



# CBFA

Christian Business Faculty Association

NASHVILLE • 2014  
CONFERENCE

## *Making a Difference at the Intersection of Faith and Business*

2014 Annual Conference | October 9-11



**CBFA**  
Christian Business Faculty Association

 **TREVECCA**  
NAZARENE UNIVERSITY

# Welcome

---

## Trevecca Facts:

- **Mission Statement**—Trevecca Nazarene University is a Christian community providing education for leadership and service.
  - **Motto**—Esse quam videri (“To be rather than to seem”) is a call for integrity and authenticity of life, faith, and values.
  - **Founding**—In 1901 by J. O. McClurkan, a minister in the Cumberland Presbyterian Church.
  - **Meaning of the Name**—The word Trevecca means “House of Rebecca”; Rebecca means “a binding together in love.”
  - **Location**—Located minutes from downtown Nashville, “Music City, U.S.A.”
  - **Financial Aid**—98% of Trevecca students receive scholarship and financial aid.
  - **Faculty-to-Student Ratio**—18 to 1
  - **Athletics**—15 NCAA II collegiate sports
  - **President**—Dan Boone, D.Min. (2005- ), Trevecca’s 11th president
- 

## Table of Contents

Conference Schedule	8
<b>Schedules:</b>	
Paper Presentations	12
Poster Sessions	18
<b>Abstracts &amp; Session Descriptions:</b>	
Academic Sessions	20
Abstract Presentations	
Poster Abstracts Sessions	28
<b>Awards:</b>	
Chewning Awards	34
Barnabas Awards	35
Johnson Award	36
Teaching Award	37
<b>Speakers</b>	38
<b>Boone Business Building Map</b>	45
<b>Campus Map</b>	46

## **“Making a Difference at the Intersection of Faith and Business”**

Dear CBFA Members,

It is with absolute delight that we welcome you to the 2014 Christian Business Faculty Association Conference, hosted by Trevecca Nazarene University, with the theme “Making a Difference at the Intersection of Faith and Business.” Every year we launch a new crop of change agents into the world hoping to make a difference in the halls of corporate America and beyond. From the offices and shop floors to the boardrooms and executive suites, members of the CBFA send champions of faith and learning to make an impact for Christ and the greater good. Thank you for your part in equipping these rising executives to be “salt and light” in their business communities. We pray that this conference will encourage you to continue the fight and not to become weary in doing good! (Galatians 6:9)

We also welcome you to Nashville, Tennessee! Known by several nicknames, Nashville is best known as “The Athens of the South” and “Music City, USA.” While several factors invite comparisons to that famous Greek city, including the existence of 24 post-secondary educational institutions, Nashville has been home (since 1897) to a full-scale replica of the Parthenon, perhaps the real Athens’ most identifiable landmark. The “Music City, USA” moniker originated in a 1950 radio broadcast and is now the official nickname used by the Nashville Convention and Visitors Bureau. Because the city is home to the Grand Ole Opry, the Country Music Hall of Fame, the Schermerhorn Symphony Center, and many major record labels and music publishing companies, this label is not only descriptive but evokes many positive emotions about our city.

The CBFA is a magnificent organization containing world-class Christian scholars and educators who foster a collegial environment of faith, inspiration, and support. If this conference is your first CBFA event or your twentieth, we trust that it will be a meaningful experience of both growth and renewal and that it will definitely not be your last. Whether you have come for music, culture, scholarship, or Christian fellowship, you have chosen the right venue!

Once again, please accept these warm wishes and a most sincere welcome from the Skinner School of Business and Technology and the larger Trevecca community conference team. We are happy to be your hosts and look forward to serving you during the event. Please let us know if there is anything that we can do to make your stay more pleasant!

Blessings,

Jim Hiatt, Dean, Skinner School of Business and Technology

Roy Philip, Conference Coordinator



## **Trevecca Nazarene University**

For more than a hundred years, Trevecca Nazarene University has been meeting the educational needs of students. From its earliest beginnings as a pastor's training class for Christian workers to its modern role as a university, Trevecca's focus has been to provide higher education within the context of a Christian community.

Trevecca was founded in Nashville, Tennessee, in 1901 by the Reverend J.O. McClurkan as the Literary and Bible Training School for Christian Workers. In 1911 the curriculum was enlarged and the name changed to Trevecca College. This name was taken from an institution started in Wales in 1768 during the Wesleyan revival.

In 1914 the College was moved from downtown Nashville to a site on Gallatin Road in East Nashville and in 1935 was established at its present location on Murfreesboro Road in southeast Nashville (Check the map on Google Maps). Trevecca became an official college of the Church of the Nazarene in 1917 and graduated its first four-year class in 1942. It was first accredited by the Southern Association of Schools in 1969. Master's degree programs were added in education in 1984, in religion in 1987, and in organizational management in 1992.

The doctorate in education was begun in 1999. In 1995 the Board of Trustees voted to change the name of the school from Trevecca Nazarene College to Trevecca Nazarene University. The University's current president is Dan Boone.

Conference Attendees:

Welcome to the 2014 conference of the Christian Business Faculty Association!

This year's conference, hosted by Trevecca Nazarene University, promises to be one of our best yet. This year's conference theme, *Making a Difference at the Intersection of Faith and Business*, effectively summarizes not only the centrality of the conference, but also the mission of the CBFA as an organization. I believe that you will find significant value in this conference whether you are a first-time attendee or a seasoned CBFA member.

One of the benefits you will surely receive from your membership in CBFA and this year's conference is the encouragement of community. As one of our long-standing members related to me, "It is clear to me that our members look to CBFA for different things...for help in the development of pedagogy, for scholarly expression, for insight into the integration of faith with business education and practices, and for fellowship and encouragement."

In 1997 (the last time Trevecca Nazarene University hosted the CBFA conference), I stood in the place where some of you stand today—as a first-time attendee of the conference. Since that time, I have been enormously encouraged by my fellow CBFA members in both my personal and professional development as a Christian scholar. Thus, it is personally encouraging to me when I hear about the work that so many of you are accomplishing daily at your schools as you sculpt future generations of Christian business leaders.

If you are a seasoned member of CBFA, I hope you will join me and the other members of the Board in recognizing those first-time attendees to the conference. You might just be shaking the hand of the next generation of CBFA leadership.

On behalf of the CBFA Board of Directors, I welcome you to this conference!

In Christ,

A handwritten signature in black ink, appearing to read "Brett Andrews", written in a cursive style.

Brett Andrews, Chair  
CBFA Board of Directors

## History Of The CBFA

The first gathering of Christian business faculty occurred in April, 1980. At that time leaders of the American Studies Program and the Council for Christian Colleges and Universities (then known as the Christian College Coalition) organized a meeting of 12-15 business professors from member schools at their headquarters in Washington, D.C. The following year a group of over 40 again convened in Washington, D.C. for sharing and stimulation from outside speakers arranged by the CCCU. Regional conferences occurred at several member schools in 1982 and 1983. In 1984 over 70 faculty took part in a national conference on business ethics at Seattle Pacific University sponsored by the CCCU with a grant from the Murdock Foundation. This landmark meeting solidified contacts and friendships along with interest in ongoing meetings. In 1987, a steering committee with regional representatives was established to provide better organization and expand services to the membership, including the launching of a regular newsletter.

Membership now totals over 400 Christian business faculty who teach on the college and university level, and is open to faculty from any educational institution (whether Christian, faith-based, public, or proprietary) who are personally concerned with the integration of Biblical truths with business.

### Benefits of Membership to CBFA

The opportunity to network with an exciting group of Christian business faculty who are training students to have a positive impact in the world of business.

- Subscription to the CBFA's quarterly newsletter
- Subscription to the Journal of Biblical Integration in Business (normally published once each year).
- Subscription to the Christian Business Academy Review (normally published once each year).
- Participation in the CBFA Forum, the association's discussion board, for the exchange of ideas, for passing news about a particular resource you've discovered, and to spread the word about CBFA activities, events, and announcements. The CBFA discussion forum is hosted on LinkedIn, and is reserved for CBFA members only.
- Participation in the annual conference
- Access to faculty and administrative job postings on the CBFA website. Any institution with CBFA members may post business faculty and administrative positions on the CBFA website at no charge.

Source: [www.CBFA.org](http://www.CBFA.org)

## **2013-2014 CBFA Board of Directors**

Dr. Brett Andrews, Chair

Dr. Terry Truitt, Past Chair

Dr. Mary Ann Meiners, Vice-Chair/Chair-Elect

Dr. David Burns

Dr. Michael Cafferky

Dr. Jim Dalton

Dr. Don Daake

Dr. Robert H. (Bob) Roller, Secretary

Dr. Kevin Hughes, Program Chair

Dr. Julia Underwood, Director of Conferences

Dr. Keith Starcher, Director of Marketing

Mr. Kirk Jackson, Treasurer

Dr. Kent Saunders, Director of Publications

## Conference Notes

Wireless Access Instructions: All computer users are welcome to connect to Trevecca Nazarene University's publically accessible wireless network (Trevecca-Unplugged).



