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.
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

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
12:00 – 1:30 p.m.
Old Main Market

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.

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

Registration Area
Room 209

Break
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

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

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<th>Dinner</th>
<th>Peabody Building</th>
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<td>6:00 – 7:30 p.m.</td>
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<td>Attire: Business Casual</td>
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<td>Note: Please bring your dinner ticket for admission.</td>
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SATURDAY, APRIL 12, 2014

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<tr>
<th>Session XIV: Interdisciplinary Session</th>
<th>8:15 – 9:45 a.m.</th>
<th>Room 204</th>
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<tbody>
<tr>
<td>Session Chair: Joseph Stauffer, University of Texas of the Permian Basin</td>
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<td>An Analysis of Communication Channels in a Social Fraternity</td>
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<td>Kevin Sanford, Backlot Media, Inc., Hollywood, CA</td>
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<td>Geraldine E. Hynes, Sam Houston State University</td>
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<td>What Makes a Successful Crowdfunding? - - An Empirical Analysis of Crowdfunding in China</td>
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<td>Yuanqing Li, University of Texas – Pan American</td>
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<td>Sibin Wu, University of Texas – Pan American</td>
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<td>Proactive Versus Reactive Helping: A Reconceptualization</td>
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<td>Joseph Stauffer, University of Texas of the Permian Basin</td>
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<td>Shih Yung Chou, University of Texas of the Permian Basin</td>
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<td>Customer Trust in China: The Influence of Retailer Guarantee and Interpersonal Communication on Pre-purchase Trust and Post-purchase Trust</td>
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<td>Ning Wang, University of Texas – Pan American</td>
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<td>Cindy Ngoc Pham, University of Texas – Pan American</td>
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<td>Yuanqing Li, University of Texas – Pan American</td>
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<th>Session XV: Interdisciplinary Session</th>
<th>8:15 – 9:45 a.m.</th>
<th>Room 206</th>
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<tr>
<td>Session Chair: Lucia Sigmar, Sam Houston State University</td>
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<td>Emotional Intelligence in Education</td>
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<td>Rhonda Dick, Our Lady of the Lake University – The Woodlands</td>
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<td>Mark T. Green, Our Lady of the Lake University – The Woodlands</td>
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<td>Apple Maps Issues: Implications for Business</td>
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<td>Mark Leipnik, Sam Houston State University</td>
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<td>Sanjay S. Mehta, Sam Houston State University</td>
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<td>Vijayaprabha Rajendran, Sam Houston State University</td>
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Using Process to Accelerate AACSB Improvement Progress
Kathryn O'Neill, 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  Registration Area
11:30 - 11:45 a.m.  Room 209