Conference Program

General Business Conference
Sam Houston State University
College of Business Administration*
Huntsville, Texas, USA

April 17-18, 2015

Conference Chair: Dr. Balasundram Maniam, Sam Houston State University
Program Chairs: Dr. Laura Sullivan, Sam Houston State University and
Dr. Leslie Toombs, Texas A&M University-Commerce
Proceedings Editor: Dr. Steve Nenninger, Sam Houston State University

*Physical Address: Smith-Hutson Business Building
1821 Avenue I, Huntsville, Texas 77341

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM
Conference Schedule

Friday, April 17

7:45 a.m. – 3:30 p.m.          Registration (Room 209)
7:45 a.m. – 8:15 a.m.          Breakfast (Room 209)
8:15 a.m. – 9:45 a.m.          Concurrent Sessions (Rooms 105, 204, 206)
9:45 a.m. – 10:00 a.m.         Break (Room 209)
10:00 a.m. – 10:15 a.m.        Dean and Conference Chair Remarks (Room 186)
10:15 a.m. – 10:45 a.m.        Keynote Speaker (Room 186)
10:45 a.m. – 12:15 p.m.        Concurrent Sessions (Rooms 105, 106, 204, 206)
12:15 p.m. – 1:45 p.m.         Buffet Lunch (Old Main Market)
2:00 p.m. – 3:30 p.m.          Concurrent Sessions (Rooms 105, 204, 206)
3:30 p.m. – 3:45 p.m.          Break (Room 209)
3:45 p.m. – 5:15 p.m.          Concurrent Sessions (Rooms 105, 204, 206)
6:00 p.m. – 7:30 p.m.          Dinner (Peabody Building)

Saturday, April 18

7:45 a.m. – 10:00 a.m.        Registration (Room 209)
8:00 a.m. – 9:00 a.m.          Breakfast (Room 209)
9:00 a.m. – 11:00 a.m.         Concurrent Sessions (Rooms 204, 206)

Note: All concurrent sessions take place in the Smith-Hutson Business Building at Sam Houston State University. The physical address is 1821 Avenue I, Huntsville, Texas 77341. Lunch will take place in Old Main Market, and dinner will take place in the Peabody Building. Both these locations are on campus.
FRIDAY, APRIL 17, 2015

Breakfast & Meet and Greet
7:45 - 8:15 a.m.

Session I: Interdisciplinary Session
8:15- 9:45 a.m.  Room 105

Session Chair: Gordon Heslop, Texas A&M University-Commerce

Does the Recent Change in Bank Regulation Impact the Consumer?
James B. Bexley, Sam Houston State University
Steve Nenninger, Sam Houston State University

Organizational Justice and Millennial Turnover Intentions in Public Accounting Firms
Jessie George, Houston Baptist University
Stephanie Wallio, Northcentral University

Texas CPA Examination Pass Rates – An Update Since 2011
Gordon Heslop, Texas A&M University-Commerce
Suresh Kodigudla, Texas A&M University-Commerce

Empirical Validation and Investigation of Significant Institutional and Personal Factors that Impact Upon and Motivate Accounting Students at the University of Fraser Valley and the University of Hong Kong: A Quantitative Study
Joe Ilsever, University of Fraser Valley, Canada
Raymond Leung, University of Fraser Valley, Canada
Sammy Fung, University of Hong Kong, China

An Internal Control Case: A Matter of Life and Death
Gordon Heslop, Texas A&M University-Commerce
Linda Kapp, McClanahan & Holmes, LLP

Session II: Interdisciplinary Session
8:15- 9:45 a.m.  Room 204

Session Chair: Geraldine Hynes, Sam Houston State University

Early Results: Emotional Intelligence as a Framework and Measure of Interpersonal Skills of University Students
Kathryn S. O’Neill, Sam Houston State University
Alisa White, Sam Houston State University
It’s Not What You Say, It’s How You Say It...Or Is It? Elements That Business Professionals Consider Most Important In Speakers

Bradley Wesner, Sam Houston State University
Geraldine Hynes, Sam Houston State University