# *Conference Schedule*



## CBFA Conference Schedule Trevecca Nazarene University

### Thursday October 9

2:00 PM – 10:00 PM	Registration (Boone Convocation Lobby)
5:15 PM – 6:45 PM	Shuttle Buses (From Holiday Inn to Trevecca)
5:30 PM – 7:00 PM	Opening Reception with “Heavy Hors D’oeuvres” (Boone Convocation Hall) (Background Music – Andrea Mayes)
7:15 PM – 8:30 PM	Chapel Devotions and Announcements (Boone Convocation Hall) (Worship and Devotional: Michael O’Brien)
8:30 PM	Shuttle Buses (From Trevecca to Holiday Inn)

### Friday October 10

6:30 AM – 8:00 AM	Breakfast (Holiday Inn)
8:00 AM – 9:00 AM	Shuttle Buses (From Holiday Inn to Trevecca)
9:00 AM – 2:00 PM	Registration (Boone Convocation Lobby)
9:00 AM – 9.45 AM	Chapel Devotions and Announcements (Boone Convocation Hall) (Worship and Devotional: Dr. Sam Green)
9:00 AM	Buses leave for Cheekwood Gardens
9:30 AM – 11:30 AM	Spouses’ visit to Cheekwood Gardens
10:00 AM – 3:00 PM	Exhibitors’ Showcase (Boone Convocation Hall)
10:00 AM – 10:50 AM	Academic Sessions (Workshops, Papers, and Panels) Boone Classrooms - BBB 102/104/106/108/109/ 111/113/115
10:50 AM – 11:00 AM	Coffee Break (Boone Convocation Hall)
11:00 AM – 11:50 AM	Academic Sessions (Workshops, Papers, and Panels) (Boone Classrooms-BBB 102/104/106/108/109/111/113,/115)
11:45 AM	Buses return from Cheekwood Gardens
12:00 PM – 1:15 PM	Lunch Buffet (Boone Convocation Hall) (Speakers: Nancy Falls and Howard T. Wall III.)
1:30 PM – 2:15 PM	Poster Session (Boone Faculty Suite)
2:30 PM	Buses Leave for Country Music Hall of Fame and Dave Ramsey Group Tours/Shuttle to Hotel (Boone Business Building)
3:00 PM – 4:30 PM	Tour of the Country Music Hall of Fame (Nashville Downtown) Tour of the Dave Ramsey Group (Franklin)
4:45 PM	Buses Leave for The Opry Mills/Buses leave for Trevecca

5:00 PM	6:45 PM – Dinner in Opry Mills (on your own)
7:00 PM	Buses leave for hotel
7:00 PM	The Grand Ole' Opry Show
9:30 PM	Return to hotel by Buses

### Saturday October 11 (God's not dead day at CBFA)

6:30 AM – 8:00 AM	Breakfast (Holiday Inn)
8:00 AM – 9:00 AM	Shuttle Buses (From Holiday Inn to Trevecca)
9:00 AM – 9:45 AM	Chapel Devotions and Announcements (Boone Convocation Hall) (Worship and Devotional: Dr. Ming Wang)
9:00 AM	<i>Spouse Activity</i> Holiday Inn buses leave for Opry Mills shopping
9:00 AM – 2:00 PM	Registration (Boone Convocation Lobby)
10:00 AM – 11:20 AM	CBFA Business Meeting (Boone Convocation Hall)
11:20 AM – 11:30 AM	Coffee Break (Boone Convocation Hall)
11:30 AM – 12:20 PM	Academic Sessions (Workshops, Papers, and Panels) (Boone Classrooms-BBB 102/104/106/108/109/111/113/115)
11:45 AM	Spouses arrive on Campus
12:30 PM – 1:30 PM	Lunch Buffet (Boone Convocation Hall) (Speaker: Barry Landis)
1:30 PM – 2:30 PM	<i>Spouse Activity</i> Tour of Trevecca Campus (Jason Adkins; Judy Hiatt)
1:40 PM – 2:30 PM	Academic Sessions (Workshops, Papers, and Panels) (Boone Classrooms - BBB 102\104\106\108\109\111\113/115)
2:40 PM – 3:30 PM	Academic Sessions (Workshops, Papers, and Panels) (Boone Classrooms - BBB 102/104/106/108/109/111/113/115)
3:30 PM – 3:40 PM	Coffee Break (Boone Convocation Hall)
3:40 PM – 4:30 PM	Academic Sessions (Workshops, Papers, and Panels) (Boone Classrooms-BBB 102/104/106/108/109/111/113/115)
4:30 PM – 5:15 PM	Meeting of Special Interest Groups (Boone Classrooms - BBB 102/104/106/108/109/111/113/115)
4:30 PM – 6:00 PM	Networking, Fellowship, and Return to hotels to prepare for Banquet
4:45 PM – 6:45 PM	Shuttle Buses (From Trevecca to Holiday Inn to Trevecca)
7:00 PM – 9:00 PM	Closing Banquet and Awards Ceremony (Boone Convocation Hall) (Speaker: Dr. Dan Boone; Dress: Business Attire)
9:00 PM – 9:45 PM	Shuttle Buses (From Trevecca to Holiday Inn)



## Paper Presentations – Friday, October 10 Session 1

10:00 AM – 10:50 AM			
Author	Moderator	Title	Room
Phil Rickard	Jim Dalton	Applications of Managerial Accounting to a Product Differentiation Strategy in China	BB 102
David J. Burns Yvonne Smith Keith Starcher	Joseph Bucci	Excelling as a Conference or Journal Paper Reviewer: Exploring the Process	BB 104
Ed Garrett	Craig Domeck	From the Ball Field to the Boardroom: Using the Family System Theory to bring about greater leadership in management.	BB 106
Michael Cafferky	Marty McMahon	Business Ethics in Biblical Perspective: A Thematic Framework for the Ethics Process & Content	BB 108
Brian Porter	Jennifer Dose	Intersecting Faith and Business: Is Health Care an Individual's Right, Entitlement, Privilege, or Something Else?	BB 109
Patricia Berg Julie Szendrey	Sheri Geddes	Double Play: The Value of "Turning Two" in the Liberal Arts Business Classroom Through Integrating Both Self-Directed and Experiential Learning	BB 111
Deborah L. Windes Lynn White Richard Hamilton Kyle Harkema Todd Barre	Christian Ola	Engaging Our Students in Pursuing a Richer Sense of Vocation	BB 113
Megan Janes Paul Shelton Chris Meade Ryan Halley Noelle Seybert	Brett Andrews	Social Media Influence on Graduate Student Recruiting, Enrollment, Orientation and General Onboarding: A Multi-Perspective Panel	BB 115

## Paper Presentations – Friday, October 10 Session 2

11:00 AM – 11:50 AM			
Author	Moderator	Title	
William Hahn Chris Fairchild R. Joseph Childs	Kelly Rush	Learning Outcomes at CCCU-Member Institutions: A Comparison of CCCU Students' Performance on the Uniform CPA Exam to Performance at Other Institutions	BB 102
Don Daake	Rod Minatra	Communicating with the Local Business Community: How to get Thousands of People to Read your Work by Writing for a Local Newspaper	BB 104
Joseph Bucci	Cheri Sides	The Case for Inclusion of Redemptive Managerial Dimensions in Servant Leadership Theory	BB 106
Richard H. Jonsen	Scott Quatro	Organization as Community: Implications for Human Resources Management Theory and Practice	BB 108
Richard Koontz	Michael Cafferky	A proposed model for evaluating perceptions of curricular faith integration activities	BB 109
Sheri Geddes Todd Steen	Leo Gabriel	Financial Literacy: What is the Responsibility of Christian Higher-Education Institutions?	BB 111
Kyle Harkema Rick Hamilton Deb Windes Todd Barre Lynn White	Michael Crawford	Making experiential learning alive in the classroom	BB 113
Steven Bovee Robert Roller Brett Andrews	Alan Grossnickel	More Bricks, Less Straw: Navigating the Changing Higher Education Landscape	BB 115

## Paper Presentations – Saturday October 11 Session 3

11:30 AM – 12:20 PM			
Author	Moderator	Title	Room
John B. Duncan	Larry Saylor	Stewardship and Priestly Measures within a Balanced Scorecard	BB 102
Samuel Dunn	Brenda Johnson	Dissertation Showcase: The Church of the Nazarene: A Phenomenological Study of a Global Culture	BB 104
Andrew T. Babyak	Nicholas Umontuen	Dissertation Showcase: Biblical Leadership At Work: The Development of a New Leadership Theory	BB 106
Joseph Bucci	Melanie Timmerman	“Talent Acquisition: Developing Untapped Talent Utilizing Redemptive Manager Behaviors”	BB 108
David Hagenbuch	Geoffrey Lantos	Should Advertising Shock?	BB 109
Jeff Fawcett Al Grossnickle	Bradley Almond	Creative Collaboration – Creating Purposeful Intersections of Faith and the Local Business Community	BB 111
Brian Holland	Adele Harrison	Using Wiki technology to accomplish a capstone higher level cognitive objectives and the integration of faith principles.	BB 113
Larry Locke Robert Roller James King Marty McMahon	Joe Childs	Teaching as Spiritual Formation	BB 115

**Paper Presentations – Saturday October 11  
Session 4**

<b>1:40 PM – 2:30 PM</b>			
<b>Author</b>	<b>Moderator</b>	<b>Title</b>	<b>Room</b>
Daniel Sorensen	Kirk Jackson	Dissertation Showcase: Developing and Measuring the Impact of an Accounting Ethics Course that is Based on the Moral Philosophy of Adam Smith	BB 102
Maria Lai-ling Lam	Kevin Hughes	Developing the Practice of Empathy: Market-based Solutions to Social and Environmental Difficulties	BB 104
Melvin Holder Jimmy Knott	Chip Mason	Credible Leadership: Can It Be Measured?	BB 106
Kevin Brown Mark Gill David Bosch	Rich Corum	Broadening the Business Discipline: Teaching the History of Business in the Faith Tradition	BB 108
Geoffrey Lantos	Brandee Norris	Involving Students in Cultural Analysis and Consumer Behavior	BB 109
Brian Holland	Denise Murphy-Gerber	A framework for helping students operationalize their Christian world view	BB 111
Andrew C. Herrity Michael D. Bishop	William Adams	Making a Difference at the Intersection of Faith and Business: Teaching Undergrads to Align Values and Strengths With Career Opportunities	BB 113
Jim Dalton Tim Chesnut	Margaret Britt	Best Practices for Developing and Evaluating On-Line Courses in Schools of Business	BB 115

