

# **Conference Program**

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

**April 13-14, 2012**

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

**A Member of The Texas State University System**

## Dean's Welcome

On behalf of Sam Houston State University's College of Business Administration, it is my pleasure to welcome you to historic Huntsville, Texas, and to SHSU's Fourth Annual General Business Conference.

This year, our program features approximately 17 sessions. The conference serves an international audience with speakers from the United States, Canada, Egypt, India, Malaysia, Nigeria, Pakistan, and Thailand. We hope that the conference will provide each of you with stimulating intellectual discourse and an opportunity to share your unique knowledge, experience, and expertise with your colleagues.

This year's conference sessions highlight seminal research from a myriad of business disciplines. Many papers are cross-disciplinary in nature, underscoring the importance and value of collaboration among the business disciplines. The program will also include a panel discussing on-line instruction and its importance as an educational model.

My deepest appreciation goes to the faculty of the Department of General Business and Finance and our conference chair, Dr. Bala Maniam, for organizing this conference. Dr. Maniam has worked tirelessly to make sure that this conference attracts quality presenters and is organized in an efficient and effective manner.

In addition to participating in the conference, I hope you will find the time to enjoy historic Huntsville. Founded in 1836, Huntsville is perhaps best known for one of its most famous residents, Sam Houston, who served as President of the Republic of Texas, Governor of the States of Texas and Tennessee, United States Senator from Texas, and Tennessee Congressman. General Houston also led the Texas Army in the Battle of San Jacinto, and won a decisive victory in the Texas Revolution. Houston's life is commemorated in a big way in Huntsville: by a 67-foot tall statue that stands near I-45; by the Sam Houston Memorial Museum; and by this university which bears his name.

I encourage each of you to take this opportunity to discuss and learn from your colleagues, renew old friendships and establish new ones, see the sights, and enjoy your stay in the Huntsville area.

Mitchell Muehsam, Ph.D.  
Dean, College of Business Administration

## Conference Chair's Message

It is my pleasure to welcome you to Sam Houston State University's Fourth Annual General Business Conference. It is always nice to see old friends and to meet new ones. A conference of this magnitude is the work of many people. I would particularly like to thank my colleagues, Laura Sullivan for serving as the Program Chair, and Steve Nenninger for editing the Conference Proceedings. I would also like to thank my graduate assistant, Naima Islam, for spending countless hours in helping me and Laura Sullivan put this conference together. I would also like to thank all the reviewers for their help in reviewing the articles for the program and for nominating best papers for journal publication. With the help of these distinguished individuals, we have been able to assemble 17 competitive sessions in various interdisciplinary tracks. Special thanks to Allied Academies for helping us publish the conference's best papers in their academic journals. Finally, I also want to thank each of you for your participation and for making this conference a success.

We hope that the variety of papers presented here will stimulate and challenge your scholarship, and that you will use this opportunity to re-establish connections with colleagues and develop new professional relationships in and across the various disciplines.

Please direct any concerns and comments to conference organizers at [gbconference@shsu.edu](mailto:gbconference@shsu.edu). Your feedback is essential in improving the conference each year.

Bala Maniam, Ph.D.  
Conference Chair

**Keynote Speaker**  
**Tamer Rady, Assistant Professor of Economics**  
**Faculty of Commerce, Ain-Shams University, Cairo, Egypt**

Dr. Tamer Rady is an Assistant Professor of Economics at the Faculty of Commerce, Ain-Shams University in Cairo Egypt. The Faculty of Commerce has around 40,000 students, and the University itself has over 180,000 students. In addition, Dr. Rady teaches a graduate class at the graduate school of the American University in Cairo, and another graduate class at the MBA offered by the Sorbonne University of France in Egypt. Dr. Rady is also an advisor for the Center for Executive Leadership in Government of Rutgers University.

