

SOBIE 2025



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

25th Annual Academic Conference

**Sandestin Golf and Beach Resort
April 9-11, 2025
Destin, Florida**



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Linkside Conference Center
Sandestin Golf and Beach Resort
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SOBIE 2025 Officers

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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 2025 Keynote Address

President Jo Bonner

“How One University is Trying to Connect at a Time When the Value of a College Education is Being Questioned.”

Josiah (Jo) Robins Bonner, Jr. was selected the fourth president of the University of South Alabama in November 2021 with a commitment to establishing South as the Flagship of the Gulf Coast. Under his leadership, South has positioned itself as a top destination for a quality education and the region’s fastest-growing academic medical system.

Previously, Bonner served as chief of staff to Alabama Governor Kay Ivey. For more than a decade, he represented Alabama’s First District in the U.S. House of Representatives, where he earned a reputation as a respected and influential voice of reason in both Alabama and Washington. He was a member of the House Appropriations Committee and chaired the House Ethics Committee. During Bonner’s time as chairman, the bi-partisan Ethics Committee always had a unanimous vote. His crowning Congressional accomplishment came in 2012 when Airbus announced plans to build its first U.S. Final Assembly Line in Mobile. He secured a \$2.8 billion contract for Austal to build 10 Littoral Combat Ships for the U.S. Navy.

President Bonner is an inductee to the Alabama Academy of Honor, the state’s premiere recognition of 100 living Alabamians for their outstanding accomplishments and service. He is also a 2023 graduate of Leadership Alabama, where he serves on their board. In 2016, the Business Council of Alabama created the inaugural Congressman Jo Bonner Spirit of Leadership Award and honored Bonner as its first recipient. He also received the Distinguished Public Service Award, the highest honor the U.S. Navy bestows on a civilian, and has been named the 2023 Patriot of the Year by Mobile Bay Area Veterans Council.

President Bonner is married to the former Janée Lambert, of Mobile, and they are the parents of a daughter, Lee, and a son, Robins.

SOBIE 2025



Registration – Bayview Foyer

April 9

7:00 – 11:00 AM

April 10

7:00 – 11:00 AM

April 11

7:00 – 11:00 AM

Wednesday, April 9

Terrace 1

Terrace 2

Terrace 3

7:30 – 8:45

1- Open

2- Open

3-Open

9:00 – 10:15

4- Analytics

5-Pedagogy

6-Student Research

10:30 – 11:45

7- General Business 8- General Business 9- Pedagogy

12:00 -1:15

10- Economics 11- General Business 12- Student Research

Thursday, April 10

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- Pedagogy

10:30 – 11:45

16- Pedagogy

17- Student Research

18- International

12:00 – 1:15

19- Healthcare

20-Student Research

21- Finance

1:30 – 2:45

22- Round Table

23- Student Research

24- Sports

3:00 – 4:15

25- Round Table

26- Student Research

27- General Business

4:30 – 5:45

28- General Business 29- Open

30- Student Research

Friday, April 11

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- General Business

39- Student Research

12:00 – 1:15

40- General Business

41- Open

42- General Business

SOBIE 2025

Wednesday, April 9

7:30 – 8:45 am
Session 1: Open
Terrace 1
Chair:

Session 2: Open
Terrace 2
Chair:

Session 3: Open
Terrace 3
Chair:

NOTES

SOBIE 2025

Wednesday, April 9

9:00 – 10:15 am

Session 4: Analytics Terrace 1

Chair: Kenneth Linna, Auburn University Montgomery

Exploratory Data Analysis Using Best Subsets Segmented Regression
Kenneth Linna, Auburn University Montgomery

Interpreting Expectiles
Collin Philipps, University of North Alabama

The Influence of Spatial Computing on Travel Intentions
Angela Walters, Fort Hays State University

Session 5: Pedagogy Terrace 2

Chair: Jamye Long, University of Tennessee at Martin

The US National Defense Industrial Strategy: Implications for Business Education and Practice
Brosh Teucher, Air University

