

SOBIE 2026



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

26th Annual Academic Conference

**Sandestin Golf and Beach Resort
April 8-10, 2026
Destin, Florida**



SOBIE 2026

26th Annual Academic Conference

**April 8-10, 2025
Linkside Conference Center
Sandestin Golf and Beach Resort
Destin, Florida**

SOBIE 2026 Officers

President: Melodie Phillips, Middle Tennessee State University
Vice President: Stephanie Bilderback, Austin Peay State University
Secretary/Treasurer: Keith Malone, University of North Alabama
Conference Chairman: Keith D. Malone, University of North Alabama
Student Session Coordinator: Dennis Pearson, Austin Peay State U.
JOBIE Editor: Keith Malone, University of North Alabama
Webmasters: Barry Cumbie, University of North Alabama
Program Design: Breonna Roden, University of North Alabama
Founders: Jim Couch and Doug Barrett, University of North Alabama

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 2026 Keynote Address

Sridhar Ramamoorti “The Psychology of Fraud”

Sridhar Ramamoorti, Ph.D., ACA, CPA/CITP/CFF/CGMA, CIA/CFSA/CGAP/CRMA, CFE, CGFM, CRP, CVA, MAFF, FCPA, is an Associate Professor of Accounting in the School of Business Administration and a Sustainability Scholar with the Hanley Sustainability Institute at the University of Dayton. He earned his B.Comm. and a Diploma in Mathematics & Statistics from Bombay University, followed by an M.A./ABD in Accounting & MIS and a Ph.D. in Quantitative Psychology from The Ohio State University. Over his career, he has taught financial and managerial accounting, external and internal auditing, forensic accounting, ethics, performance measurement, and business valuation.

With more than 35 years of experience, Dr. Ramamoorti has combined academic and professional roles. A graduate student at Ohio State, he has served on the accounting faculties of the University of Illinois, Kennesaw State, and the University of Dayton. His professional practice experience includes Ernst & Whinney (staff auditor), Arthur Andersen & Co. (principal), EY (National SOX Advisor), and Grant Thornton (corporate governance partner). He also led the Governance, Risk & Compliance practice at Infogix, Inc. before returning to academia, first at Kennesaw State and then at Dayton.

Dr. Ramamoorti has published in leading American Accounting Association journals and in outlets such as *Management Science*, *European Management Journal*, *Research in Accounting Regulation*, *International Journal of Accounting*, and multiple practitioner journals. He has co-authored 15 books and monographs, including *The Audit Committee Handbook* (Wiley, 5th ed., 2010) and *Internal Auditing: Assurance and Advisory Services* (IIA, 5th ed., 2022). He wrote an op-ed for FORTUNE and led the 2020 COSO-commissioned report “Blockchain and Internal Control.” A member of all five COSO organizations, he now chairs *The CPA Journal’s* Editorial Advisory Board.

Elected President of the AAA Forensic Accounting Section in August 2025, he also serves as Academic Advisor and Board Member of the Institute for Truth in Accounting and as a member of NACVA’s Litigation Forensics Board. His prior service includes the National Board of FEI, the PCAOB Standing Advisory Group (2014–16), and leadership roles with the IIA’s CBOK Study, the Academy for Government Accountability, the IIA and FERF Research Foundations, the Institute for Fraud Prevention, and DePaul’s Institute for Business and Professional Ethics.

Dr. Ramamoorti’s honors include the Max Block Award (2017), the Larry Sawyer/IIA Research Foundation Prize (2014), and the Coles College Publication Prize (2015) for his *magnum opus A.B.C.’s of Behavioral Forensics*, which has been presented to the FBI Academy. He received the AGA President’s Award in 2004 and 2006. A prolific international speaker, he has delivered keynotes and presentations in 16 countries.

SOBIE 2026



Registration – Bayview Foyer

April 8

7:00 – 11:00 AM

April 9

7:00 – 11:00 AM

April 10

7:00 – 11:00 AM

Wednesday, April 8

Terrace 1

Terrace 2

Terrace 3

7:30 – 8:45

1- General Business 2- General Business 3-General Business

9:00 – 10:15

4- Marketing 5-AI Topics 6-Student Research

10:30 – 11:45

7- Round Table 8- Finance 9- Student Research

12:00 -1:15

10- Education 11- AI Topics 12- Student Research

Thursday, April 9

Terrace 1

Terrace 2

Terrace 3

7:30 – 8:45

David L. Black Plenary Breakfast (Bayview Room and Terrace)

