

THE INTERNATIONAL ACADEMY OF BUSINESS DISCIPLINES

THIRTY – SEVEN ANNUAL CONFERENCE

*** OFFICIAL PROGRAM ***

April 8 – 10, 2026

Phoenix, Arizona USA

EMBASSY SUITES by HILTON

4400 S Rural Rd
Tempe, AZ 85282

IABD PRESIDENT

Paul A. Fadil, University of North Florida

PROGRAM CHAIR

Cindi Smatt, University of North Georgia

ASSOCIATE PROGRAM CHAIR & PROCEEDINGS EDITOR

Robert A. Smith, Southern Connecticut State University

SPONSORING INSTITUTIONS AND INDIVIDUALS

University of North Florida, Coggin College of Business

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37TH ANNUAL CONFERENCE OF THE IABD

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IABD President's Welcome

My Dear Friends,

I would like to take this opportunity to welcome you to the 37th annual conference of the International Academy of Business Disciplines (IABD) in Tempe, Arizona. I would like to extend a warm gesture of gratitude to our sponsoring institution, the University of North Florida. Without their kind financial support, many of our amenities would not be possible.

As usual, with the brotherhood and fraternity of IABD, let's truly try to strengthen old bonds with old friends and forge new ones, all while supportively sharing knowledge and ideas. Although it's been much tougher this year, we still have IABD members coming from all over the world. IABD is truly a melting pot of numerous cultures and ethnicities. We are not only organizing international study conferences every year, but we are also truly an international organization. It is not just what we do, it's who we are, and we are all quite proud of it.

Once participants attend their first IABD conference, they almost always come back for more. We have numerous 10 – 20 year attendees and many of us (myself included) have attended more than 30 of these conferences over the years. We will continue to work with you in the coming years to adapt and evolve to the new academic environments, while maintaining the "personal touch" that has become synonymous with our mission.

I would like to take a moment to thank our Board of Directors. Their support and direction have been invaluable to IABD accomplishing its goals. Many of these Board members have been with the organization for over 20 years and are past presidents, so they are incredibly invested in the workings of our organization. They are truly my compass and have become the counsel upon which I rely heavily.

I would also like to recognize and thank the heart and soul of IABD, our Track Chairs. Without these Track Chairs, who also double as our editorial board for our signature journal, The Quarterly Review of Business Disciplines, IABD would not be able to logistically complete the necessary tasks for our annual conference or put a quality journal together. You all have my undying gratitude for all that you have done and continue to do for IABD.

Finally, IABD has put together one of the best team of officers with whom I have ever had the pleasure of working. Thus, I would like to express my sincere appreciation to the following people: Dr. Kaye McKinzie, for creating and maintaining our websites; Dr. Cindi Smatt and Dr. Robert Smith, for continuing to excel in the Program Chair duties; Dr. Lou Falk, for creating the journal's website and forcing us to honor our past; Dr. Reza Eftekharzadeh for being our treasurer for the past 30 years; and Dr. Charles Lubbers, for editing our signature journal QRBD.

For many of us, IABD is truly a labor of love. As we come together for our 37th meeting, please enjoy the scholarship, our members, the venue, and the various opportunities that our organization provides. We truly believe that the discussions that happen outside the presentation rooms are just as important as the formal discussions that take place inside these rooms. Let us continue to advance the values of our institution by exchanging ideas in a supportive atmosphere, understanding the interdisciplinary nature of the conference, and promoting a truly international experience through constructive dialogue and global understanding. Additionally, if any of you wish to volunteer as a Track chair for future conferences please let us know. We will be happy to have you. I wish you a pleasant experience at our 2026 IABD Conference.

Sincerely,

Paul A. Fadil

Paul A. Fadil

IABD MISSION AND OBJECTIVES

The International Academy of Business Disciplines is a global, nonprofit, and non-partisan organization established to foster education in all business disciplines. The objectives of IABD are to stimulate learning and understanding and to exchange information, ideas and research results around the world. In addition, the Academy seeks to bridge the gap between theory and practice in the international marketplace.

Furthermore, we hope to create an environment where learning, teaching and research and the practice of management, marketing, economics, finance, accounting, management information systems, and communications can be advanced. Our main focus is on unifying and extending knowledge in these areas to ultimately create an integrated theory that applies across national boundaries. Membership in the organization is open to scholars, practitioners, public policy makers, and concerned citizens who are interested in advancing knowledge in various business disciplines and related fields. More information is available on home page of IABD at www.iabd.org.

ACKNOWLEDGMENTS

To all our supporters and host organizations we express our thanks and appreciation. We hope that you will continue your support of our volunteer organization. With your continued help and cooperation, we will build one of the most respected organizations in the profession.

We extend acknowledgments and thanks to all participants who submitted their work and supported IABD activities leading up to the 2026 conference. We also thank all those who have provided us with their professional contributions such as reviewing papers, chairing sessions and serving as discussants. And more importantly, we acknowledge the herculean contribution of our track chairs. They are one of the most important groups in IABD. Truly, there would be no IABD program without the hard work and dedicated efforts of the track chairs.

HOTEL CONTACT

We believe you will certainly enjoy the conference more by staying at the conference hotel. They are giving us attractive IABD room rates and are discounting the pricing for the use of the hotel's conference room facilities. The conference hotel is the:

EMBASSY SUITES BY HILTON PHOENIX-TEMPE, AZ
4400 S Rural Rd
Tempe, AZ 85282
Contact: (480) 897-7444

REGISTRATION

Take time to fully enjoy the IABD experience, meet other participants, and partake in the many opportunities afforded in Las Vegas. At the conference, pick up your registration materials, conference badge and other information at the IABD registration desk setup in front of the meeting rooms. Keep this program with you. This is the only program that you will receive. A receipt will be provided when you pick up materials at the registration desk.

