

April 13th-16th, 2010
Sandestin Golf and Beach Resort



12th Annual Conference

Society of Business, Industry, and Economics



**SOBIE 2011 will be hosted at
Sandestin Golf and Beach Resort**

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Society of Business, Industry, and Economics

12th Annual Conference

April 13th-16th, 2010

Sandestin, Florida

Linkside Conference Center

2010



President: Bhargava, Vivek, Alcorn State University

Vice-President: Rita Jones, Columbus State University

Treasurer/Secretary: Keith Malone, University of North Alabama

Conference Chairman: David Black, University of North Alabama

Founders: Jim Couch, Doug Barrett, University of North Alabama

Program Design: Jessica Sandlin, University of North Alabama

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

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Registration

April 13th	April 14th	April 15th	April 16th
6:00-7:30 pm	7:30-11:30 am	7:30-11:30 am	7:30-11:30 am

Wednesday

April 14 th	Terrace I	Terrace II	Terrace III
7:30-8:45	Student Research 1	Finance 1	Accounting 1
9:00-10:15	Student Research 2	CIS 1	Management 1
10:30-11:45	Pedagogy 1	Management 2	Economics 1
12:00-1:15	Marketing 1	Pedagogy 2	

Thursday

April 15th	Terrace I	Terrace II	Terrace III
7:30-9:00	Breakfast-Bayview Room		
9:00-10:15	Management 3	Accounting 2	Finance 2
10:30-11:45	CIS 2	Economics 2	Student Research 3
12:00-1:15	Accounting 3	Management 4	Pedagogy 3
1:30-2:45	Finance 3	Accounting 4	Pedagogy 4

Friday

April 16th	Terrace I	Terrace II	Terrace III
7:30-8:45	Accounting 5	Management 5	CIS 3
9:00-10:15	Accounting 6	Economics 3	Pedagogy 5
10:30-11:45	Economics 4	Student Research 5	Finance 4

Wednesday, April 14th

7:30 – 8:45

Bayview Terrace, Linkside Conference Center

Terrace A – Session 1: Student Research 1

Chair: Doug Barrett, University of North Alabama

State Fiscal Policy and the Happiness of Citizens

Greer Pruitt, University of North Alabama
Cory Hamilton, University of North Alabama
Ke Zhang, University of North Alabama
Dylan Michael, University of North Alabama
Jim Couch, University of North Alabama

State Happiness Index and Homogeneity

Clinton Christy, University of North Alabama
Ana Tavares, University of North Alabama
Trey Kyle, University of North Alabama
Doug Barrett, University of North Alabama

Attracting the Movie Industry: The Role of State Incentives

Joni James, University of North Alabama
Mark Lawrence, University of North Alabama
Jim Couch, University of North Alabama

Bank Mergers: How and Why They Occur, and Are They Beneficial to Customers

Jessica Sandlin, University of North Alabama
Tressa Patel, University of North Alabama
Christina Lozada, University of North Alabama
Keith Malone, University of North Alabama
David L. Black, University of North Alabama

Terrace B – Session 2: Finance 1

Chair: Mike Cudd, Mississippi College

Testing for Nonlinear Trend-Reversion in the Stock Prices of the G7 Countries

Hassan Shirvani, University of St. Thomas
Natalya Delcoure, University of St. Thomas
Bahman Mirshab, University of St. Thomas

Institutional Investors Response to the Use of Heuristics in Small Business Capital Structure Decisions

Mike Cudd, Mississippi College
Harold Davis, Southeastern Louisiana University
Marcelo Eduardo, Mississippi College

Strategic vs. Reactive Downsizing: The Financial Implications

Brett King, University of North Alabama

Terrace C – Session 3: Accounting I

Chair: Lisa Sandifer, Delta State University

Clickers-Are They Effective as a Teaching Tool in Intermediate Accounting II?

Rita Jones, Columbus State University

Teresa Lang, Columbus State University

Keren Deal, Auburn University Montgomery

International Financial Reporting Standard: How Prepared are CPA's in Mississippi?