**Paper Presentations – Saturday, October 11  
Session 5**

<b>2:40 PM – 3:30 PM</b>			
<b>Author</b>	<b>Moderator</b>	<b>Title</b>	<b>Room</b>
Philip Swicegood	Kent Saunders	Leveraging Student-Managed Investment Funds for Maximum Impact	BB 102
Melanie Timmerman Margaret Britt	Robert Roller	“Resolving Conflict: Making a Difference at the Intersection of Theory and Faith “	BB 104
Yvonne S. Smith David Burns Virgil Smith	Rich Rudebock	Pursuing Power:An Exploration of Three Views of Power and Their Meaning To Integration Research	BB 106
Laurie McCabe	Rick Mann	Paul the apostle & leader for the ages: Wisdom for leading complex systems in chaotic environments	BB 108
Julia Underwood Becky Havens	Charlie Williams	Dialogical on Scripture and its Impact on the CBFA: The CBFA Dialogical Conference Series	BB 109
Kelly Rush	Roger Stichter	Risk Analysis Portfolio	BB 111
Rick Hamilton Kyle Harkema Deb Windes Lynn White Todd Barre	Jody Hirschy	Helping develop the leader from within	BB 113
Don Daake Katheen Mays Vince LaFrance Gerry Hartis	Stanley Nwoji	Experiential & Travel-based Education: What we have Learned in the Last Twenty-five Years and a Blueprint for the Future	BB 115

**Paper Presentations - Saturday, October 11  
Session 6**

<b>3:40 PM – 4:30 PM</b>			
<b>Author</b>	<b>Moderator</b>	<b>Title</b>	<b>Room</b>
Carsten Hennings	Joe Walenciak	Is company giving becoming more strategic? Results of a panel data analysis of US corporate donations to their corporate foundations for the period 2001-2010	BB 102
Kevin J. Brown		The Moral Significance of Preferences: A Faith Based Framework for Evaluation	BB 104
Phil Rickard Wayne Yerxa	James Agee	Using Reflection Papers and a Grant Writing Project in a Non-Profit Management Course	BB 106
MaryAnn Harris Jeffry Jacob Stephen Whiting	Ron Cook	The Implications of Distance on the Internalization of Faith Issues	BB 108
Rick Mann	Joshua Chicarelli	Understanding the Competitive Advantage of Christian Professionals	BB 109
Brad Gatlin Ryan Ladner	Laureen Mgrdichian	HashtagCBFA	BB 111
Margie Ness LaShaw Candice Correia Tara Lambert David Sloan	Craig Walker	Making a Difference: Implementing Faith Integration Projects in Accounting Courses	BB 113
Charlotte Houke Bill Raynor Lydia Edmonds Lee Kizer Keith Starcher	Debra Eischen	Developing an Academic Mission Trip: Making a Difference at the Intersection of Faith and Business in the Mission Field	BB 115

## Poster Sessions

<b>Friday, October 10, 1:30 PM – 2:15 PM (Boone Faculty Suite)</b>	
<b>Authors</b>	<b>Title</b>
Allan Discua Cruz	A Christian perspective on family entrepreneurial teams
Barry L. Padgett	Using the Better Business Bureau to Teach Business Ethics
Brian D. Cawley	Incarnate Leadership: Development and validation of 360-degree assessment of Christian leadership
Craig Domeck	The Resilient Leader
David R. Poucher	Audit Simulation of Physical Inventory Observation
David Shankle	Actively Engaging Business Students in Quantitative Courses
Debbie L Philpott	Lifting the Veil: Toward Building a Theory of Biblical Spiritual Formation
Elise Bartley	Pay it Forward: Using Accounting Courses to Love Our Neighbors
Eric Teoro	An Exercise for Cultivating a Virtuous Character.docx
Eric Teoro	Team Charters – A Key to Successful Team-Based Projects.docx
Isaac Owolabi	Perceived Consumer Values in Local Banks
Joe Flowers	Basic Principles and Practices For Teachers of Non-Traditional, Adult Students
Joel Hoomans	Online Program Retention Initiative Via Time Management Training for Prospective Students
Judy R. Madtes	Liberal Arts: Broadening Business Students' Knowledge Base
Kenneth Minesinger	The Patient Protection and Affordable Care Act
Kevin Hughes	How Faith Can Intersect Business in the Online Classroom
Laura L. Falco	A Comparison of Internal Stakeholder Identification with Institutional Brand versus Athletics Brand and the Impact on Internal Athletics-Related Brand Behavior
Laurie McCabe	Human Values of Entrepreneurship: An Empirical Analysis of the Human Values of Social and Traditional Entrepreneurs
Robert L. Holbrook	Servant Leadership: Examining the Teachings of the Apostle Paul
Mary Jo Hirschy	The marketing capstone course: A unique approach for faith-based institutions
Michael Wiese	Future Lost...Future Found: Using Mixed Method Research to Discover Ways to Engage Young People in a Faith-based Aid and Development Organization
Robert Ridlon	Census Taking in the Bible
Scott A. Adams	Reporting and Managing on the Cheap: Using Blackboard in a Student-Managed Investments Program
Stephen Benecke	Bridging the gap to Statistics
Thomas D. Cairns	Hey Jack! - Using Duck Dynasty to Teach Faith and Entrepreneurship
Tim Redmer	Outcomes for Assessment – Student Favorites or Not
Todd Steen	The Economics of Religion--Faith, Church Attendance and Income
Ty Tabernik	Christ, Computers and Complexity: Teaching Technology



*Abstracts & Poster  
Sessions Descriptions*



## Academic Sessions Abstract Presentations

*Abstracts are arranged alphabetically by last name of the first author.*

### ***(Boone Classrooms)***

#### **The Moral Significance of Preferences: A Faith Based Framework for Evaluation**

*Brown, Kevin J., Asbury University*

Abstract: While economists are concerned with the consequences of our preferences, little work has been done to appraise the moral significance of our preferences. Using a Biblical framework, I define “base preferences.” From here, I provide two arguments for what is morally objectionable to such preferences with subsequent implications.

#### **Biblical Leadership At Work: The Development of a New Leadership Theory**

*Babyak, Andrew T., Chowan University*

Abstract: Servant leadership has become very popular in Christian circles as it is often labeled the leadership style of Jesus. However, an ideological exegesis of Luke 9:57-62 reveals some serious flaws in the servant leadership theory. A new leadership theory emerges from this Bible and leadership based research: Biblical Leadership.

#### **Double Play: The Value of “turning Two” in the Liberal Arts Business Classroom Through Integrating Both Self-Directed and Experiential Learning**

*Berg, Patricia; Szendrey, Julie, Walsh University*

Abstract: Through integrating both self-directed and experiential learning assessments in the liberal arts business classroom, educators can “turn two” and like a double-play in baseball, take advantage of being proactive in preparing students for the 21st century work environment. In this study, both self-directed and experiential learning assessments were integrated into BUS 233, Marketing in a Global Environment. The history and value of self-directed learning (SDL) and experiential learning (EL) are discussed as well as two specific activities that were utilized in this assessment.

#### **More Bricks, Less Straw: Navigating the Changing Higher Education Landscape**

*Bovee, Steven, Roberts Wesleyan College; Roller, Robert, Mount Vernon Nazarene University; Andrews, Brett, Tabor College*

Abstract: This study replicates and extends previous studies of business deans, using a survey distributed to business deans from CCCU and ACBSP/IACBE-affiliated institutions. The session focuses on similarities and differences between deans at faith-based and non-faith-based institutions and how perceptions have changed in response to the shifting higher education landscape.

#### **Broadening the Business Discipline: Teaching the History of Business in the Faith Tradition**

*Brown, Kevin, Asbury University*

Abstract: People of faith—like everyone else—are active participants in a business-dominated world. Developing a clear understanding of how the business world runs, and having our faith perspective define and dictate how we conceive and behave within this world, is the primary intent of the class we aim to create.

### **“Talent Acquisition: Developing Untapped Talent Utilizing Redemptive Manager Behaviors”**

*Bucci, Joseph, Regent University*

Abstract: Research on talent acquisition in organizations suggests managers identify new sources of untapped talent. The paper recommends pursuing sources such as displaced former addicts, former criminals and terminated workers. Also presented is a list of organizations successfully pursuing this strategy; and a selection process based on prior successful manager reinstatements

### **The Case for Inclusion of Redemptive Managerial Dimensions in Servant Leadership Theory**

*Bucci, Joseph, Regent University*

Abstract: Research on redemptive managerial behaviors built a theoretical framework on scriptures commonly referenced in servant leadership theory by faith-based authors. Yet a study of servant leadership theories found no dimensions describing aspects of redemption as referenced in these same foundational verses. A case is made for to include these dimensions.

### **Excelling as a Conference or Journal Paper Reviewer: Exploring the Process**

*Burns, David J., Xavier University; Smith, Yvonne, University of La Verne;  
Starcher, Keith, Indiana Wesleyan University*

Abstract: Reviewing is an important service activity, but reviewers are in short supply. Reviewing conference/journal papers can provide reviewers with personal recognition and can provide them with meaningful insight into the research process. The purpose of this session is to explore what is necessary to excel as a paper reviewer.

### **Business Ethics in Biblical Perspective: A Thematic Framework for the Ethics Process & Content**

*Cafferky, Michael E., Southern Adventist University*

Abstract: This paper presents twelve biblical themes that form the biblical foundation of the business ethics process and content as seen from both the person and the community perspective. These biblical themes contrast with secular business ethics teaching. The implications of each theme are considered in terms of the purpose of business.

### **Communicating with the Local Business Community:**

#### **How to get Thousands of People to Read your Work by Writing for a Local Newspaper**

*Daake, Don, Olivet Nazarene University*

Abstract: This case study traces the development and lessons learned from writing a business column for the Kankakee Daily Journal. I have authored or co-authored over 180 columns for the paper over five years. Session provides recommendations on how other institutions and professors can expand their influence with this powerful approach.

### **Experiential & Travel-based Education: What we have Learned in the Last Twenty-five Years and a Blueprint for the Future**

*Daake, Don, Olivet Nazarene University*

Abstract: Panelists from four institutions/organizations will discuss four unique and different programs or approaches they have taken to build experiential education particularly as it relates to travel-based programs. The presentations will be given within the context of how these programs “Make a Difference at the Intersection of Faith and Business.”

