



ADVANCES IN BUSINESS MANAGEMENT *Conference 2026*

PALMA DE MALLORCA, SPAIN

Saratoga Hotel

OCTOBER 15–17, 2026



LEAD SPONSOR

ECU

MILLER SCHOOL OF
ENTREPRENEURSHIP



CONFERENCE HIGHLIGHTS

- Peer-reviewed research presentations
- Keynote Address by Dr. George Banks, Editor, *The Leadership Quarterly*
- Networking Reception overlooking Palma
- Research Development / Publishing Seminar
- Awards Luncheon and Recognition
- Opportunities to explore Palma de Mallorca



CONFERENCE HOTEL

Saratoga Hotel
Paseo Mallorca 6
07012 Palma de Mallorca, Spain



Gastro 1941 Boar Palace



1962 Restaurant (Minus One Floor)



Conference Meeting Rooms
Ramblas & Paseo Mallorca



MEALS INCLUDED

- ✓ Welcome Reception (October 15)
- ✓ Lunch (October 16 & 17)
- ✓ Awards Lunch (October 17)

Breakfasts and dinners
are on your own.



¡BIENVENIDOS!

We look forward to welcoming you to a memorable
conference experience in beautiful Palma de Mallorca!



CONFERENCE PROGRAM



THURSDAY, OCTOBER 15, 2026

4:00 – 5:00 PM

CONFERENCE REGISTRATION

L'Atic Restaurant Lobby

5:00 – 6:30 PM

WELCOME RECEPTION

L'Atic Restaurant 7th Floor



FRIDAY, OCTOBER 16, 2026

TIME	ACTIVITY	RAMBLAS ROOM	PASEO MALLORCA
Breakfast	On Your Own	—	—
8:30 – 10:00 AM	Concurrent Paper Presentation Sessions	Session 1A	Session 1B
10:00 – 10:15 AM	Break ☕	—	—
10:15 – 11:45 AM	Concurrent Paper Presentation Sessions	Session 2A	Session 2B
12:00 – 1:30 PM	LUNCH & KEYNOTE ADDRESS Dr. George Banks, Editor, <i>The Leadership Quarterly</i> 1962 Restaurant (Minus One Floor)	—	—
1:45 – 3:15 PM	Concurrent Paper Presentation Sessions	Session 3A	Session 3B
3:15 – 3:30 PM	Break ☕	—	—
3:30 – 5:00 PM	Research Development / Publishing Seminar Tips for Publishing in Top Journals	Ramblas Room	Paseo Mallorca
EVENING	Dinner on Your Own – Explore Palma!		



SATURDAY, OCTOBER 17, 2026

TIME	ACTIVITY	RAMBLAS ROOM	PASEO MALLORCA
Breakfast	On Your Own	—	—
8:30 – 10:00 AM	Concurrent Paper Presentation Sessions	Session 4A	Session 4B
10:00 – 10:15 AM	Break ☕	—	—
10:15 – 11:45 AM	Concurrent Paper Presentation Sessions	Session 5A	Session 5B
12:00 – 1:30 PM	AWARDS LUNCHEON • Best Paper Awards • Best Extended Abstract Awards • Conference Recognition Awards 1962 Restaurant (Minus One Floor)	—	—
1:30 PM	CONFERENCE CONCLUDES		

¡Gracias!



THANK YOU FOR JOINING US IN PALMA DE MALLORCA!



LETTER FROM THE PRESIDENT

Welcome to the 2027 Advances in Business Management Conference
Mallorca, Spain!

Welcome to the 2027 Advances in Business Management (ABM) Conference in beautiful Mallorca, Spain. It is a tremendous pleasure to welcome each of you to our second annual conference. What began as a vision to create a collegial, engaging, and high-quality conference for business scholars and professionals has continued to grow because of the incredible support of our participants, sponsors, donors, board members, and friends.

The success of ABM is truly a collective effort, and I am sincerely grateful to everyone who has contributed their time, resources, research, and enthusiasm to make this conference possible.

As we gather in Mallorca, I hope you will take full advantage of the opportunity to share your research, develop new collaborations, reconnect with colleagues, and build lasting friendships. Most importantly, I want to personally thank our donors and sponsors whose generosity makes so much of what we do possible, as well as every presenter and participant who chose to be part of ABM.

