

# **THE INTERNATIONAL ACADEMY OF BUSINESS DISCIPLINES**

**30TH ANNUAL CONFERENCE**

**\* OFFICIAL PROGRAM \***

**April 6 – April 8, 2018**

**San Francisco, California, USA**

**Hilton Garden Inn San Francisco/Oakland Bay**

**1800 Powell Street | Emeryville | CA | 94608**

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## **IABD PRESIDENT**

**Paul A. Fadil, University of North Florida**

## **PROGRAM CHAIR**

**Cindi Smatt, University of North Georgia**

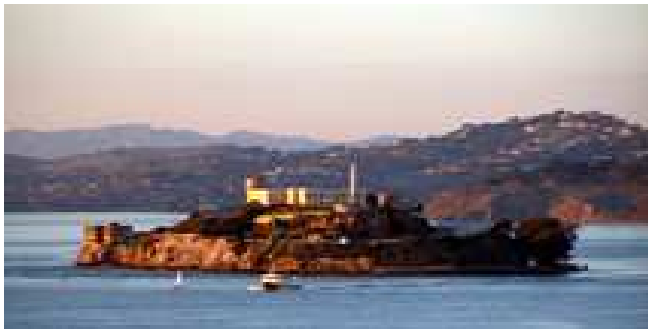
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## **SPONSORING INSTITUTIONS AND INDIVIDUALS**

**University of North Florida, Coggin College of Business**

**\*\* All Academy Early Bird Activities \*\***

**ON YOUR OWN**



**Alcatraz Island**  
The famous island prison can be toured daily.



**Fisherman's Wharf**  
One of the busiest and well known tourist attractions in the western United States.



**San Francisco Cable Car**  
The world's last manually operated car system and an icon of San Francisco.



**AT&T Park**  
Home of the San Francisco Giants of cable Major League Baseball since 2000.

**Friday, April 6, 2018**



**Breakout Sessions**

**Friday, April 6, 2018**

**8:30 A.M. – 10:00 A.M.**

**Room: Placer**

**ADVERTISING & MARKETING COMMUNICATION / SPORTS BUSINESS**

**Track:** Advertising & Marketing Communication / Sports Business

**Track Chair:** Louis K. Falk, University of Texas Rio Grande Valley  
Brian Larson, Widener University

**Session Title:** Message Strategies, Archetype, and Recreation

**Session Chair:** Marina Red Madden, The University of Texas at San Antonio

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1. Presentation Title: "Message Strategies on University Websites: A Comparison of For-profit and Non-profit Universities"<sup>1</sup>

Teddi Joyce, University of South Dakota  
Charles Lubbers, University of South Dakota  
Michelle O'Malley, Ball State University

2. Presentation Title: "Business Schools and Brand Archetype Tradeoffs"<sup>2</sup>

Robert A. Page, Jr., Southern Connecticut State University  
Louis K. Falk, University of Texas Rio Grande Valley

3. Presentation Title: "Recreational Use of the Internet: An Examination of Undergraduate Business Students"<sup>3</sup>

Carl Case, St. Bonaventure University  
Darwin King, St. Bonaventure University  
Todd Palmer, St. Bonaventure University

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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>1</sup> Proceedings page 35

<sup>2</sup> Proceedings page 3

<sup>3</sup> Proceedings page 42

**Friday, April 6, 2018**

**8:30 A.M. – 10:00 A.M.**

**Room: Gold**

**INFORMATION SYSTEMS AND E-LEARNING**

**Track:** Information Systems and E-learning

**Track Chair:** Saurabh Gupta, Kennesaw State University

**Session Title:** Information Systems and E-learning

**Session Chair:** Saurabh Gupta, Kennesaw State University

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1. Presentation Title: "A Study on Cloud Computing Adoption within Small and Mid-Size Businesses (SMBs)"<sup>4</sup>  
Anthony Richardson, Southern Connecticut State University  
Geoffrey Mate, Southern Connecticut State University
  2. Presentation Title: "Measurement in-Variance Issues in Multi-Group: A Comparison of CB-SEM vs PLS-SEM"<sup>5</sup>  
Saurabh Gupta, Kennesaw State University
  3. Presentation Title: "Machine Learning is Not, but Could it be? A Framework for Rationalizing the Discourse"<sup>6</sup>  
Kenneth Walsh, University of New Orleans  
Sathiadev Mahesh, University of New Orleans
  4. Presentation Title: "Male Perceptions of Gender Diversity and Equality in IT Does Discipline Matter"<sup>7</sup>  
Kellye Jones, Clark Atlanta University
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>4</sup> Proceedings page 47

<sup>5</sup> Proceedings page 34

<sup>6</sup> Proceedings page 33

<sup>7</sup> Proceedings page 34

**Friday, April 6, 2018**

**8:30 A.M. – 10:00 A.M.**

**Room: Silver**

## **INTERNATIONAL BUSINESS**

**Track:** International Business

**Track Chair:** Philemon Oyewole, Howard University

**Session Title:** International Collaboration Through Education, Trade, and Currencies

**Session Chair:** Angela Corbo, Widener University

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1. Presentation Title: "International Learning Collaboration: A Model of Drivers and Outcomes"<sup>8</sup>  
Brian Larson, Widener University
  2. Presentation Title: "Deconstructing Organizational Forms and Institutional Legitimacy of Mines in Africa"<sup>9</sup>  
Yi Karnes, California State University, East Bay
  3. Presentation Title: "Who Pays More in the International Market? An Examination of Terms of Trade of the Countries of Latin America and Caribbean (LAC)"<sup>10</sup>  
Philemon Oyewole, Howard University
  4. Presentation Title: "Current Stage of International Structure Present in the Use of Virtual Currencies"<sup>11</sup>  
Rafael Spadotto, Spadotto Law Firm, Brazil
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>8</sup> Proceedings page 29

<sup>9</sup> Proceedings page 10

<sup>10</sup> Proceedings page 54

<sup>11</sup> Proceedings page 7

**Friday, April 6, 2018**

**8:30 A.M. – 10:00 A.M.**

**Room: Copper**

**STRATEGIC MANAGEMENT**

**Track:** Strategic Management

**Track Chair:** Pingying Zhang, University of North Florida

**Session Title:** Strategic Management

**Session Chair:** Pingying Zhang, University of North Florida

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1. Presentation Title: “Designing a Group Assignment in a Digital Era”<sup>12</sup>

Wonseok Choi, University of Detroit Mercy

Lawrence Zeff, University of Detroit Mercy

Mary Higby, University of Detroit Mercy

2. Presentation Title: “Virtue or Voice: The Impact of Ideology and Identity on Business Model Choice in California's Medical Marijuana Industry”

Kenji Klein, California State University

3. Presentation Title: “Now or Never”

Pingying Zhang, University of North Florida

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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>12</sup> Proceedings page 12

**Friday, April 6, 2018**

**8:30 A.M. – 10:00 A.M.**

**Room: Platinum**

### **INTERDISCIPLINARY STUDIES**

**Track:** Interdisciplinary Studies

**Track Chair:** Nada Farhat, Icahn School of Medicine at Mount Sinai, NY

**Session Title:** Public Diplomacy: Art, Media, Politics and Culture

**Session Chair:** Miquel Tresserras, Blanquerna School of Communication and International Relations

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1. Presentation Title: "The Influence of Film Critics on Movie Outcomes"<sup>13</sup>  
Owen Eagan, Emerson College
  2. Presentation Title: "Redefining Economic Opportunities within Indigenous Communities"<sup>14</sup>  
Joseph Kunkel, Arizona State University
  3. Presentation Title: "The Use of Storytelling in Social Media"<sup>15</sup>  
Linda Gallant, Emerson College  
Gloria Boone, Suffolk University  
Jane Secci, Suffolk Univeristy
  4. Presentational Title: "Playfulness in Art: An Examination of Playfulness as an Emerging Art Trend Within Saudi Arabian Contemporary Artists"<sup>16</sup>  
Nada Farhat, Icahn School of Medicine at Mount Sinai, New York
  5. Presentational Title: "When Anti-Establishment Campaigns Fail: Lessons and Insights in Running for Office as an Independent Candidate"  
Keri Thompson, Emerson College

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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>13</sup> Proceedings page 26

<sup>14</sup> Proceedings page 43

<sup>15</sup> Proceedings page 51

<sup>16</sup> Proceedings page 38



## **\*\*Refreshments\*\***



Friday, April 6, 2018

10:00 A.M. – 10:15 A.M.