Student Perceptions on Career Readiness: A Review of Teaching the Resume
Carol S. Wright, Stephen F. Austin State University
Amanda Smith, Stephen F. Austin State University

Technologies for Building Immediacy in Asynchronous Online Learning Environments
Lucia Sigmar, Sam Houston State University
Traci L. Austin, Sam Houston State University

Navigating the Rapids: Teaching around Inconsistencies in the Resource Based View of the Firm
Christopher Cassidy, Sam Houston State University

Session III: Interdisciplinary Session
8:15- 9:45 a.m. Room 206

Session Chair: Robert Matthews, Sam Houston State University

One Should Never Assume: The Limitations of Recovering Attorney’s Fees in Texas
Diana Brown, Sam Houston State University
Arfeo Yllana, Thompson, Coe, Cousins and Irons
Tommy Robertson, Sam Houston State University

The Messy Process of Apportioning Corporate Income for State Tax Purposes
Robert Matthews, Sam Houston State University
Transfer Pricing
Erika Mukade, Sam Houston State University

Tweaking the Fair Labor Standards Act to Minimize Harmful (if Unintended) Consequences
Robert Matthews, Sam Houston State University
Joey Robertson, Sam Houston State University
Laura Sullivan, Sam Houston State University

Cross-Sectional Returns on Economic Freedom
Chris Farhat, Sam Houston State University

Coffee/Tea Break Registration Area
9:45 - 10:00 a.m. Room 209
Session IV: Panel Discussion
10:45 – 12:15 p.m.

Panel Moderator: Leslie Toombs, Texas A&M University - Commerce

Managing Student Engagement in the Virtual Classroom

Panelist: Leslie Toombs, Texas A&M University - Commerce
Sara McCaslin, The University of Texas at Tyler
Courtney Kernek, Southeastern Oklahoma State University

Session V: Interdisciplinary Session
10:45 – 12:15 p.m.

Session Chair: Chynette Nealy, University of Houston-Downtown

Engaging Career Insight: Using Business Communication to Guide Business Majors
Chynette Nealy, University of Houston-Downtown

Teacher-Student as Principal-Agent
Ellen R. Clardy, Houston Baptist University

Marilyn Young, University of Texas at Tyler
Kristen Waddell, University of Texas at Tyler
James Aller, University of Texas at Tyler

Information Shocks and Medical Technology: The Use and Costs of Drug-Eluting Stents
Lara Gardner, Southeastern Louisiana University
Sharmila Vishwasrao, Florida Atlantic University

Homo Economicus, Rational and Spiritual: Motivations of the Economic Man
Ellen R. Clardy, Houston Baptist University
Karen Morton-King, Houston Baptist University
Session VI: Interdisciplinary Session  
10:45 – 12:15 p.m.  
Room 204

Session Chair: Troy A. Voelker, University of Houston at Clear Lake

An Examination of the Internet Presence of Small and Mid-Sized Enterprises in a Southwestern Suburban Community  
Troy A. Voelker, University of Houston at Clear Lake  
Douglas J. Steel, University of Houston at Clear Lake

Translational Science: Shifting the Micro-foundations of Academic Entrepreneurship from the Scientist to the Multidisciplinary Team  
Dorothy M. Kirkman, University of Houston at Clear Lake

Designing New Framework aimed to Support Innovation and Sustainable Entrepreneurship for Startups and SME’s in the Emerging Market  
Derese Hilina Gizaw, Aalto University, Finland

Regarding Failed Crowdfunding Efforts  
Troy A. Voelker, University of Houston-Clear Lake  
Douglas J. Steel, University of Houston-Clear Lake

Demographic Differences in Authentic Leadership  
Kelsey Ansley, Our Lady of the Lake University-San Antonio  
Mark Green, Our Lady of the Lake University-San Antonio  
Richard Rodriguez, Our Lady of the Lake University-The Woodlands  
Sandra Tibbs, Our Lady of the Lake University-San Antonio

