

# **SOBIE 2023**



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

**23<sup>rd</sup> Annual Academic Conference**

**Sandestin Golf and Beach Resort  
April 12-14, 2023  
Destin, Florida**



# **SOBIE 2023**

## **23<sup>rd</sup> Annual Academic Conference**

**April 12-14, 2023**

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

### **SOBIE 2023 Officers**

President: Amye Melton, Austin Peay State University

Vice President: Fred Kindelsperger, University of North Alabama

Secretary/Treasurer: Keith Malone, University of North Alabama

Conference Chairman: David L. Black, University of North Alabama

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JOBIE Editor: Keith Malone, University of North Alabama

Webmasters: Mitch Moon, University of North Alabama

Program Design: Breonna Roden, University of North Alabama

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

**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 2023 Keynote Address**

### **Katja Bullock**

Katja Bullock served in the White House as a Special Assistant to the President and Director of Operations for Presidential Personnel. She held the same position and duties under Presidents Bush 43 and Trump until her retirement in March 2020. She also served in Presidential Personnel during the Reagan and Bush 41 Administrations with various titles.

She was the Operations Officer in the Office of Presidential Personnel, responsible for the processing of all non-career appointments, and directed the nominating process of all presidential appointments in the Federal Government.

At the same time, she has been the recruiting officer for all non-career appointments at the Department of Commerce, the Agency for International Development, the Export Import Bank, the Overseas Private Investment Corporation which now is the International Development Finance Corporation, the Peace Corps as well as the Office of Personnel Management and the General Services Agency, and the Office of National Drug Control Policy.

In 2002, Katja was detailed to Iraq as Director of Civilian Personnel to help set up the Coalition Provisional Authority government in Iraq.

From 1995 to 2000 Katja was the Office Manager for United States Senator Spencer Abraham from Michigan.

Katja was born and raised in Germany and holds a pharmacy equivalent degree from the University of Erlangen, Germany.

In her free time, she has been active in Maryland Politics for over forty years.

# SOBIE 2023



## Registration – Bayview Foyer

April 12	April 13	April 14
7:00 – 11:00 AM	7:00 – 11:00 AM	7:00 – 11:00 AM

### Wednesday, April 12

	Terrace 1	Terrace 2	Terrace 3
7:30 – 8:45	1- Pedagogy	2- Pedagogy	3-General Bus
9:00 – 10:15	4- Economics	5-Round Table	6-Student Research
10:30 – 11:45	7- Leadership	8- Round Table	9- Pedagogy
12:00 -1:15	10- Open	11- Open	12- Open

### Thursday, April 13

	Terrace 1	Terrace 2	Terrace 3
7:30 – 8:45	Breakfast (Bayview Room and Terrace)		
9:00 – 10:15	13- Round Table	14- Student Research	15- Pedagogy
10:30 – 11:45	16- Pedagogy	17- Student Research	18- Economics
12:00 – 1:15	19- Finance	20-Student Research	21- Political Econ
1:30 – 2:45	22- Sports	23- Student Research	24- Marketing
3:00 – 4:15	25- Economics	26- Student Research	27- Pedagogy
4:30 – 5:45	28- Open	29- General Bus	30- Student Research

### Friday, April 14

	Terrace 1	Terrace 2	Terrace 3
7:30 – 8:45	31-Pedagogy	32- Marketing	33- General Bus
9:00 – 10:15	34- Economics	35- Finance	36- General Bus
10:30 – 11:45	37- Economics	38- Finance	39- Student Research
12:00 – 1:15	40- Labor Issues	41- Accounting	42- Student Research

## **SOBIE 2023**

**7:30 – 8:45 am**

**Wednesday, April 12**

### **Session 1: Pedagogy**

**Terrace 1**

**Chair: Cooper Johnson, University of Tennessee Martin**

Analyzing Student's Perceptions of Effective Study Strategies Utilizing a Behaviorally Anchored Rating Scale Performance Appraisal method