In addition to his university affiliation, Dr. Rady also worked as the deputy director of the newly formed Egyptian National Management Institute from 2008 and 2012. The Institute was formed to empower and educate Egyptian government officials and to provide consultation for government entities. Dr. Rady was responsible for planning the curriculum for training and assembling consultancy groups to attend to the needs of different government units. In order to build the institute at an international level, Dr. Rady signed cooperation agreements with top schools around the world: Columbia University; Rutgers University; Northern Illinois University in Illinois; The University of Birmingham in U.K; the National Management Institute of France École Nationale d' Administration (ÉNA); the School of Public Administration in Italy; and many others in around the world. Those agreements facilitated the training of thousands of government officials and allowed top experts from all over the world to provide consultation in different areas of civil service.

Between 2004 and 2008, Dr. Rady was the director of Le Département de Gestion et de Commerce International, the French section of the Faculty of Commerce at Ain-Shams University, where undergraduate students can obtain a double bachelor's degree in business or accounting, one from Ain-Shams University, and the other from Poitiers University in France. As a director, Dr. Rady enhanced the graduate program by establishing a new Master's program in marketing jointly offered by Ain-Shams University and Poitiers University in France, in addition to other graduate programs offered by the Sorbonne University in France. The classroom instruction is all done in Egypt.

Dr. Rady is a frequent guest on many Egyptian television stations, commenting on economic conditions. He is also a member of the General Assembly of the National Company for Wholesale Trade, a government-owned company that provides a multitude of food products to the Egyptian market. As an economist, Dr. Rady has carried out many feasibility studies mostly for foreign investors in Egypt. He has also served as a consultant for the Chairman of the Board of the then newly established Suez Economic Free Zone, advising on policies that can attract foreign investors.

Dr. Rady graduated with honors with a degree in Business Administration from Ain-Shams University. He obtained his Master's Degree and Ph.D. in Economics from Northern Illinois University in DeKalb, Illinois, where he taught several economics classes in the College of Liberal Arts and a senior MBA class in international business in the College of Business, and worked as the undergraduate advisor for the Department of Economics.

## Conference Schedule

### Friday, April 13

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. – 10:15 a.m.	Welcome Address from Conference Chair and Program Chair
10:15 a.m. – 10:45 a.m.	Keynote Speaker
10:45 a.m. – 12:15 p.m.	Concurrent Sessions
12:15 p.m. – 1:45 p.m.	Buffet Lunch
1:45 p.m. – 3:15 p.m.	Concurrent Sessions
3:15 p.m. – 3:30 p.m.	Break
3:30 p.m. – 5:00 p.m.	Concurrent Sessions
6:30 p.m. – 8:00 p.m.	Dinner (Peabody Building)

### Saturday, April 14

7:45 a.m. – 9:30 a.m.	Registration
7:45 a.m. – 8:15 a.m.	Breakfast
8:15 a.m. – 10:15 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 locations are on campus.

**FRIDAY, APRIL 13, 2012**

**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 106**

Session Chair: Armand Picou, Texas A&M University - Corpus Christi

Comparison of the People's Bank of China and the United States Federal Reserve  
Steve Nenninger, Sam Houston State University  
Robert Kinosian, Sam Houston State University

Market Reaction to Stock Split Announcements  
Steve Johnson, Sam Houston State University

Managing Federal Debt: A Two Phased Approach  
Robert Driver, LeTourneau University  
Warren Matthews, LeTourneau University

Foreign Aid and Development: What Can Developing Nations Learn  
Tamer Rady, Ain-Shams University

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

**Room 202**

Session Chair: Traci Austin, Stephen F. Austin State University

Transformational Leadership and Employee Satisfaction: Implications for Executive Coaching  
Jessica M. Reyes Liske, Our Lady of the Lake University  
Mark T. Green, Our Lady of the Lake University

The Synergy of Ideas: Using Conflict Resolution to Assist in Meeting Business Goals  
Angela Thurman, University of North Texas

Texas CPA Examination Pass Rates – Some Interesting Statistics, Some Valid Questions  
Gordon Heslop, Texas A&M University – Commerce  
Virginia Fullwood, Texas A&M University – Commerce  
Rafiu Fashina, Texas A&M University – Commerce