REGISTRATION SCHEDULE

Thursday, April 9, 2026

7:30 AM – 4:00 PM Main Lobby

Friday, April 10, 2026

7:30 AM – 4:00 PM Main Lobby

PRESENTING YOUR RESEARCH

We encourage you to take advantage of the special atmosphere at IABD meetings, rather than be an “in-and-out” presenter. The Academy provides a unique international/interdisciplinary forum for professionals and faculty in business schools, communications programs, and other social science departments to discuss common interests. Attendees include scholars, corporate executives, and policy makers from many countries experts in more than 30 specialties.

WEBPAGE ADMINISTRATOR

The Academy maintains an active webpage at www.iabd.org.

For more information, please contact: Kaye McKinzie, Email: kmckinzie@uca.edu.

2026/2027 QUARTERLY REVIEW OF BUSINESS DISCIPLINES (QRBD)

Editor-in-Chief: Charles Lubbers

The Quarterly Review of Business Disciplines is the official publication of the International Academy of Business Disciplines (IABD). It is published four times a year: May, August, November, and February of the following year. QRBD is registered with the Library of Congress and is listed on Cabell’s Directory of Publishing Opportunities.

QRBD is a blind peer-reviewed journal that provides publication of articles in all areas of business and the social sciences that affect business. It welcomes the submission of manuscripts that meet the general criteria of significance and business excellence. The objectives of the International Academy of Business Disciplines and QRBD are to stimulate learning and understanding and to exchange information, ideas, and research studies from around the world.

Submission to QRBD must follow the journal’s Style Guide for Authors, including length, formatting, and references. QRBD is interested in papers that are constructive in nature and suggest how established theories or understandings of issues in business can be positively revised adapted or extended through new perspectives and insights. IABD members and authors who participate in the IABD annual conference are given first priority as a matter of courtesy.

JOURNALS AND PERIODICALS

IABD publishes and/or collaborates in producing:

- *Quarterly Review of Business Disciplines*
- *Journal of Competitiveness Studies*
- *The International Journal of Interdisciplinary Research*
- *Journal of Promotion Management*
- *Competition Forum*

NEXT YEAR'S CONFERENCE

2027 is just around the corner. The **38th Annual IABD Conference will be in Orlando, FL**

MESSAGE BOARDS

A message board will be located in the vicinity of the IABD Registration Desk for your convenience. Any correction or change in the conference program schedule will be posted on a special bulletin board by the IABD Registration Desk.

SPECIAL EVENTS AT THE IABD 37TH ANNUAL CONFERENCE:

- **EARLY BIRD RECEPTION:** Wednesday, April 8, 2026, 5:00 – 6:30 p.m., Tempe Ballroom A
- **IABD BOARD OF DIRECTORS MEETING:** Wednesday, April 8, 2026, 7:00 – 10:00 p.m., Conference Suite 200
- **ALL ACADEMY LUNCH:** Thursday, April 9, 2026, 12:00 – 1:15 p.m., Embassy Court
- **ALL ACADEMY SESSION:** Thursday, April 9, 2026, 3:15 – 4:30 p.m., Phoenix Ballroom B
- **ALL ACADEMY GALA RECEPTION/DINNER:** Friday, April 10, 2026, 7:00 – 9:00 p.m., Phoenix Ballroom A

AWARDS & RECOGNITIONS



2026 Best Paper Awards

“Enhancing Learning and Reducing Test Anxiety: Student Perceptions of the Immediate Feedback Assessment Technique (IF-AT)”

James Smith, Oklahoma City University

Jeri Jones, University of Central Oklahoma

“Teaching Artificial Intelligence in Emergency Management: Overcoming Access and Cost Barriers”

Chris Lindquist, Utah Valley University

John Fisher, Utah Valley University

2026 Outstanding Track Chair

Denise McWilliams & Renée M.E. Pratt

Analytics & Artificial Intelligence Track

AWARDS & RECOGNITIONS



The 2026 Annual IABD Lifetime Achievement Award



Dr. Louis K. Falk

Louis K. Falk earned his Ph.D. in Mass Communication from the University of Southern Mississippi, specializing in Advertising and Public Relations. He is a U.S. Army veteran, and Professor in the Department of Communication at the University of Texas Rio Grande Valley (UTRGV). He joined UTRGV in 2005 and has served as a full professor since 2011. Before arriving at UTRGV, Dr. Falk held faculty appointments in several institutions, including the Williamson College of Business Administration at Youngstown State University; the School of Journalism and Mass Communication at Florida International University; the Department of Communication at the University of Texas at El Paso; the Department of Communication at Pittsburg State University; and the Department of Communication at East Tennessee State University.

Throughout his academic career, Dr. Falk has served in numerous leadership and service roles, including Graduate Coordinator, Sequence Head, Parliamentarian for the Academic Senate, and Provost Fellow. He has also contributed extensively to university governance, serving on committees such as the University Tenure and Promotion Committee (Chair for four terms), the Academic Senate, and the University Athletics Council.

Dr. Falk is certified by Quality Matters—an international leader in quality assurance for online learning—as both an instructor and a course reviewer. In 2017, he was named UTRGV's Online Instructor of the Year. He is also the founding developer of several

organizational and academic websites, including those for the International Academy of Business Disciplines (IABD) and Florida International University's School of Journalism and Mass Communication.

A member of IABD since 1992, Dr. Falk has held multiple leadership positions within the organization, including Track Chair, Website Developer/Manager, Vice President, Member of the Board of Directors, Assistant to the President, and Historian. He has attended every annual convention since joining.

