

FEA

Financial Education Association

24th Annual Conference

*The Historic Menger Hotel
San Antonio*

September 28th - 30th, 2023

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Schedule of Sessions and Events

Meeting rooms will have high-speed WiFi access for registered attendees. The WiFi server is “University of Houston” and the password is “UofH@2022”. This program is posted in PDF at <https://www.jfedweb.org/>.

Screens, projectors, laser pointers and laptops (with Windows 10 or 11) will be provided. One member of each session should serve as the session chair or timekeeper. Each presenter should bring printed copies of their paper along with materials for the presentation on a USB drive.

Thursday 9/28

Continental Breakfast: 8 – 9:30 AM **Ballroom Atrium**

Track 1.2: 10:30 – Noon

Lunch: Cold cuts, soda, water **Ballroom Atrium**

Track 1.3: 1 – 2:30 PM

Break

Track 1.4: 3 – 4:30 PM

Reception: 5 - 7 PM Location TBA

Friday 9/29

Continental Breakfast: 8 – 9:30 AM **Ballroom Atrium**

Track 2.1: 8:30 -10 AM

Break

Track 2.2: 10:30 – Noon

Lunch: Deli Luncheon **Ballroom A**

Track 2.3: 1 – 2:30 PM

Break

Track 2.4: 3 – 4:30 PM

Reception: 5 - 7 PM Location TBA

Saturday 9/30

Continental Breakfast: 8 – 10:30 AM **Ballroom Atrium**

Program At-a-Glance

All times are in Central Time

Thursday, September 28

Location / Time	Ballroom A	Ballroom B	Ballroom C	Cavalier
Track 1.2 10:30 - Noon		Research on Teaching I	Workshop: Living a Life of Value	Classroom Topics I
Lunch 12-1	Sandwiches Ballroom Atrium			
Track 1.3 1:00 – 2:30	Panel: Student-Managed Investment Funds	Workshop: The CFA Designation (CFAI)	Workshop: Teaching the Sustainable Development Goals	Research on Teaching II
Track 1.4 3 – 4:30		Teaching Techniques and Ideas I	Cases in Business Education I	

Reception 5 – 7 Room TBA

All times are in Central Time

Friday, September 29

Location / Time	Ballroom A	Ballroom B	Ballroom C	Cavalier
Track 2.1 8:30 – 10:00	Cases in Business Education II	Workshop: The Importance of Career Coaching and Mentoring for Business Majors	Roundtable: Excel in the Classroom	Classroom Topics II

Track 2.2 10:30 - Noon	Research on Teaching III	Workshop: Practical Applications for Improved Student Learning in Online Business Courses	Roundtable: Developmental Needs in Finance, Economics and Accounting	Cases in Business Education III
Lunch 12-1	Our Usual Buffet Ballroom A seating Awards & Recognition			
Track 2.3 1:00 – 2:30	Classroom Topics III	Teaching Techniques and Ideas II	Roundtable: Case Teaching and Case Writing	Teaching Techniques and Ideas III
Track 2.4 3:00 - 4:30		Teaching and Technology I	Roundtable: Meet the Editors	Financial Literacy I

Reception 5 – 7 Room TBA

No presentations are scheduled for Saturday, but there will be some beverages and breakfast items available in the Ballroom Atrium first thing in the morning.

Full Program

All Times are US Central Time

Thursday, 10:30 AM – Noon

Track: 1.2: Thursday, 10:30 AM
Session and Place: Ballroom B

Research on Teaching I

Grit, Talent and Student Outcomes in Introductory Finance

Contact Author: Jonathan Godbey, Georgia State Univ, jgodbey@gsu.edu
Milind Shrikhande, Georgia State University, mshrikhande@gsu.edu

Assessing online learner readiness in a business technology course by comparing student performance in a concentrated online course to a traditional course

Contact Author: Lisa Schwartz, Wingate University, lschwartz@wingate.edu
Michael Geier, Wingate University, migeier@wingate.edu

Founding Family Firm and Corporate Social Responsibility

Contact Author: Mandy Duan, Sam Houston State University, xxd002@shsu.edu
Wenbin Cao, Neoma Business School, caowenbinnk@gmail.com
Xu Niu, James Madison University, niuwx@jmu.edu

Track: 1.2: Thursday, 10:30 AM
Session and Place: Ballroom C

Workshop Session

Living a Life of Value: Your values, your money & your future

Contact Author: Brian Bolton, University of Louisiana at Lafayette, brian.bolton@louisiana.edu

Track: 1.2: Thursday, 10:30 AM
Session and Place: Cavalier

Classroom Topics I

Have large publicly-traded US banks been successful in using technology to protect net income during recessions in the modern era?

