

Thursday, September 14th 8:00-9:00 A.M.

Morning Coffee, Juice, and Bagels

Sessions THUR-1

Thursday, September 14th 9:00-10:30 A.M.

THURSDAY 9:00-10:30

SESSION 1: ANALYSIS OF SPECIFIC COMPANIES I (Room TBA)

Chair:

Valuing Nintendo: The Case of Pokemon Go
Randy Beavers, Seattle Pacific University

Counterspoint: A Small Credit Union's Struggle in Rural America
Elizabeth Cooper, La Salle University
Jan Ambrose, La Salle University

Berkshire Hathaway's Acquisition of Precision Castparts
Susan White, University of Maryland College Park
David Kass, University of Maryland College Park
Ryan Guttridge, University of Maryland College Park

SESSION 2: BUSINESS SCHOOL STRUCTURE/CURRICULUM (Room TBA)

Chair:

Ambush-makeover transformation in a business school: How everything changed in one year
Mary C. Meisenhelter, York College of Pennsylvania
Chris Meisenhelter, York College of Pennsylvania

Is Your Curriculum Relevant? Identifying and Evaluating University Finance Curriculum
Requirements Through Professional Certification Exam Practice Analysis
Edward Hutton, Niagara University

Mathematics Prerequisites for Doctoral Level Studies in Finance
Xu Niu, Texas Tech University
Gary Harris, Texas Tech University

SESSION 3: ROUNDTABLE I (Room TBA)

Mentoring and Career Advising

Chair: Timothy B. Michael, University of Houston-Clear Lake

SESSION 4: WORKSHOP I (Room TBA)

Teaching Workshop on Financial Modeling

Ravi Shukla, Syracuse University

SESSION 5: FINANCIAL LITERACY I (Room TBA)

Chair:

Strengthening Families Through Financial Education

Tom Chancellor, Teak Tree Capital Management

Nandita Das, Delaware State University

Franzine Franklin, Delaware State University

Cassidy Little, Delaware State University

Shelby Russell, The Advisors Group

Promoting Financial Literacy Among Rural Youth and Families in South Carolina Low Country

Guohua Ma, South Carolina State University

The Effect of Financial Literacy on Preventive Health Care Usage

Jean Snavely, Western Kentucky University

Johnny Chan, Western Kentucky University

SESSION 6: CASE STUDIES I (Room TBA)

Mallorca-Hubb, a Winning Combination?

Francisco J. López Lubián, IE Business School

Repackaging a Global Brand: A Case Study Analyzing the Capital Expenditure Decision

Barbara Tarasovich, Sacred Heart University

Bridget Lyons, Sacred Heart University

Coffee and Soda Break

Thursday, September 14th 10:30-10:45 A.M.

Sessions THUR-2

Thursday, September 14th 10:45 A.M.-12:15 P.M.

THURSDAY 10:45-12:15

SESSION 7: TEACHING TOOLS I (Room TBA)

Chair:

Teaching Finance and Economics in a Technology Lab Five Years Later: Does it Improve with Age?

Lisa A. Schwartz, Wingate University

Kristin Stowe, Wingate University

Finance in the Cinema: A Survey of Professor Ratings of Movies for Finance Students

George W. Kester, Washington and Lee University

Timothy B. Michael, University of Houston-Clear Lake

Using Tableau for Data Visualization in an Introduction to Finance Course

Rajneesh Sharma, Saint Joseph's University

SESSION 8: APPROACHES TO TEACHING I (Room TBA)

Chair:

The Time Value of Reflection in Financial Education: An Introductory Finance Course Experiment

Karen Ann Craig, Eastern Michigan University

Brandy Hadley, Appalachian State University

Using a Final Project in an Introductory Finance Course for AACSB AOL

Rick Hedderick, Penn State Erie

Use of True/False Questions to Stimulate Analytical Thinking and Aid in Learning Finance Concepts

Howard Keen, Temple University

SESSION 9: MCGRAW-HILL (Room TBA)

McGraw Hill Education: The Full Course Solution for Finance

SESSION 10: FINANCIAL LITERACY II (Room TBA)

Chair:

Critically Compassionate Financial Literacy: How Preservice Teachers View the Standards

Thomas A. Lucey, Illinois State University

Mary Beth Henning, Northern Illinois University

Through the Lens of Self-Determination: A Description of a Financial Literacy Course for Students with Disabilities

Joanne Caniglia, Kent State University

Measuring Teacher's Economic Knowledge: A Survey of Grade Level Economic Knowledge and Guide for Teacher Preparation

