2014 Great Plains Economic and Business Conference
University of Nebraska at Kearney, Kearney, Nebraska
Friday, October 24, 2014

8:00 a.m. Registration – Coffee and Rolls (sponsored by the UNK College of Business and Technology)

8:25 a.m. Welcome
Tim Burkink, Dean of the College of Business and Technology, UNK
Kathy Zuckweiler, UNK, NEBA President-Elect

8:30 a.m. Early morning sessions to run concurrently 8:30 to 9:50
(with papers starting at 8:30, 8:50, 9:10, and 9:30)

Early Morning Concurrent Session: Let’s Take a Look at Higher Education (8:30-9:50)
“Retention Rates among 4-Year Institutions of Higher Education in Nebraska: Where are They Falling?”
Bree L. Dority, University of Nebraska-Kearney

“Injecting the Real World into your Capstone Class”
Rod Gieselman, McPherson College

“Using Pairwise Comparison to Inform Curriculum Choice Decisions in Computer Science”
Lori Nicholson & Molly Curnyn, Wayne State College

“A Pilot Study of Community College Student New Media Instructional Preferences,”
Loretta Beavers, Southwest Virginia Community College & Wally Guyot, Robert Meier, James (Skip) Ward, Xiangyu Xiao, Fort Hays State University

Early Morning Concurrent Session: Research Impacting the Real World (8:30-9:50)
“How a Company’s Cost Savings Policy Can Impact the Company’s Bottom-line Financial Performance”
Greg Benson, University of Nebraska at Kearney

“Structures and Relationships Between the Business Executive and Information Technology Executive at the University: A Mixed Methodology” --Angela K. Hollman, University of Nebraska at Kearney

“Identification of Determinants Enabling and Inhibiting Growth in Cloud Computing and Development of a Model” --Vijay K Agrawal & Allen Ross Taylor, University of Nebraska at Kearney

“Assessing Entrepreneurial Capacity of Faculty, Staff and Administration at an Institution of Higher Education” --Mary C. Martin, Henry Schwaller, IV, & Charles Wolfe, Fort Hays State University

9:50-10:10 am Break (Coffee break catered by Brewed Awakenings, UNK student-run business)

10:10 am Mid-morning sessions to run concurrently 10:10 to 11:50
(with papers starting at 10:10, 10:30, 10:50, 11:10, 11:30)

Mid-Morning Concurrent Session: Managing People in Organizations (10:10-11:50)
“CEO Succession, the Role of Power, and CEO Duality”
Stephen V. Horner, Pittsburg State University & Alix Valenti, University of Houston, Clear Lake

“The Role of Ethical Efficacy and Individual Differences in Employee Selection Decisions”
Noel F. Palmer, University of Nebraska at Kearney, Ronda M. Smith, Fort Hayes State University, & S. R. Sardeshmukh, University of South Australia

“A Global Perspective on Leader-Follower Relationships: Assessing the Implications of Cultural Context on Leader Member Exchange Theory (LMX)” --Tiffani Luethke & Kate Rempfer, University of Nebraska Lincoln
Mid-Morning Concurrent Session: Studying Supply Chains from a Variety of Angles (10:10-11:50)

“Human Trafficking in the Supply Chain of Chocolate”
Jennifer Bossard, Doane College

"Input-Output Analysis and Supply Chain Economics: Some Pedagogical Points"
Mark Jelavich & Tekle Wano, Northwest Missouri State University

“Supply-chain Shenanigans: Affidavit Fraud and the Distribution (or Lack Thereof) within the Comic Book Industry” --David K. Palmer, University of Nebraska at Kearney

“Service-Dominant Logic and Cocreation of Value: Customers as Operant Resources in the Supply Chain”
Steve Schulz, University of Nebraska at Omaha

“Causality and Event Structure Theory: Another View of Supply Chains”
John Tiner, Peru State College

12 Noon  Lunch
Keynote Speaker: Mike Young, Vice President of Logistics at GIX Logistics

1:30 p.m.  Student Papers (starting at 1:30, 1:50)

“Banking System Trend Comparison in Past Two Decades: How Does the U.S. Differ from China?”
Hongyue Yao, University of Nebraska at Kearney

2:10 p.m.  Break

2:30-3:45 p.m.  Internationalization of U.S. Universities Panel Discussion
Panelists: Ronda Smith, Asst. Professor of Management, Fort Hays State University
Mary Martin, Assoc. Professor of Marketing, Fort Hays State University
Samuel Nelson, Assoc. Director of the Center for Entrepreneurship, Univ. of Nebraska-Lincoln
Moderator: Allan Jenkins, Professor of Economics, University of Nebraska at Kearney

3:45 p.m.  Break

4:00 p.m.  Business Meeting

5:00 p.m.  Adjournment