

2023 CBFA CONFERENCE SCHEDULE

Thursday, November 9, 2023

Daytime excursions (on your own)
4:00–6:00 pm: Registration & Check-in
5:00–6:00 pm: New Member Reception
6:00–7:00 pm: Welcome and Dinner Buffet
7:00–8:30 pm: Worship and Speakers

Friday, November 10, 2023

Breakfast at Hotel
7:30–8:30 am: Registration & Check-in
8:00–8:30 am: Welcome, Devotions, Worship
8:00–4:00 pm: Exhibitors
9:00–9:30 am: Concurrent Session 1
10:00–10:45 am: Concurrent Session 2
11:15–12:00 pm: Concurrent Session 3
12:15–1:00 pm: Lunch in Food Court
1:00–5:00 pm: Tours
6:00: Dinner on Your Own

Saturday, November 11, 2023

Breakfast at Hotel
8:00–8:30 am: Welcome, Devotions, Worship
8:00–4:00 pm: Exhibitors
8:45–9:15 am: Concurrent Session 4
9:30–10:00 am: Concurrent Session 5 (Teaching Talks)
10:15–11:00 am: Concurrent Session 6 (Research Incubator)
11:15–12:00 pm: Concurrent Session 7
12:15–1:45 pm: Lunch Buffet and Special Guest Speaker
1:45–2:45 pm: CBFA Business Meeting
3:00–4:00 pm: Special Interest Sessions (Including Deans)
2:45–6:00 pm: Free Time
5:00–6:00 pm: Networking Mocktail Reception
6:00–8:00 pm: Banquet/Awards

ACADEMIC PROGRAM

Paper Presentations (Leprino Hall)

Session 1: Friday, November 10

9:00 – 9:30 am

ID	Authors	Title	Moderator	Room
PP-FAI-02	Patrick Duthie <i>Eastern University</i> patrick.duthie@gmail.com	Property Rights: Faith, Theory, and Applications	Jim Dalton <i>Mount Vernon Nazarene University</i>	102
PP-LDR-07	Song Zhang <i>Belhaven University</i> sxzhang@belhaven.edu	Impact of Transformational Leadership on Healthcare Workers	Benton Jones <i>Bryan College</i>	104
PP-RES-01	Kent Saunders <i>Anderson University</i> ksaunders@andersonuniversity.edu	Top Ten Articles of Richard C. Chewing in the Journal of Biblical Integration in Business	John Duncan <i>North Greenville University</i>	202
PP-ACC-01	Julie Hines <i>Geneva College</i> jahines@geneva.edu	From Luca Pacioli to Richard Capin: The Important Role of Accounting	Margie LaShaw <i>Whitworth University</i>	204
PP-TTU-06	Curtis Songer <i>Geneva College</i> cesonger@geneva.edu Denise Murphy Gerber <i>Geneva College</i> Matt Fuss <i>Geneva College</i>	Artificial Intelligence (AI): Its Impact on the Academy. Are You Ready?	Andy Borchers <i>Lipscomb University</i>	206
PP-LDR-05	Mark Fairbrother <i>Southern Baptist Theological Seminary</i> mfairbrother097@students.sbts.edu Justin Irving <i>Southern Baptist Theological Seminary</i>	Expanding Leadership Perspectives: Elements of Flourishing as a Proposed Foundation and Goal of Corporate Ethical Standards	John Kyle <i>The Fellows Initiative</i>	303
PP-MGT-02	Denise Mazzei <i>Culinary Institute of America</i> Denise.Mazzei@culinary.edu	Spiritual Risk	Rich Rudebock <i>Oklahoma Baptist University</i>	307

Academic Program Abbreviations

ACC = Accounting

BUS = General Business

CLS = Classroom Strategies

ECO = Economics

ENT = Entrepreneurship

ETH = Ethics

FAI = Faith Integration

FIN = Finance

HEA = Higher Education

Administration

LAW = Law

LDR = Leadership

MGT = Management

MKT = Marketing

RES = Research

TGA = Teaching,

Graduate/Adults & Online

TTU = Teaching, Traditional

Undergraduate

Paper Presentations (Leprino Hall)
Session 2: Friday, November 10
10:00 – 10:45 am

ID	Authors	Title	Moderator	Room
PP-ENT-04	Brock Zehr <i>Huntington University</i> bzehr@huntington.edu	The Gig and Freelancing Bootcamp	Rick Hall <i>Colorado Christian University</i>	102
PP-HEA-01	Dieu Hack-Polay <i>Crandall University</i> Dieu.hack-polay@crandallu.ca Dan Brown <i>Crandall University</i>	International Students' Stories of Pandemic Self-isolation: A Christian University Perspective	Wlamir Xavier <i>Lipscomb University</i>	104
PP-RES-04	Adina Scruggs <i>Bryan College</i> adina.scruggs@bryan.edu Traci Pierce <i>John Brown University</i> Robert Holbrook <i>Ohio University</i>	CBFA Board Members Discuss New Conference Submission Options	Not Assigned	202
PP-FAI-01	Joshua Sauerwein <i>Lubbock Christian University</i> joshua.sauerwein@lcu.edu Haley Burton <i>Lubbock Christian University</i>	The Fiduciary Flaw: Nudging Students Towards a Stewardship Mindset	Craig Walker <i>Oklahoma Baptist University</i>	204
PP-TTU-04	David Palmer <i>Charleston Southern University</i> dpalmer@csuniv.edu Mark Crawford <i>Charleston Southern University</i> K. Ben LeVan <i>Charleston Southern University</i>	Introducing the Novel Idea of a Four-Year Pathway of Courses as an Alternative to the Traditional First Year Experience Course	Margie LaShaw <i>Whitworth University</i>	206
PP-FAI-07	David Hagenbuch <i>Messiah University</i> dhagenbu@messiah.edu	Faith Wrestling with Field: Using Attitude Theory to Illuminate Biblical Integration	Bob Roller <i>LeTourneau University</i>	303
PP-FAI-04	Lari Mobley <i>La Sierra University</i> lmobley@lasierra.edu Laureen Mgrdichian <i>Biola University</i> Doug Lainson <i>California Baptist University</i>	Christian Higher Education and Faith Development: Does Attending a Christian University Actually Impact Your Faith?	Jeremy Harris <i>Evangel University</i>	307

Paper Presentations (Leprino Hall)
Session 3: Friday, November 10
11:15 am – 12:00 pm

