

SOBIE 2024



**Society of
Business, Industry, and Economics**

24th Annual Academic Conference

**Sandestin Golf and Beach Resort
April 10-12, 2024
Destin, Florida**



SOBIE 2024

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Linkside Conference Center
Sandestin Golf and Beach Resort
Destin, Florida

SOBIE 2024 Officers

President: Colene Trent, Union University
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SOBIE (Society of Business, Industry, and Economics) is a consortium of colleges and universities that promotes peer-reviewed research and student research, both graduate and undergraduate, and interaction with industrial practitioners. Our goal is to encourage business faculty members to respond to current economic and market issues. SOBIE's journal JOBIE (Journal of Business, Industry, and Economics) is listed in Cabell's directory.

SOBIE 2024 Keynote Address

Justice Will Sellers

“The Common Law Economy”

Will Sellers was appointed to the Supreme Court of Alabama by Governor Kay Ivey in 2017. He was elected to a 6-year term in 2018. A life-long resident of Montgomery, he graduated from Hillsdale College, magna cum laude, The University of Alabama School of Law, and in 1989 received an LL.M. in Taxation from New York University. Before joining the Court, Justice Sellers was in private practice for 28 years in the areas of taxation, business organizations, and corporate and campaign finance. He was a member of the Electoral College in 2004, 2008, 2012, and 2016. Justice Sellers has written over 200 opinions. Currently, he is the community liaison for the International Officers School at Maxwell Air Force Base. He and his wife Lee have three adult children and one granddaughter.

See the links below if you would like to read articles written by Justice Sellers. These articles cover a range of topics from free markets and American exceptionalism to political corruption.

American Institute of Economic Research -
<https://www.aier.org/people/will-sellers/>

and

Yellowhammer News –
<https://yellowhammernews.com/author/will-sellers/>

SOBIE 2024



Registration – Bayview Foyer

April 10	April 11	April 12
7:00 – 11:00 AM	7:00 – 11:00 AM	7:00 – 11:00 AM

Wednesday, April 10			
	Terrace 1	Terrace 2	Terrace 3
7:30 – 8:45	1- Round Table	2- General Business	3-Open
9:00 – 10:15	4- Economics	5-Pedagogy	6-Student Research
10:30 – 11:45	7- Leadership	8- Finance	9- Pedagogy
12:00 -1:15	10- Economics	11- Open	12- Student Research

Thursday, April 11			
	Terrace 1	Terrace 2	Terrace 3
7:30 – 8:45	Breakfast (Bayview Room and Terrace)		
9:00 – 10:15	13- Round Table	14- Student Research	15- Pedagogy
10:30 – 11:45	16- Pedagogy	17- Student Research	18- Economics
12:00 – 1:15	19- Marketing	20-Student Research	21- Healthcare
1:30 – 2:45	22- General Business	23- Student Research	24- Open
3:00 – 4:15	25- General Business	26- Student Research	27- General Business
4:30 – 5:45	28- General Business	29- Real Estate	30- Student Research

Friday, April 12			
	Terrace 1	Terrace 2	Terrace 3
7:30 – 8:45	31-Pedagogy	32- Student Research	33- Accounting
9:00 – 10:15	34- Economics	35- Student Research	36- Accounting
10:30 – 11:45	37- Management	38- Accounting	39- Student Research
12:00 – 1:15	40- Open	41- Data Analytics	42- Student Research

SOBIE 2024

Wednesday, April 10

7:30 – 8:45 am

Session 1: Round Table

Terrace 1

Topic: Trends and Best Practices in Organizational Crisis Management

Moderator/Facilitator: John Parnell, University of North Alabama

Panelists: John Parnell, University of North Alabama

Matt Oglesby, University of North Alabama

Doug Barrett, University of North Alabama

Session 2: General Business

Terrace 2

Chair: Michael Monahan, Frostburg State University

The Imposter Phenomenon and its Cross-Cultural Implications

Achira Sedari Mudiyansele, Austin Peay State University

Vikie McCarthy, Austin Peay State University

Elaina McCaskill, Austin Peay State University (Student)

Art, Business, or Computer Science: An Investigation into Academic Clustering Among
Division II Student Athletes

