

### 30th Southwestern Business Administration Teaching Conference Schedule - 2023

Thursday, February 23, 2023	Agenda Item(s)	Presenter(s)
8:00 - 8:50 AM (JHJ-128)	REGISTRATION & CONTINENTAL BREAKFAST	
9:00 - 9:20 AM (JHJ-113)	<b>Welcome and Introduction</b>	<b>TSU Administration and Mayur Desai</b>
9:20 - 10:45 AM (JHJ-113)	<b>KEYNOTE: "Modern Security Solutions for Today's Business Challenges"</b>	<b>Ms. Evelyn Anderson IBM Security Expert</b>
	<b>REFRESHMENTS AVAILABLE</b>	
11:00 AM -12:15 PM (JHJ-238)	<b>1A 1.</b> Tell Me Who's Watching? The Connection Between Student Trait, State, and Exam Anxiety and Proctoring Methodology	Dr. Jim McCleskey (Houston Community College System) Dr. Rodger Adair (Western Governors University)
	<b>1A 2.</b> Breaking Barriers In Asynchronous Online Courses: Using LMS Tools To Engage Online Students And Increase Student Interaction	Prof. Alan D. Lish (University of Houston)
	<b>1A 3.</b> Analyzing event advertising content to learn Consumer Behavior	Dr. Kishwar Joona (Prairie View A&M University)
11:00 AM -12:15 PM (JHJ-239)	<b>1B 1.</b> Modernizing Course Delivery Methods in an Undergraduate Accounting Course	Dr. Emese Felvegi (University of Houston), Dr. Mary Sykes (University of Houston), Dr. Sri Harsha Vardhan (University of Houston)
	<b>1B 2.</b> General Data Protection To Global Data Protection: Challenges And Opportunities In Between	Prof. Syed Ali (University of Houston Downtown), Dr. Ruth Robbins (University of Houston Downtown)
11:00 AM -12:15 PM (JHJ-146)	<b>1C 1.</b> Unpacking Google's Decision To Sunset Google Universal Analytics: Transitioning Class Assignments And Lectures To Google Analytics	Dr. William Zahn (University of Houston)
	<b>1C 2.</b> Cyber Analytics	Chukwudumebi Uzor (TSU Graduate Student), Nouf Alzara (TSU Graduate Student)
	<b>WORKSHOPS AND DEMOS</b>	
11:00 AM -12:15 PM (JHJ-113)	<b>1D 1.</b> SAP overview and basic navigation	Dr. Eniola O. Olagundoye (Texas Southern University)
11:00 AM -12:15 PM (JHJ-147)	<b>1E 1.</b> Connect Platform	Ms. Georgia Gindler (McGraw-Hill Education), Ms. Liz mortenson (McGraw-Hill Education)

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12:15 - 1:45 PM (JHJ-128)	LUNCH	
	<b>KEYNOTE</b>	<b>Ms. Danielle Davis, Vice President, JPMorgan Chase</b>
2:00 - 3:15 PM (JHJ-238)	<b>2A 1.</b> Utilizing ChatGpt As A Tool For Students Rather Than Fearing It As A Tool For Cheating	Dr. Jim McCleskey (Houston Community College System)
	<b>2A 2.</b> Swapping Instructors' Role With Students In A Management Class	Dr. Madhu B. Sahoo (Texas Southern University)
	<b>2A 3.</b> ChatGpt: What Is It? How Does It Work? Can It Be A Teaching Tool For An Introductory Programming Course In Higher Education?	Mr. Dale Fontenot (Lamar University) Mr. Feroz Ahmed (Lamar University)
2:00 - 3:15 PM (JHJ-239)	<b>2B 1.</b> Developing Open Data Projects for Undergraduate Business Students	Dr. Emese Felvegi (University of Houston), Dr. Sorosh Malekzad (University of Houston)
	<b>2B 2.</b> Viral Video Assignment	Dr. Laura Guerrero (University of Houston – Clear Lake)
	<b>2B 3.</b> Team Teaching Accounting And Marketing On Entrepreneurship (VIRTUAL)	Dr. Emily M. Crawford (Claflin University), Dr. Samantha Perry (Claflin University)
2:00 - 3:15 PM (JHJ-113)	<b>2D 1.</b> Connect Platform	Ms. Georgia Gindler (McGraw-Hill Education), Ms. Liz mortenson (McGraw-Hill Education)
3:15 - 3:30 PM (JHJ-128)	BREAK	
3:30 - 4:45 PM (JHJ-238)	<b>3A 1.</b> Effective Time Management Strategies To Enhance Academic Performance.	Dr. Shohreh (University of Houston Downtown), Prof. Syed Ali (University of Houston Downtown)
	<b>3A 2.</b> Using Simulations For Experiential Learning In Online Asynchronous Business Courses: Advantages And Lessons Learned	Prof. Alan D. Lish (University of Houston)
	<b>3A 3.</b> Reviewing ChatGpt: Prospects, Pitfalls, and Future Implications.	Prof. Syed Ali (University of Houston Downtown), Dr. Tahereh Jafar (University of Houston Downtown)
3:30 - 4:45 PM (JHJ-239)	<b>3B 1.</b> Building a Toolkit for Information Literacy	Dr. Andra Olivia Miljanic (University of Houston), Dr. Emese Felvegi (University of Houston)
	<b>3B 2.</b> Personal reputation in Team Leadership	Dr. Sujin K. Horwitz (University of St. Thomas)
	<b>3B 3.</b> Shared leadership and citizenship pressure in the academic world (VIRTUAL)	Dr. Munisa Toirova (Kyungpook National Uni., South Korea), Dr. Yoonjung Baek (Kyungpook National Uni., South Korea)

