

Financial Education Association 2018 Annual Conference as of 081518

Updated

September 20 – 22, San Antonio, Texas

Thursday, September 20

Location / Time	Ballroom A	Ballroom B	Ballroom C	Minuet	Patio
Session 1 8:30 – 10:00	Economics and Finance	Educational Research I	Finance Pedagogy I	Panel 1: Grading Case Courses in Finance	Exhibitor Session 1
Session 2 10:30 - Noon	Cases I	Educational Research II	Educational Research III	Pedagogy in Accounting, Finance, and Business I	Panel 2 Workshop: Building on the 2016 MacArthur Foundation One Hundred Million Dollar Competition
Session 3 1:30 – 3:30	Finance Pedagogy II	Finance Pedagogy III	Pedagogy in Accounting, Finance, and Business II	Pedagogy in Accounting, Finance, and Business III	Exhibitor Session 2

Friday, September 21

Location / Time	Ballroom A	Ballroom B	Ballroom C	Cavalier	Patio
Session 4 8:30 – 10:00	Cases II	Educational Research IV	Finance Pedagogy IV	Pedagogy in Accounting, Finance, and Business IV	Panel 3 Workshop: Creating Community Online
Session 5 10:30 - Noon	Educational Research V	Educational Research VI	Pedagogy in Accounting, Finance, and Business V	Panel 4: Communities of Practice: Developing and Growing as Higher Education Faculty	Panel 5: Online Teaching
Session 6 1:30 – 3:30	Curriculum I	Curriculum II	Educational Research VII	Finance Pedagogy V	Panel 6: Discussion on Student Managed Funds

1st CORRECTION: ABE and FEA board meetings will both be held @ 3:45 on Friday, Rooms TBA

Exhibitor Session 3 will be during 8:30 slot (Room TBA)

Exhibitor Session 4 will be during the 10:30 slot (Room TBA)

(continued)

Saturday, September 22

Location / Time	Ballroom A	Ballroom B	Ballroom C	Minuet	Patio
Session 7 9:00 – 11:00	Pedagogy in Accounting, Finance, and Business VI	Pedagogy in Accounting, Finance, and Business VII	Pedagogy in Economics and Finance	Panel 7: Ethics in the Finance Curriculum	Panel 8: Workshop: Open Educational Resources (OERs) in the Finance Classroom

Thursday

Breakfast: 8:00 – 8:30 in **Ballroom Lobby**

Session 1: Thursday, September 20 8:30 – 10:00

S1: Economics and Finance – Location: Ballroom A

1. Rethinking Copyright in Music Industry of China and the U.S. Using an Economic Analysis → Author(s): Ying Zhen
2. Modeling the Sensitivity of Retirement Age and Effects of Inflation, Take-Out and Growth on the Longevity of Wealth → Author(s): Gary Leinberger
3. Perceived versus Actual Investor Sophistication; A Behavioral Study → Author(s): Stuart Michelson

S1: Educational Research I – Location: Ballroom B

1. A Simple Way to Improve Success Rates in Online Classes → Author(s): Richard J. Fendler
2. Financial Literacy: The Case of Personal Bankruptcy and Consumer Credit Delinquency → Author(s): Vishaal Baulkaran
3. Excel Skills: Self-Assessment versus Reality → Author(s): Don Cox, Delbert Goff, Chris McNeil, Joe Walsh

S1: Finance Pedagogy I – Location: Ballroom C

1. Micro-Lectures and Storytelling to Enhance Understanding of Concepts in Finance → Author(s): Karl Borden
2. Use of True / False Questions to Encourage Analytical Thinking and Aid in Learning Finance Concepts → Author(s): Howard Keen
3. Seeing is Believing - the Study Abroad Approach to Finance Courses → Author(s): Y. Jenny Zhang, Kent Ragan

S1: Panel 1: Grading Case Courses in Finance → Panelist: George W. Kester, Alva W. Butcher, Robert Stretcher, Bennie Nunnally – **Location: Minuet**

Exhibitor Session 1 – **Location: Patio**

Break: 10:00 – 10:30 in **Ballroom Lobby**

Session 2: Thursday, September 20 10:30 – Noon

S2: Cases I – Location: Ballroom A

1. Lands' End Capital Budgeting Decision → Author(s): Helen Saar
2. Ursa Nav: The Power of the Bear → Author(s): Karen Hallows, Susan White
3. Mallorca-Hubb, a Winning Combination? → Author(s): Francisco J. López Lubián

S2: Educational Research II – Location: Ballroom B

1. New Revenue Recognition Standards – A First Look at the Early Adopters → Author(s): Barbara Tarasovich
2. Do Business Ethics Courses Influence the Desired Moral Approbation of Students? → Author(s): Jerry L. Stevens, John Clinebell, Sharon Clinebell
3. Hybrid vs. Hyflex Instruction in an Introductory Finance Course → Author(s): Pablo Calafiore