Larry Faulk, Texas A&M University

Jim R. Wollschied, University of Arkansas Fort Smith

Faculty-Industry Collaborations Focused on the Engagement and Impact Practices of Interest to Accrediting Agencies

Jamye Long, University of Tennessee Martin

Cooper Johnson, University of Tennessee Martin

Quality Matters and Lifelong Learning

Amye Melton, Austin Peay State University

Anna Carrie Webb, Austin Peay State University

Kristy Cunningham, Austin Peay State University

Katarine Pleites-Carpio, Austin Peay State University (Student)

### **Session 2: Pedagogy**

**Terrace 2**

**Chair: Treena Finney, University of South Alabama**

Engaging Capstone Seniors Starting Day One – An Experiential Exercise

Dan Mertens, Jacksonville State University

Robert Lloyd, Fort Hays State University

“It’s Your Job to Make me Successful” – Preliminary Results on How Entitlement Undermines Online Student Performance

Treena Gillespie Finney, University of South Alabama

R. Zachary Finney, University of South Alabama

How Can College Student Athletes Balance Sports with Academics?

Cameron Montgomery, Delta State University

### **Session 3: General Business**

**Terrace 3**

**Chair: Rachel C. Wilson, Belmont University**

Sexual & Reproductive PHCI: Consumer Behavior in the Digital Space

Terry Damron, Austin Peay State University

Joe Cangelosi, University of Central Arkansas

Kristen Brewer, Western Kentucky University

Lauren Pate, Austin Peay State University (Student)

Rebekah White, Austin Peay State University (Student)

Daily Performance Implications of Mental Health and Wellbeing of Entrepreneurs

Rachel C. Wilson, Belmont University

## SOBIE 2023

9:00 – 10:15 am

Wednesday, April 12

### Session 4: Economics

#### Terrace 1

**Chair: Colene Trent, Union University**

Going Back to the Future: A Look at Why Inflation is so High & Comparing 1980 to 2022

Jeff Johnson, Athens State University

Kim Bell, Athens State University

SBA Lending in Tennessee: A Strategy for Economic Growth

Dennis Pearson, Austin Peay State University

Amye Melton, Austin Peay State University

Liz Snodgrass, Tennessee Small Business Development Center

Matt Pankey, Austin Peay State University (Student)

Chat GPT and Current Events in the Economics Classroom

Colene Trent, Union University

### Session 5: Round Table

#### Terrace 2

**Topic: The Implications of Incorporating RSI into Undergraduate Online Micro and Macroeconomics Courses**

Moderator/Facilitator: Lane Boyte-Eckis, Troy University

Based on work by Lane Boyte-Eckis, Troy University

Steven Lee, California State Polytechnic University Pomona

Anand Krishnamoorthy, Troy University

### Session 6: Student Research

#### Terrace 3

**Chair: Pennye Brown, Austin Peay State University**

15% Corporate Alternative Minimum Tax (2022): Potential Benefits and Drawbacks

Ashley Wade, University of South Alabama

Tiffany DeRoy, University of South Alabama (Faculty Mentor)

The Impact of Artificial Intelligence in Accounting

Madelyn Jones, Austin Peay State University

Pennye Brown, Austin Peay State University (Faculty Mentor)

Do Short-Term Interest Rates Really Predict Inflation?

Matthey Rutter, Austin Peay State University

Stewart Black, Austin Peay State University

Dong Nyonna, Austin Peay State University (Faculty Mentor)

Michael Phillips, Austin Peay State University (Faculty Mentor)

Cultural and Educational Differences: Barriers to Adopting IFRS in Developing Islamic Nations

Macy Adams, University of South Alabama

Reid Cummings, University of South Alabama (Faculty Mentor)

## **SOBIE 2023**

**10:30 – 11: 45 am**

**Wednesday, April 12**

### **Session 7: Leadership**

#### **Terrace 1**

**Chair: Blake Escudier, Purdue University Global**

What type of Leader (using the CIP) Model do Faculty Members in a College of Business Prefer in Different Situations (Non-crisis versus Crisis)?