Michael Monahan, Frostburg State University

Amit Shah, Frostburg State University

The Economics of Education: The First-Year Experiences of African-American Girls in STEM

Kathaleena Monds, Albany State University

Sherri Wilson, Albany State University (Student)

Tia Pitts, Albany State University (Student)

Session 3: Open

Terrace 3

Chair:

SOBIE 2024

Wednesday, April 10

9:00 – 10:15 am

Session 4: Economics Terrace 1

Chair: Dennis Pearson, Austin Peay State University

The Relationship Between Economic Freedom and Crime in US States

Dennis Pearson, Austin Peay State University
Sarah Ahlheit, Austin Peay State University (Student)

Interest Groups as an Evolutionary Species

Pete Williams, University of North Alabama

Market Efficiency of Petroleum ETFs

John E. Peterson, Northern State University
Scott A. Peterson, Northern State University

Session 5: Pedagogy

Terrace 2

Chair: Sara Robicheaux, Birmingham Southern College

U.S. Business Schools and the UN Principles of Responsible Management Education (PRME)

Kristy Cunningham, Austin Peay State University
Elizabeth Rankin, Austin Peay State University
Amye Melton, Austin Peay State University
Lauren Pate, Austin Peay State University (student)
Vikkie McCarthy, Austin Peay State University

Finance plus Liberal Art through Community Start-up Consulting

Sara Robicheaux, Birmingham-Southern College
Mary Harrison, Birmingham Southern College

Exploring the Relationship Between Flexible Course Design, Course Delivery, and Student Success

Jamye Long, University of Tennessee at Martin
Cooper Johnson, University of Tennessee at Martin

Session 6: Student Research

Terrace 3

Chair: Stephanie Bilderback, Austin Peay State University

Slow Burns: Managing the Exceptionally-Gradual Ascent of Outlier Success Stories

Matthew Farrell, Austin Peay State University (Faculty Mentor)
Chris H. Willis, Old Dominion University (Faculty Mentor)
Stephanie Bilderback, Austin Peay State University (Faculty Mentor)
Marleigh Heggie and Michael Lobdell, Austin Peay State University

Gender Disparities in Business Education: Analyzing Career Outcomes and Paths

Matt Hampton, Austin Peay State University (Faculty Mentor)
Stephanie Bilderback, Austin Peay State University (Faculty Mentor)
Mason Walker, Austin Peay State University

Managing Snapchat, Self-Validation, and Workplace Productivity for Organizational Sustainability: A Study of Millennials and Gen Z Employees

Stephanie Bilderback, Austin Peay State University (Faculty Mentor)
Patrick Luck, Isabella Blackwell, and Michael Lobdell, Austin Peay State University

SOBIE 2024

9:00 – 10:15 am

Wednesday, April 10

Session 6: Continued

Implications for Misfits: Descriptive Examination of Organizational and Individual Factors Impacting Culture of Strategic Thinking Fit and Misfit Between Middle Managers and their Organizations.

Whit Whitworth, University of North Alabama

John Parnell, University of North Alabama (Faculty Mentor)

10:30 – 11: 45 am

Wednesday, April 10

Session 7: Leadership

Terrace 1

Chair: Gloria Miller, Austin Peay State University

The Effect of Cultural and Emotional Intelligence on Mentor Perceptions of and Relationship Quality in Culturally Diverse Mentoring Relationships

Gloria J. Miller, Austin Peay State University

Mark X. James, Columbus University

Stephanie L. Bilderback, Austin Peay State University

Who's In Charge Here? Building Emergent Leadership in Virtual Teams

Shinika Byrd, University of North Alabama

Michael Floren, University of North Alabama

Barry Cumbie, University of North Alabama

Session 8: Finance

Terrace 2

Chair: David Kern, Arkansas State University

Evaluating Economic Threats to the Enduring Public Good: CPI Inflation, Regional Bank Liquidity, AI Hazards, and Financial Sector Excesses

Tim Barnett, Jacksonville State University

A Review of Large Regional Bank Failures and Comparison to U.S. Community Banks in 2023

David Kern, Arkansas State University

Mark Foster, University of North Alabama

Are Interest Rates High?