Dr. Falk has authored more than 80 publications and delivered over 100 academic presentations. His research interests center on technology, mass communication, and their effects on the environment. His recent work focuses on educational technology, particularly structural augmentation and the expanding role of artificial intelligence. With more than three decades of university teaching experience, Dr. Falk has taught courses in Communication, Mass Communication, Advertising, Public Relations, Marketing, and Business Technology. He is also the founding developer of multiple online courses within the Communication Department.

IABD PRESIDENT

Paul A. Fadil 2012-Present, University of North Florida <pfadil@unf.edu>

FORMER IABD PRESIDENTS

Ahmad Tootoonchi President, 2007-2012, Frostburg State University
<tootoonchi@frostburg.edu>

J. Gregory Payne President, 2005-2007, Emerson College <zulene@aol.com>

David L. McKee President, 2003-2005, Kent State University
<dmckee@bsa3.kent.edu>

Phillip W. Balsmeier President, 2002-2003, Centenary College of Louisiana
<phillip.balsmeier@nicholls.edu>

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<rnelson@lsu.edu>

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<dan.devine@emich.edu>

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Raymond P. Lutz President, 1989-90, University of Texas-Dallas
<rplutz@utdallas.edu>

IABD BOARD OF DIRECTORS

Abbas J. Ali	Indiana University of Pennsylvania
Hooshang M. Beheshti	Radford University
Raymond A. Cox	Thompson Rivers University
Louis K. Falk	University of Texas Rio Grande Valley
Ali M. Kansa	The University of Texas at San Antonio
Brian Larson	Widener University
J. Gregory Payne	Emerson College
Enric Ordeix-Rigo	UVic-Central Catalonia University
Paloma Bernal Turnes	Universidad Rey Juan Carlos
Kaye McKinzie	University of Central Arkansas
Margaret A. Goralski	Quinnipiac University

IABD PROGRAM CHAIR

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IABD VP for COMMUNICATION/MEDIA RELATIONS and HISTORIAN

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Kaye McKinzie, University of Central Arkansas <KmcKinzie@uca.edu>

IABD AUDIT COMMITTEE

Hooshang M. Beheshti, Radford University <hbehesht@runet.edu>

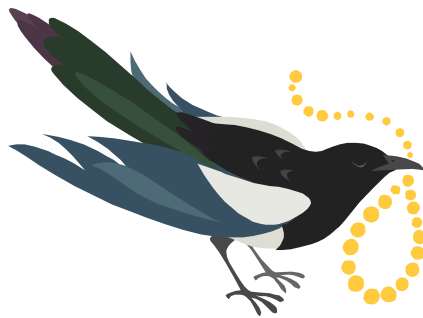
Abbas J. Ali, Indiana University of Pennsylvania <aaali@iup.edu>

TRACK CHAIRS OF THE 2023 IABD ANNUAL CONFERENCE

1. Accounting Research & Theory	Charles Boster, Columbus State University
2. Advertising & Marketing Communication	Louis K. Falk, Univ. of Texas Rio Grande Valley
3. Analytics & Artificial Intelligence	Denise McWilliams, University of North Georgia Renée M.E. Pratt, University of North Georgia
4. Business Law	Kauther Badr, Southern Connecticut State University
5. Cross-Cultural & Interpersonal Communication	Jennifer Summary, Florida SouthWestern State College
6. Economics	Dale Steinreich, Drury University
7. Entrepreneurship & Small Business	Cindi Smatt, University of North Georgia
8. Ethical & Social Issues	Kellye Jones, Clark Atlanta University
9. Finance	Youngha Ki, University of North Georgia
10. Global Corp PR, Responsibility & Culture	Enric Ordeix-Rigo, UVic-Central Catalonia University (Barcelona)
11. Health Communication & Public Policy	J. Gregory Payne, Emerson College
12. Human Resources Management	Jie Guo, University of North Georgia
13. Information Systems & E-Learning	Shuaifu Lin, University of Houston – Downtown
14. Interdisciplinary Studies	Maria Scott, Cooper Gryphon Consulting
15. International Business	Brandi Quesenberry, Virginia Tech
16. Instructional and Pedagogical Issues	Oluwatoyin Awoyinka, Southern Connecticut State University
17. Leadership	Robert Bennett, Georgia Southwestern State University
18. Managerial Accounting	Majidul Islam, Concordia University
19. Marketing	Robert Smith, Southern Connecticut State University

20. Marketing Research	Talha D. Harcar, Penn State – Beaver
21. Organizational Behavior & Theory	Wonseok Choi, University of Detroit Mercy Inchul Cho, University of North Georgia
22. Project & Knowledge Management	Arthur Kolb, Univ. of Applied Sciences-Kempton Armin Roth, Reutlingen University
23. Public Relations & Corp. Comm.	Bonita Dostal Neff, Indiana University Northwest
24. Sport Business	Yawei Wang, Montclair State University
25. Strategic Management	Paul Fadil, University of North Florida
26. Student Papers	John Tedesco, Virginia Tech
27. Supply Chain Management	Rahul Kale, University of North Florida
28. Sustainability	Chris Baynard, University of North Florida
29. Tourism, Travel, & Hospitality	Liza Cobos, Missouri State University Jie Gao, San José State University

**** All Academy Early Bird Reception ****



Wednesday, April 8, 2026

5:00 PM – 6:30 PM

***Location:
Tempe Ballroom B***

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



Wednesday, April 8, 2026
7:00 PM – 9:00 PM

***Location:
Conference Suite 200***

Thursday, April 9, 2026



Breakout Sessions

Thursday, April 9th, 2026

8:30 A.M. – 10:00 A.M.