ID	Authors	Title	Moderator	Room
PP-ENT-03	Janice Black <i>Western Carolina University</i> blackj@wcu.edu Yvonne Smith <i>University of La Verne</i>	Impacting the Truth: Firm Competences, Entrepreneurial Mindsets, and the Mark of the Spiritual Entrepreneur	Ric Rohm <i>Southeastern University</i>	102
PP-TGA-02	Jonathan Wilson <i>Dallas Baptist University</i> jonathanw@dbu.edu	Doctrine Before Belief and Belief Before Impact: A Systematic Theology Approach to Integration of Faith and Learning in Business Programs	Justin Irving <i>Southern Baptist Theological Seminary</i>	104
PP-RES-03	Jason Stansbury <i>Calvin University</i> jason.stansbury@calvin.edu Robert Holbrook <i>Ohio University</i> Larry Locke <i>University of Mary Hardin-Baylor</i> <i>LCC International University</i> Rick Martinez <i>Dallas Baptist University</i> Peter Snyder <i>Calvin University</i> Andy Borchers <i>Lipscomb University</i>	Journal Editors' Panel on Peer Reviewing	Not Assigned	202
PP-ECO-01	Brian Strow <i>Palm Beach Atlantic University</i> brian_strow@pba.edu Claudia Strow <i>Palm Beach Atlantic University</i>	A Comparison of Giving Rules	Melanie Peddicord <i>John Brown University</i>	204
PP-TTU-02	Trish Berg <i>Heidelberg University</i> pberg@heidelberg.edu	How to Integrate Love in Your Teaching: Why Grace and Truth are Needed in the Academic Classroom	Dawn Olson <i>Trevecca Nazarene University</i>	206
PP-ETH-01	S. Emory Hiott <i>Charleston Southern University</i> ehiott@csuniv.edu Darin Gerdes <i>Charleston Southern University</i>	ChatGPT Has Arrived on Campus: Are You Ready?	Bob Roller <i>LeTourneau University</i>	303
PP-FAI-03	Martin Jones <i>North Greenville University</i> martin.jones@ngu.edu	Work As Post-Pandemic Worship: The Urgent Task of Formulating a Theology of Work for Today	Benton Jones <i>Bryan College</i>	307

Paper Presentations (Leprino Hall)
Session 4: Saturday, November 11
8:45 – 9:15 am

ID	Authors	Title	Moderator	Room
PP-TTU-05	Vahagn Asatryan <i>Redeemer University</i> vasatryan@redeemer.ca	Harnessing the Power of ChatGPT in Education: Innovative Ideas for Enhancing Teaching and Learning	Jeremy Harris <i>Evangel University</i>	102
PP-HEA-04	Erica Vonk <i>Northwestern College</i> erica.vonk@nwciova.edu	Allyship: How Can Christian Business Faculty Magnify Christ as Allies?	Melanie Timmerman <i>Mount Vernon Nazarene University</i>	104
PP-ENT-01	Ernest Liang <i>Houston Christian University</i> eliang@hc.edu	Scaling and Business Enterprises: Lessons from the Early Church	Rich Rudebock <i>Oklahoma Baptist University</i>	106
PP-MGT-03	Sophia Kusyk <i>Tyndale University</i> skusyk@icloud.com Mark Schwartz <i>York University</i> Josep Maria Lozano <i>Universidad Ramon Lull</i>	Excavating the CSR Pyramid: A Review, Assessment, and Normative Treasure	Scott Quatro <i>Covenant College</i>	202
PP-FIN-03	Glenn Grossman <i>Anderson University</i> gmgrossman@anderson.edu	Ethics of Personal Financial Data Usage by Financial Institutions	Craig Walker <i>Oklahoma Baptist University</i>	204
PP-TTU-07	Ric Rohm <i>Southeastern University</i> fwroh@seu.edu	Artificial Intelligence: Addressing Agnostic Intellectualism	Bruce Bader <i>Houghton University</i>	206
PP-LDR-01	Justin Irving <i>Southern Baptist Theological Seminary</i> jirving@sbts.edu	Pressing Challenges Organizational Leaders Face as They Seek to Impact the World with Grace and Truth as Christian Leaders: Reflections from Organizational Leaders in Business and Beyond	Robert Holbrook <i>Ohio University</i>	303

Teaching Talks (Leprino Hall)
Session 5: Saturday, November 11
9:30 – 10:00 am

ID	Authors	Title	Facilitator	Room
TT-ETH-01	Bryan Malone <i>Colorado Christian University</i> bmalone@ccu.edu	Does AI Have Moral or Ethical Poise?	Michael Crawford <i>Indiana Wesleyan University</i>	102
TT-ETH-02	N. L. Reinsch <i>Georgetown University</i> reinschl@georgetown.edu	Introducing the Ethical Guardrails Model: A Tool for Teaching Ethics from a Wholistic (Biblical) View of Human Nature		
TT-ETH-03	John Plastow <i>Southeastern University</i> jrplastow@seu.edu	Pastor-Professor: The Intersection of Local Church Pastoral Administration and Leadership Theory Education		
TT-ETH-04	Susan Terkelsen <i>Cedarville University</i> terkels@cedarville.edu	Student Business Organizations: Teaching Business Leadership Skills Outside the Classroom		
TT-CLS-02	Trish Berg <i>Heidelberg University</i> pberg@heidelberg.edu	Death to Discussion Forums: Let's Recreate Engaging Class Discussions Using Zoom	Trish Berg <i>Heidelberg University</i>	104
TT-CLS-03	Damon Moon <i>San Jose State University</i> damon.moon@sjsu.edu	The Matthew 18 Principles in Team Projects at Scale		
TT-CLS-04	Erica Vonk <i>Northwestern College</i> erica.vonk@nwciowa.edu	Learning Circles: Students Engage in Impactful Learning with Others Through Grace and Truth		
TT-BUS-01	Bren Triplett <i>Colorado Christian University</i> bttriplett@ccu.edu	Revolutionizing the Teaching of Technical Programs Using a Virtual Desktop Infrastructure (VDI)	Eveline Lewis <i>College of the Ozarks</i>	106
TT-BUS-02	Marian Carpenter <i>Indiana Wesleyan University</i> marian.carpenter@indwes.edu	An Ombuds Speaks the Truth in Love: Using Problem-Based Learning		
TT-BUS-03	D. Shawn Hussey <i>George Fox University</i> dshawnhussey@gmail.com	Transforming MBA Programs: Generating Custom Case Studies with AI Through Prompt Engineering		
TT-BUS-04	Rachel Hammond <i>Calvin University</i> rachel.hammond@calvin.edu	Puffy Paint T-Shirts and Podcasts: Unessays in Organizational Behavior		

Teaching Talks (Continued)

ID	Authors	Title	Facilitator	Room
TT-MGT-01	Robert Holbrook <i>Ohio University</i> holbrook@ohio.edu	Let's Move: An Exercise in Change	Adina Scruggs <i>Bryan College</i>	202
TT-MGT-02	Philip Johnson <i>Calvin University</i> prj3@calvin.edu	A Balanced Approach to Operations and Supply Chain Management: Embracing Shalom		
TT-MGT-03	Mandy Morrell <i>Point Loma Nazarene University</i> mmorrell@pointloma.edu	Teaching Management Students to Be Managers		
TT-MGT-04	Brad Gatlin <i>John Brown University</i> bgatlin@jbu.edu	Case Building in Strategic Management		
TT-ACC-02	Anne Rich <i>Cedarville University</i> richa@cedarville.edu	Teaching the Statement of Cash Flows: A Problem-Based Learning Approach	Melanie Peddicord <i>John Brown University</i>	204
TT-ACC-01	Michael Chen <i>Roberts Wesleyan University</i> chen_michael@roberts.edu	How to Teach Accounting: Reconcile Bible, Drucker, and Business		
TT-ACC-03	Julie Hines <i>Geneva College</i> jahines@geneva.edu	Accounting in My Major and New Accounting Standard Project		
TT-MKT-01	Traci Pierce <i>John Brown University</i> tpierce@jbu.edu	ZMET Brand Perception Exercise	Traci Pierce <i>John Brown University</i>	206
TT-MKT-02	Sandy Cassell <i>Evangel University</i> cassells@evangel.edu	Consumer Behavior Student Projects		
TT-MKT-03	Peter Crabb <i>Northwest Nazarene University</i> prcrabb@nnu.edu	Using AI in an MBA Course		

NOTE: Due to space limitations, only first authors are listed for these presentations.

