

BRAD D. SMITH  
SCHOOLS OF BUSINESS



*Inaugural*

# MARSHALL BUSINESS RESEARCH CONFERENCE

*Friday, November 6, 2020*



*Featuring the Dean's Distinguished Speaker*  
**JEROME WILLIAMS, Ph.D.**

*Former Executive Vice Chancellor & Provost  
Distinguished Professor  
Prudential Chair in Business & Research Director  
Rutgers University*



# WELCOME MESSAGE

---



## **Avinandan Mukherjee, Ph.D.**

Dean, Lewis College of Business

Professor of Marketing, Brad D. Smith Schools of Business

Welcome to the inaugural Marshall Business Research Conference offered by the Brad D. Smith Schools of Business at Marshall University. This conference evolved from our Faculty Research Day that we started in Fall 2017 and have organized every semester since. This semester, our Research Day went beyond our college of business and beyond Marshall partly because of its virtual format that helped invited speakers to present from several US states and even foreign countries.

In this inaugural research conference, we have 24 research presentations from 38 scholars. From now on, the Marshall Business Research Conference will be an annual Fall conference open to the world that will help us foster business research and share new business ideas with the global academic and business community. This will also help build our research stature as a Carnegie Research University and a doctoral-level business school.

I am delighted that in our very first Marshall Business Research Conference, we have presenters from several colleges within Marshall (Business, JCESOM, School of Pharmacy, COLA, College of Education, College of Health Professions). We also have presenters from many esteemed universities other than Marshall, such as Univ of Pennsylvania, Univ of Kentucky, The Ohio State University, Hofstra Univ, Univ of Alabama at Birmingham, Univ of North Texas, Univ of the Pacific, Univ of Wisconsin Whitewater, Univ of Southern Indiana, etc.

The Marshall Business Research Conference is a gathering where researchers would come and share their latest ideas and discovery in an environment that is marked by collegiality and homophily. Typically, the environment in this conference is supportive, the format is informal, the discussion is lively, and the feedback is constructive. The hope is authors will use this experience to fine-tune their work before publishing, and attendees will provide constructive feedback to colleagues to better position their research, and to identify areas of mutual interest and possibilities of collaboration. This year is even more special, as we have an especially eclectic group of presenters representing 13 universities, 6 MU colleges and schools across various disciplines (Business, Public Health, Medicine, Pharmacy, Psychology, Counseling, Dietetics), 11 U.S. states and 3 countries. Conference participants described the Marshall Business Research Conference as interdisciplinary, intercollegiate and international. It is also informative, intellectual, inclusive and inspirational.



## **Alberto Coustasse, Dr. PH., MD**

Professor of Health Care Administration

Chair, Research & Scholarly Activities Committee

The Research and Scholarly Activities Committee is proud to introduce the Marshall Business Research Conference as a forum to discuss business research that is applied and makes an impact on practice and the community. As you will see from the presentations, researchers have addressed important practical implications of various aspects of business, healthcare, education, economy, and technology. The collaborations, lively interactions and constructive feedback make this conference special.

We hope that you will attend the Marshall Business Research Conference next November 5, 2021, to share your research and immerse in this community of scholars wanting to make a difference.

The research and scholarly activities committee members include Drs. Bo Feng, Mohammad Karim, Monica Wei, Tyson Ang, Tim Bryan, Charles Stivason, and Jingran Zhang.



## ABOUT THE SPEAKER

---



### Jerome Williams, Ph.D.

Former Executive Vice Chancellor & Provost  
Distinguished Professor  
Prudential Chair in Business & Research Director  
Rutgers University

Marketing expert Jerome Williams, a scholar, educator, and mentor of international renown, is the inaugural holder of the Prudential Chair in Business, created through a gift from Prudential Financial. From 2015 to 2019, he was a member of Rutgers' senior leadership team, serving as executive vice chancellor and provost of Rutgers University–Newark, before returning to the faculty as a distinguished professor at Rutgers Business School–Newark and New Brunswick.

Williams, who holds a doctorate in marketing and social psychology from the University of Colorado, has deep expertise in entrepreneurship, multicultural marketing, and social justice in the marketplace. He also has a longstanding commitment to helping people from diverse backgrounds succeed in school and in careers, and is a tireless advocate for diversity in both education and business.