Room: Phoenix Ballroom A

ADVERTISING & MARKETING COMMUNICATION

Track: Advertising & Marketing Communication

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

Session Title: AI, IMC, and Stakeholders

Session Chair: Ali M. Kanso, University of Texas San Antonio

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1. Presentation Title: "A Global Look at Attitudes Toward and Adoption of AI"¹
Charles Lubbers, University of South Dakota
 2. Presentation Title: "Artificial Intelligence Adoption: Cheers or Chills?"²
Louis K. Falk, University of Texas Rio Grande Valley
John R. Fisher, Utah Valley University
 3. Presentation Title: "Stakeholder Evaluations of ESG - Social Disclosure Across Owned, Shared, and Earned Media"³
Amiee Shelton, Roger Williams University
Evelyn McAdoo, Roger Williams University
 4. Presentation Title: "IC vs IMC: An Outlook on Concept Overlap"⁴
Ali M. Kanso, University of Texas San Antonio
Ziad Swaidan, University of Houston-Victoria

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

¹ Proceedings page 1

² Proceedings page 3

³ Proceedings page 25

⁴ Proceedings page 17

Thursday, April 9th, 2026

8:30 A.M. – 10:00 A.M.

Room: Phoenix Ballroom B

MARKETING RESEARCH

Track: Marketing Research

Track Chair: Talha Harcar, Pennsylvania State University at Beaver

Session Title: Ethics, Emotions, and Engagement: New Frontiers in Consumer Behavior and Marketing Technology

Session Chair: Daniel W. Smith, Pennsylvania State University at Beaver

-
1. Presentation Title: “The Contemporary Consumers Ethics Scale (CCES): A Revision and Extension of the Muncy-Vitell Framework”⁵
Talha Harcar, Pennsylvania State University at Beaver
 2. Presentation Title: “Empathy vs. Efficiency: How Customers Feel About AI and Human Service Agents”⁶
Zara Kacar, Pennsylvania State University at Beaver
 3. Presentation Title: “Predictive Forecasting Indicators for Small Firms and Marketing Managers”⁷
Daniel W. Smith, Pennsylvania State University at Beaver
 4. Presentation Title: “From Interruption to Animosity? Examining Whether YouTube's Platform Practices Generate Consumer Hostility”⁸
Talha Harcar, Pennsylvania State University at Beaver

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

⁵ Proceedings page 29

⁶ Proceedings page 10

⁷ Proceedings page 23

⁸ Proceedings page 14

Thursday, April 9th, 2026

8:30 AM – 10:00 AM

Room: Tempe Ballroom A

PUBLIC RELATIONS & CORPORATE COMMUNICATION

Track: Public Relations and Corporate Communication

Track Chair: Bonita Dostal Neff, Valparaiso University

Session Title: Challenges of the Public Relation Profession: AI impacts

Session Chair: Bonita Dostal Neff, Valparaiso University

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1. Presentation Title: “Coded Creativity: Subcultures Social Media and the Future of Gen Z in a World of Uncertainty”⁹
Briana Cordon, Emerson College
 2. Presentation Title: “The Impact of AI on Public Relations Education When Integrated into the Public Relations Code of Ethics for Students Entering a PR Professional Position”¹⁰
Bonita Dostal Neff, Valparaiso University
 3. Presentation Title: “Strategic Considerations for Conducting Business in the Era of AI”¹¹
Gregory Neff, Purdue University Northwest
Bonita Dostal Neff, Valparaiso University
 4. Presentation Title: “Reflections on the challenges and opportunities for PR: My Experience as a 2025 PRSSA Global Fellow”¹²
Victoria Kalala, Emerson College

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

⁹ Proceedings page 6

¹⁰ Proceedings page 30

¹¹ Proceedings page 26

¹² Proceedings page 23

Thursday, April 9th, 2026

8:30 A.M. – 10:00 A.M.

Room: Tempe Ballroom B

**ECONOMICS/
MARKETING**

Track: Economics/
Marketing

Track Chair: Dale Steinreich, Drury University/
Robert Smith, Southern Connecticut State University

Session Title: Corporate Venturing, Monetary Rules, and Resource Curses

Session Chair: Dale Steinreich, Drury University

1. Presentation Title: “Do Central Banks Follow an Implicit Monetary Rule? Granger Causality, Real GDP, and Money in the U.S. and Brazil (1997-2024)”¹³

Dale Steinreich, Drury University

2. Presentation Title: “The Experience of Flow in Quilting: An Empirical Study”¹⁴

Susan Geringer, California State University Fresno
Andreas Stratemeyer, California State University Fresno

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

¹³ Proceedings page 9

¹⁴ Proceedings page 29

****BREAK****



Thursday, April 9, 2026

10:00 AM – 10:30 AM

Thursday, April 9th, 2026

10:30 A.M. – 12:00 P.M.

Room: Phoenix Ballroom A

SPORTS BUSINESS

Track: Sports Business

Track Chair: Yawei Wang, Montclair State University

Session Title: Reconfiguring Sport Systems: Platformization, Professionalization, and Multi-Actor Value Co-Creation

Session Chair: Ricard Jensen, University of Texas at San Antonio

1. Presentation Title: "From Amateurism to Agency: NIL, Professionalization, and the Emerging Role of the College Sport General Manager"¹⁵

Ryan Dastrup, University of West Florida

Ricard Jensen, University of Texas at San Antonio

2. Presentation Title: "Recurring Event Tourism Platforms: From Golf Tournament to Tourism Platform at the Waste Management Phoenix Open"¹⁶

Yawei Wang, Montclair State University

Yimeng Wang, Xi'an International Studies University

3. Presentation Title: "Exploring Cross-Over Fandom—Do Fans of the Cincinnati Bengals also follow the Reds, the Bengals, & Cincinnati FC?"¹⁷

Ryan Dastrup, University of West Florida

Ricard Jensen, University of Texas at San Antonio

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

¹⁵ Proceedings page 13

¹⁶ Proceedings page 23

¹⁷ Proceedings page 12

Thursday, April 9th, 2026

10:30 A.M. – 12:00 P.M.

