

7:00-7:45 Registration and Light Breakfast, 4th Floor, Peacock Hall							
Session	Room 4010	Room 4011	Room 4012	Room 4014	Room 4016	Room 4017	Room 3019
Session 1	Rebecca Hutchins, Chair	Dawn Medlin, Chair	Shawn Bergman, Chair	Joseph Cazier, Chair	Jeffrey Hobbs, Chair	David Shows, Chair	
8:00-9:30am	<p>A. Bentley and M. Steadman <i>Assessing the Readiness of New Hires in Public Accounting</i></p> <p>R. Hutchins and F. Roberts <i>Factors that Determine the Decision to Major in Accounting: Reporting From a Survey of Accounting Graduates</i></p> <p>G. Burkette and M. Freeman <i>Storytelling in the Accounting Classroom</i></p> <p>M. Freeman <i>The CPA Exam is Changing: Are the Professors Ready?</i></p>	<p>C. Chen <i>Building a Virtual Reality-Based Situational Learning System to Increase Security Awareness of General Users</i></p> <p>C. Chen <i>Customer's Perspectives of Air Drone Delivery Services</i></p> <p>D. Medlin and S. Vannoy <i>QR Code Utilization: A Double-Edged Sword</i></p> <p>P. Day and D. Medlin <i>Using Real Time Radio Frequency Identification Technology to Enhance Parking Lot Entry</i></p>	<p>A. Hellman, Samantha Everett, C. Brown, B. Modi, K. Kirk, and S. Bergman <i>Understanding the Language of a Convict: An Analysis of Social Media</i></p> <p>S. Bergman, C. Brown, K. Alvarez, M. Parry, J. McGee, T. Nolt, and J. Wilson-Kearse <i>Staying on Track: Identifying At-Risk Students Through Analytical Assessment of their Writing</i></p> <p>M. Roberson and Thomas Ereksion <i>Improving Student Effort on a Learning Outcome Assessment: Benchmarks, Options, and Results</i></p> <p>K. Tanel and M. Roberson <i>Competency Development in University Business Students: A Multiperspective Analysis</i></p>	<p>S. Volstad, M. Dawson, J. Cazier, W. Winn, and J. Grey <i>Understanding the Hidden Meaning of Pink Ribbon Blogs: A Comprehensive Text Analysis</i></p> <p>S. Volstad, X. Qiu, J. Cazier, M. Jacobs <i>Validating a Framework for Observational Assessment of Beehive Health: Testing the Bayer Model</i></p> <p>J. Connor, E. Hassler, and A. Mandarinio <i>A Systematic Mapping Study of Beekeeping</i></p> <p>U. Saglam <i>The Efficiency Ranking of Renewable Energy Sources with Data Envelopment Analysis</i></p>	<p>M. McKinney and D. Dotterweich <i>An Approach to Comparing Attorney Discipline Across Regions: Sixth and Ninth Circuits</i></p> <p>J. Hobbs and T. Keasler <i>Financial Calculator Settings, Framing, and the Time Value of Money – A Test of Annuity Problems</i></p> <p>D. Banerjee <i>A Big Adventure Gone Awry: What went Wrong? A Case Study in Risk Management</i></p>	<p>D. Shows <i>Group Think in Team Selling? An Exploration of Group Dynamics in Modern Selling Organizations</i></p> <p>S. Rader, N. Vorontsova, and Z. Subhan <i>21st Century "Pharma Talk": Taking Social Media from Talk to Action</i></p> <p>V. Billings and W. Zhuang <i>Online Students Demographics and Motivations to Enroll in Class</i></p> <p>S. Leon and N. Uddin <i>International Flights and Ancillary Services: What are Passengers Buying?</i></p>	
9:30-10:00am BREAK							
Session 2	Jason Xiong, Chair	Ken White, Chair	Rachel Shinnar, Chair	Chris McNeil, Chair	Shawn Bergman, Chair	Mike Roberson, Chair	
10:00-11:30am	<p>Y. Tang, J. Xiong, Y. Luo, and Y. Zhang <i>An Econophysics Approach to Understand the Network Structures and Statistical Validation of Stock Markets</i></p> <p>R. Gregory <i>Financial Openness and Total Factor Productivity Growth</i></p> <p>M. Stolberg <i>Can OLEO, Liquor, Tobacco, and Dogged Enforcement Shed Light on Proposals to Reform the Federal Tax Code?</i></p> <p>D. Bruner, M. Jones, M. McKee, and C. Vossler <i>Tax Reporting Behavior with Prepopulated Tax Returns</i></p>	<p>J. Harris, J. Hollars, L. Ellis, K. Collins, L. Savastano, and S. Bergman <i>What Not to Share: Social Media Persona and Hiring Decisions</i></p> <p>M. Robles <i>The Debate about Using Social Media to Screen Job Applicants</i></p> <p>P. Temple, C. Maples, E. Smith, C. Vincent, S. Montagno, S. Bergman, and K. Lesniak <i>To Have or Not to Have: How the Presence of Social Media Profiles Impacts Applicant Impressions</i></p> <p>A. Gorman and M. Greer <i>When Does Transformational Leadership Inspire Organizational Citizenship Behavior? The Influence of Prosocial Identity</i></p>	<p>R. Shinnar <i>How Social Entrepreneurs Justify their Business: Turkish Evidence of Legitimate Distinctiveness</i></p> <p>R. Lahm <i>A Guide to Online Tools for Entrepreneurs</i></p> <p>J. Ryman and D. Roach <i>Innovation, Design Thinking, and the Behaviors of Entrepreneurial Firms</i></p>	<p>M. Abney, L. Barthel, and T. Martin <i>Entrepreneurial Finance: Joining the Ideas and the Numbers to Encourage Entrepreneurial