9:00 – 10:15

13- Round Table 14- Student Research 15- Economics

10:30 – 11:45

16- Round Table 17- Student Research 18- Sports

12:00 – 1:15

19- Healthcare 20-Student Research 21- Leadership

1:30 – 2:45

22- AI Topics 23- Student Research 24- International

3:00 – 4:15

25- Cyber 26- Student Research 27- General Business

4:30 – 5:45

28- General Business 29- Open 30- Open

Friday, April 10

Terrace 1

Terrace 2

Terrace 3

7:30 – 8:45

31-Pedagogy 32- Student Research 33- Accounting

9:00 – 10:15

34- Marketing 35- Student Research 36- Accounting

10:30 – 11:45

37- Finance 38- General Business 39- Student Research

12:00 – 1:15

40- General Business 41- Pedagogy 42- Student Research

SOBIE 2026

7:30 – 8:45 am

Wednesday, April 8

Session 1: General Business

Terrace 1

Chair: Jamye Long, University of Tennessee at Martin

Reintroducing Common Sense to Organizations: Identifying Self-imposed Barriers That Impede Managers-in-Training Success Through an Interactive and Experiential Learning Environment
Cooper Johnson, University of Tennessee at Martin
Jamye Long, University of Tennessee at Martin

Experiential Learning and the Future of Student Career Development
Stephanie Bilderback, Austin Peay State University
Daniela Diaz Campos, Austin Peay State University (Student)

Workplace Support and Work-Life Boundaries in Remote Work
Letosha Scruggs, University of North Alabama
Dr. Wes Davenport, University of North Alabama (Faculty Advisor)

Session 2: General Business

Terrace 2

Chair: Luke Jones, Valdosta State University

CO2 Emissions and E-Bike Incentives: A Cost Effectiveness Analysis Using Adoption and Substitution Patterns
Sameer Aryal, University of Tennessee (Student)
Christopher Cherry, University of Tennessee
Luke R. Jones, Valdosta State University
John MacArthur, Portland State University

Banks Doing Good in a Skeptical Climate: Stakeholder Expectations, Philanthropy Awareness, and Corporate Reputation
Laquetta Peters, University of North Alabama
Dr. Matt Oglesby, University of North Alabama (Faculty Advisor)

Expectile Estimation of Environmental Kuznets Curves: N-Shaped or Something Else?
Collin S. Philipps, University of North Alabama
Justin H. White, United States Air Force Academy

Session 3: General Business

Terrace 3

Chair: John Volker, Austin Peay State University

Prompt Engineering as an Entrepreneurial Cognitive Skill: Developing Opportunity Insight Through Human-AI Collaboration
John Volker, Austin Peay State University

A Practical First-Step Solution for Implementing HR in Micro Enterprises
Mark Grimes, Georgia Southwestern State University
Drew Huey, Georgia Southwestern State University

Alimony Law Reforms and Household Food Security
Matt Hampton, Austin Peay State University

SOBIE 2026

Wednesday, April 8

9:00 – 10:15 am

Session 4: Marketing Terrace 1

Chair: Cameron Montgomery, Delta State University

What Television Sitcoms Tell Us About Consumer Behavior, Family Household Structure and Family Values from the 1950's to 1970's: A Content Analysis

D. Cameron Montgomery, Delta State University

Conrad Puozaa, Delta State University

When Businesses Know Where You Go: Perceptions of Location Intelligence

Stephanie Bilderback, Austin Peay State University (Faculty)

Gage Link, Austin Peay State University (Student)

Does AI Spell the End of Traditional Accounting? Or Is it Marketing to the Rescue

Melodie Phillips, Middle Tennessee State University

Linda Kidwell, NOVA Southeastern University

Session 5: AI Topics

Terrace 2

Chair: Jim Wollscheid, University of Arkansas – Fort Smith

AI at the gates? The Fall of Higher Education?

Daniel M. Settlage, University of Arkansas - Fort Smith

Jim R. Wollscheid, University of Arkansas - Fort Smith

Honest Assessment in the Age of AI, is it Even Possible?

Daniel M. Settlage, University of Arkansas - Fort Smith

Jim R. Wollscheid, University of Arkansas - Fort Smith

The Impact of Generative AI on Student Success: Evidence from a Randomized Controlled Trial in Business Education

Insung Hwang, Columbus State University

John Finley, Columbus State University

Session 6: Student Research

Terrace 3

Chair: Jennifer Thayer, Austin Peay State University

Authenticity, Connection and Value: Influencer Pathways to Gen Z Brand Loyalty

Angelina Ladner, University of South Alabama

Dr. Marianne Loes, University of South Alabama (Faculty Mentor)

Changes in Data Analytics in Academic Research and Publications

Julia Lions, University of South Alabama

Jessica Gray, University of South Alabama

Dr. Alan Chow, University of South Alabama (Faculty Mentor)

Double-Edged Incentives: Evaluating the New Overtime Tax Deduction Across Healthcare and Retail

Alex Vaca, Austin Peay State University

Jordan Williams, Austin Peay State University

Brycelan Hildebrand, Austin Peay State University

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

Dr. Penny Brown, Austin Peay State University (Faculty Mentor)

SOBIE 2026

9:00 – 10:15 am

Wednesday, April 8

Session 6: Continued

From Weekly Discussions to Big-Picture Thinking: Designing a Scaffolded Managerial Accounting Project