Room: Phoenix Ballroom B

INFORMATION SYSTEMS & E-LEARNING

Track: Information Systems & E-Learning
Track Chair: Shuaifu Lin, University of Houston-Downtown
Session Title: AI and Technological Impacts on Learning
Session Chair: Shuaifu Lin, University of Houston-Downtown

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1. Presentation Title: “Empirical Study of IT Affordances, Consumer Experiences, Trust and Purchase Intention in Social Commerce”¹⁸
Liqiong Deng, University of West Georgia
Gelareh Towhidi, University of West Georgia
 2. Presentation Title: “Building an Inventory Solution for Small Businesses: A React Native and SQLite Approach”¹⁹
Cindi Smatt, University of North Georgia
Tamirat Abegaz, University of North Georgia
Ryan Dunham, University of North Georgia
 3. Presentation Title: “When ICT Controls or Supports: Technostress in Remote Work”²⁰
Shuaifu Lin, University of Houston Downtown

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

¹⁸ Proceedings page 10

¹⁹ Proceedings page 5

²⁰ Proceedings page 35

Thursday, April 9th, 2026

10:30 A.M. – 12:00 P.M.

Room: Tempe Ballroom A

PUBLIC RELATIONS & CORPORATE COMMUNICATION

Track: Public Relations and Corporate Communication

Track Chair: Bonita Dostal Neff, Valparaiso University

Session Title: Challenges of the Public Relation Profession

Session Chair: Bonita Dostal Neff, Valparaiso University

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1. Presentation Title: "Face-ism Theory in the 2024 United States Presidential Election"²¹
John Mark King, Midwestern State University
 2. Presentation Title: "Weathering the Crisis: What Did Volkswagen Do to Rejuvenate its Reputation After the Emission Cheating"²²
Ali Kansa, The University of Texas at San Antonio
 3. Presentation Title: "Constraint Sensemaking in Public Disclosure"²³
Yizhen Chen, Central Michigan University
Zhenyu Huang, Central Michigan University
 4. Presentation Title: "Global Perspectives on the 2024 U.S. Elections"²⁴
Shibo Mu, Emerson College

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

²¹ Proceedings page 12

²² Proceedings page 34

²³ Proceedings page 7

²⁴ Proceedings page 16

Thursday, April 9th, 2026

10:30 A.M. – 12:00 P.M.

Room: Tempe Ballroom B

ANALYTICS & ARTIFICIAL INTELLIGENCE

Track: Analytics & Artificial Intelligence

Track Chair: Renée M.E. Pratt, University of North Georgia
Denise McWilliams, University of North Georgia

Session Title: Analytics & Artificial Intelligence Session A

Session Chair: Renée M.E. Pratt, University of North Georgia

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1. Presentation Title: “Artificial Intelligence in Policing: Evidence from Kosovo”²⁵
Halil Asllani, Kosovo Academy for Public Safety
Fatos Haziri, Kosovo Polics
 2. Presentation Title: “Text to Insight: Teaching Sentiment Analysis in Business Contexts”²⁶
Arpit Sharma, The Citadel
Denise McWilliams, University of North Georgia
 3. Presentation Title: “Social Engagement in Fitness Wearable Use: Theory-based Construct Development, Empirical Validation, and Implications”²⁷
Arpit Sharma, The Citadel
Denise McWilliams, University of North Georgia

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

²⁵ Proceedings page 4

²⁶ Proceedings page 28

²⁷ Proceedings page 25

****Lunch Break****
&
****Business Meeting****

General information



Thursday, April 9, 2026

12:00 PM – 1:15 PM

Location:
Embassy Court

Thursday, April 9th, 2026

1:30 P.M. – 3:00 P.M.

Room: Phoenix Ballroom A

SPORTS BUSINESS

Track: Sports Business

Track Chair: Yawei Wang, Montclair State University

Session Title: Reconfiguring Sport Systems: Platformization, Professionalization, and Multi-Actor Value Co-Creation

Session Chair: Ricard Jensen, University of Texas at San Antonio

-
1. Presentation Title: "Disruption, Fragmentation, and the New Sports Media Landscape: A Theoretical Framework"²⁸
Ricard Jensen, University of Texas at San Antonio
Ryan Dastrup, University of West Florida
 2. Presentation Title: "Beyond the Billboard: Evolving Models of Sport Sponsorship in the Digital Age"²⁹
Ricard Jensen, University of Texas at San Antonio
Ryan Dastrup, University of West Florida
 3. Presentation Title: "Running on Heritage: A Case Study of the Xi'an City Wall Marathon"³⁰
Yimeng Wang, Xi'an International Studies University
Yawei Wang, Montclair State University

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

²⁸ Proceedings page 9

²⁹ Proceedings page 5

³⁰ Proceedings page 24

Thursday, April 9th, 2026

1:30 P.M. – 3:00 P.M.