He has written on topics ranging from promoting diversity to multicultural marketing to reducing childhood obesity. He serves on several editorial boards of academic journals and was chair of the Board of Trustees of the American Marketing Association Foundation. He also has served on advisory committees for several Robert Wood Johnson Foundation-funded initiatives to reduce childhood obesity and for Let's Move!, an effort spearheaded by former first lady Michelle Obama. And when he's not teaching, writing, managing, or advising, he runs marathons.

---

#### PRESENTATION TITLE

*Challenges in Conducting Research That Makes a Difference*

#### ABSTRACT

Most of the research conducted by business school scholars is read mainly by scholars in other business schools. Very little of the research published in refereed business journals is read by those outside academia. Also, rarely do business school academics produce advocacy research, e.g., research that pushes for a particular position to benefit society based on the results of that research. Instead, most researchers prefer to be "impartial" observers and let the facts speak for themselves. While there is nothing wrong with this approach, this talk will focus on research that advocates for the betterment of society, i.e., to achieve results that are designed to make a difference. The two streams of research that will be highlighted are consumer racial profiling and discrimination in banking. This type of research often presents challenges – to meet the expectations of editors, and promotion and review committees. The speaker has engaged in these two streams of research for several decades, while getting published in top-level peer-reviewed journals. Also, the speaker will share his experience as Provost at a major research university in advocating for "publicly-engaged scholarship," which the AACSB now is beginning to recognize as an important factor in evaluating business schools.

## EVENT PROGRAM

[Bit.ly/lcobplenaryroom](https://bit.ly/lcobplenaryroom)

- 9:00 AM **Welcome Remarks**  
Dean Avi Mukherjee, Ph.D.  
Alberto Coustasse, Dr. PH., Research & Scholarly Activities Committee Chair
- 9:10 AM **Dean's Distinguished Speaker**  
Jerome Williams, Ph.D.

## TRACK ONE MORNING PRESENTATIONS

[Bit.ly/lcobroom1](https://bit.ly/lcobroom1)

- 10:00 AM **Does Inflation Targeting Help Information Transmission?**  
Satadru Das, Reserve Bank of India
- 10:25 AM **Cryptocurrency: Utility Determines Conceptual Classification Despite Regulatory Uncertainty**  
Casey Baker | Ralph McKinney | Lawrence Shao, Marshall University  
Jeff Y. Forrest, Slippery Rock University
- 10:50 AM **Do Government Cash Transfers Incentivize Parents to Invest in Daughters?**  
Nabaneeta Biswas, Marshall University
- 11:15 AM **Quantitative Impact of African Continent Free Trade Area (AfCTA) on African Economies**  
Boniface Yemba, Marshall University
- 11:40 AM **Pre-IPO Earnings Management: Evidence from India**  
Sayan Sarkar, University of Mary Washington | Ehsan Nikbakht, Hofstra University  
Garrett C. Smith, University of Wisconsin Whitewater | Andrew C. Spieler, Hofstra University

## TRACK TWO MORNING PRESENTATIONS

[Bit.ly/lcobroom2](https://bit.ly/lcobroom2)

- 10:00 AM **Nurturing Faculty Vitality in Changing Times**  
Darshana Shah, Marshall University
- 10:25 AM **Back to Basics: The Role of the Theory of Planned Behavior in Explaining Social Distancing Efforts during the COVID-19 Pandemic**  
Tyson Ang, Marshall University | Denni Arli, Labovitz, University of Minnesota Duluth  
Shuqin (Monica) Wei, Marshall University
- 10:50 AM **Pandemic Control: Implications for Public Health**  
Isha Patel, Marshall University
- 11:15 AM **Use of Multimodal Biofeedback Interventions with Trauma Affected Individuals in Substance Use Treatment**  
Lori Ellison, Marshall University
- 11:40 AM **Downtown Meets Dietetics: The Benefits of Integrating Dietetics Education into the Community**  
Mallory Mount | Amy Gannon, Marshall University