June M Freund, Pittsburg State University

SESSION 11: USE OF COMMUNICATION TOOLS (Room TBA)

Chair:

A Business Writing Support Tool

Gary Leinberger, Millersville University

Students Develop Their Critical Thinking Skills by Writing a Memo to the Boss

Lynn Kendall, University of Dallas

“Meeting Up” on Google Docs is NOT a team meeting

Pauline L. Stamp, Hartwick College

SESSION 12: CASE STUDIES II (Room TBA)

Chair:

Chairs, Cash, Chaos: Working Capital Management at Office Solutions

Tim Jares, University of Northern Colorado

Joseph French, University of Northern Colorado

A Good Boy or Goodbye: A Case Study in Small Business Valuation

Mary Funck, Sam Houston State University

Andres Castro, Sam Houston State University

Robert Stretcher, Sam Houston State University

Lunch/Snack Break

Thursday, September 14th 12:15-1:00 P.M.

Sessions THUR-3

Thursday, September 14th 1:00-2:30 P.M.

THURSDAY 1:00-2:30

SESSION 13: CLASSROOM PERCEPTIONS AND PERFORMANCE I (Room TBA)

Chair:

Framing Costs: Applying Prospect Theory to College Student Perceptions and Outcomes
Joann Fredrickson, Bemidji State University

Interpreting a Measure of Spiritual Capital. Perceptions of Business and Teacher Education
Majors

Thomas A. Lucey, Illinois State University
Elizabeth S. White, Illinois State University

Shifting Instructor Perceptions of Learning Technologies through a Community of Practice and
Community-Embedded Approach
Caroline M. Crawford, University of Houston-Clear Lake

SESSION 14: CASE STUDIES III (Room TBA)

From Manufacturing to Information Technology the Use of Lean and Agile Principles
June Freund, Pittsburg State University
Brian Freund, National Oilwell Varco

The GAAP in Tesla's Earnings Announcements: A Case Study on the Proliferation of Non-
GAAP Financial Measures

Russell Engel, Southern Connecticut State University
Jim Aselta, Southern Connecticut State University

SESSION 15: BLOOMBERG I (Room TBA)

How the CFA Candidate Body of Knowledge Maps to the Bloomberg Terminal

SESSION 16: TEACHING SPECIFIC TOPICS I (Room TBA)

Chair:

Teaching Financial Leverage with Margin Trading
Serkan Karadas, University of the South

Sustainable and Internal Growth Rates: A Pedagogical Application with The Home Depot
Christian C. Senk, Walsh University
Lora Harley, Walsh University
Beth Vazzano, Walsh University

Deriving the Statement of Cash Flows, the Cash Flow Identity, and the Capital Budgeting Equation
Frank Kerins, Jr., Montana State University

SESSION 17: USE OF EXCEL/SIMULATIONS I (Room TBA)

Chair:

Using Excel to illustrate exotic options in derivatives and investment classes
Steve Johnson, Sam Houston State University

Transitioning from TVM to Capital Budgeting – An Excel Approach
Lynn Kendall, University of Dallas
Fernando Arellano, University of Dallas

Teaching Simulation Analysis: Constructing Monte Carlo Simulation Models in Excel
Rick Mull, Fort Lewis College
Paul Clay, Fort Lewis College

SESSION 18: WORKSHOP II (Room TBA)

Aligning Business Education with Our Values: Leveraging Transformative Teaching and Learning

James A.F. Stoner, Fordham University
Frank M. Werner, Fordham University

Coffee and Soda Break

Thursday, September 14th 2:30-2:45 P.M.

Sessions THUR-4

Thursday, September 14th 2:45-4:45 P.M.

THURSDAY, 2:45-4:45

SESSION 19: APPROACHES TO TEACHING II (Room TBA)

Chair:

Considerations for the Organization of the Introductory Financial Derivatives Course
Robert B. Burney, Coastal Carolina University

Are Instructor Generated YouTube Videos Effective in Business Classes? A Study of Student Engagement, Motivation, Perception, and Performance

Jill M. D'Aquila, Jacksonville University

Daphne Wang, Jacksonville University

Angela Mattia, Jacksonville University

Recognizing Design-Based Research as Coursework and Experiential Support: Micro-Learning as Integrated Coursework Engagement and Extended Professional Development Marketing Understandings

Caroline M. Crawford, University of Houston-Clear Lake

Melissa A. Simons – Semeniuk, University of Houston-Clear Lake

The Impact of Distributed Practice on Learning Outcomes: Evidence from an Intermediate Financial Management Class

