



Conference Program

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

April 15 – 16, 2016

**Conference Chair: Dr. Bala Maniam, Sam Houston State University
Program Chairs: Courtney R. Kernek, Southeastern Oklahoma State University
Dr. Laura Sullivan, Sam Houston State University
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

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 Eighth Annual General Business Conference.

This year, our program features approximately 15 sessions. The conference serves an international audience with speakers from Canada, Egypt, India, Malaysia, New Zealand, Saudi Arabia, Turkey, and the United States. 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 on using teams in the classroom, including students' perceptions of such collaboration. Also, there are two workshops with one focusing on inbound marketing and the other discussing tools for increasing student engagement.

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 Eighth Annual General Business Conference. I appreciate your willingness to share your work with us. I hope the variety of papers, which is truly interdisciplinary in nature, 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.

This year we have fifteen sessions with one panel and two workshops. The panel focuses on student responses to and effective use of teams in the classroom. One workshop deals with tools for increasing student engagement, and the other will address with tools for attracting and maintaining customers. The workshops and panel are all schedule on Friday.

I want to take this opportunity to thank Dr. Laura Sullivan and Dr. Courtney Kernek for serving as Program Co-chairs, and Dr. Steve Nenner for editing the Conference Proceedings. Special thanks to the track chairs for reviewing the papers and to the students for assisting me in putting this conference together. I would also like to thank Allied Academies for their willingness to publish the best papers from the conference in a special issue of their journal. Finally, I also want to thank each of you for your participation and for making this conference a success.

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

Bala Maniam, Ph.D.
Conference Chair

Keynote Speaker – Prasad Ravi

Dr. Siva Prasad Ravi is a full Professor of Strategy, Information Systems and Entrepreneurship at School of Business and Economics, Thomson Rivers University, Kamloops, British Columbia for the past 8 years. Dr. Ravi has 20 years of international teaching experience, having taught in India, China, Fiji and Canada.

Dr. Ravi started his teaching career, 20 years ago at Military College of Telecommunication Engineering, Mhow, India. He joined ICFAI University Business School, ICFAI University, a research focused institution established in the year 1998 as the first Chair of Information Systems Department and Director IT Services. ICFAI University since then has grown into 11 universities in 11 provinces of India and has more than 10, 000 students in the MBA Program alone. Dr. Ravi also taught at University of South Pacific, Fiji Islands. Dr. Ravi is the Chair of the Management Department at the School of Business and Economics, for the last five years. He has also taught at Shanghai Institute of Technology and Tianjin University of Technology in China.

His five major areas of expertise include Strategic Management, Entrepreneurship, Information Technology & Systems, Supply Chain and Project Management, and Customer Relationship Management (CRM). Dr. Ravi has taught 35 different courses in his career.

Dr. Ravi's research interest covers all five areas mentioned above and he has published extensively, in nearly 120 publications including journals, book chapters, academic conference proceedings, case studies and articles in reputed business magazines. He also authored three books, two in the area of Cyber Crime and one in the area of Customer Relationship Management (CRM). He has presented papers in more than thirty International conferences in different parts of the world.

Another area of Dr. Ravi's expertise is new program development. He was part of the MBA and MCA Program development at ICFAI Business School, M. Com and MBA at University of South Pacific and MBA program at Thomson Rivers University. Apart from this Dr. Ravi developed majors and minors in Supply Chain Management, MIS, HRM, Leadership and Project management. He is currently working on Casino Management Program.

Dr. Ravi's academic credentials include two undergraduate degrees (a Bachelor of Science (BSc) and Computer and Communications Engineering (B.E)), three graduate degrees (Master of Science (M Sc), Master of Engineering (ME), & Master of Business Administration (MBA)), a degree in Law, LLB (Hons) and a Ph. D in Management.