## TRACK ONE AFTERNOON PRESENTATIONS



- 1:00 PM      **Artificial Intelligence in Service: What Happens When Service Fails?**  
Shuqin (Monica) Wei | Tyson Ang, Marshall University  
Yu-Shan Huang, Texas A&M University-Corpus Christi
- 1:25 PM      **Earnings Management through Bad Debt: A Study of Bad Debt Expense in Chemical and Allied Products Manufacturers**  
Timothy Bryan, Marshall University | Mark A. McKnight, University of Southern Indiana
- 1:50 PM      **Trump Tax Cuts: Does Name Recognition Impact Taxpayer Perceptions of the Tax Cuts and Jobs Act?**  
McKnight, M.A., Dill, A.T., Bueltel, B.L., University of Southern Indiana | & Bryan, T.G., Marshall University
- 2:15 PM      **Intergenerational Mobility and Interregional Migration: The Case of US Counties**  
Bo Feng, Marshall University | Mark Partridge, The Ohio State University
- 2:40 PM      **Do Intangibles Safeguard Corporations from Global Pandemic?**  
Mohammad Uddin, Marshall University
- 3:05 PM      **The Moderating Role of Identity Primacy on Organizational Exit: Family Centrality vs. Network Centrality**  
Ivan Muslin, Marshall University
- 3:30 PM      **Digital Natives: A Natural Fit for Online Learning - Or Are They?**  
Monisha Gupta | Elizabeth Alexander, Marshall University

## TRACK TWO AFTERNOON PRESENTATIONS



- 1:00 PM      **Special Education and Resiliency**  
Lanai Jennings | Sandra Stroebel, Marshall University
- 1:25 PM      **Community-Based Implementation Research on Opioid and Mental Health in Rural East Texas**  
Harrison Ndetan | Karan Singh, University of Texas at Tyler
- 1:50 PM      **Role of Biostatistician in a Competitive Extramural Grant Funding Environment**  
Sejong Bae, University of Alabama at Birmingham
- 2:15 PM      **Substance Use Patterns among Rural and Urban Residents: Implications for Health Management**  
Ty Borders, University of Kentucky
- 2:40 PM      **Private Patient Rooms and Hospital-Acquired Methicillin-Resistant Staphylococcus Aureus: A Hospital-Level Analysis of Administrative Data from the United States**  
Liam O'Neill, University of North Texas | Sae-Hwan Park, University of Pennsylvania  
Erica L. Stockbridge | Thaddeus L. Miller, University of North Texas
- 3:05 PM      **Health Care & Macroeconomics: A Prognosis**  
Peter Hilsenrath, University of the Pacific

# ABSTRACTS

---

**Does Inflation Targeting Help Information Transmission?**

Satadru Das, Reserve Bank of India

This paper studies the informational impact of inflation targeting on financial market volatility in an emerging market context by using a novel monetary policy regime switching approach. We find that the changeover to inflation targeting in India did not result in a greater impact of monetary policy surprises on bond and equity market volatility. We rule out financial frictions as a factor driving our results. Our evidence based textual analysis of central bank policy announcements shows an increased focus on inflation, but not on growth, possibly explaining why the equity market impact of monetary policy announcements remained weak even after inflation targeting.

**Cryptocurrency: Utility Determines Conceptual Classification Despite Regulatory Uncertainty**

Casey Baker | Ralph McKinney | Lawrence Shao, Marshall University | Jeff Y. Forrest, Slippery Rock University

In the United States, cryptocurrencies are regulated haphazardly, without any central authority. The purpose of this paper is to highlight some of the differing regulatory conceptualizations to better illustrate the need for cooperation in fostering the concept, and subsequently, the reality of cryptocurrencies. It is our belief that while cryptocurrencies may be complex in nature, their primary utility is as a simple medium of exchange to facilitate financial transactions.

**Do Government Cash Transfers Incentivize Parents to Invest in Daughters?**

Nabaneeta Biswas, Marshall University

For nearly two decades now India has experimented with conditional cash transfer (CCT) programs to improve girl-child survival at birth and increase parental investment in girls' health and education. By providing monetary incentives to couples for having and raising daughters, these CCTs seek to reverse son preference and the subsequent abortion of female fetuses or the discriminatory treatment of young girls in the household. The cash benefits, sponsored by the state or federal governments, are staggered and conditional upon reaching specific milestones such as birth, immunization, school enrollment and marriage. While there is some evidence of these CCTs increasing female births, their impact on girls' post-birth outcomes remains undocumented. In this study, I investigate the impact of the Dhanlakshmi CCT from 2008 on girls' immunization and schooling outcomes using household-level data. I find that the program improved these outcomes for girls and also reduced son preference among exposed households.