Lisa Sandifer, Delta State University

Sharon Ford, Delta State University

Reporting Income from Debt Cancellation

Jim Hasselback, University of West Florida

9:00 – 10:15

Terrace A – Session 4: Student Research 2

Chair: Jim Couch, University of North Alabama

Bailout Vote: The Role of Politics

Mark Foster, University of North Alabama
Jim Couch, University of North Alabama
Keith Malone, University of North Alabama
David L. Black, University of North Alabama

The Motivation for Town Hall Meetings: An Investigation of the US Senate

Alvin Wendt, University of North Alabama
Brad Castro, University of North Alabama
Jennifer Follis, University of North Alabama
Phil Burton, University of North Alabama
Jim Couch, University of North Alabama

Dealergate

Dylan Michael, University of North Alabama
Lauren McCullough, University of North Alabama
Kumar Ujjwal, University of North Alabama
Jim Couch, University of North Alabama

Evaluating Intangible Assets for Making Investment Decisions

Tatiana Verzilina, Alcorn State University

Terrace B – Session 5: CIS 1

Chair: John Dyer, Georgia Southern University

Building HTA Client-Side Windows Applications

John Dyer, Georgia Southern University

Progamatic Web Data Acquisition for E-Commerce Databases

John Dyer, Georgia Southern University

Term Paper vs. Term Project: Experiences in Development and Implementation of a Capstone IS Course

Elena Moshkovich, University of Montevallo

Terrace C – Session 6: Management 1

Chair: O. Guy Posey, Alabama A&M University

Using Systems Approach to Create and Sustain a Culture of Assessment: A Case Study

Jennifer Collins, Florida A & M University

Clyde Ashley, Florida A & M University

Shawnta Friday-Stroud, Florida A & M University

A Case Study of Online Administration and Communication in a Volunteer Organization

O. Guy Posey, Alabama A&M University

An Examination of the Relationship Between Student Procrastination and Academic Performance

Jennifer Collins, Florida A & M University

Amos Bradford, Florida A & M University

10:30 – 11:45

Terrace A – Session 7: Pedagogy 1

Chair: John E. Crawford, Lipscomb University

Using Illusions in the Class Terrace: Practices, Principles and Planning
David Deviney, Tarleton State University

Using Online Games and Virtual Worlds to Teach Timeless Business Principles
John E. Crawford, Lipscomb University

Terrace B – Session 8: Management 2

Chair: Robert Armstrong, University of North Alabama

Affect and Planned Behavior: An Integrated Model of Counterproductive Workplace Behavior
Jennifer Ziegelmayer, Delta State University

Under the Radar”: A Quantitative Assessment of the Construct of Banality of Wrongdoing in an Australian Energy Company
Robert Armstrong, University of North Alabama
Dennis Balch, University of North Alabama

Restructuring Healthcare
Samuel Cappel, Southeastern Louisiana University
Avinash Waikar, Southeastern Louisiana University
Carl Phillips, Southeastern Louisiana University

Terrace C – Session 9: Economics 1

Chair: Kenneth Linna, Auburn University Montgomery

What Role Did Financial Innovations and Deregulation Have In the Recent Housing, Financial and Economic Crisis?
Tricia Snyder, William Paterson University

The Effects on Scoring of Two Major Rule Changes in NCAA Football
Kenneth Linna, Auburn University Montgomery
Evan Moore, Auburn University Montgomery

Do Federal Budgets Cause Crowding Out?
Tricia Snyder, William Paterson University

12:00– 1:15

Terrace A – Session 10: Marketing 1

Chair: Pj Forrest, Alcorn State University

Pricing in the Marketing Text: Time for Review
Pj Forrest, Alcorn State University

A Changing Educational Model in Russian Business Programs
Alexander Mechitov, University of Montevallo

Challenges and Opportunities for Developing Countries from Medical Tourism
Avinash Waikar, Southeastern Louisiana University
Sam Cappel, Southeastern Louisiana University
Udy Tate, Marshall University