G. Tashbin, University of South Alabama

Cheyenne Jackson, University of South Alabama (Student)

Applying Strategic Doing to Self-Leadership

Doug Barrett, University of North Alabama

Stewardship vs Agency Theory

Dan Slater, Union University

Human Resources: Major Disaster Preparedness and Recovery Planning

Blake Escudier, Purdue University Global

### **Session 8: Round Table**

#### **Terrace 2**

**Topic: FED Follies: The Federal Reserve Since the 1990s – Growing Debt, Exacerbating Inequality, and Driving Malign Cultural Changes**

Moderator: Jason Imbrogno, University of North Alabama

### **Session 9: Pedagogy**

#### **Terrace 3**

**Chair: Deshannon McDonald, Alabama A&M University**

Who Just Took that Quiz: Your Students or Google's Socratic?

Dan Settlege, University of Arkansas Fort Smith

Jim R. Wollscheid, University of Arkansas Fort Smith

The Impact of Earning While Learning

Zach R. Finney, University of South Alabama

Trenea Gillespie Finney, University of South Alabama

Testing Integrity versus Student Privacy: Academia's Ongoing Battle for Quality Online Assessments

Deshannon McDonald, Alabama A&M University

O. Guy Posey, Alabama A&M University

**SOBIE 2023**

**Wednesday, April 12**

**12:00 –1:15 pm**

**Session 10: Open**

**Terrace 1**

**Chair:**

**Session 11: Open**

**Terrace 2**

**Chair:**

**Session 12: Open**

**Terrace 3**

**Chair:**

**NOTES**



## **SOBIE 2023**

**7:30 – 8:45 am Breakfast**

**Thursday, April 13**

**Keynote Speaker: Katja Bullock – The American Experience**

**9:00 – 10:15 am**

### **Session 13: Round Table Discussion**

#### **Terrace 1**

**Topic:** Inside the White House: Leadership Matters in Politics, Policy, and Personnel

Moderators: Katja Bullock, Special Assistant to the President, Presidential Personnel  
David Black, SOBIE, Retired Economics Professor

### **Session 14: Student Research**

#### **Terrace 2**

**Chair: Dan Settlege, University of Arkansas Fort Smith**

A Study of the Use of Data Visualization Methods and User Understanding

Sarah Barnes, University of South Alabama

Misty Sabol, University of South Alabama (Faculty Mentor)

The Effects of NFL Fan Even Attendance Before, During, and After the COVID-19 Pandemic

Maggie Overstreet, University of South Alabama

Daniel Harvey, University of South Alabama

Is There Really No Place Like Home? Tournament Bass Fishing and the Homefield Advantage

Madison Settlege, University of Arkansas

Dan Settlege, University of Arkansas Fort Smith (Faculty Mentor)

Gender Gap in Willingness to negotiate: The Role of Entitlements

Erin Taylor, Austin Peay State University

Macie Addley, Austin Peay State University

Elif E. Demiral, Austin Peay State University (Faculty Mentor)

### **Session 15: Pedagogy**

#### **Terrace 3**

**Chair: Michael Monahan, Frostburg State University**

Do you have to Attend to Succeed: Is there a Relationship between Class Attendance and Final Grades?

Michael Monahan, Frostburg State University

Amit Shah, Frostburg State University

Student Outcomes and Mini-Lectures in Online Economics Courses

Jennings Byrd, Troy University

Business Data Analytics Instruction for Gen Z – The Transformational Role of AI

Asit Bandyopadhyay, Austin Peay State University

Soham Sengupta, University of Memphis (Ph.D. Candidate)