**Friday, April 6, 2018**

**10:15 A.M. – 11:45 A.M.**

**Room: Placer**

**ADVERTISING & MARKETING COMMUNICATION**

**Track:** Advertising & Marketing Communication

**Track Chair:** Louis K. Falk, University of Texas Rio Grande Valley

**Session Title:** Reviews, Brand Loyalty, and Standardization vs Localization

**Session Chair:** Michelle O'Malley, Ball State University

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1. Presentation Title: "Comparison Between User-Generated Reviews, Genre MPAA Rating and Time in Theater with U.S. Motion Picture Box-Office Revenues"<sup>17</sup>

Deborah Mika, Univeristy of South Dakota

Charles Lubbers, University of South Dakota

2. Presentation Title: "Connecting Socio-Political Tendencies of the Millennial Consumer with Brand Loyalty: A Study of Advertising and Brand Awareness"<sup>18</sup>

Marina Red Madden, The University of Texas at San Antonio

3. Presentation Title: "Standardization vs Localization of Advertising: Practices of Multinational Subsidiaries in Qatar and the United Arab Emirates"<sup>19</sup>

Ali M. Kanso, The University of Texas at San Antonio

Seok Kang, The University of Texas at San Antonio

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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>17</sup> Proceedings page 51

<sup>18</sup> Proceedings page 7

<sup>19</sup> Proceedings page 46

**Friday, April 6<sup>th</sup>, 2018**

**10:15 A.M. – 11:45 A.M**

**Room: Gold**

**OPERATIONS MANAGEMENT / SUPPLY CHAIN MANAGEMENT**

**Track:** Operations Management / Supply Chain Management

**Track Chair:** Shakil Rahman, Frostburg State University  
Rahul Kale, University of North Florida  
Dag Naslund, University of North Florida

**Session Title:** Operations and Supply Chain Potpourri

**Session Chair:** Shakil Rahman, Frostburg State University  
Rahul Kale, University of North Florida

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1. Presentation Title: “Industry 4.0 and Industry 4.0 Applications in Some Sectors”  
Celal Hakan Kagnicioglu, Anadolu University, Turkey
  2. Presentation Title: “Analyzing Perceptions and Attitudes of Tourists that Lead to Customer Satisfaction: An Approach to Expand Tourism”<sup>20</sup>  
Ehsan Ardjmand, Frostburg State University  
Joanna Shore, Frostburg State University  
Shakil Rahman, Frostburg State University
  3. Presentation Title: “Electronic Logistics Marketplaces: What's in it for the Carriers”<sup>21</sup>  
Rahul Kale, University of North Florida
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>20</sup> Proceedings page 1

<sup>21</sup> Proceedings page 16

**Friday, April 6, 2018**

**10:15 A.M. – 11:45 A.M.**

**Room: Silver**

**ENTREPRENEURSHIP & FAMILY BUSINESS**

**Track:** Entrepreneurship & Family Business

**Track Chair:** Marty Mattare, Frostburg State University

**Session Title:** Supporting Entrepreneurship

**Session Chair:** Marty Mattare, Frostburg State University

- 
1. Presentation Title: "Integrating a University Business Program into a City Incubator: Small Business Promotion and Development"  
Marty Mattare, Frostburg State University
  2. Presentation Title: "Female Entrepreneurs in Rural Areas in Developing Countries"<sup>22</sup>  
Eren Ozden, Florida State University
  3. Presentation Title: "Using Creative Drawings to Visualize Leadership: Team-Based, Right-Brain Learning in University Classroom."  
Marty Mattare, Frostburg State University
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>22</sup> Proceedings page 19

**Friday, April 6, 2018**

**10:15 A.M. – 11:45 A.M.**

**Room: Copper**

## **SUSTAINABILITY**

**Track:** Sustainability

**Track Chair:** Gregory Robbins, Southern Connecticut State University  
Chris Baynard, University of North Florida

**Session Title:** Sustainability

**Session Chair:** Chris Baynard, University of North Florida

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1. Presentation Title: “The Environmental Impact of Carlsbad Seawater Desalination Plant San Diego”  
Hassan Badkoobei, National University

2. Presentation Title: “Executives’ Morality and Sustainability”<sup>23</sup>  
Abbas J. Ali, Indiana University of Pennsylvania  
Robert C. Camp, Indiana University of Pennsylvania

3. Presentation Title: “Human Resources Development: A Proposal for Engagement in Sustainability”<sup>24</sup>  
Ethan Brown, EDHEC Business School  
Samantha White, University of West Georgia  
Susana Velez-Castrillon, University of West Georgia

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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>23</sup> Proceedings page 17

<sup>24</sup> Proceedings page 24

**Friday, April 6, 2018**

**10:15 A.M. – 11:45 A.M.**

**Room: Platinum**

**GLOBAL CORPORATE PR, RESPONSIBILITY AND CULTURE**

**Track:** Global Corporate PR, Responsibility and Culture  
**Track Chair:** Enric Ordeix-Rigo, Ramon Llull University  
**Session Title:** When Companies Play the Role of Institutions and Vice Versa  
**Session Chair:** Enric Ordeix-Rigo, Ramon Llull University

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1. Presentation Title: “The Area of Post Truth in a Globalized World”  
J Gregory Payne, Emerson College
  2. Presentation Title: “An Approach to the Communication on Values: Aesthetics, Ethics and Religion”<sup>25</sup>  
Miquel Tresserras, Ramon Llull University
  3. Presentation Title: “How to Foster Horseball Development in The USA & Internationally? A Case Study of Cross-Cultural Communication in Sports”<sup>26</sup>  
Carlos Cascante-Serratosa, Managing Partner Impulse Business Consulting S.L.  
Ramon Fatjó, President of Catalan Horseball Association & Board Member  
Catalan Equestrian Federation  
Enric Ordeix-Rigo, Ramon Llull University
  4. Presentation Title: “The Concept of IMC: Rise, Decline and Future”<sup>27</sup>  
Pavel Slutskiy, Chulalongkorn University  
Enric Ordeix-Rigo, Ramon Llull University
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**Discussants:** John Fisher, Utah Valley University  
Alicia Blanco-Gonzalez, Rey Juan Carlos University

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<sup>25</sup> Proceedings page 1

<sup>26</sup> Proceedings page 24

<sup>27</sup> Proceedings page 5

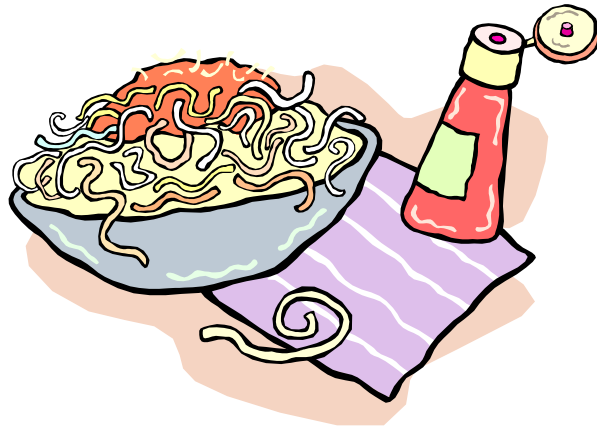
# **\*\*Lunch Break\*\***



Friday, April 6, 2018

12:00 P.M. – 1:30 P.M.

