



Thursday and Friday, April 4-5, 2024

Hosted by Marshall University
At the Brad D. Smith Center for Business and Innovation
1425 4th Avenue, Huntington WV25701.

CONFERENCE COMMITTEE

Ethan Chen, Appalachian State University
Kristen Wilson, Eastern Kentucky University
Julia Graham, Eastern Kentucky University
Prasun Bhattacharjee, East Tennessee State University
Nancy Lankton, Marshall University
Boniface Yemba, Marshall University (Conference Chair)
Zachary A. Collier, Radford University
Jason Xiong, Western Carolina University

CONFERENCE REGISTRATION AND PLANNING

Margie Phillips
Charlotte Boyce
Richard Bledsoe
Andrew Kesling
Zach Kincaid
Laurin Bentley
Liyah Bady
Vanessa Coleman

SCHEDULE OF EVENTS

1. **Thursday, April 4th, 2024 from 6:00 p.m. to 8:00 p.m.**
Location: SBUS113
6:00 p.m.-8:00 p.m.: Registration and Reception.
6:20 p.m.-6:25 p.m.: Welcome by Nancy Lankton, Associate Dean of Lewis College of Business.
6:25 p.m.-6:30 p.m.: Conference Agenda by Boniface Yemba
6:30 p.m.-7:00 p.m.: *Fostering Engagement, Accelerating Innovation, Amplifying Impact through Business Research in Appalachia.*
Dr. Avinandan “Avi” Mukherjee, Provost and Senior Vice President for Academic Affairs, Marshall University (Keynote Speaker).
2. **Friday, April 5th, 2024 from 8:00 a.m. to 4:50 p.m.**
Location: SBUS113
8:00 a.m. - 8:45 a.m.: Breakfast
8:00 a.m. - 8:05 a.m.: Welcome by Don Capener, Dean of Lewis College of Business.
8:05 a.m. - 8:45 a.m.: *Knowledge Spillovers, Economic Growth, and the Entrepreneur.*
Gustavo Barboza, Jack and Vada Reynolds Endowed Chair Professor of International Business at Loyola University of New Orleans (Keynote Speaker).

Session I: from 9:00 a.m. to 10:20 a.m.

1.A: Statistics in Business Decisions

Location: SBUS 210

Chair: Mohammad Uddin, Marshall University.

- *Asset Return Distributions Using Quantile Functions and Distributional Least Squares.*
Zekeriya Eser, Eastern Kentucky University.
- *Stock Market Prediction Using the Long-Short-Term Model (LSTM) with Varying Hyperparameters.*
Joseph Akumatey, Kingsley Fasesin, and Ahmad Al Doulat, East Tennessee State University.
- *Does real earnings management affect a firm's debt choice?*
Mostafa Hasan (Macquarie University), Nurul Alam (The University of Sydney), Mohammad Uddin (Marshall University), and Stewart Jones (The University of Sydney).
- *U.S. Consumers and Small Businesses Continue to Navigate Uncertainty Economic Conditions.*
Robert J. Lahm, Jr. and Lane Graves Perry III, Western Carolina University.

1.B: Capabilities and Access Differences.

Location: SBUS311

Chair: Ben Eng, Marshall University.

- *Adverse Childhood Experiences and Financial Security: Gender and Racial Differences.*
Cynthia Harter and John F.R. Harter, Eastern Kentucky University.
- *Navigating the Dual Pathway to Creativity: The Role of AI in Enhancing Cognitive Flexibility and Persistence.*
Shuhong Wang, Radford University.
- *Evaluating the Effectiveness of Social Enterprise Models in Appalachia: A Comparative Analysis.*
Ben Eng, Ariana Shives, Brandon Dennison, David Wiley, and Paige Leonard, Marshall University.
- *Better Understanding Rural Entrepreneurs: Comparing Rural Startup Differences Between Italy and Appalachia.*

Samantha Steidle, Macie Rice, Dale A. Henderson, and Steve Childers, Radford University.

1.C: Supply Chain Challengers

Location: SBUS211

Chair: Jingran Zhang, Marshall University.