## SOBIE 2023

**10:30-11:45 am**

**Thursday, April 13**

### **Session 16: Pedagogy**

#### **Terrace 1**

**Chair: Yatin Bhagwat, Grand Valley State University**

Improving Teaching of Data Analytics Course Online: A Pedagogical Approach

Dennis Pearson, Austin Peay State University

Asit Bandyopadhyay, Austin Peay State University

Brian Sloboda, University of Maryland Global

Immersion in Finance Curriculum: The Capstone Course Experience

Yatin Bhagwat, Grand Valley State University

Training, Comfort, and Perceived Effectiveness: Lessons from the Pandemic

Lisa Russell, Indiana University Southeast

P. L. Lach, Indiana University Southeast

R. K. Morgan, Indiana University Southeast

### **Session 17: Student Research**

#### **Terrace 2**

**Chair: Thomas Snyder, University of Central Arkansas**

Special Interests and State Occupational Licensure Reform

Takahito Orr, University of Central Arkansas

Zachary Burt, University of Central Arkansas

Thomas Snyder, University of Central Arkansas (Faculty Mentor)

Paycheck Protection Program: Small Business Benefits and the Unintended Consequences

Victoria (Tori) Case, Austin Peay State University

Jennifer D. Thayer, Austin Peay State University (Faculty Mentor)

Jaguar Investment Fund Project

John MacLatchie, University of South Alabama

Do Occupational Licensing Regulations Increase Earnings? Evidence from the U.S. Airline Industry

Michael Liby, Austin Peay State University

Matt Hampton, Austin Peay State University (Faculty Mentor)

### **Session 18: Economics**

#### **Terrace 3**

**Chair: Manabendra Dasgupta, University of Alabama Birmingham**

Political Economy of Trade, Privatization, and Environment

Manabendra Dasgupta, University of Alabama Birmingham

Seung Dong Lee, University of Alabama Birmingham

Current Account Dynamics: A SVAR Analysis When Country-Specific Shocks are Correlated at Leads

Cesar Sobrino, Universidad del Turabo

Ellis Heath, Valdosta State University

North To Alaska: The Case for a Long Trail in the Wild North

Gökhan Karahan, University of Alaska Anchorage

A National Stated Preference Survey on Electric Bicycle Purchase Incentives

Luke Jones, Valdosta State University

John MacArthur, Portland State University

Chris Cherry, University of Tennessee

Cameron Bennett, Portland State University

## **SOBIE 2023**

**12:00-1:15 pm**

**Thursday, April 13**

### **Session 19: Finance**

#### **Terrace 1**

**Chair: Brett Cotten, Columbus State University**

An Empirical Analysis of the Financial Performance of Servant Leadership Firms

Brett Cotten, Columbus State University

Danielle Navarrete, Columbus State University (Graduate Student)

Financial Security and Retirement Saving Motivators: Evidence from U.S. Households

Kay Lawrimore Belanger, Francis Marion University

Marie DeVincenzo, Francis Marion University

Jan Serrano, Francis Marion University

Underwriting Syndicate Structure and Decision to Combine Fees

TeWhan Hahn, Auburn University Montgomery

Heather Rhodes, University of North Alabama

### **Session 20: Student Research**

#### **Terrace 2**

**Chair: Don Kim, Delta State University**

Investigating the Effects of Social Media on Gen Z's Self-Concept and Mental Health – An Analytical Approach

Destani Cole-Fields, Austin Peay State University

Asit Bandyopadhyay, Austin Peay State University (Faculty Mentor)

The Impact of the Covid-19 Pandemic on Fairness Preferences – Utilization of Game Theory

Ethan Flowers, University of South Alabama

An Investigation of Savings Groups

Danielle Popson, Union University

Colene Trent, Union University (Faculty Mentor)