Terrace B– Session 11: Pedagogy 2

Chair: Kathleena Monds, Albany State University

Faculty Training for Online Teachers in Three Rural Alabama Community Colleges: A Collective Case Study
Robert Davis, Northeast Alabama Community College
Steve Hamrick, Hourglass, LLC

Computer Security: What Business Professionals Don't Know Could Hurt You
O. Guy Posey, Alabama A&M University
Roderick Posey, University of Southern Mississippi
Chlotia Garrison, Winthrop University

An Assessment of B-School Mission Statements in Measuring Assurance of Learning Initiatives
Kathleena Monds, Albany State University

Thursday, April 15th

7:30am – 9:00am Breakfast

Bayview Terrace, Linkside Conference Center

9:00 – 10:15

Terrace A – Session 12: Management 3

Chair: Donna Schaeffer, Marymount University

Assessing Student Critical Thinking using Structured vs. Unstructured Case Analysis

Jennifer Collins, Florida A&M University

Angela Tidwell Lewis, Florida A&M University

Managing Telework in an Ethical Manner

Donna Schaeffer, Marymount University

Patrick C. Olson, National University

Visitor Evaluation of a Major U. S. Theme Park

Gary L. Geissler, University of Arkansas at Little Rock

Conway T. Rucks, University of Arkansas at Little Rock

Terrace B – Session 13: Accounting 2

Chair: Laurie Swinney, University of Nebraska at Kearney

Maximizing Course Content Synergies in AIS and MIS

Monica Jeancola, Stetson University

Quicker with Clickers

Laurie Swinney, University of Nebraska at Kearney

Intermediate Accounting: A Best Practices Survey

Eugene Criscione, Morehead State University

E. Richard Criscione, Morehead State University

Terry Glenn Elliott, Morehead State University

Terrace C – Session 14: Finance 2

Chair: Seung Dong Lee, University of Alabama Birmingham

Trade Liberalization, Welfare and Negative Externalities

Manadaniabendra Dasgupta, University of Alabama Birmingham

Seung Dong Lee, University of Alabama Birmingham

Returns Dynamics and Global Integration of the Stock Markets of “Plus Five” Nations

Ranvesh Srivastava, Alcorn State University

Akash , Alcorn State University

The Experience Factor in Computer Business Simulations

J. Bryan Hayes, Mississippi College

Marcelo Eduardo, Mississippi College

10:30 – 11:45

Terrace A – Session 15: CIS 2

Chair: Kevin Elder, Georgia Southern University

SAP Certifications

Ronald MacKinnon, Georgia Southern University
Kevin Elder, Georgia Southern University
Hsiang-Jui Kung, Georgia Southern University

SAP in the MBA Curriculum

Kevin Elder, Georgia Southern University
Ronald MacKinnon, Georgia Southern University
Hsiang-Jui Kung, Georgia Southern University

The Use of SAP Simulation Software: ERPism

Hsiang-Jui Kung, Georgia Southern University
Ronald MacKinnon, Georgia Southern University
Kevin Elder, Georgia Southern University

Terrace B – Session 16: Economics 2

Chair: Rodney Paul, St. Bonaventure University

The NCAA Basketball Betting Market: Tests of the Balanced Book Hypothesis

Rodney Paul, St. Bonaventure University
Andrew Weinbach, Coastal Carolina University
Kristin Paul, St. Bonaventure University

Football Market Efficiency and Contrary Opinion

Ladd Kochman, Kennesaw State University
Ken Gilliam, Kennesaw State University

Tax Credit for Electric Vehicles

David Kern, Arkansas State University
Terry Dancer, Arkansas State University

Terrace C – Session 17: Student Research 3

Chair: Cameron Montgomery, Delta State University

Voluntary Sarbanes-Oxley Act Compliance by Non-publicly Traded Health Care Organizations

Rahima Rahmonova, University of Nebraska at Kearney

Laurie Swinney, University of Nebraska at Kearney

Age and IT Skills in The Modern IT Environment: Expertise and Attitudes Surrounding the Older Worker