- *Exploring the Effects of the Logistics Performance Context on Product Launch and Economic Outcomes.*
Matthew Jenkins and Prasun Bhattacharjee, East Tennessee State University.
- *Analyzing the Decline in Offshoring in China.*
James Kirby Easterling and Michael Peake, Eastern Kentucky University.
- *Strategic Prediction and Decision Model for Retailers Operational Plan on Partnership with Third-Party Providers in Online Food Delivery.*
Jingran Zhang, Marshall University.
- *Do Heads-up Displays Improve User Performance on Complex Assembly Tasks? An Experiment Using Google Glass.*
Richard J. Gruss and David Goldberg, Radford University.

1.D: Workplace Managements

Location: SBUS310

Chair: Nancy Lankton, Marshall University.

- *Romance in (or out) of the Workplace? A Model Examining Employee Outcomes.*
Sunny Barboj and Jim Westerman, Appalachian State University.
- *The Influence of Work-Family Conflict on Time Bandity Engagement.*
Jamey R. Halleck, Marshall University.
- *The Option to Trust: Modeling Contingent Hiring Decisions as Real Options.*
Zachary A. Collier and Molly M. Sloan, Radford University.
- *Corporate Leverage during COVID-19.*
Tahsin Imtiazul Huq, M. Kabir Hassan, and Dung Viet Tran, Eastern Kentucky University.

1.E: International Trade and Technology

Location: SBUS112

Chair: Mohammad Karim, Marshall University.

- *The Spatiotemporal Characteristics and Reduction Pathways of County-Level Agricultural Carbon Emissions for Shanxi Province in China.*
Xinghua Wang, Marshall University.
- *Financial Literacy, Risk Aversion, and Entrepreneurship in China*
Yi Duan (Marshall University) and Chen Xu (St. Edward's University).
- *Cultural distance and intensive and extensive margins of trade*
Boniface P. Yemba and Mohammad Karim, Marshall University.
- *On the Empirics of Geographic Isolation and Technology Adoption.*
Oasis Kodila-Tedika (The University of Kinshasa), Yi Duan (Marshall University), Boniface P. Yemba (Marshall University), and Mathias Cinyabuguma (Worldbank Group).

1.F: Business Education and Curriculum

Location: SBUS109

Chair: Julia Graham, Eastern Kentucky University.

- *Case: Accounting Capstone Project.*
Emily D. Cokeley and Evan Mann, East Tennessee State University.
- *Student Perceptions of Generative AI and their Impact on learning.*
Barbara J. White and Jacey A. Jenkins, Western Carolina University.
- *Accounting Education, Yesterday's Education Model for Today's Auditing Challenges.*
Vincent Louis, Marshall University.
- *Do the Math II: Building a Math Mentality.*
Stephen Shackelford, Julia Graham, and Kristen B. Wilson, Eastern Kentucky University.

Session II: from 10:30 a.m. to 11:50 a.m.

2.A: Mergers and Acquisitions

Location: SBUS112

Chair: Prasun Bhattacharjee, East Tennessee State University.

- *Effect of Southwest-AirTran Merger on Product Quality and Varieties.*
Xin Xie and Prasun Bhattacharjee, East Tennessee State University.
- *How to efficiently sell your firm in M&As: Based on Chinese M&As.*
Lixun Su and Qian Xiao, Eastern Kentucky University.
- *Does delaying marketing practices in early stage startups impact acquisition and IPO prices?*
Kevin L Noe, Marshall University.
- *What is in a name... Is bad debt really unconditional conservatism?*
Timothy G Bryan, Marshall University.

2.B: Tax and Insurance

Location: SBUS311

Chair: Thomas Norton, Marshall University.

- *Using the Home Business Deduction and the Soliman Cases for Introductory Tax Research*
Michael D. Chatham and Yiwen Li, Radford University.
- *Wall Street "BETS"? Comparing the Taxation of Gambling to Speculative Investment.*
Thomas Norton and Casey Baker, Marshall University.
- *Employee Benefit Plan Audits - Knowledge Spillover for Improving Quality.*
Lisa Nash, Marshall University.
- *The cost of adding value: Do internal audit advisory services compromise assurance?*
Joseph A. Giordano and Gloria Sapounova, Western Carolina University.

