Business and Economic Education and Research

ARKANSAS COLLEGE TEACHERS OF ECONOMICS AND BUSINESS
(ACKETB)
63rd ANNUAL MEETING

Friday, September 26, 2014

University of Central Arkansas – McCastlain Hall Ballroom
Conway, Arkansas
BRINGING ARKANSAS’ EDUCATORS TOGETHER
Business and Economic Education and Research

ARKANSAS COLLEGE TEACHERS OF ECONOMICS AND BUSINESS (ACTEB)
63rd ANNUAL MEETING

September 26, 2014

University of Central Arkansas – McCastlain Hall Ballroom
Conway, Arkansas

9:00-9:30am..............................Registration and Refreshments (McCastlain Hall Ballroom)

9:30-9:45am...............................Welcome (McCastlain Hall Ballroom)
Dr. Thomas Snyder, ACTEB President
Dr. Michael Hargis, Dean,
UCA College of Business

9:45-10:45am.............................Teaching Portfolio Workshop (McCastlain Hall Ballroom)
Dr. Deborah Kuster, University of Central Arkansas

10:45-10:55am...............................Break

10:55-11:55am..........................PANEL: Where is the U.S. Economy heading?
(McCastlain Hall Ballroom)
Moderator: Dr. Philip Rice, Ouachita Baptist University
Dr. Marshall Horton, Ouachita Baptist University
Dr. Michael Casey, University of Central Arkansas
Dr. Marc Fusaro, Arkansas Tech University

12:00-12:45.............Luncheon Speaker (McCastlain Hall Ballroom): “Factors in Student Success.”
Thomas Bruick, University of Central Arkansas

1:10-2:30........................................Concurrent Presentations in the College of Business

Teaching and Higher Education
(College of Business room 100)

Chair: Dr. Summer Bartczak, University of Central Arkansas

“Avoiding Strategic Misalignment: Problems in Higher Education On-line Programs”
Dr. Rachida Parks, University of Arkansas at Little Rock
Dr. Karen Moustafa Leonard, University of Arkansas at Little Rock

“Relationships between Student Employment and Academic Performance”
Dr. Jennifer Logan, Southern Arkansas University
Ms. Traci Hughes, Southern Arkansas University

“Adding Reading and Realism to Large Economics Classes”
Dr. Pat Cantrell, University of Central Arkansas

“Teaching with the use of Teradata University Resources”
Dr. Summer Bartczak, University of Central Arkansas

“Flipping a Classroom”
Dr. Ryan Peterson, Arkansas State University

**Marketing and Management**
*(College of Business room 111)*

Chair: Dr. Dan Fisher, University of Central Arkansas

“How Retailers can Survive the Internet Business Strategy”
Dr. David Fieber, Arkansas Northeastern College

“A Study of Motivation and Job Redesign in the Americas Using the Hackman and Oldham Job Characteristics Model”
Dr. Rickey Casey, University of the Ozarks

“Why We Root for David and Not Goliath in Markets: Conceptualizing the Brand Underdog”
Dr. Dan Fisher, University of Central Arkansas
Dr. Scott Smith, Central Missouri State University
Dr. Jennifer Siemens, Clemson University

**Economics**
*(College of Business room 118)*

Chair: Dr. Joe Horton, University of Central Arkansas

“Personal Income Growth in Arkansas since the Recession”
Dr. Marshall Horton, Ouachita Baptist University
Dr. Philip Rice, Ouachita Baptist University

“Construction of the Arkansas Tech Business Index”
Dr. Marc Fusaro, Arkansas Tech University
Ms. Erica Franklin, Arkansas Tech University

“Occupational Licensure and the Labor Force”
Dr. Thomas Snyder, University of Central Arkansas

“The Dominance of Neoclassical Economics”
Dr. Joe Horton, University of Central Arkansas
Accounting and Finance  
*(College of Business room 206)*