Research Incubator (Leprino Hall)
Session 6: Saturday, November 11
10:15 - 11:00 am

ID	Authors	Title	Facilitator	Room
RI-FAI-05	Don Lee <i>Seattle Pacific University</i> donlee@spu.edu	Meeting Students' Challenges of Faith-Learning Integration: An Interdisciplinary Research Approach	Jim Dalton <i>Mount Vernon Nazarene University</i>	102
RI-ETH-02	Vahagn Asatryan <i>Redeemer University</i> vasatryan@redeemer.ca	Finding Harmony in Grace and Truth: Virtue-based Ethics Training from Christian and Shinto Perspectives		
RI-FAI-08	Julia Dare <i>Point Loma Nazarene University</i> jdare1@pointloma.edu	The Matthew Effect: A (Mis)Conception of Biblical Truth		
RI-HEA-05	Andy Borchers <i>Lipscomb University</i> andy.borchers@lipscomb.edu	Strategy Execution of a Christian Business School Mission	Jody Hirschy <i>Taylor University</i>	104
RI-TTU-01	Martin Jones <i>North Greenville University</i> martin.jones@ngu.edu	Preserving Academic Integrity in the Age of Artificial Intelligence: Redesigning Courses to Combat AI-Assisted Plagiarism		
RI-TGA-01	Bryan Malone <i>Colorado Christian University</i> bmalone@ccu.edu	Jigsaw Discussions Applications in Master-level Courses		
RI-ENT-07	Ross O'Brien <i>Dallas Baptist University</i> rosso@dbu.edu	Ambition and Contentment in a World of Creative Destruction	Bruce Bader <i>Houghton University</i>	106
RI-ENT-02	M. Isabella Cavalcanti Junqueira <i>LeTourneau University</i> isabellajunqueira@letu.edu	El Buen Pastor Farm: Entrepreneurial Vision in Coffee Production & Ecotourism		
RI-ENT-05	Andy Borchers <i>Lipscomb University</i> andy.borchers@lipscomb.edu	Entrepreneurial Education for Christians in Developing Countries: A Tool for Advancing Missions and Kingdom Work		

NOTE: Due to space limitations, only first authors are listed for these presentations.

Research Incubator (Continued)

ID	Authors	Title	Facilitator	Room
RI-MGT-01	John Parnell <i>University of North Alabama</i> jparnell@una.edu	Ideology in Lithuania and Romania: Economic, Organizational, and Faith Perspectives	Scott Quatro <i>Covenant College</i>	202
RI-MGT-04	Robert Holbrook <i>Ohio University</i> holbrook@ohio.edu	The Favor of God: A Key to Being Able to Impact the Professional World with Grace and Truth		
RI-MGT-05	Mandy Morrell <i>Point Loma Nazarene University</i> mandymorrell@pointloma.edu	HR Practices for Retention and Employee Satisfaction During COVID		
RI-FIN-04	Wlamir Xavier <i>Lipscomb University</i> wlamir.xavier@lipscomb.edu	Board Activism Shaping Faith-based Principles in ServiceMaster	Craig Walker <i>Oklahoma Baptist University</i>	204
RI-FIN-02	Seongcheol Paeng <i>Shawnee State University</i> spaeng@shawnee.edu	Do Pastors Have the Same Retirement Issues?		
RI-MKT-02	Julie Szendrey <i>Walsh University</i> jszendrey@walsh.edu	A Conceptual Model of Consumer Behavior and Mimetic Desire Through a Christian Lens: A Working Paper Proposal	Holly Perleoni <i>Lee University</i>	206
RI-MKT-01	Traci Pierce <i>John Brown University</i> tpierce@jbu.edu	Case Study: The Tale of Three Small Businesses' Will to Survive the 2020 Pandemic Using Social Media Marketing		
RI-LDR-04	Sophia Kusyk <i>Tyndale University</i> skusyk@icloud.com	A Neurocognitive Model of Moral Intensity	Melanie Timmerman <i>Mount Vernon Nazarene University</i>	303
RI-LAW-01	Daniel Barlow <i>Roberts Wesleyan University</i> barlowd@roberts.edu	Law, Ethics, and the Bible		
RI-LDR-02	Crystal Brown <i>Spartanburg Methodist College</i> brownc@smcsc.edu	The Basis of Leadership		

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Paper Presentations (Leprino Hall)
Session 7: Saturday, November 11
11:15 am – 12:00 pm

ID	Authors	Title	Moderator	Room
PP-FAI-06	Carsten Hennings <i>Point Loma Nazarene University</i> chennin1@pointloma.edu	Types of Faith Integration: Frei's Types of Theology and Faith Integration in Business	Gary Schmidt <i>Prairie College</i>	102
PP-HEA-02	Andy Borchers <i>Lipscomb University</i> andy.borchers@lipscomb.edu William Atuilik <i>Heritage Christian College</i>	Sabbaticals and Christian Business Faculty	Rick Hall <i>Colorado Christian University</i>	104
PP-ENT-06	Diedrich Prigge <i>Cedarville University</i> dprigge@cedarville.edu Jeffrey Haymond <i>Cedarville University</i>	The Lean Startup Methodology Application to Biblical Stewardship	Dawn Olson <i>Trevecca Nazarene University</i>	106
PP-LDR-06	Lori Smith <i>Trevecca Nazarene University</i> lsmith9@trevecca.edu Bob Roller <i>LeTourneau University</i>	Corporate Positioning on Controversial Social and Political Issues: Is It Worth It?	Ric Rohm <i>Southeastern University</i>	202
PP-RES-02	Joseph Snider <i>Indiana Wesleyan University</i> joseph.snider@indwes.edu Reuben Rubio <i>Indiana Wesleyan University</i> John Theoharis <i>Belhaven University</i>	Discerning Truth: A Data Analyst View of Christian Perfection	Patrick Duthie <i>Eastern University</i>	204
PP-TTU-03	Elizabeth Holbrook <i>Point Loma Nazarene University</i> lholbroo@pointloma.edu Sandy Cassell <i>Evangel University</i>	Getting Students to Read Course Material	Holly Perleoni <i>Lee University</i>	206
PP-LDR-03	Kimberly Champagne <i>Charleston Southern University</i> kchampagne@csuniv.edu Darin Gerdes <i>Charleston Southern University</i> Maxwell Rollins <i>Charleston Southern University</i>	It All Adds Up: How Good Leadership Aligns Practically, Theoretically, and Theologically	John Kyle <i>The Fellows Initiative</i>	303

ABSTRACTS

ACCOUNTING

[PP-ACC-01] From Luca Pacioli to Richard Capin: The Important Role of Accounting

Julie Hines, *Geneva College*

Reliable accounting information is essential to decision making in all organizations. “How should a Christian approach the field of accounting?” Luca Pacioli believed the “Venetian” system of bookkeeping was essential to enable businesses to grow and improve the lives of the poor. Over the years, the basic double entry model has remained intact, though greed and temptation has led many to manipulate financial results. By exploring how the environment differs in faith-based organizations, we recognize how the Christian approach to accounting looks different. The paper concludes with the exemplary firm of Capin Crouse and classroom applications.