Cutter Shepherd, Austin Peay State University

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

10:30 – 11: 45 am

Wednesday, April 8

Session 7: Round Table

Terrace 1

Chair: Doug Barrett, University of North Alabama

Topic: Challenges Facing Colleges of Business

Session 8: Finance

Terrace 2

Chair: Valerie Townsend, Union University

Insider Trading in Congress: Bringing Back Ethical Reporting to the American Public

Betsy Pierce, Saginaw Valley State University

Valerie Townsend, Union University

Real Leak or Fake News? Dobbs v. Jackson Financial Event Study

Randy Beavers, University of North Alabama

Learning or Selection? Evidence from First-Time Lead Underwriter Promotion in IPOs

TeWhan Hahn, Auburn University Montgomery

Heather Rhodes, University of North Alabama

Session 9: Student Research

Terrace 3

Chair: Michaelia Black, Lee University

Sweet Carolina, So Resilient: Small Business Owners After Hurricane Helene

L. Sylvana Lipe, Lee University

Dr. Michaelia R. Black, Lee University (Faculty Advisor)

Dr. Holly K. Perleoni, Lee University (Faculty Advisor)

Institutional Change, Economic Freedom, and Development in Burundi

Kameron Young, Austin Peay State University

Brianna Johnson, Austin Peay State University

Dr. Towhid Iqram Mahmood, Austin Peay State University (Faculty Mentor)

Institutional Evolution and Economic Performance in Seychelles

Amor Morris, Austin Peay State University

Larry Nguyen, Austin Peay State University

Dr. Towhid Iqram Mahmood, Austin Peay State University (Faculty Mentor)

Training and Burnout in a Multigenerational Government Accounting Workforce

Daniela Diaz Campos, Austin Peay State University

Emeline Amador, Austin Peay State University

Dr. Stephanie Bilderback, Austin Peay State University (Faculty Mentor)

12:00 –1:15 pm

Session 10: Education

Terrace 1

Chair: Latisha Settlege, University of Arkansas-Fort Smith

Merging Business Schools with Technical Programs: Opportunity or Challenge?

Latisha A. Settlege, University of Arkansas-Fort Smith

Assessing Sustainability Training in Businesses in Middle Tennessee

Stephanie Bilderback, Austin Peay State University (Faculty)

Kade Tjaarda, Austin Peay State University (Student)

Beyond the Classroom: Experiential Learning through an International Service-Learning Partnership

Marcelle Naman, University of South Alabama

Session 11: AI Topics

Terrace 2

Chair: Yvonne Ellis, Georgia Gwinnett College

Human–AI Agent Task Boundary in Organizational Process Automation: A Conceptual Framework for Governing Agent Autonomy

Yoon Sang Lee, Columbus State University

Integrating AI Into Assessments and Investigating Predictive Roles for AI Adoption by Students

Melanie Hildebrandt, University of West Georgia

Mary Kassis, University of West Georgia

Sunil Hazari, University of West Georgia

AI-Enhanced Early Warning of County Fiscal Distress Using ACFR-Based Financial and Narrative Indicators

Yvonne Ellis, Georgia Gwinnett College

Karen McCarron, Georgia Gwinnett College

Taewoo Park, Georgia Gwinnett College

Andrew Stephenson, Georgia Gwinnett College

Session 12: Student Research

Terrace 3

Chair: Asit Bandyopadhyay, Austin Peay State University

Virtual Reality in Business Communication

Mikayla Cole, Addison Travis, and Anthony Troyani Austin Peay State University,

Dr. Melynda Conner, Austin Peay State University (Faculty Mentor)

Do Sponsors Buy Wins? Sponsorship Revenue and Team Performance Efficiency in the NBA

Mason Platzke and Anna Germano, Austin Peay State University

Asit Bandyopadhyay, Austin Peay State University (Faculty Mentor)

Predicting Financial Stress Among Gen Z College Students Using Behavioral Data

Stephanie Knight, Austin Peay State University

Asit Bandyopadhyay, Austin Peay State University (Faculty Mentor)

The Effect of Public Debt on GDP Growth: A Panel Regression Analysis

Cutter Shepherd, Sean Carey, and Logan Jackson, Austin Peay State University

Dr. Dong Nyonna, Austin Peay State University (Faculty Mentor)

Dr. Michael Phillips, Austin Peay State University (Faculty Mentor)

SOBIE 2026

7:30 –8:45 am David L. Black Plenary Breakfast

Thursday, April 9

Keynote Speaker: Sridhar Ramamoorti – “The Psychology of Fraud”

9:00 – 10:15 am

Session 13: Round Table Discussion

Terrace 1

Topic: Psychology, Fraud, and AI Topics

Moderators: Sridhar Ramamoorti, University of Dayton
Tommie Singleton, University of North Alabama