S2: Educational Research III – Location: Ballroom C

1. Evaluating the Impact of Student Response System (SRSs): Evidence from Hong Kong Undergraduate Finance Students → Author(s): Louis T. W. Cheng, Jacqueline Wenjie Wang, Kam C. Chan
2. Financial Literacy and Retirement Savings Intentions in Botswana: A Structural Equation Modelling Approach → Author(s): Thuto Mahlanza
3. Financial Risk Tolerance Revisited: Evidence of Traditional Undergraduate Business Students → Author(s): Zhuoming Peng

S2: Pedagogy in Accounting, Finance, and Business I – Location: Minuet

1. Digital Heutagogy with a Nod towards Digital Andragogy from the Grounding of Digital Pedagogy: 21st Century Self-Determined Learning Expectations Associated with Values, Standards, Skill Competencies and Dispositions → Author(s): Caroline M. Crawford
2. Student Learning in the Business Disciplines → Author(s): Kathy L. Hill
3. Optical Illusion in the Comparison of NPV Profiles of Mutually-Exclusive Projects → Author(s): Domingo Castelo Joaquin

S2: Panel (Workshop) 2: Building on the 2016 MacArthur Foundation One Hundred Million Dollar Competition: Transforming Business Education and the World, One School at a Time → Panelist: James A.F. Stoner – Location: Patio

Lunch: Noon – 1:30 in **Ballroom Lobby**

Session 3: Thursday, September 20 1:30 – 3:30

S3: Finance Pedagogy II – **Location: Ballroom A**

1. Don't Roll the Dice if You Can't Pay the Price: Using Games to Teach Bond Pricing → Author(s): Mary Funck, Karen Sherrill
2. Valuing Perpetuities with Finance Intuition (Instead of Infinite Series) → Author(s): Steve Johnson
3. Use of Simple Excel Exercises to Reinforce Learning of Finance → Author(s): Howard Keen
4. Equipping Students with Advanced Excel Skills in the Classroom – Creating Flexible, Robust, and Self-Adaptive Financial Models → Author(s): Chengping Zhang

S3: Finance Pedagogy III – **Location: Ballroom B**

1. Financial Market Trading Simulations: Are They Effective? → Author(s): Timothy A. Krause, Eric J. Robbins
2. The Undiscovered Country from Whose Bourne No Traveler Returns": An Exercise in Reporting Investment Returns → Author(s): Alva W. Butcher
3. Which Markowitz Efficient Frontier? → Author(s): Jerry L. Stevens
4. Giving Students a Deeper Understanding of Diversification: How Much Do Undiversified Investors Lose? → Author(s): James A Turner

S3: Pedagogy in Accounting, Finance, and Business II – **Location: Ballroom C**

1. A Quantitative Approach to Forecasting Goodwill Impairment → Author(s): Joel N. Morse
2. Impact of Team Work in Finance Course on Dimensions of Instruction Evaluation → Author(s): Raminder Luther
3. Teaching Financial Modeling by Applying Design Thinking Approach and FAST Standard → Author(s): Helen Saar, Matthew Harris
4. Are Retained Earnings Really Money Being Put Back into the Firm? They're Actually Just a Collection Account for Every Income-Statement Term and Dividends → Author(s): Greg Durham

S3: Pedagogy in Accounting, Finance, and Business III – **Location: Minuet**

1. Does Expected Punishment Act as a Deterrent to Intention to Cheat → Author(s): Lisa Schwartz, Stuart Michelson
2. Impact of More Efficient Secondary Price Information on Firm Performance: Evidence from an Experimental Setting → Author(s): Arthur Wilson, Michael Rand
3. Transforming A Campus Bookstore Into A Classroom: An Educational and Financial Success Story → Author(s): Beth Crockford, Randy Hanson, Jody Murphy
4. Understanding Levered and Inverse ETFs - A Spreadsheet Exercise → Author(s): David Allen

Exhibitor Session 2 – **Location: Patio**

Break: 3:30 in **Ballroom Lobby**

Reception: 5:00 – 6:00 – **Location TBA**

Friday

Breakfast: 8:00 – 8:30 in **Ballroom Lobby**

Session 4: Friday, September 21 8:30 – 10:00

S4: Cases II – Location: Ballroom A

1. ConAgra Foods 2015: Recipe for Success Revised → Author(s): Susan White, Carlos Trejo Pech, Magdy Noguera
2. Active Learning and Instructor Presence in Online Principles of Economics Courses → Author(s): Léonie Karkoviata
3. Sunset Presentations: A Study in Valuing and Divesting a Small Business → Author(s): Cyndi Barrus, James C. Brau, Amy Cyr