Jeff Johnson, Athens State University

John Wells, Athens State University

Kim Bell, Athens State University

Multiple Bookrunners and Syndicate Size

Heather Rhodes, University of North Alabama

TeWhan Hahn, Auburn University at Montgomery

SOBIE 2024

10:30 – 11: 45 am

Wednesday, April 10

Session 9: Pedagogy

Terrace 3

Chair: Linda Rodriguez, University of South Carolina Aiken

Career Decision Self-Efficacy: Getting Embedded with Microsoft Certifications

Linda C. Rodriguez, University of South Carolina Aiken

Valence matters: An exploration of the Extra Credit Preferences of College Students

Angela Murphy, Florida A&M University

Ernst Holger Amort, Sciexcel LLC

Embracing Artificial Intelligence in the Classroom

David Scott Kiker, Auburn University Montgomery

Mary Brtek Kiker, Auburn University Montgomery

12:00 –1:15 pm

Wednesday, April 10

Session 10: Economics

Terrace 1

Chair: Dan Settlege, University of Arkansas – Fort Smith

An Investigation of Savings Groups

Colene Trent, Union University

Danielle Popson, Union University (Student)

College Football's Most Dominant Teams

Doug Barrett, University of North Alabama

Do Socioeconomic, Health, and Demographic Characteristics Play a Role in Wildfire Smoke Avoidance?

Daniel M. Settlege, University of Arkansas - Fort Smith

Madison E. Settlege - University of Arkansas (Student)

Session 11: Open

Terrace 2

Chair:

12:00 –1:15 pm

Session 12: Student Research

Terrace 3

Chair: Vikkie McCarthy, Austin Peay State University

The Pink Ribbon and the Ethics of Cause Related Marketing Strategies

Courtney Jankowski, Austin Peay State University

Lauren Pate, Austin Peay State University

Marleigh Heggie, Austin Peay State University

Amye Melton, Austin Peay State University (Faculty Mentor)

Vikkie McCarthy, Austin Peay State University (Faculty Mentor)

Emily Lean, Austin Peay State University (Faculty Mentor)

Terry Damron, Austin Peay State University (Faculty Mentor)

Earning and Learning: The Critical Role of Tax Education in the NIL Era of College Athletics

Ashlyn Dulaney, Austin Peay State University

Emberly Nichols, Austin Peay State University

Jennifer D. Thayer, Austin Peay State University (Faculty Mentor)

Importance of a Technology Operating Model in the era of Digital, AI and Cybersecurity

Akash Khurana, University of North Alabama

Keith D. Malone, University of North Alabama (Faculty Mentor)

Do Occupational Licensing Regulations Increase Earnings? Evidence from the U.S. Airline Industry

Matt Hampton, Austin Peay State University (Faculty Mentor)

Michael Liby, Austin Peay State University

Work from Anywhere Arrangements in the Post-COVID Era: Examining Job Satisfaction at the

Nexus of LMX and TMX Relationships Moderated by Task Interdependence

Kerry Doran, University of North Alabama

Wes Davenport, University of North Alabama (Faculty Mentor)

NOTES

SOBIE 2024

7:30 –8:45 am Breakfast

Thursday, April 11

Keynote Speaker: Justice Will Sellers – “The Common Law Economy”

9:00 – 10:15 am

Session 13: Round Table Discussion

Terrace 1

Topic: The Law of Business

Moderators: Justice Will Sellers, Alabama Supreme Court
David Black, SOBIE, Retired Economics Professor

Session 14: Student Research

Terrace 2

Chair: Tim Barnett, Jacksonville State University

Financial Attitudes and Beliefs of College Students at a Christian University
Bella Bianchi, Union University
Colene Trent, Union University (Faculty Mentor)

Marketing and SDGs

Campbell Moore, Austin Peay State University
Vikkie McCarthy, Austin Peay State University (Faculty Mentor)
Terry Damron, Austin Peay State University (Faculty Mentor)

Immigration and International Security: A Global Dilemma with Canada and China in View
Hannah McTenn Bock, Jacksonville State University
Tim Barnett, Jacksonville State University (Faculty Mentor)

Health Effects of Cycling and Walking Activities

Lily Hinton, University of Arkansas - Fort Smith
Omer Kutlubay, University of Arkansas - Fort Smith (Faculty Mentor)

