THE INTERNATIONAL ACADEMY OF BUSINESS DISCIPLINES

31st ANNUAL CONFERENCE

* OFFICIAL PROGRAM *

April 3 – April 5, 2019
Jacksonville, Florida, USA

University of North Florida
Adam W. Herbert University Center
12000 Alumni Drive | Jacksonville | FL | 32224

Hyatt Place
Jacksonville/St. Johns Town Center
4742 Town Center Parkway | Jacksonville | FL | 32246

IABD PRESIDENT
Paul A. Fadil, University of North Florida

PROGRAM CHAIR
Cindi Smatt, University of North Georgia

SPONSORING INSTITUTIONS AND INDIVIDUALS

University of North Florida
Coggin College of Business
Emerson College, Department of Communication Studies
Emerson College – Blanquerna Center for Global Communication
Emerson Polling
** All Academy Early Bird Activities **

Wednesday, April 3, 2019

5:00 PM – 7:00 PM

** Location:**

Hyatt Place Hotel
Foyer & Patio

** Inclement Weather Location Changes to St. Johns 1 **
** IABD Board of Directors Meeting/Dinner **

Wednesday, April 3, 2019
7:30 P.M. – 9:30 P.M.

Location:

Hyatt Place Hotel
Town Center Boardroom
Reception & Dinner
Thursday, April 4, 2019

Breakout Sessions
Thursday, April 4, 2019

8:30 A.M. – 10:00 A.M.

Room: UNF University Center 1003

ORGANIZATIONAL BEHAVIOR & THEORY

Track: Organizational Behavior & Theory

Track Chair: Brian Flynn, University of North Florida
Tobias Huning, University of North Florida

Session Title: Organizational Behavior

Session Chair: Brian Flynn, University of North Florida

____________________________________________________________________

1. Presentation Title: “The Relationship Between Servant Leadership, Psychological Safety, and Effective Followership”
   John Marinan, Georgia Gwinnett College
   Steven Brown, Georgia Gwinnett College

2. Presentation Title: “External Career Mentoring and Mentor Turnover Intentions: Role of Mentor Work Engagement, Satisfaction with Protégé, and Meeting Frequency”
   Robert Renn, University of North Florida
   Robert Steinbauer, Brock University
   Tobias Huning, University of North Florida

3. Presentation Title: “Reconceptualizing Habitual Work Behaviors for Management Research”
   Francee Preston, Memphis University
   Robert Renn, University of North Florida

____________________________________________________________________

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

---

1 Proceedings page 47
2 Proceedings page 24
3 Proceedings page 46
Thursday, April 4, 2019

8:30 A.M. – 10:00 A.M.

Room: UNF University Center 1009

ADVERTISING & MARKETING COMMUNICATION

Track: Advertising & Marketing Communication

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

Session Title: Media Decisions, Youtube and Corporate Identity

Session Chair: Marina “Red” Madden, University of Texas San Antonio

1. Presentation Title: “The Dichotomy of Advertising Agency Selection and Media Decisions: Applications in International Markets”
   Ali M. Kanso, University of Texas San Antonio

2. Presentation Title: “Exploring YouTube Marketing Communications among 200 Leading National Advertisers”
   Carolynn McMahan, University of North Florida
   Jae Hee Park, University of North Florida

3. Presentation Title: “Morphing Corporate/Product Identity Through Photography: Stock Photography vs. Creating Your Own Corporate Photo Library”
   Abdul K. Sinno, University of Dubuque

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

4 Proceedings page 23

5 Proceedings page 41
Thursday, April 4, 2019
8:30 A.M. – 10:00 A.M.
Room: UNF University Center 1010

INSTRUCTIONAL & PEDAGOGICAL ISSUES

Track: Instructional & Pedagogical Issues
Track Chair: Amiso M. George, Texas Christian University
Session Title: Instruction and Pedagogy
Session Chair: James Cappel, Central Michigan University

1. Presentation Title: “The Use of Student-Authored Cases to Enhance Case-Based Learning”
   James Cappel, Central Michigan University
   Kai Wang, Nankai University
   Zhenyu Huang, Central Michigan University

2. Presentation Title: “The Case for Collaborative Assignments in the Virtual Classroom”
   Brandi Quesenberry, Virginia Tech University

3. Presentation Title: “Get the P.O.I.N.T – Promoting Student Reflection and Teaching Effectiveness Using the Reflective Learning P.O.I.N.T”
   Ron Duggins, University of Central Arkansas

4. Presentation Title: “Student Perceptions of Best and Worst Course Level Service Quality and Satisfaction in Comparison with Overall Service Quality and Satisfaction”
   Mark Partridge, Georgia Gwinnett College
   Steven Brown, Georgia Gwinnett College
   Edward O’Donnell, Columbus State University

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

6 Proceedings page 53
7 Proceedings page 9
8 Proceedings page 29
9 Proceedings page 50
Thursday, April 4, 2019

8:30 A.M. – 10:00 A.M.

Room: UNF University Center 1027

ECONOMICS

Track: Economics

Track Chairs: Dale Steinreich, Drury University
Chung-Ping (Albert) Loh, University of North Florida

Session Title: International Trade

Session Chairs: Dale Steinreich, Drury University

1. Presentation Title: “The Welfare Cost of the US Current Account Deficits on Developing Countries”
   Nilufer Ozdemir, University of North Florida

2. Presentation Title: “Influencing Changes to Nationalistic Policies Abroad: The Case of China and the U.S.”
   Jeff Steagall, Weber State University
   Andres Gallo, University of North Florida
   Chung-Ping (Albert) Loh, University of North Florida

3. Presentation Title: “The Impact of Logistics on Exports”
   Cristian Di Cosco, Universidad Austral

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

10 Proceedings page 56
11 Proceedings page 35
12 Proceedings page 30
Thursday, April 4, 2019

8:30 A.M. – 10:00 A.M.

Room: UNF University Center 1008

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Track: Public Relations and Corporate Communication

Track Chair: Bonita Neff, Indiana University Northwest

Session Title: Public Relations Ongoing Functions: Emergency Response, Perception Assessment, & Stress Reduction

Session Chair: Bonita Neff, Indiana University, Northwest

1. Presentation Title: “Speaking from the Podium: Public Perception of Press Secretaries”
   Margaret Bidwell, Roger Williams University
   Amiee Shelton, Roger Williams University

2. Presentation Title: “The Public Information Officer’s (PIOs) Participation in the National Incident Management System (NIMS) During Emergency Response: A Pilot Study”
   Mitchell Friedman, Naval Postgraduate School

3. Presentation Title: “Task Stress in Public Relations and Coping Methods of Practitioners”
   Amiee Shelton, Roger Williams University
   Cara Bruno, Roger Williams University

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

13 Proceedings page 49
14 Proceedings page 45
15 Proceedings page 36
Thursday, April 4, 2019

8:30 A.M. – 10:00 A.M.

Room: UNF University Center 1059

GLOBAL CORPORATE PR, RESPONSIBILITY AND CULTURE

Track: Global Corporate PR, Responsibility and Culture

Track Chair: Enric Ordeix-Rigo, Ramon Llull University

Session Title: Urban studies and Public Affairs a New Political Scope

Session Chair: Josep Maria Carbonell Abelló, Ramon Llull University

1. Presentation Title: “Phenomenon of Immigration in Chile: A Case Study”
   Macarena Urenda, Duoc Universidad Católica

2. Presentation Title: “Effective Communication in Public Services in a Diverse Language and Cultural Landscape: A Challenge for Teaching and Training”
   John R. Fisher, Utah Valley University
   Halil Asllani, Kosovo Academy for Public Safety

3. Presentation Title: “Connecting Cities: Mapping the Imaginary”
   Núria Arbonés Aran, Amsterdam University of Applied Sciences-AMSIB
   John Sterk, Amsterdam University of Applied Sciences-AMSIB

Discussants: Gregory Payne, Emerson College

---

16 Proceedings page 44

17 Proceedings page 18

18 Proceedings page 11
Thursday, April 4, 2019

8:30 A.M. – 10:00 A.M.