The Impact of Social Networking Site on Social Well-Being During the Pandemic

Theodore Jackson, Delta State University

Don Kim, Delta State University

### **Session 21: Political Economics/Finance**

#### **Terrace 3**

**Chair: Dan Sutter, Troy University**

Emergencies, Price Gouging, and Political Opportunism

Dan Sutter, Troy University

Relative Efficiency of Plurality and Borda for Majoritarian Principles

Robi Ragan, Mercer University

Jac Heckelman, Wake Forest University

Stock Ownership of Federal District Judges and its Impact on Firms

Fred Kindelsperger, University of North Alabama

April Knill, Florida State University

Alexei Ovtchinnikov, HEC-Paris

## SOBIE 2023

1:30-2:45 pm

Thursday, April 13

### Session 22: Sports

#### Terrace 1

Chair: Evan Moore, Auburn University Montgomery

#### Reverse Line Movement Based Strategies in College Football Spreads Markets

Evan Moore, Auburn University Montgomery

James Francisco, Auburn University Montgomery

#### Strategic Selections in Ranked NFL Pick 'Em Contests

Jason Imbrogno, University of North Alabama

#### Mastering the Links: A Strokes Gained Approach to Predicting PGA Tour Player Performance

Andre Jacobs, University of North Alabama (Student)

Jason Imbrogno, University of North Alabama

### Session 23: Student Research

#### Terrace 2

Chair: Al Chow, University of South Alabama

#### Maximizing Corporate Governance Scores for Emerging Corporations: A Business Proposal

Ashton B. Weddington, Austin Peay State University

Keith J. Groll Sr, Austin Peay State University

Michael D. Phillips, Austin Peay State University (Faculty Mentor)

Dong Y. Nyonna, Austin Peay State University (Faculty Mentor)

#### Current Trends in Applying Machine Learning to Develop Capital Asset Pricing Models

Charlie Wine, University of South Alabama

Al Chow, University of South Alabama (Faculty Mentor)

#### The Impact of State-Level Economic Freedom on Opioid Overdose Deaths

Claire Coon, University of Central Arkansas

Collin D. Hodges, University of Central Arkansas (Faculty Mentor)

#### The Florida Panhandle: Costal Property Values

Alexandra Redfearn, Valdosta State University

### Session 24: Marketing

#### Terrace 3

Chair: Ed O'Donnell, Columbus State University

#### Empirical Evaluation of Relational Value Analysis

Ed O'Donnell, Columbus State University

#### On Behalf of Fido: Exploring the Practices of U.S. Hotels to Aid Animal Shelters and Their Dogs as Viewed Through the Lens of Cause Marketing and Stakeholder Engagement and Impact

Carmen Reagan, Austin Peay State University

Gloria J. Miller, Austin Peay State University

Terry Damron, Austin Peay State University

Tim Self, Austin Peay State University

#### Theoretical Perspectives for Entrepreneurial Education

Eren Ozgen, Florida State University Panama City

## SOBIE 2023

Thursday, April 13

3:00-4:15 pm

### Session 25: Economics

#### Terrace 1

**Chair: Benjamin B. Boozer, Jacksonville State University**

Introducing Auction Theory Using Numerical Methods  
Mariano Runco, Auburn University Montgomery

Examining Economic Impact and Effects of Guntersville Lake in North Alabama  
Benjamin B. Boozer, Jr., Jacksonville State University  
Jennifer Green, Jacksonville State University  
Cameron Harry, Jacksonville State University (Student)

Revisiting the Financial Development and Economic Growth Nexus: Evidence From South Korea  
Zulal Denaux, Valdosta State University  
F. Emirmahmutoglu, Ankara Haci Bayram Veli University  
M. Topcu, Alanya Aladdin Keykubat University

Business of Differential Tuition: Practice and Reform  
Gökhan Karahan, University of Alaska Anchorage  
R. Clayton Trotter, University of Alaska Anchorage  
D. J. Kilpatrick, University of Alaska Anchorage

### Session 26: Student Research

#### Terrace 2

**Chair: Dong Y. Nyonna, Austin Peay State University**

Social Drinkers: The Social and Economic Impacts of Legalizing Retail Alcohol Sales in Arkansas' Counties  
Seth Schonauer, University of Central Arkansas  
Jeremy Horpedahl, University of Central Arkansas (Faculty Mentor)