Session 15: Pedagogy

Terrace 3

Chair: Al Chow, University of South Alabama

Developing and Growing an Undergraduate Research Program
Al Chow, University of South Alabama

Bridging the Gap: Implementing an Office of Experiential Learning to Enhance Student Preparedness for the Workplace
Jessica Franks, University of South Alabama

Application of Agile System Development Mindset to Academic Research with emphasis on cohort-based, doctoral programs
Barry Cumbie, University of North Alabama

10:30-11:45 am

Session 16: Pedagogy

Terrace 1

Chair: Thomas Willey, Grand Valley State University

A Survey of the Undergraduate Finance Curriculum in the Mid-2020s

Susan Edwards, Grand Valley State University

Thomas Willey, Grand Valley State University

A Longitudinal Study of Team Level Hope and Student Team Performance

Justin Carter, University of North Alabama

John Parnell, University of North Alabama

Carolyn Youssef-Morgan, Bellevue

Michael Floren, University of North Alabama

Bring Your Own Device in Academia

Mike Casey, University of Central Arkansas

Session 17: Student Research

Terrace 2

Chair: Dong-Yop Oh, Auburn University Montgomery

Did COVID-19 Pandemic Impact Portfolio Return Volatility Pre and Post Pandemic

Elizabeth Cheyenne Jackson, University of South Alabama

Maggie Overstreet, University of South Alabama

Al Chow, University of South Alabama (Faculty Mentor)

COVID's Impact on Softwood Lumber in the Building Materials Industry

Grace Brown, University of South Alabama

Macy Livingston, University of South Alabama

Meagan Brenner, University of South Alabama

Peter Simonson, University of South Alabama (Faculty Mentor)

Interest Rate Sensitivity in Utilities stocks: Pre-Great Recession, and Post COVID Financial Crisis

Bryan Crocker, Austin Peay State University

Elvis Diaz, Austin Peay State University

Dong Nyonna, Austin Peay State University (Faculty Mentor)

Michael Phillips, Austin Peay State University (Faculty Mentor)

Dynamics of Health Care Expenditure and GDP in South Asia: Exploring Luxury vs Necessity

Dong-Yop Oh, Auburn University at Montgomery (Faculty Mentor)

Bhavana Kanumalla, Auburn University at Montgomery

Session 18: Economics

Terrace 3

Chair: Evan Moore, Auburn University at Montgomery

Economic Freedom and The Fiscal Health of Municipalities

Bradley D. Childs, Belmont University

Howard H Cochran, Belmont University

SOBIE 2024

10:30-11:45 am

Thursday, April 11

Session 18: Continued

Cryptocurrency as a Function of Money: An In-Depth Analysis of Blockchain Consensus Mechanisms in Decentralized Finance (DeFi)

Dennis Pearson, Austin Peay State University
Asit Bandyopadhyay, Austin Peay State University

Impacts of the 2023 NCAA Football Rules Changes on Scoring and the Totals Market

Evan Moore, Auburn University at Montgomery
James Francisco, Auburn University at Montgomery

12:00-1:15 pm

Thursday, April 11

Session 19: Marketing

Terrace 1

Chair: Ed O'Donnell, Columbus State University

The Effect of Internalization on Brand Community Loyalty

Ed O'Donnell, Columbus State University

Marketing and Selection of Healthcare Providers

Melodie Phillips, Middle Tennessee State University

Navigating the AI Marketing Landscape: ChatGPT's Blueprint for SME Success

John X. Volker, Austin Peay State University

Session 20: Student Research

Terrace 2

Chair: Collin Hodges, University of Central Arkansas

Dual Perspectives: Analyzing the Impact of Split-Screen Videos on Engagement and Knowledge Retention in Social Media Contexts

Loren Carter, Auburn University
Justin Carter, University of North Alabama (Faculty Mentor)

Meeting Electric Vehicle Demand with a Focus on Throughput Capacity Across the Transport Nodes in the Upstream Cobalt Supply Chain

Nicholas J. Visconti, University of North Alabama
Justin Carter, University of North Alabama (Faculty Mentor)

Exploring the Relationship Between Screen Time and Substance Abuse Among US High School Students

Dilliram Kadariya, University of Central Arkansas
Collin Hodges, University of Central Arkansas (Faculty Mentor)

Ethics Committee's and Corruption: Do Ethics Committee's Reduce Corruption Cases Within State Legislatures?