2.C: Social Media and Marketing

Location: SBUS310

Chair: Zach Collier, Radford University.

- *Personality Predictors of Consumer Behavior in Virtual Reality Shopping Mall.*
Alexis Yim, Luke Liska, and Maneesh Thakkar, Radford University.
- *A Skeptic's Approach to Teaching Personality Theory in Marketing and Personal Selling Classes.*
Donald Shemwell, East Tennessee State University.
- *The Influence of AI and Cuteness on Social Marketing Effectiveness.*
Alexis Yim, Maneesh Thakkar, Yumei Mu, and Luke Liska, Radford University.
- *Prevention of Bank Failure and the Role of Social Media in Banking.*
Adam Morgan, Joshua Stapleton, Clay Palmer, Christy Trent, and Steve Chen, Morehead State University.

2.D: Emerging Technologies

Location: SBUS211

Chair: Rick Weible, Marshall University.

- *De-Escalation of Information Systems Projects: A Retrospective Reflection from Sixteen Years of Consulting at SAP.*
Douglas A. Battleson (East Tennessee State University) and Lars Mathiassen (Center for Digital Innovation).
- *Learning to Use LLMs, Prompt Engineering, or ChatGPT for Dummies.*
Rick Weible, Marshall University.
- *Imagine It or Image it? The Effectiveness of Product Context Cues in Online Review Pictures.*
Youngeui Kim (Appalachian State University), Yang Wang (The University of Wisconsin at Milwaukee), and Abhijeet Ghoshal (The University of Illinois).
- *Bridging the Gap: Unleashing Generative AI for Entrepreneur Social Infrastructure in Decentralized Communities.*
Carlton Robinson (Jax Chamber of Commerce) and Don Capener (Marshall University).

2.E: Contracts and Consulting**Location: SBUS210**

Chair: Olen York, Marshall University.

- *Assessing the Comparative Trustworthiness of Influencer Opinions in Consumer Decision-Making.*
Mackenzie Rider, Marshall University.
- *Self-Sabotage in Sports Leagues: When Oligopolies Damage Themselves.*
Kevin G. Knotts (Marshall University), Casey Baker (Marshall University), Olen L. York (Marshall University), and Andrew Carnes (Western Carolina University).
- *Employee Utilization of Flexible Work Arrangements: The Impact on Voluntary Turnover Intentions of Public Sector Human Resource Professionals.*
Elisabeth Arthur, Marshall University.
- *Exploring Management Consulting Value Creation for Microenterprises.*
Mariano Garrido-López, Lane Graves Perry, III, Yue Hillon, and Joshua Downs, Western Carolina University.

2.F: School Administration Issues**Location: SBUS109**

Chair: Bo Feng, Marshall University.

- *How much is too much? A case study of student housing in Boone, NC.*
Anna E. Carroll, Dennis B. Guignet, and Ash Morgan, Appalachian State University.
- *Exploring the interplay between charter school expansion and school district financial strain.*
Bo Feng, Marshall University.
- *Effectiveness of Early Intervention Across Behavioral, Educational, and Social Development in Autistic Children.*
Montana C. Grimes and Anca Traian, East Tennessee State University.
- *Schedulepalooza.*
Hollye K. Moss, Western Carolina University.

Lunch Break: from 12:00 p.m. to 1:15 p.m.

Location: SBUS113

12:30 p.m. - 1:15 p.m.: *Economic Gardening in Appalachia: Lessons from North Florida?*

Carlton Robinson (Keynote Speaker).

Session III: from 1:30 p.m. to 2:50 p.m.

3.A: Sport Management and Challenges

Location: SBUS210

Chair: David Steele, Marshall University.