[TT-ACC-01] How to Teach Accounting: Reconcile Bible, Drucker, and Business

Michael Chen, *Roberts Wesleyan University*

Capitalism is undergoing big challenges. Distrust is one of them. Accounting is about accountability. Information does not necessarily lead to informed decisions or formed characters. How “should” we teach accounting in a Christian liberal arts university? We will reconcile Bible, Drucker and business from the accounting perspective.

[TT-ACC-02] Teaching the Statement of Cash Flows - A Problem-Based Learning Approach

Anne Rich, *Cedarville University*

This adaptation of problem-based learning uses an unfolding case to teach the Statement of Cash Flows. An unfolding case can provide variety in teaching method and efficiently guide the business student to understand the usefulness of the Statement of Cash Flows as well as how to construct the report.

[TT-ACC-03] Accounting in My Major and New Accounting Standard Project

Julie Hines, *Geneva College*

In introductory accounting, business students consider how accounting is used in their major. This is the “Accounting in my Major” project. Accounting majors benefited from “real-world” experience by working on the new lease accounting standard adoption for the college. Students learned to use their skills to serve the larger community.

BUSINESS (GENERAL)

[TT-BUS-01] Revolutionizing the Teaching of Technical Program Using a Virtual Desktop Infrastructure (VDI)

Bren Triplett, *Colorado Christian University*

How does a university teach online technical programs when 70% of the students have non-Windows-based devices and installing software is complex? Come and discover the lessons learned from one university's implementation of a unique course-based virtual desktop infrastructure (VDI).

[TT-BUS-02] An Ombuds Speaks the Truth in Love: Using Problem-Based Learning

Marian Carpenter, *Indiana Wesleyan University*

The DBA Program at Indiana Wesleyan University has integrated problem-based learning as the curriculum delivery method since September 2019. With the support of an Ombuds, students in over 100 high-functioning PBL Teams have become problem-solvers for ill-structured problems, while simultaneously strengthening their soft skills. Over 300 doctoral students have used PBL as a framework in the Program.

[TT-BUS-03] Transforming MBA Programs: Generating Custom Case Studies with AI through Prompt Engineering

D. Shawn Hussey, *George Fox University*

AI in higher education enhances teaching as a virtual assistant. AI generates diverse case studies, improving decision-making skills and real-world understanding. Customization adjusts complexity, industry focus, ethics, biblical worldview consideration, and global implications, combating cheating and reducing costs.

[TT-BUS-04] Puffy Paint T-Shirts and Podcasts: Unessays in Organizational Behavior

Rachel Hammond, *Calvin University*

In this teaching talk, the unessay will be discussed as a way to handle variable content areas in Organizational Behavior.

CLASSROOM STRATEGIES

[TT-CLS-02] Death to Discussion Forums – Let’s Recreate Engaging Class Discussions Using Zoom

Trish Berg, *Heidelberg University*

Have you ever met anyone who loves online discussion forums? Me neither. So, I say death to discussion forums. I found a way to replace them with a more engaging discussion format online. Intrigued? It is simple to implement and uses existing technology. So, I say death to discussion forums. Let’s start redesigning them to be impactful and engaging.

[TT-CLS-03] The Matthew 18 Principles in Team Projects at Scale

Damon Moon, *San Jose State University*

Implementing the Matthew 18 principle in team projects fosters improved team dynamics and reduces student complaints. The five-step conflict resolution process emphasizes forgiveness and resolution between conflicting individuals. Conflict resolution based on Matthew 18 equips students for their careers and life beyond graduation.

[TT-CLS-04] Learning Circles – Students Engage in Impactful Learning with Others Through Grace and Truth

Erica Vonk, *Northwestern College*

Are you tired of traditional group work in your classes that isn’t effective? We want our students to understand that you often don’t get to pick who you work with in life, but fail to train well for students to be effective and meet expectations during and after college.

ECONOMICS

[PP-ECO-01] A Comparison of Giving Rules

Brian Strow, *Palm Beach Atlantic University*

Claudia Strow, *Palm Beach Atlantic University*

This paper examines the role choice architects play in guiding charitable choices. It compares and contrasts the two most popular religious giving rules, the 10% Judeo-Christian income tithe and the 2.5% Islamic zakat (wealth tithe). Topics include a discussion of giving base, inequality, and ease of adherence to giving rules.

ENTREPRENEURSHIP

[PP-ENT-01] Scaling and Business Enterprises: Lessons from the Early Church

Ernest Liang, *Houston Christian University*

Scaling underpins all lasting changes with significance in human institutions. The amazing experience of the phenomenal growth of the early church offers valuable lessons on scaling which can be profitably applied to business enterprises, especially entrepreneurial ventures.

[RI-ENT-02] El Buen Pastor Farm: Entrepreneurial Vision in Coffee Production & Ecotourism

M. Isabella Cavalcanti Junqueira, *LeTourneau University*

Allan Discua Cruz, *Lancaster University*

This chapter focuses on a coffee family business named El Buen Pastor (The Good Shepherd). The family farm is in the central region of Honduras. The firm has begun exporting its coffee to family members and coffee trading companies in the U.S. They want to integrate their Christian faith into developing their family business while aiming to achieve an effective branding strategy and diversification of offerings. This case addresses two fundamental questions: How can a young family firm integrate a Christian perspective into its growth and development? How can such integration enhance the branding and diversification strategy?

[PP-ENT-03] Impacting the Truth: Firm Competences, Entrepreneurial Mindsets, and the Mark of the Spiritual Entrepreneur

Janice Black, *Western Carolina University*

Yvonne Smith, *University of La Verne*

Entrepreneurs shape the future, but how? The authors outline the links between firm level competencies and a more recent construct in literature, entrepreneurial mindset. They then relate these to “impacting the truth” using a Christian Model of Entrepreneurship (Goossen, 2004, 2013).

[PP-ENT-04] The Gig and Freelancing Bootcamp

Brock Zehr, *Huntington University*

This session will describe *The Gig and Freelancing Bootcamp* course developed at Huntington University to provide business and entrepreneurship education for nonbusiness creative and liberal arts students. Topics include an overview of the US gig economy, rationale for course development, curriculum outline, student feedback, and applications of grace and truth.