Dr. Ravi was a frequent guest on Fiji Television commenting on Information Security and Cybercrime. He has been an advisor to the Government of Fiji on micro and small businesses, an advisor to Fiji Police on Cyber Crime and an advisor to the High commission of India in Fiji. Before switching to academics, Dr. Ravi was a Colonel in the Indian Army. He also worked in the IT Industry and managed more than 20 large IT projects, with a budget of \$ 25 Million or more. Dr. Ravi also started an entrepreneurial venture in 2000, Surya Automobiles. The company is currently based in India and is managed by family members.

2016 General Business Conference

Officers and Track Chairs

Conference Chair	Dr. Bala Maniam, Sam Houston State University
Program Chair	Dr. Courtney R. Kernek, Southeastern Oklahoma State University
Program Chair	Dr. Laura Sullivan, Sam Houston State University
Proceedings Editor	Dr. Steve Nenninger, Sam Houston State University

Areas

Accounting
Assessment and Assurance of Learning
Business Law/Ethics
Business Communication
Cases, Workshops, Special Sessions
Economics and Quantitative Methods
Finance and Investments
Info. Systems/Technology/E-Business
International/Global Business
Management, Marketing and HRM
Online Education & Education Issues
Org. Leadership/Educational Leadership

Track Chairs

Dr. Liz Mulig, University of Dallas
Dr. Leslie Toombs, Texas A&M University - Commerce
Dr. Raymond Teske, University of Texas at San Antonio
Dr. Carol S. Wright, Stephen F. Austin State University
Dr. Bala Maniam, Sam Houston State University
Dr. Tamer Rady, Ain Shams University
Dr. M. Selvam, Bharathidasan University
Dr. Sara E. McCaslin, Advanced EMC Technologies
Dr. Ravi Siva Prasad, Thompson Rivers University
Dr. Marilyn Young, University of Texas at Tyler
Dr. Traci Austin, Sam Houston State University
Dr. Geetha Subramaniam, Universiti Teknologi MARA

Conference Schedule

Friday, April 15

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 106)
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, 106, 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 (Lowman Student Center 320)

Saturday, April 16

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 (Room 204)

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 Lowman Student Center. Both these locations are on campus.

FRIDAY, APRIL 15, 2016

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: Carol S. Wright, Stephen F. Austin State University

The Lecture/ Lab Combination Course: An Innovative Way to Teach a Large Writing Course
Carol S. Wright, Stephen F. Austin State University

An Evaluation of Proctoring in an Online Course
Gordon Heslop, Texas A&M University Commerce

Bug Busters Corporate Tattoo Initiative: Kicking the Hornet's Nest without Getting Stung
Traci Austin, Sam Houston State University
Lucia S. Sigmar, Sam Houston State University
Ashly Smith, Sam Houston State University

An Entity Analysis of Assessment in Schools of Business
Carl Brewer, Sam Houston State University
Cassy Henderson, Sam Houston State University

Session II: Interdisciplinary Session
8:15 – 9:45 a.m.

Room 204

Session Chair: Jonathan Breazeale, Sam Houston State University

How Mergers are Changing Banking Landscape
James B. Bexley, Sam Houston State University

Sexual Harassment Policies in Academia: A Simple Ethical Observation
Ewuuk Lomo-David, North Carolina A&T State University
Sherrie D. Convoy, North Carolina A&T State University

The Key Indicators of Goodwill Impairment Write-offs
Karen Sherrill, Sam Houston State University

Incorporating Academic Literature into Undergraduate Finance Courses
Jonathan Breazeale, Sam Houston State University

Session III: Interdisciplinary Session

8:15 – 9:45 a.m.

Room 206

Session Chair: Steve Nenninger, Sam Houston State University

What is Wrong with Indian Corporate Governance?: A Case Study of Failure of Kingfisher Airlines
Siva Prasad Ravi, Thompson Rivers University, Canada

Crooked Creek Golf Development: A Case in Commercial Lending
Steve Nenninger, Sam Houston State University

Four Proofs in Option Pricing
Garland Simmons, Stephen F. Austin State University

US Versus Them: Taxation and Welfare Philosophy in the USA Compared with Europe and Other OECD Nations
Robert Matthews, Sam Houston State University
Joey Robertson, Sam Houston State University
Laura Sullivan, Sam Houston State University

Managing Diversity through Flexible Working Arrangements at the Workplace in Malaysia
Geetha Subramaniam, Universiti Teknologi MARA, Malaysia
Siti Mahara, Universiti Teknologi MARA, Malaysia
Ershad Ali, AIS St. Helens, New Zealand
Ganesh Maniam, Austin College

Coffee/Tea Break

9:45 – 10:00 a.m.