Session VII: Interdisciplinary Session  
10:45 – 12:15 p.m.  
Room 206

Session Chair: Liz Mulig, University of Dallas

Singular versus Distributional Net Present Value: A Case Study  
Robert Stretcher, Sam Houston State University

A Financial Modeling Course in Excel: Student Outcomes and Perceptions  
Mary Funck, Sam Houston State University  
Rituparna Ghosh, Sam Houston State University  
Erika Navarro, Sam Houston State University

Does Hedging Reduce Risk? Analysis of Large Domestic Airlines  
Garland Simmons, Stephen F. Austin State University
Saving for the Future: A Retirement Model for Constant Savings, Including Real Income Growth
Fernando Arellano, University of Dallas
Liz Mulig, University of Dallas
Susan Rhame, University of Dallas

Now Available at your Local Store! “Reverse” Contagion Effect on Locale of Consumer Purchase
Pam Richardson, University of Texas-Arlington

<table>
<thead>
<tr>
<th>Lunch</th>
<th>Old Main Market</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lunch</strong></td>
<td></td>
</tr>
<tr>
<td><strong>12:15 – 1:45 p.m.</strong></td>
<td></td>
</tr>
<tr>
<td>Note: Please wear your name badge for admission for lunch. You will also be given lunch ticket at the entrance of the Old Main Market.</td>
<td></td>
</tr>
</tbody>
</table>

**Session VIII: Panel Discussion**
2:00–3:30 p.m. Room 105

Panel Moderator: Geraldine E. Hynes, Sam Houston State University

Winning Strategies for Online and On-campus Courses: The Students’ Perspective

Panelist: Rebecca Goodsell, Sam Houston State University
Chris Farhat, Sam Houston State University
Stephanie Lopez, Sam Houston State University
Britany Vinsant, Sam Houston State University
Alisa White, Sam Houston State University

**Session IX: Interdisciplinary Session**
2:00–3:30 p.m. Room 204

Session Chair: Vance Etnyre, University of Houston-Clear Lake

Differences Mapping an Internal-External (I-E) Matrix Using Traditional and Extended Concepts
Charles J. Capps, Sam Houston State University
Christopher M. Cassidy, Sam Houston State University

Effect of Task Conflict on Co-Worker Trust, Information Acquisition, Job Satisfaction and Intention to Leave
Uğur Yozgat, Marmara University
Mine Afacan Fındıklı, Istanbul Gelişim University
Orkun Demirbağ, Marmara University
Tuğrul Savaş, Okan University
A Case for Open Source Systems
Vance Etnyre, University of Houston-Clear Lake

Qualitative Investigation of Organization and Website Activities for Interactive Marketing Associations across the US
John J. Newbold, Sam Houston State University
Elizabeth Malota, Sam Houston State University

Slums and Development. What Works and What Doesn't
Tamer Rady, Ain Shams University, Egypt

Session X: Interdisciplinary Session
2:00–3:30 p.m. Room 206

Session Chair: Lucia Sigmar, Sam Houston State University

Exploring the Relationship between Perceived Leader Integrity and Perceived Organizational Ethics
Wenonah B. Eçung, Our Lady of the Lake University-The Woodlands
Mark T. Green, Our Lady of the Lake University-San Antonio

Authentic Leadership: How Different is it from the Full Range Model of Leadership
Mark T. Green, Our Lady of the Lake University-San Antonio
Yu Sun, Our Lady of the Lake University-The Woodlands
Phylis Duncan, Our Lady of the Lake University-The Woodlands
Esther Gergen, Our Lady of the Lake University-The Woodlands

Does the Effective Use of Technology in a Sales Environment Yield Better Sales Results When Used by Transformational Leaders: An Empirical Evidence
Joe Ilsever, University of the Fraser Valley, Canada
Omar Ilsever, Our Lady of the Lake University-Houston

It's a Jungle Out There: A Survival Guide for Online Instructors
Traci L. Austin, Sam Houston State University
Lucia Sigmar, Sam Houston State University

Break
3:30 – 3:45 p.m.