**\*\*IABD Officers Meeting/Luncheon \*\***



Friday, April 6, 2018  
12:00 P.M. – 1:30 P.M.

***Location: TBD***

***NOTE:  
This luncheon is ONLY for IABD Officers.***



**Friday, April 6, 2018**

**1:30 P.M. – 3:00 P.M.**

**Room: Placer**

## **MARKETING RESEARCH**

**Track:** Marketing Research

**Track Chair:** Talha D. Harcar, Pennsylvania State University at Beaver

**Session Title:** Ethnocentrism, Patriotism and Cosmopolitanism

**Session Chair:** Karen Barr, Penn State University at Beaver

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1. Presentation Title: "The Justification of Decision Making in Airline Ticket Purchasing Beyond Pricing and Quality Issues: The Role of National Identity of the American Airline Travelers"<sup>28</sup>

Talha D. Harcar, Penn State University at Beaver  
Ersem Karadag, Robert Morris University

2. Presentation Title: "Economic Recessions: How They Impact Firm's Marketing Budget and Strategies"<sup>29</sup>

Daniel W. Smith, Penn State University at Beaver

3. Presentation Title: "The Role of Antithetic Political Attitudes on Country of Origin Animosity and Consumer Buying Behavior: The Case of Turkish Buying Behavior: The Case of Turkish Consumer Towards American Products"<sup>30</sup>

Talha D. Harcar, Pennsylvania State University at Beaver

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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>28</sup> Proceedings page 31

<sup>29</sup> Proceedings page 15

<sup>30</sup> Proceedings page 44

**Friday, April 6, 2018**

**1:30 P.M. – 3:00 P.M.**

**Room: Gold**

## **SOCIAL MEDIA**

**Track:** Social Media

**Track Chair:** Karin Reinhard, DHBW Ravensburg  
Stephan Daurer, DHBW Ravensburg

**Session Title:** Social Media – Usage and Policy

**Session Chair:** Cindi Smatt, University of North Georgia

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1. Presentation Title: “Assessing TAM with User-Generated Content: An Alternative to Surveys”<sup>31</sup>

Geoffrey Hill, University of Central Arkansas

Michael Ellis, University of Central Arkansas

Pratim Datta, Kent State University

2. Presentation Title: “Social Media Policy in Emergency Services Agencies in the U.S. and Kosovo”<sup>32</sup>

John Fisher, Utah Valley University

Ferid Azemi, Kosovo Academy of Public Safety

Darren Paul, Utah Valley University

3. Presentation Title: “Social Media Communities: Art Imitating Life”

Angela Corbo, Widener University

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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>31</sup> Proceedings page 2

<sup>32</sup> Proceedings page 45

**Friday, April 6, 2018**

**1:30 P.M. – 3:00 P.M.**

**Room: Silver**

**INTERDISCIPLINARY STUDIES / STUDENT PAPERS**

**Track:** Interdisciplinary Studies / Student Papers

**Track Chair:** Nada Farhat, Icahn School of Medicine at Mount Sinai, NY  
Spencer Kimball, Emerson College  
Andres Gallo, University of North Florida

**Session Title:** Student Perspectives in Interdisciplinary Communication

**Session Chair:** Owen Eagan, Emerson College

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1. Presentation Title: "Perceptions in the Workplace: 1977 to 2017"  
Sayge Willis, Emerson College
  2. Presentation Title: "Cybervetting in Hiring Process"<sup>33</sup>  
Mila Yudina, Emerson College
  3. Presentation Title: "Has British Petroleum Recovered from the Deepwater Horizon Oil  
Spill? An Analysis of its Public Relations to Regain Trust"<sup>34</sup>  
Armenia Leal, The University of Texas at San Antonio  
Deandra Kanu, The University of Texas at San Antonio
  4. Presentation Title: "Are Employees the Most Important Asset of An Organization?  
Using Employee Engagement as An Analytical Tool"<sup>35</sup>  
Ana Cappellin, Emerson College
  5. Presentation Title: "Logistic Ensemble Models"<sup>36</sup>  
Bob Vanderheyden, Kennesaw State University  
Jennifer Priestley, Kennesaw State University
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>33</sup> Proceedings page 8

<sup>34</sup> Proceedings page 22

<sup>35</sup> Proceedings page 52

<sup>36</sup> Proceedings page 33

**Friday, April 6, 2018**

**1:30 P.M. – 3:00 P.M.**

**Room: Copper**

## **SUSTAINABILITY**

**Track:** Sustainability

**Track Chair:** Gregory Robbins, Southern Connecticut State University  
Chris Baynard, University of North Florida

**Session Title:** Sustainability

**Session Chair:** Chris Baynard, University of North Florida

- 
1. Presentation Title: "Challenges of CBM"  
Pejvak Oghazi, Södertörn University  
Rana Mostaghel, Linnaeus University
  2. Presentation Title: "Sustainable Yield of Ground Water"  
Hassan Badkoobei, National University
  3. Presentation Title: "An Integrated Perspective: Sports Tourism and Sustainable Development"<sup>37</sup>  
Yawei Wang, Montclair State University  
Jie Gao, Montclair State University

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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>37</sup> Proceedings page 28

**Friday, April 6, 2018**

**1:30 P.M. – 3:00 P.M.**

**Room: Platinum**

### **HEALTH COMMUNICATION**

**Track:** Health Communication

**Track Chair:** Gregory Payne, Emerson College

**Session Title:** Keeping Health Communication Accountable

**Session Chair:** Gloria Boone, Suffolk University

- 
1. Presentation Title: “Educational Methodologies for Mobile Simulation Units”<sup>38</sup>  
Christina Jackson, University of Nebraska Medical Center
  2. Presentation Title: “Challenges for and Potential Growth of PACE Programs”  
Avinash Waikar, Southeastern Louisiana University  
Sam D. Cappel, Southeastern Louisiana University  
Kyle Meagues, Southeastern Louisiana University
  3. Presentation Title: “Communication, Performance and Legitimacy in the Health Care System”<sup>39</sup>  
Alicia Blanco-Gonzalez, Rey Juan Carlos University  
Francisco Diez-Martin, Rey Juan Carlos  
Lara Martínez de Aragón López, Rey Juan Carlos University
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>38</sup> Proceedings page 15

<sup>39</sup> Proceedings page 6

## **\*\*Refreshments\*\***



Friday, April 6, 2018

3:00 P.M. – 3:15 P.M.

