Business and Economics

Session 1: Wednesday, June 5, 1–2:30 p.m.

“Christian Business Education”

Location: Yarnton

Andy Borchers, *Lipscomb University*, Convenor
- **Lamar Reinsch**, *Lubbock Christian University*
- **Shannon Leinen**, *York University*
- **Christopher Horne**, *University of Tennessee Chattanooga*
- **Brad Lemler**, *Howard Payne University*

Christian business faculty face an interesting challenge in integrating faith into a business world that often doesn’t. In this session we will hear four papers that address this challenge in a variety of teaching settings – business ethics, business as mission, public administration and personal finance.

Lamar Reinsch, *Lubbock Christian University*

Faith-related business programs should adopt Mary Gentile’s *Giving Voice to Values* (GVV) business ethics curriculum. They can, then, also consider using GVV materials to encourage integration across various business and business-related courses. The introduction and adoption of Gentile’s GVV approach has been one of the exciting developments in ethics education during the past 15 years. Since 2010, the GVV approach has been implemented in educational programs for law, medicine, and a variety of business programs including accounting, economics, entrepreneurship, finance, leadership, and management. By 2017 GVV pedagogy had been used in nearly a thousand programs. The impact of a GVV case results from the emphasis on intention and action rather than intellectual analysis—the typical focus of business ethics pedagogy. In other words, the GVV approach reflects a Christian or Hebrew (rather than a Gnostic or Greek) understanding of the human being. Furthermore, programs that incorporate GVV cases have an opportunity to increase cross-disciplinary education. Faith-related business programs should take note.

Shannon Leinen, *York University*, “Business as Mission: A Case-Study of Building an Experiential Learning Course”

This session will explore a case study of how an online course could be built for distance learners that focuses on informing best practices on the subject of Business as Mission (BAM) for the degree requirements of a business or leadership department. The session will cover documenting the course building stages, the travel and strategic planning, and the experiential learning component of the execution of BAM. Foundational research gathered to be integrated into the curriculum, implementation of the course design process, the recruitment of BAM students, and the travel learning processes will inform future educational models and training processes.

Christopher Horne, *University of Tennessee Chattanooga***,** “Preparing Christian Students for Public Administration Careers”

Christian students preparing for public administration careers want to know what working “as unto the Lord” means for government managers. This requires helping them answer two questions: (1) For the Christian management professional, does being a *public administrator* matter? (2) For the public administrator, does being a *Christian* matter? Building on an earlier empirical study, this paper provides a doctrinal foundation and conceptual map for helping students explore these two questions. The integration of faith and work for the public administrator is unique in three ways: (1) The many Bible passages about government officials apply to public administration differently than other professions. (2) U.S. Christian public administrators have a different relationship to the First Amendment than other professionals. (3) Christian public administrators have a duty to the public to get faith-work integration right. Aspiring public administrators will find a solid Biblical framework for understanding their careers in the doctrine of common grace. To explore what is good and evil, students need a Biblical understanding of God's moral law, its relationship to legitimate human law, and the importance of exercising godly wisdom as image-bearing agents of common grace.

Brad Lemler, *Howard Payne University*, "Teaching the Personal Finance Course in a Post-Virus Policy World"

The personal finance course is a service to the larger college/university, as the course is typically not required for business majors. In contrast, the course is typically the only opportunity business schools have to add value for non-business majors. One similarity between the personal finance course and the business majors is that both focus on an entity—the individual/household or business/organization—functioning effectively within the macroeconomic environment. The goal in both instances is charting a course that allows for a thriving, flourishing entity. This paper recounts the use of Jeremiah's letter to the exiles in Babylon (Jeremiah 29:1-23) for developing a biblically-based confidence for graduates entering a challenging, difficult economic reality. A biblically based exile worldview helps students process these results and continue to plan for their futures.

Session 2: Wednesday, June 5, 4:15–5:45 p.m.

"Economics from a Christian Perspective"

Location: Yarnton

Russell Dabbs, *Lubbock Christian University*, Convenor

- **David Johnson**, *Harding University*
- **Janice Hauge,** *University of North Texas*
- **Nate Barton**, *University of California Riverside*

Christians who teach in the economics area have unique research interests. In this session we will explore the connection of family and the economy, government involvement in the marketplace and the economics of sanitation in the developing world.

David Johnson, *Harding University,* "Strong Family, Weak Economy?"

A certain degree of family loyalty or identity is critical to accomplish its role of socializing its members so that they may thrive in the broader society. However, a too-strong family identity may compromise the ability of its members to extend trust to those outside the family, trust that is requisite for the development of the broad associations that characterize a modern, progress-prone economy. Manifestations of the lack of these associations are fewer and weaker civic and social institutions, small and short-lived businesses, nepotism, and corruption. The existence of these manifestations will alter the structure of business in those countries and limit economic potential in various ways. The purpose of this paper is to investigate this association between family loyalty and prospects for economic progress, also known as the "paradox of the family."