## **The Church of the Nazarene: A Phenomenological Study of a Global Culture**

*Dunn, Samuel, Northwest Nazarene University*

Abstract: The presenter used a phenomenological qualitative methodology and concepts of ethnocentrism, endogenization, and the metanational corporation to study the global culture of the Church of the Nazarene (CoN). The research revealed that its cultural orientation has inhibited the CoN from achieving its strategic goals. Now CoN leaders outside Northern American are eager to become full partners in the global enterprise.

## **Creative Collaboration – Creating Purposeful Intersections of Faith and the Local Business Community**

*Fawcett, Jeff; Grossnickle, Al, Grace College*

Abstract: Business schools need to be strategic in the ways they partner and connect with their local business community. Getting beyond “how can you help us” to “how can we help you” provides avenues for sharing faith, helping the community and building future opportunities for students. Business schools need to be strategic in the ways they partner and connect with their local business community. Getting beyond “how can you help us” to “how can we help you” provides avenues for sharing faith, helping the community and building future opportunities for students.

## **From the Ball Field to the Boardroom: Using the Family System Theory to bring about greater leadership in management.**

*Garrett, Ed, Belhaven University*

Abstract: Supporting the “home team” may make all the difference when the count is 3-2, bottom of the 9th. This session will explore Family Systems theory (Zimmerman, 1994) and its effects on management and team leadership. Presented as a “chalk-talk” on how to raise coaches for competition in the boardroom.

## **Financial Literacy: What is the Responsibility of Christian Higher-Education Institutions?**

*Geddes, Sheri; Steen, Todd, Hope College*

Abstract: This paper examines the responsibility of Christian higher-education institutions to provide financial education to students and families, and explores opportunities that institutions could consider implementing. It will also analyze the current state of financial education embedded in the curricula, providing data on a variety of institutions, both Christian and secular.

## **Should Advertising Shock?**

*Hagenbuch, David, Messiah College*

Abstract: Shock advertising is a tactic of-choice for certain nonprofit and for-profit organizations despite its disputed efficacy and dubious ethicality. Through a systematic biblical analysis, this paper finds that 1) Shocking communication may well be the exclusive domain of the Divine; and 2) If human beings create shocking ads, they should be for reasons of great magnitude.

## **Learning Outcomes at CCCU-Member Institutions: A Comparison of CCCU Students' Performance on the Uniform CPA Exam to Performance at Other Institutions**

*Hahn, William; Fairchild, Chris; Childs, R. Joseph, Southeastern University*

Abstract: Investigates differences in CPA exam pass rates between CCCU-member schools and institutions that are not members. CCCU-member schools were found to have pass rates similar to schools accredited by the AACSB even though AACSB schools have an advantage in student inputs as measured by students' SAT scores.

### **Making experiential learning alive in the classroom**

*Harkema, Kyle; Hamilton, Rick; Windes, Deb; Barre, Todd; White, Lynn, Trinity Christian College*

Abstract: Our presentation will focus on the role experiential learning plays in the formation of a student's sense of vocation, the experiences students need to have in order to develop this perspective, approaches that can assist students in discovering their sense of professional service and strategies for building a community to support experiential learning. We will discuss how we approached each question, and then encourage discussion with participants on how they have answered these questions in their programs.

### **The Implications of Distance on the Internalization of Faith Issues**

*Harris, MaryAnn; Jacob, Jeffry; Whiting, Stephen, Bethel University*

Abstract: As Christian professors we are called to prepare our students for Business and also called to help our students develop a Christian worldview. This paper discusses the various approaches the authors have used in face-to-face and online delivery that has resulted in heightened engagement and the internalization of faith issues.

### **Is company giving becoming more strategic? Results of a panel data analysis of US corporate donations to their corporate foundations for the period 2001-2010**

*Hennings, Carsten, Tyndale University College*

Abstract: Is corporate philanthropy becoming more strategic? This study investigates the relationship between financial slack and company donations to their foundations for large US firms using a nested-models structural equation panel data methodology. The study results suggest that corporate giving has not yet become an integral part of most firms' strategies.

### **Making a Difference at The Intersection of Faith and Business: Teaching Business Undergraduates to Align Values and Strengths With Career Opportunities**

*Herrity, Andrew C.; Bishop, Michael D., California Baptist University*

Abstract: Nationally, Christian undergraduates struggle to align values and strengths with career opportunities. A professor and the Associate Director of Career Services collaborated in the undergraduate strategy course to make a difference at this intersection of faith and business. Statistical analysis revealed student alignment of values, strengths and career opportunities increased.

### **Credible Leadership: Can It Be Measured?**

*Holder, Melvin, Palm Beach Atlantic University; Knott, Jimmy, First Baptist Church, Orlando, Florida*

Abstract: Credible leadership is easily recognized by followers and observers, and the elements of credible leadership can be identified, but can these elements be quantified? Is so, this assessment could be used in leadership development in organizations.

### **A framework for helping students operationalize their Christian world view**

*Holland, Brian, Bethel University*

Abstract: Christian Colleges purpose to help students develop a Christian World View (CWV); however, many students struggle to actually operate from and make business and life decisions utilizing that CWV. The purpose of this paper is to describe a framework from which students can define their CWV, and through a methodology of questioning, develop a decision making model that operationalizes their CWV.

**Using Wiki technology to accomplish a capstone higher level cognitive objectives and the integration of faith principles.**

*Holland, Brian, Bethel University*

Abstract: The purpose of this presentation is to how using an online collaborative writing assignment helps create a capstone experience of analysis, synthesis, and evaluation coupled with the integration of faith principles. The writing assignment requires students to investigate a controversial issue in business and construct a non-biased report of both positions and their corresponding faith justifications.

**Developing an Academic Mission Trip: Making a Difference at the Intersection of Faith and Business in the Mission Field**

*Houke, Charlotte, Southern Wesleyan University; Raynor, Bill, Southern Wesleyan University; Edmonds, Lydia, Southern Wesleyan University; Kizer, Lee, Southern Wesleyan University*

Abstract: In this session panelists share their experiences in planning an academic mission trip for their business students comprised of academic study and service/experimental learning. They seek the wisdom of other colleagues involved in a similar project/trip to unify efforts and create synergy.

**Social Media Influence on Graduate Student Recruiting, Enrollment, Orientation and General Onboarding: A Multi-Perspective Panel**

*Janes, Megan, George Fox University; Shelton, Paul, George Fox University; Meade, Chris, George Fox University; Halley, Ryan, George Fox University; Seybert, Noelle, George Fox University*

Abstract: A five person panel discussing the impact of Social Media as it relates to as it relates to student recruiting, enrollment, orientation and general onboarding within a Christian Higher Ed graduate program. Panelists include: Doctoral Student, Admissions Counselor, Faculty member, Program Director and Dean.

**Organization as Community: Implications for Human Resources Management Theory and Practice**

*Jonsen, Richard H., Eastern University*

Abstract: This paper offers an initial conception of a biblical human resources management model. Workplace community is proposed as the normative organizational form for commercial institutions. High performance work systems are examined as being conducive to developing and maintaining workplace community. Finally, an alternative ontology and telos for human resources management scholars and practitioners is offered, replacing the neo-classical utility maximization assumption of humanity with a made for community assumption.

**A proposed model for evaluating perceptions of curricular faith integration activities**

*Koontz, Richard, Grace College*

Abstract: A model is proposed for evaluating perceptions of curricular faith integration activities. Using the model, sixteen faith integration activities were evaluated. Faculty and student perceptions differed significantly for several activities. Implications are discussed including the possibility that faculty may be underestimating the value (to students) of some activities.

## **“Developing the Practice of Empathy: Market-based Solutions to Social and Environmental Difficulties”**

*Lam, Maria Lai-ling, Point Loma Nazarene University/Malone University*

Abstract: The purpose of the paper is to advocate the practice of empathy as an alternative research paradigm and pedagogy in the process of assisting business practitioners and students to engage in market-based solutions to social and environmental issues in Christian universities. The theme of the paper is that the more open one is in using market-based solutions to social and economic problems in global market capitalism, the more effective one is in the cultivation of the habit of empathy practiced by Christian educators, practitioners, and students in higher Christian education.

## **Involving Students in Cultural Analysis and Building a Time Capsule For Consumer Behavior**

*Lantos, Geoffrey P., Stonehill College*

Abstract: Demonstrates actively involving students in cultural analysis in the CB course by using hands-on involving exercises. These include analyzing cultural scenarios, introspection into culture's influence on their CB, ad analysis for cultural influences, and time capsule construction. Incorporates faith integration ideas not found in general-market textbooks.

## **Teaching as Spiritual Formation**

*Locke, Larry, University of Mary Hardin-Baylor; Roller, Robert, Mount Vernon Nazarene University; King, James, University of Mary Hardin-Baylor*

Abstract: While we teach our students to integrate faith and profession, we can sometimes fail to practice what we teach. This panel discussion will speak to the soul of CBFA members. Panelists and attendees will explore how university teaching can help us, and our colleagues, grow spiritually.

## **Understanding the Competitive Advantage of Christian Professionals**

*Mann, Rick, Trevecca Nazarene University*

Abstract: Through innovative integration, we have the opportunity to connect a theology of work and current thinking on work with a robust understanding of value creation, strategy, and competitive advantage. This can result in helping our students to add unique and superior value for their employers in win-win scenarios.

## **Paul the apostle & leader for the ages: Wisdom for leading complex systems in chaotic environments**

*McCabe, Laurie, Regent University*

Abstract: Paul's life as an emissary was notorious for chaotic disturbances that radically altered his worldview and the emergent patterns of billions of lives since. This is an exegetic analysis of Paul's letter to the Romans, which in context with other letters, demonstrates Paul's leadership influence according to modern theory (e.g. transactional, transformational, charismatic, or servant); and in doing so validates that none explain his influence as well as chaos and complexity.