Room: UNF University Center 1073

POLLING

Track: Polling

Track Chair: Spencer Kimball, Emerson College

Session Title: How Survey Design Can Impact Polling Results

Session Chair: John Tedesco, Virginia Tech

____________________________________________________________________

1. Presentation Title: “The Use of Amazon Turk and SSI Panel Efficacy”
   Spencer Kimball, Emerson College

2. Presentation Title: “Pre-Election Polling and the Effects of Interviewer Partisanship”
   Charlene Stainfield, University of North Florida

   Isabel Holloway, Emerson College
   Brendan Kane, Emerson College

4. Presentation Title: “Allocation of Undecided Voters in US Pre- Election Polls”
   Liudmila Yudina, Emerson College

____________________________________________________________________

Discussants: Michael Binder, University of North Florida

19 Proceedings page 44
Thursday, April 4, 2019

8:30 A.M. – 10:00 A.M.

Room: UNF University Center 1097

TOURISM, TRAVEL & HOSPITALITY

Track: Tourism, Travel & Hospitality

Track Chair: AJ Templeton, Southern Utah University

Session Title: Tourism, Travel & Hospitality Issues: Green vs Non-Green, Cannabis States, & Tourist Behaviors

Session Chair: AJ Templeton, Southern Utah University

1. Presentation Title: “International Customers’ Satisfaction Between Green and Non-Green Hotels in Vietnam”
   Freya Trinh, Marriott Hotel
   Shiang-Lih Chen McCain, Colorado Mesa University
   Pingho Ding, National Chi-Nan University
   Joy Dickerson, The Culinary Institute of America

2. Presentation Title: “Exploring Tourists’ Crying Behaviors During Vacation: A Well-Being Based Approach”
   Jie Gao, Montclair State University
   Yawei Wang, Montclair State University
   Ye Zhang, Florida Atlantic University

3. Presentation Title: “Puff or Pass? Understanding the Implications for Human Resource Policies in States with Legal Recreational Cannabis Usage”
   Scott Richardson, University of Central Florida
   AJ Templeton, Southern Utah University

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

20 Proceedings page 36
21 Proceedings page 23
22 Proceedings page 45
**Refreshments**

Thursday, April 4, 2019

10:00 A.M. – 10:30 A.M.

UNF University Center Lobby
Thursday, April 4, 2019

10:30 A.M. – 12:00 P.M.

Room: UNF University Center 1003

HUMAN RESOURCE MANAGEMENT

Track: Human Resource Management

Track Chair: Diane Bandow, Troy University

Session Title: Implications of HRM Policies and Practices

Session Chair: Diane Bandow, Troy University

____________________________________________________________________

1. Presentation Title: “Organizational Diversity Climate”
   Judy R. Van Doorn, Troy University
   Donald S. Thompson, Troy University

2. Presentation Title: “Woman or Leader First? Gender Bias in the Perception of Female Leader Effectiveness”
   Jamie Birdwell, Florida International University

3. Presentation Title: “You Should Have Known: When Tacit Organizational Factors are Barriers to African Americans for Executive Leadership”
   Roger Thornton, Troy University
   Tish Matuszek, Troy University
   Diane Bandow, Troy University

4. Presentation Title: “Workplace Bullying: An HR Time-Bomb Waiting to Explode”
   Rodger Morrison, Troy University
   Vicki Morrison, Troy University

____________________________________________________________________

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

23 Proceedings page 42
24 Proceedings page 57
25 Proceedings page 58
26 Proceedings page 58
Thursday, April 4, 2019

10:30 A.M. – 12:00 P.M.

Room: UNF University Center 1009

ADVERTISING & MARKETING COMMUNICATION

Track: Advertising & Marketing Communication

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

Session Title: Experiential Learning (Round Table Discussion)

Session Chair: Carolynn McMahan, University of North Florida

Professors and an Industry Professional will discuss experiential learning:

ADVERTISING AND PUBLIC RELATIONS EXPERIENTIAL LEARNING:
NEW IDEAS ON AN OLD THEME

Charles Lubbers, University of South Dakota
“Using Semester-Long, Shadowing of Professional to Enhance Student Learning” 27

Louis K. Falk, University of Texas Rio Grande Valley
“Benefits of Shadow Day”

Mitchel O’Malley, Ball State University
“Experiential Activities: When Middle-School Classroom and a Local Client Walk into Your Classroom” 28

Tom Prinsen, Dordt College
“Utilizing Students in Professional Projects” 29

Marina “Red” Madden, University of Texas at San Antonio
“Advertising Pedagogy in the 21st Century” 30

27 Proceedings page 54
28 Proceedings page 22
29 Proceedings page 55
30 Proceedings page 1
This panel contains insights from professors throughout the country as well as an industry professional about experiential learning. The good, the bad, and the ugly of preparing advertising and public relations students for success in today’s environment.
Thursday, April 4, 2019

10:30 A.M. – 12:00 P.M.

Room: UNF University Center 1010

INSTRUCTIONAL & PEDAGOGICAL ISSUES

Track: Instructional & Pedagogical Issues

Track Chair: Amiso M. George, Texas Christian University

Session Title: Pedagogy and Innovation

Session Chair: Kaye McKinzie, University of Central Arkansas

_____________________________________________________________________

1. Presentation Title: “Flexing Those Soft Skill Muscles: Work Readiness in College Students”31
   Carley Egan, Roger Williams University

2. Presentation Title: “Accounting Teaching Innovation: Using the Pink-Collar Crime Series to Reinforce Fraud Concepts”32
   Leslie Adah, Columbus State University
   Uma Sridharan, Columbus State University
   Fonda Carter, Columbus State University

3. Presentation Title: “Impacts of Gender and Experience on Classroom Effectiveness in US Business Schools”33
   Vance Lewis, University of Central Arkansas
   Kaye McKinzie, University of Central Arkansas

_____________________________________________________________________

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

31 Proceedings page 46
32 Proceedings page 1
33 Proceedings page 32
Thursday, April 4, 2019
10:30 A.M. – 12:00 P.M.
Room: UNF University Center 1027

ECONOMICS

Track: Economics

Track Chairs: Dale Steinreich, Drury University
              Chung-Ping (Albert) Loh, University of North Florida

Session Title: Cost, Access, and Inequality

Session Chairs: Chung-Ping (Albert) Loh, University of North Florida

1. Presentation Title: “The Influence of Quality Perception and Location on Household Water Usage”
   Russell Triplett, University of North Florida
   Chiradip Chatterjee, University of North Florida

2. Presentation Title: “The Onus of Student Debt: Who is Most Impacted by the Rising Cost of Higher Education?”
   Mary Beal, University of North Florida
   Harriet Stranahan, University of North Florida
   Mary Borg, University of North Florida

3. Presentation Title: “Decomposition of the Gini Coefficient by Sources of Income: Recent Empirical Evidence in Argentina”
   Luciano Jara Musuruana, Universidad Austral

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

34 Proceedings page 34
35 Proceedings page 42
36 Proceedings page 13
Thursday, April 4, 2019

10:30 A.M. – 12:00 P.M.

Room: UNF University Center 1008

SOCIAL MEDIA

Track: Social Media

Track Chair: John Tedesco, Virginia Tech

Session Title: Social Media Name Recognition and Influencers

Session Chair: John Tedesco, Virginia Tech

1. Presentation Title: “Culture Matters? Understanding the Differences in Airbnb’s Social Media Communications Strategy between the United States and China”
   Xiangyu Zhou, Emerson College
   Mengyan Wang, Emerson College
   Xin Wang, Emerson College
   Yumeng Li, Emerson College

2. Presentation Title: “The Impact of Global Influencers on Fashion Promotion”
   Jane Secci, Suffolk University
   Gloria Boone, Suffolk University
   Maria Serraino, Suffolk University

3. Presentation Title: “The Impact of Social Media on Name Recognition in the 2020 Primaries”
   Melody MacLean, Emerson College

4. Presentation Title: “Digital Storytelling on the American Campaign Trail: Lessons & Insights on Candidate Social Media Use During the 2018 Midterm Elections”
   Keri Thompson, Emerson College

---

37 Proceedings page 12
38 Proceedings page 30
39 Proceedings page 32
40 Proceedings page 17
Discussants: The Session Chair will coordinate a discussion amongst all present.
Thursday, April 4, 2019
10:30 A.M. – 12:00 P.M.
Room: UNF University Center 1059