Mavuto Kalulu, University of Central Arkansas (Faculty Mentor)
David Tooley, University of Central Arkansas

SOBIE 2024

12:00-1:15 pm

Thursday, April 11

Session 21: Healthcare

Terrace 3

Chair: David Bosch, Boyce College

Non-Emergency Medical Transportation Case Studies of Three Small Cities in Pennsylvania, Maine, and Arkansas

Ann-Gee Lee, University of Arkansas - Fort Smith

Kristin Tardif, University of Arkansas - Fort Smith

Rural Medically Underserved Areas: An Overview of Economic Causes and Solutions

David Bosch, Boyce College

Katherine Bosch, Liberty University (Student)

Data Breaches in Healthcare: Analyzing Trends and Insights

Asit Bandyopadhyay, Austin Peay State University

1:30-2:45 pm

Thursday, April 11

Session 22: General Business

Terrace 1

Chair: Cameron Montgomery, Delta State University

Time Is On Story's Side: Story Development Impacts Daily Shares of Viral Advertising Videos

Keith A. Quesenberry, Messiah University

Michael K. Coolsen, Shippensburg University

The Marketing Applications of Defensive Pessimism Theory

D. Cameron Montgomery, Delta State University

Assessing the Impact of Chronic Absenteeism on Arkansas K-12 Schools and Student Achievement: A Pre- and Post-Pandemic Analysis

Elise Ormonde, University of Central Arkansas (Center for Research in Economics)

Session 23: Student Research

Terrace 2

Chair: Jim Wollschied, University of Arkansas – Fort Smith

Does the Easing of Occupational Licensing Burden Enhance Labor Mobility? Evidence from Policy Regime Changes

Weici Yuan, University of Central Arkansas (Faculty Mentor)

Anna Turgaeva, University of Central Arkansas

The Effect of Occupational Licensing reforms on DACA Residents

Perla Zapata, University of Central Arkansas

Thomas Snyder, University of Central Arkansas (Faculty Mentor)

Heidi Saliba, University of Central Arkansas (Research Associate)

Unraveling Commuting Patterns in Small to Medium Size U.S. Cities: A Study of Bus, Bicycle, and Pedestrian Commuting

Troy Rodriguez, University of Arkansas - Fort Smith

Dalton Oxford, University of Arkansas - Fort Smith

Bun Song Lee, University of Arkansas - Fort Smith (Faculty Mentor)

Alex Pacheco, University of Arkansas - Fort Smith (Faculty Mentor)

SOBIE 2024

1:30-2:45 pm

Thursday, April 11

Session 23: Continued

How did the Little Piggy get to the Market? An Analysis of Transportation Expenses in Arkansas

Casey Craft, University of Arkansas - Fort Smith

Jim Wollscheid, University of Arkansas - Fort Smith (Faculty Mentor)

Session 24: Open

Terrace 3

Chair:

3:00-4:15 pm

Thursday, April 11

Session 25: General Business

Terrace 1

Chair: Dan Slater, Union University

Impact of Lifestyle Choices and Academic Performance on Vaccine Acceptance

Avinash Waikar, Southeastern Louisiana University

Sam Cappel, Southeastern Louisiana University

David Wyld, Southeastern Louisiana University

An Evaluation of Higher Education Student-Focused Business Processes using Supply Chain Management Concepts: Some Considerations

Cyndi Lovelace, Athens State University

Stewardship vs Agency Theory Implications for Sustainability

Dan Slater, Union University

Session 26: Student Research

Terrace 2

Chair: Asit Bandyopadhyay, Austin Peay State University

Future of Generative AI/ChatGPT in Business Education: A Policymaker's Perspectives

Lauren Pate, Austin Peay State University

Asit Bandyopadhyay, Austin Peay State University (Faculty Mentor)

Soham Sengupta, Middle Tennessee State University (Faculty Mentor)

AI-Powered personalized learning: Factors on Learning efficiency

Peter D Asiegbu, Delta State University

Issabella Ampofo, Delta State University

Don Kim, Delta State University (Faculty Mentor)