Our second annual conference is a great success because of you, and I am excited about what we are building together and the future of the Advances in Business Management Conference.

A handwritten signature in black ink, reading "John H. Batchelor". The signature is fluid and cursive, with a long horizontal line extending from the end.

Dr. John H. Batchelor

President

Advances in Business Management Conference

ABM CONFERENCE LUNCHEON

Friday, October 16 | Mallorca, Spain

Location: 1962 Restaurant - Minus One Floor

PROGRAM

12:00 – 12:10 PM | Welcome

Dr. John H. Batchelor, President

12:10 – 12:30 PM | Award Presentations

Lifetime Achievement Award — Dr. George C. Banks

Lead Sponsor Award — Dr. Josh Aaron

Presented by Dr. John H. Batchelor

12:30 – 12:35 PM | Introduction of Keynote Speaker

Dr. John H. Batchelor

12:35 – 1:00 PM | KEYNOTE ADDRESS

Dr. George C. Banks

1:00 – 1:15 PM | Closing Remarks & Adjournment

Dr. Tim McIlveene

Thank you for being part of the Advances in Business Management Conference.

ABM CONFERENCE LUNCHEON

Saturday, October 17 | Mallorca, Spain

Location: 1962 Restaurant - Minus One Floor

12:00 – 1:35 PM

PROGRAM

12:00 – 12:10 PM | Welcome & Upcoming ABM Meeting

Dr. Tim McIlveene

12:10 – 12:35 PM | ABM Business Meeting

Dr. John H. Batchelor

Financials • Board Composition • Future Planning • Upcoming Conferences

12:35 – 12:45 PM | Awards Presentation

Dr. Sharon Kerrick & Dr. Denise Cumberland

12:45 – 1:05 PM | Sponsor Recognition

Dr. John H. Batchelor

Special thanks to our conference sponsors

1:05 – 1:25 PM | Board Member Recognition

Dr. John H. Batchelor

1:25 – 1:35 PM | Closing Remarks & Adjournment

Dr. Tim McIlveene

Thank you to our sponsors, board members, presenters, and participants for making ABM possible.

Friday, October 16

Session 1A- Ramblas Room

8:30 - 10:00 AM

Artificial Intelligence in Organizations

Session Chair: Alli Forrester

Artificial Intelligence and the Employment Social Contract: Reciprocity, Legitimacy, and the Ethics of Algorithmic Governance

Full Paper

Authors: Tim Mcilveene, University of West Florida; Stephen LeMay, University of West Florida; John Batchelor, University of West Florida; Scott Keller, University of West Florida, Ed Ranelli, University of West Florida; Andrea Gornall, University of West Florida; Jack Monger, University of West Florida

Why Do Small Business Owners Respond Differently to AI? An Appraisal-Based Framework

Full Paper

Authors: Sonny Nguyen University of West Florida; Tim Mcilveene University of West Florida

The Great Boom Barrier(s): Can AI Adoption Help Boost Business for Texas' Small Oil Operators?

Extended Abstract

Authors: Macie Mille, Midwestern State University; Alli Forrester, Midwestern State University; Tony Dunkerley, Midwestern State University

Professional Identity Threat and AI Aversion: The Roles of Shame and Guilt in Employee Responses to Workplace AI

Extended Abstract

Author: Jennifer Ziegelmayer, IESEG School of Management

Session 1B - Paseo Mallorca

8:30 - 10:00 AM

People, Engagement, and Growth

Session Chair: Sharon Kerrick

Psychosocial Drivers of Workforce Engagement: Identity, Prosocial Impact, and Commitment Among Union Members

Full Paper

Authors: Brianna Roberts, University of Louisville; Denise Cumberland, University of Louisville; Sharon Kerrick, University of Louisville; Jason Immekus, University of Louisville

Passion and Self-Efficacy as Pathways to Growth Intentions: The Mediating Role of Effectuation Sub Dimensions

Full Paper

Authors: Abayomi Akinboye, University of Delaware; Sussie Morrish, University of Canterbury; Jamie Collins, Tarleton State University

Designing for Persistence: How Organizations Enable Sustained Prosocial Engagement

