

# **General Business Conference Schedule**

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

**April 11-12, 2014**

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

## Conference Schedule

### Friday, April 11

7:45 a.m. – 3:30 p.m.	Registration
7:45 a.m. – 8:15 a.m.	Breakfast
8:15 a.m. – 9:45 a.m.	Concurrent Sessions
9:45 a.m. – 10:00 a.m.	Break
10:00 a.m. – 10:30 a.m.	Keynote Speaker
10:30 a.m. – 12:00 p.m.	Concurrent Sessions
12:00 p.m. – 1:30 p.m.	Buffet Lunch (Old Main Market)
1:30 p.m. – 3:00 p.m.	Concurrent Sessions
3:00 p.m. – 3:15 p.m.	Break
3:15 p.m. – 4:45 p.m.	Concurrent Sessions
6:00 p.m. – 7:30 p.m.	Dinner (Peabody Building)

### Saturday, April 12

7:45 a.m. – 8:15 a.m.	Breakfast
7:45 a.m. – 10:00 a.m.	Registration
8:15 a.m. – 9:45 a.m.	Concurrent Sessions
9:45 a.m. – 10:00 a.m.	Break
10:00 a.m. – 11:30 a.m.	Concurrent Sessions

**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 11, 2014**

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

**Registration Area**  
**Room 209**

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

**Room 105**

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

Technology Use in Education  
Hadley Leavell, Sam Houston State University

Estimating Expected Marginal Future Cash Flows: The Real Challenge of the NPV  
Jonathan Breazeale, Sam Houston State University

Implementing Project-based Learning in Finance  
Mary Funck, Sam Houston State University  
Jonathan McGilvrey, Sam Houston State University

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

**Room 204**

Session Chair: James Bexley, Sam Houston State University

The Arlington Case  
James Bexley, Sam Houston State University

Excessive 1-Day Herding and Subsequent Reversals  
Jose Gutierrez, Sam Houston State University

Water Rights in Texas  
Laura Sullivan, Sam Houston State University  
Joey Robertson, Sam Houston State University

Teaching Finance with Excel  
Steve Johnson, Sam Houston State University

### **Session III: Interdisciplinary Session**

**8:15- 9:45 a.m.**

**Room 206**

Session Chair: Robert Matthews, Sam Houston State University

Next Up: Now It's Your Turn

Martin Griffin, Sam Houston State University

Laura Sullivan, Sam Houston State University

Robert Matthews, Sam Houston State University

Macondo: A Case Study of Enterprise Risk Management

Robert Matthews, Sam Houston State University

Ronny Daigle, Sam Houston State University

Paul Vanek, Vanek Consultancy

Working Women, Work Sector and Fertility in Malaysia

Geetha Subramaniam, Universiti Teknologi MARA, Malaysia

Ershad Ali, AIS, St. Helens, New Zealand

Balasundram Maniam, Sam Houston State University

Developing a QR Code/Barcode Processor with a User-defined Database Feature

Xin Zhong, Southeastern Louisiana University

Prashant Ghimire, Southeastern Louisiana University

**Coffee/Tea Break**

**9:45 - 10:00 a.m.**

**Registration Area**

**Room 209**

**Keynote Address**

**10:00 – 10:30 a.m.**

**Room 106**

**Robert Williams**

**International Business Development Manager**

**BNSF Logistics, a Berkshire Hathaway Company**

**Session IV: Case Workshop**  
**10:30 – 12:00 p.m.**

**Room 105**

Writing Cases... From Idea to Publication  
Leslie Toombs, Texas A&M University-Commerce

**Session V: Interdisciplinary Session**  
**10:30 – 12:00 p.m.**

**Room 106**

Session Chair: Floyd Quinn, Texas State University

The Effects of Organizational Effectiveness, Total Compensation and Quality of Work on the Job Satisfaction of Staff Employees at Four Year Institutions of Higher Education  
Floyd Quinn, Texas State University  
Debbie Thorne, Texas State University

Creating Video Tutorials to Address Deficiencies in Accounting and Statistics  
Robert Stretcher, Sam Houston State University  
Mary Funck, Sam Houston State University