Registration Area Room 209
Session XI: Interdisciplinary Session  
3:45 – 5:15 p.m.  

Session Chair: Sara Elizabeth McCaslin, University of Texas at Tyler

Integrity and Rigor in Online Course Assessments: The Case for Using Calculated Formula Questions within Blackboard  
  Kurt Jesswein, Sam Houston State University

Software Tools for Presenting Course Materials Online  
  Sara Elizabeth McCaslin, University of Texas at Tyler

Proctoring In an Online Class  
  Gordon Heslop, Texas A&M University-Commerce

Multitasking—Work or Not Work? Good or Bad?  
  Harold A. Hurry, Sam Houston State University

Session XII: Interdisciplinary Session  
3:45 – 5:15 p.m.  

Session Chair: Kishwar Joonas, Prairie View A&M University

The Winner’s Curse: A College Dean’s Evaluation of the Damage from Lotto Lightning Striking  
  Eugene Bland, Texas A&M University-Corpus Christi  
  Sue S. Wingfield, Texas A&M University-Corpus Christi  
  Katy Peeples, Texas A&M University-Corpus Christi

A Research Proposal for a Qualitative Study in an Academic Environment: Documentation of the Pygmalion Effect  
  Kishwar Joonas, Prairie View A&M University  
  Jewel Grandberry, Prairie View A&M University

Illustrating Brownian Motion with Excel  
  Steve Johnson, Sam Houston State University

Tin Star Furniture  
  Courtney Kernek, Southeastern Oklahoma State University  
  Leslie Toombs, Texas A&M University-Commerce  
  Kitty Campbell, Southeastern Oklahoma State University
Leadership Style and Job Satisfaction: An Incremental Approach
Richard A. Rodriguez, Our Lady of the Lake University-The Woodlands
Mark T. Green, Our Lady of the Lake University-San Antonio
Yu Sun, Our Lady of the Lake University-The Woodlands
Barbara Baggerly-Hinojosa, Our Lady of the Lake-La Feria

Session XIII: Interdisciplinary Session
3:45 – 5:15 p.m. Room 206

Session Chair: Dina Abdel Moneim Rady, Ain Shams University, Egypt

The High Cost of American Seafood
Timur Slpyi, Sam Houston State University
Joey Robertson, Sam Houston State University
Laura Sullivan, Sam Houston State University

Chick-Fil-A Goes International
Alexandra Crozier, Sam Houston State University
Diana Brown, Sam Houston State University

The Economic Impact of the Political Instability in Egypt during the Period 2008-2014
Dina Abdel Moneim Rady, Ain Shams University, Egypt

Effect of Corruption on Foreign Direct Investment: Indian Case
Siva Prasad Ravi, Thompson Rivers University, Canada

Dinner
6:00 – 7:30 p.m. Peabody Building
Attire: Business Casual
Note: Please bring your dinner ticket for admission.
Session XIV: Interdisciplinary Session
9:00 – 11:00 a.m.

Session Chair: Mark R. Leipnik, Sam Houston State University

Analysis of the Reveton Computer Virus: A Global E-Commerce Business Model
Mark R. Leipnik, Sam Houston State University
Sanjay S. Mehta, Sam Houston State University
Vir S. Mehta, University of Texas-Austin
Cody Bruns, Sam Houston State University
Casey Blackburn, Sam Houston State University

Testing the Mediating Effect of Employee Burnout on the Relationship between Internet Addiction and Job Performance
Kristen Waddell, University of Texas at Tyler
Ashley Hall, University of Texas at Tyler

Study of Project Dynamics Using System Dynamics Simulation Modeling
Balaji Janamanchi, Texas A&M International University

Comparison of Data Breaches between Health Care Providers and Health Plan Organizations
Ewuuk Lomo-David, North Carolina A&T State University

Playing with Fire: The Risks and Strategies of Derivatives
Mark Smith, LeTourneau University

Infopreneurial Implementation and Operationalization of an Integrated Easysporting Strategy
Kamal Dean Parhizgar, Texas A&M International University
Homero Aguirre-Milling, Texas A&M International University
Session XV: Interdisciplinary Session
9:00 – 11:00 a.m.  