GLOBAL CORPORATE PR, RESPONSIBILITY AND CULTURE

Track: Global Corporate PR, Responsibility and Culture
Track Chair: Enric Ordeix-Rigo, Ramon Llull University
Session Title: Urban Studies and Public Affairs a New Political Scope
Session Chair: Núria Arbonés Aran, Amsterdam University of Applied Sciences

1. Presentation Title: “Anti-Foreign Attitudes and State Legitimacy in France and Germany”
   Alicia Blanco-González, Rey Juan Carlos University
   Enric Ordeix-Rigo, Ramon Llull University
   Camilo Prado-Román, Rey Juan Carlos University

2. Presentation Title: “Audience Empowerment in Front of Advertising: Hbbtv Experience in Spain”
   Enric Ordeix-Rigo, Ramon Llull University
   Josep Rom, Ramon Llull University
   Marcos Polo López, Ramon Llull University

3. Presentation Title: “New Political Communication Trends: Europe versus America”
   Josep Maria Carbonell Abelló, Ramon Llull University

Discussants: Gregory Payne, Emerson College

41 Proceedings page 5
42 Proceedings page 6
Thursday, April 4, 2019
10:30 A.M. – 12:00 P.M.
Room: UNF University Center 1073

POLLING

Track: Polling

Track Chair: Spencer Kimball, Emerson College

Session Title: Understanding the Trump Voter

Session Chair: Joshua Scacco, University of South Florida

1. Presentation Title: “Voting Inclinations of the Trump Electorate in Wisconsin”
   Brendan Kane, Emerson College

2. Presentation Title: “Voting Inclinations of the Trump Electorate in Pennsylvania”
   Camille Mumford, Emerson College

3. Presentation Title: “Voting Inclinations of the Trump Electorate in Michigan”
   Abigail Pelton, Emerson College
   Christine Vapsva, Emerson College

Discussants: Spencer Kimball, Emerson College
             Paul A. Fadil, University of North Florida

43 Proceedings page 56
Thursday, April 4, 2019

10:30 A.M. – 12:00 P.M.

Room: UNF University Center 1097

POLLING

Track:       Polling
Track Chair: Spencer Kimball, Emerson College
Session Title: The Business of University/College Polling Centers
Session Chair: Liudmila Yudina, Emerson College

There is a growth of Academic polling in US and International elections. This panel will discuss the business of polling in academic institutions, accuracy and student involvement.

Panelists:

Eric Levy, Florida Atlantic University
Spencer Kimball, Emerson College
Michael Binder, University of North Florida

Discussants: John Tedesco, Virginia Tech
Enric Ordeix-Rigo, Ramon Llull University
**Lunch Break**

Thursday, April 4, 2019

12:00 P.M. – 1:30 P.M.

UNF University Center
Room 1058
Thursday, April 4, 2019

1:30 P.M. – 3:00 P.M.

Room: UNF University Center 1003

PROJECT & KNOWLEDGE MANAGEMENT

Track: Project & Knowledge Management

Track Chair: Arthur Kolb, University of Applied Sciences-Kempten
            Michael Baechle, Baden Wurttemberg Cooperative State University

Session Title: Digitalization in Knowledge Management

Session Chair: Arthur Kolb, University of Applied Sciences-Kempten

1. Presentation Title: “Digital Transformation in Higher Education”
   Arthur Kolb, University of Applied Sciences – Kempten

2. Presentation Title: “Digitalization and Corporate Performance Management”
   Armin Roth, Reutlingen University
   Wjatscheslav Baumung, Reutlingen University

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

44 Proceedings page 17
45 Proceedings page 16
This seminar introduces participants to the state-of-the-art of partial least squares structural equation modeling (PLS-SEM) using the SmartPLS 3 software. There will be an initial introduction to PLS-SEM. Participants will learn the foundations of PLS-SEM and how to apply it by means of the SmartPLS 3 software, using various examples. This seminar will include discussion on measurement model as well as structural model. Basic model reporting will also be discussed.
Thursday, April 4, 2019

1:30 P.M. – 3:00 P.M.

Room: UNF University Center 1010

LEADERSHIP

Track: Leadership

Track Chair: Robert H. Bennett, Georgia Southwestern State University

Session Title: Influences and Issues in Leadership

Session Chair: Robert H. Bennett, Georgia Southwestern State University

1. Presentation Title: “Studying the Exemplary: Predicting Exemplary Performance of Leaders/Academicians Utilizing the Concept of American Exceptionalism”

   Hamid Khan, Our Lady of the Lake University

2. Presentation Title: “Leadership Traits among Effective Virtual School Leaders: Confluence of Education and Business Leadership”

   Dee Dupree Bennett, Troy University
   Robert H. Bennett, Georgia Southwestern State University

3. Presentation Title: “Influences on the Leaders of Family Firms in Determining Compensation Strategies: An Exploratory Study”

   Gaynor G. Cheokas, Georgia Southwestern State University
   Robert H. Bennett, Georgia Southwestern State University

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

---

46 Proceedings page 51
47 Proceedings page 38
48 Proceedings page 35
Thursday, April 4, 2019

1:30 P.M. – 3:00 P.M.

Room: UNF University Center 1027

STUDENT PAPERS

Track: Student Papers

Track Chair: Andres Gallo, University of North Florida

Session Title: Student Papers

Session Chair: Andres Gallo, University of North Florida

1. Presentation Title: "Alphabet Soup: XYZ Generations in the Workplace"49
   Ariana Smaldone, Roger Williams University

2. Presentation Title: "The Mediated Lives of Muslim College Students in the United States: Identity, Faith, Politics, and Community on Instagram"50
   Susannah Marcucci, Emerson College

3. Presentation Title: "P.S.: A Personal Clothing Styling Service for the Everyday Girl"
   Elise Sanchez, Emerson College

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

49 Proceedings page 3

50 Proceedings page 40
Thursday, April 4, 2019

1:30 P.M. – 3:00 P.M.

Room: UNF University Center 1008

PUBLIC RELATIONS & CORPORATE COMMUNICATION

Track: Public Relations & Corporate Communication

Track Chair: Bonita Neff, Indiana University Northwest

Session Title: Non-US Internal and External Behavior: Managers’ Influence on Media and Consumer Financial Consumption

Session Chair: Amiee Shelton, Roger Williams University

1. Presentation Title: “Leading by Example and Expectation: How Managers Can Positively Influence Employees’ Usage of Internal Communication Media”
   Kristen Werling, University of Koblenz – Landau
   Berend Barkela, University of Koblenz – Landau
   Alexandra Fiedler, University of Koblenz – Landau

2. Presentation Title: “Study of Consumption of Financial Products (Savings and Investment) by Gender in Chile”
   Eveling Contreras, Duoc UC
   (Developed by students of the Public Relations Career of Duoc UC, Chile)

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

51 Proceedings page 38
52 Proceedings page 50
Thursday, April 4, 2019
1:30 P.M. – 3:00 P.M.
Room: UNF University Center 1059

SPORTS BUSINESS

Track: Sport Business

Track Chair: Brian Larson, Widener University
Yawei Wang, Montclair State University

Session Title: Sport Business

Session Chair: Yawei Wang, Montclair State University

1. Presentation Title: “Are FCS and FBS Students Different? Assessing Factors Influencing Attendance at Division 1 Football Games and Students’ Overall Game Day Experience”
Chuck Lubbers, South Dakota State University
Michelle O’Malley, Ball State University

2. Presentation Title: “The Value of Analyzing a Sports Event Economically from the Community Perspectives”
Bonita Neff, Indiana University Northwest

3. Presentation Title: “Business and Academics of eSports”
Andrew Geiger, Emerson College

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

53 Proceedings page 6
54 Proceedings page 55
55 Proceedings page 8
Thursday, April 4, 2019

1:30 P.M. – 3:00 P.M.