The Adverse Impact of Salesperson Depression on Negative Organizational Deviance  
Douglas Amyx, Louisiana Tech University  
Larry Jarrell, Louisiana Tech University

Examination of Data Breaches in the Healthcare Provider Industry and Essential Factors for Recovery  
Ewuuk Lomo-David, North Carolina A&T State University  
Madhurima Deb, Indian Institute of Management, India

**Session VI: Interdisciplinary Session**  
**10:30 – 12:00 p.m.**

**Room 204**

Session Chair: Siva Prasad Ravi, Thompson Rivers University, Canada

How Relevant is Transformational Leadership to Technology Adoption and Infusion in Sales Channels?  
Omar Ilsever, Our Lady of the Lake University

Corporate Governance in India: Challenges for Emerging Economic Super Power  
Siva Prasad Ravi, Thompson Rivers University, Canada

Is There a Gender Pay Gap in Business Schools?

Wibawa Sutanto, Prairie View A & M University

Reginald L. Bell, Prairie View A & M University

Qiang Fei, Prairie View A & M University

Janine Scott, Prairie View A & M University

Empirical Investigation of Growth Opportunity in IT and Oil & Gas Industries

Ruchi Kulkarni, Sam Houston State University

## **Session VII: Interdisciplinary Session**

**10:30 – 12:00 p.m.**

**Room 206**

Session Chair: Garland Simmons, Stephen F. Austin State University

Oilfield Solutions Corporation

Robert Stretcher, Sam Houston State University

Edward Blackburne, Sam Houston State University

The Decision to Build a Fence: A Real-Option Problem

Garland Simmons, Stephen F. Austin State University

Texas Groundwater Rights - Rules for the Coming Crisis

Tommy Robertson, Sam Houston State University

Mandy Davidhizar, Sam Houston State University

Laura Sullivan, Sam Houston State University

The Missing Step in Financial Statement Analysis

Kurt Jesswein, Sam Houston State University

### **Lunch**

**Old Main Market**

**12:00 – 1:30 p.m.**

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.

## **Session VIII: Panel Discussion**

**1:30– 3:00 p.m.**

**Room 105**

Panel Moderators: Lucia Sigmar, Sam Houston State University

Communication 911: Strategies for Survival in the Modern Workplace

Panelist: Traci Austin, Sam Houston State University  
Kathy Hill, Sam Houston State University  
Gerry Hynes, Sam Houston State University  
Katie O'Neill, Sam Houston State University  
Brad Wesner, Sam Houston State University

## **Session IX: Interdisciplinary Session**

**1:30– 3:00 p.m.**

**Room 106**

Session Chair: Chynette Nealy, University of Houston - Downtown

A Review of Business Communication Under the Leadership Function

Reginald L. Bell, Prairie View A & M University

Clive Muir, Stephen F. Austin State University

Out of Sight, Out of Mind: Effect of Ostrich Leadership on Affective Commitment and the Moderating Role of Trust in Supervisor

Uğur Yozgat, Marmara University, Istanbul, Turkey

R. Hande Serim

Davut Cem Dikmen, Istanbul Bilim University, Turkey

It All Begins with You: A Role Playing Application for Analyzing Intercultural Communication

Chynette Nealy, University of Houston - Downtown

Servant Leadership – Empirical Results from the Peer-Reviewed Leadership

Esther Gergen, Our Lady of the Lake University

Richard Rodriguez, Our Lady of the Lake University

Phyllis Duncan, Our Lady of the Lake University

Mark Green, Our Lady of the Lake University

## **Session X: Interdisciplinary Session**

**1:30– 3:00 p.m.**

**Room 206**

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

Use of Dashboard Display Models to Determine Effective Pricing Policy  
Vance Etnyre, University of Houston – Clear Lake

Policy, Issues, and Prospects in Higher Education Research  
Kishwar Joonas, Prairie View A&M University  
Meghan Guidry, Prairie View A&M University

Certainty Equivalent or No Certainty Equivalent: A Study of Risk Aversion and Decision Making  
Steve A. Nenninger, Sam Houston State University