Accounting Education Across Borders: Policies, Standards, and Outcomes in the USA, Cuba, Spain, and Japan
Jennifer D. Thayer, Austin Peay State University
Daniela Diaz Campos, Austin Peay State University (Student)

Succession Planning for Department Chairs
Jamye Long, The University of Tennessee at Martin
Cooper Johnson, The University of Tennessee at Martin

Session 6: Student Research Terrace 3

Chair: Fred Kindelsperger, University of North Alabama

Head-To-Head: A Theory-Driven Game Design
Seth Williams, University of North Alabama

AI-Powered Growth: Unlocking Secure, Affordable AI for Small Business Applications
Daniel Puckett, University of North Alabama
Dr. Steven Puckett, University of North Alabama (Faculty Advisor)

The Racial Dynamics of Coaching Turnover: A Study of Firing Disparities in College Football
Madalyn Martin, University of North Alabama
Dr. Keith D. Malone, University of North Alabama (Faculty Advisor)
Dr. Fred Kindelsperger, University of North Alabama (Faculty Advisor)

The Impact of Rural Hospital Closures on Overall Medicare Beneficiaries' Expenditures
Ross Hutton, Ball State University
Nathanael Snow, Ball State University (Faculty Advisor)
David Mitchell, Ball State University (Faculty Advisor)
Paul Niekamp, Ball State University (Faculty Advisor)

Herding Spillover Among Size-Based Portfolios
Dylan Mitchell, Mercer University
<<>>, Mercer University (Faculty Advisor)

SOBIE 2025

10:30 – 11: 45 am **Wednesday, April 9**

Session 7: General Business

Terrace 1

Chair: Kristena P. Gaylor, Mississippi College

Business Development and Chambers of Commerce: A Case Study of the Clarksville, Tennessee, Chamber of Commerce

Vikkie McCarthy, Austin Peay State University
Amelia Fotias, Austin Peay State University (student)
Amye Melton, Austin Peay State University

An Analysis of Experiential HR Cases Reported by Full-Time Working Graduate Students

Kristena P. Gaylor, Mississippi College
Susanne L. Toney, Hampton University

Gender Bias in Banking and the Great Financial Crisis

Jessica Dunn, Murray State University

Session 8: General Business

Terrace 2

Chair: Tony Vrba, University of Maryland Global Campus

Attitudes and Beliefs of Crypto Households

Randy Beavers, University of North Alabama
John Godek, Seattle Pacific University

A Resource-based Model of Organizational Change for Firms Failing to Meet Investors' Expectations

J. L. "Bert" Morrow Jr., University of Montevallo
Sara Robicheaux, University of Montevallo

Tone Matters

Tony Vrba, University of Maryland Global Campus

Session 9: Pedagogy

Terrace 3

Chair: Cameron Montgomery, Delta State University

Artificial Intelligence (AI) and College Students: What Professors Need to Know

Cameron Montgomery, Delta State University

Mastering Generative AI in Academia: The Role of Prompt Engineering in Research, Teaching, and Professional Development

John Volker, Austin Peay State University

12:00 –1:15 pm

Wednesday, April 9

Session 10: Economics

Terrace 1

Chair: Lane Boyte-Chadwick, Troy University

Decades of Dominance, Sort of

Doug Barrett, University of North Alabama

Session 10: Continued

The Value of Beach Access for Residents of Da Nang, Vietnam

Anthony Dixon, Troy University
Patrick Holladay, Troy University
Harriet Dixon, Troy University
Lane Boyte-Chadwick, Troy University
Anand Krisnamoorthy, Troy University

Sales Tax on Red Revenue

Pennye K. Brown, Austin Peay State University
Jennifer Thayer, Austin Peay State University
Brandon Di Paolo Harrison, Austin Peay State University

Session 11: General Business

Terrace 2

Chair: Sara Robicheaux, University of Montevallo

Positivity of Awkwardness: A Qualitative Study of the Experiences of Rural, First-Year Black Women in STEM

Kathaleena Monds, Albany State University
Sherri Wilson, Albany State University (Grad Student)