[RI-ENT-05] Entrepreneurial Education for Christians in Developing Countries: A Tool for Advancing Missions and Kingdom Work

Andy Borchers, *Lipscomb University*

William Atulik, *Heritage Christian College*

Conrad Kakraba, *Heritage Christian College*

Missionaries have invested significant energy into planting churches in Africa. While this facilitated the growth of churches, the emphasis has been on spirituality and not on empowering Christians with entrepreneurial skills to sustain the church. This paper recommends a model for educating youth in the church in Ghana as entrepreneurs.

[PP-ENT-06] The Lean Startup Methodology Application to Biblical Stewardship

Diedrich Prigge, *Cedarville University*

Jeffrey Haymond, *Cedarville University*

This presentation evaluates foundational principles of Lean and *The Lean Startup* methodologies in comparison with the command and application of biblical stewardship. The presentation argues that there are direct correlations between the two and includes some initial potential applications to Christian higher education, specifically business departments.

[RI-ENT-07] Ambition and Contentment in a World of Creative Destruction

Ross O'Brien, *Dallas Baptist University*

Rick Martinez, *Dallas Baptist University*

While pressures for value creation and entrepreneurial efforts are immense in the modern world of creative destruction, the tension between entrepreneurial ambition and Christian contentment eludes understanding. What is a spirit-filled ambition that drives Christian entrepreneurs? When does contentment derail entrepreneurship? How do we prepare our students for these challenges?

ETHICS

[PP-ETH-01] ChatGPT Has Arrived on Campus: Are You Ready?

S. Emory Hiott, *Charleston Southern University*

Darin Gerdes, *Charleston Southern University*

ChatGPT has been making headlines over the last year. The chatbot has passed the SATs, the bar exam, and even a medical licensing exam. What implications does this new technology have for higher education? This article reviews the academic uses of ChatGPT in the university from both the professors' standpoint and the students' perspective.

[RI-ETH-02] Finding Harmony in Grace and Truth: Virtue-based Ethics Training from Christian and Shinto Perspectives

Vahagn Asatryan, *Redeemer University*

This presentation describes an ongoing research project in Japan: a virtue-ethics based ethics training program, from combined Christian and Japanese/Shinto perspectives. Objectives include developing a customized program, compiling educational materials, analyzing program effects, and facilitating international collaboration. The paper outlines objectives, methodology, pilot project results, expected outcomes, and prospects.

[TT-ETH-01] Does AI have Moral or Ethical Poise?

Bryan Malone, *Colorado Christian University*

Concerns over AI use suggests a hotbed for destructive behavior. When asked about how to create a cyber criminal attack or what is the value of human life reveals some interesting results despite the motivation behind the requests. Does AI respect Christian principles or biblical worldviews? Can AI be tricked?

[TT-ETH-02] Introducing the Ethical Guardrails Model, a Tool for Teaching Ethics from a Wholistic (Biblical) View of Human Nature

N. L. Reinsch, *Georgetown University*

This presentation will introduce a recently published model--the Ethical Guardrails Model (EGM)--designed for teaching business ethics, contrast that model with the "human being as a thinking machine" approach, and explain why the EGM is more compatible with Christian beliefs.

[TT-ETH-03] Pastor-Professor: The intersection of Local Church Pastoral Administration and Leadership Theory Education

John Plastow, *Southeastern University*

In this practice-based "teaching talk," the concept of being a Pastor-Professor will be explored from the perspective of a long-term pastor who has concurrently taught online for nearly a decade at multiple Christian universities. Discussion will include academic rigor, schedule fluidity, relational connection, compassionate accountability, and real-world practicality.

[TT-ETH-04] Student Business Organizations: Teaching Business Leadership Skills Outside the Classroom

Susan Terkelsen, *Cedarville University*

Campus organizations provide a unique opportunity for students to develop leadership skills, practice team building, and engage in networking opportunities. This teaching talk shares the elements of a successful Women in Business organization that was started by a female student and has thrived on our campus for over 15 years.

FAITH INTEGRATION

[PP-FAI-01] The Fiduciary Flaw: Nudging Students Towards a Stewardship Mindset

Joshua Sauerwein, *Lubbock Christian University*

Haley Burton, *Lubbock Christian University*

Until ten years ago, the financial professions had long identified stewardship in their objectives. It has now been replaced with concepts such as environmental, social, and governance (ESG) reporting and legal fiduciary standards. This is an opportunity for faith-based universities. This article identifies core foundations of stewardship, experiential teaching methods, and future research opportunities.

[PP-FAI-02] Property Rights: Faith, Theory, and Applications

Patrick Duthie, *Eastern University*

Christian tradition acknowledges that well-defined property rights promote an efficient and just use of God's resources. Property rights directly impact affordable housing. Government may seek to remedy the shortage of affordable housing by implementing rent control policy. Unfortunately, such policy weakens property rights which distorts incentives and exacerbates the problem.

[PP-FAI-03] Work as Post-Pandemic Worship: The Urgent Task of Formulating a Theology of Work for Today

Martin Jones, *North Greenville University*

COVID-19 ushered in a new era of existence, and our present context is not the same as that which existed prior to Spring 2020. The marketplace is more self-focused, which is the antithesis of how Christians must approach work. Re-evaluating a theological ethic of work is essential for business today.

[PP-FAI-04] Christian Higher Education and Faith Development: Does Attending a Christian University Actually Impact Your Faith?

Lari Mobley, *La Sierra University*

Laureen Mgrdichian, *Biola University*

Doug Lainson, *California Baptist University*

This study examined the faith of Christians attending faith-based vs. secular colleges to identify what motivated them to grow in their faith while in college. The results show that attending a Christian university does have a significant positive impact on a student's spiritual growth, with several elements identified as motivators.

[RI-FAI-05] Meeting Students' Challenges of Faith-Learning Integration: An interdisciplinary Research Approach

Don Lee, *Seattle Pacific University*

Janet Hauck, *Seattle Pacific University*

This study examines students' challenges of integrating faith and learning and seek ways to mitigate these challenges. We posit that faith-learning integration is a form of interdisciplinary work and consider the common challenges. We propose an approach of assimilation and accommodation to provide pedagogical solutions for the student.

[PP-FAI-06] Types of Faith Integration: Frei's Types of Theology and Faith Integration in Business

Carsten Hennings, *Point Loma Nazarene University*

A typology of faith-learning integration is developed based on Hans Frei's types of theology in *Types of Christian Theology*. The typology suggests that a choice of integration type has implications on the goal, scope, and method of integration, as well as the skills and knowledge required of the integrator.

[PP-FAI-07] Faith Wrestling with Field: Using Attitude Theory to Illuminate Biblical Integration

David Hagenbuch, *Messiah University*

Faith integration should help students develop the attitude that their faith and field are compatible. While certain integration methods encourage positive affect and the practice of Christian behaviors, another less-used approach represents the third critical component of vocational attitude formation: cognitive integration. A marketing course highlights this important conceptual wrestling.