**Friday, April 6, 2018**

**3:15 P.M. – 4:45 P.M.**

**Room: Placer**

**ANALYTICS / MARKETING**

**Track:** Analytics / Marketing

**Track Chair:** Anthony Richardson, Southern Connecticut State University  
Felix Abeson, Coppin State University

**Session Title:** Analytics and Marketing

**Session Chair:** Philemon Oyewole, Howard University  
Anthony Richardson, Southern Connecticut State University

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1. Presentation Title: "ECG-Based Wearable Authentication: Using Big Data Value Chains to Protect Personally Identifiable Information"<sup>40</sup>  
T. Thomas Lahoud, Pace University
  2. Presentation Title: "An Informational Approach to Model Time Series of Naturalistic Automobile Driver Data Through Independent Component Analysis"<sup>41</sup>  
Anthony Richardson, Southern Connecticut State University
  3. Presentation Title: "Deep Learning and Marketing"<sup>42</sup>  
Shimi Ahmad, Morgan State University
  4. Presentation Title: "The Role of Marketing in Developing Economies: The Nigeria Experience"<sup>43</sup>  
Felix Abeson, Coppin State University
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>40</sup> Proceedings page 14

<sup>41</sup> Proceedings page 27

<sup>42</sup> Proceedings page 11

<sup>43</sup> Proceedings page 44

**Friday, April 6, 2018**

**3:30 P.M. – 4:45 P.M.**

**Room: Gold**

**PUBLIC RELATIONS AND CORPORATE COMMUNICATION**

**Track:** Public Relations and Corporate Communication

**Track Chair:** Bonita Dostal Neff, Indiana University Northwest

**Session Title:** Insights into Public Relations: OPR, Crisis, and the Theory-to-Practice Connect

**Session Chair:** Bonita Dostal Neff, Indiana University Northwest

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1. Presentation Title: “Does Brand Personality Matter? A Look at Using Temperament-Based Communications for Organization-Public Relationship”<sup>44</sup>

David Cleveland, Ball State University  
Michelle O’Malley, Ball State University

2. Presentation Title: “Forced Disaster Removal: A Public Relations Disaster for United Airlines”<sup>45</sup>

Ali M. Kanso, The University of Texas at San Antonio  
Alyssa Bowholtz, The University of Texas at San Antonio

3. Presentation Title: “Practical Application and Public Relations Theory Do Go Together: Keys Bridge the Gap”<sup>46</sup>

Tricia Hansen-Horn, University of Central Missouri  
Adam Horn, University of Central Missouri

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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>44</sup> Proceedings page 13

<sup>45</sup> Proceedings page 21

<sup>46</sup> Proceedings page 39



**Friday, April 6, 2018**

**3:15 P.M. – 4:45 P.M.**

**Room: Silver**

### **ACCOUNTING RESEARCH**

**Track:** Accounting Research

**Track Chairs:** Robert Slater, University of North Florida  
Dana Hart, University of North Florida

**Session Title:** ART Gallery: Written Works from the Accounting Research Track

**Session Chair:** Dana Hart, University of North Florida

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1. Presentation Title: “Progressing Technology and the Obsolescence of Accountants”<sup>47</sup>  
Daniel H. Boylan, Widener University  
Jamie L. Philipp, Widener University  
John K. McNicholas, Widener University
  2. Presentation Title: “Opportunity Cost of Equity and Accounting Comparability: A New Approach”  
Yan Jin, Dominican University of California  
Leo Sheng, University of York
  3. Presentation Title: “In Group Bias in Accounting Student Evaluations”  
Dana Hart, University of North Florida  
Robert Slater, University of North Florida
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>47</sup> Proceedings page 40

**Friday, April 6, 2018**

**3:15 P.M. – 4:45 P.M.**

**Room: Copper**

## **HUMAN RESOURCE MANAGEMENT**

**Track:** Human Resource Management

**Track Chair:** Diane Bandow, Troy University  
Kaushik Chaudhuri, Shiv Nadar University

**Session Title:** HR Policies & Practices

**Session Chair:** James Weber, St. Cloud State University

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1. Presentation Title: “The Persistence of Non-Evidence Based Practices in Human Resource Management”<sup>48</sup>

James Tan, St. Cloud State University  
James Weber, St. Cloud State University

2. Presentation Title: “A Taxonomy of Disability Categorizations to Address the Needs of Business”<sup>49</sup>

Rodger Morrison, Troy University  
Tish Matuszek, Troy University  
Diane Bandow, Troy University

3. Presentation Title: “Integrating Knowledge Management with Talent Development: Reinforcing Core Organizational Competencies”<sup>50</sup>

Diane Bandow, Troy University  
Tish Matuszek, Troy University

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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>48</sup> Proceedings page 37

<sup>49</sup> Proceedings page 48

<sup>50</sup> Proceedings page 28

**Friday, April 6, 2018**

**3:15 P.M. – 4:45 P.M.**

**Room: Silver**

**INTERDISCIPLINARY STUDIES / STUDENT PAPERS**

**Track:** Interdisciplinary Studies / Student Papers

**Track Chair:** Nada Farhat, Icahn School of Medicine Mount Sinai, NY  
Spencer Kimball, Emerson College  
Andres Gallo, University of North Florida

**Session Title:** Student Perspectives in Interdisciplinary Communication

**Session Chair:** Andres Gallo, University of North Florida

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1. Presentation Title: “NAFTA in Peril, An In-Depth Look at Public Perceptions of the North American Free Trade Agreement in Canada and the United States”

Emily Quinn, Emerson College  
Nikolas Emack-Bazelais, Emerson College  
Rahul Thayil, Emerson College  
Rose Warren, Emerson College  
Kelley Guerra, Emerson College

2. Presentation Title: “A Closer Look at the Plight of Farmers of India”<sup>51</sup>

Kaushik Chaudhuri, Shiv Nadar University  
Pawan Kumar, Shiv Nadar University  
Ankita Raj, Shiv Nadar University  
Rohit Tiwari, Shiv Nadar University  
Paul A. Fadil, University of North Florida

3. Presentation Title: “What’s So Funny About Peace, Love, and Free Speech?”<sup>52</sup>

Christian Gibbons, Emerson College

4. Presentation Title: “Islam and Web 2.0: A Case Study of How a United States Urban Mosque is Using Facebook to Promote Civic Engagement and Political Participation”<sup>53</sup>

Susannah Marcucci, Emerson College

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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>51</sup> Proceedings page 5

<sup>52</sup> Proceedings page 54

<sup>53</sup> Proceedings page 30

**Friday, April 6, 2018**

**5:00 P.M. – 6:30 P.M.**

**Room: Placer**

## **ALL ACADEMY SESSION**

### **“International Trade in the Era of De-Globalization”**

**Chairperson:** Ali M. Kanso, The University of Texas at San Antonio

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1. “Social Calculus Missing from Decisions on Immigration and International Trade”

Robert C. Camp, Indiana University of Pennsylvania

2. “Impact of International Trade Agreements on Economics”

Raymond Cox, Thompson Rivers University

3. “International Trade and Geopolitics”

Abbas J. Ali, Indiana University of Pennsylvania

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**Commentator:** Shahid Siddiqi, Long Island University

**\*\* IABD Board of Directors  
Meeting/Dinner \*\***



Friday, April 6, 2018  
7:30 P.M. – 9:30 P.M.