Contact Author: Adam Mirzoev, Florida Gulf Coast University, amirzoev20@gmail.com
Thomas Mathews, Florida Gulf Coast University, tmathews@fgcu.edu

Adjustments for a More Accurate Estimate of the Weighted Average Cost of Capital

Contact Author: Michael Gorman, Sacred Heart University, gormanm6@sacredheart.edu
Bridget Lyons, Sacred Heart University, lyonsb@sacredheart.edu

What Recent College Graduates Should Know About Financial Planning

Contact Author: Rick Hedderick, Penn State Behrend, rph132@psu.edu

Thursday, 1 – 2:30 PM

Track: 1.3: Thursday, 1 PM
Session and Place: Ballroom B

Workshop Session

The Chartered Financial Analysis Designation

Contact Author: Rob Langrick, CFA Institute, rob.langrick@cfainstitute.org

Track: 1.3: Thursday, 1 PM
Session and Place: Ballroom C

Workshop Session

Teaching the Sustainable Development Goals: Building a sustainable society

Contact Author: Brian Bolton, University of Louisiana at Lafayette, brian.bolton@louisiana.edu

Track: 1.3: Thursday, 1 PM
Session and Place: Ballroom A

Panel Discussion: Student-Managed Investment Funds

Contact Author: Larry Belcher, University of Indianapolis, belcherl@uindy.edu
David Nawrocki, Villanova University, david.nawrocki@villanova.edu
Jody Jones, Abilene Christian University, jxj16c@acu.edu

Track: 1.3: Thursday, 1 PM
Session and Place: Cavalier

Research on Teaching II

Embedding an Entrepreneurship Accelerator in a Business Course

Contact Author: Kevin O'Mara, Campbell University, komara@campbell.edu
Scott Kelly, Campbell University, skelly@campbell.edu

Do Students Benefit from Actually Attending Class in Person in a Hyflex Course?

Contact Author: Mark Tengesdal, Texas Woman's University, mtengesdal@twu.edu

Thursday, 3-4:30 PM

Track: 1.4: Thursday, 3 PM
Session and Place: Ballroom B

Teaching Techniques and Ideas I

Women in Finance: Advice from Female Finance Executives

Contact Author: Renee Dyer, Limestone University, mdyer@limestone.edu

An Introductory Course in Financial Management: Challenges and Responses (Survey)

Contact Author: Tim Michael, University of Houston-Clear Lake, michael@uhcl.edu
Mary Funck, Sam Houston State University, mcf012@shsu.edu
Howard Keen, Temple University, hkeen@temple.edu

Assessment of Graduate Admissions Requirements Aimed at Predicting Student Outcomes

Contact Author: William Pratt, University of Central Oklahoma, wpratt@uco.edu
Robert Greve, Oklahoma City University, rgreve@okcu.edu
Michael Williams, Oklahoma City University, mrwilliams@okcu.edu
Suye Wang, Oklahoma City University, swang7@okcu.edu

Track: 1.4: Thursday, 3 PM

Session and Place: Cavalier

Cases in Business Education I

Webmaster.com, Inc.: Capital Budgeting Cash Flow Estimate Exercise

Contact Author: Dan Salandro, Virginia Commonwealth University, dpsaland@vcu.edu

Faith Integration with Faith & Co. Films

Contact Author: Randy Beavers, Union University, rbeavers@uu.edu

The Progression of Case Use in Financial Education

Contact Author: Robert Stretcher, Sam Houston State University, fin_rhs@shsu.edu

Survivor Bias and the Death of Student Investment Clubs

Contact Author: Jody Jones, Abilene Christian University, jxj16c@acu.edu
Kathryn Crawford, Abilene Christian University, klc19c@acu.edu

Reception: 5-7 PM Location TBA

Friday September 29

All Times are in US Central Time

Friday, 8:30 - 10 AM

Track: 2.1: Friday, 8:30
Session and Place: Ballroom B

Workshop Session

The Importance of Career Coaching and Mentoring for Business Majors

Contact Author: Molly Burke, Dominican University, burkemq@dom.edu
Jamie Shaw, Dominican University, jshaw@dom.edu