Room: Phoenix Ballroom B

**INFORMATION SYSTEMS & E-LEARNING/
INSTRUCTIONAL & PEDAGOGICAL STUDIES**

Track: Information Systems & E-Learning/
Instructional & Pedagogical Studies

Track Chair: Shuaifu Lin, University of Houston-Downtown
Brandi Quesenberry, Virginia Tech

Session Title: Enhancing Learning/
Implications in AI Technologies

Session Chair: Shuaifu Lin, University of Houston-Downtown

-
1. Presentation Title: "Infrastructure-Intensive Innovation and the Concentration of Frontier AI"³¹
Yizhen Chen, Central Michigan University
Zhenyu Huang, Central Michigan University
 2. Presentation Title: "Future Readiness for AI Transformation: A Meta-Capability Perspective on Generative AI in Banking"³²
Di Shang, University of North Florida
 3. Presentation Title: "Enhancing Learning and Reducing Test Anxiety: Student Perceptions on Immediate Feedback Assessment Techniques (IF-AT)"³³
James Smith, Oklahoma City University
Jeri Jones, University of Central Oklahoma

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

³¹ Proceedings page 19

³² Proceedings page 16

³³ Proceedings page 11

Thursday, April 9th, 2026

1:30 P.M. – 3:00 P.M.

Room: Tempe Ballroom A

**ORGANIZATIONAL BEHAVIOR & THEORY/
TOURISM, TRAVEL, & HOSPITALITY**

Track: Organizational Behavior & Theory/ Tourism, Travel, & Hospitality

Track Chair: Inchul Cho, University of North Georgia
Wonseok Choi, University of Detroit Mercy/
Liza Cobos, Missouri State University
Jie Gao, San José State University

Session Chair: Wonseok Choi, University of Detroit Mercy

1. Presentation Title: “Servant Leadership as an Indicator for Project Success: The Mediating Roles of Team Communication and Role Clarity”
Aryn Clark, Columbus State University
Kevin Hurt, Kennesaw State University
2. Presentation Title: “Can We Bring our Family Back Together? How to Re-engage With International Scholars”³⁴
Paul Fadil, University of North Florida
Rahul Kale, University of North Florida
Cindi Smatt, University of North Georgia
3. Presentation Title: “Trusting People or Trusting Technology? Examining Interpersonal and AI Trust in Virtual Teams Through Transactive Memory Systems”³⁵
Denise McWilliams, University of North Georgia
Adriane Randolph, Kennesaw State University
4. Presentation Title: “Operational Support Bundles and System Performance in Restaurant Franchise Chains”³⁶
Melih Madanoglu, Kennesaw State University
Mina Minaya Guerrero, Kennesaw State University
Senaan Aziz, Kennesaw State University

³⁴ Proceedings page 6

³⁵ Proceedings page 33

³⁶ Proceedings page 22

Thursday, April 9th, 2026

1:30 P.M. – 3:00 P.M.

Room: Tempe Ballroom B

**ANALYTICS & ARTIFICIAL INTELLIGENCE/
INTERDISCIPLINARY STUDIES**

Track: Analytics & Artificial Intelligence/
Interdisciplinary Studies

Track Chair: Renée M.E. Pratt, University of North Georgia
Denise McWilliams, University of North Georgia/
Maria Scott, Cooper Gryphon Consulting

Session Title: Artificial Intelligence Strategies

Session Chair: Denise McWilliams, University of North Georgia

1. Presentation Title: “Is Artificial Intelligence Making Us Dumber?”³⁷
Victor Isbell, University of Nevada at Las Vegas

2. Presentation Title: “The Impact of Artificial Intelligence on Information Exchange and Knowledge integration of Healthcare Logistics Service Providers”³⁸
Jack Crumbly, Tuskegee University
Renée M.E. Pratt, University of North Georgia

3. Presentation Title: “Ambient AI: Governance Insights from the Health Information Systems Community”³⁹
Renée M.E. Pratt, University of North Georgia
Wendy Charles, University of Denver
Jack Crumbly, Tuskegee University
Deniz Coskun, Independent Advisor
Tom Klein, Careeryze
Uma Challa, University of Denver

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

³⁷ Proceedings page 19

³⁸ Proceedings page 31

³⁹ Proceedings page 2

ALL ACADEMY SESSION

Presentation Title: Leveraging AI to Help Students become Responsible, Ethical, and Competent Leaders⁴⁰

Date: Thursday, April 9th, 2026

Time: 3:15 P.M. – 4:30 P.M.

Location: Phoenix Ballroom B

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



Helping students become responsible, ethical, and competent leaders in AI is our responsibility as educators. Faculty training and institutional support are crucial for effective course delivery and for ensuring that instructors receive the latest AI knowledge, but we cannot all rely on those resources. This presentation will examine how students' values shape their perceptions and behaviors regarding the ethical use of AI. For some students, using AI to check grammar is ethical, while for others, using AI to compose sections of a paper is unethical. There is a significant gap in the educational literature on the ethical implications of AI.

We will explore practical strategies for leveraging AI in coursework. The goal is to guide students to become ethical and competent AI users before entering the workforce; however, to provide that guidance, we must first examine how our own ethics and values align with the AI adoption compendium. Universities teach AI skills while navigating a fine line between academic integrity and ethical use. Much of the literature identifies risks, such as the loss of critical thinking and overreliance on AI, as key concerns for students; however, we argue that the opportunities outweigh the concerns.

Several consistent recommendations emerge for schools seeking to develop responsible, ethical, and competent AI users: integrate AI into every stage of the curriculum, provide clear institutional policies on ethical AI use, use inclusive, accessible, culturally sensitive AI education models, and train faculty to model responsible AI behavior through transparency, oversight, and ethical AI practices.

Please join us for this vibrant, passionate dialogue, so we can learn from one another and benefit from each other's experience of leveraging AI to help business students become responsible, ethical, and competent leaders.