Enhancing Trust in Generative AI Systems with AI Ethics

Ryan Sitorius, University of North Alabama

Steven Puckett, University of North Alabama (Faculty Mentor)

3:00-4:15 pm

Thursday, April 11

Session 26: Continued

Project: 24/7

James Muhammad, University of South Alabama
Diquan Patterson, University of South Alabama
Jessica Franks, University of South Alabama (Faculty Mentor)

The Ethics of Students Using ChatGPT: Implication for Entrepreneurial Education

John Volker, Austin Peay State University (Faculty Mentor)
Isabella Blackwell, Austin Peay State University
Nikolas Lamie, Austin Peay State University

Session 27: General Business

Terrace 3

Chair: Fonda Carter, Columbus State University

Small Business, Big Decision: A Practical Case on Selecting the Ideal POS System

Fonda Carter, Columbus State University
Jennifer P. Pitts, Columbus State University
Robin L. Snipes, Columbus State University

The Impact of Information and Deliberation on Individual Perspectives: Evidence from an Experimental Study

Colin Cannonier, Belmont University
Howard H Cochran, Belmont University

Vertical Integration in Florida's Medical Cannabis Supply Chain

Angela Tidwell, Florida A&M University

4:30-5:45 pm

Thursday, April 11

Session 28: General Business

Terrace 1

Chair: Angela Tidwell, Florida A&M University

The Impact of Solar Farm Supply Chains on Absentee Landowners

Angela Tidwell, Florida A&M University

Exploring the Mediating Roles of Psychological Safety and Psychological Empowerment in the Association between Inclusive Leadership and Team Cohesion on Project Teams Across the Virtuality Spectrum

Diane Kutz, University of North Alabama
Shinika Byrd, University of North Alabama

Inclusive Insights for Strategic Planning: Harnessing SWOT and Stakeholder Input in Higher Education

Jennifer P. Pitts, Columbus State University
Robin L. Snipes, Columbus State University
Fonda Carter, Columbus State University

4:30-5:45 pm

Session 29: Real Estate

Terrace 2

Chair: Eren Ozgen, Florida State University – Panama City

Beyond the Pandemic: Prospects and Challenges for Panama City's Real Estate Market Post-COVID-19

Eren Ozgen, Florida State University - Panama City

Zachary Murzyn, Florida State University - Panama City

Economic Freedom and the Volatility in the Real Estate Market

Jennis Biser, Austin Peay State University

Session 30: Student Research

Terrace 3

Chair: Don Nyonna, Austin Peay State University

Evaluating Gen Z Consumer Interest in Fast-Fashion

Angelina Ladner, University of South Alabama

Jennifer Zoghby, University of South Alabama

The Complexities of Hiring in a Remote Landscape: Examining the Role of Remote Work in Opportunities for Individuals with Criminal Records

Sivasubbarayan Srinivasan, University of North Alabama

Matt Oglesby, University of North Alabama (Faculty Mentor)

A Student Managed Investment Fund Approach to Screening for Exchange Traded Funds

Keith Groll, Austin Peay State University

Thomas Pyron, Austin Peay State University

Piper Conditt, Austin Peay State University

Dong Nyonna, Austin Peay State University (Faculty Mentor)

Michael Phillips, Austin Peay State University (Faculty Mentor)

Notes

7:30 –8:45 am

**Session 31: Pedagogy
Terrace 1**

Chair: John Reisch, East Carolina University

Investigating Fraud at Tri-County Auto: A Case Study
John T. Reisch, East Carolina University
Dennis M. O'Reilly, East Carolina University

An insurance case that develops problem-solving, statistical analysis, and Excel skills
Ed Pappanastos, Troy University
Jeffrey Bohler, Auburn University at Montgomery
Benjamin Larson, Troy University
Charles Coco, Troy University

Why Should we Integrate Generative Artificial Intelligence into Human Resource Degree Programs

Sam Cappel, Southeastern Louisiana University
Avinash Waikar, Southeastern Louisiana University

Session 32: Student Research

Terrace 2

Chair: Don Nyonna, Austin Peay State University

Making Corporate Governance Communication More Efficient with Behavioral Finance
Devin Malone, Austin Peay State University
Chelsae Thompson, Austin Peay State University
Elijah Shull, Austin Peay State University
Dong Nyonna, Austin Peay State University (Faculty Mentor)
Michael Phillips, Austin Peay State University (Faculty Mentor)

Firm Governance Attributes, Stakeholder Legitimacy, and the Cost of Capital Do ESG Ratings Moderate This Relationship?