- *NFL Playoffs Prediction: A Machine Learning Approach Leveraging Defensive Statistics.*
Ahmad Al Doulat and Anna White, East Tennessee State University.
- *Advancing the Risk Evaluation Model in Sport: A Proposal (Part I).*
Kadie Otto, Western Carolina University.
- *Lionel Messi's Effect on MLS Ticket Sales.*
Jennifer Y. Mak, Lei Ouyang, and David Steele, Marshall University.
- *Challenging Gender Stereotypes: Addressing Misconceptions in Women's Sports.*
Angel Daugherty and Steve Chen, Morehead State University.

3.B: Students engagement and success

Location: SBUS310

Chair: Kristen B. Wilson, Eastern Kentucky University.

- *Comparative Analysis of Learning Outcomes in Online vs. Face-to-Face Computing Courses at a Four-Year University.*
Ghaith Husari, Brian T. Bennett, and Chelsie M. Dubay, East Tennessee State University.
- *Effectively Implementing Teamwork in the College Classroom.*
Kelly G. Atkins and Michelle S. Freeman, East Tennessee State University.
- *Assessing Student Engagement of Career Fairs at Regional Universities.*
James Kirby Easterling, Michael Fore, and Kristen B. Wilson, Eastern Kentucky University.

- *How Can Public Regional Universities Close the Gap in Student Career Readiness.*

Henry Schaefer and J. Andy Travers, Radford University.

3.C: Mitigating Leadership Conflicts

Location: SBUS311

Chair: Robin McCutcheon, Marshall University.

- *The Economic Impact of Holding Allodial Title.*
Robin McCutcheon, Marshall University.
- *When Abusive Supervision May Be Mitigated: How Self-Leadership Can Help Followers Conserve Resources.*
Kevin G. Knotts (Marshall University), Mackenzie M. Festa (The University of Wyoming), and Jeffery D. Houghton (West Virginia University).
- *I Agree... I Disagree.*
Casey Baker, Ralph McKinney, Raymond Keener, and Olen York, Marshall University.
- *Changing Captain Ahab's Direction: A Look at Surviving Toxic Work Places.*
Ralph E. McKinney, Jr. and Alan Letton, Marshall University.

3.D: Accounting and Taxation

Location: SBUS211

Chair: Amanda Thompson-Abbott, Marshall University.

- *Auditor Negligence: Reconsidering Policy Justification for Limits on the Scope of Liability.*
Casey Baker and Timothy Bryan, Marshall University.
- *Harvesting Change: Evaluating Cannabis Tax Structures for Informed Policymaking.*
Tom Norton, Amanda Thompson-Abbott, and Alberto Hencke-Coustasse, Marshall University.
- *Effect of Incivility on Job Satisfaction and Turnover Intent of Accountants*
Douglas R. Parker and John Weatherford, Western Carolina University.
- *The Impact of Social Consensus and CEO Social Media Communication Strategies on Non-Professional Investors' Reactions to Financial Statement Disclosures of Governmental Assistance.*
Gloria Sapounova, Western Carolina University.

3.E: Healthcare and Planning**Location: SBUS112**

Chair: Ralph E. McKinney, Marshall University.

- *Walking in Stigmatized Shoes: Confronting Mental Health Stigma Through Virtual Reality.*
Josh Shimp (Radford University), Luke Liska (Radford University), and Jane Machin (Willamette University).
- *Physician Well-being and Healthcare Quality: Unraveling the Consequences of Burnout in Primary Care Settings*
Summer D. Payne (Thomas Hospitals), Jamie Parsons (Marshall University), and Alberto Coustasse (Marshall University).
- *Food Options in Employer Environments.*
Ralph E. McKinney, Kelli J. Williams, Philippe Georgel, and Lori A. Howard, Marshall University.
- *Can Poverty Reduction Program Help Couples in Family Planning? Evidence from India's MGNREGA Program.*
Satadru Das (Reserve Bank of India) and Nabaneeta Biswas (Marshall University).

Session IV: from 3:00 p.m. to 4:40 p.m.**4.A: Market and Financial Choices****Location: SBUS210**

Chair: Shaorong Zhang, Marshall University.