Lewis Wells, Tarleton State University

David Deviney, Tarleton State University

Behavior of LIBOR in Relation to Changing Economic Conditions

Raleigh Green, University of North Alabama

Kristi Van Rensselaer, University of North Alabama

12:00 – 1:15

Terrace A – Session 18: Accounting 3

Chair: Stephanie Moussalli, University of South Alabama

IFRS versus U.S. GAAP: How Financial Statement Numbers Change

Rahima Rahmonova, University of Nebraska at Kearney

Steve Hall, University of Nebraska at Kearney

Whose Responsibility Is It? A Case Study in Applying Internal Controls to a Regional Accounts Payable Center

E. Richard Criscone, Morehead State University

Auditors and Internal Controls: A History of How to Avoid Fraud Detection Responsibility

Stephanie Moussalli, University of South Alabama

O. Ronald Gray, University of West Florida

Terrace B – Session 19: Management 4

Chair: Angela Tidwell Lewis, Florida A&M University

Supply Chain Management for Higher Education: Trends and Challenges

Angela Tidwell Lewis, Florida A&M University

Rufus Little, III, Aurora Compliance & Consulting

Survey Research Response Rates: Internet Technology vs. Snail Mail

Patricia Lanier, University of Louisiana at Lafayette

John Tanner, University of Louisiana at Lafayette

Michael Totaro, University of Louisiana at Lafayette

Gavin Gradnigo, University of Louisiana at Lafayette

A Minor in Social Entrepreneurship

Donna Schaeffer, Marymount University

Janine DeWitt, Marymount University

Marcia Dursi, Marymount University

Nancy Furlow, Marymount University

Behnaz Quigley, Marymount University

Terrace C – Session 20: Pedagogy 3

Chair: Michelle DeMoss, Stetson University

Bringing Relevance to the ClassTerrace through Experiential Learning: A Case Study of Student Consulting Projects in Information Resource Management

Jennifer Pitts, Columbus State University

Comparing Experiential Learning Techniques: The Business Student's Perspective

Michelle DeMoss, Stetson University

Carolyn Nicholson, Stetson University

The Impact of Student Expectations and Faculty Implementation of Technology on Self-report Student Learning Outcomes

Jason Brashier, Freed-Hardeman University

April Brashier, Freed-Hardeman University

Using Wolfram Alpha in Economics Courses

Howard H. Cochran, Jr. Belmont University

Gary L. Hodgins, Belmont University

1:30-2:45

Terrace A – Session 21: Finance 3

Chair: Richard A. Followill, University of Northern Iowa

Analyzing the Role of Economic Freedom and Transparency in Economic Growth During Uncertain Times

Akash Dania, Alcorn State University
John G. Igwebuike, Alcorn State University

Should You Sell? How to Respond to a Housing Bubble

Richard A. Followill, University of Northern Iowa
Arthur T. Cox, University of Northern Iowa

Asset Allocation and the Investment Horizon

James Yoder, University of West Georgia
Ronald Best, University of West Georgia
Charles W. Hodges, University of West Georgia

Terrace B – Session 22: Accounting 4

Chair: Dan Meyer, Austin Peay State University

Lean Accounting in the Information Age

Dale Spradling, Stephen F. Austin State University

Sourcing with Different Types of Suppliers

Chiaho Chang, Montclair State University

Ethics Education for Certified Public Accountants---Does the Adoption Pattern for 150 College Hours and CPA Mobility Provide Any Insight?

Dan Meyer, Austin Peay State University
Lesley Davidson, Austin Peay State University

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Terrace C - Session 23: Pedagogy 4

Chair: Don English, Texas A&M University-Commerce

Qualities Needed in the Workplace: Views of College of Business Undergraduate Students

Don English, Texas A&M University-Commerce
Edgar Manton, Texas A&M University-Commerce
Janet Walker, Texas A&M University-Commerce

Development of an Enhanced Jeopardy Game to Facilitate Learning

Lisa Micich, Alcorn State University

College Textbook Prices; Do Students Know More Than Their Professors?

