

**BRAD D. SMITH
SCHOOLS OF BUSINESS**



Second Annual

MARSHALL BUSINESS RESEARCH CONFERENCE

Friday, November 5, 2021



Featuring the Dean's Distinguished Speaker

MARK J. NIGRINI, Ph.D.

**Associate Professor, College of Business
and Economics, West Virginia University**

**Renowned Expert in Benford's Law and
Accounting Fraud**

EVENT PROGRAM

bit.ly/plenarymu

9:00 AM **Welcome Remarks**

Alberto Coustasse, Research Committee Chair, Marshall University

Avi Mukherjee, Interim Provost/S.V.P. of Academic Affairs, Marshall University

Jim Datin, Sponsor, Alumnus, CEO of BioAgilytix Labs

9:20 AM **Dean's Distinguished Speaker**

Mark Nigrini, Associate Professor, West Virginia University

Introduced by Jeffrey Archambault, Interim Dean, Marshall University

TRACK 1 BUSINESS I MORNING SESSION

bit.ly/tbus1mu

Neeru Malhotra, Session Chair, University of Essex

10:15AM **Insights into Frontline Reward Practices for Service Quality Management in Customer Contact Services**

Neeru Malhotra, University of Essex | Sunil Sahadev, University of Brighton | Avi Mukherjee, Marshall University

10:40 AM **Import Competition and Export Performance of Domestic Manufacturing Sectors**

Erick Kitenge, Prairie View A&M University

11:05 AM **A Review of the Time Banditry Literature**

Jamey Halleck | Kevin Knotts, Marshall University

11:30 AM **Vocational Skills and Entrepreneurship Practice for Improving Entrepreneurial Intentions through Perceived Behavior Control**

Michael Brizek | Cherie Rains, Lander University

TRACK1 BUSINESS I AFTERNOON SESSION

bit.ly/tbus1mu

Tyson Ang, Session Chair, Marshall University

1:00 PM **Defense Beyond Support: Consumer-Brand Identification in the Context of Brand Rivalry**

Allison Smarr | Monica Wei | Tyson Ang, Marshall University

1:25 PM **Ensuring Success in Mergers and Acquisitions: Testing a Proposed Dual-Stage Sequence**

Uyi Lawani, Marshall University

1:50 PM **A Pilot Study Using the Baldrige Performance Excellence Framework**

Ron Schulingkamp, University Medical Center New Orleans | Kenneth Maxik, CompleteRx | Craig Kimble | Alberto Coustasse, Marshall University

2:15 PM **The Effects of Marketing Channel Selections on Brand Authenticity: The Role of Perceived Firm Size**

Felix Septianto, University of Queensland | Tyson Ang, Marshall University | Arnold Japutra, University of Western Australia | Pragea Geldoffy Putra, University of Auckland

2:40 PM **Whistleblowing in Accounting: A Meta-Analytic Review**

Mackenzie Festa, University of Wyoming | Megan Jones, Xavier University | Kevin Knotts, Marshall University

TRACK 2 BUSINESS II MORNING SESSION

bit.ly/tbus2mu

Tom Norton, Session Chair, Marshall University

10:15AM **User Cost for Foreign Monetary Assets under Dollarization**

Boniface Yemba, Marshall University

10:40 AM **Money's User-Cost Impact on Private Investment in the U.S.**

Adam Bourgoïn-Stone | Biyan Tang, University of Massachusetts at Dartmouth

11:05 AM **COVID-19 Induced Lockdown and Economic Activity: Evidence from Zoning Restrictions in India**

Satadru Das, Reserve Bank of India

11:30 AM **Let's Get Creative: Using Design Thinking to Improve Tax Research and Planning Skills**

Amanda Thompson-Abbott | Tom Norton, Marshall University

TRACK 2 BUSINESS II AFTERNOON SESSION

bit.ly/tbus2mu

Ray Keener, Session Chair, Marshall University

1:00 PM **A Review of Classical Statistical Corporate Bankruptcy Prediction Models**

Timothy Bryan, Marshall University

1:25 PM **Revenue Classification Shifting: Does CEO Gender Matter?**

Wenjing Ouyang, University of the Pacific | Hongxia Wang, Coastal Carolina University | Thanh Ngo, East Carolina University

1:50 PM **The Effects of Preschool Television Viewing: Can Cable TV Make you Mentally Healthy?**

Yi Duan, Marshall University | Xiao Liu | Yajie Sun, Nanjing Audit University

2:15 PM **Don't Cash That Check! Identifying Risks to Medical Billing and Collection Practices Under the Doctrine of Accord and Satisfaction**

Casey Baker | Kent Willis | Charles Stivason, Marshall University

2:40 PM **Investor Horizons and Corporate Insider Trading**

Keming Li, Texas A&M University at San Antonio | Mohammad Uddin, Marshall University