***Location: Top of the Bay***

**Reception & Dinner**

**Saturday, April 7, 2018**



**Breakout Sessions**

**Saturday, April 7, 2018**

**8:30 A.M. – 10:00 A.M.**

**Room: Placer**

**SPORTS BUSINESS / ADVERTISING & MARKETING COMMUNICATION**

**Track:** Sports Business / Advertising & Marketing Communication

**Track Chair:** Brian Larson, Widener University  
Louis K. Falk, University of Texas Rio Grande Valley

**Session Title:** Management, Brand Associations, and Most Popular

**Session Chair:** Brian Larson, Widener University

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1. Presentation Title: "Exploring Brand Associations in Local Soccer Team"<sup>54</sup>  
Nevzat Bilge Ispir, Anadolu University
  2. Presentation Title: "Factors Contributing to the Most Popular Sports in the Most Populous Counties"<sup>55</sup>  
Louis K. Falk, University of Texas Rio Grande Valley  
Jennifer L. Lemanski, University of Texas Rio Grande Valley
  3. Presentation Title: "Chinese Capital in Spanish Football. A Case Study of RCD Espanyol New Management Trends After Rastar Purchase"<sup>56</sup>  
Toni Sellas, University of Vic-Central University of Catalonia  
Xavier Ginesta, University of Vic-Central University of Catalonia

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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>54</sup> Proceedings page 18

<sup>55</sup> Proceedings page 18

<sup>56</sup> Proceedings page 4

**Saturday, April 7, 2018**

**8:30 A.M. – 10:00 A.M.**

**Room: Gold**

**INSTRUCTIONAL & PEDAGOGICAL ISSUES**

**Track:** Instructional & Pedagogical Issues

**Track Chair:** Amiso M. George, Texas Christian University

**Session Title:** Technology and Business Education

**Session Chair:** Michael Ellis, University of Central Arkansas

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1. Presentation Title: "Securing the Cyber Pipeline: Toward National Strategies for Cyber Workforce Development"<sup>57</sup>

Tamirat Abegaz, University of North Georgia  
Bryson Payne, University of North Georgia

2. Presentation Title: "What is the Importance of Publicly Traded Stock Management as Part of the Education Curriculum"<sup>58</sup>

Glenn Smith, Grays Harbor College  
Steven Tippins, Walden University  
David Bouvin, Walden University

3. Presentation Title: "Python as a First Programming Language for Business Students"<sup>59</sup>

Michael Ellis, University of Central Arkansas  
Geoffrey Hill, University of Central Arkansas  
Carla Barber, University of Central Arkansas

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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>57</sup> Proceedings page 45

<sup>58</sup> Proceedings page 53

<sup>59</sup> Proceedings page 41



**Saturday, April 7, 2018**

**8:30 A.M. – 10:00 A.M.**

**Room: Silver**

### **INTERNATIONAL BUSINESS**

**Track:** International Business

**Track Chair:** Philemon Oyewole, Howard University

**Session Title:** Caught in The Globalism-Nationalism Nexus! The Triad of India, China, and the USA

**Session Chair:** Felix Abeson, Coppin State University

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1. Presentation Title: "India China Trade: Estimation of Suppressed Trade Potential with Controlled Endogeneity"<sup>60</sup>

Shahid Siddiqi, Long Island University

Vijay Vemuri, Quinnipiac University

2. Presentation Title: "How Do Globalism and Nationalism Impact America's International Business Competitiveness?"<sup>61</sup>

Francoise Lepage, Dominican University of California

Denise Lucy, Dominican University of California

Jayati Ghosh, Widener University

3. Presentation Title: "Downswing in Globalization? The Self Identity Perspective"<sup>62</sup>

Shahid Siddiqi, Long Island University

4. Presentation Title: "Is Now the Moment to Push Small-Scale Public and Private Partnership Projects"<sup>63</sup>

Paloma Bernal Turnes, George Washington University

5. Presentation Title: "Gender Inequalities in International Trade"<sup>64</sup>

Paloma Bernal Turnes, George Washington University

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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>60</sup> Proceedings page 25

<sup>61</sup> Proceedings page 23

<sup>62</sup> Proceedings page 14

<sup>63</sup> Proceedings page 30

<sup>64</sup> Proceedings page 22

**Friday, April 6, 2018**

**8:30 A.M. – 10:00 A.M**

**Room: Copper**

**GLOBAL CORPORATE PR, RESPONSIBILITY AND CULTURE**

**Track:** Global Corporate PR, Responsibility and Culture

**Track Chair:** Enric Ordeix-Rigo, Ramon Llull University

**Session Title:** Legitimacy, Representation and Support

**Session Chair:** Enric Ordeix-Rigo, Ramon Llull University

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1. Presentation Title: “Viña Beautiful City Construction of the City’s Brand”<sup>65</sup>  
Macarena Urenda, DUOC-UC (Chile)
  
  2. Presentation Title: “Legitimacy, Reputation and Image in the Spanish Public University: Are These Variables Related?”<sup>66</sup>  
Cristina Del Castillo-Feito, Rey Juan Carlos University  
Camilo Prado Román, Rey Juan Carlos University  
Lara Martínez de Aragón López, Rey Juan Carlos University
  
  3. Presentation Title: “FCBarcelona in the US Soccer Market: The Analysis of Its Brand Positioning Through the International Press”  
Xavier Ginesta, University of Vic-Central University of Catalonia  
Jordi de San Eugenio, University of Vic-Central University of Catalonia
  
  4. Presentation Title: “Public Interest and the Legitimacy of Media”<sup>67</sup>  
Santiago Justel, Internacional University of Catalonia  
Josep-Lluís Micó, Ramon Llull University  
Gregory Payne, Emerson College  
Enric Ordeix-Rigo, Ramon Llull University
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**Discussants:** Brian Larson, Widener University  
Miquel Tresserras, Ramon Llull University

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<sup>65</sup> Proceedings page 52

<sup>66</sup> Proceedings page 32

<sup>67</sup> Proceedings page 41

**Saturday, April 7, 2018**

**8:30 A.M. – 10:00 A.M.**

**Room: Platinum**

**HEALTH COMMUNICATION**

**Track:** Health Communication

**Track Chair:** Gregory Payne, Emerson College

**Session Title:** Communication and Marketing Strategies in Health Care

**Session Chair:** Gloria Boone, Suffolk University

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1. Presentation Title: “Will Demarketing of Healthcare Services Continue to be a Viable Strategy?”<sup>68</sup>

Sam D. Cappel, Southeastern Louisiana University  
Avinash Waikar, Southeastern Louisiana University

2. Presentation Title: “Evidence for Improved Communications Strategies in Promoting Preventive Healthcare Practices”

Harrison Bonilla, Boston University

3. Presentational Title: “Johnson and Johnson Children’s Medicine Recalls”<sup>69</sup>

Molly Lopez, University of Texas at San Antonio

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**Discussants:** Nada Farhat, Icahn School of Medicine at Mount Sinai, New York

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<sup>68</sup> Proceedings page 55

<sup>69</sup> Proceedings page 31

## **\*\* Refreshments \*\***



Saturday, April 7, 2018

10:00 A.M. – 10:15 A.M.