## ABSTRACTS

---

### **Quantitative Impact of African Continent Free Trade Area (AfCTA) on African Economies**

Erick Kitenge, Central State University | Biyan Tang, University of Massachusetts at Dartmouth  
Boniface Yemba, Marshall University

We evaluate the impact of African Continent Free Trade Area (AfCTA) agreements on welfare and terms of trade of African economies. We use a three-region (Two African Economies and the rest of the world) New Keynesian DSGE model to quantify the impact of AfCTA agreements on welfare and terms of trade. Our results suggest that one percent cut on tariff has 1.2% to 2.8% increase on welfare, measures here by the utility function of representative household due to the terms of trade effect (improvement).

### **Pre-IPO Earnings Management: Evidence from India**

Sayan Sarkar, University of Mary Washington | Ehsan Nikbakht, Hofstra University  
Garrett C. Smith, University of Wisconsin Whitewater | Andrew C. Spieler, Hofstra University

The Indian market is characterized by a relatively large amount of (unsophisticated) retail investors which provides a sharp contrast to many developed markets. Indian capital markets also provide a novel environment to test pre-IPO earnings management and the capital market staging hypothesis. Our dataset encompasses a long time-period (1998-2016) including pre-IPO data and an important IPO regulatory change. Specifically, Indian markets instituted optional IPO grading (2006), required IPO grading (2007) and then reverted back to optional IPO grading (2014). We find evidence that Indian IPO firms which utilize reputable investment banks are less likely to manipulate pre-IPO earnings. Harder to value firms (high R&D) are more likely to engage in pre-IPO earnings management. We also find support for the capital market staging hypothesis in India. Additionally, there is lower pre-IPO earnings management during the optional IPO grading period. Our research also has important policy implications underscoring the need for increased transparency particularly in emerging markets.

### **Nurturing Faculty Vitality in Changing Times**

Darshana Shah, Marshall University

Achievements of academic medicine institutions, such as medical schools and academic health centers, rely on the vibrant, engaged, and motivated faculty, and thus, faculty vitality is crucial for the success of these institutions. In today's academic medical centers, many faculty report high levels of stress and low career satisfaction. One study estimated that the annual cost of burnout is \$4.6 billion in the United States due to physician turnover alone. While there is a conceptual agreement that faculty vitality is crucial for success, there is little practical understanding of how to achieve and sustain vitality. Developing a clear understanding of the contextual indicators of vitality may provide useful insight into recruitment, hiring, retention, promotion, and professional development decisions made by deans and faculty affairs professionals. The data from 107 of the 142 US-based medical schools detailed the unique demographics of the schools, the efforts of the faculty affairs and professional development offices to promote faculty vitality, and the challenges faced by these institutions in the current climate of academic medicine. This study aimed to fill gaps in the existing literature regarding potential mechanisms to achieve and support faculty vitality.

# ABSTRACTS

---

## **Back to Basics: The Role of the Theory of Planned Behavior in Explaining Social Distancing Efforts during the COVID-19 Pandemic**

Tyson Ang, Marshall University | Denni Arli, Labovitz, University of Minnesota Duluth  
Shuqin (Monica) Wei, Marshall University

To date, coronavirus (COVID-19) has infected close to 10 million people in the U.S. alone. Besides the lethality of the virus, COVID-19 has fundamentally changed our way of living, conducting business, and interacting with other people. Major public health measures such as social distancing, mandatory mask usage, and stay-at-home orders have been enforced by the government to limit the spread of the virus. In the U.S., responses to the social distancing efforts have been mixed, indicated by many people spending their free time and holidays in bars, beaches, and public parks despite that the infection rate continues to climb. Using the Theory of Planned Behavior, this study uncovers major reasons of why people may refuse to practice social distancing. Our findings have important implications for social marketers and public policy makers.