Chair: Dr. Tom Oxner, University of Central Arkansas

Mr. Jim Rothwell, Ouachita Baptist University  
Dean Bryan McKinney, Ouachita Baptist University  
Dr. Bob Webster, Ouachita Baptist University

“Forecasting Ability of the Investor Sentiment Endurance Index: The Case of Oil Service Stock Returns and Crude Oil Prices”  
Dr. Ling He, University of Central Arkansas  
Dr. Michael Casey, University of Central Arkansas

“New Lease Accounting Requirements”  
Dr. Tom Oxner, University of Central Arkansas  
Dr. Karen Oxner, Hendrix College

“A Comparison of the Primary Differences between IFRS and GAAP”  
Dr. Tom Oxner, University of Central Arkansas  
Dr. Karen Oxner, Hendrix College

2:35pm – 2:45pm……………………………….ACTEB Business Meeting *(College of Business room 100)*

2:45pm…………………………………………………………………Adjournment of ACTEB Meeting

2:45pm-3:00pm…………………………ACTEB Officers Meeting *(College of Business room 100)*

Arkansas College Teachers of Economics and Business Officers, 2013-2014

President: Dr. Thomas Snyder, University of Central Arkansas

Chair of Executive Committee & Program Chair: Ms. Lauren Maxwell and Ms. Marsha Carson,  
University of Central Arkansas

Vice-President: Dr. Rickey Casey, University of the Ozarks

Secretary/Treasurer: Jim Rothwell, Ouachita Baptist University

Executive Committee Members:  
Dr. Mark McMurtrey, University of Central Arkansas  
Dr. Nina Goza, Arkansas Tech University  
Dr. Robert Mitchum, Arkansas State University - Beebe
Arkansas College Teachers of Economics and Business

(Organized in 1950)

ACTEB was organized at the Marion Hotel, October 30, 1950, in the interest of providing the best possible college level education in economics and business for the people of the state of Arkansas.

Dr. R.E. Westmeyer was the temporary chairman.

Roy R. Weedin was elected first president.

The twenty-five charter members were the following:

- Atkinson, J. H. University of Arkansas at Little Rock
- Balch, James V. Arkansas College
- Bevens B. B. Southern State College
- Carmichael, Maude University of Central Arkansas
- Carrothers, C. C. Arkansas State University
- Cole, Walter University of Arkansas
- Dales, J. B. Henderson State University
- Everhart, M. R. Hendrix College
- Garrett, Donald A. Arkansas Tech University
- George, Robert L. College of the Ozarks
- Gooden, O. T. Hendrix college
- Hasegawa, Sammie Arkansas State University
- Hunsgerger, George University of Arkansas
- Hunter, Jack D. Arkansas College
- Moseley, Robert W. University of Central Arkansas
- Murphy, Nannee University of Arkansas
- Olmsted, Harry Hendrix College
- Stahlkopf, E. C. University of Arkansas at Little Rock
- Sotne, J. L. University of Arkansas, Monticello
- Taylor, David C. Arkansas State University
- Wachtendorf, Ona Marie University of Central Arkansas
- Weedin, Roy R. Arkansas Tech University
- Westmeyer, R. E. University of Arkansas
- Whaley, Otis Henderson State University
- Wood, Odie A. Southern State University
# Arkansas College Teachers of Economics and Business