⁴⁰ Proceedings page 21

Friday, April 10, 2026



Breakout Sessions

Friday, April 10th, 2026

8:30 A.M. – 10:00 A.M

Room: Phoenix Ballroom A

**ANALYTICS & ARTIFICIAL INTELLIGENCE/
BUSINESS LAW**

Track: Analytics & Artificial Intelligence/
Business Law

Track Chair: Renée M.E. Pratt, University of North Georgia
Denise McWilliams, University of North Georgia/
Kauther Badr, Southern Connecticut State University

Session Title: Artificial Intelligence Strategies in Healthcare

Session Chair: Denise McWilliams, University of North Georgia

1. Presentation Title: “AI in Healthcare Information Systems: Challenges and Strategies for Privacy, Governance, and Regulatory Compliance”⁴¹

Mark Pisano, Southern Connecticut State University
Kauther S. Badr, Southern Connecticut State University
Robert Smith, Southern Connecticut State University

2. Presentation Title: “Developing a Responsible Methodology for LLM-Assisted Thematic Analysis”⁴²

Donald Wynn, University of Dayton

3. Presentation Title: “Teaching Artificial Intelligence in Emergency Management: Overcoming Access and Cost Barriers”⁴³

Chris Lindquist, Utah Valley University
John Fisher, Utah Valley University

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

⁴¹ Proceedings page 2

⁴² Proceedings page 8

⁴³ Proceedings page 27

Friday, April 10th, 2026

8:30 A.M. – 10:00 A.M.

Room: Phoenix Ballroom B (VIRTUAL)

GLOBAL CORPORATE PR, RESPONSIBILITY AND CULTURE

Track: Global Corporate PR, Responsibility and Culture

Track Chair: Enric Ordeix-Rigo, UVic-Central Catalonia University (Barcelona)

Session Title: Cross-Culturality in Communication Management and Business

Session Chair: John Fisher, Utah Valley University

-
- 1. Presentation Title:** “Studying FC Barcelona As a Corporate Body – How To Become a Global Entertainment Multinational In The Post Covid Era”⁴⁴
Enric Ordeix-Rigo, UVic-Central Catalonia University (Barcelona)
Xavier Ginesta, UVic-Central Catalonia University (Barcelona)
Gregory Payne, Emerson College (Boston)
 - 2. Presentation Title:** “Balancing Informational Rigour and Sensationalism at the Crime Headlines Of La Vanguardia Online, A European Legacy Newspaper”⁴⁵
Marc Uguet-Bonet, Abat Oliba University (Barcelona)
 - 3. Presentation Title:** “The Perceptions of First-Line Practitioners (Flps) In Managing the Migration Flows In Europe”⁴⁶
Paloma Bernal, Rey Juan Carlos University (Madrid)
Rut Bermejo-Casado, Rey Juan Carlos University (Madrid)

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

⁴⁴ Proceedings page 26

⁴⁵ Proceedings page 4

⁴⁶ Proceedings page 32

Friday, April 10th, 2026

8:30 A.M. – 10:00 A.M.

Room: Tempe Ballroom A

MANAGERIAL ACCOUNTING

Track: Managerial Accounting
Track Chair: Majdul Islam, Concordia University
Session Title: Accounting for Business Management
Session Chair: Melih Madanoglu, Kennesaw State University

1. Presentation Title: "Management/Ownership Style Matters: How MAS Origin Shapes Decision-Relevant Accounting Information in Hotels"⁴⁷
Ersem Karadag, Robert Morris University
Melih Madanoglu, Kennesaw State University
 2. Presentation Title: "The Anomalous Behavior of Stock Prices on the Canadian Securities Exchange"⁴⁸
Raymond A. Cox, Thompson Rivers University
Quan Cheng, University of the Fraser Valley
Garrett Cox, Richmond Secondary School
 3. Presentation Title: "Driving Performance Where? Evaluating the Benefits of the Balanced Scorecard"⁴⁹
Stephen Kerr, Bradley University
Ross Fink, Bradley University
-

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

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⁴⁸ Proceedings page 28

⁴⁹ Proceedings page 10

**** Refreshments ****



Friday, April 4, 2025

10:00 AM – 10:30 AM

Friday, April 10th, 2026

10:30 A.M. – 12:00 P.M.

Room: Phoenix Ballroom A

**ETHICAL AND SOCIAL ISSUES/
ACCOUNTING RESEARCH & THEORY**

Track: Ethical and Social Issues/
Accounting Research & Theory

Track Chair: Kellye Jones, Clark Atlanta University/
Charles Boster, Columbus State University

Session Title: AI Era Implications in Ethical and Social Issues/
Impacts of Accounting Research

Session Chair: Kellye Jones, Clark Atlanta University/
Charles Boster, Columbus State University

-
1. Presentation Title: "Truth, Trust, and Corporate Myths: Teaching Ethical Reasoning in the AI Information Era"⁵⁰
Susana Velez-Castrillon, University of West Georgia
 2. Presentation Title: "Women's Healthcare Attitudes Toward Femtech and AI: Are There Differences?"⁵¹
Kellye Jones, Clark Atlanta University
 3. Presentation Title: "Evaluating Georgia Defined Contribution Plan Performance"⁵²
Charles Boster, Columbus State University
Brett Cotton, Columbus State University
Gisung Moon, Columbus State University
 4. Presentation Title: "A Reasonable Assurance Model for the Use of AI"⁵³
Robert Slater, University of North Florida
Dana Slater, University of North Florida

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

⁵⁰ Proceedings page 33

⁵¹ Proceedings page 35

⁵² Proceedings page 11

⁵³ Proceedings page 1

Friday, April 10th, 2026

10:30 A.M. – 12:00 P.M.