Room: UNF University Center 1073

POLLING

Track: Polling
Track Chair: Spencer Kimball, Emerson College
Session Title: Public Populist Opinion in UK
Session Chair: Melody MacLean, Emerson College

1. Presentation Title: “Buyers Remorse with Trump and Brexit?”
   David Fadul, Emerson College

2. Presentation Title: “Trust with Governmental Institutions between US and UK”
   Sonali Anand, Emerson College

3. Presentation Title: “Trust with Media between US and UK”
   Cole Mootz, Emerson College

Discussants: Josep Maria Carbonell Abelló, Blanquerna University

56 Proceedings page 40
Thursday, April 4, 2019
1:30 P.M. – 3:00 P.M.
Room: UNF University Center 1097

HEALTH COMMUNICATION & PUBLIC POLICY

Track: Health Communication & Public Policy
Track Chair: Gregory Payne, Emerson College
Session Title: Challenges and Opportunities in Health Communication
Session Chair: Ali M. Kanso, University of Texas at San Antonio

1. Presentation Title: “Impact of Overlapping Surgeries on Patient Care and Healthcare Resources”
   Avinash Waikar, Southern Louisiana University
   Jason Wilson, Southern Louisiana University
   Samuel Cappel, Southern Louisiana University

2. Presentation Title: “Challenges and Opportunities of a Wellness App for the 2019 Globe Com Project”
   Enric Ordeix-Rigo, Ramon Llull University
   Gregory Payne, Emerson College

3. Presentation Title: “Can We Afford to Extend Medicare to the General Population, If So How?”
   Samuel Cappel, Southern Louisiana University
   Avinash Waikar, Southern Louisiana University
   Lara Gardner, Southern Louisiana University

4. Presentation Title: “The Opioid Crisis and the Reality of Doctor Shopping”
   Jennifer Summary, Florida Southwestern State College

Discussants: H. Paul LeBlanc III, University of Texas San Antonio
Keri Thompson, Emerson College

57 Proceedings page 31
58 Proceedings page 9
**Refreshments**

Thursday, April 4, 2019

3:00 P.M. – 3:30 P.M.

UNF University Center Lobby
Thursday, April 4, 2019

3:30 PM – 5:00 PM

Room: UNF University Center 1097

INTERDISCIPLINARY STUDIES

Track: Interdisciplinary Studies

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

Session Title: Academic Entrepreneurship: Global Challenges and Opportunities

Session Chair: Josep Maria Carbonell Abelló, Ramon Lull University

____________________________________________________________________

Anatomy of Establishing a Global Academic Center: The Emerson College – Blanquerna Center for Global Communication

This panel will explore the challenges and opportunities, and progress to date, of establishing the Emerson College – Blanquerna Center for Global Communication, as part of the MOU agreement between two academic institutions known for their leadership in Communication. Short and long-term planning, financial challenges and constraints, personnel, as well as other issues will be discussed, as well as the pathway forward for the Center.

Panelists:

Spencer Kimball, Director of Emerson Polling, Emerson College

Enric Ordeix-Rigo, Co-Director of the Center for Global Communication, Blanquerna School of Communication and International Relations, Ramon Lull University

Gregory Payne, Co-Director of the Center for Global Communication, Emerson College

Josep Maria Carbonell Abelló, Blanquerna School of Communication and International Relations, Ramon Lull University, Ramon Lull University

____________________________________________________________________

Discussants: Alicia Blanco-González, Rey Juan Carlos University
Macarena Urenda, Duoc Universidad Católica
John Tedesco, Virginia Tech

59 Proceedings page 4
Thursday, April 4, 2019
3:30 PM – 5:00 PM
Room: UNF University Center 1003

ALL ACADEMY SESSION

“Protectionism and International Trade”

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

1. “Trade Protectionism”
   Robert C. Camp, Indiana University of Pennsylvania

2. “Costs of Trade Protectionism”
   Raymond Cox, Thompson Rivers University

3. “MNCs and International Trade”
   Abbas J. Ali, Indiana University of Pennsylvania

Commentator: Shahid Siddiqi, Long Island University
**Track Chairs Dinner **

Thursday, April 4, 2019  
7:30 P.M. – 9:30 P.M.

**Location:**

*Hyatt Place Hotel*  
*St. Johns 1*

**NOTE:**
This Dinner is **ONLY** for all IABD Track Chairs.
Friday, April 5, 2019

Breakout Sessions
Friday, April 5, 2019

8:30 A.M. – 10:00 A.M.

Room: UNF University Center 1003

**ADVERTISING & MARKETING COMMUNICATION**

**Track:** Advertising & Marketing Communication

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

**Session Title:** Advertising Choices and Framing

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

______________________________________________________________________

1. **Presentation Title:** “The Aestheticization and Framing of Advertising by American Fast Food Franchises Abroad”
   Marina “Red” Madden, University of Texas San Antonio
   Kamryn Harms, University of Texas San Antonio

2. **Presentation Title:** “International Advertising Decision Making: How are the Choices Influenced?”
   Ali M. Kanso, University of Texas San Antonio
   Richard Alan Nelson, University of Nevada, Las Vegas

______________________________________________________________________

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

---

60 Proceedings page 2
Friday, April 5, 2019

8:30 A.M. – 10:00 A.M.

Room: UNF University Center 1009

ETHICAL & SOCIAL ISSUES

Track: Ethical & Social Issues

Track Chair: Kellye Jones, Clark Atlanta University

Session Title: Ethical & Social Issues

Session Chair: Kellye Jones, Clark Atlanta University

1. Presentation Title: “Communication Ethics and Public Deception: The Effects of Misinformation on Desensitization to Truth Telling”
   H. Paul LeBlanc III, University of Texas San Antonio

2. Presentation Title: “Temple’s Fox School of Business and the Business School Rankings Scandal: Speculative Implications for Faculty and Deans”
   Kirk Heriot, Columbus State University
   Neal Thomson, Columbus State University

3. Presentation Title: "An Analysis of Diversity Reports within the Technology Sector 2.0: Have Reactions Changed?"
   Kellye Jones, Clark Atlanta University

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

61 Proceedings page 10
62 Proceedings page 51
63 Proceedings page 3
Friday, April 5, 2019

8:30 A.M. – 10:00 A.M.

Room: UNF University Center 1010

INSTRUCTIONAL & PEDAGOGICAL ISSUES

Track: Instructional & Pedagogical Issues

Track Chair: Amiso M. George, Texas Christian University

Session Title: Leadership, Technology and Mentorship

Session Chair: Diane Bandow, Troy University

1. Presentation Title: “The Experiential Flipped Classroom: Anatomy of Interdisciplinary Mentorship”
   Brian Larson, Widener University
   Peter Hornberger, Widener University
   Lenin Agudo, Widener University

2. Presentation Title: “Developing Leadership Capabilities Through Applied Learning”
   Diane Bandow, Troy University
   Tish Matuszek, Troy University

3. Presentation Title: “The Impact of Situational Context on Susceptibility to Spear Phishing Attacks”
   Tamirat Abegaz, University of North Georgia
   Bryson Payne, University of North Georgia
   Chad Subres, University of North Georgia

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

64 Proceedings page 22
65 Proceedings page 15
66 Proceedings page 31
Friday, April 5, 2019

8:30 A.M. – 10:00 A.M.

Room: UNF University Center 1027

ORGANIZATIONAL COMMITMENT & CRISIS MANAGEMENT / ECONOMICS

Track: Organizational Commitment & Crisis Management / Economics

Track Chairs: Christina Jackson, University of Nebraska Medical Center
Robert A. Smith, Southern Connecticut State University / Dale Steinreich, Drury University
Chung-Ping (Albert) Loh, University of North Florida

Session Title: Crisis Management: Preventive and Presidential / Economic Growth and Business Cycles

Session Chairs: Robert A. Smith, Southern Connecticut State University / Dale Steinreich, Drury University

1. Presentation Title: “Trump’s Social Media – The First 100 Days of His Presidency: A Content Analysis”
Louis K. Falk, University of Texas Rio Grande Valley
Douglas Stoves, University of Texas Rio Grande Valley
Priscilla Flores, University of Texas Rio Grande Valley

2. Presentation Title: “Cultivating Campus Conversations as Preventative Crisis Communication”67
Angela Corbo, Widener University

3. Presentation Title: “Boom to Bust to Bolsonaro: How Policy Failure Led Brazil to Getting Its Own Donald Trump”68
Henrique Lyra Maia, Universidade de Fortaleza
Dale Steinreich, Drury University
Bruno Saboia de Albuquerque, Universidade Federal do Ceará

4. Presentation Title: “Theories and Determinants of Saving in Argentina: An Empirical Approach Based on the 2012-2013 National Household Survey”69
Tomás Angeletti, Universidad Austral

---

67 Proceedings page 11
68 Proceedings page 7
69 Proceedings page 52
Discussants: The Session Chair will coordinate a discussion amongst all present.
The public relations campaigns course serves as the “capstone,” or culminating, experience in undergraduate degree programs and thus bears the weight of expectations in terms of preparing students for professional practice (Aldoory & Wrigley, 1999; Benigni & Cameron, 1999). How instructors incorporate client experiences (i.e., nonprofit organizations) into the class has attracted significant critical inquiry, yet if, when, and how education of nonprofit organizations and their representatives happens remains to be explored.

