



2022 Great Plains Economic and Business Conference

Doane University—Lincoln Campus

“The Intersection of Economic and Business Leadership in the Great Plains”

Friday, October 28, 2022

8:00 a.m. Registration and Refreshments

8:30 a.m. Welcome and Opening Remarks
Dr. Roger Hughes, President, Doane University

Morning Presentations

8:45 a.m. “Fostering Business Growth through the Tom and Annie Pratt Entrepreneurial Award Program”

M. Merrill Johnson, Associate Professor, Bellevue University,
Randa Zalman, Assistant Professor, Bellevue University, &
Thomas Skutt, Graduate Student, Bellevue University

9:05 a.m. “Determining Student Connectedness in Agribusiness Asynchronous Courses”
Pete Poppert, J.D., M.S., Chair of the Agribusiness Department
Sydney Erickson, Undergraduate Student Researcher

9:25 a.m. “Population Decline in North Macedonia: Socio-Economic implications for the Nation’s Future”
Erwin F. Erhardt, III, PhD, Professor-Educator,
University of Cincinnati

9:45 a.m. “The Impact of The Pandemic On Cause-Related Marketing Purchases”
Kristen Maceli, Ph.D., Pittsburg State University

10:05 a.m. Break

10:15 a.m. “Investigation of the Response of South Dakota’s Financial Institutions to COVID 19 Pandemic”
Yenling Chang, Associate Professor, College of Business and Information Systems,
Dakota State University, SD
Daniel A. Talley, Professor, College of Business and Information Systems, Dakota State University, SD

10:35 a.m. “History of Child Labor in the United States from Colonial Period Until the end of 20th Century”
Meenakshi Nath Dalal, Emeritus Professor of Economics, Wayne State College, Nebr.

11:00 a.m. Keynote Speaker
Debbie Gaspard, MBA, 2021-22 Chair of the Board of Directors for the Accreditation Council for Business Schools and Programs (ACBSP); VP of Membership, Midlands African Chamber; Business Faculty and Corporate Trainer at Metropolitan Community College, Omaha

11:30-12:00 Lunch Break

12:00 p.m. Award Presentations

12:10 p.m. “The Wit & Wisdom of Ken Lemke”
Kenneth M. Lemke, Ph.D., Retired Economist

12:45 p.m. Panel Discussion on Industry Leadership
Panelists: Deb Allison, Nationwide Insurance
Quentin Brown, Educare Lincoln

Need Macala Carter, Center for People in

Maribel Cruz, Talent Plus

Val McPherson, [REDACTED]

Moderator: [REDACTED]

2:00 p.m. Break

Afternoon Presentations

2:15 p.m. “Is Growth in Outstate Missouri Tied to Growth in the Saint Louis and Kansas City Metro Areas?”

Howard Wall

2:35 p.m. “Assessing Proxies of Knowledge and Difficulty with Rubric-Based Instruments”

Ben O. Smith, University of Nebraska at Omaha

Jadrian J. Wooten, Virginia Polytechnic Institute and

State University

2:55 p.m. “Building Student Engagement to Further Innovation and Entrepreneurship in Rural Communities”

Robert W. Schwartz, Ph.D. Director, Special Projects,

Business Development Program,

Missouri University of Science and Technology

(Presenting by Zoom)

Co-authors:

Bonnie J. Bachman, Ph.D., University of Wisconsin—

Madison

Caprice Moore, D.M.A., Morningside University

3:15 p.m. Closing Remarks / Break

3:30 p.m. NEBA Business Meeting (Open to everyone)

4:15 p.m. Adjourn

Many
thanks to
Doane University
for hosting our meeting today.



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