

# **Arkansas College Teachers of Economics and Business: ACTEB 2022**

**September 23, 2022**

**Central Baptist College**

**Community Room in Mabee Student Services Complex**

**8:30-9:00AM** Registration and Breakfast

**9:00-9:20 AM** **Welcome**

- Dr. Kateryna Pitchford, President of the Arkansas College Teachers of Economics & Business (2021 - 2022) & Associate Professor of Business, Central Baptist College
- Video Message from Governor Asa Hutchinson
- Dr. Gary McAllister, Vice President for Academic Affairs, Central Baptist College
- Review of the Conference agenda

**9:25-10:00 AM Plenary I (Community Room) Business without borders: Arkansas' place in the global economy**

- Mitch Bettis, Owner and President at Arkansas Business Publishing Group & 360 West Magazine

**10:00-10:15 AM** Networking & Refreshments

**10:15-11:40 AM** **Expert Panel: Post Pandemic Arkansas**

**THEME: POST- COVID ARKANSAS AND FUTURE OUTLOOK**

- Britni Elder, Associate Vice President for Human Resources and Risk Management at University of Central Arkansas
- Jeff Pitchford, Executive Vice President of Arkansas Farm Bureau Federation, Arkansas Agriculture
- Jeff Standridge, Conductor, Entrepreneurship
- Denise Thomas, CEO of World Trade Center Arkansas
- Matthew Troup, CEO Conway Regional Health System

Moderator: Leo Cummings III, Director of Member Engagement at Conway Area Chamber of Commerce

**11:45-12:45 PM** **Lunch & Plenary II (Community Room)**

Mervin Jebaraj, Director of the Center for Business and Economic Research at the Sam M. Walton College of Business at the University of Arkansas

**12:45-1:00 PM** **Walk to the Watkins Building**

1:00-1:45 PM

## Concurrent Sessions 1-3 Watkins Building

### Session 1: Accounting and Finance / WAB 311

Session Moderator: Qifeng "Charles" Wu

*The Effects of Covid-19 on Corporate Financial Reporting Practices in Life Science Industry*

Young Park, University of Arkansas-Pine Bluff

*Benford's Law and the Impact of Director Blockholders*

Eric Valenzuela, Southern Arkansas University

*Audit Fees, Cost of Debt, and Debt Covenant Compliance Assurance*

David Folsom, The University of Texas at El Paso

Xing Gao, Louisiana State University Shreveport,

Qifeng "Charles" Wu (Presenter), University of Central Arkansas

### Session 2: Economics / WAB 316

Session Moderator: Thomas Snyder

*Evaluating Impacts of Legalized Marijuana*

Yong-Suhk "Peter" Wui (Presenter), University of Arkansas-Pine Bluff

Zion Che, University of Arkansas-Pine Bluff

*Discrimination in Mortgage Lending Markets in US Metropolitan Area*

Joon J. Park, University of Arkansas-Pine Bluff

*Patterns of Development: Rejection of Appropriate Technology and Risk of Oblivion in a Complex, Rent-Seeking Society*

Marshall Horton, Ouachita Baptist University

*Do Work Barriers for Justice-Impacted Individuals Incentivize Criminal Behavior?*

Thomas Snyder (Presenter), University of Central Arkansas

Zachary Burt, University of Central Arkansas

Caleb Vines, University of Central Arkansas

### **Session 3: Pedagogy / WAB 303**

Session Moderator: Jose Castillo

*Utilizing Campus Makerspaces to Impact Engagement and Learning*  
Ronald Duggins, University of Central Arkansas

*Fourth Amendment Implications of a Camera Room Scan as a Method of Remote Proctoring During On-Line Examinations*  
Ahmed Elkassabgi, Arkansas Tech University  
Thomas W. Pennington (Presenter), Arkansas Tech University

*On the Intricacies of Teaching and Understanding the Concept of Opportunity Cost in Economics: Conceptualizing a New Approach*  
Jose Castillo, University of Arkansas-Pine Bluff

**1:45-2:00 PM**

Networking & Refreshments

**2:00-2:45 PM**

### **Concurrent Sessions 4-6 Watkins Building**

#### **Session 4: Finance / WAB 316**

Session Moderator: Stephen Yao

*IPO Underpricing Following JOBS Act*  
Hannah Musso, University of Central Arkansas

*Predictability of Exchange Rate on Oil Prices-Flexible Least Squares Solutions*  
Ling T. He, University of Central Arkansas

*Risk Perception, Risk Aversion, and Risk Management for Nonindustrial Private Forest Landowners: A Field Experiment*  
Yiling Deng, University of Central Arkansas  
Stephen Yao, University of Central Arkansas

#### **Session 5: Leadership and Ethics / WAB 303**

Session Moderator: Marsha Carson

*The Mutual Engagement Leadership Model as a Response to Covid-19 Pandemic*  
Kateryna Pitchford, Central Baptist College

*An Instrumentalist Approach to Transparency in Ethical Reasoning*  
David McCalman, University of Central Arkansas

*Educational Background and Religiosity on College Students' Ethics Perception*

Marsha Carson (Presenter), University of Central Arkansas  
Alexander Chen, University of Central Arkansas  
Michael Rubach, University of Central Arkansas  
Chris Tuggle, University of Central Arkansas

## **Session 6: Marketing, Management, and Finance / WAB 311**

Session Moderator: Emily Emery

*I Hope Therefore I Save: The Positive Effect of Hope on Financial Decision Making*

Stephen Juma, Southern Arkansas University

*The Effects of Ineffective Communication on Employee Engagement*  
Emily Emery, College of the Ozarks

*Review on Evolution of Marketing Analytics in the Age of Big Data*  
Kamlesh Tiwari, University of Arkansas – Pine Bluff

**2:45-3:00 PM**

Networking

**3:00-3:30 PM**

**ACTEB Business Meeting at Mabee Building/WAB 316**