Panelists:
- Roberta “Bobbi” Doggett, APR, CPRC, Associate Instructor, Public Relations and Internship Coordinator, University of North Florida
- Eric W. Hoffman, Ph.D, Associate Professor/Honors Program Director, Department of Communication, Flagler College

Discussants: The Session Chair will coordinate a discussion amongst all present.
Friday, April 5, 2019

8:30 A.M. – 10:00 A.M.

Room: UNF University Center 1059

INTERNATIONAL BUSINESS

Track: International Business

Track Chair: Philemon Oyewole, Howard University

Session Title: Internationalization: from the Market to the Dining Table

Session Chair: Felix Abeson, Coppin State University

1. Presentation Title: “Dietary Attitude and Food Selection Criteria among African-American College Students in the USA”71
   Philemon Oyewole, Howard University
   Maryam Khan, Howard University

2. Presentation Title: “The Factors of Internationalization of African SMEs: The Case of Ivorian SMEs”72
   Zoubeyda Mahamadou, EBS Paris

3. Presentation Title: “From Adam Smith to the Making of the Markets: A Critique of Contemporary Marketing as it Impacts Society Worldwide”73
   Shahid Siddiqi, Long Island University

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

71 Proceedings page 15
72 Proceedings page 25
73 Proceedings page 28
Friday, April 5, 2019

8:30 A.M. – 10:00 A.M.

Room: UNF University Center 1068

INTERDISCIPLINARY STUDIES

Track: Interdisciplinary Studies

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

Session Title: Sports Launch: Horseball in the U.S

Session Chair: Macarena Urenda, Duoc Universidad Católica

1. Presentation Title: “What Is Horseball? Historical Roots”
   Peter Jones, Emerson College

2. Presentation Title: “PR Strategies for U.S. Launch”
   Andrew Geiger, Emerson College

3. Presentation Title: “Challenges and Opportunities for Horseball in North America”
   Seong Pak, Emerson College

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

Friday, April 5, 2019

10:00 A.M. – 10:30 A.M.

UNF University Center Lobby
1. Presentation Title: “Gamified Information Systems and User Engagement”
   Liqiong Deng, University of West Georgia

2. Presentation Title: “Win or Lose: A Study on the Effects of Video Game Violence”
   Matthew Freeman, University of North Georgia
   Tamirat Abegaz, University of North Georgia
   Cindi Smatt, University of North Georgia

3. Presentation Title: “A Tripartite Acceptance Model for Enterprise 2.0 Systems”
   Tung-Ching Lin, National Sun Yat-sen University
   Shuai-Fu Lin, University of Central Arkansas

4. Presentation Title: “Factors Affecting Over-the-Top Services: An Expanded Technology Acceptance Model”
   C. Christopher Lee, Central Connecticut State University
   Lee Lee, Central Connecticut State University
   Hyoun Sook Lim, Central Connecticut State University

Discussants: The Session Chair will coordinate a discussion amongst all present.
Friday, April 5, 2019
10:30 A.M. – 12:00 P.M.
Room: UNF University Center 1009

MARKETING RESEARCH

Track: Marketing Research
Track Chair: Talha Harcar, Pennsylvania State University at Beaver
Session Title: Consumer Marketing Research
Session Chair: Erdener Kaynak, Pennsylvania State University at Harrisburg

1. Presentation Title: “Examining Package Appearance in the Purchase Decisions of OTC Analgesic Drugs: A Neuro-Marketing Approach”
Nicolas Hamelin, SPJAIN School of Global Marketing
Suchi Agrawal, SPJAIN School of Global Marketing
Talha Harcar, Pennsylvania State University at Beaver

2. Presentation Title: “Financial Markets: How They Influence Marketing Budgets and Forecasting”
Daniel W. Smith, Penn State University at Beaver

3. Presentation Title: “The Role and Impact of Religiosity in the Formulation of Consumers’ Ethical Behavior”
Talha Harcar, Pennsylvania State University at Beaver
Erdener Kaynak, Pennsylvania State University at Harrisburg
Karen Barr, Pennsylvania State University at Beaver

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

78 Proceedings page 21
79 Proceedings page 26
80 Proceedings page 47
Friday, April 5, 2019

10:30 A.M. – 12:00 P.M.

Room: UNF University Center 1010

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

1. Presentation Title: “Digital Natives in China and America: In-Group Communication Processes”
   Wonseok Choi, University of Detroit Mercy
   Lawrence Zeff, University of Detroit Mercy
   Mary Higby, University of Detroit Mercy

2. Presentation Title: “The Impact of Planning for Decision Making and Policy Makers in Public Sector”
   Ayasar Sussan, Arab American University – West Bank
   Reem Kassira, Bethune-Cookman University
   Mahmoud Zaytoun, Arab American University – West Bank

3. Presentation Title: “Strategy 4.0: Digitalization, Blockchain, and Strategic Management”
   Tobias Huning, University of North Florida

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

81 Proceedings page 16
82 Proceedings page 33
83 Proceedings page 49
Friday, April 5, 2019

10:30 A.M. – 12:00 P.M.

Room: UNF University Center 1027

**ECONOMICS**

**Track:** Economics

**Track Chairs:** Dale Steinreich, Drury University  
Chung-Ping (Albert) Loh, University of North Florida

**Session Title:** Time Allocation and Returns to Education

**Session Chairs:** Chung-Ping (Albert) Loh, University of North Florida

1. **Presentation Title:** “Efficiency in Public Higher Education: A Stochastic Frontier Analysis Considering Heterogeneity”
   Vanesa D’Elia, Universidad del CEMA  
   Gustavo Ferro, Universidad del CEMA

2. **Presentation Title:** “Estimating Returns to Tertiary Education in Argentina: 2nd Quarter of 2018”
   Federico Di Yenno, Universidad Austral

3. **Presentation Title:** “Time Usage by College Students: Knowledge Acquisition, Degree Value, Work, Sleep and Fun”  
   Alec Hanshaw, McMurry University  
   Paul Mason, McMurry University  
   Chung-Ping (Albert) Loh, University of North Florida

4. **Presentation Title:** “Slot Divestitures and Price Competition at Reagan National and LaGuardia”
   Huubinh Le, University of South Alabama

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

---

84 Proceedings page 19  
85 Proceedings page 20  
86 Proceedings page 52  
87 Proceedings page 48
Friday, April 5, 2019
10:30 A.M. – 12:00 P.M.
Room: UNF University Center 1008

MANAGERIAL ACCOUNTING

Track: Managerial Accounting
Track Chair: Majidul Islam, Concordia University
Session Title: Convergence of Managerial and Financial Accounting
Session Chair: Majidul Islam, Concordia University

1. Presentation Title: “Performance Management, Well-Being and Type A Behavior: An Empirical Study of Canadian Employees”
   Muhammad Jamal, Concordia University
   Majidul Islam, Concordia University

2. Presentation Title: “Empirical Evidence of Benford's Law in the Stock Market”
   Raymond A. Cox, Thompson Rivers University

3. Presentation Title: “Analyzing Management Control in Energy Sector: The Case of Top Ten Canadian Oil and Gas Companies”
   Irina Gromova, Memorial University of Newfoundland
   Ashrafee Hossain, Memorial University of Newfoundland
   Majidul Islam, Concordia University

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

---

88 Proceedings page 43
89 Proceedings page 19
90 Proceedings page 5
Friday, April 5, 2019

10:30 A.M. – 12:00 P.M.

