

Advances in Business Management

Crocs Hotel and Casino

Jacó Beach, Costa Rica

October 9-11, 2025



October 9 – Conference Kickoff

5:00 – 6:00 PM | Welcome Reception (Adacus Restaurant Floor 2)

- Welcome and networking event for attendees

October 10 – Conference Day 1

8:00 – 8:30 AM | Registration

8:30 – 10:00 AM | Paper Presentation Sessions (Crocs 1 and 2 Conference Rooms)

10:00 – 10:15 AM | Break

10:15 – 11:45 AM | Paper Presentation Sessions (Crocs 1 and 2 Conference Rooms)

12:00 – 1:30 PM | Lunch and Keynote Address with Dr. Joe Hair (La Stanza Restaurant)

1:45 – 3:15 PM | Paper Presentation Sessions (Crocs 1 and 2 Conference Rooms)

3:15 – 3:30 PM | Break

3:30 – 5:00 PM | Advanced Research Methodologies Seminar with Dr. Joe Hair (Crocs 1 Conference Room)

Evening at Leisure

Attendees are free to explore local dining options and make their own arrangements for dinner. This is an opportunity to enjoy the vibrant culinary scene, connect with colleagues, or unwind at their own pace.

October 11 – Conference Day 2

8:00 – 8:30 AM | Breakfast & Networking (Room)

8:30 – 10:00 AM | Paper Presentation Sessions (Crocs 1 and 2 Conference Rooms)

10:00 – 10:15 AM | Break

10:15 – 11:45 AM | Paper Presentation Sessions (Crocs 1 and 2 Conference Rooms)

12:00 – 1:30 PM | Group Lunch & Best Paper / Abstract Awards (La Stanza Restaurant)

1:30 PM | Conference Concludes

October 9 – Conference Kickoff

5:00 – 6:00 PM | Welcome Reception

- Welcome and networking event for attendees

October 10 – Conference Day 1

8:00 – 8:30 AM | Registration

8:30 – 10:00 AM | Paper Presentation Sessions

Croc's 1 Conference Room

8:30 – 9:00 AM

*Implementing micro-credentials (MC) and digital badging (DB)
at a Midwestern public post-secondary university.*

Sharon Kerrick (University of Louisville)

Denise Cumberland (University of Louisville)

9:00 – 9:30 AM

Information – A Perception-based Definition

Stephen LeMay (University of West Florida)

9:30 – 10:00 AM

*Harnessing AI for Smarter and Greener Supply Chains in Small
Businesses.*

Senali Amarasuriya (Middle Tennessee State University)

Croc's 2 Conference Room

8:30 – 9:00 AM

*BookPortal: A Web-Based Platform for Efficient Book
Discovery and Community-Driven Sharing*

Abdullah Gunwan (Vishwakarma Institute of Technology,
Pune)

9:00 – 9:30 AM

*Repeat, Engage, Spend: Behavioral Drivers of Purchase Value
in Vice Goods E-Commerce*

Jumana Black

10:00 – 10:15 AM | Break

10:15 – 11:45 AM | Paper Presentation Sessions

Croc's 1 Conference Room

10:15 – 10:45 AM

Resource-Poor, Risk-Rich: The AI Trap for Small Businesses

Timothy McIlveene (University of West Florida)

Sonny Nguyen (University of West Florida)

John Batchelor (University of West Florida)

Scott Keller (University of West Florida)

Ed Ranelli (University of West Florida)

10:45 – 11:15 AM

Navigating the Storm

Christian Garabedian (University of West Florida)

11:15 – 11:45 AM

*Distinct but complementary: Dynamic and Improvisational
Capabilities*

Sonia White (Midwestern State University Center for Nonprofit
for Management and Leadership)

William Gillis (University of South Alabama)

Croc's 2 Conference Room

10:15 – 10:45 AM

*The OUCH Test: A Pedagogical Tool for Teaching Managers
Legal and Ethical People Management*