Nicotine Vaping and High School Student Absenteeism

Mohammad Movahed, Valdosta State University

Driving Organizational Change: A Fictional Case Study of McLeod Software's Culture Strategy, and Structural Innovation

James Montgomery, University of Montevallo
Sara Robicheaux, University of Montevallo

Session 12: Student Research

Terrace 3

Chair: Lindsey Sherrill, University of North Alabama

A Case Study: Understanding Interruptions of a Black Woman in STEM

Yazmine Latimore, Albany State University
Chelsea Zeon, Albany State University
Adeceia Richardson, Albany State University
Kathaleena Monds, Albany State University (Faculty Advisor)

Women's Workforce Participation and Their Identities

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

Home Alone: Schooling and the Effect of Child Access Prevention Laws on Juvenile Firearm-Related Homicide

Lyndsey Ketterling, Ball State University
Paul Niekamp, Ball State University (Faculty Advisor)

Cross-Border Shopping of E-cigarettes

Sarah Orzechowski, Ball State University
Todd Nesbit, Ball State University (Faculty Advisor)

SOBIE 2025

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

Thursday, April 10

**Keynote Speaker: President Jo Bonner –
“Universities and the Value of a College Education”**

9:00 – 10:15 am

**Session 13: Round Table Discussion
Terrace 1**

Topic: How One University is Trying to Connect at a Time When the Value of a College Education is Being Questioned

Moderators: President Jo Bonner, University of South Alabama
Al Chow, University of South Alabama

**Session 14: Student Research
Terrace 2**

Chair: Collin Hodges, University of Central Arkansas

Opportunity or Opportunism? Examining the Political Motivations Behind Opportunity Zone Designations

David Tooley, University of Central Arkansas
Dr. Collin Hodges, University of Central Arkansas (Faculty Advisor)
Prof. Jacob Bundrick, University of Central Arkansas (Faculty Advisor)

Economic Freedom and Campaign Financing: Do Poor Economic Institutions Encourage Corporate Campaign Financing?

Veronica Bertolusso, University of Central Arkansas
Dr. Mavuto Kalulu, University of Central Arkansas (Faculty Advisor)

Metaverse Education Validation using Task-Technology Fit Model

Siri Belur Chandrashekar, Auburn University Montgomery
Dr. Jongheon Kim, Auburn University Montgomery (Faculty Advisor)

Oil Shocks and Volatility of African Stock Markets

Shannon Dougherty, Mercer University
Dr. Geoffrey Ngene, Mercer University (Faculty Advisor)

Session 15: Pedagogy

Terrace 3

Chair: Don Kim, Georgia Gwinnett College

The Impact of Active Learning Activities in a Large Section Course

Larry Faulk, Texas A&M University

The Impact of Engagement Strategies on Learning Outcomes in Synchronous Online Courses

Don Kim, Georgia Gwinnett College
Euntae Lee, University of Memphis

Parables of the Bible: Lessons from the Old and New Testament for Teaching Economics and Management

Dennis Pearson, Austin Peay State University
Amye Melton, Austin Peay State University
Emily Lean, Austin Peay State University
Avery Hardin, Austin Peay State University (Student)
Deelyn Collier, Austin Peay State University (Student)

10:30-11:45 am

Session 16: Pedagogy

Terrace 1

Chair: Terry Damron, Austin Peay State University

The Emotional Support Notecard

Jim Wollscheid, University of Arkansas - Fort Smith

Dan Settlege, University of Arkansas - Fort Smith

Marketing the Campus Library: A Multi-Attribute Attitude Analysis

Terry Damron, Austin Peay State University

Kristy Cunningham, Austin Peay State University

Kathryn Woods, Austin Peay State University

MBA classroom without walls: A case for immersive outdoor leadership education

Judith Scully Callahan, University of Florida

Scott Kiker, Auburn University Montgomery

Session 17: Student Research

Terrace 2

Chair: Alan Chow, University of South Alabama

Global Benchmarking of Snapchat: Insights for Employee Development and Business Training In the Digital Age