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

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

**Room 204**

Session Chair: Margaret L. Shelton, University of Houston - Downtown

The Bilingual Leader: Impacts on Ratings of Leadership

Norma Joyner, Our Lady of the Lake University

Mark T. Green, Our Lady of the Lake University

Charles Salter, Schreiner University

Maria N. Hodgson, University of Texas - Brownsville

Assurance of Learning: Lessons from the Corporate World

Kathryn O'Neill, Sam Houston State University

Geraldine E. Hynes, Sam Houston State University

Quality Matters! Assuring E-learning Quality in Higher Education

Yan Luo-Beitler, Keiser University

Sidney Beitler, Palm Beach State College

Communication, Culture, and Commerce: An Analytic Model for Intercultural Business Communication

Ben Porter, Wartburg College

### **Session IV: Interdisciplinary Session**

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

**Room 206**

Session Chair: Richard G. Vedder, University of North Texas

Migrating Information to a Cloud Computing Infrastructure

David Reavis, Texas A&M University - Texarkana

Social Media: A Leadership Challenge

Wes Venters, Our Lady of the Lake University

Mark T. Green, Our Lady of the Lake University

Debra M. Lopez, Our Lady of the Lake University

Mining Diamonds from Customer's Perception & Orientation

Madhurima Deb, Indian Institute of Management, Ranchi, India

Price Management in Non Profit Hospitals

Rabih Zeidan, Texas A&M University - Corpus Christi

Saleha Khumawala, University of Houston

**Coffee/Tea Break**

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

**Registration Area**

**Room 209**

**Conference Chair's and Program Chair's Welcome Address**

**Room 106**

**10:00 – 10:15 a.m.**

**Bala Maniam and Laura Sullivan, Sam Houston State University**

**Keynote Address**

**Room 106**

**10:15 - 10:45 a.m.**

**Tamer Rady, Assistant Professor of Economics  
Faculty of Commerce, Ain-Shams University, Cairo, Egypt**

**Session V: Panel Discussion**

**Room 106**

**10:45 – 12:15 p.m.**

Panel Moderator: John Newbold, Sam Houston State University

Online Teaching: Problems and Perspective

Panelist: Leslie Toombs, University of Texas - Permian Basin  
Sonia Taneja, Texas A&M University - Commerce  
Bala Maniam, Sam Houston State University  
Barbara Scofield, University of Texas - Permian Basin

**Session VI: Interdisciplinary Session**

**10:45 – 12:15 p.m.**

**Room 202**

Session Chair: Kurt R. Jesswein, Sam Houston State University

Manipulating the Numbers: Earnings Management Techniques in Professional Sports

Brent C. Estes, Sam Houston State University  
Ryan K. Zapalac, Sam Houston State University

Deployment of the Four Way Test in the Discourse of Oil Exploitation in the Niger Delta of Nigeria

Finomo Julia Awajiusuk, University of Port Harcourt, Nigeria  
Ewuuk Lomo-David, North Carolina A&T State University

An Extension of the MIRR Profile

Robert Stretcher, Sam Houston State University

Corporate Governance Failures in India and US: A Tale of Two Countries

Siva Prasad Ravi, Thompson Rivers University, Canada

## **Session VII: Interdisciplinary Session**

**10:45 – 12:15 p.m.**

**Room 204**

Session Chair: Kathryn O'Neill, Sam Houston State University

The Impact of the Language Spoken at Home When Growing Up and Hispanic Preferences in Leadership

Elsa M. O'Campo, Our Lady of the Lake University

Norma G. Joyner, Our Lady of the Lake University

Mark T. Green, Our Lady of the Lake University

Territoriality and Privacy in Academic Workspaces

Traci Austin, Stephen F. Austin State University

Jan V. Kimmons, Lamar University

Using Fink's Taxonomy of Significant Learning to Create an Assessment of Liberal Arts Practices among Business Educators at Liberal Arts Colleges: an Exploration of Preliminary Data

