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
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

Dean’s Distinguished Speaker
Mark Nigrini, Associate Professor, West Virginia University
Introduced by Jeffrey Archambault, Interim Dean, Marshall University

9:00 AM
Welcome Remarks
9:20 AM
Dean’s Distinguished Speaker

Neeru Malhotra, Session Chair, University of Essex

10:15 AM
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

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

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<th>Time</th>
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<tr>
<td>10:15 AM</td>
<td>User Cost for Foreign Monetary Assets under Dollarization</td>
<td>Boniface Yemba, Marshall University</td>
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<td>10:40 AM</td>
<td>Money's User-Cost Impact on Private Investment in the U.S.</td>
<td>Adam Bourgoin-Stone</td>
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<td>11:05 AM</td>
<td>COVID-19 Induced Lockdown and Economic Activity: Evidence from Zoning Restrictions in India</td>
<td>Satadru Das, Reserve Bank of India</td>
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## TRACK 2 BUSINESS II AFTERNOON SESSION

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<tr>
<td>1:00 PM</td>
<td>A Review of Classical Statistical Corporate Bankruptcy Prediction Models</td>
<td>Timothy Bryan, Marshall University</td>
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<td>1:25 PM</td>
<td>Revenue Classification Shifting: Does CEO Gender Matter?</td>
<td>Wenjing Ouyang, University of the Pacific</td>
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<td>1:50 PM</td>
<td>The Effects of Preschool Television Viewing: Can Cable TV Make you Mentally Healthy?</td>
<td>Yi Duan, Marshall University</td>
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<tr>
<td>2:40 PM</td>
<td>Investor Horizons and Corporate Insider Trading</td>
<td>Keming Li, Texas A&amp;M University at San Antonio</td>
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TRACK 3 HEALTHCARE | MORNING SESSION

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 | AFTERNOON SESSION

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**

**10:15 AM**  
Utilizing a Hospital At-Home Model to Improve Treatment Outcomes  
Bo Feng, Session Chair, Marshall University  
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**

**1:00 PM**  
Healthcare and Macroeconomics: A Prognosis  
Peter Hilsenrath, Session Chair, 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**  
Fernando Wilson, University of Utah
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.