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

Zoeigh Owens, Austin Peay State University

Zachary Allen, Austin Peay State University

Empowering the Tech-Driven Workforce: Leveraging AI, Financial Literacy Training, and Economic Freedom

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

Dr. Dennis Pearson, Austin Peay State University (Faculty Advisor)

Sarah Ahlheit, Austin Peay State University

Emily Gill, Austin Peay State University

Effectiveness of Large State Government Economic Development Spending

Perla Zapata, University of Central Arkansas

Dr. Tom Snyder, University of Central Arkansas (Faculty Advisor)

Using Index Returns to Evaluate Performance of Financial Models - A Starting Point in Student Research Analytics

Maya Wasilewski, University of South Alabama

Julia Lion, University of South Alabama

Blessings Kibet, University of South Alabama

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

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10:30-11:45 am

Thursday, April 10

Session 18: International Topics

Terrace 3

Chair: Colin Cannonier, Belmont University

Economic Freedom and Employment Outcomes in Sub-Saharan African Countries

Colin Cannonier, Belmont University

Bradley D. Childs, Belmont University

Howard H. Cochran, Belmont University

Economic Beliefs and Fear to Failure: Evidence from Guatemala

Antonio Saravia, Mercer University

David Casasola, Universidad Francisco Marroquín

Mónica de Zelaya, Universidad Francisco Marroquín

Andrés Marroquín, Mercer University

Country of Origin and Brand Strategy: Focusing on Marketing Communication

Sungwoo Jung, Columbus State University

Jihye Lee, Jacksonville State University

12:00-1:15 pm

Thursday, April 10

Session 19: General Business

Terrace 1

Chair: Asit Bandyopadhyay, Austin Peay State University

Ethical Frontiers in Generative AI: Balancing Innovation and Patient Protection in Healthcare

Asit Bandyopadhyay, Austin Peay State University

Building Effective Longterm Relationships with Healthcare Providers to Yield Optimal Recoveries and Reduce Lifetime Costs

Melodie Phillips, Middle Tennessee State University

Examining Market Strategies, Nonmarket Strategies, and Financial Performance through the lens of Firm Size

Matt Oglesby, University of North Alabama

John Parnell, University of North Alabama

Michael Troilo, Catholic University of America

SOBIE 2025

12:00-1:15 pm

Thursday, April 10

Session 20: Student Research

Terrace 2

Chair: James Wollscheid, University of Arkansas – Fort Smith

Do I have to know someone? The impact of factors beyond the playing field that affect MLB Hall of Fame Voting

Jackson Wollscheid, University of Arkansas

Dr. James Wollscheid, University of Arkansas - Fort Smith (Faculty Advisor)

A Hairy Choice: Masculine Identity at Work and Consumption Decisions

Jaycie Lester, Austin Peay State University

Dr. Shiyun Chen, Austin Peay State University (Faculty Advisor)

Dr. Achira Sedari, Mudiyanselage, Austin Peay State University (Faculty Advisor)

Dr. Terry Damron, Austin Peay State University (Faculty Advisor)

Antecedents to Gen Z Buying Decisions

Angelina Ladner, University of South Alabama

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

Building a Stock Selection Approach for a Student Managed Investment Fund

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

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

Thomas Pyron, Austin Peay State University

Kade Tjaarda, Austin Peay State University

Session 21: Finance

Terrace 3

Chair: Chris Lawrey, University of South Alabama

Some Evidence on Working Capital Management Efficiency: Insights from the Secular Trend in the Cash Conversion Cycle

Chris Lawrey, University of South Alabama

Matthew D. Hill, Arkansas State University

Defined Contribution Plans: An Analysis of Policies and Savings Outcomes

Brett Cotton, Columbus State University

Charles Boster, Columbus State University

Gisung Moon, Columbus State University

Understanding Influence of Fed Rates on Stock Index

Fanglin Sun, University of North Alabama (Student)