Session Chair: Hadley Leavell, Sam Houston State University

Bearkat Games’ Corporate Tattoo Initiative: A Feasibility Report  
Lucia S. Sigmar, Sam Houston State University  
Traci L. Austin, Sam Houston State University

Analysis of a New Subgenre of Integrated Hidden Businesses and Camouflage Legitimized Mass Media  
María de los Ángeles Flores, Texas A&M International University

U.S. and European Markets: Do They Treat Women Fairly?  
Hadley Leavell, Sam Houston State University

Impact of Internationalization of Education on the Australian Tourism Industry  
Ershad Ali, AIS, Auckland, New Zealand  
Geetha Subramaniam, Universiti Teknologi MARA, Malaysia  
Balasundram Maniam, Sam Houston State University

An Increasing Usefulness for Managerial Communication Research on the Main Topics of Management  
Reginald L. Bell, Prairie View A&M University  
Deborah Roebuck, Prairie View A&M University

Electronic Signatures in Business Transactions  
Raymond H. Teske, University of Texas-San Antonio

Conference Concludes with Coffee/Tea  
11:00 - 11:15 a.m.  
Registration Area  
Room 209

Thank you for your participation. Hope to see you next year!
Index

Alexandra Crozier ............................................. 12
Alisa White ..................................................... 5, 9
Amanda Smith ................................................... 6
Arfeo Yllana ..................................................... 6
Ashley Hall ....................................................... 13
Balaji Janamanchi ............................................. 13
Balasundram Maniam ......................................... 13
Barbara Baggerly-Hinojosa ................................. 12
Bradley Wesner .................................................. 6
Britany Vinsant ................................................... 9
Carol S. Wright .................................................. 6
Casey Blackburn ............................................... 13
Charles J. Capps ............................................... 9
Chris Farhat ....................................................... 6, 9
Christopher M. Cassidy ...................................... 6, 13
Chynette Nealy ................................................... 7
Cody Bruns ......................................................... 13
Courtney Kernek ............................................... 7, 11
Deborah Roebuck ................................................. 13
Derese Hilina Gizaw ............................................. 8
Diana Brown ..................................................... 6, 12
Dina Abdel Moneim Rady .................................... 12
Dorothy M. Kirkman ............................................. 8
Douglas J. Steel ................................................... 7, 8
Elizabeth Malota ............................................... 10
Ellen R. Clardy ..................................................... 7
Erika Navarro ..................................................... 8
Ershad Ali ......................................................... 13
Esther Gergen ..................................................... 10
Erika Mukade .................................................... 6
Eugene Bland ..................................................... 11
Ewuuk Lomo-David ............................................ 13
Fernando Arellano .............................................. 9
Garland Simmons ................................................. 8
Geetha Subramaniam ......................................... 13
Geraldine E. Hynes ............................................. 6, 9
Gordon Heslop .................................................... 5, 11