## **Pandemic Control: Implications for Public Health**

Isha Patel, Marshall University

Countries worldwide have been grappling with managing COVID-19 pandemic. This pandemic has highlighted the fractures in the public health systems in both the developed and developing countries. As of November 1st, 2020, the number of COVID-19 cases have risen to 46 million worldwide and to 8.1 million in India. India is not only the second largest populated country in the world but also currently, has the second highest number of COVID-19 cases worldwide. The COVID-19 pandemic has plagued both the scientists and common people with several issues, including the status of the COVID-19 vaccine, a possibility of reinfection, appropriate medications for COVID-19 treatment, rolling back of lockdown and the role of COVID-19 antibodies. Together with these hot button issues surrounding the pandemic in India, this talk will focus on its public health management failures and successes in reducing COVID-19 transmission risk.

## **Use of Multimodal Biofeedback Interventions with Trauma Affected Individuals in Substance Use Treatment**

Lori Ellison, Marshall University

I am initiating a research project using the interventions of Biofeedback and Neurofeedback (BFB/NFB) with trauma-affected individuals in Substance abuse treatment. The frequency at which we see a connection between trauma history and substance abuse is astounding. Typical treatment programs address psychological needs through therapy, group, 12-step programs, etc. Treatment for physiological needs is usually limited to Medication Assisted Treatment (MAT). With treatment that addresses both physiological and psychological correlates of these two variables, the outcomes are expected to be much better. BFB/NFB address a physiological component, brain functions, that is not often attended to in traditional treatment programs. This addition to the treatment programs for those in recovery may help fill a gap and improve outcomes.



## ABSTRACTS

---

### **Downtown Meets Dietetics: The Benefits of Integrating Dietetics Education into the Community**

Mallory Mount | Amy Gannon, Marshall University

Innovative teaching strategies should be the norm in dietetics and community-based nutrition education. Marshall Dietetics, the Marshall Nutrition Education Program (NEP) and Huntington's Kitchen provide unique and innovated learning opportunities to students and area residents. Having both Dietetics and NEP in one location, in collaboration with Huntington's Kitchen, has allowed for the development of a distance dietetic internship and online graduate program, as well as opportunities for inter-professional education. In FY 2020, 6183 children in 46 needy schools were provided nutrition education through the NEP. Since 2015, 112 dietetic interns and over 300 students have participated in new didactic experiences at HK - from corporate wellness trainings to cooking classes for Marshall athletes. In the future, we will expand services to rural areas of Appalachia and beyond, increasing our reach to decrease obesity rates and improve health among our region's most vulnerable residents.

### **Artificial Intelligence in Service: What Happens When Service Fails?**

Shuqin (Monica) Wei | Tyson Ang, Marshall University | Yu-Shan Huang, Texas A&M University-Corpus Christi

Artificial intelligence (AI) is increasingly utilized in service to facilitate the interactions between service providers and customers. For example, AI-powered chatbots have become widely used by companies to offer 24/7 customer services. AI, manifested by machines that exhibit aspects of human intelligence, has been used to replace aspects of the human interactions between service providers and customers. Despite the rapid growth of using AI, the impact of AI on service provision remains little understood, particularly when the service is a failure (vs. a success). Little research exists on what happens if the AI-powered (vs. human) service providers fail. This research proposes and tests a conceptual model that investigates when the service provided by AI (vs. human) fails, how customers perceive the AI-powered service provider and how this perception will influence customer satisfaction. The effectiveness of different service recovery strategies is also explored.

### **Earnings Management through Bad Debt: A Study of Bad Debt Expense in Chemical and Allied Products Manufacturers**

Timothy Bryan, Marshall University | Mark A. McKnight, University of Southern Indiana

This research empirically examines the relationship between conservatism and earnings management in chemical and allied products manufacturers via an analysis of the allowance for doubtful accounts and bad debt expense. This research investigates earnings management for firms that are poorly performing or close to meeting or beating analysts' projections. Results indicate that firms utilized the excessive conservatism within the allowance for doubtful accounts to manage earnings to achieve earnings goals throughout the study period.