Tommie Singleton, University of North Alabama

Mark Lawrence, University of North Alabama

Developing and Growing Student Investment Funds

Kiera Earls, University of South Alabama

Dr. Chris M. Lawrey, University of South Alabama (Faculty Advisor)

1:30-2:45 pm

Session 22: Round Table

Terrace 1

Topic: Open AI Moved My Cheese. AI Integration Processes and Frameworks for Educators in Any Discipline

Moderator: Keith A. Quesenberry, Messiah University

Session 23: Student Research

Terrace 2

Chair: Stephanie Bilderback, Austin Peay State University

Artificial Intelligence Adoption in Organizations: Affected by Leadership, Training, and National Culture

Dr. Matthew Farrell, Austin Peay State University (Faculty Advisor)
Dr. Stephanie Bilderback, Austin Peay State University (Faculty Advisor)
Lauren Berg, Austin Peay State University
Gage Link, Austin Peay State University
Carter Crague, Austin Peay State University
Luis Ramos, Austin Peay State University

Determinants of Faculty Pay: A Quasi-Replication and Extension of Gomez-Mejia & Balkin (1992)

Dr. Matthew Farrell, Austin Peay State University (Faculty Advisor)
Dr. Stephanie Bilderback, Austin Peay State University (Faculty Advisor)
Jaire Richardson, Austin Peay State University
Landry Hampton, Austin Peay State University
Sarah Ahlheit, Austin Peay State University

Supporting Portfolio Risk Management of Digital Transformation in Electric Utilities

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

Recent Trends in Supply Chain Disruptions Research

Phoebe Than, University of South Alabama
Jessica Gray, University of South Alabama
Dr. Alan Chow, University of South Alabama (Faculty Advisor)

Session 24: Sports

Terrace 3

Chair: Evan Moore, Auburn University Montgomery

Pitching Performance and Financial Compensation: Determinants of MLB Pitcher Salaries

Yoon Sang Lee, Columbus State University
Donghyup Woo, University of Pittsburgh at Greensburg
Chulhwan Chris Bang, Georgia Southern University

An Empirical Examination of the Factors that Influence Television Viewership Rates in the National Football League

Allen K. Lynch, Mercer University
Kalp Patel, Mercer University (Student)

The Impact of ESPNBet's Entry on the Totals Market During the 2023-2024 College Football Season

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

SOBIE 2025

Thursday, April 10

3:00-4:15 pm

Session 25: Round Table

Terrace 1

Topic: Bridging Classroom and Commerce: AI Model Building for the Real World

Moderator: Steven Puckett, University of North Alabama

Session 26: Student Research

Terrace 2

Chair: Jennifer Zoghby, University of South Alabama

Degrees of Separation: How College Majors and Demographics Shape Earnings

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

Dr. Matt Hampton, Austin Peay State University (Faculty Advisor)

Daniela Diaz Campos, Austin Peay State University

Sarah Ahlheit, Austin Peay State University

Katherine Thrash, Austin Peay State University

Kade Tjaarda, Austin Peay State University

Carter Black, Austin Peay State University

Social Media in Sports and Business: Athlete Branding, Fan Engagement, and Crisis Management

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

Dr. Shiyun Chen, Austin Peay State University (Faculty Advisor)

Campbell Moore, Austin Peay State University

James Faulk, Austin Peay State University

Jocelyn Wu, Austin Peay State University

Alana Escue, Austin Peay State University

Brody Burgess, Austin Peay State University

Elevating Campus Transportation: A Feasibility Study of a Monocable Detachable Gondola System at the University of South Alabama

Clayton Howell, University of South Alabama

Dr. Peter Simonson, University of South Alabama (Faculty Advisor)

Surveying the Effects of Repetitive In-Person and Word of Mouth Appeals to Gen-Z on Fundraising Outcomes

Stephanie Huynh, University of South Alabama

Dr. Jennifer Zoghby, University of South Alabama (Faculty Advisor)

Positive Effects of Cyberloafing

Seth Williams, University of North Alabama

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

3:00-4:15 pm

Session 27: General Business

Terrace 3

Chair: David Bosch, Boyce College

Navigating the AI Revolution: The Impact of Artificial Intelligence on Generation Z's Employment Opportunities and Workforce Experience

Phylcia G. Taylor, Florida A&M University
Carmella D. Lennon - Hill, Savannah State University
Douglas McWilliams, University of West Georgia
Nicholas J. Hill, Claflin University

The Great Reshuffle?