## **Making a Difference: Implementing Faith Integration Projects In Accounting Courses**

*Ness LaShaw, Margie; Correia, Candice; Lambert, Tara; Sloan, David, Whitworth University*

Abstract: This paper looks at intentional implementation of faith integration into beginning and ending accounting courses. After describing methods of the projects, results of the study suggest implementation of intentional faith integration and collaboration made a significant impact on the learning experience of the students and was positively received.

**Intersecting Faith and Business: Is Health Care an Individual's Right, Entitlement, Privilege, or Something Else?**

*Porter, Brian, Hope College*

Abstract: According to the gospels, over 70% of the miracles of Jesus were of Jesus healing someone that was ill. The purpose of the presentation is to discuss the question "Is health Care an individual's right, entitlement, privilege, or something else?" Throughout the conversation the intersection of faith and business will be stressed. Is the answer different from a faith perspective? Is the answer different for a Christian businessperson?

**Applications of Managerial Accounting to a Product Differentiation Strategy in China**

*Rickard, Phil, Lee University*

Abstract: This paper is designed to describe the forms of managerial accounting tools, which would be recommended for use by firms interested in expanding into China with a product differentiation business strategy. Contemporary techniques such as activity-based costing and the balanced scorecard will be stressed with appropriate adaptations to China's cultural and economic influences.

**Using Reflection Papers and a Grant Writing Project in a Non-Profit Management Course**

*Rickard, Phil, Lee University; Yerxa, Wayne, Mount Vernon Nazarene University*

Abstract: This teaching proposal is intended to represent two forms of instructional methods used in a course designed to cover topics in the management of not-for-profit organizations. Student reflection papers were required following guest speaker visits and a grant writing project was utilized as a fund raising tool.

**Risk Analysis Portfolio**

*Rush, Kelly, Mount Vernon Nazarene University*

Abstract: A Risk-Analysis Portfolio project that is an in-depth risk analysis of a "client" of the student's choosing. The ultimate product is a portfolio that compiles the client's current insurance coverage and a presentation to a local insurance agent. Students benefit from participation from industry experts and from interaction with family which provides practice for building client-agent relationships.

**Pursuing Power: An Exploration of Three Views of Power and Their Meaning to Integration Research**

*Smith, Yvonne S., University of La Verne; Burns, David, Xavier University; Smith, Virgil, University of La Verne*

Abstract: Power differentials are implicit in organizations, but perceptions of what power is and how to wield it differ across worldviews. The paper explores the ideas of power in three philosophies - modernism, postmodernism and transmoderism - and demonstrates how those ideas compare and contrast with the Scriptural view of power.

**Developing and Measuring the Impact of an Accounting Ethics Course that is Based on the Moral Philosophy of Adam Smith**

*Sorensen, Daniel, Oklahoma Christian University; Cabe, Kevin, Indiana Wesleyan University*

Abstract: Improvement of the ethical reasoning and behavior of accountants is a key concern for higher education in accounting. Some have proposed virtue ethics as an appropriate moral framework for the accounting profession. This research tested the effectiveness of an accounting ethics intervention based on the moral philosophy of Adam Smith.

### **Leveraging Student-Managed Investment Funds for Maximum Impact**

*Swicegood, Philip, Wofford College*

Abstract: Student-managed investment funds offer a tremendous learning opportunity for business students, providing unique experience in developing money management skills. We use the case study of Wofford College's micro-loan program in Haiti to illustrate how strategically utilizing the profits from the student-managed portfolio can add an additional level of enrichment and exposure to students.

### **Resolving Conflict: Making a Difference at the Intersection of Theory and Faith**

*Timmerman, Melanie; Britt, Margaret, Mount Vernon Nazarene University*

Abstract: As this paper will discuss, conflict is unavoidable and is a part of life. Conflict will arise in every area of our lives, including our professional, personal and spiritual lives. As Christian Business Faculty we must educate our students about the importance of conflict resolution, equip our students with conflict resolution tools based on the intersection of theory and practice supported by Biblical and faith-based principles, and we must model these conflict resolution tools for our students. While conflict resolution is often difficult, as Christians we have a duty to resolve conflict while demonstrating the restorative power available through Christ and the Holy Spirit.

### **Dialogue on Scripture and its Impact on the CBFA: The CBFA Dialogical Conference Series**

*Underwood, Julia, Azusa Pacific University; Havens, Becky, Point Loma Nazarene University*

Abstract: This session will discuss the dialogical conference approach, the outcomes of the CBFA dialogical conferences to date, and their impact on the strategic goals of CBFA. Participants will be invited to learn about this CBFA initiative in the regions, provide input, and find out about potential involvement in future dialogical conferences.

### **Engaging Our Students in Pursuing a Richer Sense of Vocation**

*Windes, Deborah L.; White, Lynn; Hamilton, Richard; Harkema, Kyle; Barre, Todd,  
Trinity Christian College*

Abstract: This presentation will focus on answering 3 questions: What does "vocation" mean and how can we help identify and prepare students for their vocation? What qualities do students need in order to live out their vocation? And how can external partnerships assist students in developing and living out their vocation?

## Poster Abstract Sessions

*Abstracts are arranged alphabetically by last name of the first author.*

**Friday, October 10, 1:30 PM – 2:15 PM**  
**(Boone Faculty Suite)**

### **The Resilient Leader**

*Domeck, Craig, Palm Beach Atlantic University*

Abstract: “Resilience - the capacity and reserve to lead vibrantly now and into the future – is a vital hallmark and skill of leadership. This session provides an understanding of Resilience - its importance and four significant components as well as practical steps to develop these components to be a “resilient” leader.”

### **Reporting and Managing on the Cheap: Using Blackboard in a Student-Managed Investments Program**

*Adams, Scott A., Taylor University*

Abstract: The growth in student-managed investments programs in the last twenty years has been phenomenal. As a curricular device it has matured, but they still have their quirks. Summer fund management and communication and reporting are often difficult. We show how Blackboard, in conjunction with other on-line sites and self-made tools in Microsoft Excel, can be used to facilitate a university’s student managed investment program.

### **Pay it Forward: Using Accounting Courses to Love Our Neighbors**

*Bartley, Elise, Westminster College*

Abstract: In this session, I will present a teaching technique. The purpose of this presentation is to offer solutions for educators looking to integrate Christian values, such as caring for others, into accounting courses through service-learning activities.

### **Bridging the gap to Statistics**

*Benecke, Stephen, Trinity Western University*

Abstract: A first Statistics course often presents students with significant jump in technical difficulty. We design two courses to transition students more successfully. A Mathematics course develops critical thinking, basic algebra and financial calculations. A Business course in modeling develops research methods, decision making, spreadsheet modeling, while introducing further statistical concepts.

### **Incarnate Leadership: Development and validation of 360-degree assessment of Christian leadership**

*Brian D. Cawley, Calvin College*

Abstract: The current project will research current perspectives on Christian leadership and develop a psychometrically sound 360-degree assessment based upon the principles presented in Bill Robinson’s recent book, *Incarnate Leadership: 5 Leadership Lessons from the Life of Jesus*.

### **Hey Jack! - Using Duck Dynasty to Teach Faith and Entrepreneurship**

*Cairns, Thomas D., Azusa Pacific University*

Abstract: The top rated A&E cable show Duck Dynasty that is based on the family of Phil Robertson founder of the Duck Commander Company, a 20 year sporting business, manufacturing duck calls, with \$40 million in annual revenue provides a great case study of faith and business.

### **A Christian perspective on family entrepreneurial teams**

*Cruz, Allan Discua, Lancaster University Management School*

Abstract: This study is motivated by the need to understand family entrepreneurial teams influenced by a Christian perspective. Entrepreneurship is traditionally perceived as an individual endeavor. Yet recent advances suggest that entrepreneurship is more often enacted by teams that may be influenced by values and beliefs.

### **A Comparison of Internal Stakeholder Identification with Institutional Brand versus Athletics Brand and the Impact on Internal Athletics-Related Brand Behavior**

*Falco, Laura L., Roberts Wesleyan College; Lucas, Doyle J., Anderson University*

Abstract: The purpose of this research is to identify how closely internal stakeholders in higher education associate themselves with the institutional brand as well as the athletics brand. Ultimately, the impact of these brand associations on athletic-related brand citizenship behaviors, such as game attendance and positive word of mouth, will be explored.

### **Basic Principles and Practices For Teachers of Non-Traditional, Adult Students**

*Flowers, Joe, Indiana Wesleyan University*

Abstract: Intended for faculty who are new to teaching non-traditional students, summarizes the basic principles and practices of adult learning into "The Three Radio Stations of Adult Learning": the WII-FM (What's In It For Me); the MMFG-AM (Make Me Feel Good About Myself); and the INAL-AM (I'm Not A Kid Anymore).

### **The marketing capstone course: A unique approach for faith-based institutions**

*Hirschy, Mary Jo, Taylor University*

Abstract: Butler and Straughn-Mizerski (1998) note most undergraduate programs in marketing require a capstone course. Using Roller's (2013) extension of Chewning's (2001) work, this session will present the research and discuss practical ways to integrate faith and learning into a marketing capstone course using natural, intentional, and strategic integration.

### **Servant Leadership: Examining the Teachings of the Apostle Paul**

*Holbrook Jr., Robert L.,; McCarthy, Austin, Ohio University*

Abstract: Ethical failures in business increase interest in ethical and spiritual leadership, including servant leadership. Christians are inclined to see the latter as a biblically-based model, but it is not. However, servant leadership principles do align with biblical teachings. This paper examines servant leadership through the lens of the Pastoral Epistles.