S4: Educational Research IV – Location: Ballroom B

1. Sleep Deprived Students Should Take Online Classes → Author(s): Richard J. Fendler, Milind Shrikhande, Craig Ruff
2. Research on Flipped Classroom Teaching of Management to Undergraduates → Author(s): Jeffry L. McNair
3. Technology Proficiencies and Problems: Business Students in a Lab Classroom → Author(s): Lisa A. Schwartz, Kristin Stowe, Michael Geier

S4: Finance Pedagogy IV – Location: Ballroom C

1. A Student Managed Investment Fund: Consideration of a Multidisciplinary Student Team Approach → Author(s): Jody Murphy
2. A Comprehensive Approach to Teaching Currency Derivatives → Author(s): Y. Jenny Zhang, James Philpot
3. Mnemonics, M&Ms and Capital Structure: A Teaching Note → Author(s): Cris de la Torre

S4: Pedagogy in Accounting, Finance, and Business IV – Location: Cavalier

1. The DuPont Method for Evaluating Company Profitability: The Case of Singapore Airlines During the Global Financial Crisis → Author(s): George W. Kester
2. A Move Toward Higher Level Learning: Knowledge Maps for Teaching Firm Valuation → Author(s): Lauren Lo Re, Chelsea Dye, Jennifer Harrison
3. Student Investment Fund: AACSB and Experiential Learning Using An Alumni Perspective → Author(s): Ben Carlston, Dara Szyliowicz, Wenjing Ouyang, Chris J. Sablynski

S4: Panel 3: Workshop: Creating Community Online: Strategies for Developing Student Engagement and Success in Online Courses → Panelist: Carliss Miller, Carla D. Jones – **Location: Patio**

Exhibitor Session 3 – **Location: TBA**

Break: 10:00 – 10:30 in **Ballroom Lobby**

Session 5: Friday, September 21 10:30 – Noon

S5: Educational Research V – **Location: Ballroom A**

1. The Valuation Project → Author(s): Richard Haskell
2. Performance, Realization, and Improvement: A Comparative Assessment of Video and Reflection Assignments for Improving Professional Presentation Skills → Author(s): Ashly Bender Smith, Traci Austin
3. Using Excel to Prepare Financial Data for Analysis → Author(s): Lauren Lo Re, Alysse Morton, Richard Haskell

S5: Educational Research VI – **Location: Ballroom B**

1. Insights from the Closure of Mount Ida College and Lessons for Other Small Colleges to Consider → Author(s): Christopher Kubik, Leslie Campbell, Bill Spear
2. Faculty Course Evaluations: What We Can Learn from our Students → Author(s): Joann Fredrickson
3. Transforming Business and Finance Education: Developing a Finance Textbook Consistent With Global Sustainability → Author(s): Frank M. Werner, James A.F. Stoner

S5: Pedagogy in Accounting, Finance, and Business IV – **Location: Ballroom C**

1. Preparing an OER Textbook for Business Finance → Author(s): Kevin Bracker, Fang Lin, Jennifer Pursley
2. Tricks of the Trade: Using Excel to Enhance Student Learning and Decrease Academic Dishonesty → Author(s): Mary Funck
3. Enhancing the Relevance of Finance in the Business Curriculum → Author(s): Mario G. Reyes, Sanjay Sisodiya

S5: Panel 4: Communities of Practice: Developing and Growing as Higher Education Faculty → Panelist: Dr LaSonya Moore, Mr. Harris Ambush, Ms. Camille Crampsie, Dr. Nicole Stowell, Dr AnnMarie Alberton Gunn – **Location: Cavalier**

S5: Panel/Forum 5: Online Teaching → Panelist: Tim Michael – **Location: Patio**

Exhibitor Session 4 – **Location: TBA**

Annual Membership Luncheon: Noon – 1:30 - **Location TBA**

Session 6: Friday, September 21 1:30 – 3:30

S6: Curriculum I – Location: Ballroom A

1. Mission or Profit? → Author(s): Daniel Park
2. Determining the Environmental Sustainability Content of Finance and Accounting Textbooks → Author(s): Deanne Butchey
3. Creating Career-Ready Business Graduates → Author(s): Molly Burke, Lisa Amoroso
4. Incorporating Sustainable Development Goals in an Introductory Principles of Macroeconomics Course → Author(s): Randy Beavers