Hadley Leavell ..................................................... 13
Harold A. Hurry .................................................. 11
Homero Aguirre-Milling ...................................... 13
James Aller ....................................................... 7
James B. Bexley ................................................... 5
Jessie George ...................................................... 5
Jewel Grandberry .............................................. 11
Joe Ilsever ......................................................... 5, 10
Joey Robertson ................................................... 6, 12
<table>
<thead>
<tr>
<th>Name</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>John J. Newbold</td>
<td>10</td>
</tr>
<tr>
<td>Kamal Dean Parhizgar</td>
<td>13</td>
</tr>
<tr>
<td>Karen Morton-King</td>
<td>7</td>
</tr>
<tr>
<td>Kathryn S. O'Neill</td>
<td>5</td>
</tr>
<tr>
<td>Katy Peeples</td>
<td>11</td>
</tr>
<tr>
<td>Kelsey Ansley</td>
<td>8</td>
</tr>
<tr>
<td>Kishwar Joonas</td>
<td>11</td>
</tr>
<tr>
<td>Kitty Campbell</td>
<td>11</td>
</tr>
<tr>
<td>Kristen Waddell</td>
<td>7, 13</td>
</tr>
<tr>
<td>Kurt Jesswein</td>
<td>11</td>
</tr>
<tr>
<td>Lara Gardner</td>
<td>7</td>
</tr>
<tr>
<td>Laura Sullivan</td>
<td>6, 12</td>
</tr>
<tr>
<td>Leslie Tombs</td>
<td>7, 11</td>
</tr>
<tr>
<td>Linda Kapp</td>
<td>5</td>
</tr>
<tr>
<td>Liz Mulig</td>
<td>8</td>
</tr>
<tr>
<td>Lucia Sigmar</td>
<td>6, 10, 13</td>
</tr>
<tr>
<td>María de los Ángeles Flores</td>
<td>8</td>
</tr>
<tr>
<td>Marilyn Young</td>
<td>7</td>
</tr>
<tr>
<td>Mark R. Leipnik</td>
<td>13</td>
</tr>
<tr>
<td>Mark Smith</td>
<td>13</td>
</tr>
<tr>
<td>Mark T. Green</td>
<td>8, 10, 12</td>
</tr>
<tr>
<td>Mary Funck</td>
<td>8</td>
</tr>
<tr>
<td>Michael J. Krach</td>
<td>7</td>
</tr>
<tr>
<td>Mine Afacan Fındıklı</td>
<td>9</td>
</tr>
<tr>
<td>Omar Ilsever</td>
<td>10</td>
</tr>
<tr>
<td>Orkun Demirbağ</td>
<td>9</td>
</tr>
<tr>
<td>Pam Richardson</td>
<td>9</td>
</tr>
<tr>
<td>Phylis Duncan</td>
<td>10</td>
</tr>
<tr>
<td>Raymond H. Teske</td>
<td>13</td>
</tr>
<tr>
<td>Raymond Leung</td>
<td>5</td>
</tr>
<tr>
<td>Rebecca Goodsell</td>
<td>9</td>
</tr>
<tr>
<td>Reginald L. Bell</td>
<td>13</td>
</tr>
<tr>
<td>Richard Rodriguez</td>
<td>8, 12</td>
</tr>
<tr>
<td>Rituparna Ghosh</td>
<td>8</td>
</tr>
<tr>
<td>Robert Matthews</td>
<td>6</td>
</tr>
<tr>
<td>Robert Stretcher</td>
<td>8</td>
</tr>
<tr>
<td>Sammy Fung</td>
<td>5</td>
</tr>
<tr>
<td>Sandra Tibbs</td>
<td>8</td>
</tr>
<tr>
<td>Sanjay S. Mehta</td>
<td>13</td>
</tr>
<tr>
<td>Sara Elizabeth McCaslin</td>
<td>7, 11</td>
</tr>
<tr>
<td>Sharmila Vishwasrao</td>
<td>7</td>
</tr>
<tr>
<td>Siva Prasad Ravi</td>
<td>12</td>
</tr>
<tr>
<td>Stephanie Lopez</td>
<td>9</td>
</tr>
<tr>
<td>Stephanie Wallio</td>
<td>5</td>
</tr>
<tr>
<td>Steve Nenninger</td>
<td>5</td>
</tr>
<tr>
<td>Sue S. Wingfield</td>
<td>11</td>
</tr>
<tr>
<td>Suresh Kodigudla</td>
<td>5</td>
</tr>
<tr>
<td>Susan Rhame</td>
<td>9</td>
</tr>
</tbody>
</table>
Tamer Rady........................................... 10
Timur Slpyi ........................................ 11
Tommy Robertson ................................. 6
Traci L. Austin ................................. 6, 10, 13
Troy A. Voelker ................................. 7, 8
Tuğrul Savaş ........................................... 9
Uğur Yozgat ........................................... 9
Vance Etnyre ........................................... 9, 10
Vir S. Mehta ........................................... 13
Wenonah B. Eçung ................................... 9
Yu Sun ........................................... 12