Timothy Ewest, Wartburg College

Julie Kliegl, Wartburg College

Graduate Students' Self-Assessments of their Communication Competencies

Kathy L. Hill, Sam Houston State University

Gurinder Mehta, Sam Houston State University

Geraldine E. Hynes, Sam Houston State University

## **Session VIII: Interdisciplinary Session**

**10:45 – 12:15 p.m.**

**Room 206**

Session Chair: Rabih Zeidan, Texas A&M University - Corpus Christi

Investigating the Increasing Role of Public Social Networks Within the Innovation Process of Large, Multi-National Corporations

Veena Peña, Houston Baptist University

The Impact of Long Commuting on the Working Individual

Kayla Kuennen, Wartburg College

Entrepreneurial Ecosystems: Evolutionary Paths or Differentiated Systems?

Troy A. Voelker, University of Houston - Clear Lake

Guilty As Charged Or Thrown Under The Bus?: Major League Baseball's Case Against Roger

Kent S. Faught, Ouachita Baptist University

**Lunch****Old Main Market****12:15 – 1:45 p.m.**

Note: Please wear your name badge for admission. If you are coming directly for lunch before picking up your registration material, see conference volunteer at entrance.

**Session IX: Interdisciplinary Session****1:45– 3:15 p.m.****Room 106**

Session Chair: Jonathan P. Breazeale, Sam Houston State University

Shareholder Wealth Reaction to Surprise Leave Announcements: Corporate Governance and Monitoring Board Performance

Armand Picou, Texas A&M University - Corpus Christi

The Impact of Dodd-Frank on Community Banks

James Bexley, Sam Houston State University

Oil and Water (and Sometimes Finance and Accounting) Do Not Mix

Kurt R. Jesswein, Sam Houston State University

Impact of Commodity Index Investments on Agricultural Commodity Price Increases During 2006-2011

Paul Armah, Arkansas State University

Velmurugan Palaniyappan Shanmugam, Pondicherry University, India

**Session X: Interdisciplinary Session****1:45– 3:15 p.m.****Room 202**

Session Chair: Hadley Leavell, Sam Houston State University

How International Financial Reporting Standards (IFRS) will Change the Game for Financial Analysis and Financial Analysts

Robert Matthews, Sam Houston State University

Ronald J. Daigle, Sam Houston State University

Paul Anthony Vanek, The Vanek Consultancy Group, LLC, Houston

The Development and Evolution of Capital Budgeting Techniques

James Gillett, Sam Houston State University

Weak-Form Market Efficiency: Evidence from the Brazilian Stock Market

Chien-Ping Chen, University of Houston - Victoria

Massoud Metghalchi, University of Houston - Victoria

Xavier Garza-Gomez, University of Houston - Victoria

New Regulation, Performance, and Corporate Governance

Heriberto Garcia, Texas A&M International University

## **Session XI: Interdisciplinary Session**

**1:45– 3:15 p.m.**

**Room 204**

Session Chair: Chynette Nealy, University of Houston - Downtown

Leader Religiosity and Virtues as Predictors of Leadership

Florelisa Y. Gonzalez, Our Lady of the Lake University

Mark T. Green, Our Lady of the Lake University

Esther Chavez, Our Lady of the Lake University

Authenticity in Teaching and Leadership

Carol S. Wright, Stephen F. Austin State University

Communication: The Deterrent to the Distribution and Purchase of Counterfeit Goods

Betty Birkenmeier, South Louisiana Community College

Uniform CPA Exam...But Not Uniform Education Requirements

Margaret L. Shelton, University of Houston - Downtown

Randy Serrett, University of Houston - Downtown

## **Session XII: Interdisciplinary Session**

**1:45– 3:15 p.m.**

**Room 206**

Session Chair: Robert Matthews, Sam Houston State University

An Introduction to Windows 8 and the Metro Interface

Richard G. Vedder, University of North Texas

Modeling Structural Service Design Decisions

Kathy A. Voelker, University of Houston Clear Lake

Michael Stodnick, University of Dallas

EPA vs. The States: David vs. Goliath Who Wins?