Jeff Johnson, Athens State University

The American Dream: Is it still attainable? A perspective from Generation Z

David A. Bosch, Boyce College

4:30-5:45 pm

Thursday, April 10

Session 28: General Business

Terrace 1

Chair: Fonda Carter, Columbus State University

Enhancing Experiential Learning through Academic Partnerships

Fonda Carter, Columbus State University
Jennifer Pitts, Columbus State University
Robin Snipes, Columbus State University

Student-Driven Strategic Insights: Enhancing University Planning with Mind Mapping and SWOT Analysis

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

Valence Matters: A Re-examination of Extra Credit Incentives for College Students

Angela Murphy, Florida A & M University
Holger Amort, Independent Consultant - Tallahassee, Florida

Session 29: Open

Terrace 2

Chair:

Session 30: Student Research

Terrace 3

Chair: Wes Davenport, University of North Alabama

Breaking Boundaries or Burning Bridges? A Case Study on Bumble's Anti-Abstinence Campaign

Jayden Cooper, University of South Alabama

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

Evaluating the Effectiveness of Digital Marketing in Promoting Growth of Customer Base

Elise Riley, University of South Alabama

Dr. Jeane Maes, University of South Alabama (Faculty Advisor)

Examining the Relationship between Transformational Leadership and Employees' Organizational Citizenship Behavior

Marie Smith, University of North Alabama

Dr. Wes Davenport, University of North Alabama

Social Media's Impact on Financial Literacy Overconfidence and Professional Financial Advice Seeking Behavior

Ashley McLeod, University of North Alabama

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

Notes

7:30 –8:45 am

Session 31: Pedagogy

Terrace 1

Chair: Linda Rodriguez, University of South Carolina Aiken

The Role of Generative AI in Business Education: A Student Perspective

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

Avery R. Neufeld, Austin Peay State University

David D. Robbie, Austin Peay State University

Citali Dominguez, Austin Peay State University

Solzhenitsyn, Ethics, Management: Lessons in Critical Business Education

Linda C. Rodriguez, University of South Carolina Aiken

An Examination of the Decision-Making Factors of Prospective Division II Student Athletes in Selecting Their Institution.

Michael Monahan, Frostburg State University

Amit Shah, Frostburg State University

Session 32: Student Research

Terrace 2

Chair: Michael D’Antuono, Murray State University

The Role of Broadband Access in Enhancing Organizational Resilience, Corporate Adaptability, and Performance

Rachel Gandy, University of North Alabama

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

Military Expenditure and Economic Growth in Middle East Countries: The Presence of Non-Linear Structural Breaks

Madhuri Megoti, Auburn University Montgomery

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

Hyejin Lee, Auburn University Montgomery (Faculty Advisor)

Generating a Predictive Tool for Craft Breweries: Assessing Non-Financial Variables for Long-Term Success Potential

Chris Smith, University of North Alabama

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

Market Sentiment of Highly Innovative Firms

Jacob Jones, Murray State University

Dr. Michael D’Antuono, Murray State University (Faculty Advisor)

SOBIE 2025

7:30 –8:45 am

Friday, April 11

Session 33: Accounting
Terrace 3

Chair: Wikil Kwak, University of Nebraska Omaha

Accounting for Carbon Emissions

John Reisch, East Carolina University
Uma Velury, University of Delaware

William “520 Percent” Miller: The Real First “Ponzi Scheme”

Amanda Vandergrift, CPA
Tommie Singleton, University of North Alabama
Mark Lawrence, University of North Alabama

Predicting Bankruptcy with Employee Disclosures of Business Outlook Using Data Mining Approaches