Janice Hauge, *University of North Texas,* "BEAD's Overlooked Demographic"

The Broadband Equity, Access, and Deployment (BEAD) Program was designed to expand high-speed internet access to all U.S. households. The program focuses on infrastructure deployment and compels providers to offer fiber connectivity; however, fiber typically is more costly to install than DSL, cable, satellite, or wireless services. This increased cost is detrimental to unserved households that might be served using a different technology or who choose to connect using a technology better suited to their needs. In particular, the BEAD program omits provisions for the hearing impaired despite their being significantly impacted by the broadband deployment efforts each state undertakes. Among the impending changes are decreased emphasis on teletypewriter services and increased emphasis on captioning and video relay services. While significant research is being conducted on BEAD funds, fiber costs, political opportunism etc., the relatively smaller concern of managing changes to the systems and devices needed by the hearing impaired is largely overlooked; however, to these individuals and their families, the impacts of broadband policy are substantial. As such, this research seeks to quantify the costs of compliance of BEAD subgrantees with the Americans with Disabilities Act.

Janice Hauge, *University of North Texas* **"**When Government Involvement in Antibiotic R&D is a Flawed Approach"

The economic paradox of investing money to develop a product that will be used as infrequently as possible has caused many pharmaceutical companies to shut down antibiotic research and development branches. What, if anything, is the role of the federal government in supporting antibiotic research development? Ever-increasing transmission and modification of antibiotic resistance mechanisms in pathogens pose serious concerns to pharmaceutical developers and healthcare providers. The overuse of antibiotics in agriculture and over-the-counter remedies for undiagnosed, possibly viral, infections has acted as a selective force on harmless and pathogenic bacteria alike, to favor propagation of hereditary material that confers resistance to antibiotics commonly introduced to humans via water supply, food products, hospital visits, and prescribed medication. Such routine over-exposure to antibiotics has produced a population of bacteria equipped with an ability to develop resistance within days to a drug that took a decade to develop and prove safe. The future of antibiotic production therefore faces an ethical and economic dilemma: to what extent should the government intervene to ensure provision of potentially life-saving antibiotics, and at what point does federal involvement inhibit independent research from developing life-saving antibiotic treatment?

Nate Barton, *University of California Riverside*, **"**Government Officials and Collective Action Challenges to Low-cost Sanitation Initiatives in Rural Busoga"

In this paper, I examine the role of local government leaders in overcoming collective action challenges facing low-cost sanitation initiatives in rural Uganda. By applying a difference-of-differences (DiD) design to novel observational data from 2,931 survey data points across 10 rural communities in the Busoga region of Southeastern Uganda between 2022 to 2023, this study finds that evidence of community buy-in is associated with the presence of low-cost sanitation facilities such as latrines but that the total number of government officials present is associated with fewer facilities after controlling for confounders.

Session 3: Thursday, June 6, 9-10:30 a.m.

"Christian Business Leadership"

Location: Yarnton

Andy Borchers, *Lipscomb University*, Convenor

- **William Sharp,** *University of the Cumberlands*
- **Carol Lusk**, *Lipscomb University*
- **Makeba Lindsay D'Abreu**, *Virginia Commonwealth University*

Christian business academic programs often focus on the role of leadership in a variety of settings. In this session we will explore effective leadership styles in challenging economic and global times, the gender gap in leadership roles and leadership development among African American women.

William Sharp, *University of the Cumberlands*, "Hope Leadership: Navigating Crises through Servant Leadership in Business"

This paper explores the connection of hope, servant leadership, and crisis management within the business and economics realm. In times of crises, whether it be economic recession, economic downturns, global pandemics, or other challenges, leaders face the task of fostering hope among employees while navigating the complexities of uncertainty. Drawing on principles of hope, servant leadership, stewardship, having a foundational ideology of servant leadership in action, and a focus on the well-being of employees, this research aims to investigate how leaders can effectively instill positive outcomes, lessen stress and anxiety, build resilience, and foster a sense of purpose within their teams during times of crises. An essential tool for leaders in business and economics is utilizing servant leadership questionnaires to foster hope better and mitigate stress during a crisis. Through establishing a foundation of servant leadership, utilizing a servant leadership questionnaire for business leaders within organizations, and an analysis of the actions of past leaders in a time of crisis, the study will provide insights into the practical applications of servant leadership for promoting hope and organizational recovery in challenging times.

Carol Lusk, *Lipscomb University*, "The Sacred and Secular: Closing the Gender Leadership Gap with Women of Faith"

Despite the strides in education and workforce participation, women remain underrepresented in leadership positions, a curious disparity that invites a deeper understanding of underlying factors, including the unexamined influence of religiosity. These effects were investigated among a nationally representative sample of fully employed men and women (n=1150). Religiosity contributed to the leadership journey for men, but the relationships were more complex for women. This research encourages the optimistic view that religiosity is not a barrier but rather can be a beacon of hope for the challenges of women aspiring to leadership. The path forward is not only about addressing the gender leadership gap; it is about harnessing the unique strengths of women of faith to lead.