Dustin Killen, University of North Alabama
Doug Barrett, University of North Alabama (Faculty Mentor)

Finding the most efficient social marketing strategies for furthering engagement and participation in student government?

Ayden Ladner, University of South Alabama
CC Annulis, University of South Alabama
Jennifer Zoghby, University of South Alabama

The Undergraduate Research Journey – Collecting and Cleaning Data

Maya Wasilewski, University of South Alabama
Elise Rilley, University of South Alabama
Clayton Howell, University of South Alabama
Misty Sabol, University of South Alabama

SOBIE 2024

7:30 –8:45 am

Friday, April 12

Session 33: Accounting Terrace 3

Chair: Lisa Russell, Indiana University Southeast

Innovative Approaches to An Accounting Degree: Issues and Potential Solutions
Gökhan Karahan, DJ Kilpatrick, Soren Orley, University of Alaska Anchorage
Jeremy Schwartz, Youngtown State University
Juergen Sidgman, Teresa Stephenson, University of Alaska Anchorage
Stasia Straley, R. Clayton Trotter, University of Alaska Anchorage

The relationships between accounting faculty, accounting students, and C-Suite representation in Accounting Firms: History of the Ph.D. Project and Its Success in Diversifying Accounting Faculty

Penny Brown, Austin Peay State University
Vikie McCarthy, Austin Peay State University
Robert Torres, Austin Peay State University
Sharae Shipp, Austin Peay State University (Student)
Diana Traore, Austin Peay State University (Student)

Supported Learning: Improving Outcomes in Introductory Financial Accounting and Student Retention by Combining a Flipped Classroom with Structured Support

Jeffrey Byrne, Emory University
Dwayne Powell, Arkansas State University
Lisa Russell, Indiana University Southeast
Dakota Russell, Indiana University Southeast (Student)

9:00 –10:15 am

Friday, April 12

Session 34: Economics Terrace 1

Chair: Yuexing Lan, Auburn University at Montgomery

Globalization, Technology, and Income Inequality in The United States
Yuexing Lan, Auburn University at Montgomery
James Francisco, Auburn University at Montgomery

The Alaska Native Claims Settlement Act (ANSCA) and the Interplay of Socio-Economic Development and Sustainability: A Brief History and Reflections

Corri Feige, TERRA PINIUN, LLC
Gökhan Karahan, University of Alaska Anchorage
Richard Clayton Trotter, University of Alaska Anchorage

The Conditions for Optimal Claiming Decision on Social Security Spousal Benefits
Gisung Moon, Columbus State University

Session 35: Student Research Terrace 2

Chair: Penny Brown, Austin Peay State University

Beyond the Ledger: Exploring Student Perspectives of Accounting and Investigating the Growing Shortage of Accounting Professionals

Bryce Herring, East Carolina University
John Reisch, East Carolina University (Faculty Mentor)

SOBIE 2024

9:00 –10:15 am

Friday, April 12

Session 35: Continued

Assessing the Impact: Student Perception of Athletic Fees and University Athletics Funding at East Carolina University

Connor Bruss, East Carolina University
John Reisch, East Carolina University (Faculty Mentor)

Critical Factors Affecting the Adoption of Residential Drone Delivery

Mike Ledbetter, University of North Alabama
Tanja Blackstone, University of North Alabama (Faculty Mentor)

Profiling The Fraudster

Pennyne Brown, Austin Peay State University (Faculty Mentor)
Madelyn Jones, Austin Peay State University

Session 36: Accounting

Terrace 3

Chair: Mark Jobe, Lipscomb University

The Future of Accounting Education

Sri Ramamoorti, University of Dayton
Mark Lawrence, University of North Alabama
Tommie Singleton, University of North Alabama

2023 Analysis of Tennessee Accounting Internships

Han-Sheng Chen, Lipscomb University
Susan Coomer Galbreath, Lipscomb University
Mark Jobe, Lipscomb University
Marcy R. Binkley, Vanderbilt University
Allen Jinnette, Trevecca University
Brandon Lanciloti, Freed-Hardeman University
Karen C. Miller, Union University
Audrey Scarlata, Middle Tennessee State University