Session 14: Student Research

Terrace 2

Chair: Mohammad Movahed, Valdosta State University

Pricing Financial Quality Risk under Insurance Guaranty Funds
Linda Amaning, University of Central Arkansas
Dr. Yiling Deng, University of Central Arkansas (Faculty Advisor)

The Parallel System: How U.S. Private Equity Became the New Architecture of American Finance
John Barbosa, Valdosta State University
Dr. Ellis Heath, Valdosta State University (Faculty Mentor)
Dr. Mohammad Movahed, Valdosta State University (Faculty Mentor)

Applications of Artificial Intelligence (AI) in Financial Markets, Specifically In FinTech
Colleen Cochran, University of South Alabama
Josie Epstein, University of South Alabama
Dr. Chris Lawrey, University of South Alabama (Faculty Mentor)

Good Governance, Economic Policy Uncertainty, and Institutional Investment
Lila Solano, University of South Alabama
Maya Wasilewski, University of South Alabama
Elise Rilley, University of South Alabama
Dr. Adam Harper, University of South Alabama (Faculty Mentor)

Session 15: Economics

Terrace 3

Chair: Yuexing Lan, Auburn University Montgomery

Why Inflation Still Feels High
Jeff Johnson, Athens State University

Fiscal Policy and Business Cycles Synchronization Across U.S. States
James Francisco, Auburn University Montgomery
Yuexing Lan, Auburn University Montgomery

Perceived Agency and Economic Beliefs
Andrés Marroquín, Mercer University

10:30-11:45 am

Thursday, April 9

**Session 16: Round Table
Terrace 1**

Topic: Balancing AI Integration and Learning Integrity: Practical Strategies for the Business Classroom

Panel Members: Keith Quesenberry, Bucknell University (Moderator)
Phylcia Taylor, Florida A & M University
Amy Schumacher-Rutherford, University of Mississippi
Kelli S. Burns, University of South Florida

**Session 17: Student Research
Terrace 2**

Chair: Collin Hodges, University of Central Arkansas

Arkansas's Quick Action Closing Fund: An Economic Assessment
Austin Baker, University of Central Arkansas
Dr. Thomas Snyder, University of Central Arkansas (Faculty Advisor)

Economic Growth and Talent Attraction in Greater Nashville
Nate Smith, Austin Peay State University
Kylie Biter, Austin Peay State University
Hailey Dorsey, Austin Peay State University
Dr. Stephanie Bilderback, Austin Peay State University (Faculty Mentor)
Dr. Matt Hampton, Austin Peay State University (Faculty Mentor)

Moral Interdependence in Decentralized Systems: Revisiting 'I, Pencil' for the Digital Age
Avery Hardin, Austin Peay State University
Carter Black, Austin Peay State University
Dr. Dennis Pearson, Austin Peay State University (Faculty Mentor)
Dr. Amye Melton, Austin Peay State University (Faculty Mentor)

From Cafeteria to Classroom: State-Level Health Policy Variation and Standardized Test Performance.
Lillian Held, University of Central Arkansas
Dr. Collin Hodges, University of Central Arkansas (Faculty Advisor)

Session 18: Sports

Terrace 3

Chair: Evan Moore, Auburn University Montgomery

The Effects of the Stoppage Time Rule Changes on Actual and Market-Based Expected Scoring in Top-Flight Soccer

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

Key Indicators of Mental Health in Division II Student Athletes

Kerri Kordyban, Frostburg State University
Michael Monahan, Frostburg State University
Amit Shah, Frostburg State University

Valuing College Athletes in the N.I.L. Era

Christopher Jude Thomas, University of North Alabama
Tommie Singleton, University of North Alabama
Mark Lawrence, University of North Alabama

12:00-1:15 pm

Session 19: Healthcare

Terrace 1

Chair: Attila Cseh, Valdosta State University

Changes in Professional Social Media Use on LinkedIn and Mental Health among Business Students Across Semesters

Stephanie Bilderback, Austin Peay State University

Patients' Hospital Rating

Attila Cseh, Valdosta State University

Dr. Pankaj Agrawal, South Georgia Medical Center

Jesurebor Ivbaze, Mercer University

Luca Mack, Valdosta State University (Student)

Hospital Performance and 30-Day Readmission: A PLS-SEM Study of U. S. Hospitals

Sonji Willingham, University of North Alabama (Student)

Dr. John Parnell, University of North Alabama

Session 20: Student Research

Terrace 2

Chair: Dong-Yop Oh, Auburn University Montgomery

The Lorax in the South: NativState and Nature-Based Forest Carbon Credit Development

Mason Smith, University of Central Arkansas

Dr. K. Michael Casey, University of Central Arkansas (Faculty Advisor)

Does ICT Increase or Save Energy? The Role of Economic Conditions and Industry Share

Jahnvi Kasaram, Auburn University Montgomery

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

The Impact of Climate Change on Economies of Developing Countries and Sustainable Farming