Makeba Lindsay D'Abreu, *Virginia Commonwealth University,* **"**Meeting the Complexity of the Leadership Development Needs for African American Women in Vocational Ministry: A Literature Review"

Effective leadership is critical to organizational success. Demand for targeted leadership development increases as women increasingly answer the call to vocational ministry leadership. The literature identifies specific development needs for African American women in vocational ministry across four management levels. Women broke through the stained-glass ceiling to assume leadership ministry roles. The movement into leadership caused seminaries to focus on the leadership development needs of African American women in ministry. They address the "call" and initial call "placement." However, limited leadership development addresses needs associated with the four management levels complicated by the call placement/assignment. As it is with secular institutions, Christian institutions must ask, do African American women in vocational ministry leadership have unique leadership developmental needs, and what are the best methods to address them? This literature review discusses the leadership development needs of African American women in vocational ministry at the four major management levels. Since most literature does not address African American women, the literature will be analyzed through the critical lens of Womanist Theology. This literature review further advances women's leadership development research by identifying a potential leadership development model for African American women in vocational ministry.

Makeba Lindsay D'Abreu, *Virginia Commonwealth University,* "Perceptions of Leadership Development Strategies from Three African American Women Senior Executives Called to Vocational Ministry and Serving in VUCA Environments"

Leadership development cannot be monolithic to be effective, especially in VUCA (volatility, uncertainty, complexity, and ambiguity) environments. This phenomenological investigation of three senior executive-level African-American women in vocational ministry (AAWVM) examined their perceptions of the intersectionality of race, gender, faith, the call to ministry, and leadership development (LD) and career growth (CG) needs and identified components of high-impact leadership development and growth programs. I examined the perceived differences in call acceptances between women and men, LD needs to sustain role success (CD), strategies to advance in one's career (CG), and effective onboarding and succession. I conducted a thematic analysis to study how participants described factors that impacted the progress of their leadership journey in the context of race, gender, faith, the call, and LD and CG needs.

Session 4: Thursday, June 6, 1:45–3:15 p.m.

“Christian Business Topics”

Location: Yarnton

Russell Dabbs, *Lubbock Christian University*, Convenor

- **James Woodrow**, *Vanguard University*
- **Dutch Kendall,** *Indian Wesleyan University*
- **Ebenezer O. Danso**, *Heritage Christian University College*

This session will introduce a diverse set of Christian business topics including characteristics of christ-centered companies, customer discrimination law and private Christian higher education in Ghana.

James Woodrow, *Vanguard University*, “Distinguishing Characteristics of Christ-Centered Companies”

Business and industry function best with a strong sense of purpose and how it’s reflected in an equally strong, vibrant culture. When created, communicated, and supported effectively from the top down, the mission, core values, and strategy of a Christ-centered company has the power to transform the work of its employees and its service to customers into positive, Christ-centered outcomes. To investigate the distinguishing characteristics that set these unique companies apart from secular business and industry, a review of the literature and contemporary practices resulted in a variety of distinguishing characteristics, best practices, and findings, which will be shared in the presentation.

Dutch Kendall, *Indian Wesleyan University*, “Navigating Customer Discrimination Law” This article is the third in a series on legal challenges particular to Christian owned and operated businesses. According to official directories, there are over 60,000 businesses in the United States that lay open claim to the title “Christian owned and operated.” Making this sort of faith statement is protected by law in the United States but can result in legal challenges. There is a dialectic legal tension between freedom of religious expression, guaranteed by the First Amendment and Title VII, and protections against discrimination in the provision of goods and services, guaranteed by Title II. Unfortunately, the intersection of these rights is ill-defined and unclear, and often dependent on latent variables like jurisdiction. When these statutory arenas collide, it has resulted in dramatic court cases that become media events. This article uses specific cases as illustrations to illuminate the boundaries between free religious expression, prohibited customer discrimination, and the large, dangerous middle zone likely to lead to painful lawsuits.

Ebenezer O. Danso, *Heritage Christian University College*, “Challenges and Opportunities: Private Christian Higher Education Institutes Under Ghana's Higher Education Act 2020”

A major shift in the higher education landscape of Ghana has been caused by the Education Regulatory Bodies Act, 2020 (Act 1023). The Act mandates that affiliated tertiary institutions must charter within four years. Previous to the legislation, new institutions were required to affiliate with an existing chartered institution during accreditation, but this system has not worked for a variety of reasons. Thus, this new Act demands all tertiary institutions must prepare for charter or risk foreclosure. For already affiliated institutions, mostly Christian-based non-governmental higher learning institutes, it is a transition riddled with challenges but also opportunities. The transition necessitates strategic planning, resource mobilization, and institutional capacity building that aligns with the standards set forth by the Ghana Tertiary Education Commission (GTEC). In this, there is an opportunity to reassess educational mission, pedagogical approaches, and student support services for long-term sustainability and competitiveness. However, the number of regulatory bodies, government agencies, and other stakeholders essential to navigate the transition makes the journey complex and difficult. This paper, therefore, explores the positioning and future sustenance of Heritage Christian University College with a specific focus on the implications of the Act.