Laura Sullivan, Sam Houston State University

Joey Robertson, Sam Houston State University

Fair Trade: An Analysis of the Relationship Among Producers and Consumers

Amanda Woodin, Wartburg College

**Break**

**3:15 – 3:30 p.m.**

**Registration Area**

**Room 209**

### **Session XIII: Interdisciplinary Session**

**3:30– 5:00 p.m.**

**Room 106**

Session Chair: Steve Johnson, Sam Houston State University

Texas Coastal Drywall Inc.

Jonathan Breazeale, Sam Houston State University

Robert H. Stretcher, Sam Houston State University

A Ratio-Based Equation for Operating Leverage

Fernando Arellano, University of Dallas

Barbara Scofield, University of Texas- Permian Basin

Short Selling: The Role of Constraints

Jose Gutierrez, Sam Houston State University

Steve Johnson, Sam Houston State University

Robert Stretcher, Sam Houston State University

Work Ethics as a Higher-Order Construct: Dean Wormer was Right – GPA and Fatness Do Go Together

Kent S. Faught, Ouachita Baptist University

### **Session XIV: Interdisciplinary Session**

**3:30– 5:00 p.m.**

**Room 202**

Session Chair: Leslie Toombs, University of Texas – Permian Basin

Sustaining Work Schedules: Balancing Leisure and Work

Sonia Taneja, Texas A&M University - Commerce

More Than Just “Like”: An Entrepreneurial Approach to Creating a Social Media Ethos in Small Firms

Leslie Toombs, University of Texas – Permian Basin

Rachel Martin Harlow - University of Texas - Permian Basin

Research Issues in Information Systems Internal Auditing

Charles J. Capps III, Sam Houston State University

Martin Keith Wright, Sam Houston State University

Rethinking: How to Develop Listening Skills

Chynette Nealy, University of Houston - Downtown

**Session XV: Interdisciplinary Session**

**3:30– 5:00 p.m.**

**Room 204**

Session Chair: Steve Nenninger, Sam Houston State University

Retirement Under Uncertainty: Using Excel to Enhance Financial Planning Instruction

Stephen Cotton, University of Houston – Clear Lake

Timothy B. Michael, University of Houston – Clear Lake

Ivelina Pavlova, University of Houston – Clear Lake

Jeffrey Whitworth, University of Houston-Clear Lake

Teaching Methods of Theorem and Proof to Students of Finance

Garland Simmons, Stephen F. Austin State University

Is It Time to Invest in Residential Rental Real Estate

Hadley Leavell, Sam Houston State University

Zeke Galo, Sam Houston State University

Is China Going to be the Next Super Power? A Myth or Reality

Sahabia Ahmed, Sam Houston State University

Sebastian Roling, Sam Houston State University

**Dinner**

**6:30 – 8:00 p.m.**

**Attire: Business Casual**

Note: Please bring your dinner ticket for admission.

**Peabody Building**

**SATURDAY, APRIL 14, 2012**

**Breakfast**

**7:45 – 8:15 a.m.**

**Registration Area**

**Room 209**

**Session XVI: Interdisciplinary Session**

**8:15 – 10:15 a.m.**

**Room 206**

Session Chair: Lucia Sigmar, Sam Houston State University

An Empirical Investigation of the Communication Content in Reputable Management Journals  
Reginald L. Bell, Prairie View A&M University

Workplace Confrontation: Forging Constructive Relationships with Employees  
Tab W. Cooper, Sam Houston State University  
Lucia Sigmar, Sam Houston State University

The Effect of Social Capital on the Survival of Family Farmers Cooperatives in Developing Country: A Case Study of Farmers Cooperative in Sierra Leone (Work in Progress)  
Kazeem Osman, City University College of Science and Technology, Malaysia

The Dual Impact of Medicare and Medicaid HMO's in the Rio Grande Valley?  
Robert D. Morrison, University of Texas Pan American  
Juan A. Chavarria, University of Texas Pan American  
Claudia P. Dole, University of Texas Pan American  
Concepcion R. Medina, University of Texas Pan American