Comparison of the 2024 Best Undergraduate Accounting Programs with the 2014 Top Undergraduate Accounting Programs, and with the 2004 Top Undergraduate Accounting Programs

Paula Hearn Moore, University of Tennessee at Martin
Richard B. Griffin, University of Tennessee at Martin

10:30 –11:45 am

Friday, April 12

Session 37: Management

Terrace 1

Chair: Mark Grimes, Georgia Southwestern State University

Promoting Faculty Diversity in Colleges of Business

Cassie Ward, Jacksonville State University

The Relationship Between Brand Strategy and Marketing Performance: Focusing on Logo Design Changes

Sungwoo Jung, Columbus State University

Session 37: Continued

Implementing HR in Very Small Businesses

Mark Grimes, Georgia Southwestern State University

Darrin Theriault, Georgia Southwestern State University

Melinda Chatham, Georgia Southwestern State University

Does Social Media Help Millennials Purpose-Driven Brand Shopping?

Jihye Lee, Jacksonville State University

Session 38: Accounting

Terrace 2

Chair: Beth Seymour, Lee University

Requirement to Earn a CPA License Add Value to the Accounting Profession?

Michaelia Black, Lee University

Beth Seymour, Lee University

Predicting Auditor Changes with Shareholder Votes on Auditor Ratification Using Data Mining Tools

Wikil Kwak, University of Nebraska at Omaha

Analysis of the Best Forty-Seven Graduate Accounting Programs of 2023-2024 in the United States to Determine the Master of Accountancy or Master of Science Accounting Curriculum

Richard B. Griffin, University of Tennessee at Martin

Paula Hearn Moore, University of Tennessee at Martin

Session 39: Student Research

Terrace 3

Chair: Barry Cumbie, University of North Alabama

Analysis of Healthcare Worker Activities – A Look at How a Nurse’s Tasks during a Shift

Elizabeth Cheyenne Jackson, University of South Alabama

Misty Sabol, University of South Alabama (Faculty Mentor)

Examining the Potential Benefits of Expanding Nurse Practitioner Scope of Practice for Individuals with Limited Healthcare Access

Emily Boon, Ball State University

Minh Nguyen, Ball State University (Faculty Mentor)

Student Team Preference: What Do Students Think About Virtual Teamwork?

Zane Mooney, University of North Alabama

Barry Cumbie, University of North Alabama

Using the 5C Engagement Method to Identify Engagement Opportunities among Gen Z Students

Bailey Jenkins, University of South Alabama

Jeanne Maes, University of South Alabama (Faculty Mentor)

12:00 –1:15 pm

Session 40: Open

Terrace 1

Chair:

Session 41: Data Analytics

Terrace 2

Chair: Ken Linna, Auburn University at Montgomery

Relative Power Losses Due to Measurement Error in Parametric and Nonparametric Tests of Location

Ken Linna, Auburn University at Montgomery

Using Simulation to Solve the Strong Birthday Problem

Ed Pappanastos, Troy University

Jeffrey Bohler, Auburn University at Montgomery

Benjamin Larson, Troy University

Charles Coco, Troy University

Session 42: Student Research

Terrace 3

Chair: Missy Matthews, Ball State University

Freedoms for Women and Workforce Participation

Julia Canty, Ball State University

Todd M. Nesbit, Ball State University (Faculty Mentor)

Value of Patents

Cole Carroll, Ball State University

Nathanael D. Snow, Ball State University (Faculty Mentor)

Identifying Barriers to Entry for Small and Medium-Sized Enterprises into the Defense Industrial Base: A Qualitative Textual Analysis of Industry Participant Responses

Randall D. Broussard, University of North Alabama

Lindsey Sherril, University of North Alabama (Faculty Mentor)

Confessions of a Reluctant Entrepreneur: A Student's Reflection on Participating in a Business Plan Competition

John Volker, Austin Peay State University (Faculty Mentor)

Marleigh Heggie, Austin Peay State University

SOBIE 2024

Notes

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SOBIE 2025 and 2026

April 9 – 11, 2025

April 8 – 10, 2026