



2016 Great Plains Economic and Business Conference

“Business Intelligence: Advancing Research in Business & Economics”

Friday, October 28, 2016

- 8:00 a.m. Registration** (Perry Campus Center)
- 8:20 a.m. Welcome** (Trough Room, Perry Campus Center)
Dr. Jacque Carter, President, Doane University
Dr. Jennifer Bossard, NEBA President-Elect
- 8:30 a.m. Session A, Trough Room, Perry Campus Center**
- “Service Learning: Lessons Learned”**
Kathleen Zumpfe, Doane University
- “Public Expenditures in Nebraska: Where Do Our Taxes Go?”**
Jennifer A. Bossard, Doane University
John E. Anderson, University of Nebraska-Lincoln
- “Strategy Companion’s Analyzer: A More Effective Way for Researchers to Create Graphs and Charts”**
Eric Halverson, Strategy Companion
- “Explaining the Gelman Paradox”**
John Tiner, Peru State College
- 9:50 a.m. Break**
- 10:10 a.m. Session B, Trough Room, Perry Campus Center**
- “Price Discovery of One Security Traded in Several Markets Around the World”**
Stoyu I. Ivanov, San José State University
Artem Meshcheryakov, San José State University
- “Strategic Options for Today’s Farmers”**
Jeremy Setter, Self-employed in Agriculture, Humboldt, Kansas
Stephen Horner, Pittsburg State University
- “Does Microfinance Empower Women? A Case Study of Rajasthan, India”**
Meenakhsi Dalal, Wayne State College
- “The Effect of Risk Preference on Homeownership Decisions Among the Young After the Great Recession”**
Vincent Le, Doane University
- “The Changing Composition of the U.S. Labor Market and the Effects on Efficiency”**
Mary Rittenhouse, Nebraska College of Technical Agriculture

- 12:00 Noon Lunch** (East/West Dining Room, Perry Campus Center)
- 12:30 p.m. Keynote Speaker** (East/West Dining Room, Perry Campus Center)
Topic: “Central Plains Federal Statistical Research Data Center: What is it and How to Get Involved”
Speaker: John E. Anderson, Baird Family Professor of Economics University of Nebraska – Lincoln, Executive Director of the Central Plains Federal Statistics Research Data Center
- 1:15 p.m. Session C: Student Papers and Posters, Trough Room, Perry Campus Center**
- “Educator’s Ag IQ”**
Shane Hoer, Nebraska College of Technical Agriculture
- “Lessons Learned from Target Credit Card Information Breach in 2013 to Protect Customers’ Privacy and Develop Business Operation”**
Tsubasa Takei, University of Nebraska at Omaha
- “Which Businesses and Organizations House 'Safe Places' in Nebraska?”**
Jennifer A. Bossard, Doane University
Hanna Venclauskas, Doane University
- 2:00 p.m. Break**
- 2:15 p.m. Panel Discussion** (Trough Room, Perry Campus Center)
Panel Topic: “Better Data, Better Business: How Businesses Are Using Data More Effectively”
Panel Moderator: Jennifer A. Bossard, Associate Professor of Economics, Doane University
Panel Participants:
Kelly Burdine, Data Analyst Lead, HUDL
Matthew Dottavio, Technology Lead, Deal Any Day
Eric Halverson, Product Manager, Strategy Companion
- 3:20 p.m. Business Meeting**, Trough Room, Perry Campus Center



Nebraska Economics and Business Association (NEBA) is involved with issues and research on economics and business topics in general, and also focuses on issues and research related to the economy of Nebraska and the Great Plains. Website: <http://www.nebeconandbus.com>