## ABSTRACTS

---

### **Trump Tax Cuts: Does Name Recognition Impact Taxpayer Perceptions of the Tax Cuts and Jobs Act?**

McKnight, M.A., Dill, A.T., Bueltel, B.L., University of Southern Indiana | & Bryan, T.G., Marshall University

ITax reform has long been associated with the GOP as a Republican-party platform. More specifically, the party has focused on a lower tax/smaller government party message since the 1980s. In 2015-2016, one of then candidate Donald Trump's chief legislative priorities was a simplified tax code. The Tax Cuts and Jobs Act of 2017 (TCJA) is viewed by many as one of the president's greatest legislative achievements. Until the development of the COVID-19 pandemic, one of the primary focus areas of Trump re-election efforts focused on the accomplishments of the TCJA. The present research investigated the role of the name "Trump" and its impact on individual taxpayer perceptions of the efficacy of the TCJA. By substituting the name "Trump Tax Cuts" with "TCJA" current research found political affiliation and employment status predicted the degree to which the name "Trump" would impact a person's perceptions of the TCJA. Furthermore, initial findings suggest that support for the act increased among Democrats after learning their tax position had improved from the previous year

### **Intergenerational Mobility and Interregional Migration: The Case of US Counties**

Bo Feng, Marshall University | Mark Partridge, The Ohio State University

We investigate how interregional migration affects interregional mobility in the U.S. Using county level data, we find that local interregional mobility is negatively associated with net in-migration. The decline in mobility is likely caused by the increased competition in local labor market with more in-migrants. We adopt instrument variables to account for potential endogeneity in migration. Our results are robust to different model specifications.

### **Do Intangibles Safeguard Corporations from Global Pandemic?**

Mohammad Uddin, Marshall University

Investment in corporate intangibles have been recently growing more rapidly than tangible assets for most major businesses. Whether this shifting nature of corporate investments safeguard firms from the utter effect of contagions – is an interesting empirical question. Using the sample period of 1985-2020 for all listed firms in Compustat, we find that monthly stock returns are inversely related to infectious diseases, that firms with reported intangibles are less affected by the infectious diseases, and that firms with more intangibles are less affected by the infectious diseases. We then disentangle intangibles into 3 most important categories – R&D, organization capital, and knowledge capital, and find similar findings. Finally, we show that this relationship is stronger for firms whose operating performance is more sensitive to corporate investments. Overall, our test results support the notion that corporate intangibles can play important role in safeguarding firms from global epidemics and pandemics.

## ABSTRACTS

---

### **The Moderating Role of Identity Primacy on Organizational Exit: Family Centrality vs. Network Centrality**

Ivan Muslin, Marshall University

Researchers have long sought to explain the black box of turnover intention to turnover behavior, Vardaman and colleagues (2015) found an individuals' network centrality does little to lessen turnover intention and withdrawal behavior, however, network centrality does hinder organizational exit. They posit temporal distance of the social and psychological cost of organizational exit explain the idiosyncratic role of network centrality. This research was a qualitative study of an individual's process through turnover intention to potential organizational exit; this was performed through observations, discussions with the individual, and the individual's spouse.

### **Digital Natives: A Natural Fit for Online Learning - Or Are They?**

Monisha Gupta | Elizabeth Alexander, Marshall University

The COVID-19 pandemic transformed the way higher education institutions and their enrolled students interacted for instruction and other learning activities. The movement by institutions to online classes was an emergency response to the situation (Hodges, Moore, Lockee, Trust and Bond, 2020) and lacked the diversification of communication tools and platforms that students seek (Young & Nichols, 2017). The paper explores the challenges for instructors to embed digital technology with pedagogical practices (Kivunja, 2014) and the obligation to embrace this as the only available tool for instruction in the short run (Baker, 2020). Most current college students belong to the group known as Digital Natives with the defining characteristic of being born after 1980, immersed in the digital world since birth (Prensky, 2001). With the transition to almost exclusive online learning during the pandemic, the premise was that this cohort of learners would readily adapt to the new delivery and communication methods, but that is not the case entirely. The undergraduate student evaluations of courses data indicates that students feel they learn less in online courses (Bergstrand and Savage, 2013). (Akçayir, Dunder, and Akçayir 2016) found that within the age group, significant differences existed between students' country of origin or region where one was raised and academic rank. Digital Natives and Digital Immigrants have different communication preferences (Friedl and Vercic, 2011), and (Zur and Zur, 2013) developed groupings of Digital Natives and Digital Immigrants based on their use of technology. This paper examines the characteristics of this generation, the reactions of students faced with exclusive online learning, proposes using marketing concepts to achieve a greater rate of student satisfaction, and discusses instructor's involvement with online delivery. Future research opportunities include quantifying the student experience during the switch to online delivery, leading to advancements in forthcoming online synchronous attempts.

