

8:15 **Registration - Coffee and Rolls**
Foyer *(Refreshments in Assembly Room)*

8:25 **Welcome – Chris Decker**
Assembly Room

8:30 **Session A: Pedagogy:** Mark Leonard, UNO, Chair
Board Room, 2nd floor *(15 minutes allowed for presentations, 5 minutes for questions)*

Vijay K. Agrawal (UNK), Dave Moffett (UNK), & Allen R. Taylor (UNK). **Developing an Employment Friendly Curriculum for a Business Degree.**

Zolana Baumel (UNO) & Donald Baum (UNO). **Demand for Education at the University of Nebraska at Omaha by Gender and by Upper and Lower Division Students.**

Todd Jamison (Chadron). **Trials and Tribulations of Adult Online MBA Students: The Good, the Bad, and the (Virtually) Ugly.**

Stephen Ludwig (Northwest Missouri State University) Doni Mollus (Northwest Missouri State University), & Mark Jelavich (Northwest Missouri State University). **Pedagogical Examples of Accounting and Economic Issues in Estimating Cost Functions for US Railways.**

Graham Mitenko (UNO), & Michael J. O'Hara (UNO). **Frankensteins of Fraud: The 20th Century's Top Ten White-Collar Criminals.**

8:30 **Session B: Finance & Economics:** Ron Konecny, UNK, Chair
Assembly Room *(15 minutes allowed for presentations, 5 minutes for questions)*

Ding Chen (Xi'anJiao Tong University -- Visiting Scholar at University of Kansas), & Mingming Zheng (University of Kansas). **Keep One Eye on Your Neighbors – An Empirical Study of Chinese Regional Unemployment Rate.**

Bernard Cornet (University of Kansas), & Ramu Gopalan (Washington and Jefferson College). **Arbitrage and Equilibrium with Portfolio Constraints.**

Kay Hodge (UNK), Suzanne Hayes (UNK), & Larry W. Hughes (UNK). **A Study of the Efficacy of Altman's Z to Predict Bankruptcy of Firms Doing Business in Contemporary Times.**

Craig M. Marxsen (UNK). **Suboptimal Supply Side Environmentalism**

Mariah Webinger (John Carroll University). **Risk Management, Firm Structure and Performance Among Financial Firms: Evidence from the Credit Crisis.**

10:20 **Break** *(Refreshments in Assembly Room)*

10:30 **Session A: Studies of Behavior:** Kenneth Lemke, NPPD, Chair
Board Room, 2nd floor *(15 minutes allowed for presentations, 5 minutes for questions)*

Donald Baack (Pittsburg State University). **Customer Retention and the Health Care Industry.**

Greg Broekemier (UNK), Sri Seshadri (UNK), & Marsha Yeagley (UNK). **Ethical Decision Making: Nebraska University Students' Intended Behaviors.**

Larry W. Hughes (UNK), Bill Provaznik (Central Washington University), & James B. Avey (Central Washington University). **Dyeing the Black Sheep: The Marginalization of Ingroup Deviants.**

J. Mark Leonard, (UNO). **Are Nascent Entrepreneurs Truly Different from the Self-employed?**

10:30 Assembly Room	<p>Session B: Graham Mitenko, UNO, Chair <i>(15 minutes allowed for presentations, 5 minutes for questions)</i></p> <p>Rick Koza (Chadron), & James Wright (Chadron). Factors Affecting Real Estate Values in Northwest Nebraska: Determining Factors to Predict the Value of Rural real Estate?</p> <p>Steven Shultz (UNO) & Roger P. Sindt (UNO). The Impact of Section 1031 Exchanges on Agricultural Land Sale Prices: Evidence from Nebraska Based on Comparable Sale Analyses and Surveys of Sellers.</p> <p>Michael J. O'Hara (UNO). Wrongful Death and Personal Injury Damages in Nebraska.</p> <p>David K. Palmer (UNK). Collaboration and Scholarly Publishing.</p>
12:00 Assembly Room	<p>Lunch / Speaker: Dr. Jason Henderson, Assistant Vice President & Omaha Branch Executive, Federal Reserve Bank of Kansas City: "Can Nebraska Lead the Recovery?"</p>
1:30 Assembly Room	<p>Student Papers Session: Chris Decker, UNO, Chair</p> <p>Brian Donnelly (UNO). Exploring Conflict and Oil Prices: Myths, realities, and Implications for the Department of Defense.</p> <p>Michael W. Edwards (UNO). An Analysis of Green Purchasing Behavior: Hybrid-Electric Vehicle Adoption at the State Level.</p> <p>Deepti Khedekar (UNK). Corporate Crime: A Comparison of Culture in Enron and Satyam.</p>
2:30 Assembly Room	<p>Break <i>(Refreshments in Assembly Room)</i></p>
2:45 Assembly Room	<p>Nebraska's Economy: Recession and Recovery Panel Discussion</p> <ul style="list-style-type: none"> • Dr. Bradley D. Lubben, Extension Policy Specialist, University of Nebraska-Lincoln • Dr. Eric Thompson, Director, Bureau of Business Research, University of Nebraska-Lincoln • Mr. Scott Strain, Senior Director, Greater Omaha Chamber of Commerce • Mr. Stewart Jobes, Business Finance Consultant, Nebraska Department of Economic Development
4:00 Assembly Room	<p>Business Meeting & Awards</p>

NEBA recognizes the Federal Reserve Bank, Omaha Branch, for hosting our conference, providing facilities, refreshments, and lunch.

Thank you!