Extended Abstract

Authors: Frank Tillman, Midwestern State University; Sonia White, Midwestern State University; Alli Forrester, Midwestern State University

Talent Management as Resource Conservation in Small Businesses and Nonprofits

Extended Abstract

Author: Kristie Abston, Middle Tennessee State University

Session 2A Ramblas Room

10:15 - 11:45 AM

Leadership, Commitment, and Workplace Well-Being

Session Chair: Kristie Abston

The Cost of Absent Leadership: A Model of Trust, Ethical Climate, and Employee Well-Being

Full Paper

Authors: Kelly Manix, Middle Tennessee State University; Matt Oglesby, University of North Alabama; Emory Serviss, Auburn University

Politically Skilled and Committed: A Dual Pathway Model Linking Servant Leadership to Individual and Organizational Citizenship Behaviors

Full Paper

Authors: Maggie Davis, University of West Florida; Tim McIlveene, University of West Florida; Melissa Brode, University of West Florida; Nancy Osei Bonsu, University of West Florida; Ed Ranelli, University of West Florida

Winning is Everything: A Meta-Analytic Examination of Trait Competitiveness

Extended Abstract

Author: Tyler Fezzey, University of West Florida

How Workplace Female Discrimination and Competitive Team Climate Erode Female Employee Well-Being

Extended Abstract

Authors: Tyler Fezzey, University of West Florida Yuntao Bai, Xiamen University; Chen Yu, Xiamen University; Peter Harms, University of Alabama; Helen Han-Haas, Youngstown University

Session 2B - Paseo Mallorca

10:15 - 11:45 AM

AI, Decision-Making, and Franchising

Session Chair: Denise Cumberland

AI-Enabled Decision Authority Alignment: A Framework for Digital Innovation in Small Businesses

Full Paper

Author: Senali Amarasuriya, Middle Tennessee State University

Adaptive Reinforcement Learning for Franchise Training: Cognitive Load, Attention, and Performance in Quick-Service Restaurant Systems

Extended Abstract

Author: Sri Latha Pravallika Alapati, University of Louisville; Denise Cumberland, University of Louisville

An Asymmetrical Framework of Substantive Skills in an AI Environment

Extended Abstract

Author: William Mesa, Metropolitan State University

Governance-Integrated Hybrid Intelligence: A Cross-Sector Framework for Operational Decision-Making Under Regulatory and Institutional Uncertainty

Extended Abstract

Author: Haris Alibašić, University of West Florida

Franchisee Adaptive Capacity and Performance: A Dynamic Model

Extended Abstract

Author: Angela Williams, DetailXPerts

Session 3A - Ramblas Room

1:45 - 3:15 PM

AACSB Special Session

Moderator: Maggie Davis

Gatekeepers of Power: Measuring Petty Tyranny Beyond the Supervisor-Subordinate Relationship

AACSB Panel

Presenter: John Batchelor, University of West Florida; Haris Alibašić, University of West Florida; Scott Keller, University of West Florida; Stephen LaMay, University of West Florida; Alperen Unlu, University of West Florida

Leading AACSB Work at the College Level: Governance, Strategy, and Impact

AACSB Panel

Presenters: Amy McMillan, East Carolina University; Jenna Lee, East Carolina University

Session 3B - Paseo Mallorca

1:45 - 3:15 PM

Higher Education, Learning, and Talent

Session Chair: April Mondy

From Career Ladder to Portfolio Life: Rethinking Entrepreneurial Education for Gen Z's Professional Reality

Extended Abstract

Authors: Monica Amadio, Stockton University; Christian Ehiobuche, Stockton University

The Great Academic Revolution: How Learning Is Being Reborn

Extended Abstract

Author: Françoise Chevalier, HEC Paris

École 42: A Disruptive Pedagogical Model in Higher Education

Extended Abstract

Authors: Dima Chdid, Smart Vision, Françoise Chevalier, HEC Paris; Diane Abdallah, ESA

Access, Timing, and Student Success: Late Registration as a Problem of Higher Education Administration

Extended Abstract

Authors: Zinaida Taran, Delta State University; April Mondy, Delta State University Ngepu Kiawi, Delta State University