Wikil Kwak, University of Nebraska Omaha
Xiaoyan Cheng, University of Nebraska Omaha

9:00 –10:15 am

Friday, April 11

Session 34: Economics
Terrace 1

Chair: Yuexing Lan, Auburn University at Montgomery

Military Expenditure and Economic Growth in Middle East Countries: The Presence of Non-linear Structural Breaks

Dong-Yop Oh, Auburn University Montgomery
Madhuri Megoti, Auburn University Montgomery
Hyejin Lee, Tuskegee University

Wages and Differences in Cost-of-Living in China

Yuexing Lan, Auburn University Montgomery
James Francisco, Auburn University Montgomery

War, Sovereign Debt, and Inflation in Service to Globalism’s Encroachment on Republican Democracy

Tim Barnett, Jacksonville State University

Session 35: Student Research

Terrace 2

Chair: John Reisch, East Carolina University

Managers’ Trust in AI vs. Human Expert Recommendations

Jonah Carlson, East Carolina University
Dr. Zhan Furner, East Carolina University (Faculty Advisor)

Impact of Financial Cycles on Banking and Lending in Eastern North Carolina

Elizabeth Datskevych, East Carolina University
Dr. Nikki Chappell, East Carolina University (Faculty Advisor)

Effect of Cognitive Biases and Organizational Constructs on ERP Implementation in SMEs: A PLS-SEM Approach

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

SOBIE 2025

9:00 –10:15 am

Friday, April 11

Session 35: Continued

Uninformed Consent: How Social Media Platforms Exploit User Data with Limited Transparency

Yailin Ambriz, Austin Peay State University

Tiffany Ortiz, Student, Austin Peay State University

Dr. Asit Bandyopadhyay, Austin Peay State University (Faculty Mentor)

Session 36: Accounting

Terrace 3

Chair: Mark Jobe, Lipscomb University

The Effects of Disruptive Technologies on the Accounting Profession: Past and Future

Tommie Singleton, University of North Alabama

Mark Lawrence, University of North Alabama

Two Perspectives on Commitment in the Accounting Profession

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

Not-for-Profit Liquidity Following Mandated Disclosure Change - A Descriptive Analysis

Erin Johnson, University of North Alabama

Rachna Prakash, University of Mississippi

10:30 –11:45 am

Friday, April 11

Session 37: Management

Terrace 1

Chair: Ed O'Donnell, Columbus State University

Effectiveness of Informal Mentoring on Future Leader Development

Ed O'Donnell, Columbus State University

Recruiting the Future: Insights from Millennials on Best Practices and Strategies for Firefighter Recruitment and Retention in Mississippi

Lestonio Yarbrough, Mississippi University for Women

An Examination of the U.S. Truck Driver Shortage: Facts, Causes, and Potential Solutions

Cynthia Lovelace, Athens State University

SOBIE 2025

Friday, April 11

10:30-11:45 am

Session 38: General Business

Terrace 2

Chair: Chung Baek, Troy University

Do Precious Metals Play a Role as a Safe Haven Asset for Bitcoin?

Chung Baek, Troy University

A Factor Analysis Study of Commercial Bank Performance,

David Kern, Arkansas State University

Mark Foster, University of North Alabama

The PsyCap Paradox: Understanding AI Usage Through the Inverted-U Hypothesis

Justin Carter, University of North Alabama

Steven Puckett, University of North Alabama

Session 39: Student Research

Terrace 3

Chair: Pennye Brown, Austin Peay State University

Navigating the Accountant Shortage: Fie Strategies to Improve Financial Reporting Using IT Auditing Principles

Dustin Killen, University of North Alabama

Dr. Tommie Singleton, University of North Alabama (Faculty Mentor)

Usefulness of a Project-based Assignment in a Financial Statement Analysis Course from a Student's Perspective

Shire P. Williams, Austin Peay State University

Dr. Pennye Brown, Austin Peay State University (Faculty Advisor)

American Slavery in 2025?: The Thirteenth Amendment and How U.S. Businesses Profit from Involuntary Servitude