Patricia Wollan, St. John Fisher College

SESSION 20: ONLINE EDUCATION I (Room TBA)

Chair:

Improving Online Courses through Quality Matters: Course Activities/Learner Interaction and Accessibility/Usability

Martina Schmidt, University of South Florida St. Petersburg

Nicole Stowell, University of South Florida St. Petersburg

Efficacy and impact of increased instructor interaction on online student outcomes

Léonie Karkoviata, University of Houston Downtown

A Simple Way to Improve Student Success in an Online Class
Richard J. Fendler, Georgia State University

Online Homework Tools
Scott Wright, Ohio University
Howard Keen, Temple University

SESSION 21: CLASSROOM PERCEPTIONS AND PERFORMANCE II (Room TBA)

Chair:

Mission or Profit?
Daniel Park, Azusa Pacific University

Determinants of student success in finance courses
Mirela Malin, Griffith University
Alexandr Akimov, Griffith University
Sonja Kobinger, Griffith University

Impact of Participation on Teaching Evaluations in the first Undergraduate Finance Course
R. K. Luther, Salem State University

Geography, Demography and Grades: The International Graduate Student in the Finance Classroom
J. Edward Graham, UNC Wilmington
Clay M. Moffett, UNC Wilmington

SESSION 22: ACCOUNTING EDUCATION I (Room TBA)

Chair:

The New Independent Auditor's Report
Benoit N Boyer, Sacred Heart University
Danny Pannese, Sacred Heart University

Metacognitive Awareness and Learning Assessment in Financial Accounting Courses
Songtao Mo, Purdue University Northwest
Lin Zhao, Purdue University Northwest

An Examination of Quizzes, Student Motivation, and Exam Performance in an Auditing Course
Songtao Mo, Purdue University Northwest

Teaching Sustainability Reporting in the Undergraduate Accounting Curriculum
Jody Murphy, Colby-Sawyer College
Huong Nguyen, Colby-Sawyer College

SESSION 23: INVESTING I (Room TBA)

Chair:

Is It Too Late to Save Social Security with Diversification?

John F. Manley, Iona College

Eleni Mariola, Iona College

A TVM project using Random Returns: Evaluation of Retirement Plans

V. Sivarama Krishnan, University of Central Oklahoma

Julie Cumbie, University of Central Oklahoma

Randal Ice, University of Central Oklahoma

You Received a Windfall! Is It Enough For You To Retire and Leave the University?

Eugene Bland, Texas A&M University – Corpus Christi

Neil Riley, Francis Marion University

Factors Affecting Financial Risk Tolerance of Undergraduate Business Students

Zhuoming Peng, University of Arkansas Fort Smith

SESSION 24: WORKSHOP III (Room TBA)

Assessment in Finance Case Teaching

Alva W. Butcher, University of Puget Sound

George W. Kester, Washington and Lee University

Timothy B. Michael, University of Houston-Clear Lake

Bennie H. Nunnally, Jr., University of North Carolina - Charlotte

Robert Stretcher, Sam Houston State University

Reception: Location TBA

Thursday, September 14th 5:00 pm

FRIDAY, SEPTEMBER 15

Morning Coffee, Juice, and Bagels

Friday, September 15th 7:30-8:30 A.M.

Sessions FRI-1

Friday, September 15th 8:30-10:00 A.M.

FRIDAY 8:30-10:00

SESSION 25: BLOOMBERG II (Room TBA)

How the CFA Candidate Body of Knowledge Maps to the Bloomberg Terminal

SESSION 26: ACCOUNTING EDUCATION II (Room TBA)

Chair:

Accounting for Faculty Sufficiency and Qualification Indicators for AACSB International's
Accounting and/or Business Accreditation

Jacqueline Burke, Hofstra University

Ralph Polimeni, Hofstra University

The Current State of Sustainability Reporting and its Place in the Business Curriculum

Jill M. D'Aquila, Jacksonville University

Bread Crumbs to Financial Statement Analysis: A Series of Brief Writing Assignments to
Enhance Students' Interpretation of Financial Ratios

Jaclyn J. Beierlein, East Carolina University

SESSION 27: ONLINE EDUCATION II (Room TBA)

Chair:

Didactics of Online Learning: Quality of Instructor Intention and Feedback with a Focus upon
Understanding Learner Needs through Timeliness of Engagement, Quality of Feedback and
Embedded Motivational Understandings