Room: UNF University Center 1059

BUSINESS LAW / ANALYTICS

Track: Business Law / Analytics

Track Chair: Robert A. Smith, Southern Connecticut State University / Anthony Richardson, Southern Connecticut State University

Session Title: Legal & Regulatory Issues in Business

Session Chair: Robert A. Smith, Southern Connecticut State University / Anthony Richardson, Southern Connecticut State University

1. Presentation Title: “The Compliance Law Implications of Blockchain Technology Usage in Corporate Environments”
   Anthony Richardson, Southern Connecticut State University
   Robert A. Smith, Southern Connecticut State University

2. Presentation Title: “Legal Considerations of the #MeToo Movement and Business: Two Steps Forward, Two Steps Back?”
   Victor Parker, University of North Georgia
   Sherry Parker, University of North Georgia

3. Presentation Title: “ECG-Based Wearable Authentication: Determinants of Acceptance in Consumer Applications Using PLS-SEM to Define a Model for Cause-Effect Relationships with Latent Variables”
   T. Thomas Lahoud, Pace University

4. Presentation Title: “Breast Cancer Cellularity and Image Scoring using Automated Machine Learning (AutoML)”
   Anthony Richardson, Southern Connecticut State University

91 Proceedings page 10
92 Proceedings page 39
93 Proceedings page 18
94 Proceedings page 7
Discussants: The Session Chair will coordinate a discussion amongst all present.
Friday, April 5, 2019

10:30 A.M. – 12:00 P.M.

Room: UNF University Center 1068

**POLLING**

**Track:** Polling

**Track Chair:** Spencer Kimball, Emerson College

**Session Title:** Polling and 2020 Campaign Communication Strategy

**Session Chair:** Jennifer Summary, Florida Southwestern State College

1. **Presentation Title:** “Determining an “Ideal” Presidential Candidate in Nevada”
   Isabel Holloway, Emerson College

2. **Presentation Title:** “Determining an “Ideal” Presidential Candidate in New Hampshire”
   Kelsey Reardon, Emerson College

3. **Presentation Title:** “Determining an “Ideal” Presidential Candidate in South Carolina”
   Nicklas Hinsch, Emerson College

4. **Presentation Title:** “Determining an “Ideal” Presidential Candidate in Iowa”
   Cierra Devos, Emerson College

**Discussants:** Gregory Payne, Emerson College
Gloria Boone, Suffolk University

---

95 Proceedings page 14
**Lunch Break**

Friday, April 5, 2019

12:00 P.M. – 1:30 P.M.

UNF University Center
Room 1058
Friday, April 5, 2019

1:30 P.M. – 3:00 P.M.

Room: UNF University Center 1003

INFORMATION SYSTEMS AND E-LEARNING

Track: Information Systems and E-Learning

Track Chair: Saurabh Gupta, Kennesaw State University

Session Title: Cryptocurrency and Cybersecurity

Session Chair: Saurabh Gupta, Kennesaw State University

1. Presentation Title: “Legal Considerations of Cryptocurrency in Divorce, Money Laundering, and Tax Evasion”
   Shaelyn Comiskey, University of North Georgia
   Bryson Payne, University of North Georgia
   Victor Parker, University of North Georgia

2. Presentation Title: “An Empirical Study of Behavioral Intention to Use Blockchain Technology”
   C. Christopher Lee, Central Connecticut State University
   John Kriscenski, Central Connecticut State University
   Hyoun Sook Lim, Central Connecticut State University

3. Presentation Title: “Multi-Level Public Knowledge Assessment of Cybersecurity”
   Joseph Thomas, University of Central Arkansas
   Ken Griffin, University of Central Arkansas
   Shuai-Fu Lin, University of Central Arkansas

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

96 Proceedings page 39
97 Proceedings page 20
98 Proceedings page 41
Friday, April 5, 2019

1:30 P.M. – 3:00 P.M.

Room: UNF University Center 1009

SUPPLY CHAIN MANAGEMENT

Track: Supply Chain Management

Track Chair: Rahul Kale, University of North Florida
Dag Naslund, University of North Florida

Session Title: Implications of Supply Chain Management

Session Chair: Rahul Kale, University of North Florida

1. Presentation Title: “The Moderating Effect of The Supply Chain Position on Inventory”
   Cesar Ayala, University of North Georgia

2. Presentation Title: “Safety Violations and its Supply Chain Implications”
   Deepak Iyengar, Florida Southern College
   Rahul Nilakantan, Indian Institute of Management-Indore

3. Presentation Title: “Performance Measurement Systems: From Proposals to Implementation”
   Rahul Kale, University of North Florida
   Dag Naslund, University of North Florida

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

99 Proceedings page 41
100 Proceedings page 48
101 Proceedings page 43
Friday, April 5, 2019
1:30 P.M. – 3:00 P.M.
Room: UNF University Center 1010

FINANCE / ACCOUNTING RESEARCH

Track: Finance / Accounting Research

Track Chair: Phillip Fuller, Jackson State University / Dana Hart, University of North Florida
Robert Slater, University of North Florida

Session Title: Financial Developments and Challenges

Session Chair: Phillip Fuller, Jackson State University

1. Presentation Title: “Fintech: Digital Tokens”102
Uma V. Sridharan, Columbus State University
V Sridharan, Clemson University
Jay K. Sridharan, Clemson University

2. Presentation Title: “Financially Challenged: Caught between a Rock and a Hard Place”103
Phillip Fuller, Jackson State University
Henry Thomas, Jackson State University

3. Presentation Title: “Is Socially Responsible Investment Worth It? A Study of the French Market”104
Laurene Deschamps, IESEG, Paris
K. Matthew Wong, St. Johns University

3. Presentation Title: “ Aggregate Profits and Market Returns: Predictability of Market Downturns”105
Theresa Harm, Widener University

102 Proceedings page 27
103 Proceedings page 26
104 Proceedings page 37
105 Proceedings page 2
Discussants: The Session Chair will coordinate a discussion amongst all present.
Friday, April 5, 2019
1:30 P.M. – 3:00 P.M.

Room: UNF University Center 1027

CROSS-CULTURAL & INTERPERSONAL COMMUNICATION

Track: Cross-Cultural & Interpersonal Communication

Track Chair: Jennifer Summary, Florida Southwestern State College

Session Title: Relational Outcomes

Session Chair: Jennifer Summary, Florida Southwestern State College

1. Presentation Title: “Demeaning Drunkards: A Conversation Analysis of Alcoholic Husbands”
   Jennifer Summary, Florida Southwestern State College

2. Presentation Title: “Customer Satisfaction with Hotel Technology: A Comparison Among Cultures and Hotel Categories”
   Minyi Zheng, Marriott Hotel
   Shiang-Lih Chen McCain, Colorado Mesa University
   Pingho Ding, National Chi-Nan University
   Jeff Lolli, Widener University

3. Presentation Title: “The Influence of Past Relationship Trust Violation on the Relational Outcomes of Current Relationships”
   H. Paul LeBlanc III, University of Texas at San Antonio
   Jessica Garcia, University of Texas at San Antonio

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

106 Proceedings page 13
107 Proceedings page 12
108 Proceedings page 33
MARKETING

Track: Marketing

Track Chair: Felix Abeson, Coppin State University

Session Title: Marketing

Session Chair: Philemon Oyewole, Howard University

1. Presentation Title: “BWP Bats: A Marketing Case Study of Maple Bats in the Major Baseball Leagues”
   Catherine Colley, Troy University

2. Presentation Title: “Designing an E-commerce Website to Increase Customer Repurchase Intention Based on Cultural Market Segmentation”
   Gelareh Towhidi, University of West Georgia
   Mark Srite, University of Wisconsin-Milwaukee
   Jeannie Pridmore, University of West Georgia

3. Presentation Title: “Ethnic Supermarkets as Oasis in Food Deserts: What are the Barriers to Access?”
   Susana Velez-Castrillon, University of West Georgia

4. Presentation Title: “Influencer Marketing and Social Media”
   Felix Abeson, Coppin State University

Discussants: The Session Chair will coordinate a discussion amongst all present.
Friday, April 5, 2019

1:30 P.M. – 3:00 P.M.