The Relationship between Follower's Personality and Preferences in Leadership  
Lucinda Parmer, Our Lady of the Lake University  
Mark T. Green, Our Lady of the Lake University  
Phyllis Duncan, Our Lady of the Lake University  
Catalina Zarate, Our Lady of the Lake University

**Session XVII: Interdisciplinary Session**

**8:15 – 10:15 a.m.**

**Room 204**

Session Chair: Richard Herrera, Texas A&M University-Texarkana

Global Fiscal Conditions: Mapping and Spatial Analysis

Mark R. Leipnik, Sam Houston State University

Gang Gong, Sam Houston State University

Sanjay S. Mehta, Sam Houston State University

Culture Predicting Leadership

Phyllis A. Duncan, Our Lady of the Lake University

Mark T. Green, Our Lady of the Lake University

Richard Herrera, Texas A&M University - Texarkana

The Globalization of Clinical Trials – An Analysis of Economic, Regulatory, and Ethical Concerns

Amy Schillings, Sam Houston State University

Lori Mendel, Sam Houston State University

The Relative Value Relevance of U.S. GAAP and IFRS

Kriengkai Boonlert-U Thai, Chulalongkorn University, Thailand

Orapin Duangploy, University of Houston - Downtown

The Joint Defense Privilege: What is it, and is it Applicable in Today's Legal Environment

Joey Robertson, Sam Houston State University

Laura Sullivan, Sam Houston State University

Robert Matthews, Sam Houston State University

**Conference Concludes with Coffee/Tea**

**10:15 - 10:30 a.m.**

**Registration Area**

**Room 209**

## Index of Participants

Ahmed, Sahabia; Sam Houston State University	13
Arellano, Fernando; University of Dallas	12
Armah, Paul; Arkansas State University	10
Austin, Traci; Stephen F. Austin State University	6, 9
Awajiusuk, Finomo Julia; University of Port Harcourt, Nigeria	8
Beitler, Sidney; Palm Beach State College	7
Bell, Reginald L.; Prairie View A&M University	14
Bexley, James; Sam Houston State University	10
Birkenmeier, Betty; South Louisiana Community College	11
Breazeale, Jonathan; Sam Houston State University	10, 12
Capps III, Charles J.; Sam Houston State University	12
Chavarria, Juan A.; University of Texas Pan American	14
Chavez, Esther; Our Lady of the Lake University	11
Chen, Chien-Ping; University of Houston – Victoria	10
Cooper, Tab W.; Sam Houston State University	14
Cotton, Stephen; University of Houston – Clear Lake	13
Daigle, Ronald J.; Sam Houston State University	10
Deb, Madhurima; Indian Institute of Management, Ranchi, India	7
Dole, Claudia P.; University of Texas Pan American	14
Driver, Robert; LeTourneau University	6
Duangploy, Orapin; University of Houston – Downtown	15
Duncan, Phyllis; Our Lady of the Lake University	14, 15
Estes, Brent C.; Sam Houston State University	8
Ewest, Timothy; Wartburg College	9
Fashina, Rafiu; Texas A&M University – Commerce	6
Faught, Kent S.; Ouachita Baptist University	9, 12
Fullwood, Virginia; Texas A&M University – Commerce	6
Galo, Zeke; Sam Houston State University	13
Garcia, Heriberto; Texas A&M International University	10
Garza-Gomez, Xavier; University of Houston – Victoria	10
Gillett, James; Sam Houston State University	10
Gong, Gang; Sam Houston State University	15
Gonzalez, Florelisa Y.; Our Lady of the Lake University	11
Green, Mark T.; Our Lady of the Lake University	6, 7, 9, 11, 14, 15
Harlow, Rachel Martin; University of Texas - Permian Basin	12
Gutierrez, Jose; Sam Houston State University	12
Herrera, Richard; Texas A&M University – Texarkana	15
Heslop, Gordon; Texas A&M University – Commerce	6