## Past Officers

<table>
<thead>
<tr>
<th>Year</th>
<th>Past President</th>
<th>Past Chairman of Executive Committee</th>
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<tbody>
<tr>
<td>1951</td>
<td>Roy Weedin (ATU)</td>
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<td>1953</td>
<td>J. L. Stone (UAM)</td>
<td>Otis Whaley (HSU)</td>
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<td>1954</td>
<td>H. Sharpiro</td>
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<td>1955</td>
<td>Frank Holmes (Harding)</td>
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<td>D. W. Blackburn (UCA)</td>
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<td>Lewis Amis (ASU)</td>
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<td>W. L. Roy Wellborne (Harding)</td>
<td>Richard Saumel (SAU)</td>
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<td>Inez Martin (UALR)</td>
<td>D. W. Blackburn (UCA)</td>
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<td>George Hunsburger (UAF)</td>
<td>B. A. Hardy (UALR)</td>
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<td>B. B. Bevans (SAU)</td>
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<td>1989</td>
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<td>Erma Wood (UALR)</td>
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1990  Erma Wood (UALR)   James Barr (UCA)
1991  James Barr (UCA)   Herb Lawrence (AC)
1992  Herb Lawrence (AC)   Gene Cole (ATU)
1993  Gene Cole (ATU)   Bob Mitchum (ASU-Beebe)
1994  Bob Mitchum (ASU-Beebe)   Ted Baily (UCA)
1995  Ted Baily (UCA)   David Rankin (SAU)
1996  David Rankin (SAU)   Beth Cantrell (CBC)
1997  Beth Cantrell (CBC)   Anita Williams (HSU)
1998  Joyce Bequette (ATU)   Anita Williams (HSU)
1999  Anita Williams (HSU)   Marshall Horton (SAU)
2000  Marshall Horton (SAU)   Richard Smith (ATU)
2001  Richard Smith (ATU)   Pam Carr (ATU)
2002  Pam Carr (ATU)   Joe Horton (UCA)
2003  Joe Horton (UCA)   Susan Clark (UAFS)
2004  Susan Clark (UAFS)   Lauren Maxwell (UCA)
2005  Lauren Maxwell (UCA)   Louella Moore (ASUJ)
2006  Louella Moore (ASUJ)   Susan Gaither (NPCC)
2007  Susan Gaither (NPCC)   Marsha Carson (UCA)
2008  Marsha Carson (UCA)   Jay Robbins (OBU)
2009  Bob Mitchum (ASU-Beebe)   Kim Troboy (ATU)
2010  Kim Troboy (ATU)   Nina Goza & Alice Batch (ATU)
2011  Alice Batch (ATU)   Nina Goza (ATU)
2012  Alice Batch (ATU)   Nina Goza (ATU)
2013  Nina Goza (ATU)   Thomas Snyder (UCA)
2014  Thomas Snyder (UCA)   Lauren Maxwell & Marsha Carson (UCA)
The Common Law of ACTEB

(Adopted at the annual meeting of the Arkansas College Teachers of Economics and Business,

December 7, 1968.

1. Arkansas College Teachers of Economics and Business (ACTEB) is an association of staff members in economics, business education at institutions of higher education in Arkansas.

2. The annual meeting of ACTEB shall be held in a location selected by officers of the association. The accessibility of the location by faculty throughout the state shall be considered in selecting the location. The meeting shall consist of a morning session, a luncheon, and an afternoon session. The afternoon session concludes with a business meeting and the election of officers.

3. Officers consist of a president, a vice president, a secretary-treasurer, a chairperson, and two members of an executive committee.

4. The president presides at the annual meeting. The vice president serves in the absence of the president. The secretary-treasurer carries on the usual functions of such an officer. The executive committee is responsible for planning the program and making physical arrangements for the annual meeting.

5. All officers are elected. The president appoints a nominating committee, which presents a slate of nominees at the annual business meeting. Nominations may be made from the floor. No officer except the secretary-treasurer is nominated to succeed himself.

6. It is customary to nominate the current chairperson of the executive committee as president for the coming year. As far as possible, the various officers represent a reasonable balance between public and private schools. Although there are not enough officers to enable each school to be represented each year, there should be a fair representation of all schools over a period of years.

7. There are no dues, but the secretary-treasurer may add a nominal sum to the price of the luncheon tickets to take care of the postage and other incidentals.

NOTE: It is understood that any or all of the above procedures may be changed by a majority vote of members in meeting assembled.

Revised 10-05