S6: Curriculum II – Location: Ballroom B

1. Incorporating Compustat and CRSP in the BS Finance Curriculum → Author(s): Leslie Boni, Pat Tinsley McGill, Marylou Shockley, Christina Zhang
2. Is Your Curriculum Relevant? Identifying and Evaluating University Finance Curriculum Requirements Through Professional Certification Exam Practice Analysis → Author(s): Edward Hutton
3. Ambush Makeover Transformation in a Business School: How Everything Changed in One Year → Author(s): Mary Meisenhelter, Chris Meisenhelter
4. Social Media and its Impact upon Learners: Cognitive Understandings and Learning Theory Perspectives upon a Digital Tipping Point → Author(s): Caroline M. Crawford

S6: Educational Research VII – Location: Ballroom C

1. Geography, Demography and Grades: The International Graduate Student in the Finance Classroom → Author(s): J. Edward Graham, Clay Moffett, Joe Farinella
2. The Choice of Being a Finance Major: An Empirical Analysis of the Determinants of College Student Major Choice → Author(s): Brigham Brau, James C. Brau, Andrew L. Holmes, Marshall Ringwood
3. The Impact of Tuition Plan Structures on Student Success → Author(s): Tracy Hurley, Syed Harun, Casey J. Ness
4. Assessing Student Cheating Behavior on Unproctored Online Exams → Author(s): Richard J. Fendler, Jonathan Godbey, David Beard

S6: Finance Pedagogy V – Location: Cavalier

1. When Old Becomes New. A Case Study for Oral Examination as an Online Assessment Tool → Author(s): Mirela Malin, Alexandr Akimov
2. Helping Students Understand the Value of Applied Projects: An Example from International Finance → Author(s): Todd M. Shank
3. A Precisely Practical Measure of the Total Cost of Debt to Determine the Optimal Capital Structure and the Weighted Average Cost of Capital for Learning Empirically Valid Corporate Finance Theory → Author(s): Austin Murphy
4. Understanding Your Student Loans: A Personalized Case Study → Author(s): Daria Newfeld
5. Using Evolution of International Trade Theories, Feminism & Kahoot to Teach Comparative Advantage → Author(s): Ying Zhen

S6: Panel 6: Discussion on Student Managed Funds → Panelist: David Nawrocki, John Clinebell, David Sauer – Location: Patio

Break: 3:30 in Ballroom Lobby

3:45 PM, ABE and FEA Board Meetings – Locations TBA

Reception: 5:00 – 6:00 – **Location TBA**

Saturday

Breakfast: 8:30 – 9:00 in **Ballroom Lobby**

Session 7: Saturday, September 22 9:00 – 11:00

S7: Pedagogy in Accounting, Finance, and Business VI – **Location: Ballroom A**

1. Competence of Business School Graduates: The Role of Communication of Analytical Output → Author(s): Danica Schieber, Robert Stretcher
2. Developing a Shared Learning Experience Between Entrepreneurship and Banking Students → Author(s): Steve Nenninger, Robert Matthews
3. Difficult Conversations: Using Simulation Activities to Teach Superior-Subordinate (Managerial) Communication Skills → Author(s): Tamara L. Gillis
4. Understanding of Managers' Decision Making Styles → Author(s): Kimberly M. Green

S7: Pedagogy in Accounting, Finance, and Business VII – **Location: Ballroom B**

1. Teaching Students Soft Skills Essential for Successful Financial Careers → Author(s): Gregory L. Nagel, Trevor England
2. The Role of Augmented Reality in an Online Learning Environment → Author(s): Pamela J. Zelbst
3. Traditional Versus Technological Assignments → Author(s): Linda Kuechler, Grace Huff
4. Designing Online Courses with "Quality Matters": Activities and Accessibility Standards → Author(s): Martina Schmidt, Nicole Stowell

S7: Pedagogy in Economics and Finance – **Location: Ballroom C**

1. A Survey of Lecture-less Teaching Pedagogies in Economics: The JEE (1969-2018) → Author(s): Nürşen A. Zanca
2. The Importance of Distinguishing Between Required Return and Expected Return → Author(s): Greg Durham
3. A Model for a Finance Pre-PhD Program at the Undergraduate Level → Author(s): Brigham Brau, James C. Brau
4. The Misapplication of Slope in Point Elasticity Calculations: Occam's Razor with a Classroom Exercise → Author(s): John G. Marcis
5. Equipping Students with Advanced Excel Skills in the Classroom – Creating Flexible, Robust, and Self-Adaptive Financial Models → Author(s): Chengping Zhang

S7: Panel/Forum 7: Ethics in the Finance Curriculum → Panelists: George Kester, Tim Michael – **Location: Minuet**

S7: Panel 8: Workshop: Open Educational Resources (OERs) in the Finance Classroom → Panelists: Jonathan Handy, Carliss Miller, Carla D. Jones – **Location: Patio**