[RI-FAI-08] The Matthew Effect: A (Mis)Conception of Biblical Truth

Julia Dare, *Point Loma Nazarene University*

The Matthew Effect is a social phenomenon whereby prestige begets prestige, and the underprivileged suffer. This concept has been widely applied but is based on misinterpretation of a biblical verse that refers to spiritual understanding versus material gain. In this paper I challenge Merton's interpretation and basis for his theory.

FINANCE

[RI-FIN-02] Do Pastors Have the Same Retirement Issues?

Seongcheol Paeng, *Shawnee State University*

Daniel Park, *Azusa Pacific University*

Changhyun Kim, *Azusa Pacific University*

Jihye Oh, *Azusa Pacific University*

Limited studies have focused on pastors' retirement financial preparation. We examine whether there are any differences among pastors by their denomination regarding retirement issues. We hope this paper will "impact the [Christian community] with the truth" and let them discuss their spiritual leaders' life after retirement openly and candidly.

[PP-FIN-03] Ethics of Personal Financial Data Usage by Financial Institutions

Glenn Grossman, *Anderson University*

Retail banks generate and maintain large data sets tied to the behaviors of their customers. Managers must confront a series of ethical questions to utilize this data beyond existing regulations. This paper examines the existing concerns regarding behavioral data and a framework to conduct ethical decisions on its usage.

[RI-FIN-04] Board Activism Shaping Faith-based Principles in ServiceMaster

Wlamir Xavier, *Lipscomb University*

ServiceMaster was founded as a Christian company and became a Fortune500. Despite the success, declining profits in the 1990s led investors' decision to change leadership and relax faith-based principles. This paper addresses the transition to a non-evangelical leader by analyzing the board of directors, ownership structure, and performance.

HIGHER EDUCATION ADMINISTRATION

[PP-HEA-01] International Students' Stories of Pandemic Self-isolation: A Christian University Perspective

Dieu Hack-Polay, *Crandall University*

Dan Brown, *Crandall University*

This study examined the impacts of mental health on international students during an imposed lockdown due to Covid-19 at a Christian university in Canada. This study has significant implications for mental health support systems in Christian universities.

[PP-HEA-02] Sabbaticals and Christian Business Faculty

Andy Borchers, *Lipscomb University*

William Atuilik, *Heritage Christian College*

Faculty sabbaticals have long been a fixture of the academic world, albeit with relatively little research conducted on their purpose or outcomes. This paper reviews the extant literature with a focus on the kaleidoscope career model (KCM). Further, the authors extend the view to incorporate characteristics of faculty at faith-based institutions and extend the KCM model from research-based institutions to teaching in focused faith-based institutions. A case example demonstrates extended model.

[PP-HEA-04] Allyship: How Can Christian Business Faculty Magnify Christ as Allies?

Erica Vonk, *Northwestern College*

In the chaos of an academic year, faculty can forget how they impact others around them. Allyship reminds Christian business faculty to magnify Christ through actions, behaviors, and practices that can build a sense of belonging with others. You can choose to make a impactful difference today!

[RI-HEA-05] Strategy Execution of a Christian Business School Mission

Ray Eldridge, *Lipscomb University*

Andy Borchers, *Lipscomb University*

Business schools evolve over time, ideally driven by a mission statement and strategic plan. This paper extends an earlier work on a Christian business school's development of a mission statement in response to AACSB accreditation and as a catalyst for spiritual transformation.

LAW

[RI-LAW-01] Law, Ethics, and the Bible

Daniel Barlow, *Roberts Wesleyan University*

For my Business Law class, students analyze legal cases comparing how they would be decided by the law, two ethical theories, and the Bible. As much American law was developed in Christian England centuries ago, I want students to realize that these laws are consistent with ethics and the Bible.

LEADERSHIP

[PP-LDR-01] Pressing Challenges Organizational Leaders Face as They Seek to Impact the World with Grace and Truth as Christian Leaders: Reflections from Organizational Leaders in Business and Beyond

Justin Irving, *Southern Baptist Theological Seminary*

This paper reports findings from a qualitative research study investigating pressing challenges faced by organizational leaders. A sample of 216 executive leaders focused on Christians serving as organizational leaders in the following sectors: (1) business, (2) education, (3) nonprofit, and (4) church. Study findings and significance for Christian leaders discussed.

[RI-LDR-02] The Basis of Leadership

Crystal Brown, *Spartanburg Methodist College*

In order to become a servant leader, one must understand how certain leadership theories impacted Jesus's time and today. This manuscript explores the definition of servant leadership (Crippen, 2005) and (Greenleaf, 2010).

[PP-LDR-03] It All Adds Up: How Good Leadership Aligns Practically, Theoretically, and Theologically

Kimberly Champagne, *Charleston Southern University*

Darin Gerdes, *Charleston Southern University*

Maxwell Rollins, *Charleston Southern University*

In this paper, we review a recent case study where Air Force officers examined leadership qualifications for their senior enlisted officers (practical). These leadership characteristics were then examined in relationship to the leadership literature (theoretical) and in consideration of the full counsel of scripture (theological).

[RI-LDR-04] A Neurocognitive Model of Moral Intensity

Sophia Kusyk, *Tyndale University*

Mark Schwartz, *York University*

The moral intensity (MI) construct characteristics as proposed by Jones (1991) are not compatible with a faith-based worldview. We discuss a comprehensive theoretical expansion of MI including addition of moral standards and a neurocognitive approach more in line with our current understanding of ethical decision-making.

[PP-LDR-05] Expanding Leadership Perspectives: Elements of Flourishing as a Proposed Foundation and Goal of Corporate Ethical Standards

Mark Fairbrother, *Southern Baptist Theological Seminary*

Justin Irving, *Southern Baptist Theological Seminary*

Expanding Leadership Perspectives offers a proposed list of key common grace elements of ethics that provide an ethical meta-narrative foundation for business, corporate, and organizational flourishing.

[PP-LDR-06] Corporate Positioning on Controversial Social and Political Issues: Is It Worth It?

Lori Smith, *Trevecca Nazarene University*

Bob Roller, *LeTourneau University*

Should companies take positions on contentious social issues? Is a public position on a controversial issue beneficial or detrimental for a company? Does a company with a Christian mission differ from other organizations in this regard? This paper identifies the controversial issues, stakeholder reactions, and the impact on the company of taking positions on controversial issues.

[PP-LDR-07] Impact of Transformational Leadership on Healthcare Workers

Song Zhang, *Belhaven University*

This study explored the impact of transformational leadership on the healthcare employees in a healthcare facility in the eastern United States. The study results showed that transformational leadership may help meet the psychological needs of the healthcare employees for autonomy, competence, relatedness, thus contributing to the positive organizational outcome.

MANAGEMENT

[RI-MGT-01] Ideology in Lithuania and Romania: Economic, Organizational, and Faith Perspectives

John Parnell, *University of North Alabama*

Femi Odebiyi, *LCC International University*

Kirk Lougheed, *LCC International University*

Sebastian Văduva, *Emanuel University of Oradea*

Scholars have investigated how ideology influences individual and firm performance, but most of this work has occurred in the United States and other developed economies. The recent social, cultural, and economic transition in Central and Eastern Europe (CEE) creates an intriguing environment for such research. A survey of managers in Lithuania and Romania is underway and will be completed soon. We will use SmartPLS version 4 to analyze the data and evaluate how one's academic background, life experience, and management position influence one's ideological perspective along an individualism-communitarianism continuum. We will discuss the results from economic, organizational, and faith perspectives.