Redesigning the Capital Budgeting Process to Support Large Firm Growth: A Case for the Entrepreneurial Mindset

Ashton B. Weddington, Austin Peay State University  
Timothy Williams, Austin Peay State University  
Michael D. Phillips, Austin Peay State University (Faculty Mentor)  
Dong Y. Nyonna, Austin Peay State University (Faculty Mentor)  
John X. Volker, Austin Peay State University (Faculty Mentor)

Applications of Supply Chain Concepts – Connecting Classroom and Real World via Study Abroad  
Grace Brown, University of South Alabama

An Econometric Look at Poverty and Violent Crime in the State of Georgia  
Alan M. Bennett, Valdosta State University

### Session 27: Pedagogy

#### Terrace 3

**Chair: Mike Casey, University of Central Arkansas**

Understanding the Effects of Procrastination on Student Success in the Online Business Computing Classroom

K. Mike Casey, University of Central Arkansas  
Carla Barber, University of Central Arkansas  
Susan Shaw, University of Central Arkansas

The 15K Entrepreneurship Challenge: Nurturing the Entrepreneurial Spirit of Austin Peay State University Students

John X. Volker, Austin Peay State University	<u>Students Austin Peay State University</u>
Stephanie Bilderback, Austin Peay State University	Marleigh Heggie
Elania C. Russell, Austin Peay State University	McKenna Jurmu
Michael Phillips, Austin Peay State University	

## **SOBIE 2023**

### **Session 27: Continued**

Improving the Student Experience and Enhancing Learning through Business Process Improvement

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

**4:30-5:45 pm**

**Thursday, April 13**

**Session 28: Open**

**Terrace 1**

**Chair:**

### **Session 29: General Business**

**Terrace 2**

**Chair: Mark Grimes, Georgia Southwestern State University**

When Positivity Matters: The Relationship Between Psychological Capital and Team Performance During a Business Simulation Competition

Justin Carter, University of North Alabama  
John Parnell, University of North Alabama

Can Religiosity, Coupled with Other Demographic Variables, Help to Predict Participation Levels in a Civic Organization

Mark Grimes, Georgia Southwestern State University  
Judy Orton Grissett, Georgia Southwestern State University

The Impact of Unexpected Retirement on Elderly's Subjective Well-Being: The Moderating Role of Social Life

Luis Gonzalez, Valdosta State University

### **Session 30: Student Research**

**Terrace 3**

**Chair:**

American Consumer Preferences for 'Green' Cosmetics: Motivating Companies to Follow the United Kingdom Cosmetic Industry's Shift to a 'Green' Supply Chain

Cambre Catherine Annulis, University of South Alabama  
Reid Cummings, University of South Alabama (Faculty Mentor)

A Comparison of Portfolio Volatility in Pre and Post Covid Time Periods

Cheyenne Jackson, University of South Alabama  
Kyle Ackerman, Auburn University

Understanding Supply Chain Concepts Through Active Participation

Helen Kraklow, University of South Alabama

A Cross-Cultural Investigation of the Impact of Religious and Political Attitudes Toward Business

Josie Albin, University of South Alabama  
Jennifer Zhoghby, University of South Alabama (Faculty Mentor)

Evaluating Various Estimators of Future Equity Returns Using Four Measures of Market Return and the Fama-French Three Factor Model

Sloan Bryant, University of South Alabama  
Kyle Ackerman, Auburn University

**7:30 –8:45 am**

**Session 31: Pedagogy**

**Terrace 1**

**Chair: Angela Even, Purdue University Global**

Designating Accounting as STEM – The CPA Evolution Continues

Ellen Madden, University of South Alabama

The Importance of Project Management in Education: Strategies and Best Practices

Angela Even Purdue University Global

**Session 32: Marketing**

**Terrace 2**

**Chair: Melodie R. Phillips, Middle Tennessee State University**

Does it Matter to be a First Entrant? Cultural Analysis of Pioneering Advantages

Sungwoo Jung, Columbus State University

Strategic Challenges to Altering Course: Can a Branded House Successfully Transition to a House of Brands?