**Saturday, April 7, 2018**

**10:15 A.M. – 11:45 A.M.**

**Room: Placer**

**INFORMATION SYSTEMS AND E-LEARNING / KNOWLEDGE MANAGEMENT**

**Track:** Information Systems and E-Learning / Knowledge Management

**Track Chair:** Saurabh Gupta, Kennesaw State University  
Michael Baechle, Baden-Wuerttemberg Cooperative State Univ.  
Arthur Kolb, University of Applied Sciences – Kempten

**Session Title:** Information Systems and Knowledge Management

**Session Chair:** Saurabh Gupta, Kennesaw State University  
Arthur Kolb, University of Applied Sciences – Kempten

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1. Presentation Title: “Technology Paradoxes, Emotional Ambivalence and Use Patterns”  
Liqiong Deng, University of West Georgia
  2. Presentation Title: “Assessing the Perceptions and Usage of Agile Software Development Practices in Academic Settings”<sup>70</sup>  
Tamirat Abegaz, University of North Georgia
  3. Presentation Title: “Knowledge Coordination in Business Process Management”<sup>71</sup>  
Xun Li, Nicholls State University  
Clyde W. Holsapple, University of Kentucky
  4. Presentation Title: “Digitalization as Enabler for a Holistic Corporate Performance Management”<sup>72</sup>  
Armin Roth, Reutlingen University  
Wjatscheslav Baumung, Reutlingen University

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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>70</sup> Proceedings page 2

<sup>71</sup> Proceedings page 32

<sup>72</sup> Proceedings page 12-13

**Saturday, April 7, 2018**

**10:15 A.M. – 11:45 A.M.**

**Room: Gold**

**INSTRUCTIONAL & PEDAGOGICAL ISSUES**

**Track:** Instructional & Pedagogical Issues

**Track Chair:** Amiso M. George, Texas Christian University

**Session Title:** Entrepreneurship and Student Engagement

**Session Chair:** Amiso M. George, Texas Christian University

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1. Presentation Title: "Promoting Entrepreneurship Among Public Relations Students Through A Fundraising Event"<sup>73</sup>

Diong Fong Wei, Universiti Tunku Abdul Rahman (UTAR)

Amiso M. George, Texas Christian University

2. Presentation Title: "Transforming Assessment into An Engaged Process"<sup>74</sup>  
Angela Corbo, Widener University

3. Presentation Title: "Does What You Teach or Your Experience Matter?"<sup>75</sup>

Vance Lewis, University of Central Arkansas

Kaye McKinzie, University of Central Arkansas

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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>73</sup> Proceedings page 40

<sup>74</sup> Proceedings page 50

<sup>75</sup> Proceedings page 13

**Saturday, April 7, 2018**

**10:15 A.M. – 11:45 A.M.**

**Room: Silver**

### **MANAGERIAL ACCOUNTING**

**Track:** Managerial Accounting  
**Track Chair:** Majdul Islam, Concordia University  
**Session Title:** Convergence of Managerial and Financial Accounting Research  
**Session Chair:** Ibrahim Aly, Concordia University

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1. Presentation Title: “The Seasonality Effect on Students’ Academic Performance in an Introductory Managerial Accounting Course: An Empirical Study”  
Ibrahim Aly, Concordia University  
Matthäus Tekathen, Concordia University
  
  2. Presentation Title: “The Romance of Self-Employment and Management: A Cross-Cultural Study”<sup>76</sup>  
Mohammad Jamal, Concordia University  
Majdul Islam, Concordia University
  
  3. Presentation Title: “An Interaction between Strategic Focus and use of Balanced Scorecard: Influence on Managerial Performance”<sup>77</sup>  
Ashrafee T. Hossain, Memorial University of Newfoundland  
Majdul Islam, Concordia University
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>76</sup> Proceedings page 36

<sup>77</sup> Proceedings page 29

**Saturday, April 7, 2018**

**10:15 A.M. – 11:45 A.M.**

**Room: Copper**

**CROSS-CULTURAL & INTERPERSONAL COMMUNICATION /  
ORGANIZATIONAL BEHAVIOR & THEORY**

**Track:** Cross-Cultural & Interpersonal Communication /  
Organizational Behavior & Theory

**Track Chair:** Jennifer Summary, Southeast Missouri State University  
C. Brian Flynn, University of North Florida  
Tobias Huning, University of North Florida

**Session Title:** Perceptions and Behaviors in Higher Education

**Session Chair:** Tobias Huning, University of North Florida

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1. Presentation Title: "Trust, Violation, and Dark Perception: The Impact of "Dark" Perception on Relational Outcomes"<sup>78</sup>  
H. Paul LeBlanc III, University of Texas at San Antonio
  2. Presentation Title: "Three Laws of Relational Dynamics: A Theoretical Model for the Relational Impact of Perceptions and Metaperceptions"  
H. Paul LeBlanc III. University of Texas at San Antonio
  3. Presentation Title: "Finding Key Indicators of Faculty Excellence using Psychological Capital and Psychological Ownership"<sup>79</sup>  
Hamid Khan, Our Lady of the Lake University
  4. Presentation Title: "Student Engagement in the Institutes of Higher Education in India"<sup>80</sup>  
Kaushik Chaudhuri, Shiv Nadar University  
Thommandru Akhil Nag, Shiv Nadar University  
Cindi Smatt, University of North Georgia

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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>78</sup> Proceedings page 50

<sup>79</sup> Proceedings page 20

<sup>80</sup> Proceedings page 47



**Saturday, April 7, 2018**

**10:15 A.M. – 11:45 A.M.**

**Room: Platinum**

**INTERDISCIPLINARY STUDIES**

**Track:** Interdisciplinary Studies

**Track Chair:** Nada Farhat, Icahn School of Medicine at Mount Sinai, New York

**Session Title:** Challenges and Trends in Polling Pedagogy

**Session Chair:** Nada Farhat, Icahn School of Medicine at Mount Sinai, New York

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Two experienced academics in survey research will dialogue on the following topic:

**“POLLING PEDAGOGY: AN APPLIED TEACHING METHOD FOR SURVEY RESEARCH”<sup>81</sup>**

Spencer Kimball, Emerson College  
John Tedesco, Virginia Tech

The Survey research industry is reported to have annual revenue of between \$5 billion and \$20 billion dollars. Undergraduate students are typically introduced to the topic of survey research in a general research methods course but then graduate unprepared to work in this industry. This discussion suggests an immersive approach to the teaching of survey research methodology through the use of electoral polling. This immersive approach to learning the methodological elements of question typology, sampling, modes of data collection, analysis and publication creates an active learning environment where students are intrinsically motivated to learn.

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**Discussants:** Alicia Blanco-Gonzalez, Rey Juan Carlos University  
Owen Eagan, Emerson College

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<sup>81</sup> Proceedings page 38

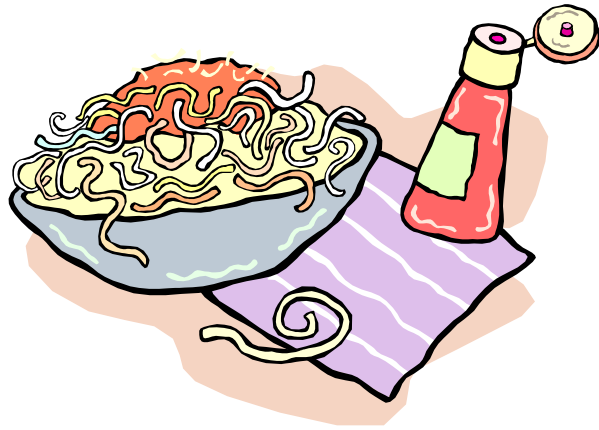
# **\*\*Lunch Break\*\***



Saturday, April 7, 2018

12:00 P.M. – 1:30 P.M.

## **\*\*Track Chairs Luncheon \*\***



Saturday, April 7, 2018  
12:00 P.M. – 1:30 P.M.