## **Online Program Retention Initiative Via Time Management Training For Prospective Students**

*Hoomans, Joel, Roberts Wesleyan College*

Abstract: While many colleges and universities are offering new online programs to improve access and convenience for students, most are faced with the challenge of finding that retention in these programs is 15-20% lower than in face-to-face offerings. This best practice in teaching proposal looks at how innovative time-management skill training and tools can potentially help aspiring graduate students succeed at higher rates.

## **How Faith Can Intersect Business in the Online Classroom**

*Hughes, Kevin; Bolender, Ronald; Dalton, Jim; Mount Vernon Nazarene University*

Abstract: The challenge of helping students make the connection between faith and their role in business will be explored. The online course delivery format provides an additional challenge in guiding students to a better understanding of this intersection. This proposal presents suggestions for how to incorporate this process into the curriculum, and encourages dialogue amongst faculty regarding ways to integrate faith in online business courses.

## **Liberal Arts: Broadening Business Students' Knowledge Base**

*Madtes, Judy R., Mount Vernon Nazarene University*

This poster presentation will explore the correlation between business programs embracing the liberal arts and the employability of business graduates. The liberal arts courses integrated into the business curriculum can provide business students with a broader knowledge base that will ultimately increase their employability.

## **Human Values of Entrepreneurship: An Empirical Analysis of the Human Values of Social and Traditional Entrepreneurs**

*McCabe, Laurie, Regent University*

Abstract: There is yet no empirical evidence supporting emergent theoretical definitions of social entrepreneurship. This research provides the lacking empiricism with analysis of the human values of social entrepreneurs, the individual catalysts of the process. In a quantitative method to collect and analyze data, 89 subjects completed the Rokeach Value Survey and provided a rank order listing of their 18 instrumental values and 18 terminal human values. Theoretical and practical implications of the research will be discussed.

## **The Patient Protection and Affordable Care Act**

*Minesinger, Kenneth, California Baptist University*

Abstract: This paper and corresponding presentation will describe the history and development of health care financing in the United States leading up to the adoption of the Patient Protection and Affordable Care Act (the "Act") in 2010. The paper will summarize the major provisions of the Act, explain and analyze the implementation process, litigation surrounding the Act, and possible conflict with our Christian Faith.

## **Perceived Consumer Values in Local Banks**

*Owolabi, Isaac, Montreat College*

Every marketer recognizes consumer value as the fundamental basis in attracting, nurturing, and retaining customers. To sustain customer value, it is imperative for businesses to build loyalty and profit around the consumers' values, beliefs, and goals that support brand marketing. People came back to Jesus because He met their needs. Likewise in customer value, consumers will remain loyal to a company that meets their needs all the time.

### **Using the Better Business Bureau to Teach Business Ethics**

*Padgett, Barry L., Belmont University; Eldridge, Ray, Lipscomb University;*

*Alexander, Joe,*

*Belmont University*

Abstract: This paper discusses experiences of Belmont and Lipscomb faculty teaching business ethics, implementing a project with the Better Business Bureau to link students with businesses in the community. Nominated for the annual BBB Torch Awards, the businesses are assisted by students in producing their Award application portfolios. This paper discusses how this project enhances the faith-based missions of their universities.

### **Lifting the Veil: Toward Building a Theory of Biblical Spiritual Formation**

*Philpott, Debbie L., Indiana Wesleyan University*

Abstract: Research toward building a middle-range substantive theory of Biblical spiritual formation using an inductive-synthesis model approach for capturing four basic criteria: conceptual definition(s), domain limitation(s), relationship building, and predictions, while following virtues (criteria) for building good theory: uniqueness, parsimony, conservation, generalizability, fecundity, internal consistency, empirical riskiness, and abstraction (Wacker, 1989).

### **Audit Simulation of Physical Inventory Observation**

*Poucher, David R., Taylor University*

Abstract: Demonstrate the pedagogical advantages of using simulation in an auditing class, where the students, as auditors, observe a physical inventory count conducted by the professor and assistants, as the client, producing professional workpapers and analyses of client's internal control including fraud risks.

### **Outcomes for Assessment – Student Favorites or Not**

*Redmer, Tim, Regent University*

Abstract: With an increased emphasis in assessment and the importance of measurable outcomes, an effort was made to gauge the most popular forms of assignments. This paper is an analysis and discussion of the survey results followed by a discussion on how to incorporate the findings into measurable assessments for accreditation purposes.

### **Census Taking in the Bible**

*Ridlon, Robert, Indiana University; Nick Smith, Price Waterhouse Coopers*

Abstract: There are several instances of census taking in the bible. In particular, God instructs Moses to take three separate censuses during the Hebrew exodus from Egypt to Canaan. We examine the role these censuses had not only on the events in the bible, but also on the practical applications in accounting.

### **Actively Engaging Business Students in Quantitative Courses**

*Shankle, David, Blue Mountain College*

Abstract: This poster session outlines how active and collaborative learning can enhance quantitative business courses. Actual techniques and real data will be shared to show the success of active and collaborative learning in quantitative business courses.

### **The Economics of Religion--Faith, Church Attendance and Income**

*Steen, Todd, Hope College*

Abstract: This paper will present several in-progress examples of empirical studies in the economics of religion, utilizing data from Australia, Germany and the USA. The presentation will also examine what Christians can learn from the economics of religion, and reflect on what a Christian worldview brings to this type of research.

### **Christ, Computers and Complexity: Teaching Technology**

*Tabernik, Ty, Trevecca Nazarene University*

Abstract: Technology education should develop a practice of relating Christ to computer programming, security and applications. Jane McGonigal explained at a TED conference that, as a planet, we spend 3 billion hours per week playing games. Is it Christian to use computers to waste time, numb minds, or create havoc?

### **An Exercise for Cultivating a Virtuous Character**

*Teoro, Eric, Lincoln Christian University*

Abstract: A weekly exercise for developing a virtuous character, and a final reflection paper used as a means of clarifying and reinforcing what the students learned about themselves, virtues, virtue development, and their experience in practicing virtues on a weekly basis over the course of a semester.

### **Team Charters – A Key to Successful Team-Based Projects**

*Teoro, Eric, Lincoln Christian University*

Abstract: How to use team charters to enhance student performance and learning when adopting team-based projects in courses. A presentation of an example team charter and the associated protocols (e.g. communication, meeting, conflict management) contained therein.



## CHEWNING AWARD

**Purpose:** The Chewning Award was established by the Christian Business Faculty Association to perpetuate the passion and commitment of integrating personal faith and business as modeled by Dr. Richard C. Chewning ([more about Dr. Chewning](#)). The award is bestowed no more than once annually to reinforce and encourage deserving individuals and to make their successes known among colleagues, students and the world-at-large.

**Sponsor:** The initial endowment for this award was provided by the ServiceMaster Corporation under the leadership of its CEO, William Pollard.

**Criteria:** Potential recipients should love the Word of God and manifest Christ-likeness in their scholarship and/or in the practice of teaching or serving in business. The integration of Christian faith in learning may be demonstrated through discovery, integration, application and/or teaching. Nominees are expected to excel in more than one of these scholarship areas and/or be exceptional in one. The award criteria are not limited to written scholarship; teaching and service qualify as well.

**Recognition:** The honoree receives a plaque, a monetary award and a public tribute.

**Previous Recipients:** *(institutions listed are at the time the award was granted)*

<b>Year</b>	<b>Recipient</b>	<b>Institution</b>
2013	Dr. Jeffrey Fawcett	Grace College
2012	Dr. Kent Saunders	Anderson University
2011	John D. Beckett	R.W. Beckett Corporation
2010	Dr. Becky Havens	Point Loma Nazarene University
2009	Dr. Doyle Lucas	Anderson University
2008	Dr. Steven L. Bovee	Roberts Wesleyan College
2007	Dr. Joe Walenciak	John Brown University
2006	C. William Pollard	ServiceMaster Corporation
2005	Dr. Yvonne S. Smith	University of LaVerne
2004	Dr. Robert H. Roller	LeTourneau University
2003	Dr. Linwood T. Geiger	Eastern University
2002	Dr. Ken Armstrong	Anderson University
2001	Dr. Sharon G. Johnson	Cedarville University
2000	Dr. John A. Bernbaum	Russian American Christian University
1999	Dr. Lisa Klein Surdyk	Seattle Pacific University
1998	Dr. Richard C. Chewning	Baylor University

## Barnabas Award

**Purpose:** Barnabas, a disciple of Jesus Christ in the first century, exhibited many qualities necessary for keeping Christian organizations strong and vibrant. This award recognizes individuals who have served CBFA by being a Barnabas, exhibiting similar qualities, serving and participating joyfully and enthusiastically and contributing to CBFA's effectiveness and *esprit de corps*.

**Sponsor:** The Barnabas Award was endowed by a donor who wishes to remain anonymous.

**Criteria:** This award recognizes contributions to CBFA by individuals who demonstrate some or all of the qualities inspired by the life of Barnabas:

- Encouragement: Encourages colleagues to join, serve, write and flourish in CBFA
- Servant-leadership: Accepts visible and hidden responsibilities with a servant heart
- Harmonizing: Builds bridges and community within the organization
- Innovative and competent: Advances CBFA's effectiveness through expertise and new ideas
- Dedication: Steadfastly serves as an ambassador of CBFA and its mission

**Recognition:** The honoree receives a plaque, a monetary award and a public tribute.

**Past Recipients:** *(institutions listed are at the time the award was granted)*

<b>Year</b>	<b>Recipient</b>	<b>Institution</b>
2013	Dr. Don Daake	Olivet Nazarene University
2012	Dr. Sharon Johnson	Charleston Southern University
2011	Dr. Robert H. Roller	Mount Vernon Nazarene University
2010	Dr. Tim Redmer	Regent University
2009	Kenneth Bates	Houghton College
2008	Dr. Larry Rottmeyer	Taylor University
2007	Ronald Walker	Cedarville University
2006	Richard A. Halberg	Houghton College

## Johnson Award

**Purpose:** The Johnson Award was established by the Christian Business Faculty Association (CBFA) to perpetuate the passion and commitment of integrating personal faith and business as modeled by Dr. Sharon G. Johnson. The award is bestowed no more than once annually to reinforce and encourage deserving individuals and to make their successes known among colleagues, students and the world-at-large.