Melodie R. Phillips, Middle Tennessee State University

**Session 33: General Business**

**Terrace 3**

**Chair: Elif E. Demiral, Austin Peay State University**

Sustainability in the Electric Vehicle Supply Chain

Angela Tidwell, Florida A&M University

Cartreal Davidson, Florida A&M University

Gender Differences in Self-Confidence

Elif. E. Demiral, Austin Peay State University

Johanna Mollerstrom, George Mason University

The Role of Psychological Capital and Professional Identity: A Study of Professional Business Students

Diane Kutz, University of North Alabama

Barry Cumbie, University of North Alabama

Michael Floren, University of North Alabama

## **SOBIE 2023**

**9:00 –10:15 am**

**Friday, April 14**

### **Session 34: Economics**

#### **Terrace 1**

**Chair: Yuexing (Simon) Lan, Auburn University Montgomery**

The Effects of Fiscal Policy in the U.S.: An ARDL Model

James Francisco, Auburn University Montgomery

Yuexing (Simon) Lan, Auburn University Montgomery

Fiscal Policy, Business Cycles, and Economic Development

Yuexing (Simon) Lan, Auburn University Montgomery

### **Session 35: Finance**

#### **Terrace 2**

**Chair: Thomas Willey, Grand Valley State University**

Social Security Retirement Benefits Claiming Decision for Married Couples

Gisung J. Moon, Columbus State University

Going Public: SPACs vs. IPOs

Rakesh Duggal, Southeastern Louisiana University

An Investigation of the Pre-and Post-Covid Cash Positions on Abnormal Stock Returns

Susan Edwards, Grand Valley State University

Thomas Willey, Grand Valley State University

### **Session 36: General Business**

#### **Terrace 3**

**Chair: Fonda Carter, Columbus State University**

Inventory as a Lever for Working Capital in the Steel Supply Chain

Angela Tidwell, Florida A&M University

Deja Lindsey, Florida A&M University

Accelerated Pathways to Cybersecurity: The Promise and Challenge of Nexus Degrees

Fonda Carter, Columbus State University

Jennifer P. Pitts, Columbus State University

Robin Snipes, Columbus State University

Color Theory for Professional Post-Interview Dressing

Linda C. Rodriguez, University of South Carolina Aiken



## SOBIE 2023

Friday, April 14

10:30 –11:45 am

### Session 37: Economics

#### Terrace 1

**Chair: Dong-Yop Oh, Auburn University Montgomery**

Cointegration of Energy Consumption and GDP in the Presence of Smooth Structural Changes

Hyejin Lee, Tuskegee University

Dong-Yop Oh, Auburn University Montgomery

The Consequences of Trust and Distrust Within a Strategic Alliance

J.L. “Bert” Morrow Jr., Birmingham Southern College

Flexibility of Wages, Benefits, and Compensating Differentials

Pete Williams, University of North Alabama

Mark Jobe, Lipscomb University

Richard Taylor, Arkansas State University

### Session 38: Finance

#### Terrace 2

**Chair: Stephen Lacewell, Murry State University**

The Impact of the Russia-Ukraine War of Eastern European Stock Markets

Chung Baek, Troy University

An Examination of Determinants of Bank Deposit Growth and Decline at U.S. Commercial Banks Segmented by Size from 2018 to 2022

Mark Foster, University of North Alabama

David F. Kern, Arkansas State University

Jim Washam, Arkansas State University

Have Banks Become More Efficient Over the Last 20 Years: A Stochastic Frontier Efficiency Analysis

Stephen Lacewell, Murry State University

Eddy Junarsin, Murry State University

### Session 39: Student Research

#### Terrace 3

**Chair: John Reisch, East Carolina University**

Investor’s Perceptions Regarding Fraudulent Environment, Social, and Governance (ESG) Disclosures

Madison Cullipher, East Carolina University

John Reisch, East Carolina University (Faculty Mentor)