Track: 2.1: Friday, 8:30
Session and Place: Ballroom C

Roundtable Discussion: Excel in the Classroom

Contact Author: Tim Michael, University of Houston-Clear Lake, michael@uhcl.edu
Mary Funck, Sam Houston State University, mcf012@shsu.edu
Melissa Williams, University of Houston-Clear Lake, williamsmeli@uhcl.edu

Track: 2.1: Friday, 8:30
Session and Place: Cavalier

Classroom Topics II

Pandemic GPAs

Contact Author: Jim Felton, Central Michigan University, james.felton@cmich.edu
Woongsun Yoo, Central Michigan University, yoo1w@cmich.edu

Effect of COVID-19 on Students' Online Course Engagement and Success

Contact Author: Rasha Ashraf, Georgia State University, rashraf@gsu.edu

A Model for a Comprehensive Problem in Corporate Finance

Contact Author: Steve Nenninger, Sam Houston State University, san009@shsu.edu

Track: 2.1: Friday, 8:30
Session and Place: Ballroom A

Cases in Business Education II

To pay points or not in mortgage refi

Contact Author: Chee Ng, Ithaca College, cng2@ithaca.edu
Charlie Charoenwong, Nanyang Technological Univ., acharlie@ntu.edu.sg
Xinxin Li, Ithaca College, xli4@ithaca.edu

Penn Energy: Daisytown A & B capital budgeting cases

Contact Author: James Murtagh, Siena College, jmurtagh@siena.edu
Rick Proctor, Siena College, proctor@siena.edu

Friday, 10:30-Noon

Track: 2.2: Friday, 10:30
Session and Place: Ballroom A

Research on Teaching III

A Simple Explanation of Digital Signature Schemes

Contact Author: Jonathan Godbey, Georgia State University, jgodbey@gsu.edu

Athletic Expenditures and Success in NCAA Division III Sports

Contact Author: Timothy Krause, Penn State Behrend, tak25@psu.edu
Charles Brown, Penn State Behrend, cab51@psu.edu

The Impact of Instructional Delivery Misalignment on Student Performance of Finance Courses

Contact Author: Yi Zhang, Prairie View A&M University, yizhang@pvamu.edu
Huihua Li, St Cloud State University, hli@stcloudstate.edu
Jin Yu, St Cloud State University, jyu@stcloudstate.edu

Track: 2.2: Friday, 10:30
Session and Place: Ballroom B

Workshop Session

Practical Applications for Improved Student Learning in Online Business Courses

Contact Author: Martina Schmidt, University of South Florida, schmidtm@usf.edu
Nicole Stowell, University of South Florida, nstowell@usf.edu

Track: 2.2: Friday, 10:30
Session and Place: Ballroom C

Roundtable Discussion: Developmental Needs in Finance, Economics and Accounting

Contact Author: Tim Michael, University of Houston-Clear Lake, michael@uhcl.edu
Mary Funck, Sam Houston State University, mcf012@shsu.edu
Melissa Williams, University of Houston-Clear Lake, williamsmeli@uhcl.edu

Track: 2.2: Friday, 10:30
Session and Place: Cavalier

Cases in Business Education III

Case to prepare students for International Financial Management Valuation Project

Contact Author: Elena Skouratova, Concordia University Texas,
elena.skouratova@concordia.edu

Old Line Custom Meat Company

Contact Author: Karyl Leggio, Loyola University Maryland, kbleggio@loyola.edu

Load Shedding in South Africa: What Should SOZO Do?

Contact Author: Karyl Leggio, Loyola University Maryland, kbleggio@loyola.edu

Track: 2.3: Friday, 1 PM
Session and Place: Ballroom A

Classroom Topics III

Discounted payback and time to breakeven are two different measures

Contact Author: Chee Ng, Ithaca College, cng2@ithaca.edu

Commercial Real Estate Valuation using CoStar

Contact Author: Margarita Kaprielyan, Elon University, mkaprielyan@elon.edu

Does Bitcoin Still Enhance an Investment Portfolio?