Matthew Hood, Jacksonville State University

Dr. Tim Barnett, Jacksonville State University (Faculty Advisor)

Relevant Experiences for Entrepreneurial Success: Propositions for Effective Entrepreneurship Education Programs

Johan Eriksson, University of North Alabama

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

Drivers of Economic Freedom in Georgia's Counties: A County-Level Analysis

Kyle Acampora, Mercer University

F Reid McLain, Mercer University

Dr. Antonio Saravia, Mercer University (Faculty Advisor)

Economic Freedom of Georgia by County: A Spending and Tax Approach

F Reid McLain, Mercer University

Kyle Acampora, Mercer University

Dr. Antonio Saravia, Mercer University (Faculty Advisor)

SOBIE 2025

Friday, April 11

12:00 –1:15 pm

Session 40: General Business

Terrace 1

Chair: Valerie Townsend, Union University

Shifting IPO Syndicate Structure and Loss of Non-Manager Underwriters

Heather Rhodes, University of North Alabama

TeWhan Hahn, Auburn University Montgomery

Price Gouging and Profit Margins: An Interdisciplinary Project for Introductory Accounting

Karen C. Miller, Union University

Valerie R. Townsend, Union University

Colene Trent, Union University

Kara Drotar, Union University (Student)

Old Country Bank: Differential Analysis in Decision Making

Valerie R. Townsend, Union University

Betsy Pierce, Saginaw Valley State University

Session 41: Open

Terrace 2

Chair:

Session 42: General Business

Terrace 3

Chair: Laurence Marsh, Columbus State University

The Influence of Transaction Costs and Isomorphism on Nonmarket Strategies

Laurence Marsh, Columbus State University

Edward O'Donnell, Columbus State University

Lottery Gaming in Alabama

Mark Foster, University of North Alabama

Keith Malone, University of North Alabama

Economics and Labor

Pete Williams, University of North Alabama

Thriving Through Economic Downturns: The Power of Purpose-Driven Business

Jihye Lee, Jacksonville State University

Sungwoo Jung, Columbus State University

NOTES

SOBIE 2025
In Memoriam David L. Black
“Captain SOBIE”

David passed away suddenly on June 22, 2024, only a few weeks after returning from one of his favorite pastimes apart from SOBIE – a White House reunion for officials and staff of Bush 41.

David had a diverse background in education, business, and politics. He taught at both the K-12 and college levels, helped develop two small businesses, was elected to public office as a County Commissioner, and previously served on the White House staff for President George H.W. Bush and as Special Assistant to the Chairman of the US Equal Employment Opportunity Commission. In 2012, David was a candidate for the State School Board of Education and in 2018, he sought the Republican nomination for Alabama State Treasurer. He served as the Chairman of the Colbert County Commission.

David served as the conference chair or co-chair of SOBIE for more than 15 years. As anyone who attended during this time can attest, David enjoyed making connections and strived to get to know each attendee and their families. David took special pride in continuing to expand SOBIE to reach additional small and regional colleges and universities. On SOBIE’s 10th anniversary, David was given a Captain’s hat and the honorary title of “Captain SOBIE” for his conference organization and development activities.

David was also largely responsible for scheduling speakers for the annual Thursday morning plenary breakfast. Through his various connections he was able to bring a wide variety of speakers including judges, elected officials, titans of industry – as he called them, a Director of Operations for Presidential Personnel, and even an individual entangled in the Health South fraud scandal. These speakers were generally scheduled in late fall or during Christmas break; however, in a fortunate turn of events David decided to schedule President Bonner at the end of SOBIE in April 2024. He discussed scheduling President Bonner on several occasions and was eagerly anticipating SOBIE 2025.

David will be missed by all.

David’s obituary can be viewed here –
<https://sprywilliams.com/obituary/2024-06-22-black-david-lee/>

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2007: Jim Couch, University of North Alabama
2008: Doug Barrett, University of North Alabama
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2010: Vivek Bhargava, Alcorn State University
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Mark Your Calendar:

SOBIE 2026
April 8 – 10, 2026