***Location: TBD***

***NOTE:  
This luncheon is for all IABD Track Chairs.***

**Saturday, April 7, 2018**

**1:30 P.M. – 3:00 P.M.**

**Room: Placer**

**TOURISM, TRAVEL, AND HOSPITALITY**

**Track:** Tourism, Travel, & Hospitality

**Track Chair:** Amanda Templeton, University of Central Florida

**Session Title:** Customers and Brand Personality

**Session Chair:** Karen Barr, Penn State University at Beaver

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1. Presentation Title: "Evaluation of Service Quality of Airline Companies in Customer's Eyes"<sup>82</sup>

Mahmut Bakir, Anadolu University  
Ozlem Atalki, Anadolu University

2. Presentation Title: "How Soundscape Influences Customer Satisfaction in the Restaurant Industry"<sup>83</sup>

Shiang-Lih McCain, Widener University  
Jeffrey Lolli, Widener University  
Brian Larson, Widener University

3. Presentation Title: "A Qualitative Approach to Understanding Archaeological Destination Brand Personality"<sup>84</sup>

Pong Kok Shiong, Universiti Tunku Abdul Rahman (UTAR)  
Amiso M. George, Texas Christian University

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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>82</sup> Proceedings page 17

<sup>83</sup> Proceedings page 23

<sup>84</sup> Proceedings page 42

**Saturday, April 7, 2018**

**1:30 P.M.- 3:00 P.M.**

**Room: Gold**

**INSTRUCTIONAL & PEDAGOGICAL ISSUES**

**Track:** Instructional & Pedagogical Issues

**Track Chair:** Amiso M. George, Texas Christian University

**Session Title:** Instruction and Pedagogy

**Session Chair:** Kaye McKinzie, University of Central Arkansas

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1. Presentation Title: "Increasing Course Revision Efficacy Via Focused Pedagogical Topics"<sup>85</sup>

Steven McGahan, University of Nebraska at Kearney eCampus

2. Presentation Title: "Separate But...Satisfied? An Exploration of The Job Satisfaction of Business College Adjunct"<sup>86</sup>

Vance Lewis, University of Central Arkansas

Kaye McKinzie, University of Central Arkansas

3. Presentation Title: "Fungible Assignments in The Higher Education: Demonstrating Mastery Via Choice"<sup>87</sup>

Steven McGahan, University of Nebraska at Kearney eCampus

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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>85</sup> Proceedings page 25

<sup>86</sup> Proceedings page 48

<sup>87</sup> Proceedings page 21

**Saturday, April 7, 2018**

**1:30 P.M. – 3:00 P.M.**

**Room: Silver**

**ORGANIZATIONAL RELATIONS AND CRISIS COMMUNICATIONS**

**Track:** Organizational Relations and Crisis Communications

**Track Chair:** Christina Jackson, University of Nebraska Medical Center

**Session Title:** Crisis Management and Communication

**Session Chair:** Michelle O'Malley, Ball State University

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1. Presentation Title: "A Decade Later: A Rational Decision Cycles in Post-Hurricane Katrina Disaster Management"<sup>88</sup>

Robert A. Smith, Southern Connecticut State University

Robert A. Page, Jr., Southern Connecticut State University

Kauther Badr, Southern Connecticut State University

2. Presentation Title: "A Comparative Study of Crisis Communication Planning in Southeast Europe and the United States"<sup>89</sup>

John Fisher, Utah Valley University

Bejtush Gashi, Kosovo Academy of Public Safety

Muhaedin Bela, Ss. Cyril and Methodius University in Skopje

3. Presentation Title: "Defending Professionalism: Exploring Accounting Stereotypes in American Movies"<sup>90</sup>

Daniel H. Boylan, Widener University

Aaron Mastriani, Widener University

Carvan Boylan, Widener University

4. Presentation Title: "Meeting the Clery Act's Timely Warning Guidelines: Student Communication Preferences"<sup>91</sup>

Christina Jackson, University of Nebraska Medical Center

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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>88</sup> Proceedings page 9

<sup>89</sup> Proceedings page 6

<sup>90</sup> Proceedings page 11

<sup>91</sup> Proceedings page 35

**Saturday, April 7, 2018**

**1:30 P.M. – 3:00 P.M.**

**Room: Copper**

**FINANCE**

**Track:** Finance

**Track Chair:** Phillip Fuller, Jackson State University

**Session Title:** Current Topics in Finance

**Session Chair:** Phillip Fuller, Jackson State University

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1. Presentation Title: “The Association Between Bitcoin Prices and Vix Index: Application of the Granger Causality”<sup>92</sup>  
Prakash Dheeriya, California State University-Dominguez Hills  
Rama Malladi, California State University-Dominguez Hills  
José Martinez, California State University-Dominguez Hills
  2. Presentation Title: “Changes to Obama-era Banking Regulations and its Impact on the Banking System”<sup>93</sup>  
Farhang Mossavar-Rahmani, National University
  3. Presentation Title: “Analyst Forecast Dispersion and US Business Cycles”  
Raymond A. Cox, Thompson Rivers University  
Ajit Dayanandan, University of Alaska Anchorage  
Han Donker, University of Alaska Anchorage  
John Nofsinger, University of Alaska Anchorage
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>92</sup> Proceedings page 3

<sup>93</sup> Proceedings page 4

**Saturday, April 7, 2018**

**1:30 P.M. – 3:00 P.M.**

**Room: Platinum**

**INTERDISCIPLINARY STUDIES / STUDENT PAPERS**

**Track:** Interdisciplinary Studies / Student Papers

**Track Chair:** Spencer Kimball, Emerson College  
Andres Gallo, University of North Florida

**Session Title:** Global and Local Interdisciplinary Insights

**Session Chair:** John Tedesco, Virginia Tech  
Linda Gallant, Emerson College

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1. Presentation Title: “Our Personal Landfill: Driving Sustainable Waste Management in The Modern University”<sup>94</sup>

Hannah Baldizon, University of West Georgia  
Katlyn Bradshaw, University of West Georgia  
Jesse Morris, University of West Georgia  
Susana Velez-Castrillon, University of West Georgia

2. Presentation Title: “U.S. State Department Emerson College Election Project - 2016 as Soft Power Public Diplomacy”

Kyle Neill, Emerson College

3. Presentation Title: “Altering Global Prejudices via Sports and Grass Roots Diplomacy”  
Amelia Semprebon, Emerson College

4. Presentation Title: “What Engagement Strategies Does ECommerce Retailers Use to Impact Consumers’ Purchase Intent - Take the Shopping Experience for a Canvass Briefcase at Tmall as an Example”<sup>95</sup>

Shiwei Liang, Emerson College

5. Presentation Title: “Grass Roots Public Diplomacy Initiatives in Mexico: Building Bridges - Not Walls.”

Andrew Geiger, Orange Coast College

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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>94</sup> Proceedings page 36

<sup>95</sup> Proceedings page 53



## **\*\*Refreshments\*\***



Saturday, April 7, 2018

3:00 P.M. – 3:15 P.M.