The Trade Balance and the Real Exchange Rate in Belarus, 2003 – 2013: A Cointegration Approach  
Vera Adamchik, University of Houston – Victoria

**Break**

**3:00 – 3:15 p.m.**

**Registration Area**

**Room 209**

## **Session XI: Interdisciplinary Session**

**3:15 – 4:45 p.m.**

**Room 105**

Session Chair: Timothy Ewest, Wartburg College

Emotional Intelligence and Leadership  
Sarah Ceballos, Our Lady of the Lake University  
Annette Goldberg, Our Lady of the Lake University  
Eniola Olagundoye, Our Lady of the Lake University  
Mark Green, Our Lady of the Lake University

Servant Leadership – A Historical Perspective  
Jennifer Nelson, Our Lady of the Lake University – San Antonio  
Mark Green, Our Lady of the Lake University – San Antonio

Chinese Business Students' Academic Self-Perceptions of Preparedness for Career in General Management  
Yuk Teng Chan, Wartburg College  
Timothy Ewest, Wartburg College  
Herbert Hildebrandt, University of Michigan



The Relationship Between Training and Job Performance: An Examination of Front Line Employees in the Banking Industry

Betty Birkenmeier, Texas A&M University-Central Texas  
Pierre Yves-Sanseau, Grenoble Ecole de Management

## **Session XII: Interdisciplinary Session**

**3:15 – 4:45 p.m.**

**Room 106**

Session Chair: Liz Mulig, University of Dallas

Lost in Space: The Case for (or Against) the Open Office

Traci L. Austin, Sam Houston State University  
Lucia S. Sigmar, Sam Houston State University  
Janice V. Kimmons, Lamar University

High Flight or Fight? The Case of Avis Airlines

Kathy Hill, Sam Houston State University  
Lucia Sigmar, Sam Houston State University  
Traci Austin, Sam Houston State University

Mired in Debt: Graduate School Debt

Liz Mulig, University of Dallas

CRA Squared: Comparing and Contrasting Two Business-Related Laws – The Civil Rights Act of 1964 with the Community Reinvestment Act of 1977

Kent Faught, Ouachita Baptist University  
Bryan T. McKinney, Ouachita Baptist University

## **Session XIII: Interdisciplinary Session**

**3:15 – 4:45 p.m.**

**Room 206**

Session Chair: Joe Ilsever, University of Fraser Valley, Canada

Dissecting Client-Based Projects in an Academic Setting: Modalities, Outcomes, and Prospects

Kishwar Joonas, Prairie View A & M University  
Meghan Guidry, Prairie View A & M University  
Alisha Lowe, Prairie View A & M University

Measurement of the Impact of Supporting and Supplemental Learning Intervention Strategies (SSI) in Introductory Accounting Classes at the University of Fraser Valley

Joe Ilsever, University of Fraser Valley, Canada  
Raymond Leung, University of Fraser Valley, Canada

Is Community College CPA Examination Preparation Effective? Some Evidence to Date

Gordon Heslop, Texas A&M University – Commerce

Virginia Fullwood, Texas A&M University – Commerce

Sarat Koganti, Texas A&M University – Commerce

Crossing Disciplines: Using Business Communication to Foster Interdisciplinary and Transdisciplinary Teams

Bradley Wesner, Sam Houston State University

**Dinner**

**Peabody Building**

**6:00 – 7:30 p.m.**

**Attire: Business Casual**

Note: Please bring your dinner ticket for admission.

**SATURDAY, APRIL 12, 2014**

**Breakfast**  
**7:45 – 8:15 a.m.**

**Registration Area**  
**Room 209**

**Session XIV: Interdisciplinary Session**

**8:15 – 9:45 a.m.**

**Room 204**

Session Chair: Joseph Stauffer, University of Texas of the Permian Basin

An Analysis of Communication Channels in a Social Fraternity

Kevin Sanford, Backlot Media, Inc., Hollywood, CA

Geraldine E. Hynes, Sam Houston State University

What Makes a Successful Crowdfunding? - - An Empirical Analysis of Crowdfunding in China

