

# November 1

Time	Agenda Item	Presenter(s)
8:00 - 8:50 (JH128)	REGISTRATION & CONTINENTAL BREAKFAST Sponsored by Cengage	
9:00 - 9:20 (JH113)	Welcome and Introduction	TSU Administration and Mayur Desai
9:20 - 10:45 (JH113)	KEYNOTE by Sudhir H. Desai (CISCO, Inc.) "The Weakest Link"	Sudhir Desai, CISCO Network Specialist, CISCO Inc.
10:45 - 11:00 (JH128)	REFRESHMENT AVAILABLE	
11:00 - 12:15 (JH) (Chair: Dale Rude)	1A 1. Gen Y and Gen Z College Students Implications for Recruiting, Retention, and, Placement 1A 2. Using Consequences to Develop Emotional Intelligence 1A 3. Behavioral Economics and Data Science	Maresh Vanjani, Mayur Desai Chynette Nealy Swati Basu
11:00 - 12:15 (JH) (Chair: Richard Taylor)	1B 1. Embedding Cyber Security in Business Information System Courses 1B 2. Information Security Risks: Who to Trust? 1B 3. Incorporating SAP to Teach Cost Accounting	P. V. Rajkumar, Kamala Raghavan, Mayur Desai Richard Taylor Kun Wang
11:00 - 12:15 (JH) (Chair: Johnnie)	1C 1. Data Science use in Business Education, Ethics, and Governance 1C 2. On Data Analytics across the Curriculum for Business Students 1C 3. Evolving Role of Data Analytics in Business in Gaining Competitive Advantage	Syed Ali, Utpal Bose, Bulh Min Marion Smith Balaji Janamanchi
11:00 - 12:15	1D 1. Cengage Presentation - TITLE: Cengage Unlimited - Now your students can have it all.	Lauren Gordon, Cengage Customer Success Manager
12:15 - 1:45 (JH128)	LUNCH KEYNOTE by Janie Belinne (University of Houston) "Gen Z Has Arrived...and They're Not Millennials"	Janie Belinne, University of Houston
2:00 - 3:30 (JH) 374)	WORKSHOP: Visible Analyst	Presented by Michael Cesino (Visible System Corporation)
2:00-3:30 (JH)213)	WORKSHOP: Excel	Presented by Emese Felvégi, Kathy Cossick (U of H)
3:30-3:45 (JH)242)	BREAK	
3:45 - 5:15 (JH)213)	WORKSHOP: Excel Using Excel Pivot tables to visualize and analyze City of Houston Uniform Crime Data to allocate crime fighting resources	Presented by Syed Ali, Ruth Robins (UHD)
2:00-3:15 (JH) 238) (Chair: C.B Claiborne)	2A 1. Do Students Really only Learn in the Classroom? Using Student Organizations and Competitions to Enrich the Educational Experience 2A 2. Blockchain and Supply Chain Innovation 2A 3. Selfies on the Clock: Snapshot of Ethical uses and Abuses of Corporate Social Media & Employee 2A 4. An AACSB's EII Paradigmatic View of Ethics, Data Science, Social Media and Business Managerial Education	Delonia Cooley Kamala Raghavan, Mayur Desai Kira Laws Lucy Ojode
2:00-3:15 (JH) 239) (Chair: Kun Wang)	2B 1. Securities Regulation Study As Career Credentials-Preparation: That Securities Industry Essentials Examination Opportunity 2B 2. The Effects of Global Oil and Gas Prices and Production Fluctuations on the Economy of Nigeria 2B 3. Emergency Management Policy Changes by City of Houston after Hurricane Harvey 2B 4. Coping with Damages in the City of Houston in the Aftermath of Harvey	George Steven Swan Solomon Osho, Oluwagbemiga Ojumu, Lawrence McNeil, Suhir Tandon, Cleveland Stiff Hussain Rizvan Sarmistha R. Majumdar
2:00-3:15 (JH)242) (Chair: Richard Pitre)	2C 1. Ethics and Competency Dimensions in Cross-Cultural Research 2C 2. Ethics & Analytic Visualization Software Solution 2C 3. Using Ethical Appeals and Elaboration Likelihood to Address Student Cheating	Sutin Horwits Tahereh Jafari, Syed Ali, Min Bui David E. Hansen
2:00-3:15 (JH)210) (Chair: Richard Taylor)	2D 1. Marketing Professor Running for Office against Establishment 2D 2. Strategies for Teaching Data Science Courses 2D 3. The Impact of Emotional Intelligence on Leadership Styles among Information Technology Professional Leaders in Manufacturing Industry	G Puente, Julianna Owen Robert Vinaja Eniola Olagundoye
3:15-3:30 (JH)242)	BREAK	
3:30-4:45 (JH) 238) (Chair: Rajkumar)	3A 1. Social Media and Data Science in the C-Suite: Oh What a Tangled Web We Have Weaved 3A 2. Be Your Best Brand 3A 3. Opt Into Success - Student Choice and Learning Outcomes in Face-to-Face and Hybrid Environments Media Policies	Melissa Baldo, Frank Cavaliere, Toni Mulvaney, Marleen Swerdlow Rochelle Parks-Yancy Olivia Miljanic, Emese Felvégi
3:30-4:45 (JH) 239) (Chair: G. Solomon)	3B 1. A Threat to Our Very Existence: A Multi-Disciplinary Panel Examines the Shocking Student Loan Bubble and the Foibles of the Varied Proposed Solutions 3B 2. Ethics and the Brain 3B 3. Should the University Teach Students "How Money Works?"	Johnnie Williams, Carlton Perkins, O. Felix Ayadi, Ladelle M. Hyman Richard Pitre Carlton Perkins, Richard Pitre
3:30 - 4:45 (JH) 242) (Chair: Madhu Sahoo)	3C 1. Senator Carlos Uresti: Ethical Lapses Ruin Lives in Two Short Years 3C 2. Use of Experiential Learning Model in Online Courses to Enhance Business Education 3C 3. What is the Impact of Personality Self-assessments on Students?	Dennis Elam, Richard Green Madhu Sahoo Dale Rude, Marina Sebastijanovic
3:30-4:45 (JH) 210) (Chair: Balaji)	3D 1. Revisiting the Recession of 2007 3D 2. Analytical Dynamics of Exchange Traded Instruments 3D 3. Flipping a Course on a Shoestring: Maximizing your Return on Investment	Oscar Criner Oscar Criner Michael Murray
6:00 - 9:00 (President's Lounge)	RECEPTION/DINNER/BANQUET KEYNOTE by Jean Ramsey (Emeritus Professor, Texas Southern University) "Reflections on the Evolution of the Southwestern Business Administration Conference"	Presentation by Jean Ramsey (Emeritus Professor, Texas Southern University)