Investigating Fraud and Strategies to Decrease Fraud within Youth Sports Organizations

Mason Hudnall, East Carolina University

John Reisch, East Carolina University

“I’ve Gotcha” Cognitive Decision-Making Biases in Enterprise Resource Planning (ERP) System Implementation

Michael W. Davidson, University of North Alabama

Economic Freedom and Sector-Specific Growth

Zachary Austin Thomas, Mercer University

Szabolcs Blazsek, Mercer University (Faculty Mentor)

Andres Marroquin, Universidad Francisco Marroquin (Faculty Mentor)

12:00 –1:15 pm

**Session 40: Labor Issues**

**Terrace 1**

**Chair: Mary Kiker, Auburn University Montgomery**

Examining the Effects of Schedule Flexibility, Remote Work, Support, Pay, and Stress on Job Acceptance and Perceived Fulfillment: A Policy Capturing Approach

D. Scott Kiker, Auburn University Montgomery

Judith Scully Callahan, University of Florida

Valeria Alterman, University of Miami

Mary Brtek Kiker, Auburn University Montgomery

The Future of Employee Development Impacting Business Change

Stephanie Bilderback, Austin Peay State University

Gloria Miller, Austin Peay State University

Isabella Blackwell, Austin Peay State University (student)

Madeline Etherton, Austin Peay State University (student)

Employer Provided Training in Dynamic Labor Markets

Pete Williams, University of North Alabama

**Session 41: Accounting**

**Terrace 2**

**Chair: Michaelia Black, Lee University**

Broadening Student Perception of Career Paths in Accounting: A Case Study

Beth Seymour, Lee University

Michaelia Black, Lee University

A Historical Analysis of Accounting Salaries as a Key Factor in the Staffing Crisis

Susan Coomer Galbreath, Lipscomb University

Han-Sheng Chen, Lipscomb University

Mark Jobe, Lipscomb University

When a Whistleblower Reports: Characteristics of A Whistleblower, Whistleblowing Effects on a Company's Stock Prices, and Retaliatory Action Against the Whistle Blower

Alison Hollingsworth, University of West Georgia

Heather Bono, University of West Georgia

Conner Walker, University of West Georgia (Student)

Security vs. Privacy: What is the Difference from an IT Perspective? A Suitable Definition of Privacy from an IT Perspective is Essential in Establishing and Maintaining a Privacy Program

Tommie Singleton, University of North Alabama

Mark Lawrence, University of North Alabama

**Session 42: Student Research**

**Terrace 3**

**Chair: John Reisch, East Carolina University**

Centripetal and Centrifugal Forces in Voting Models

Thomas Hughes, Mercer University

Robi Ragan, Mercer University (Faculty Mentor)

Student and Professional Perceptions of CPA Evolution

Jordan Anderson, East Carolina University

John Reisch, East Carolina University (Faculty Mentor)

Perceptions of Stress in Accounting Professionals and Accounting Students

Noah Fox, East Carolina University

John Reisch, East Carolina University (Faculty Mentor)

Teaching Data Visualization with Netflix: A teaching case using Kaggle and PowerBI

Julia Simões, Auburn University Montgomery

Zack Jourdan, Auburn University Montgomery (Faculty Mentor)

## **SOBIE Presidents**

1999: Doug Barrett, University of North Alabama  
2000: Keith Atkinson, University of Central Arkansas  
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2007: Jim Couch, University of North Alabama  
2008: Doug Barrett, University of North Alabama  
2009: Lisa Sandifer, Delta State University  
2010: Vivek Bhargava, Alcorn State University  
2011: Rita Jones, Columbus State University  
2012: David Kern, Arkansas State University  
2013: Taylor Stevenson, East Tennessee State University  
2014: Bob Armstrong, University of North Alabama  
2015: Mark Foster, University of North Alabama  
2016: Brett King, University of North Alabama  
2017: David Deviney, Tarleton State University  
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