Willingness</i></p> <p>J. Faidley <i>Looking Back – Looking Forward Stock Market Valuations and Comparisons</i></p> <p>T. Martin and A. Elnahas <i>Empirical Analysis of Stock Price Changes Related to Executive Succession</i></p> <p>C. McNeil <i>Automated Grading of Excel Assignments</i></p>	<p>S. Murray, B. Wasowski, and S. Bergman <i>Analyzing Customer Demographics to Improve Effectiveness of the High Country Workforce Development Board</i></p> <p>A. Carnes, T. Creasy <i>The Effects of Workplace Bullying on Team Learning, Innovation, and Project Success as Moderated through Virtual and Traditional Team Dynamics</i></p> <p>T. Creasy, V. Anantatmula <i>Characteristics of Project Teams for Traditional and Agile Projects: A Comparative Study</i></p> <p>N. Latowsky, Nkem Obi-Melekwe, and S. Bergman <i>Displaying Corporate Social Responsibility: How Online Platforms Affect Perceptions of Organizations</i></p>	<p>M. Clodfelter, Nkem Obi-Melekwe, Nile LaTowsky, C. Hartwell, and S. Bergman <i>LinkedIn vs. Facebook: Examining Job Seekers' Reactions to Organizations' Use of Social Media Screening</i></p> <p>A. Engle <i>Preparing Business Students for the Past? Complex Environments, Multinational Strategies, and Balanced Professional Competencies</i></p> <p>M. Roberson <i>Exploring the Utility of Mindfulness and Self-Regulation Assignments for Business Students</i></p> <p>B. Polin <i>Organizational Conflict Navigation: Building a Comprehensive Conflict Management Course</i></p>	
11:30am-1:00pm Lunch, 4th Floor, Peacock Hall							
Session 3	Mary Stolberg, Chair	Pia Albinsson, Chair	Shawn Bergman, Chair	Dana Clark, Chair	Peter Groothuis, Chair	Kristen King, Chair	Joe Walsh, Chair
1:00-2:30pm	<p>M. Stolberg, H. Stallworth, and T. Kowalczyk <i>Could the New Sustainable Accounting Standards Board (SASB) Metrics Have Alerted Investors to Bankruptcies in the Coal Industry</i></p> <p>A. Masino <i>The CPA Application & State Board of Accountancy: Freedom of Information Law Violations</i></p> <p>D. Dotterweich and J. Snyder <i>Does IMA Certification Actually Result in One Third Higher Salaries for Accountants?</i></p> <p>K. Schneider <i>Filing a Joint Income Tax Return: Sweating the Small Stuff</i></p>	<p>P. Albinsson and Y. Perera <i>Non-Ownership: A Consumer Perspective of Clothing Libraries</i></p> <p>B. Liang <i>How Far Should a Brand Extend: The Role of Brand Loyalty and Expert Advice</i></p> <p>K. Hood and C Hopkins <i>Building Sales People: Recommendations for the Development of a Professional Sales Mentorship Program</i></p>	<p>S. Jeffer, S. Ritchie, S. Bergman J. McGee, T. Nolt, and J. Wilson-Kearse <i>Micro-Cohorts: Using Psychographic Segmentation to Measure the Differential Effectiveness of Out-of-School Tutoring on Groups of Students</i></p> <p>T. Moore and A. Gorman <i>Constructing Future Business Leaders: Evaluating a Mixed Methods Approach to Leadership Education in an MBA Curriculum</i></p> <p>L. Carnes, F. Awang, and Q. Xiao <i>A Holistic Education Approach for Assessing Business Programs</i></p> <p>M. Hansen, S. Bergman, J. McGee, and T. Nolt <i>Using Analytics to Assess the Effectiveness of Enrollment Factors in Predicting Math I Performance</i></p>	<p>D. Clark and C. Kline <i>What do Rural Tourists Want? An Exploration from Lenoir, N.C.</i></p> <p>C. Koen <i>ADD and the Americans with Disabilities Act: Is Anyone Paying Attention?</i></p> <p>Y.C. Hillon <i>New Insights of Strategic Venturing Through Socio-Economic Approach to Management</i></p>	<p>B. Sullivan and J. Whitehead <i>The Effect of the Hemlock Woolly Adelgid on Property Values in Watauga County, N.C.</i></p> <p>S. Ha <i>An Examination of the Impact of Health Insurance Enrollment in Reducing Racial Health Disparities</i></p> <p>W. Anderson, K. Cockerill, P. Groothuis, C. Gu, T. Mohr, and J. Whitehead <i>The Role of Scientific Information on the Willingness to Pay for Stormwater Abatement</i></p> <p>P. Bhattacharjee, B. Mandal, and A. Biswas <i>Sector Specific Inflow of Capital, Non-Traded Sector, and Implications for Real Exchange Rate</i></p>	<p>K. King and J. Graham <i>Evaluation of IT Ethical Scenarios: A Multidimensional Analysis</i></p> <p>S. Vannoy <i>The Hidden Impact of Information Systems on Firm Performance</i></p> <p>Z. Houlik, D. Medlin, H. Choi, and J. Xiong <i>Mobile Distractions: A Risky Driving Behavior</i></p>	<p>X. Xie <i>Associations of Health Insurance Coverage, Mental Health, and Drug Use with Mental Health Service Use in U.S. Adults</i></p> <p>J. George and W. Trainor, Jr. <i>Portfolio Insurance Using Leveraged ETFs</i></p> <p>R. Beach <i>Implicit Startup Subsidies</i></p> <p>D. Goff, C. McNeil, and J. Walsh <i>Excel: It's What You Know, Not What You Think You Know</i></p>