in Arkansas: How Does Your County Compare with other Counties?

Joyce Ajayi, University of Central Arkansas

Terra Votaw, University of Central Arkansas

Mavuto Kalulu, University of Central Arkansas

Development of Operational and Marketing Strategies Through Quality Function

Deployment (QFD) To Raise the Awareness of a University in a Community Festival on Campus

Justin Kennedy, Jacksonville State University

Gregory Chubb, Jacksonville State University

James Hamilton, Jacksonville State University

Sung-Bin Choi, Jacksonville State University

Privatization of ABC Stores

Hugo Dante, University of North Alabama

David L. Black, University of North Alabama

10:30 –11:45 am

Friday, April 13

Session 31: Economics

Terrace 1

Chair: Ellis Heath, Valdosta State University

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

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

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

Session 32: Management

Terrace 2

Chair: Tammy Arthur, Mississippi College

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

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

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

Session 33: Student Research

Terrace 3

Chair: Chellie Hogan, Mississippi State University

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

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

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

Explaining Marriage, Employment, and Criminality Rates Based on Upbringing and Education
Alex Gould, University of North Alabama
Jason Imbrogno, University of North Alabama

12:00 –1:15 pm

Friday, April 13

Session 34: Management

Terrace 1

Chair: Kerry Gatlin, University of North Alabama

A Review of Confirmation Bias's Impact in Business Decision Making

Kerry Gatlin, University of North Alabama

Dan Hallock, University of North Alabama

Lisa Cooley, Delta State University

Investigating User Experience (UX) Strategies for Online Entrepreneurs

Ron Cheek, University of Louisiana Lafayette

Tamela Ferguson, University of Louisiana Lafayette

Colleen Wolverton, University of Louisiana Lafayette

Self-Determination Theory and Collegiate Athletics

Randall Robbins, Mississippi College

Exploring Dean's Supervisor-Induced Stress and Job Hindrance Stress

Linda Rodriguez, University Of South Carolina Aiken

Michael Fekula, University Of South Carolina Aiken

Session 35: Marketing

Terrace 2

Chair: Sungwoo Jung, Columbus State University

Portrayals of Hispanic Americans in Magazine Advertising: A 15-Year Analysis

Ivonne Torres, New Mexico State University

Miguel Zuniga, Morgan State University

Elmira Shahriari, New Mexico State University

Rozbeh Madadi, New Mexico State University

Marketing Strategy Based on a Cultural Difference Focusing on Individualism versus Collectivism Culture

Sungwoo Jung, Columbus State University

Influence of Collectivist and Individualistic Cultural Orientation and Regulatory Construal Fit on Brand Attitudes

Ivonne Torres, New Mexico State University

Miguel Zuniga, Morgan State University

Elmira Shahriari, New Mexico State University

Yating Pan, New Mexico State University

Session 36: Instructional Development

Terrace 3

Chair: Yvonne Ellis, Georgia Gwinnett College

The Challenges of Offering an Entrepreneurship Program to the Community at an

Educational Institution and the Lessons Learned

John Nwoha, Grambling University

Rosemary Mokia, Grambling University

The Optimization of Intrinsic Cognitive Load and Student Performance in Managerial Accounting

Reginald Wilson, University of Southern Mississippi

Steve Jackson, University of Southern Mississippi

Amber Hatten, University of Southern Mississippi

The Impact of an Experiential Learning Project on Attracting and Retaining African American Business Students as Accounting Majors

Yvonne Ellis, Georgia Gwinnett College

Kathleen Pinson, Georgia Gwinnett College

1:30 –2:45 pm

Friday, April 13

Session 37: Economics

Terrace 1

Chair: Pete Williams, University of North Alabama

Medicaid Expansion - Access, Utilization, and Effectiveness for Health Outcomes

Pete Williams, University of North Alabama

Doug Barrett, University of North Alabama

An Approach to Understand E-Health Literacy

Chris Bang, Auburn University Montgomery

The National Golf Foundation Top 100 Businesses in Golf: Investigating the Portfolio Returns vs the Market Portfolio

Thomas Willey, Grand Valley State University

Douglas Robideaux, Grand Valley State University

Controlled Sampling Approach with Varying Number of Classifiers for Imbalanced Data

Sikora, Riyaz, University of Texas at Arlington

Yoon Sang Lee, Columbus State University

Session 38: Instructional Development

Terrace 2

Chair: Susanne Toney, Savannah State University

Using Technology and Social Media in Business Courses

Susanne Toney, Savannah State University

Examination of the Relationship between Student Core Self-Evaluation (CSE) and Cognitive Framing Orientation of Performance Outcomes

Jennifer White, University of North Alabama

Jana Beaver, University of North Alabama

Jeremy Stafford, University of North Alabama

The Mane Effect: Assessing the Influence of an Innovative Sales and Marketing Program on Partner Member

Susan Adams, University of North Alabama

SOBIE Presidents

1999: Doug Barrett, University of North Alabama
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2006: Vivek Bhargava, Alcorn State University
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2015: Mark Foster, University of North Alabama
2016: Brett King, University of North Alabama
2017: David Deviney, Tarleton State University

Board of Directors

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SOBIE 2019 April 10-12

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