Cameron Montgomery, Delta State University
Larry Magee, Delta State University
Jerry Kandies, Delta State University
Rebecca Hochradel, Delta State University
Garrett Ross, Delta State University

Failure to Graduate: Why Seniors Don't Finish

Laurie Barfitt, Western New Mexico University
Linda Baldwin, Western New Mexico University
George Muncrief, Western New Mexico University
Adele Springer, Western New Mexico University

Friday, April 16th

7:30 – 8:45

Terrace Bayview Terrace, Linkside Conference Center

Terrace A – Session 24: Accounting 5

Chair: Vincent Brenner, Stetson University

An Outcomes Assessment in Intermediate Accounting

Vincent C. Brenner, Stetson University
Richard Copeland, Stetson University
Judson P. Stryker, Stetson University

The New CMA Exam: An Attractive Option for CPAs in Business and Industry

Robert Seay, Murray State
Holly Rudolph, Murray State

Integration of Physical and Financial Supply Chains for Value Maximization

Lakshmi Narain, Georgia College & State University

Terrace B – Session 25: Management 5

Chair: Fesseha Gebremikael, Alabama A&M University

Religiosity and Ethical Behavior in Business School Students

Salil Talpade, University of West Georgia
James Burton, University of West Georgia

A Sensitivity Analysis Leveraging AHP Model for Logistics and Supply Chain Risk Management

Chris Enyinda, Alabama A&M University
Fesseha Gebremikael, Calhoun Community College
Godwin Udo, University of Texas at El Paso

The Fallacy of Property Tax Revenue

Jacob Tober, University of North Alabama
David Black, University of North Alabama

Terrace C – Session 26: CIS 3

Chair: Angela Walters, Fort Hays State University

Internet Usage and Issues in the Republic of Korea

Patrick Hogan, Columbus State University

Patrick Jaska, Columbus State University

Social Capital, Knowledge Sharing and Intellectual Capital in the Web-2 Enabled World

Marguerite Cronk, Harding University

Examining the Predictive Nature of Trusting Intentions toward Trust-Related Behavior in the Electronic Commerce

Angela Walters, Fort Hays State University

9:00 – 10:15

Terrace A – Session 27: Accounting 6

Chair: Forrest Thompson, Florida A and M University

Responsibility and Standard Implementation: A Case Study of County Governments

Roderick B. Posey, University of Southern Mississippi
Forrest Thompson, Florida A and M University

FOREX for Accountants: A Primer on the Largest Financial Market in the World

Arthur H. Gilbert, Jr., University of West Florida

Ethics in the Virtual World: A Case Study of the Suitability of Second Life to Faith-Based Education

John Stone, Harding University
Marguerite Cronk, Harding University

Terrace B – Session 28: Economics 3

Chair: Pete Williams, University of North Alabama

Adverse Selection: The Signaling Hypothesis, and Higher Education

Pete Williams, University of North Alabama

A Comparison of Two Operating Leisure Oriented Mega-Malls and The Xanadu Project: Looking Into the Crystal Ball

Jack Samuels, Montclair State University

Impact of Exchange Rate Fluctuation on Stock Market Returns

Vivke Bhargava, Alcorn State University
Shamala S. Reddy, Alcorn State University

Terrace C – Session 29: Pedagogy 5

Chair: Wendy Goldstein, McGraw-Hill Publishing

Learn how to improve student success and retention in the classroom through:

*CONNECT, an online learning and assessment system and
CREATE, an online tool for creating color or black/white custom texts with our
content or your own.*

10:30 – 11:45

Terrace A – Session 30: Economics 4

Chair: Peter V. Bias, Florida Southern College

Welfare Enhancing Collusion in a Service Provision Model

Evan Moore, Auburn University at Montgomery
James Boswell, Auburn University at Montgomery

Employment Factors Rankings

Richard Wilson, Florida A&M University

Another Look at the Phillips Curve

Peter V. Bias, Florida Southern College

Terrace B – Session 31: Student Research 4

Chair: Marguerite Cronk, Harding University

Market Evaluation of IT sector: Net Income - R&D relation (Apple, Inc. vs. Dell, Inc.)