Melanie Pacheco, Valdosta State University

Dr. Murshed Jahan, Valdosta State University (Faculty Mentor)

Dr. Mohammad Movahed, Valdosta State University (Faculty Mentor)

Embedding Virtual Forestry Training in Higher Education for Advancing the Sustainable Development Goals

Mason Logue, Austin Peay State University

Preston Robinson, Austin Peay State University

Dr. Stephanie Bilderback, Austin Peay State University (Faculty Mentor)

Artificial Intelligence Adoption, Human Capital Risk, and Firm Valuation: Evidence on Generational Workforce Exposure

Alana Escue, Austin Peay State University

Nicholas Greene, Austin Peay State University

Jared Mays, Austin Peay State University

Michael Phillips, Austin Peay State University (Faculty Mentor)

Dong Nyonna, Austin Peay State University (Faculty Mentor)

Victoria McCarthy, Austin Peay State University (Faculty Mentor)

SOBIE 2026

12:00-1:15 pm

Thursday, April 9

Session 21: Leadership

Terrace 3

Chair: Brett Cotten, Columbus State University

Does Servant Leadership Result in Improved Financial Performance?

Brett Cotten, Columbus State University

Tom Ngo, Columbus State University

Douglas Schneider, East Carolina University

How Small Business Owners Make Tradeoffs Between Profit and Personal Goals When Deciding to Keep the Business Open

J. Brandon Roberts, University of North Alabama

Dr. Justin Scott, University of North Alabama (Faculty Advisor)

Foundational Intersections of Parenting Theory, Leadership Theory, and Scripture

Dan Slater, Union University

1:30-2:45 pm

Thursday, April 9

Session 22: AI Topics

Terrace 1

Chair: Nizar Alsharari, Jackson State University

AI integration and accounting education: Evidence from USA

Nizar M. Alsharari, Jackson State University

Vibe Coding a Business Application: Hype or Real Results?

Shane Banks, University of North Alabama

John Crabtree, University of North Alabama

Workforce Readiness for AI Training in Commercial Real Estate Services

Dr. Stephanie Bilderback, Austin Peay State University

Sarah Ahlheit, Austin Peay State University (Student)

Session 23: Student Research

Terrace 2

Chair: Al Chow, University of South Alabama

Corporate Leverage and Monetary Policy - A Taylor Rule Framework Analysis

Bakary Konate, University of Central Arkansas

Dr. Stephen Yao, University of Central Arkansas (Faculty Advisor)

Examination of Continuing Professional Education in Ethics results and Outcomes

Patrick Brown, University of South Alabama

Riley Mitchell, University of South Alabama

Dr. Tiffany DeRoy, University of South Alabama (Faculty Mentor)

Brand Promises vs. Dating Reality: Pain Points, Burnout, and Brand Equity in the Dating App Industry

Jayden Cooper, University of South Alabama

Dr. Marianne Loes, University of South Alabama (Faculty Mentor)

Diminishing Returns and Structural Breaks: Investigating the Effects of Incarceration on Crime

Tyler Lister, University of Central Arkansas

Dr. Jacob Bundrick, University of Central Arkansas (Faculty Advisor)

Session 24: International Topics

Terrace 3

Chair: Marcelle Naman, University of South Alabama

International Trade USMCA 2020: Ethical and Legal Implications of Regulations

Valeria Del Angel Arano, University of South Alabama

Dr. Marcelle Naman, University of South Alabama (Faculty Mentor)

Dr. Jeanne Maes, University of South Alabama (Faculty Mentor)

Global Turbulence and Sustainability in Emerging Markets

Alper Gormus, Coastal Carolina University

Elif Gormu, Coastal Carolina University

Intolerance in College Campuses: Does Race Matter?

Antonio Saravia, Mercer University

Andrés Marroquín, Mercer University

John Bittzan, North Dakota State University

Notes

SOBIE 2026

Thursday, April 9

3:00-4:15 pm

Session 25: Cyber Topics

Terrace 1

Chair: Phylcia Taylor, Florida A&M University

Consumer Threat Risk of Using Quick Response (QR) Codes

Chlotia Garrison, Winthrop University
Marguerite Doman, Winthrop University
David Scibelli, Winthrop University

A History of Critical Cybercrimes

Tommie Singleton, University of North Alabama
Mark Lawrence, University of North Alabama

Reframing Cyber Policy as Student Success: A Case for Change in Higher Education

Phylcia G. Taylor, Florida A&M University
Chiquita Brown, Florida A&M University
Tejal Mulay, Florida A&M University
DeAnna M. Burney, Florida A&M University
Darryl Scriven, Florida A&M University

Session 26: Student Research

Terrace 2

Chair: Antonio Saravia, Mercer University

Marijuana Legalization in Arkansas: Does County Dryness Impact the Substitutability of Marijuana and Alcohol?