**Sponsor:** The Johnson Award is sponsored by the R.W. Beckett Corporation.

**Criteria:** The Johnson Award recognizes God-honoring intellectual contributions by individuals who incorporate learning, business and faith into a dynamic process to promote Christian faith integration in business championed by Sharon Johnson:

Examples of relevant intellectual contributions include:

- Discovery: Purely investigative scholarship in search of new information.
- Integration: Scholarship that seeks to interpret, draw together, and bring new insight to bear on original research.

Specifically, the selection committee seeks scholars whose life and stream of scholarship:

- Honors God in its focus and scope
- Makes significant and meaningful contributions to thought and/or practice
- Opens new lines of research and writing
- Encourages others to engage in scholarly activity
- Reflects a life lived in faith integration

**Recognition:** The honoree receives a plaque, a monetary award and a public tribute.

**Past Recipients:** *(institutions listed are at the time the award was granted)*

<b>Year</b>	<b>Recipient</b>	<b>Institution</b>
2013	Dr. Michael Cafferky	Southern Adventist University
2012	Dr. Margaret Edgell	Calvin College
2011	Dr. Yvonne Smith	LaVerne University
2010	Dr. Monty Lynn	Abilene Christian University
2009	Dr. Steve VanderVeen	Hope College
2008	Dr. Brian E. Porter	Hope College
2007	Dr. Richard C. Chewning	John Brown University
2006	Dr. Sharon G. Johnson	Cedarville University

## Teaching Award

**Purpose:** The perfect model of the ultimate teacher is our Lord Jesus Christ. As a content expert who used creative pedagogy to challenge his students, he was called by God to the ministry of teaching, and to live out the authentic revelation of Almighty God in his work as Master Teacher. Christ did the work of transformational, life-changing teaching. First and foremost, the CBFA teaching award honors this model of Christ as teacher, transformer.

The CBFA Teaching Award was established by the Christian Business Faculty Association to perpetuate Christ-like teaching and to recognize Christian business faculty members who emulate the character, engagement, and calling of Christ to the work and ministry of transformational education.

**Funding:** The Teaching Award was initiated and funded through an endowment by the members of CBFA. The importance of teaching to members of CBFA is illustrated by the member-driven nature and support of this award.

**Criteria:** Candidates who are current members of CBFA with a current teaching role are eligible to be nominated.

Candidates for the CBFA Teaching Award should model excellence in intellectual rigor, student engagement, creative pedagogy, service, and exemplary faith integration in classroom teaching. The person who receives the CBFA Teaching Award emulates the character, engagement, and calling of Christ to the work and ministry of transformational education.

Potential recipients are evaluated based upon the candidate's demonstrated commitment to, and evidence of:

- Philosophy and calling to Christian higher education
- Faith integration in the discipline and in classroom teaching
- Teaching performance and student engagement
- Intellectual stimulation and professional contribution
- Transformational education

**Recognition:** The honoree receives a plaque, a monetary award and a public tribute.

**Past Recipients** (*institutions listed are at the time the award was granted*)

Year	Recipient	Institution
2013	Dr. David Hagenbuch	Messiah College
2012	Dr. Margaret Britt	Mount Vernon Nazarene University



## Michael O'Brien

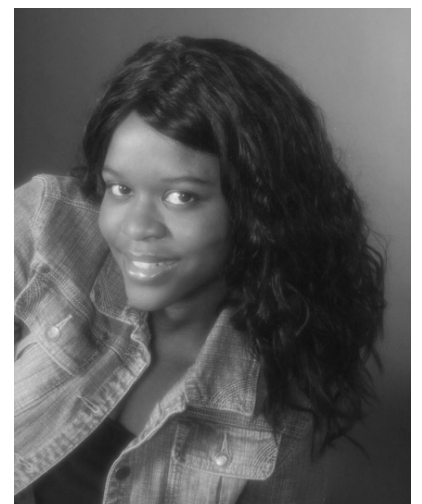
When a man finally figures out that success and self-worth does not hinge on the career he's building or the number of his assets in his possession but on his service and devotion to those most dependent on him, that is the beginning of something extraordinary. For Michael O'Brien, a much-accomplished 20-year music veteran—perhaps most notably for his 7-year tenure as lead singer of the Christian band Newsong—that revelation changed the trajectory of his life and career. He left Newsong and came home, having been gone more than 225 nights a year for years, to seek the affection of his wife and children again. They reset their priorities, made huge adjustments to the calendar and began focusing on reconnecting spiritually and as a family. “My true calling began 25 years ago, on March 3, 1989,” he says, of the day he and Heidi married. “It was to love my wife as Christ loved the Church, and lay my life down for her. My gifting has always been music. But now my gifting doesn't take precedence over my calling. It never should have.”



Not that his gifts have been languishing. As so often happens when God ushers in season of change and growth, Michael's true calling and his talent have converged. Two albums—2007's *Something About Us* and 2010's *Be Still My Soul*—capture the rebirth of romance in their marriage, as well as their renewed sense of hope and healing. *Christ'mas*, released in 2012, celebrates the sacredness of the season. Doors of opportunity have opened for Michael to share his music and his and Heidi's story of restoration. In addition to leading worship at various events, including Extraordinary Women Conferences and Wildfire Men's Conferences, Michael has launched his own marriage enrichment date nights and weekend events called *Tour De Romance*.

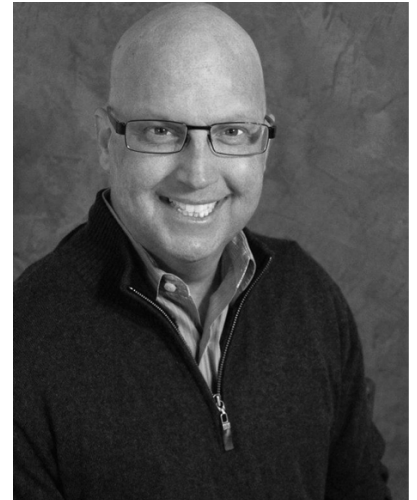
## Andrea Nichole Mayes

Classical training, R&B / gospel musical influences, and jazz collegiate studies has given way to a beautiful mixture of piano and vocal melodies flowing from a talented, budding artist named Andrea Nichole. Her classical training began 17 years ago on the piano. She took her training from secondary school to college, where her passion and skills on piano continued to blossom at Trevecca Nazarene University. After receiving her degree, she went on to study jazz piano at MTSU with legendary jazz pianist, Pat Coil. Andréa has had the opportunity to play for many different praise teams and churches around the Nashville, TN area and has been invited to accompany several budding artists in the recording studio. Andréa Nichole is also a rising jazz vocalist and has had the opportunity to perform at historic venues, such as: the Schermerhorn Symphony Center, The Opry House, and The Ryman Auditorium, among other venues. Andréa Nichole's new debut jazz/vocal EP, is due to release this fall.



## **Sam Green**

Sam Green has been on the faculty at Trevecca since 1998 in various roles, including chair of the Division of Music, associate provost and dean of enrollment management, and currently director of the praise and worship certificate program. Sam also teaches in the Christian Ministry Program and in the School of Education's Ed.D. Program, where he also serves as a doctoral adviser. Sam also has served as guest lecturer at Caribbean Nazarene College and Evangeline Booth College. Additionally, Sam is an ordained deacon in the Church of the Nazarene and has served as a pastor of worship since 1986. He currently serves at Hermitage Church of the Nazarene and also is a worship pastor consultant for local churches.



## **Nancy Falls**

Nancy Falls is the managing partner of Montgomery Morgan, LLC, an advisory firm providing counsel to company boards and executives on leadership and governance matters. Prior to Montgomery Morgan, Ms. Falls was the National Managing Partner of the Healthcare Practice at Tatum, a national management and advisory services firm helping C-suite executives resolve financial, strategic, and operational challenges. From 2002 to 2005, Ms. Falls was the Associate Provost for Finance and Administration at Vanderbilt University. Presently, Falls serves on the Board of Trustees of the Westminster Presbyterian Church Legacy Fund and as a Board Member of Louisville Presbyterian Theological Seminary. She obtained her undergraduate degree from Wellesley College and an MBA in Finance from Adelphi University.



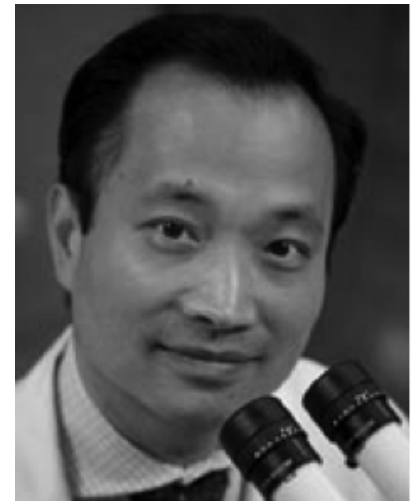
## Howard T. Wall III

Howard T. Wall III is Executive Vice President & Chief Administrative Officer of RegionalCare Hospital Partners, Inc. RegionalCare engages in building partnerships with community hospitals in non-urban settings to grow services, quality, outreach, and reputation by providing capital and management expertise to the local hospital leadership teams. Mr. Wall came to RegionalCare from Capella Healthcare where he served as Senior Vice President and General Counsel. Before Capella, Mr. Wall spent eight years as Senior Vice President, General Counsel, Secretary and Corporate Governance Officer for Province Healthcare Company. Wall is currently a member of the Board of Governors and Chair of the Legal and Operations Policy Committee of the Federation of American Hospitals and is the former chair of the American Bar Association Health Law Section. He received his undergraduate degree from Trevecca Nazarene University and his law degree from Washington & Lee University.