Session 4A - Ramblas Room

3:30 – 5:00 PM

Organizational Challenges and Strategic Tradeoffs

Session Chair: Senali Amarasuriya

The Caregiver's Plight: A Teaching Case in Forensic Accounting and Fraud Examination

Teaching Case

Authors: Sheri Betzer, Metropolitan State University; Rebecca Sheppard, Metropolitan State University

Private Equity Buyouts in Healthcare

Extended Abstract

Author: Barry Ripps, Global LIFE, LLC

Different Brands, Different Futures: A Framework for Understanding Socioemotional Wealth Tradeoffs

Extended Abstract

Authors: Justin Scott, University of North Alabama; Philipp Jaufenthaler, University of Innsbruck

Saturday, October 17

Session 5A - Ramblas Room

8:30 - 10:00 AM

Panel Discussion on Rural Entrepreneurship and Small Business

Moderator: Josh Aaron

Revisiting Small Business Performance

Full Paper

Authors: Brandon Roberts, University of North Alabama; Justin Scott, University of North Alabama

Assessing the Integration of Artificial Intelligence in Organizations: A Framework for Small Businesses

Full Paper

Authors: David E. Cavazos, Tarleton State University; Jamie D. Collins, Tarleton State University; Nathan Heller; Tarleton State University

Access to Capital in a Rural Setting: The Biggest Obstacle Rural Entrepreneurs Face

Panel

Authors: Bill Leaverton, Tarleton State University; Jamie Collins, Tarleton University; Wyatt E. Lee, Tarleton State University

Beyond Wages: Workforce System Entrepreneurship and Community-Embedded Resilience at Sprague Ranch

Panel

Presenters: Gordon “Flash” Sprague, University of West Florida; Tyler Fezzy, University of West Florida

Session 6A - Ramblas Room

10:15 – 11:45 AM

Community Impact, Nonprofits, and Entrepreneurship

Session Chair: Sonia White

Leveraging Migrant Capital: A Case Study of Aligning Nonprofit Strategy and Mission with Honduran Remittance Trends and Policy Recommendations

Full Paper

Authors: Sonia White, Midwestern State University; Pablo Garcia-Fuentes, Midwestern State University

Leveraging Academic Centers: Strategic Drivers of AACSB Accreditation Performance and Societal Impact

Full Paper

Authors: Sonia White, Midwestern State University

Time, Talent, Treasure, and Ties: What Impact Do Small Businesses Have on Philanthropic Behaviors

Extended Abstract

Authors: Sydney Fosnaugh, Midwestern State University; Sonia White, Midwestern State University; Alli Forrester, Midwestern State University

Entrepreneurial Activity in Arkansas and States with Similar Profiles

Extended Abstract

Authors: Joe Felan, University of Arkansas; Jim Grabowski, University of Arkansas; Christina Robichaud, University of Montana; Priscilla Agbaji, University of Arkansas

Session 6B - Paseo Mallorca

10:15 – 11:45 AM

Strategy, Governance, Marketing, and Operations

Session Chair: Senali Amarasuriya

Resource Mobility Asymmetry and Airport Inefficiency: How Ultra-Low-Cost Carriers Amplify Seasonal Cost Volatility at Florida Airports

Extended Abstract

Authors: Richard Hawkins, University of West Florida; Stephen LeMay, University of West Florida

The Birth of Marketing Management: A Historical Inflection in Printers' Ink (1888-1924)

Extended Abstract

Authors: Richard Germain, University of Louisville; Katina Kulow, University of Louisville; Mina Kwon, University of Louisville; Brittany Green, University of Louisville; Marc Broering, University of Louisville; Logan Pant, Western Michigan University

When Location and Influence Converge: A Theoretical Framework for Understanding Geofenced Influencer Marketing

Extended Abstract

Authors: Christina Saewert, University of South Alabama; Mark Sciuchetti, Jacksonville State University

Enforcing Minority Shareholder Rights to Accountability in U.S. and U.K. Private Companies: Potential Issues and Pitfalls for Small Investors

Extended Abstract

Authors: Sheri Betzer, Metropolitan University; Andrew Holt, Metropolitan University

Sponsors

We would like to thank our sponsors for their generous support of the Advances in Business Management Conference.