Justin Burney, University of Central Arkansas
Dr. Mavuto Kalulu, University of Central Arkansas (Faculty Advisor)

Evaluating the Effects of Florida's Immigration Policies

Shiya Curenton, Valdosta State University
Dr. Mohammad Movahed, Valdosta State University (Faculty Mentor)
Dr. Murshed Jahan, Valdosta State University (Faculty Mentor)

Views on Open Borders and Economic Beliefs in the US

Hannah Knight, Mercer University

Using Artificial Intelligence as a tool for learning how to conduct undergraduate research

Ava Lena Jackson, University of South Alabama
Meredith Reeves, University of South Alabama
Dr. Peter Simmonson, University of South Alabama (Faculty Mentor)

Artificial Intelligence Adoption in Financial Advisory Practice: Organizational Readiness, Human-AI Collaboration, and Governance

Benjamin Martin, Austin Peay State University
Braydon Sanders, Austin Peay State University
Matthew Anderson, Austin Peay State University
Michael D. Phillips, Austin Peay State University (Faculty Mentor)
Dong Y. Nyonna, Austin Peay State University (Faculty Mentor)

3:00-4:15 pm

Session 27: General Business

Terrace 3

Chair: Jennifer Pitts, Columbus State University

Curriculum Adaptation in the Age of AI: An Analysis of Artificial Intelligence Coverage Incorporated into MIS Degree Programs

Fonda Carter, Columbus State University

Jennifer Pitts, Columbus State University

Robin Snipes Columbus State University

From Student Voice to Strategic Action: A Mixed-Methods Gap Analysis of Institutional Priorities at a Regional University

Jennifer Pitts, Columbus State University

Fonda Carter, Columbus State University

Robin Snipes Columbus State University

The Impact of People, Process and Technology Framework in Digital Transformation and Mergers and Acquisitions

Marcus Hill, University of North Alabama

Dr. Barry Cumbie, University of North Alabama (Faculty Advisor)

Notes

Session 28: General Business

Terrace 1

Chair: Asit Bandyopadhyay, Austin Peay State University

Faculty Staffing as a Governance Signal: A Longitudinal Analysis of Rank and Tenure Allocation in Special-Term Instruction

Asit Bandyopadhyay, Austin Peay State University

Not Quite Common Knowledge and the Pace of Change in Higher Education

Pete Williams, University of North Alabama

The Role of Organizational Needs in Adopting Gig Workers as a Strategic Workforce Planning Lever

Kim Harper, University of North Alabama

Dr. Matt Oglesby, University of North Alabama (Faculty Advisor)

Session 29: Open

Terrace 2

Chair:

Session 30: Open

Terrace 3

Chair:

Notes

7:30 –8:45 am

Session 31: Pedagogy

Terrace 1

Chair: Larry Faulk, Texas A&M University

Being There: The Impact of Engagement on Student Performance

Larry Faulk, Texas A&M University

Does Distance Matter: Team Virtuality, Leadership, and Project Success

Diane Kutz, University of North Alabama

Shinika Byrd, University of North Alabama

Amber Sandvig, University of North Alabama (Student)

Beyond the Classroom: Experiential Learning through an International Service-Learning Partnership

Dr. Marcelle Naman, University of South Alabama

Dr. Jeanne Maes, University of South Alabama

Valeria Del Angel Arano, University of South Alabama (student)

Session 32: Student Research

Terrace 2

Chair: Stephanie Bilderback, Austin Peay State University

An International Cross-Sectional Analysis of Rule of Law and Redistribution on Social Mobility

Shafa Gilani, Mercer University

Neha Viswanathan, Mercer University

Economic Freedom, Logistics Performance and Thresholds in Economic Complexity

Neha Viswanathan, Mercer University

The Role of "Always On" Work Cultures in Digital Perfectionism and Workplace Behavior

Jocelyn Wu, Austin Peay State University

Alana Escue, Austin Peay State University

Lauren Broom, Austin Peay State University

Dr. Stephanie Bilderback, Austin Peay State University (Faculty Mentor)

Embedding Human Values into AI Training Systems

Dallas Selge, Austin Peay State University

Luis Ramos, Austin Peay State University

Jaire Richardson, Austin Peay State University

Dr. Stephanie Bilderback, Austin Peay State University (Faculty Mentor)

SOBIE 2026

7:30 –8:45 am

Friday, April 10

Session 33: Accounting Terrace 3

Chair: Mark Morgan, Jackson State University

A Survey of Frauds that Impacted Accounting
Tommy Singleton, University of North Alabama
Mark Lawrence, University of North Alabama

Perceptions of Government Financial Managers on the Career Advantages and Perceived Competencies of a Certification in Internal Audit
Mark Morgan, Jackson State University
Stephen Trouard, Mississippi College
Hyonsong Chong, Jackson State University

Overcoming Avoidance: Cognitive and Emotional Barriers to Estate Planning
Chris Johnson, University of North Alabama
Dr. Greg Carnes, University of North Alabama (Faculty Advisor)