[PP-MGT-02] Spiritual Risk

Denise Mazzei, *Culinary Institute of America*

Separating ourselves from God and from His purpose for us is high-risk behavior. This paper explores the inherent spirituality associated with the risk of separation from God. Using the story of King Manasseh for context, a definition for spiritual risk was developed, supported by Scripture, academic sources, and risk management theory.

[PP-MGT-03] Excavating the CSR Pyramid: A Review, Assessment, and Normative Treasure

Sophia Kusyk, *Tyndale University*

Mark Schwartz, *York University*

Joseph Maria Lozano, *Universidad Ramon Lull*

Research findings are posing a serious empirical challenge to the hierarchy, scope, number, and importance of the responsibilities of the CSR pyramid (Carroll, 1991). After a comprehensive literature review we update the dimensions for universal application and advance an ethical responsibility core at the center of a revised moral CSR pyramid.

[RI-MGT-04] The Favor of God: A Key to Being Able to Impact the Professional World with Grace and Truth

Robert Holbrook, *Ohio University*

It can be difficult for Christian workers to navigate an increasingly secular marketplace. Many biblical examples exist where individuals flourished despite overwhelming odds. This presentation examines the favor of God and man, suggesting that having favor will create conditions for success in business.

[RI-MGT-05] Human Resources Practices for Retention and Employee Satisfaction During COVID

Mandy Morrell, *Point Loma Nazarene University*

Human Resources (HR) Managers have faced unprecedented challenges due to the COVID pandemic, as have employees. The economic environment can challenge pre-existing employee satisfaction and in-turn retention levels, which can be costly for an organization. This research seeks to understand how employee satisfaction and retention were altered during COVID based upon HR managers' organizational responses.

[TT-MGT-01] Let's Move: An Exercise in Change

Robert Holbrook, *Ohio University*

This presentation will describe an easy-to-implement activity demonstrating resistance to change. Participants will experience the activity, reinforcing how easy it is to implement, followed by a brief discussion of the learning objectives, student reactions, and the debriefing.

[TT-MGT-02] A Balanced Approach to Operations and Supply Chain Management: Embracing Shalom

Philip Johnson, *Calvin University*

One of the key biblical words for peace, shalom, carries significant weight and guidance in how we as Christians are called to live. Inherent in most supply chain relationships is conflict which begs the question: how might embracing shalom impact the practice and teaching of operations and supply chain management?

[TT-MGT-03] Teaching Management Students to Be Managers

Mandy Morrell, *Point Loma Nazarene University*

By teaching teams to manage themselves, students develop the soft skills to manage in the "real world". Teams are given class time to lead their team and complete assignments, working toward a final presentation and submit team meeting minutes showing they accomplished team objectives. As a result, students grow and excel.

[TT-MGT-04] Case Building in Strategic Management

Brad Gatlin, *John Brown University*

This teaching talk will introduce a case-building methodology of teaching strategic management that seeks to incorporate the benefits of cases, such as applying theory to real situations and practicing empathy and analytical skills, while addressing the criticisms of cases as being overly simplistic.

MARKETING

[RI-MKT-01] Case Study: The Tale of Three Small Businesses' Will to Survive the 2020 Pandemic Using Social Media Marketing

Traci Pierce, *John Brown University*

A case study examining the geodemographics of a small town in NC and how three small businesses survived a three-month closure during the pandemic. An examination of target markets, social media platforms, and adoption of an emerging online selling platform, helped businesses discover SMM value in building consumer relationships.

[RI-MKT-02] A Conceptual Model of Consumer Behavior and Mimetic Desire Through a Christian Lens

Julie Szendrey, *Walsh University*

This presentation proposes a conceptual model of consumer behavior from the perspective of mimetic desire through a Christian lens. The manifestation of mimetic desire is depicted as a continuum with the anchor points of hedonic versus virtuous consumption traits and behaviors. Developed as an extension of the JBIB Burns and Smith 2022 article "Mimetic Desire and the Discipline of Marketing," this continuum is used to position and categorize various consumer behavior constructs based on their theoretical underpinnings.

[TT-MKT-01] ZMET Brand Perception Exercise

Traci Pierce, *John Brown University*

To understand brand perception through ZMET, students collect pictures that represent their perceptions about an assigned brand. Working in small groups, students identify metaphors that emerge from interview discussions; then, create a collage of relevant pictures. Students recommend how marketers might use metaphors to communicate the brand effectively to consumers.

[TT-MKT-02] Consumer Behavior Student Projects

Sandy Cassell, *Evangel University*

Students in Consumer Behavior at Evangel University complete 3 projects/presentations: (1) they create a social marketing video (2) they find advertisements for each of the seven social classes as defined by the Coleman-Rainwater social class hierarchy (3) they create a postcard to promote FBLA student birthday packages to parents.

[TT-MKT-03] Using AI in an MBA Course

Peter Crabb, *Northwest Nazarene University*

Presenting the results of using AI or Large Learning Models (LLMs) in a graduate course during the summer of 2023. Students in the course use AI programs for class preparation, in-class discussion, and assessment.

RESEARCH

[PP-RES-01] Top Ten Articles of Richard C. Chewning in the Journal of Biblical Integration in Business

Kent Saunders, *Anderson University*

Richard C. Chewning is a legendary Christian business faculty member who produced a wealth of scholarship over the course of his career. Chewning was instrumental in the founding of both the Christian Business Faculty Association and the Journal of Biblical Integration in Business (JBIB). This manuscript presents the top ten articles of Chewning published in the JBIB.

[PP-RES-02] Discerning Truth: A Data Analyst View of Christian Perfection

Joseph Snider, *Indiana Wesleyan University*

Reuben Rubio, *Indiana Wesleyan University*

John Theoharis, *Belhaven University*

Christian Perfection is central to Methodism. Low-cost data analysis software makes it more feasible for qualitative grounded theory research. Sources were from John Wesley, his predecessors, and successors. Exploratory data analysis and thematic analysis allowed data visualizations from thousands of pages, showing a reusable method for theological and business research.

[PP-RES-03] Journal Editors' Panel on Peer Reviewing [PANEL]

Jason Stansbury, *Calvin University*

Robert Holbrook, *Ohio University*

Larry Locke, *University of Mary Hardin-Baylor*

Rick Martinez, *Dallas Baptist University*

Peter Snyder, *Calvin University*

Andy Borchers, *Lipscomb University*

Peer reviewing is an important service in academia. However, providing constructively critical feedback, along with a valid evaluation of a given manuscript, is difficult. In this session, Editors of several peer-reviewed journals explain what excellent peer reviewing means to them, as well as some behaviors for peer reviewers to avoid.