Room: UNF University Center 1059

ENTREPRENEURSHIP & FAMILY BUSINESS / OPERATIONS MANAGEMENT

Track: Entrepreneurship & Family Business / Operations Management

Track Chair: Marty Mattare, Frostburg State University / Shakil Rahman, Frostburg State University

Session Title: Developing Entrepreneurs / Operations Potpourri

Session Chair: Shakil Rahman, Frostburg State University

1. Presentation Title: “Investigating the Notion of the Selfish Entrepreneur”
   Brian Polin, Jerusalem College of Technology

2. Presentation Title: “Financing Youth Entrepreneurship in a Less Developed Country”
   Donna Danns, University of North Georgia
   George Danns, University of North Georgia

3. Presentation Title: “Female Entrepreneurs in Developing in Developing Countries: A Review of Rural versus Urban Regions, Cultural and Socio-Economic Setting, Educational Attainment, and the Industry Sector”
   Eren Ozgen, Florida State University

4. Presentation Title: “Utilizing Business Analytics: To Boost Tourism”
   Shakil Rahman, Frostburg State University

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

113 Proceedings page 37
114 Proceedings page 27
115 Proceedings page 25
116 Proceedings page 54
Political experts will discuss the 2020 Presidential Campaign in light of the contentious 2016 election. Insights into voter trends, issues, and social impact will be highlighted.

Panelists:

John Tedesco, Virginia Tech
Michael Binder, University of North Florida
Spencer Kimball, Emerson College

Discussants: Gloria Boone, Suffolk University
Keri Thompson, Emerson College
Friday, April 5, 2019

3:30 P.M. – 5:00 P.M.

Room: UNF University Center 1068

POLLING

Track: Polling
Track Chair: Spencer Kimball, Emerson College
Session Title: Student Poster Session
Session Chair: Spencer Kimball, Emerson College

Student Poster Session

Emerson College students will have posters around the room. The students will be available to answer any questions and explain their posters in detail to audience.

Please join the students for this exciting discussion of their work!

Emerson College Students:

Sonali Anand
Cierra Devos
David Fadul
Nicklas Hinsch
Isabel Holloway
Brendan Kane
Cole Mootz
Camille Mumford
Abigail Pelton
Kelsey Reardon
Christine Vapsva
Albert Schweitzer believed in a reverence for life – all life. In Schweitzer’s time, the threat to human life was nuclear, but today there is a silent emergence of another type of life – bio-humanoid life – artificial intelligence. It too is a product of the human mind. Artificial intelligence promises radical alterations to human life and to human identity. As we humans freely give up knowledge of how to drive to autonomous cars, how to turn on our lights, television, etc. to Alexa, and grant Watson and other forms of artificial intelligence the right to make healthcare decisions instead of physicians, we forthrightly create the next evolution of intelligence. This will have, and is already having, a huge impact on business and industry and on humanity and the lives of our students during their careers.

In this interactive session, we will present the ideals of Schweitzer and a reverence for life – all life, we will question whether bio-humanoid forms of artificial intelligence are life, and whether artificial intelligence will be the next evolution of ‘humankind.’ We will discuss the implications of communication between humans and artificial intelligence. The floor will be open during the entire session for audience participants to share their own thoughts about Schweitzer’s ideals of life, the reality of artificial life, and the challenges of communication between humans and artificial intelligence.

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 **

Friday, April 5, 2019
7:30 P.M. – 9:30 P.M.

Location:

Hyatt Place Hotel
St. Johns Ballroom
<table>
<thead>
<tr>
<th>Name</th>
<th>Page Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abegaz, Tamirat</td>
<td>50, 56</td>
</tr>
<tr>
<td>Abeson, Felix</td>
<td>11, 13, 53, 68</td>
</tr>
<tr>
<td>Adah, Leslie</td>
<td>28</td>
</tr>
<tr>
<td>Agrawal, Suchi</td>
<td>57</td>
</tr>
<tr>
<td>Agudo, Lenin</td>
<td>50</td>
</tr>
<tr>
<td>Ali, Abbas J.</td>
<td>11, 12, 45</td>
</tr>
<tr>
<td>Anand, Sonali</td>
<td>41, 71</td>
</tr>
<tr>
<td>Angeletti, Tomás</td>
<td>51</td>
</tr>
<tr>
<td>Arbonés Aran, Núria</td>
<td>22, 31</td>
</tr>
<tr>
<td>Asllani, Halil</td>
<td>22</td>
</tr>
<tr>
<td>Ayala, Cesar</td>
<td>65</td>
</tr>
<tr>
<td>Baechle, Michael</td>
<td>13, 35</td>
</tr>
<tr>
<td>Balsmeier, Phillip W.</td>
<td>10</td>
</tr>
<tr>
<td>Bandow, Diane</td>
<td>12, 26, 50</td>
</tr>
<tr>
<td>Barkela, Berend</td>
<td>39</td>
</tr>
<tr>
<td>Barr, Karen</td>
<td>57</td>
</tr>
<tr>
<td>Baumung, Wjatscheslav</td>
<td>35</td>
</tr>
<tr>
<td>Baynard, Chris</td>
<td>13</td>
</tr>
<tr>
<td>Beal, Mary</td>
<td>29</td>
</tr>
<tr>
<td>Beheshti, Hooshang M.</td>
<td>10, 11, 12</td>
</tr>
<tr>
<td>Bennett, Dee Dupree</td>
<td>37</td>
</tr>
<tr>
<td>Bennett, Robert H.</td>
<td>13, 37</td>
</tr>
<tr>
<td>Bernal Turnes, Paloma</td>
<td>11</td>
</tr>
<tr>
<td>Bidwell, Margaret</td>
<td>21</td>
</tr>
<tr>
<td>Binder, Michael</td>
<td>23, 33, 70</td>
</tr>
<tr>
<td>Birdwell, Jamie</td>
<td>26</td>
</tr>
<tr>
<td>Blanco-González, Alicia</td>
<td>31, 44</td>
</tr>
<tr>
<td>Boone, Gloria</td>
<td>30, 62, 70</td>
</tr>
<tr>
<td>Borg, Mary</td>
<td>29</td>
</tr>
<tr>
<td>Brown, Steven</td>
<td>17, 19</td>
</tr>
<tr>
<td>Bruno, Cara</td>
<td>21</td>
</tr>
<tr>
<td>Camp, Robert C.</td>
<td>10, 11, 45</td>
</tr>
<tr>
<td>Cappel, James</td>
<td>19</td>
</tr>
<tr>
<td>Cappel, Samuel</td>
<td>42</td>
</tr>
<tr>
<td>Carbonell Abelló, Josep Maria</td>
<td>22, 31, 41, 44</td>
</tr>
<tr>
<td>Carter, Fonda</td>
<td>28</td>
</tr>
<tr>
<td>Chatterjee, Chiradip</td>
<td>29</td>
</tr>
<tr>
<td>Chen McCain, Shiang-Lih</td>
<td>24, 67</td>
</tr>
<tr>
<td>Cheokas, Gaynor G.</td>
<td>37</td>
</tr>
<tr>
<td>Choi, Wonseok</td>
<td>58</td>
</tr>
<tr>
<td>Colley, Catherine</td>
<td>68</td>
</tr>
<tr>
<td>Comiskey, Shaelyn</td>
<td>64</td>
</tr>
<tr>
<td>Contreras, Eveling</td>
<td>39</td>
</tr>
<tr>
<td>Corbo, Angela</td>
<td>51</td>
</tr>
<tr>
<td>Cox, Raymond A.</td>
<td>10, 11, 45, 60</td>
</tr>
<tr>
<td>D'Elia, Vanesa</td>
<td>59</td>
</tr>
<tr>
<td>Danns, Donna</td>
<td>69</td>
</tr>
<tr>
<td>Danns, George</td>
<td>69</td>
</tr>
<tr>
<td>Deng, Liqiong</td>
<td>56</td>
</tr>
<tr>
<td>Deschamps, Laurene</td>
<td>66</td>
</tr>
<tr>
<td>Devine, Elton A.</td>
<td>10</td>
</tr>
<tr>
<td>Devos, Cierra</td>
<td>62, 71</td>
</tr>
<tr>
<td>Di Cosco, Cristian</td>
<td>20</td>
</tr>
<tr>
<td>Di Yenno, Federico</td>
<td>59</td>
</tr>
<tr>
<td>Dickerson, Joy</td>
<td>24</td>
</tr>
<tr>
<td>Ding, Pingho</td>
<td>24, 67</td>
</tr>
<tr>
<td>Doggett, Bobbi</td>
<td>52</td>
</tr>
<tr>
<td>Duggins, Ron</td>
<td>19</td>
</tr>
<tr>
<td>Eftekhari, Reza</td>
<td>3, 9, 11</td>
</tr>
<tr>
<td>Egan, Carley</td>
<td>28</td>
</tr>
<tr>
<td>Fadil, Paul A.</td>
<td>1, 4, 10, 32</td>
</tr>
<tr>
<td>Fadul, David</td>
<td>41, 71</td>
</tr>
<tr>
<td>Falk, Louis K.</td>
<td>3, 11, 12, 18, 27, 48, 51, 72</td>
</tr>
<tr>
<td>Farhat, Nada</td>
<td>12, 44, 54</td>
</tr>
<tr>
<td>Ferro, Gustavo</td>
<td>59</td>
</tr>
<tr>
<td>Fiedler, Alexandra</td>
<td>39</td>
</tr>
<tr>
<td>Fisher, John</td>
<td>3, 11, 22</td>
</tr>
<tr>
<td>Flores, Priscilla</td>
<td>51</td>
</tr>
<tr>
<td>Flynn, C. Brian</td>
<td>13, 17</td>
</tr>
<tr>
<td>Freeman, Matthew</td>
<td>56</td>
</tr>
<tr>
<td>Friedman, Mitchell</td>
<td>21, 52</td>
</tr>
<tr>
<td>Fuller, Phillip</td>
<td>12, 66</td>
</tr>
<tr>
<td>Gallo, Andres</td>
<td>12, 13, 20, 38</td>
</tr>
<tr>
<td>Gao, Jie</td>
<td>24</td>
</tr>
<tr>
<td>Garcia, Jessica</td>
<td>67</td>
</tr>
<tr>
<td>Gardner, Lara</td>
<td>42</td>
</tr>
<tr>
<td>Geiger, Andrew</td>
<td>40, 54</td>
</tr>
<tr>
<td>George, Amiso M.</td>
<td>12, 19, 28, 50</td>
</tr>
<tr>
<td>Goralski, Margaret A.</td>
<td>3, 6, 11, 72</td>
</tr>
<tr>
<td>Griffin, Ken</td>
<td>64</td>
</tr>
<tr>
<td>Gromova, Irina</td>
<td>60</td>
</tr>
<tr>
<td>Gupta, Saurabh</td>
<td>3, 6, 11, 12, 36, 56, 64</td>
</tr>
</tbody>
</table>
Hamelin, Nicolas, 57
Hanshaw, Alec, 59
Harcar, Talha D., 13, 57
Harm, Theresa, 66
Harms, Kamryn, 48
Hart, Dana, 12, 66
Heriot, Kirk, 49
Higby, Mary, 58
Hinsch, Nicklas, 62, 71
Hoffman, Eric W., 52
Holloway, Isabel, 23, 62, 71
Hornberger, Peter, 50
Horton, Joseph, 10
Hossain, Ashraf, 60
Huang, Zhenyu, 19
Hunig, Tobias, 13, 17, 58
Islam, Majidul, 13, 60
Iyengar, Deepak, 65
Jackson, Christina, 13, 51
Jamal, Muhammad, 60
Jara Musuruana, Luciano, 29
Jones, Kellye, 12, 49
Jones, Peter, 54
Kale, Rahul, 13, 65
Kane, Brendan, 23, 32, 71
Kanso, Ali M., 11, 18, 42, 45, 48
Kassira, Reem, 58
Kaynak, Erdener, 57
Khan, Hamid, 37
Khan, Maryam, 53
Kimball, Spencer, 13, 23, 32, 33, 41, 44, 62, 70, 71
Kolb, Arthur, 13, 35
Kriscenski, John, 64
Lahoud, T. Thomas, 61
Larson, Brian, 11, 13, 40, 50
Le, Huubinh, 59
LeBlanc III, H. Paul, 42, 49, 67
Lee, C. Christopher, 56, 64
Lee, Lee, 56
Levy, Eric, 33
Lewis, Vance, 28
Li, Yumeng, 30
Lim, Hyoung Sook, 56, 64
Lin, Shuai-Fu, 56, 64
Lin, Tung-Ching, 56
Loh, Albert, 8, 12, 20, 29, 51, 59
Lolli, Jeff, 67
Lubbers, Charles, 3, 6, 11, 27, 40
Lutz, Raymond P., 10
MacLean, Melody, 30, 41
Madden, Marina "Red", 18, 27, 48
Mahamadou, Zoubeya, 53
Marcucci, Susannah, 38
Marinana, John, 17
Mason, Paul, 59
Mastrianni, Frank, 10
Mattare, Marty, 12, 69
Matuszek, Tish, 26, 50
McKee, David L., 10
McKinzie, Gay, 3, 11, 28
McMahan, Carolyn, 18, 27
Mootz, Cole, 41, 71
Morrison, Rodger, 26
Mumford, Camille, 32, 71
Naslund, Dag, 13, 65
Neff, Bonita Dostal, 13, 21, 39, 40, 52
Nelson, Richard Alan, 10, 48
Nilakantan, Rahul, 65
O'Malley, Michelle, 27, 40
O'Donnell, Edward, 19
Ordeix-Rigo, Enric, 11, 12, 22, 31, 33, 42, 44
Oyewole, Philemon, 13, 53, 68
Ozdemir, Nilufer, 20
Ozgen, Eren, 69
Pak, Seong, 54
Park, Jae Hee, 18
Parker, Sherry, 61
Parker, Victor, 61
Partridge, Mark, 19
Payne, Bryson, 50, 56, 64
Payne, Gregory, 3, 10, 11, 12, 22, 31, 42, 44, 62
Pelton, Abigail, 32, 71
Polin, Brian, 69
Polo López, Marcos, 31
Prado-Román, Camilo, 31
Preston, Francee, 17
Pridmore, Jeannie, 68
Prinsen, Tom, 27
Quesenberry, Brandi, 19
Rahman, Shakil, 13, 69
Reardon, Kelsey, 62, 71
Renn, Robert, 17
Richardson, Anthony, 12, 61
Richardson, Scott, 24
Rom, Josep, 31
Roth, Armin, 35
Saboia de Albuquerque, Bruno, 51
Sanchez, Elise, 38
Scacco, Joshua, 32, 70
Secci, Jane, 30
Serraino, Maria, 30
Shelton, Amiee, 21, 39
Siddiqi, Shahid, 45, 53
Sinno, Abdul K., 18
Slater, Robert, 11, 12, 66
Smaldone, Ariana, 38
Smatt, Cindi, 1, 3, 11, 56
Smith, Daniel W., 57
Smith, Robert A., 12, 13, 51, 61
Sridharan, Jay K., 66
Sridharan, Uma, 28, 66
Sridharan, V, 66
Srite, Mark, 68
Stainfield, Charlene, 23
Steagall, Jeff, 20
Steinbauer, Robert, 17
Steinreich, Dale, 8, 12, 20, 29, 51, 59
Sterk, John, 22
Stoves, Douglas, 51
Stranahan, Harriet, 29
Subres, Chad, 50
Summary, Jennifer, 12, 42, 62, 67
Sussan, Ayasar, 58
Tedesco, John, 13, 23, 30, 33, 44, 70
Templeton, Amanda, 13, 24
Thibodeaux, Mary S., 10
Thomas, Henry, 66
Thomas, Joseph, 64
Thompson, Keri, 30, 42, 70
Thomson, Neal, 49
Thornton, Roger, 26
Tootoonchi, Ahmad, 10, 11
Towhidi, Gelareh, 68
Trinh, Freya, 24
Triplett, Russell, 29
Urenda, Macarena, 22, 44, 54
Van Doorn, Judy R., 26
Vapsva, Christine, 32, 71
Velez-Castrillon, Susana, 68
Waikar, Avinash, 42
Wang, Kai, 19
Wang, Mengyan, 30
Wang, Xin, 30
Wang, Yawei, 13, 24, 40
Werling, Kristen, 39
Wilson, Jason, 42
Wong, K. Matthew, 66
Yudina, Liudmila, 23, 33
Zaytoun, Mahmoud, 58
Zeff, Lawrence, 58
Zhang, Pingying, 13, 58
Zhang, Ye, 24
Zheng, Minyi, 67
Zhou, Xiangyu, 30