Caroline M. Crawford, University of Houston-Clear Lake

Noran Moffett, Fayetteville State University

Does Cheating Occur In Distance Learning?: Examining Online Testing
David Beard, Georgia State University
Richard J. Fendler, Georgia State University
Jonathan Godbey, Georgia State University

An online program to help teaching properties of the Black-Scholes model
Adam Gehr, DePaul University

SESSION 28: TEACHING SPECIFIC TOPICS II (Room TBA)

Chair:

Bootstrapping a Zero-Coupon Yield Curve: An Exercise for Finance Students
William (Bill) Reese, Tulane University
Russel Robins, Tulane University

Capitalized Payback Period: A More Accurate Estimation
Lynn Kendall, University of Dallas
Fernando Arellano, University of Dallas

Financial Ratio Analysis: A Conventional Method Used in an Unconventional Way
Stephen D. Treanor, California State University, Chico
Emily J. Huang, California State University, Chico

SESSION 29: STOCK TRAC (Room TBA)

SESSION 30: WORKSHOP IV (Room TBA)

Introducing Machine Learning into the Finance Curriculum
Sanjay Srivastava, Georgia State University
John O'Brien, Carnegie Mellon University

Coffee and Soda Break

Friday, September 15th 10:00-10:15 A.M.

Sessions FRI-2

Friday, September 15th 10:15-11:45 A.M.

FRIDAY 10:15-11:45

SESSION 31: USE OF EXCEL/SIMULATIONS II (Room TBA)

Chair:

Excel Knowledge: Perception versus Reality

Chris McNeil, Appalachian State University

A Self-Directed Learning and Demonstration Test Approach to Spreadsheet Skill Development

Karl Borden, University of Nebraska/Kearney

Steve Hall, University of Nebraska/Kearney

SESSION 32: TEACHING TOOLS II (Room TBA)

Chair:

Teaching Financial Modeling by Applying Design Thinking Approach and FAST Standard

Helen Saar, Dixie State University

Matthew Harris, Dixie State University

Using FactSet as a Comprehensive Data Source in Teaching Financial Statement Analysis

A. J. Stagliano, Saint Joseph's University

Matthew T. Kelly, Saint Joseph's University

Teaching Financial Technology (FinTech) to Undergraduate Finance Majors

Elven Riley, Seton Hall University

SESSION 33: PANEL DISCUSSION II (Room TBA)

Incorporating a Series 7 Course in the Finance Curriculum

Leonard Arvi, Salisbury University

Marvin Keene, Coastal Carolina University

David Snyder, Securities Training Corporation

SESSION 34: FINANCE MISCELLANY I (Room TBA)

Chair:

Illustrating Profit and Power: An Example of Twitter, TV, and Football
Kimberly M. Green, University of West Georgia

Creating Custom Videos to Increase Student Learning in Financial Management
Michael Bennett, Curry College

Luncheon and Membership Meeting

Location: TBA

Friday, September 15th 12:00-1:30 P.M.

Sessions FRI-3

Friday, September 15th 1:30-3:30 P.M.

FRIDAY 1:30-3:30

SESSION 35: INTERNATIONAL (Room TBA)

Chair:

Brexit: The Case of the United Kingdom Withdrawing from the European Union
Randy Beavers, Seattle Pacific University

Study-Abroad Programs: Promoting Global Engagement While Maintaining Academic Integrity
Roger A. Dean, Washington & Lee University

From Basel I to Basel IV: A Noble Experiment? A Futile Exercise? Or, Successful Stabilizer of
International Financial Markets?

Brian S. Davis, Penn State University

Lou Gattis, Penn State University

Christoph Hinkelman, Penn State University

Using Evolution of International Trade Theories, Feminism & Kahoot to Teach Comparative
Advantage

Ying Zhen, Wesleyan College

SESSION 36: STUDENT-MANAGED INVESTMENT FUNDS (Room TBA)

Chair:

Impact of Student-Managed Investment Fund Participation on Financial Knowledge, Financial Satisfaction and Financial Behavior

Ryan Hysmith, Freed-Hardeman University

From Victory to Agonizing Defeat: The Case of Signet Jewelers and Preparing a Student Managed Fund for the Rollercoaster Ride of Equities

Christian C. Senk, Walsh University

Does “Experience” Matter? Expertise, Knowledge Transfer and Voting Patterns in a Student-Managed Investments Program

Lawrence J. Belcher, University of Indianapolis

Landon J. Belcher, Baylor University

SESSION 37: USE OF EXCEL/SIMULATIONS III (Room TBA)