Contact Author: Michael Gorman, Sacred Heart University, gormanm6@sacredheart.edu
Keener Hughen, Sacred Heart University, hughenw@sacredheart.edu

Track: 2.3: Friday, 1 PM
Session and Place: Ballroom B

Teaching Techniques and Ideas II

Assuring Graduate Student "Graduation:" A New Model for Thesis Completion

Contact Author: Edward Graham, UNC-Wilmington, edgraham@uncw.edu
Clay Moffett, UNC-Wilmington, moffett@uncw.edu

Infusing Diversity in a Corporate Finance Course

Contact Author: Karyl Leggio, Loyola University Maryland, kbleggio@loyola.edu
Linda Bartlett, Loyola University Maryland, labartlett@loyola.edu

Using ChatGPT to generate a case study that involves risk assessment using Python simulations

Contact Author: Doug Berg, Sam Houston State University, dberg@shsu.edu

Track: 2.3: Friday, 1 PM
Session and Place: Ballroom C

Roundtable Discussion: Case Teaching and Case Writing

Contact Author: Tim Michael, University of Houston-Clear Lake, michael@uhcl.edu
Mary Funck, Sam Houston State University, mcf012@shsu.edu
Robert Stretcher, Sam Houston State University, fin_rhs@shsu.edu
Melissa Williams, University of Houston-Clear Lake, williamsmeli@uhcl.edu

Track: 2.3: Friday, 1 PM
Session and Place: Cavalier

Teaching Techniques and Ideas III

Disassembling the Replacement Analysis in Capital Budgeting: A Teaching Note

Contact Author: Cris de la Torre, University of Northern Colorado, cris.delatorre@unco.edu
Abe Harraf

Students' Performance in Online Education:
Evidence from Content Engagement and Task Completion Timeliness

Contact Author: Rasha Ashraf, Georgia State University, rashraf@gsu.edu

Track: 2.4: Friday, 3 PM
Session and Place: Ballroom B

Teaching and Technology I

Lumber Liquidators and the Aftermath of "60 Minutes" Episode:
A Case in Basic Financial Statement Analysis and Valuation

Contact Author: Mahendra Gujarathi, Bentley University, mgujarathi@bentley.edu
Ronen Gal-Or, Bentley University, rgalor@bentley.edu
William Goldman, Northeastern University, W.Goldman@northeastern.edu
Mark Gooley, Northeastern University, M.Gooley@northeastern.edu

Bridging Fundamental Knowledge Gaps in Upper-Level Finance Courses: Use of ChatGPT and
Instructor-Created Excel Videos

Contact Author: Margarita Kaprielyan, Elon University, mkaprielyan@elon.edu

Incorporating ChatGPT into a Financial Data Science Course with Python Programming

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Yang Liu, James Madison University, liu38yx@jmu.edu
Laura Miller, James Madison University, mille4lk@jmu.edu

Track: 2.4: Friday, 3 PM
Session and Place: Ballroom C

Roundtable/Workshop: Meet the Editors: JITF, JFed and JFCR

Contact Author: Tim Michael, University of Houston-Clear Lake, michael@uhcl.edu
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Rasha Ashraf, Georgia State University, rashraf@gsu.edu
Robert Stretcher, Sam Houston State University, fin_rhs@shsu.edu

Track: 2.4: Friday, 3 PM
Session and Place: Cavalier

Financial Literacy I

Assessing the Effectiveness of Financial Literacy Training Programs for Small Farmers in South Carolina

Contact Author: Guohua Ma, South Carolina State University, fmcincy@gmail.com
Wei Wan, Claflin University

A Survey of Financial Literacy and Financial Access among Native American Indians: A Novel Dataset from North Carolina

Contact Author:
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The Latinx community's financial literacy gap and its impact on Latinx's financial distress while pursuing post-secondary education: The case of Idaho.

Contact Author: Magdy Noguera, University of Idaho, mnoguera@uidaho.edu
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		2.2	Ballroom C
		2.3	Ballroom C
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		2.3	Ballroom C
		2.4	Ballroom C
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		2.4	Ballroom C
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		2.2	Ballroom C
		2.3	Ballroom C
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Yi Zhang	yizhang@pvamu.edu	2.2	Ballroom A

Call for Editorial Board Members

The *Journal of Instructional Techniques in Finance* is seeking volunteers for service on its editorial board beginning in the academic year 2023-2024. Editorial board members should have an interest in promoting effectiveness in teaching finance via peer-reviewed techniques shared in the *JITF*. Editors can expect to review an average of two submissions per year and oversee around four other reviews per year with their volunteer review contacts.