Registration Area

Room 209

Dean and Conference Chair Remarks

10:00 – 10:15 a.m.

Room 106

Keynote Address
10:15 – 10:45 a.m.

Room 106

Siva Prasad Ravi
Thompson Rivers University, Canada

Keynote

India's Ambition to Emerge as Economic Super Power: Challenges

India has become the fourth largest economy in the world in terms of Purchase Power Parity, and the Indian economy is growing at more than 6% over the last few years. India is not hiding its aspiration to achieve the status of economic super power, like its neighbor China. However corruption, poor corporate governance and many other social factors are coming in the way of fulfilling its ambition. Corporations have to play a big role if India is to fulfill its dream. Unfortunately the corporate governance scene in India does not generate much inspiration for the rest of the world. During the last few years, a spate of corporate scandals have seriously affected India's credibility. This talk will provide insights into what is happening in India today and what needs to be done in this regard, if India really wants to be an economic super power.

Session IV: Panel Discussion
10:45 – 12:15 p.m.

Room 105

Panel Moderator: Geraldine Hynes, Sam Houston State University

Panel: The Good, the Bad, and the Ugly: The Advantages and Disadvantages of Team Projects in Business Courses

Panelists: Geraldine Hynes, Sam Houston State University
Kathy Hill, Sam Houston State University
Bradly Wesner, Sam Houston State University
Ashly Smith, Sam Houston State University

Developing team skills in business courses is often a challenge. The panel will present survey results that pinpoint what students like and dislike about team projects and offer proven strategies for success.

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

Room 106

Session Chair: Mary Funck, Sam Houston State University

Using a Crystal Ball to Forecast the Financial Future

Mary Funck, Sam Houston State University
Jose Gutierrez, Sam Houston State University

Dean Foods, Inc.

Luisa Taylor, Sam Houston State University
Karen Sherrill, Sam Houston State University
Robert Stretcher, Sam Houston State University

Developing an Optimal Sales Force Monitoring and Profit Model

Steve Robinson, University of North Carolina Wilmington

Bad Behavior or Bad Luck: What Drives Top Executive Turnover?

Steve Johnson, Sam Houston State University
Francisco Reza, Sam Houston State University

Session VI: Workshop

10:45 – 12:15 p.m.

Room 204

Workshop Moderators: Sara E. McCaslin, Advanced EMC Technologies

Marilyn Young, University of Texas at Tyler

Workshop: Inbound Marketing: Using Technology to Gain and Maintain Customers

Methods to attract customers have been initiated by using a variety of techniques. This workshop will discuss inbound marketing and will give an illustration of how companies are using this technique to gain and maintain customers. These tools used by businesses are not always part of marketing classes. The workshop will address such processes, as to when to use them, and how to use these methods. An illustration of Hubspot, a popular software package, will be given.

Session VII: Interdisciplinary Session

10:45 – 12:15 p.m.

Room 206

Session Chair: Leslie Toombs, Texas A&M University - Commerce

Beyond the Culture of Corruption: Staying Ethical While Doing Business in Latin America

Bruce A. Stanfill, Our Lady of the Lake University
Amanda D. Villarreal, Our Lady of the Lake University
Mario R. Medina, Our Lady of the Lake University
Edward P. Esquivel, Our Lady of the Lake University
Erika de la Rosa, Our Lady of the Lake University
Phyllis A. Duncan, Our Lady of the Lake University

Protecting Information: Active Cyber Defense for the Business Entity: A Prerequisite Corporate Policy

Patrick Neal, British Columbia Institute of Technology (BCIT), Canada
Joe Ilsever, University of Fraser Valley, Canada

The Gordian Knot: How a Management Approach Might Help Solve the Dual Goals of National Security and Privacy Illustrated by the Apple/FBI Dispute

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

Linking Social Technologies and Emotional Capital to Create Organizational Value and Commitment

Leslie Toombs, Texas A&M University - Commerce
Courtney R. Kernek, Southeastern Oklahoma State University
Ganesh Maniam, Austin College

Lunch

Old Main Market

12:15 – 1:45 p.m.