Hill, Kathy L.; Sam Houston State University	9
Hodgson, Maria N.; University of Texas – Brownsville	7
Hynes, Geraldine E.; Sam Houston State University	7, 9
Jesswein, Kurt R.; Sam Houston State University	8, 10
Johnson, Steve; Sam Houston State University	6, 12
Joyner, Norma; Our Lady of the Lake University	7, 9
Khumawala, Saleha; University of Houston	7
Kimmons, Jan V.; Lamar University	9
Kinosian, Robert; Sam Houston State University	6
Kliegl, Julie; Wartburg College	9
Kuennen, Kayla; Wartburg College	9
Leavell, Hadley; Sam Houston State University	10, 13
Leipnik, Mark R.; Sam Houston State University	15
Liske, Jessica M. Reyes; Our Lady of the Lake University	6
Lomo-David, Ewuuk; North Carolina A&T State University	8
Lopez, Debra M.; Our Lady of the Lake University	7
Luo-Beitler, Yan; Keiser University	7
Maniam, Bala; Sam Houston State University	8
Matthews, Robert; Sam Houston State University	10,11, 15
Matthews, Warren; LeTourneau University	6
Medina, Concepcion R.; University of Texas Pan American	14
Mehta, Gurinder; Sam Houston State University	9
Mehta, Sanjay S.; Sam Houston State University	15
Mendel, Lori; Sam Houston State University	15
Metghalchi, Massoud; University of Houston – Victoria	10
Michael, Timothy B.; University of Houston – Clear Lake	13
Morrison, Robert D.; University of Texas Pan American	14
Nealy, Chynette; University of Houston – Downtown	11, 12
Nenninger, Steve; Sam Houston State University	6, 13
Newbold, John; Sam Houston State University	8
O’Campo, Elsa M.; Our Lady of the Lake University	9
O’Neill, Kathryn; Sam Houston State University	7, 9
Osman, Kazeem; City University College of Science and Technology, Malaysia	14
Parmer, Lucinda; Our Lady of the Lake University	14
Pavlova, Ivelina; University of Houston – Clear Lake	13
Peña, Veena; Houston Baptist University	9
Picou, Armand; Texas A&M University - Corpus Christi	6, 10
Porter, Ben; Wartburg College	7
Rady, Tamer; Ain-Shams University	6, 8
Ravi, Siva Prasad; Thompson Rivers University, Canada	8

Reavis, David; Texas A&M University – Texarkana	7
Robertson, Joey; Sam Houston State University	11, 15
Roling, Sebastiaan; Sam Houston State University	13
Salter, Charles; Schreiner University	7
Schillings, Amy; Sam Houston State University	15
Scofield, Barbara; University of Texas- Permian Basin	8, 12
Serrett, Randy; University of Houston – Downtown	11
Shanmugam, Velmurugan Palaniyappan; Pondicherry University, India	10
Shelton, Margaret L.; University of Houston - Downtown	7, 11
Sigmar, Lucia; Sam Houston State University	14
Simmons, Garland; Stephen F. Austin State University	13
Stodnick, Michael; University of Dallas	11
Stretcher, Robert; Sam Houston State University	8, 12
Sullivan, Laura; Sam Houston State University	11, 15
Taneja, Sonia; Texas A&M University - Commerce	8, 12
Thai, Kriengkai Boonlert-U; Chulalongkorn University, Thailand	15
Thurman, Angela; University of North Texas	6
Toombs, Leslie; University of Texas – Permian Basin	8, 12
Vanek, Paul Anthony; The Vanek Consultancy Group, LLC, Houston	10
Vedder, Richard G.; University of North Texas	7, 11
Venters, Wes; Our Lady of the Lake University	7
Voelker, Kathy A.; University of Houston Clear Lake	11
Voelker, Troy A.; University of Houston - Clear Lake	9
Whitworth, Jeffrey; University of Houston-Clear Lake	13
Woodin, Amanda; Wartburg College	11
Wright, Carol S.; Stephen F. Austin State University	11
Wright, Martin Keith; Sam Houston State University	12
Zapalac, Ryan K.; Sam Houston State University	8
Zarate, Catalina; Our Lady of the Lake University	14
Zeidan, Rabih; Texas A&M University - Corpus Christi	7, 9

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