Chair:

Difficult Conversations: Using Simulations and Role-play Activities to Teach Superior-Subordinate (Managerial) Communication Skills

Tamara L. Gillis, Elizabethtown College

Online Trading Simulations: A Realistic Approach to “Learning by Doing”

Timothy A. Kraus, Penn State University-Erie

Using an Online Simulation Game to Teach Capital Budgeting Concepts

Guohua Ma, South Carolina State University

Improving Student Engagement and Understanding of DuPont Analysis: A Self-Grading Excel Project for the Introductory Finance Course

Jonathan D. Stewart, Abilene Christian University

Terry Pope, Abilene Christian University

SESSION 38: ETHICAL ISSUES (Room TBA)

Chair:

The Importance and Implications of Teaching Socially Responsible Investing

Srinivas Nippani, Texas A&M University-Commerce

Observing and Deterring Social Cheating on College Exams

Richard J. Fendler, Georgia State University

Jonathan M. Godbey, Georgia State University

Michael C. Yates, Georgia State University

Using VBA to Detect Academic Dishonesty on Excel assignments

Peter DaDalt, Susquehanna University

Jonathan Godbey, Georgia State University

John Ni, Miami University

Ethical Decisions, Ethical Actions, and Value Added by Instruction

Jerry L. Stevens, University of Richmond

Sharon Clinebell, University of Northern Colorado

John Clinebell, University of Northern Colorado

SESSION 39: INVESTING II (Room TBA)

Chair:

The Behavioral Relationship between Personality Type and Investor Risk Preferences

Stuart Michelson, Stetson University

Financial Modeling of the Retirement Timing Problem

Gary Leinberger, Millersville University

How Much Should Students Borrow For College?

Rusty Yerkes, Samford University

Jennings Marshall, Samford University

Cynthia Frownfelter-Lohrke, Samford University

The Undiscovered Country from Whose Bourne No Traveler Returns”: An Exercise in Investment Returns

Alva Wright Butcher, University of Puget Sound

SESSION 40: FINANCE MISCELLANY II (Room TBA)

Chair:

Impact of Commercial and Manufacturing Industries in Union County NC

Barry Cuffe, Wingate University

Peter Frank, Wingate University

Lisa A. Schwartz, Wingate University

Kristin Stowe, Wingate University

Considerations for the Organization of the Introductory Financial Derivatives Course
Robert B. Burney, Coastal Carolina University

Case Research, Writing, Publication, and Use

Timothy B. Michael, University of Houston-Clear Lake

Robert Stretcher, Sam Houston State University

Coffee and Soda Break

Friday, September 15th 3:30-3:45 P.M.

Sessions FRI-4

Friday, September 15th 3:45-5:15 P.M.

FRIDAY 3:45-5:15

SESSION 41: CAREER ISSUES (Room TBA)

Chair:

A Career Development Framework for Undergraduate Business Students

Molly Burke, Dominican University

Lisa Amoroso, Dominican University

Helping CPAs Make a Career Change from Practice to Academia

James B. Biagi, Stevens Institute of Technology

Study Abroad on the Résumé

William Templeton, Butler University

Robert Bennett, Butler University

Kimberlee Goad, Butler University

SESSION 42: TEACHING TOOLS III (Room TBA)

Chair:

Using FDIC Database for Financial Analysis of Banks: A Student Perspective

V. Sivarama Krishnan, University of Central Oklahoma

Amr Alhuraibi, University of Central Oklahoma

Don't Roll the Dice if You Can't Pay the Price: Using Games to Teach Bond Pricing

Mary Funck, Sam Houston State University

Karen Sherrill, Sam Houston State University

Yahoo! Finance vs. Bloomberg Beta Estimates: Which better predicts future returns?

Brian Balyeat, Xavier University

Carina Madoni, Xavier University

Julie Cagle, Xavier University

SESSION 43: TEACHING SPECIFIC TOPICS III (Room TBA)

Chair:

An updated spreadsheet exercise to explain Roth versus Traditional IRAs

Tim Manuel, University of Montana

Lee Tangedahl, University of Montana

Kent Swift, University of Montana

An exercise to illustrate empirical patterns in corporate dividend and repurchase policies

Jaclyn J. Beierlein, East Carolina University

A World with Risk: Frameworks of Analysis

Adele Harrison, California Baptist University

Randall Markley, California Baptist University

SESSION 44: CASE STUDIES IV (Room TBA)

A Look at Corporate Control: The Case of Hertz Global Holdings

Travis Jones, Florida Gulf Coast University

Marcus T. Allen, Florida Gulf Coast University

Dream Expansion: Capital Investment in Action
Afua A.B. Agyekum, Morgan State University
Phyllis Y. Keys, Morgan State University

SESSION 45: PANEL III (Room TBA)

Panel Discussion on Student Managed Investment Funds
David Nawrocki, Villanova University
David Sauer, Quinnipiac University and G.A.M.E. Forum

SESSION 46: APPROACHES TO TEACHING III (Room TBA)

Chair:

Gaining practical competence in higher education: Which activities matter most in the classroom?