9:00 –10:15 am

Friday, April 10

Session 34: Marketing Terrace 1

Chair: Ed O'Donnell, Columbus State University

What Is Marketing? Difference Between Academia and Real World
Sungwoo Jung, Columbus State University

How Snapchat Accelerates Professional Connection
Stephanie Bilderback, Austin Peay State University (Faculty)
Cutter Shepherd, Austin Peay State University (Student)

Factors Impacting Goal Congruence in Buyer-Seller Business Relationships
Ed O'Donnell, Columbus State University

Session 35: Student Research Terrace 2

Chair: Mitch Mitchell, Ball State University

Authenticity in the Firm: A Multi-Level Review of Organizational Perspectives
Dr. Justin Scott, University of North Alabama (Faculty Mentor)
Dr. Allen Gorman, University Alabama at Birmingham
Anna Bekah Cress, University of North Alabama
Dr. Matt Howard, University of South Alabama

Developing a CSR Strategy for Small Start-ups in the Tourism Industry
Javier Lopez, Austin Peay State University
Vikkie McCarthy, Austin Peay State University (Faculty Mentor)

The Impact of Naloxone Access Laws on Law Enforcement Safety
Brailee Millard, Ball State University
Dr. Paul Niekamp, Ball State University (Faculty Mentor)

SOBIE 2026

9:00 –10:15 am

Friday, April 10

Session 35: Continued

The Role of Economic Freedom and Regime Legacy in Shaping Corruption Perceptions
Michael Moore, Ball State University
Dr. Todd Nesbit, Ball State University (Faculty Mentor)

Session 36: Accounting

Terrace 3

Chair: Mark Jobe, Lipscomb University

Effective Learning Strategies for Intermediate Accounting: Models and Methods based upon
Cognitive Theory
Susan Coomer Galbreath, Lipscomb University
Mark Jobe, Lipscomb University

Learning By Doing: Teaching Governmental Accounting
Penny Brown, Austin Peay State University

10:30 –11:45 am

Friday, April 10

Session 37: Finance

Terrace 1

Chair: David Kern, Arkansas State University

Financial Security and Retirement Saving: Evidence from the Southeastern US
Marie DeVincenzo, Francis Marion University
Jan Serrano, Francis Marion University

Volume Weighted Volatility Using Both Price and Price volume
Samique March-Dallas, Florida A&M University

Community Banks, Inflation, and Capital
David Kern, Arkansas State University
Mark Foster, University of North Alabama

SOBIE 2026

Friday, April 10

10:30-11:45 am

Session 38: General Business

Terrace 2

Chair: Lindsey Sherrill, University of North Alabama

Perceptions of Safety Control in Construction

Vince Hill, University of North Alabama

Dr. Justin Carter, University of North Alabama (Faculty Advisor)

A Model for Structural Fortification in Multi-Echelon Supply Networks

Tanner Staggs, University of Florida (Student)

Dr. Jorge A. Sefair, University of Florida

Gender Transition in the Workplace: Support, Retention, and Outcomes

Jocelyn Leveson-Jones, University of North Alabama

Dr. Lindsey Sherrill, University of North Alabama (Faculty Advisor)

Session 39: Student Research

Terrace 3

Chair: Susan Shaw, University of Central Arkansas

Experiential Learning in Business Education: A Case Study of Interdisciplinary Collaboration in a Strategy Case Competition

Sydney Casteel, University of Central Arkansas

Grant Moore, University of Central Arkansas

Keegan Neeley, University of Central Arkansas

Dr. Susan Shaw, University of Central Arkansas (Faculty Mentor)

Correlations Between Economic Liberty and Domestic Funding for Tuberculosis Control in High-Burden Countries

Emma Teng, Mercer University

Trust in US Universities: An Exploration of Economic Beliefs

Eric Gaspar, Mercer University

What should professors do to maximize pay? Evidence from Florida

Sarah Ahlheit, Austin Peay State University

Jaire Richardson, Austin Peay State University

Dr. Matthew Farrell, Austin Peay State University (Faculty Mentor)

Dr. Stephanie Bilderback, Austin Peay State University (Faculty Mentor)

12:00 –1:15 pm

Session 40: General Business

Terrace 1

Chair: Drew Huey, Georgia Southwestern State University

The Interface of Urgency: Cognitive Load on Law Enforcement Officers from the User Experiences of Mobile Data Terminals

Ben Burchfield, University of North Alabama

Dr. Steven Puckett, University of North Alabama (Faculty Advisor)

The Consultant Effect: When Expertise Drives ERP Implementation Success in Small Businesses

Ebony Whitby, University of North Alabama

Dr. John Parnell, University of North Alabama (Faculty Advisor)

Who killed Sega Saturn? Subsidiary autonomy in technology transitions.