### **Special Education and Resiliency**

Lanai Jennings | Sandra Stroebe, Marshall University

West Virginia has the highest drug overdose death rate of 57.8 per 100,000. Polysubstance abuse creates complex behavioral and developmental challenges in children, yet, few educators are trained to deal with these issues. This grant, known as the Special Education and Resiliency program, attempts to address the shortage of qualified school personnel in West Virginia; serve school-aged students with disabilities and intensely complex social, emotional, and behavioral needs; train scholars in best-practice evidence-based models; and Increase collaboration between disciplines. Scholars will be trained to understand students with high intensity needs in rural, underserved areas in West Virginia, and will learn evidence-based interventions to reduce disruptive behavior and increase prosocial and pro-academic behaviors. Both pre-test Data will be collected after the training and compared to data that was collected before the training that showed scholars lack prior training for children impacted by addiction and the skills for interacting with a parent or caregiver who has an addiction.

## ABSTRACTS

---

### **Community-Based Implementation Research on Opioid and Mental Health in Rural East Texas**

Harrison Ndetan | Karan Singh, University of Texas at Tyler

Opioid overdose fatalities include deaths from natural opioids (morphine and codeine), semi-synthetic opioids (oxycodone, hydrocodone), synthetic opioids (prescription and illicit fentanyl, tramadol), methadone, and heroin. Several policies and strategies have been implemented at the federal, state and local levels in the past decade in response to the rising rates of fatal opioid overdose, including restricting supply, influencing prescribing practices, reducing demand, and reducing harm. Although Texas seems to fare better when compared to the nation and some states, opioid use is the primary driver, fueling drug overdose premature deaths. The rate of opioid overdose death and the number of Texas adults reporting non-medical use of pain relievers continue to increase at alarming rates. The issue is even more devastating in the rural communities of the state where one in seven high school students takes prescription drugs without a doctor's prescription. In this presentation we discuss a funded community-based implementation research in a rural county of East Texas. We also briefly discuss another funded project aiming at reducing disparate mental health care in underserved populations across the Northeast Texas region.

### **Role of Biostatistician in a Competitive Extramural Grant Funding Environment**

Sejong Bae, University of Alabama at Birmingham

During this presentation, participants will learn that biostatisticians are leaders and collaborators, from whom O'Neal Comprehensive Cancer Center (O'Neal) at the University of Alabama at Birmingham (UAB) researchers obtain statistical and bioinformatics expertise in the design, execution, and thorough evaluation of their cancer studies, from bench to bedside and beyond. The presenters will also discuss the Biostatistics and Bioinformatics Shared Facility (BBSF) and how it provides comprehensive, state-of-the-art support to ensure scientific rigor and reproducibility of O'Neal research, resulting in high impact publications and awarded grant funding.

### **Substance Use Patterns among Rural and Urban Residents: Implications for Health Management**

Ty Borders, University of Kentucky

Using data from the 2017 and 2018 National Survey on Drug Use and Health, descriptive and chi-square analyses were conducted to compare and contrast prevalence rates of risky substance use behaviors (tobacco, alcohol, and drug use) among adolescents and, separately, among adults residing in non-metropolitan and metropolitan counties nationally. Adolescents and adults in non-metropolitan counties were found to have higher prevalence rates of past year tobacco use and daily cigarette use; adults also had a higher rate of smoking >1 pack per day. Non-metropolitan adults had lower prevalence rates of past year and past 30 day binge drinking as well as past year and past 30 day drug use. Non-metropolitan adults and adolescents had higher prevalence rates of past year methamphetamine use. These findings have potential implications for tailoring substance use prevention and treatment services toward non-metropolitan residents.