# November 2

Time	Agenda Item	Presenter(s)
8:00 - 8:50 (JH128)	CONTINENTAL BREAKFAST Sponsored by McGraw-Hill	
9:00 - 10:00 (JH) 127)	"McGraw-Hill Presentation" by Erin Vooel and Jennifer Johnson	
10:00 - 10:15	BREAK	
10:30 - 11:45 (JH) 238) (Chair: Lucy Ojode)	4A 1. #HelpThemLearn: Social Media Involvement and Video-Creation Assignments Improve Student Performance and Engagement Within an Undergraduate Business Course 4A 2. A Teaching Toolbox: Readily Available Technology for Teaching Business 4A 3. Service Learning Projects in Finance and Student Learning Outcomes-An Exploration from an International Financial Management Course	Bradley Miller Pooya Tabesha, Shuoyang (Sunny) Zhanqa Sidikan Bayram
10:30 - 11:45 (JH) (Chair: Kamala)	4B 1. Multimodal Engagement of Diverse Learners in the Digital Age 4B 2. The Future of Artificial Intelligence (AI) and Its Impact on Education 4B 3. Information & Computer Literacy Lessons Learned in Undergraduate Business Mass Sections	Emese Felvégi, Lois K. Hamburger Antoinette Christopher Emese Felvégi, Robert McCarr
10:30 - 11:45 (JH) (Chair: Mammo Woldie)	4C 1. Social Responsibility: Preparing Students for the Real World 4C 2. Team-Based Problem-Solving Dynamics: A Case Study from an HBCU 4C 3. Impact of Various Marketing Theories and Software Applications on Small Colleges	Jeff Dyson, Alicen Flosi, Gisele Moss Olusegun Felix Ayadi, Mammo Woldie, Jakeun Koo, Anthonia Allagoa-Warren Melissa Martirano
10:00 - 12:00 (JH)	WORKSHOP: SAP	
	END of All Sessions and Workshops	
12:00 - 1:00 (Dean's Conference Room)	COMMITTEE MEETING - CLOSING REMARKS	