**Saturday, April 7, 2018**

**3:15 P.M. – 4:45 P.M.**

**Room: Placer**

**ENTREPRENEURSHIP & FAMILY BUSINESS / LEADERSHIP**

**Track:** Entrepreneurship & Family Business / Leadership

**Track Chair:** Marty Mattare, Frostburg State University  
Robert H. Bennett, Georgia Southwestern State University

**Session Title:** Supporting Entrepreneurship

**Session Chair:** Karen Barr, Penn State University at Beaver

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1. Presentation Title: "David and the New Horse Owner: Social Identity, Information, and Influence in the Equine Industry"<sup>96</sup>  
David Olson, California State University  
Joseph Broschak, University of Arizona
  2. Presentation Title: "A Customer Development Model Approach to the Subscription Based Video Gaming Industry"<sup>97</sup>  
Matthew Esaw, Southern Connecticut State University
  3. Presentation Title: "Indicators of Veritable Teaching Effectiveness that Promote Excellence in Instruction, Research, Service, and Practice"<sup>98</sup>  
Hamid Khan, Our Lady of the Lake University
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>96</sup> Proceedings page 9

<sup>97</sup> Proceedings page 8

<sup>98</sup> Proceedings page 26

**Saturday, April 7, 2018**

**3:15 P.M. – 4:45 P.M.**

**Room: Copper**

**HUMAN RESOURCE MANAGEMENT**

**Track:** Human Resource Management

**Track Chair:** Kaushik Chaudhuri, Shiv Nadar University  
Diane Bandow, Troy University

**Session Title:** HRM – Careers and Misconduct

**Session Chair:** Diane Bandow, Troy University

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1. Presentation Title: “Perceptions of Emerging Markets as an International Career Development Option”<sup>99</sup>

Roblyn Simeon, San Francisco State University

2. Presentation Title: “Variation in Who Gets Punished in the Aftermath of Misconduct”  
Pooria Assadi, California State University Sacramento

3. Presentation Title: “Woman’s Work is Never Done: Perceived Leadership Effectiveness of Women in Teams”<sup>100</sup>

Jamie Birdwell, Florida Institute of Technology

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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>99</sup> Proceedings page 37

<sup>100</sup> Proceedings page 55

**Saturday, April 7, 2018**

**3:15 P.M. – 4:45 P.M.**

**Room: Silver**

**ACCOUNTING RESEARCH TRACK**

**Track:** Accounting Research

**Track Chairs:** Robert Slater, University of North Florida  
Dana Hart, University of North Florida

**Session Title:** ART Gallery: Written Works from the Accounting Research Track

**Session Chair:** Dana Hart, University of North Florida

- 
1. Presentation Title: "Error Rate Impacts on Decision Efficacy: Activity-Based Costing Systems in Small Business"<sup>101</sup>  
Vincent J. Shea, St. John's University  
Bobby E. Waldrup, Loyola University  
Helen Xu, Loyola University  
Steven Williamson, University of North Florida
  2. Presentation Title: "Information Systems Management: The Equifax Hack"<sup>102</sup>  
Uma V. Sridharan, Columbus State University  
Tobias Huning, University of North Florida
  3. Presentation Title: "Deep Learners Perceptions of Online Homework"<sup>103</sup>  
Brian Wilson, St. Cloud State University  
Linda McCann, Metropolitan State University  
Craig Miller, University of Minnesota - Crookston

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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>101</sup> Proceedings page 16

<sup>102</sup> Proceedings page 27

<sup>103</sup> Proceedings page 10

**Saturday, April 7, 2018**

**3:15 P.M. – 4:45 P.M.**

**Room: Copper**

**ECONOMICS / FINANCE**

**Track:** Economics / Finance

**Track Chair:** Albert Loh, University of North Florida  
Phillip Fuller, Jackson State University

**Session Title:** Current Topics in Economics and Finance

**Session Chair:** Albert Loh, University of North Florida  
Phillip Fuller, Jackson State University

- 
1. Presentation Title: "Does International Accreditation of Health Care Institutes Lead to Greater Consumption of Health Service by Foreign Patients? Evidence from a Gravity Model"  
Albert Loh, University of North Florida
  2. Presentation Title: "Forecasting of Attendance in a Movie Theatre Using Multiple Regression Analysis"<sup>104</sup>  
Hossein Jamshidi, Alabama A&M University
  2. Presentation Title: "Stock Market Development & Economic Growth of Certain African Emerging Market Ghana, Ivory Coast, Nigeria, Mauritius, and South Africa"<sup>105</sup>  
Francis Mensah, International School of Management  
K. Matthew Wong, St. John's University
  3. Presentation Title: "Retirement: The Final Chapters"<sup>106</sup>  
Phillip Fuller, Jackson State University
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>104</sup> Proceedings page 20

<sup>105</sup> Proceedings page 46

<sup>106</sup> Proceedings page 43

**Saturday, April 7, 2018**

**3:15 P.M. – 4:45 P.M.**

**Room: Platinum**

## **Advocacy and Caregiving in Health Communication: A Tribute to Janice Payne**



**Presentation Title:** Remembering Janice Payne: Lessons in Ultimate Caregiving and Advocacy

**Session Chair:** Nada Farhat, Icahn School of Medicine at Mount Sinai, NY

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***This program is dedicated to the spirit of life epitomized by Janice Payne who was the ultimate caregiver and advocate for the rights of loved ones.***

**Participants:**

Eric Ordeix-Rigo, Blanquerna-Ramon Llull University  
Spencer Kimball, Emerson College  
Ali Kanso, University of Texas  
Gloria Boone, Suffolk University  
Linda Gallant, Emerson College  
John Tedesco, Virginia Tech University

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**Discussants:** Nada Farhat, Icahn School of Medicine at Mount Sinai, NY  
Gregory Payne, Emerson College

# ALL ACADEMY SESSION

## “Online vs. On Campus: Evaluations & Additional Pressures”

**Date:** Saturday, April 7, 2018

**Time:** 5:00 P.M. – 6:30 P.M.

**Location:** Placer

**Presentation team:** Dr. Margaret A. Goralski, Quinnipiac University  
Dr. Louis K. Falk, University of Texas Rio Grande Valley  
Dr. John Fisher, Utah Valley University



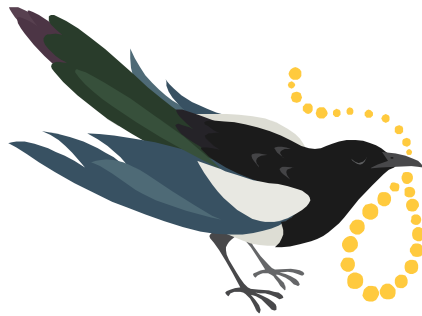
As faculty, most of us are assessed for teaching excellence via student evaluations. Many Universities utilize and distribute to students the same evaluations for online learning as they have historically for on campus learning. However, the two teaching methods vary greatly. Evaluations were initially distributed as a means of improving course content and/or course delivery, but now are oftentimes used as an assessment tool for promotion and tenure. Is this the correct path? Or should evaluations be used to gauge what is actually being taught? Based on the current state - what can be done to minimize the negative aspects of student evaluations?

In addition to evaluations, there are accompanying pressures for faculty who are teaching online courses. These include class size and the number of assignments. The number of students that a university deems ‘appropriate’ for an online course vs. an on campus course can be very different. The amount of assessments conducted in an on campus vs. online course can also be extremely dissimilar. How do faculty get to a happy medium that satisfies both the administration and personal workload?

In this interactive session, the presenters share some of their experiences, as well as, current practices associated with online vs. on campus programs. The floor will be open for the audience participants to share their own experiences and suggestions.

Please join us for this vibrant, passionate dialogue, so we can learn from one another and benefit from each other’s experience!

**\*\*All Academy Gala Reception/Dinner \*\***



Saturday, April 7<sup>th</sup>, 2018

7:15 P.M. – 9:15 P.M.

***Location:  
Top of the Bay***