Note: Please wear your name badge for admission for lunch. Lunch ticket will be provided at the entrance of the Old Main Market.

Session VIII: Interdisciplinary Session

2:00 – 3:30 p.m.

Room 105

Session Chair: Carol S. Wright, Stephen F. Austin University

How Employees' Perceptions of Competency Models Affect Job Satisfaction – Mediating Effect of Social Exchange

F. Oben Ürü Sanı, İstanbul Arel University, Turkey
Uğur Yozgat, Marmara University, Turkey
Taha Yusuf Çakarel, Marmara University, Turkey

Is "In Store Tasting" Important in Consumer Buying Behavior?
Uğur Yozgat, Marmara University, Turkey
Ceyda Türkyılmaz, Marmara University, Turkey
Recep Baki Deniz, İstanbul Gelişim University, Turkey

The Meaning of "Debt" in Financial Statement Analysis
Kurt R. Jesswein, Sam Houston State University

Utilizing Technology to Create an Active Learning Classroom
Carol S. Wright, Stephen F. Austin University
Amanda Smith, Lufkin Independent School District

Session IX: Interdisciplinary Session

2:00 – 3:30 p.m.

Room 106

Session Chair: Geraldine Hynes, Sam Houston State University

Storytelling as a Crisis Communication Strategy
Melissa Barrett, Sam Houston State University
Geraldine Hynes, Sam Houston State University

A Journey from a Service Learning Project to an Academic- Community Collaboration Effort
Minh Huynh, Southeastern Louisiana University

Engaging Career Insight: Concept Maps & Business Communication
Chynette Nealy, University of Houston – Downtown

Report from the Trenches: Using Visual Studio 2015 in the Classroom
Richard G. Vedder, University North Texas

Session X: Interdisciplinary Session

2:00 – 3:30 p.m.

Room 204

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

Show me the Money: Recovering Attorney's Fees in Texas
Joey Robertson, Sam Houston State University
Diana Brown, Sam Houston State University
Arfeo Ylana, Thompson, Coe, Cousins and Irons L.L.P.

Teaching Philosophy: An Inquiry into Faculty Roles in the Higher Education Marketing System
Kishwar Joonas: Prairie View A&M University

Determinants of Agricultural Production in Alabama: An Empirical Study of Selected Crops
Modupe Fehintola Ojumu, Prairie View A&M University
Kishwar Joonas, Prairie View A&M University

Policy Implementation Review: Hydraulic Fracturing Chemical Disclosure Rule in Texas
Eduardo Errisuriz, Our Lady of the Lake University
Roland Garcia, Our Lady of the Lake University
Dora Vargas-Bustos, Our Lady of the Lake University

Perspectives and Trends in the Global Petroleum Industry
Pravin Maniam, University of Houston
Bala Maniam, Sam Houston State University

Session XI: Workshop

2:00 – 3:30 p.m.

Room 206

Workshop Moderator: Marilyn Young, University of Texas at Tyler

Tools for Increasing Student Engagement and Learning in Leadership and Organizational Behavior

Methods to increase student engagement have been initiated by using a variety of teaching tools, such as: cartoons, movies, and experiential exercises. This workshop will present several examples of using YouTube, videos, stories, websites, movies, and animation to increase student interest and motivation in classes.

Break
3:30 – 3:45 p.m.

Registration Area
Room 209

Session XII: Interdisciplinary Session

3:45 – 5:15 p.m.