TRACK 3 HEALTHCARE I MORNING SESSION

bit.ly/thc1mu

- Monica Wei, Session Chair, Marshall University*
- 10:15AM **Marshall Institute of Medical Cannabis and Therapeutics**
Eric Blough | Philippe Georgel | Alberto Coustasse | Ben Eng, Marshall University
- 10:40 AM **Effects of COVID-19 on Academics and Behavioral Health of Children in Appalachia**
Sandra Strobel | Lanai Jennings, Marshall University
- 11:05 AM **Presence of Inhibitors and All-Cause Mortality in Patients with Non-Severe Hemophilia A**
Andres Garcia Sierra, University of Central Florida | Juliana Alexandra | Hernández Vargas | Ana María Valbuena García | Lizbeth Acuña Merchán, Columbian Fund for High-Cost Diseases
- 11:30 AM **My Pathway to Successful NIH Funding**
Brandon Henderson, Marshall University

TRACK 3 HEALTHCARE I AFTERNOON SESSION

bit.ly/thc1mu

- Isha Patel, Session Chair, Marshall University*
- 1:00 PM **HPV Vaccination in the Virginia Context**
Isha Patel, Marshall University | George Larry Maxwell, Inova Fairfax Hospital | Fabian Camacho, University of Virginia | Norma Magallanes Benitez, Inova Fairfax Hospital | Rajesh Balkrishnan, University of Virginia
- 1:25 PM **How can Businesses Support Local Hunger Initiatives?**
Amy Gannon | Mallory Mount, Marshall University
- 1:50 PM **Classifying Organizations Utilizing Input, Product, Workforce, and Workflow Characteristics**
Scott Stegall | MeriBeth Stegall, Clayton State University
- 2:15 PM **Assessing Career Pathways and Competency Acquisition: Do They Match?**
Irene Gabutti | Americo Cicchetti, Catholic University of Rome
- 2:40 PM **Re-Thinking Substance Abuse Reimbursement Payment Models**
Steven Szydlowski, University of Scranton

TRACK 4 HEALTHCARE II MORNING SESSION

bit.ly/thc2mu

Bo Feng, Session Chair, Marshall University

10:15AM **Utilizing a Hospital At-Home Model to Improve Treatment Outcomes**

Bernardo Ramirez, University of Central Florida | Daniel West, University of Scranton

10:40 AM **Automated Predictive Modelling and Deep Learning Benchmarking for Accurate Classification of Diabetes Patients**

Shrirang Ambaji Kulkarni | Varadraj Gurupur, University of Central Florida

11:05 AM **Community-Based Implementation Research on Opioid and Mental Health in Rural Texas**

Harrison Ndetar | Karan Singh, University of Texas at Tyler

11:30 AM **Risk Factors Associated with Hospitalization for COVID-19 Among School-Aged Children**

Liam O'Neill, University of North Texas at Denton

TRACK 4 HEALTHCARE II AFTERNOON SESSION

bit.ly/thc2mu

Peter Hilsenrath, Session Chair, University of the Pacific

1:00 PM **Healthcare and Macroeconomics: A Prognosis**

Peter Hilsenrath, University of the Pacific

1:25 PM **Prototype of a Harmonized Healthcare Database Across Institutions**

Kim Fulda | Usha Sambamoorthi, University of North Texas at Fort Worth | David Schneider | Imam Xierali, University of Texas Southwestern

1:50 PM **Forgone Medical Care Among Medicare Beneficiaries During the COVID-19 Pandemic**

James Stimpson | Sungchul Park, Drexel University

2:15 PM **Biostatistician Collaboration in a Team Science Environment**

Sejong Bae, University of Alabama

2:40 PM **Race/Ethnic Disparities in the Impact of COVID-19: Implications for the Healthcare Industry**

Fernando Wilson, University of Utah

SPEAKER BIOGRAPHY



MARK J. NIGRINI, Ph.D.

Associate Professor, College of Business
and Economics, West Virginia University

Renowned Expert in Benford's Law and
Accounting Fraud

Mark J. Nigrini, Ph.D. is an associate professor at the College of Business and Economics at West Virginia University. He is the recipient of the 2020 Outstanding Accounting Educator award of the West Virginia Society of CPAs. His research passion is Benford's Law which gives the expected patterns of the digits in tabulated data.

Mark has published papers on forensic analytics in academic journals and professional publications. These journals include the highly regarded *Journal of Accounting, Auditing, and Finance* and *Auditing: A Journal of Practice and Theory*. He published the lead article on the tendency of fraudsters to use round numbers in the first issue of the newly created *Journal of Forensic Accounting Research*. In 2014 he published an article in the *Journal of Accountancy* that was co-authored with Nathan Mueller, who at the time was incarcerated in a federal prison. Their article subsequently won the Lawler award for the best article in the *Journal of Accountancy* in 2014. His most recent article on fraud's fingerprints was the cover article in the November/December issue of *Fraud Magazine*.

His work has been featured in *The Financial Times*, *New York Times*, and *The Wall Street Journal* and his radio interviews have included the BBC in London, and NPR in the United States. His television interviews have included an interview for the Evil Twins series for the Investigation Discovery Channel and an interview featured in the Digits episode in the Netflix series Connected. He is a regular presenter at conferences and workshops.

In his spare time, he enjoys traveling, recreational sports betting, listening to classical music, watching motorsports, and walking 10,000 steps per day.