- *Hedge Fund Ownership and Auditor Turnover in U.S. Publicly Listed Companies.*
Sarah Feltus, Eastern Kentucky University.
- *Capital Structure of Chinese Public Firms.*
Wei Xiong and Shaorong Zhang, Marshall University.
- *The Housing Market from an Interest Group Perspective.*
Joseph Michael Newhard, East Tennessee State University.
- *An Examination of the Impact Regulatory News Announcements Have on Firms Vested in the Cryptocurrency Market.*
Joseph Hashem, Western Carolina University.
- *Navigating the Future of Healthcare: Big Data's Impetus for Inpatient Quality Enhancement.*
Lakyn Hyre, Brian Cox, and Alberto Coustasse, Marshall University.

4.B: Financial Market and Innovations

Location: SBUS310

Chair: Casey Baker, Marshall University.

- *Inverting Quantile and Cumulative Functions Using Cubically Convergent Halley's Method.*
Zekeriya Eser, Eastern Kentucky University.
- *User Cost of Monetary Aggregates and Aggregate Private Investment in US.*
Boniface P. Yemba (Marshall University), Biyan Tang (University of Massachusetts Dartmouth), and Dongfeng Chang (Shandong University).
- *The Impact of Machine Learning on Bias in Business Settings*
Riley Hayden, Brian T. Bennett, and Mathew Desjardins, East Tennessee State University.
- *Digital Work and / or Fun: Hedonic and Utilitarian Value in Cryptocurrency and Non-Fungible Tokens.*
David G. Shows, Appalachian State University.
- *A Good FIT for Crypto?*
Casey Baker and Ralph E. McKinney, Marshall University.

4.C: Sustainability and Social Issues

Location: SBUS311

Chair: Deepak Subedi, Marshall University.

- *Environmental Sustainability in 3D Printed Clothing.*
Wei Xie, Appalachian State University.
- *Incorporating DEI into Corporate Strategy.*
Alan Letton, Marshall University.
- *Women Empowerment Framework: Global Approach.*
Uday Tate and Deepak Subedi, Marshall University.
- *Assessing the EITC's Role in Poverty Allegation: A Two-Decade Review of Policy Changes and Economic Conditions.*
Susan Lanham, Amanda Thompson-Abbott, and Tom Norton, Marshall University.

4.D: Vulnerable Populations

Location: SBUS211

Chair: Alberto Coustasse, Marshall University.

- *Technological Progression in Elderly Health: Examining the Influence of Electronic Health Records on Long-Term Care and Nursing Home Environments*
Wendy Trzyna, Dennis Lee, and Alberto Coustasse, Marshall University.
- *Romance Scams: Why Do People Fall for These?*
Deepti Agrawal, Kulraj Singh, and Dhruv Sharma, Appalachian State University.
- *Revolutionizing Revenue Cycle Management: AI's Impact on Healthcare Organizations*
Rachel Pennington and Alberto Coustasse, Marshall University.
- *Do Activist and Radical Political Intentions Motivate Entrepreneurial Intentions?*
Bryan B. Darden and Emma L. Best, Western Carolina University.
- *Rural Hospital Closures: Unraveling the Socioeconomic, Healthcare Access, and Community Impact on Local Communities*
Jake Lestitian-Howard, Chase Ooten Jay Poindexter, Colette Martin, and Alberto Coustasse, Marshall University.

4.E: Business Education and Pedagogy

Location: SBUS109

Chair: Timothy G. Bryan, Marshall University.

- *Collaborative Auto-ethnography for Enhancing Business Pedagogy: Rising to the Challenge.*
Kevin H. Fulk, Barbara Jo White, and Richard Taylor, Western Carolina University.
- *Engaging Students through a Financial Literacy Fair: Incorporating Peer-to-Peer Learning, Industry Engagement, and Fun.*
Maggie Abney, Cynthia Harter, and Tahsin Huq, Eastern Kentucky University.
- *Revolutionizing Business Curriculum through Tailored Programs.*
James Kirby Easterling, Kristen B. Wilson, and Julia Graham, Eastern Kentucky University.
- *What influences students' choice of major? Why not accounting?*
Dorothy A. Thompson (Coastal Carolina University), Timothy G.

Bryan (Marshall University) , and Ali J. Kooti (Georgia Gwinnett College).