Room 105

Session Chair: Bradley Wesner, Sam Houston State University

Impact of Task Conflict on Job Satisfaction: Mediating Effect of Positive Emotions while Controlling Personality Traits

Uğur Yozgat, Marmara University, Turkey
Orkun Demirbag, Marmara University, Turkey
Mine Afacan Fındıklı, İstanbul Gelişim University, Turkey

How to Gets Teams Running Fast: An Analysis of Teams Making Rapid Starts
Bradley Wesner, Sam Houston State University

Community Involvement and the Hometown Effect: A Factor in Family Business Expansion Patterns
Marilyn Young, University of Texas at Tyler
John James Cater III, University of Texas at Tyler

The Relationship between Conflict and Transformational Leadership
Jennifer Nelson, Our Lady of the Lake University

Session XIII: Interdisciplinary Session

3:45 – 5:15 p.m.

Room 204

Session Chair: Reginald L. Bell, Prairie View A&M University

The Influence of Organizational Position on Giving Feedback – and Receiving Behaviors Holding Gender Constant
Madison Hanscom, Colorado State University- Fort Collins
Reginald L. Bell, Prairie View A&M University
Deborah Roebuck, Kennesaw State University

Impulse Control and Internet Addiction Disorder among Business Professionals
Reginald L. Bell, Prairie View A&M University
Dibyendu Choudhury, National Institute for Micro, Small, & Medium Enterprises, India
Wally Guyot, Fort Hays State University
Robert Meier, Fort Hays State University

Incorporating Visuals in International Business Communication to Overcome Language Barriers: A Case Study
Yong-Kang Wei, University of Texas Rio Grande Valley

Does Transformational Leadership Promote Innovation Practices in E-Commerce?
Joe ilsever, University of Fraser Valley, Canada
Omar ilsever, Our Lady of the Lake University

Session XIV: Interdisciplinary Session

3:45 – 5:15 p.m.

Room 206

Session Chair: Ashly Hall, Stephen F. Austin State University

The Evolution of the Resume: Traditional, Graphic, and Social Formats
Savannah Turner, Sam Houston State University
Kathryn S. O'Neill, Sam Houston State University

Exploring the Workplace Communication Preferences of Millennials
Ashley Hall, Stephen F. Austin State University

Dancing with Wolves: How to Identify and Communicate with Psychopaths & Narcissists in the Workplace
Lucia S. Sigmar, Sam Houston State University

Expanding the Competitive Profile Matrix (CPM): Introducing the Financial Competitive Profile Matrix (FCPM)
Charles J. Capps, Sam Houston State University
Christopher M. Cassidy, Sam Houston State University

Dinner

6:00 – 7:30 p.m.

Attire: Business Casual

Note: Please bring your dinner ticket for admission.

Lowman Student Center 320

SATURDAY, APRIL 16, 2016

Breakfast
8:00 – 9:00 a.m.

Registration Area
Room 209

Session XV: Interdisciplinary Session
9:00 – 11:00 a.m.

Room 204

Session Chair: Hadley Leavell, Sam Houston State University

At the Home of the DeLuxe Fruitcake: A DeLuxe Case of Accounting Fraud
Liz Mulig, University of Dallas

Insights into the Spatial Distribution of Customers for an Online Business: GIS Mapping and Mining the Ashley-Madison Hack Data Set

Mark R. Leipnik, Sam Houston State University
Andrew Matej, Sam Houston State University
Vir Mehta, University of Texas
Sanjay Mehta, Sam Houston State University

Statistical Extrapolation of Damages in Complex Litigation
Laura Sullivan, Sam Houston State University
Diana Brown, Sam Houston State University

The Texas Assumed Name Certificate: An Argument of Consistency
Raymond Teske, University of Texas – San Antonio

A Limitless Future to Online Education
Hadley Leavell, Sam Houston State University
Ganesh Maniam, Austin College

Corruption, Business, and Economic Growth
Tamer Rady, Ain Shams University, Egypt

Conference Concludes with Coffee/Tea
11:00 – 11:30 a.m.

Registration Area

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

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