Janita Rawls, Georgia Gwinnett College
Stacy Hammonds, Indiana Wesleyan University
Andrew Stephenson, Georgia Gwinnett College

Shortening the Path: Classroom to Job Ready Financial Skills
Gregory L. Nagel, Middle Tennessee State University

Flipped vs. Traditional: An Analysis of Teaching Techniques in Finance and Psychology
Valeria Martinez, Fairfield University
Michael Andreychick, Fairfield University

Reception: Location TBA

Friday, September 15th 5:15 P.M.

SATURDAY, SEPTEMBER 16

Morning Coffee, Juice, Bagels and Muffins

Saturday September 16th 8:00-9:00 A.M.

Sessions SAT-1

Saturday September 16th 9:00-11:00 A.M.

SATURDAY 9:00 – 11:00

SESSION 47: MEET THE EDITORS (Room TBA)

Richard J. Fendler, Georgia State University
Co-editor, *Journal of Financial Education* and *Advances in Financial Education*

SESSION 48: TEACHING SPECIFIC TOPICS IV (Room TBA)

Chair:

Disassembling the Replacement Analysis in Capital Budgeting: A Teaching Note
Cris de la Torre, University of Northern Colorado
Amber Lemmon, Texas Tech University
Rutilio Martinex, University of Northern Colorado

Understanding Levered and Inverse ETFs - A Spreadsheet Exercise
David Allen, Northern Arizona University

A Move Toward Higher Level Learning: Knowledge Maps for Teaching Firm Valuation
Lauren Lo Re, Westminster College
Chelsea Dye, Westminster College
Jennifer Harrison, Westminster College

Does Timing Matter? An Empirical Analysis of Students' Performance in Multiple Sections
Thuy Simpson, Grand Valley State University

SESSION 49: CASE STUDIES V (Room TBA)

Analyzing the Icelandic Financial Crisis

Merouane Lakehal-Ayat, St. John Fisher College

John Capozzola, St. John Fisher College

Statistical Sampling

Michael S. Wilson, Metropolitan State University

SESSION 50: ROUNDTABLE II (Room TBA)

Teaching Ethics in Finance

Chair: Timothy B. Michael, University of Houston-Clear Lake

SESSION 51: FINANCE MISCELLANY II (Room TBA)

Chair:

Fintech: Origins and Prognosis

Joel N. Morse, University of Baltimore

Michelle L. Thomas, MBA

Cash-or-Nothing Warrants - A Case of Binary Payoffs in Structured Products

Rodrigo Hernández, Radford University

Kaschia Hogan, Radford University

Christopher Tobler, Stetson University

An Integrated Approach to Teaching Financial Statements Analysis Using Bloomberg and Thomson Reuters

Octavian Ionici, American University

Ajay Adhikari, American University

Jet Fuel-Oil Futures Cross Hedging -Classroom Applications Using Bloomberg Terminal

Yuan Wen, SUNY New Paltz

Michael Ciaston, SUNY New Paltz

SESSION 52: FINANCE MISCELLANY III [Room TBA]

Identification and Analysis of Stakeholders in Holiday Films: An Illustrative, Pedagogical Opportunity

Jeff Heinfeldt, Randolph College

The Marketing of Services for the Vocational Rehabilitation Industry

Joe Ballenger, Stephen F. Austin State University

Bill Weber, Stephen F. Austin State University

Cathy Henderson, Stephen F. Austin State University

Using Learning Management Systems Discussion Boards to Enhance Finance Comprehension and Engagement in Undergraduate Courses

Errick D. Farmer, Florida A&M University

Samique March-Dallas, Florida A&M University

Deanna McKenzie, Florida A&M University

Creating a Global Mindset in Accounting and Finance via Mission-Based Spreadsheet Simulations

Anne Drougas, Dominican University

Khalid Razaki, Dominican University

Steve Harrington, Dominican University

Robert Irons, Elmira College