John Hendon (Texas State University)

**12:00 – 1:30 PM | Lunch and Keynote Address with Dr. Joe Hair (La
Stanza Restaurant)**

1:45 – 3:15 PM | Paper Presentation Sessions

Croc's 1 Conference Room

1:45 – 2:15 PM

“Workplace Families” and the Power of Toxic Positivity

Alli Forrester (University of South Alabama)

2:15 – 2:45 PM

*The Evolution of Marketing's Methodological Wars: From
Levy's Symbolic Revolution to the Hunt-Anderson Stalemate*

Stephen LeMay (University of West Florida)

Martin Svendsen (Stockholm University)

2:45 – 3:15 PM

*Strengthening Workforce Development for New Graduates in
the Southeast U.S.*

John Batchelor (University of West Florida)

Tim McIlveene (University of West Florida)

Croc's 2 Conference Room

1:45 – 2:15 PM

*Slide Into Success: Mastering PowerPoints in the Business
World*

Jack Monger (University of West Florida)

2:15 – 2:45 PM

The Potential of AI Chatbot Safety Training in High-Risk Industries

Mike Jernigan (University of South Alabama)

3:15 – 3:30 PM | Break

3:30 – 5:00 PM | Advanced Research Methodologies Seminar with Dr. Joe Hair (Crocs 1 Conference Room)

October 11 – Conference Day 2

8:00 – 8:30 AM | Breakfast & Networking

8:30 – 10:00 AM | Paper Presentation Sessions

Croc's 1 Conference Room

8:30 – 9:00 AM

Conserving Resources Across Roles in a Remote Work Environment: Can Conscientiousness Negatively Impact the Remote Work – Work-Life Balance Relationship

Kristen Keating (University of South Alabama)

9:00 – 9:30 AM

The Entanglement Dilemma in Servant Leadership: Exploring Tipping Point in Leader Depletion

April E. Mondy (Delta State University)

Christina L. Wassenaar (University of South Alabama)

Croc's 2 Conference Room

8:30 – 9:00 AM

Procurement 4.0: A Three-Pillar Framework for Ethical AI Adoption in Small Businesses

Senali Amarasuriya (Middle Tennessee State University)

Kristie Abston (Middle Tennessee State University)

9:00 – 9:30 AM

The Impact on Tariffs and Uncertainty on SME Supply Chains

Stephen LeMay (University of West Florida)

Dave McMahon (Pepperdine University)

9:30 – 10:00 AM

Numerosity and Mindset Effects in Remote Parking: Distance Framing and Consumer Choice

Stephen LeMay (University of West Florida)

James Mead (University of West Florida)

Richard Hawkins (University of West Florida)

Felicia Morgan (University of West Florida)

10:00 – 10:15 AM | Break

10:15 – 11:45 AM | Paper Presentation Sessions

Croc's 1 Conference Room

10:15 – 10:45 AM

Driving. Toward EV Adoption: Why South Alabama Isn't Plugged in Yet

Kenneth O'Connor (University of West Florida)

Marianne Loes (University of South Alabama)

Britton Leggett (McNeese State University)

Logan Barrett (University of South Alabama)

Jennifer Zogbhy (University of South Alabama)

Daniela Wolter Ferreira Tuma (University of South Alabama)

10:45 – 11:15 AM

A Dual-Pathway Model of Generative AI Enhancing Job Satisfaction for Autistic Employees

Alana Bell (Hampton University)

Maggie Davis (University of West Florida)

Keith Cole (Alabama State University)

11:15 – 11:45 AM

Evolving Sage: How Multi-Archetypes Can Strengthen or Deteriorate Sage Brands

Andrya Allen (University of South Alabama)

Robyn Brouer (University of South Alabama)

12:00 – 1:30 PM | Group Lunch & Best Paper / Abstract Awards (La Stanza Restaurant)

1:30 PM | Conference Concludes

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Thank you for making this event possible! We appreciate the continued support.



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