# ABSTRACTS

---

## **Private Patient Rooms and Hospital-Acquired Methicillin-Resistant Staphylococcus Aureus: A Hospital-Level Analysis of Administrative Data from the United States**

Liam O'Neill, University of North Texas | Sae-Hwan Park, University of Pennsylvania  
Erica L. Stockbridge | Thaddeus L. Miller, University of North Texas

This research uses hospital-level data from the US to determine whether private patient rooms (PPRs) are associated with fewer in hospital-acquired methicillin-resistant Staphylococcus aureus (HA-MRSA) infections. We retrospectively analyzed Texas Inpatient Public Use Data with discharges between September 2015 and August 2016 merged with American Hospital Association annual survey data. Negative binomial regression was used to estimate the association between the proportion of PPRs within a hospital and the incidence of HA-MRSA infections, after adjusting for potential confounders.

## **Health Care & Macroeconomics: A Prognosis**

Peter Hilsenrath, University of the Pacific

This presentation discusses potential health sector reform and a productivity revolution in the with important implications for macroeconomics and economic development. It addresses Robert Gordon's slow growth thesis, rapid growth of health expenditures and associated impacts on income distribution, as well as implications for monetary policy. Methodology is largely descriptive. Data is drawn from public sources for the 20th and 21st centuries.

## EXPERT PANEL

---

We have a six-member expert panel comprising the Awards Committee for this Research Conference – 2 Deans (Dr. Robert Bookwalter of COLA and Wendell Dobbs of CAM), 2 Advisory Board members (Jim Rorrer and David Beauregard), and 2 student leaders (Kane Morrone and Allison Smarr).

**Robert. Bookwalter** is the Dean of the College of Liberal Arts at Marshall University. He joined the Marshall faculty in the Speech Department -now Communication Studies- in 1987. After 24 years as a faculty member, and two years as department chair, he served as Dean of the College of Education from 2010 to 2013 as they navigated the accreditation process. He moved to the dean's office in Liberal Arts in 2013. His teaching and research interests are in the areas of peace and conflict studies, interpersonal communication, group collaboration and leadership, language and semantics, and intercultural communication. He is co-director of the John Marshall Leadership Fellows Program.

**Wendell Dobbs** has served as professor of music at Marshall University for 35 years and as Interim Dean of the College of Arts and Media for the past two years. He performs as principal flute with the Huntington Symphony Orchestra and the Ohio Valley Symphony. As the John Deaver Drinko Fellow he founded the John Marshall Fife and Drum Corps.

**Jim Rorrer** is a Marshall business alum and serves as an Honorary Lifetime Member of the Lewis College of Business Advisory Board. He retired from a career in investments in 2014 as a partner and Managing Director of an institutional investment consulting firm in Richmond, VA. He recently served as Interim Co-Director of our Brad D. Smith Business Incubator, and currently serves on the City of Huntington Municipal Development Authority Board of Directors and the Huntington Water Quality Board (Vice Chair), as well as various Marshall University boards including the Marshall University Foundation and Big Green Scholarship Foundation Boards of Directors.

**David R Beauregard** holds a Master of Accountancy from Virginia Commonwealth University and a BBA in Accounting from the Marshall University. He holds the CPA and is the Managing Director of Monument Square Advisors, Richmond, Virginia. Healthcare and pubsDavid David has held leadership roles as a hospital CFO, as the CFO for a regional real estate development company, as the CEO & President of the Physician Practice Management division of NCRIC (NCRI: NASDAQ) and as a member of the corporate finance team of a multi-national hospital corporation, Charter Medical Corp (CM: Amex). As a Senior Manager with Ernst & Young, Mr. Beauregard advised the managements of Academic Medical Centers, regional health systems and Children's Hospitals; seeking access to capital markets; evaluating strategic positioning, programs and costs; adjusting to the operating impact of changes in health policy or seeking strategic clarity. He currently serves as a member of the Commercialization Advisory Panel (CAP) for Virginia Commonwealth University's Innovation Gateway. He is a faculty advisor to the University of Buffalo School of Management, Healthcare MBA Program.

**Kane Morrone** is a senior at Marshall University studying marketing and entrepreneurship. Kane is from Kenova, WV, and now working for the new Transformative Sales & Service Excellence Center Marshall established this year.

**Allison Victoria Smarr** is in her first year of our MBA program after graduating in Spring 2020 from Marshall University with a Bachelor of Business Administration degree in Marketing and English; she also received a minor in Professional Writing. She is currently working on her first research project regarding consumer behavior and brand defense. Outside of her education, Allison spends most of her free time working at her family's bakery in Hurricane, WV.