## Ming Wang

Dr. Wang has extensive experience in laser treatments for the entire range of vision disorders: nearsightedness, farsightedness, astigmatism, and presbyopia. His area of expertise includes scientific research and clinical care. In addition to editing textbooks on corneal imaging technology as well as irregular astigmatism, he has published scientific papers in prestigious journals such as Nature (360:606;1992), contributed to several books on refractive surgery and corneal disease, and lectures at major international conferences annually. He is the chief scientific officer of EyeVU, a joint venture biotech company co-owned by Vanderbilt University and Dr. Wang. He developed the world's first amniotic contact lens for which he received a US patent. In addition to graduating magna cum laude from Harvard Medical School in 1991, Dr. Wang has received numerous awards including the "Lamport Prize for the Best Original Paper in Biomedical Research" from Harvard in 1991, the Lawrence Research Award from the Association of Research for Vision and Ophthalmology in 1995, the Heed Fellowship in 1996, the outstanding young faculty award from Vanderbilt University in 1998, and Fight for Sight Research Foundation grant award in 1998. Dr. Wang is an internationally recognized teacher in LASIK vision correction. Since 1997, he has taught several major international courses in LASIK and has personally certified LASIK surgeons worldwide. As the Director of the renowned Wang Vision Institute, Dr. Wang has built a state-of-the-art laser facility for refractive surgery. With the latest technology, Dr. Wang and his team provide a wide range of laser treatments for myopia, astigmatism and hyperopia including photo refractive keratectomy (PRK), laser in-situ keratomileusis (LASIK) and conductive keratoplasty (CK).



## Barry Landis

Barry Landis is a long-standing member of the Nashville entertainment community, working with several companies as a synergist within the film, music and publishing communities in the state of Tennessee. Currently he is a partner in The Working Title Agency, located in Franklin, TN, and led the marketing campaign for the theatrical launch of the Pure Flix movie, *God's Not Dead*, which did more than \$60 million at the box office. A Warner Bros. Records employee for 20 years, he distinguished himself as a strategic marketer and pragmatic businessman all the while developing deep relationships within the creative community. During his term as President of the Word Label Group, he led the company in a remarkable financial turnaround and reestablished one of the world's leading country music artists, Randy Travis, back to prominence. During his career, his strategies have been responsible for the sale of more than \$100,000,000 worth of music, home videos, books and theatrical tickets. He is the founder of the Nashville Faith in Film Breakfast Club as well as The Briner Institute. He served on the board of the Nashville Chapter of NARAS (Grammys) for nine years and is the author of the book, "What We Want To Say To Grads." Christian Radio/Retail Weekly Magazine called him one of the Top 50 Most Influential People in America. In 2002 he was honored as the Outstanding Alumnus by Western Kentucky University where he received his Master's Degree and was presented the Alumni Award from Mt Vernon Nazarene University in 2005 for his Outstanding Achievement in the field of Entertainment.



## Dan Boone

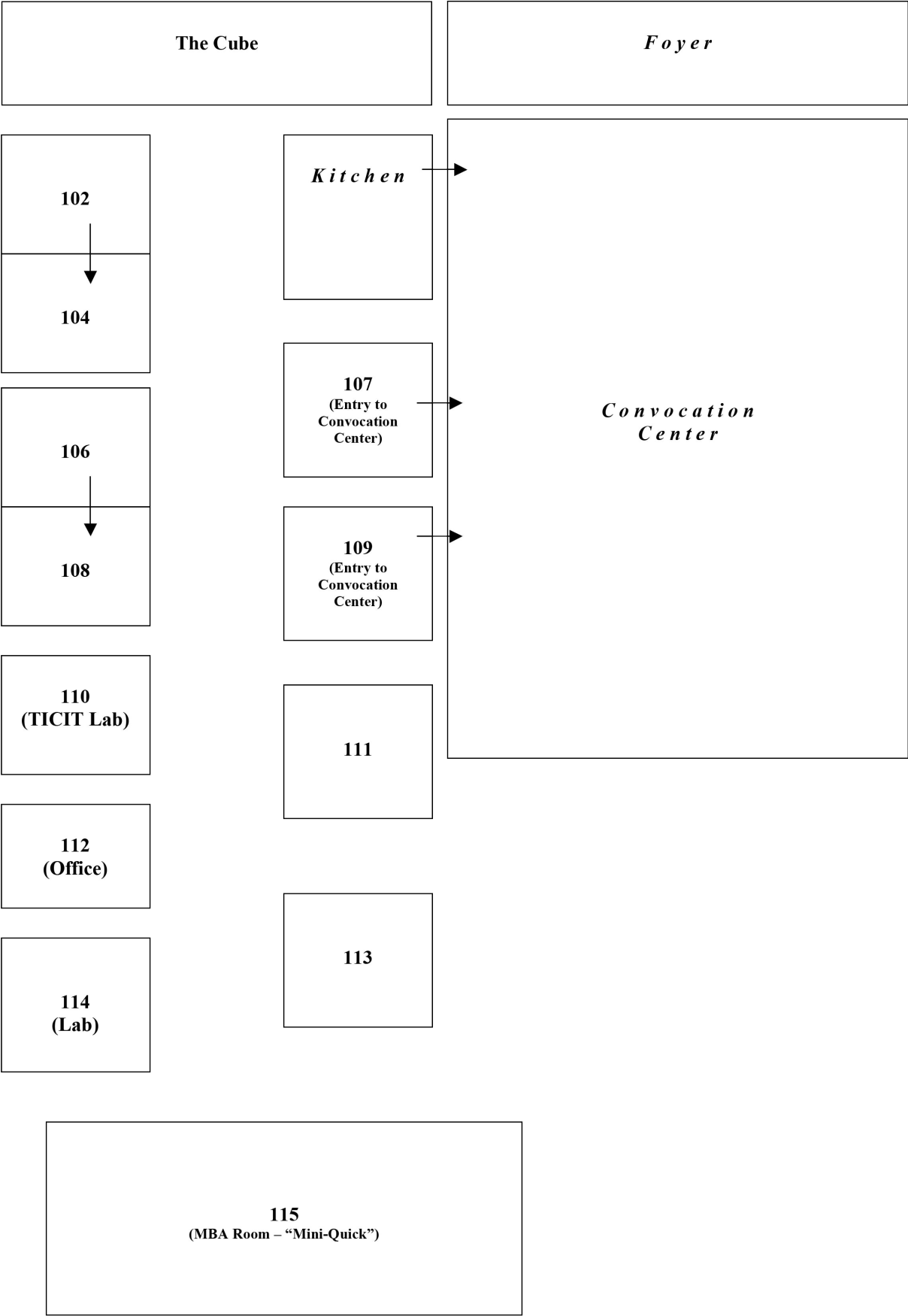
God found me as a boy in McComb, MS. At age 12, I was called to preach with a certainty that I have never questioned. The choice of college was never a question for me. A generation of Boones had attended Trevecca Nazarene University before me, and I was proud to follow in their footsteps. The Trevecca experience changed my life; I met my wife, Denise, at Trevecca, and we established friendships that are the core of our relational wealth today. Following our years at Trevecca, I attended Nazarene Theological Seminary and completed a Master of Divinity degree. We moved to Raleigh, NC to serve the people of North Raleigh Church of the Nazarene. After eight years in Raleigh, I was invited to consider the pastorate of the College Hill Church of the Nazarene on Trevecca's campus (now Trevecca Community Church). I came to understand that my calling was to work with college students. For the past nine years, I have been privileged to serve as President of Trevecca Nazarene University. The passion of my heart is to think clearly and to live vibrantly the kind of life that empowers future generations to champion Christ-likeness as a way of life. At age 61, I find myself reflecting on the intersection of Christian faith and the world we live in. I have a deep peace about the person God has called me to be and about the work God has given me to do. My deepest desire at this stage of life is to give enduring gifts to the next generation through acts of leadership, devotion, vision, and compassion.



## Notes

## Notes

# Boone Business Building Map





- |     |                                 |     |   |
|-----|---------------------------------|-----|---|
| 1.  | Adams Administration Building   | 26. | Redford Apartments                        |
| 2.  | Admissions Welcome Center       | 27. | Security                                  |
| 3.  | Hardy Alumni Building           | 28. | Shingler Apartments                       |
| 4.  | Art Annex                       | 29. | Soccer Field                              |
| 5.  | Baseball Field                  | 30. | Softball Field                            |
| 6.  | Benson Parking Lot              | 31. | Tarter Student Activity Center            |
| 7.  | Benson Residence Hall           | 32. | Tennessee Residence Hall                  |
| 8.  | Boone Business Building         | 33. | Tennis Courts                             |
| 9.  | Bush Apartments                 | 34. | Tidwell Building                          |
| 10. | Bud Robinson Building (CLCS)    | 35. | Tidwell Parking Lot                       |
| 11. | Communter Parking Lot           | 36. | Trevecca Community Church of the Nazarene |
| 12. | Georgia Residence Hall          | 37. | Trevecca Health Care Center               |
| 13. | Greathouse Science Building     | 38. | Trevecca Towers I                         |
| 15. | Jernigan Student Center         | 39. | Trevecca Towers II                        |
| 16. | Johnson Residence Hall          | 40. | Trevecca Towers East / Annex              |
| 17. | Mackey Building                 | 41. | University Terrace Apartments             |
| 18. | Marks Guest House               | 42. | Waggoner Library                          |
| 19. | Martin Building                 | 43. | Wakefield Fine Arts Building              |
| 20. | McClurkan Building              | 44. | Visitor Parking                           |
| 21. | Moore Physical Education Center | 45. | Wise Residence Hall                       |
| 22. | Moore Parking Lot               | 46. | Bathrooms for outdoor athletic fields     |
| 23. | Picnic Pavilion                 | 47. | Cadaver Lab                               |
| 24. | Plant Operations Building       |     |   |



## *Our Mission*

The mission of the Christian Business Faculty Association is to assist and encourage Christian business faculty in the study, integration, teaching, and application of Biblical truths in service to the academy, students, and the business community.