Svetlana V. Verzilina, Alcorn State University

Perceptions of Leadership Amongst College Students Studying at a Medium-Sized Private University

Bradley Wolhuter, Harding University
Marguerite Cronk, Harding University

Nurse Practitioners: Leaders in the Business of Modern Medicine

Heather Unger-Robertson, University of North Alabama

The Roots of Revolution: How British Mercantilism Gave Rise to the American Revolution

Kevin Bailey, University of North Alabama

Innovative Analysis: An Empirical Study of College Students Savings Habits with Findings and Proposed Solutions

Matthew Boyle, Georgia College & State University
Doreen Sams, Georgia College & State University

Numbers, Financial Distress, and High Tech Firms

Joselyne Williams, University of Nebraska-Kearney
Steve Hall, University of Nebraska at Kearney

Terrace C – Session 32: Finance 4

Chair: Raymond Johnson, Auburn University Montgomery

Risk Capital: An Alternative Measurement Framework

Raymond Johnson, Auburn University Montgomery

Kenneth Linna, Auburn University Montgomery

Joseph A. Newman, Auburn University Montgomery

Nonlinear Dependence in Commodity Prices

Arav Ouandlous, Georgia Southern University

John Barkoulas, Georgia Southern University

The Long-Run Stock Performance of Zero-Leverage Firms

Hongbok Lee, Western Illinois University

Gisung Moon, Columbus State University

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List of Participating Schools, Businesses, and Organizations

Alabama A&M University
Albany State University
Alcorn State University
Arkansas State University
Auburn University Montgomery
Aurora Compliance & Consulting
Austin Peay State University
Belmont University
Calhoun Community College
Cengage Publishing
Coastal Carolina University
Columbus State University
Delta State University
Florida A & M University
Florida Southern College
Fort Hays State University
Freed-Hardeman University
Georgia College & State University
Georgia Southern University
Harding University
Kennesaw State University
Lipscomb University
Marshall University
Marymount University
McGraw-Hill Publishing
Mississippi College
Morehead State University
Murray State
National University
Northeast Alabama Community College
Southeastern Louisiana University
St. Bonaventure University
Stephen F. Austin State University
Stetson University
Tarleton State University
Texas A&M University-Commerce
University of Alabama Birmingham
University of Arkansas at Little Rock
University of Louisiana at Lafayette
University of Montevallo
University of Nebraska at Kearney
University of North Alabama
University of Northern Iowa
University of South Alabama
University of Southern Mississippi
University of St. Thomas
University of Texas at El Paso
University of West Florida
University of West Georgia
Western Illinois University
Western New Mexico University
William Paterson University
Winthrop University

List of Past SOBIE Presidents

- 1999: *Florence, AL*
President: Jim Couch, University of North Alabama
- 2000: *Cleveland, MS*
President: ??????
- 2001: *Natchez, MS*
President: Vivek Bhargava, Alcorn State University
- 2002: *Gulf Shores, AL*
President: Doug Barrett, University of North Alabama
- 2003: *Ft. Walton Beach, FL*
President: Jim Couch, University of North Alabama
- 2004: *Branson, MO*
President Doug Barrett, University of North Alabama
- 2005: *Hot Springs, AR*
President: Steve Wells, University of Central Arkansas
- 2006: *Natchez, MS*
President: Vivek Bhargava, Alcorn State University
- 2007: *Gulf Shores, AL*
President: Jim Couch, University of North Alabama
- 2008: *Sandestin, FL*
President: Doug Barrett, University of North Alabama
- 2009: *Sandestin, FL*
President, Lisa Sandifer, Delta State University
- 2010: *Sandestin, FL*
President: Vivek Bhargava, Alcorn State University
- 2011: *Sandestin, FL*
President-elect: Rita Jones, Columbus State University

List of Participating States

Alabama
Arizona
Florida
Georgia
Iowa
Kansas
Kentucky
Louisiana
Mississippi
Nebraska
New Jersey
New Mexico
New York
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Tennessee
Texas
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