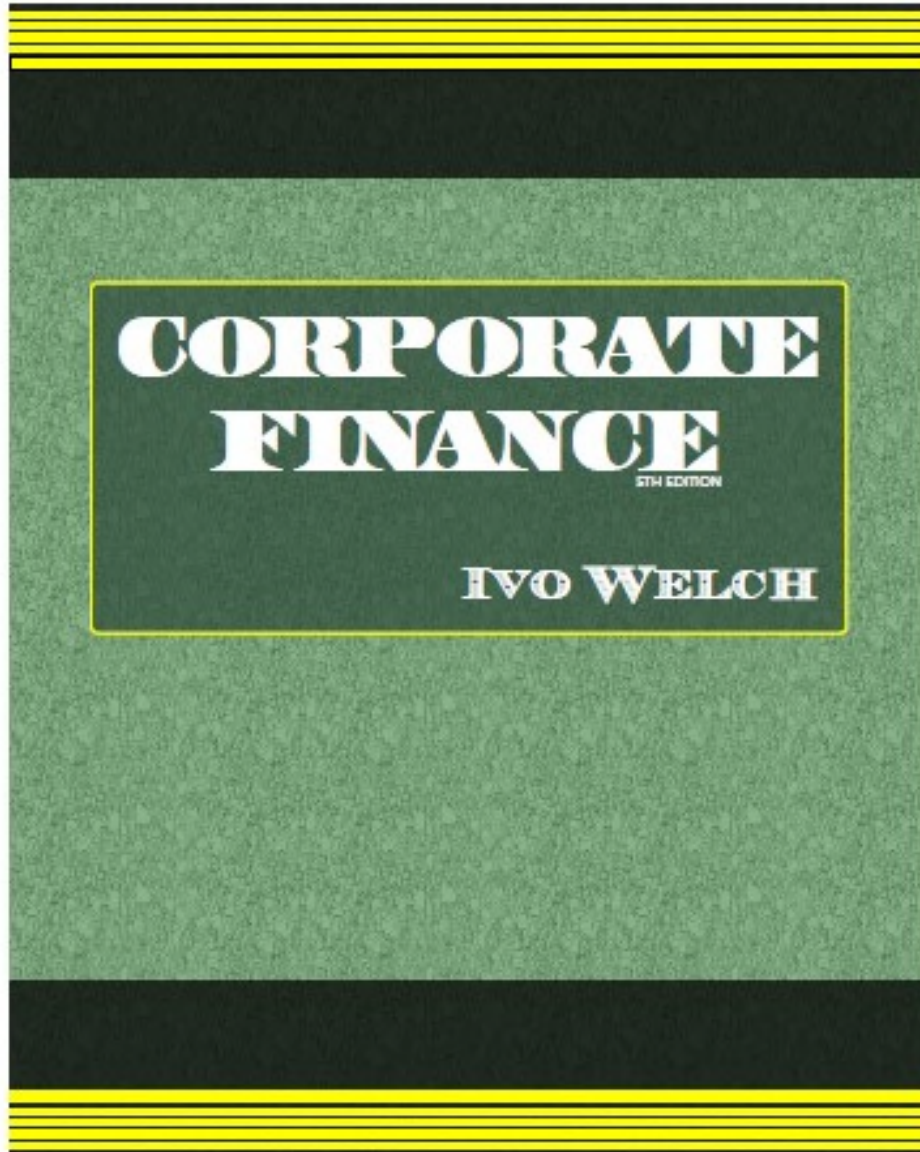
The *JITF* is a Cabell's listed journal and has been published since its inception in 2009. Some of its articles have an outstanding history of reads and downloads, testimony to its impact. Service on this editorial board provides an opportunity for significant contribution to financial education, of particular interest to teaching institutions.

Please contact:

Mandy Duan, Editor, *JITF*
xxd002@shsu.edu

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Milind M. Shrikhande

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Richard J. Fendler

Outstanding Leadership in Financial Education
Howard Keen

Outstanding Leadership in Financial Education
Helen Saar

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Institute of Finance Case Research 2023
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Robert Stretcher

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