[PP-RES-04] CBFA Board Members Discuss New Conference Submission Options [PANEL]

Adina Scruggs, *Bryan College*

Traci Pierce, *John Brown University*

Robert Holbrook, *Ohio University*

In this session, three CBFA Board members will describe two new submission categories – Teaching Talks and Working Papers (for the Research Incubator). Our aim is to increase awareness of these categories and encourage greater participation in the future. We will also provide guidelines to help members craft high-quality submissions for each category.

TEACHING, GRADUATE/ADULTS & ONLINE

[RI-TGA-01] Jigsaw Discussions Applications in Master-level Courses

Bryan Malone, *Colorado Christian University*

Often limiting challenges exist for impromptu online interaction, while in-seat courses offer presentation flexibility of related concepts as questions arise or discussions prompt new opportunities. This presentation provides findings for increased engagement using jigsaw discussions by creating video presentations and peer student responses for deeper discussion interactions for graduate students.

[PP-TGA-02] Doctrine Before Belief and Belief Before Impact: A Systematic Theology Approach to Integration of Faith and Learning in Business Programs

Jonathan Wilson, *Dallas Baptist University*

Whilst there are many approaches to integrating faith and learning, one has received minimal treatment in the literature and even less in the application. That approach is founded on systematic theology. This novel approach was introduced into graduate and undergraduate programs in a structured manner with initial findings reported here.

TEACHING, TRADITIONAL UNDERGRADUATE

[RI-TTU-01] Preserving Academic Integrity in the Age of Artificial Intelligence: Redesigning Courses to Combat AI-Assisted Plagiarism

Martin Jones, *North Greenville University*

Generative Artificial Intelligence (AI) has revolutionized higher education, presenting opportunities and challenges, which require educators to not only embrace artificial intelligence, but also to modify assessment methods to mitigate AI-assisted plagiarism. This paper evaluates the impact of ChatGPT on traditional methods of assessment and makes recommendations to redesign coursework in today's AI-era.

[PP-TTU-02] How to Integrate Love in Your Teaching: Why Grace and Truth are Needed in the Academic Classroom [BEST PRACTICE]

Trish Berg, *Heidelberg University*

In "Love as a Business Strategy: Resilience, Belonging and Success," authors Anwar et al. (2021) lay out their culture of love strategy based on six pillars of love including inclusion, empathy, vulnerability, trust, empowerment, forgiveness. This paper will analyze the six pillars of love presented in the book, explore what the Bible says about those six pillars, and analyze how faculty can integrate love classroom strategy through using those pillars.

[PP-TTU-03] Getting Students to Read Course Material [BEST PRACTICE]

Elizabeth Holbrook, *Point Loma Nazarene University*

Sandy Cassell, *Evangel University*

Studies show that students are not reading assigned content independently because they feel it is the professor's job to cover all the relevant content in class. This study investigated if low-stakes guided reading assignments would motivate business students to read the course material before covering it in class.

[PP-TTU-04] Introducing the Novel Idea of a Four-Year Pathway of Courses as an Alternative to the Traditional First-Year Experience Course

David Palmer, *Charleston Southern University*

Mark Crawford, *Charleston Southern University*

K. Ben LeVan, *Charleston Southern University*

A large amount of research has been done regarding the introduction to business or first-year experience course. In this paper, the authors introduce a novel approach to replace the first-year experience course with a series of four, one credit hour courses designed to shepherd students through each year of their college experience. Initial results from two years' data indicate some success in terms of freshmen and sophomore retention.

[PP-TTU-05] Harnessing the Power of ChatGPT in Education: Innovative Ideas for Enhancing Teaching and Learning

Vahagn Asatryan, *Redeemer University*

This presentation explores ChatGPT's innovative use in Christian higher education. It discusses how ChatGPT can revolutionize teaching by facilitating interactive learning experiences, fostering creativity, personalizing learning, enhancing critical thinking, promoting inclusivity, and supporting students. The author inspires educators to implement ChatGPT in their teaching practices and shares examples/demos.

[PP-TTU-06] Artificial Intelligence (AI): Its Impact on the Academy. Are You Ready?

Curtis Songer, *Geneva College*

Denise Murphy Gerber, *Geneva College*

Matt Fuss, *Geneva College*

This paper strives to provide both the “Pros” or Advantages and Opportunities available to us in using AI in the classroom and the “Cons” or dangers and perils to using AI in the classroom, and outright Threats AI poses to academia at-large. as well as provide a background and grounding in ethics since “Responsible AI” use is what we are proposing.

[PP-TTU-07] Artificial Intelligence: Addressing Agnostic Intellectualism

Ric Rohm, *Southeastern University*

This paper examines Artificial Intelligence (AI) in higher education, specifically focusing on the use of AI Text Generators (AITGs). The study presents a class assignment written by both the professor and an AITG, along with a Turn-It-In evaluation. The conclusion suggests the need for policies, discussions, and ethical considerations regarding the use of AI in education, potentially moving away from written assessments and embracing alternative forms of evaluation.



**COLORADO CHRISTIAN
UNIVERSITY**
Grace and Truth



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 - Classrooms
 - Department of English
 - Department of Social Sciences
 - Office of the President
 - School of Science and Engineering
- B. Leprino Hall**
 - Classrooms
 - College of Adult and Graduate Studies
 - Food for Thought Café
 - School of Business and Leadership
 - School of Education
- C. Event Center**
 - Athletic Offices
 - Athletic Training Facility
- D. Campus Ministries**
 - School of Humanities and Social Sciences
 - School of Theology
 - Office of the Chancellor
 - Office of Academic Affairs
- E. George Whitefield Center**
 - Classrooms
 - Larry Crabbe Center for University Counseling
 - Library
 - Life Directions Center
- F. Patrick Henry Hall**
 - Classrooms
 - Mail Services
- G. Armando Valladares Center**
 - Office of Financial Aid
 - Undergraduate Admissions
 - Employment and Career Services (ECS)
- H. Francis Schaeffer Hall**
 - Susan B. Anthony Hall
 - Waite Hall
 - Facility Services
- I. Susan B. Anthony Hall**
 - Waite Hall
 - Facility Services
- J. Waite Hall**
 - Facility Services
- K. Harwood Hall**
 - Prayer Chapel
- L. Prayer Chapel**
 - Prayer Chapel
- M. Yetter Hall**
 - Yetter-C Store
- N. Anschutz Student Center**
 - Altitude 5280 Fitness Center
 - Campus Activities
 - Cougar Den
 - Dining Commons
 - Health Services
 - Office of Student Life
 - Student Commons
 - CCU Campus Store
- O. Kt Carson Hall**
 - Student Commons
 - CCU Campus Store
- P. Red Cloud Hall**
 - Student Commons
 - CCU Campus Store
- Q. Snowmass Hall**
 - Student Commons
 - CCU Campus Store
- R. Laplata Hall**
 - Student Commons
 - CCU Campus Store
- S. Rockmont Hall**
 - Arturo's Café
 - Campus Security
 - Residence Life
- T. School of Music**
 - School of Music
- U. Ellsworth Center**
 - Information Technology
- V. Garland Center**
 - Centennial Institute
 - University Networking