Yuanqing Li, University of Texas – Pan American

Sibin Wu, University of Texas – Pan American

Proactive Versus Reactive Helping: A Reconceptualization

Joseph Stauffer, University of Texas of the Permian Basin

Shih Yung Chou, University of Texas of the Permian Basin

Customer Trust in China: The Influence of Retailer Guarantee and Interpersonal Communication on Pre-purchase Trust and Post-purchase Trust

Ning Wang, University of Texas – Pan American

Cindy Ngoc Pham, University of Texas – Pan American

Yuanqing Li, University of Texas – Pan American

**Session XV: Interdisciplinary Session**

**8:15 – 9:45 a.m.**

**Room 206**

Session Chair: Lucia Sigmar, Sam Houston State University

Emotional Intelligence in Education

Rhonda Dick, Our Lady of the Lake University – The Woodlands

Mark T. Green, Our Lady of the Lake University – The Woodlands

Apple Maps Issues: Implications for Business

Mark Leipnik, Sam Houston State University

Sanjay S. Mehta, Sam Houston State University

Vijayaprabha Rajendran, Sam Houston State University

Using Process to Accelerate AACSB Improvement Progress  
Kathryn Oneill, Sam Houston State University  
Lucia Sigmar, Sam Houston State University

Gender and Management Decisions: A Focus Group Study on Gender Decision Behavior in Donald Trump's *The Apprentice*

D. Anthony Miles, Our Lady of the Lake University

**Break**  
**9:45 – 10:00 a.m.**

**Registration Area**  
**Room 209**

**Session XVI: Interdisciplinary Session**  
**10:00 – 11:30 a.m.**

**Room 204**

Session Chair: Hadley Leavell, Sam Houston State University

The Impact of Adoption of Social Networking Services on the Firms' Stock Prices: An Institutional Theory Perspective  
Ola Al-Laymoun, University of Texas at Arlington  
Adel Yazdanmehr, University of Texas at Arlington

The Relationship between Psychological Capital and the Full Range of Leadership Model  
Alba R. Harrelson, Our Lady of the Lake University – The Woodlands  
Mark Green, Our Lady of the Lake University – The Woodlands  
James Eastham, Eastham Associates  
B. Cavazos, Our Lady of the Lake University – The Woodlands

Authentic Leadership: A Review of the Literature  
Mark T. Green, Our Lady of the Lake University – San Antonio  
Esther Gergen, Our Lady of the Lake University – San Antonio  
Sandra Tibbs, Our Lady of the Lake University – San Antonio  
Kelsey Ansley, Our Lady of the Lake University – San Antonio

The Role of Professor Classroom Motivation in Predicting College Student Satisfaction with Learning  
Diana Ortiz, Our Lady of the Lake University  
Rolando Ortiz, Our Lady of the Lake University  
Kelsey Ansley, Our Lady of the Lake University  
Rodney Rodriguez, Our Lady of the Lake University  
Juan Hernandez, Our Lady of the Lake University  
Michael Torres, Our Lady of the Lake University

## **Session XVII: Interdisciplinary Session**

**10:00 – 11:30 a.m.**

**Room 206**

Session Chair: Minh Huynh, Southeastern Louisiana University

Will the Use of Non-verbal Communication Impact the Success of Entrepreneurs?

Yuanqing Li, University of Texas – Pan American

Ning Wang, University of Texas – Pan American

Cindy Ngoc Pham, University of Texas – Pan American

Basic Primer in Data Collection and Assessment

Kayla Foster, Sam Houston State University

Community Development Collaboration Service as a Cyber-infrastructure for Resources/Needs Mapping

Minh Huynh, Southeastern Louisiana University

Nilesh Chitrakar, Southeastern Louisiana University

Emotional Intelligence and Focus: Global Leadership for Alleviating Climate Change in a Booming Economy

Eduardo Errisuriz, Our Lady of the Lake University

Roland Garcia, Our Lady of the Lake University

Dora E. Vargas-Bustos, Our Lady of the Lake University

**Conference Concludes with Coffee/Tea**

**11:30 - 11:45 a.m.**

**Registration Area**

**Room 209**