

JOURNAL OF FINANCIAL EDUCATION

VOL. 46

SPRING 2020

No. 1

EDUCATIONAL RESEARCH

- 1 **Grit and Undergraduate Corporate Finance**
By Thomas C. O'Malley and Brian C. Payne
- 18 **Factors of the Desire to Become a Finance Major: An Empirical Analysis**
By Brigham J. Brau, James C. Brau, Andrew L. Holmes and Marshall Ringwood
- 41 **Training Student Equity Analysts and Utilizing their Recommendations in Active Portfolio Management**
By Scott D. Stewart

CREATIVE PEDAGOGY

- 72 **The Student Managed Investment Program: A Guide for Small, Not-for-profit, Private Schools**
By Daphne Wang, Robert Houmes and Robert Boylan
- 94 **Storytelling to Enhance Retention of Concepts in Finance**
By Karl Borden and Steven Hall

SPECIAL TOPICS

- 115 **The Effect of Financial Literacy on Preventive Healthcare Consumption**
By Kam C. Chan, Jean Snavely, Zechariah "Dylan" Daugherty and John Nickell
- 127 **Impact of Teamwork in Finance Course on Dimensions of Instruction Evaluation**
By Raminder K. Luther

CASE STUDIES

- 141 **Is it LUV or a Good Business Decision? A Comprehensive Study of Southwest Airlines' Acquisition of AirTran**
By Allissa A. Lee, Betty J. Simkins and Stephen D. Treanor
- 164 **Finance Innovation for the Greater Good: Capital Good Fund**
By Ana C. Silva and Gonzalo A. Chávez