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6:00 - 9:00 PM President's Lounge, 4th Floor Sterling Student Life Center	<b>RECEPTION/DINNER/BANQUET KEYNOTE</b>	<b>Ms. Cheri Green, Community Manager, JPMorgan Chase</b>
<b>Friday, February 24, 2023</b>		
	<b>Agenda Item(s)</b>	<b>Presenter(s)</b>
8:00 - 8:50 AM (JHJ-128)	REGISTRATION & CONTINENTAL BREAKFAST	
9:00 - 10:15 AM (JHJ-238)	<b>4A 1.</b> Incorporating Industry Practices Into Teaching Managerial Accounting.	Dr. Dr. Kun Wang (Texas Southern University), Dr. Sewon, O. (Texas Southern University)
	<b>4A 2.</b> Textbooks: Required, Alternatives, Hybrid or Disappearance	Dr. William Saunders (Texas Southern University), Dr. Carlton Perkins (Texas Southern University), Dr. Michara DeLaney (Stephen F. Austin University)
	<b>4A 3.</b> Sea Turtle Conservation At Tortuguero: A Case On How To Turn An Ecological Challenge Into A Collaborative Opportunity For Research, Education Outreach, And Business Development.	Prof. Minh Huynh (Southeastern Louisiana University)
9:00 - 10:15 AM (JHJ-239)	<b>4B 1.</b> Cooperative Learning, Team Dynamics, And Academic Performance: A Case Study From An Hbcu	Prof. Olusegun Felix Ayadi (Texas Southern University), Prof. Mammo Woldie (Texas Southern University), Prof. Anthonia Allagoa-Warren (Texas Southern Uni.) Prof. Jakeun Koo ( Texas Southern University)
	<b>4B 2.</b> Evolution of Chatbots: Impact on Higher Education	Dr. Mahesh Vanjani (Texas Southern Southern)
	<b>4B 3.</b> Incorporating The Topic Of Sustainability In Information Systems Curriculum	Dr. Elham Mousavidin (University of St. Thomas)
10:15 - 10:30 AM (JHJ-128)	<b>BREAK</b>	
10:30 - 11:45 AM (JHJ-238)	<b>5A 1.</b> Incorporating Trending Industry Topics in Business Curriculum	Dr. Swati Basu (University of Houston)
	<b>5A 2.</b> Comparison of the Student Performance on the Accounting Cycle Assessment Test Between Students Who Were Taught Virtually Versus Students Who Were Taught in the Traditional Classroom Setting	Dr. Joseph Boyd (Texas Southern University)
10:30-11:45 AM (JHJ-239)	<b>5B 1.</b> How can I get an A? Changing Students' Focus from Grades to Learning(Virtual)	Dr. Michael J. Murray (University of Houston)

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	<b>5B 2.</b> Closing the Gap Between Technology and Leadership, using Digital Transformation	Dr. Anthonia Allagoa-Warren (Texas Southern University), Dr. Anthony C. Iwuorie (Texas Southern University)
<b>12:00 - 1:30 PM (JHJ-128)</b>	<b>LUNCH</b>	
<b>1:30 - 2:45 PM (JHJ-147)</b>	<b>Workshop:</b> SAP Overview and Basic Navigation	Dr. Eniola O. Olagundoye (Texas Southern University)
<b>1:30 -2:45 PM (JHJ-238)</b>	<b>6A 1.</b> The Pros and Cons of ChatGPT in Academia	Dr. Richard Taylor (Texas Southern University)
	<b>6A 2.</b> Learning Progress on Computational Thinking Concepts and Practices towards Programming in Hands-on Course: Quantitative Analysis of Coding Assessments.	Dr. Michael Yu-Chi Wu (Uni. of Houston Clear-lake), Dr. Naveed Saleem (Uni. of Houston Clear-lake)
	<b>6A 3.</b> Incorporating Resilience into Supply Chain Management.	Dr. Gordon D. Smith (University of Houston)
<b>2:45 - 3:10 PM</b>	<b>End of All Sessions</b>	