Matthew Farrell, Austin Peay State University

Session 41: Pedagogy

Terrace 2

Chair: Mariano Runco, Auburn University Montgomery

Using Loss Aversion to Further Explore the Valence of Extra Credit as an Incentive for College Students

Angela J. Murphy, Florida A & M University

E. Holger Amort, AHAB Consulting

Monte-Carlo Simulations and Common Value Auctions: A Pedagogical Approach

Mariano Runco, Auburn University Montgomery

Using Mentimeter to Promote Inclusive Participation: A Classroom Icebreaker for Building Psychological Safety

Shinika Byrd, University of North Alabama

Diane Kutz, University of North Alabama

Kyrel Buchanan, University of North Alabama

Session 42: Student Research

Terrace 3

Chair: Matthew Farrell, Austin Peay State University

Training and Managing Microinfluencer Partnerships in Digital Business

Chanel Nieto, Sebastian Abanto, and Jocelyn Ortega Austin Peay State University

Dr. Stephanie Bilderback, Austin Peay State University (Faculty Mentor)

Personality Driven Workforce Design in Hybrid and Remote Organizations

Brody Burgess, Katherine Thrash, and Emily Gill, Austin Peay State University

Dr. Stephanie Bilderback, Austin Peay State University (Faculty Mentor)

Does neoclassical or information economics best explain publication prestige?

Cadence Logue, Reid Owens, Alezandra Cervera, and

Kennedy Hammond, Austin Peay State University

Dr. Matthew Farrell, Austin Peay State University (Faculty Mentor)

The Invisible Handprint: AI, Ethics, and the Triple Bottom Line

Citlali Dominguez, David Robbe, Avery Neufeld, and

Carter Crague, Austin Peay State University

Dr. John Volker, Austin Peay State University (Faculty Mentor)

JOBIE

Over the last few years we have been working on a brand new website for JOBIE and it is finally available at <https://roar.una.edu/jobie/>. We currently have moved all editions available on the original JOBIE website (2011 – 2023) over to the new website. We have also added the 2024 edition and are currently working on adding the 2025 edition. As time allows, editions previous to 2011 will be digitized and added to the website.

When you visit the new website you will see that it has been developed using the Digital Commons platform from Elsevier. The new JOBIE site offers a significant improvement over the previous site as manuscripts can now be managed from submission through publication all in one location without the need for email. Once a manuscript has been submitted, reviewers can be assigned, referee reports submitted and made available to authors, edited manuscripts can be uploaded and prepared for publication upon acceptance, all via the website.

Another benefit of transitioning to the new website is the increased exposure for authors and their research. Since the transition began in January, JOBIE has experienced a major increase in viewership. As of March 29, 2026, the website has tracked a total of 2,324 article downloads from 128 institutions across 74 countries. As expected, educational institutions (63%) downloaded the most articles at 63%, with commercial entities downloading 32%, and government entities – including the Bureau of Labor Statistics and Department of Justice - downloading 3%.

Please visit the journal homepage, scroll down to the Digital Commons menu at the bottom of the page and select “My Account” to create your JOBIE account. This will allow you to submit manuscripts and be assigned as a referee if you choose to accept referee assignments. You should see a confirmation email once you sign up for an account. As usual, please make sure to look for this email in your Junk and/or Clutter folders and make sure to add the email address to your safe senders list.

SOBIE Presidents

1999, 2002, 2004, 2008: Doug Barrett, University of North Alabama
2000: Keith Atkinson, University of Central Arkansas
2001, 2006, 2010: Vivek Bhargava, Alcorn State University
2003, 2007: Jim Couch, University of North Alabama
2005: Steve Wells, Alcorn State University
2009: Lisa Sandifer, Delta State University
2011: Rita Jones, Columbus State University
2012: David Kern, Arkansas State University
2013: Taylor Stevenson, East Tennessee State University
2014: Bob Armstrong, University of North Alabama
2015: Mark Foster, University of North Alabama
2016: Brett King, University of North Alabama
2017: David Deviney, Tarleton State University
2018: Mark Jobe, Lipscomb University
2019, 2022: Alan Chow, University of South Alabama
2023: Amye Melton, Austin Peay State University
2024: Colene Trent, Union University
2025: Stephanie Bilderback, Austin Peay State University
2026: Melodie Phillips, Middle Tennessee State University

Board of Directors

Al Chow, University of South Alabama
Charles Coco, Troy University
Stefanie Haeffele, George Mason University
Mark Jobe, Lipscomb University
David Kern, Arkansas State University
Keith Malone, University of North Alabama
Amye Melton, Austin Peay State University
Jennifer Pitts, Columbus State University
Sara Robicheaux, University of Montevallo
Tommie Singleton, University of North Alabama



VISIT US ONLINE AT:

SOBIE: www.sobieconference.org

JOBIE: <https://roar.una.edu/jobie/>

Mark Your Calendar:

SOBIE 2027

April 7 – 9, 2027

SOBIE 2028

April 5 – 7, 2028