Room: Phoenix Ballroom B (VIRTUAL)

GLOBAL CORPORATE PR, RESPONSIBILITY AND CULTURE

Track: Global Corporate PR, Responsibility and Culture

Track Chair: Enric Ordeix-Rigo, UVic-Central Catalonia University (Barcelona)

Session Title: Media Awareness and Engagement in the Era of AI

Session Chair: John Fisher, Utah Valley University

1. Presentation Title: “Artificial Intelligence and Its Application in Image Processing and Analysis”⁵⁴

Paloma Bernal-Turnes, Rey Juan Carlos University (Madrid)

Ricardo Ernst, Georgetown University (Washington DC)

Enric Ordeix, UVic- Central Catalonia University (Barcelona)

2. Presentation Title: “In Defense of Advertising Value Equivalency: Integrating the Controversial Metric in a Composite Media Relations Evaluation Formula”⁵⁵

Enric Ordeix, UVic- Central Catalonia University (Barcelona)

Pavel A Slutsky, Chulalongkorn University (Thailand)

3. Presentation Title: “Building a Global Communication and Corporate Diplomacy Hub”
Gregory Payne, Emerson College (Boston)

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

⁵⁴ Proceedings page 3

⁵⁵ Proceedings page 18

Friday, April 10th, 2026

10:30 A.M. – 12:00 P.M.

Room: Tempe Ballroom A

**SUSTAINABILITY/
SUPPLY CHAIN MANAGEMENT**

Track: Sustainability/
Supply Chain Management

Track Chair: Chris Baynard, University of North Florida/
Rahul Kale, University of North Florida

Session Title: Sustainability in the Era of AI: Challenges and Opportunities

Session Chair: Chris Baynard, University of North Florida

1. Presentation Title: “Sustainable Healthcare Delivery Models: A Management Framework for Balancing Quality, Access, and Environmental Stewardship”

Ufuoma Egbegbedia, Health Sciences University
Adetola Adekunle, Health Sciences University

2. Presentation Title: “Sustainable Environmental Monitoring: Leveraging Geospatial Technologies to Optimize Field Inspections for the US Forest Service”⁵⁶

Chris W. Baynard, University of North Florida
Robert D. Richardson, University of North Florida

3. Presentation Title: “Implementation of Green Supply Chain Management Practices: The Role of Stakeholders and Leaders”⁵⁷

Birasnav Muthuraj, Southern Connecticut State University
Oluwatoyin Awoyinka, Southern Connecticut State University
Seungmin Han, Southern Connecticut State University

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

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⁵⁷ Proceedings page 18

****Lunch Break****



Friday, April 10, 2026

12:00 PM – 1:45 PM

***Location:
On Your Own***

Friday, April 10th, 2026

2:00 P.M. – 3:30 P.M.

Room: Phoenix Ballroom A

LEADERSHIP

Track: Leadership

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

Session Title: Perspectives on Leadership

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

1. Presentation Title: "Toward Conceptualizing Responsible Global Followership"⁵⁸
Assad Raza, Troy University

2. Presentation Title: "From Faith to Service: A Virtue-Based Model of Religious Salience and Servant Leadership"⁵⁹
Robert H. Bennett III, Georgia Southwestern State University

3. Presentation Title: "Leading Resilience: How Leadership Enables Organizational Performance During Disruption"⁶⁰
Robert H. Bennett III, Georgia Southwestern State University
Drew Huey, Georgia Southwestern State University

4. Presentation Title: "Is Sucking Up and Punching Down a One-Way Ticket to Promotion?"⁶¹
Paul A. Fadil, University of North Florida
Cindi Smatt, University of North Georgia

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

⁵⁸ Proceedings page 33

⁵⁹ Proceedings page 13

⁶⁰ Proceedings page 20

⁶¹ Proceedings page 20

Friday, April 10th, 2026

2:00 P.M. – 3:30 P.M.

Room: Phoenix Ballroom B

INTERNATIONAL BUSINESS

Track: International Business

Track Chair: Oluwatoyin Awoyinka, Southern Connecticut State University

Session Title: Implications in International Business

Session Chair: Oluwatoyin Awoyinka, Southern Connecticut State University

1. Presentation Title: “How Power Distance Shapes SME Innovation in South Korea & The Philippines”

Jaiyana Fleet, Researcher

2. Presentation Title: “How Do Organizational AI Governance Structures Influence AI Risk Management Capability In Fintech Firms?”⁶²

Oluwatoyin Awoyinka, Southern Connecticut State University

Olugbenga Adeyinka, Pennsylvania State University Brandywine

3. Presentation Title: “Decentralizing Global Supply Chain: A Model for U.S. Companies to Foster Ethical Trade and Economic Growth in Developing Nation”⁶³

Tenly Dessalines, Southern Connecticut State University

Oluwatoyin Awoyinka, Southern Connecticut State University

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

⁶² Proceedings page 17

⁶³ Proceedings page 8

Friday, April 10th, 2026

2:00 P.M. – 3:30 P.M.

Room: Tempe Ballroom A

**ORGANIZATIONAL BEHAVIOR & THEORY/
HUMAN RESOURCE MANAGEMENT**

Track: Organizational Behavior & Theory/
Human Resource Management

Track Chair: Inchul Cho, University of North Georgia
Wonseok Choi, University of Detroit Mercy/
Jie Guo, University of North Georgia

Session Title: Trust, Mentoring, and Resilience in Teams and Organizations

Session Chair: Wonseok Choi, University of Detroit Mercy

1. Presentation Title: "From Swift Trust to Intra-Group Trust: An Evolutionary Process Model in Work Groups"⁶⁴

Wonseok Choi, University of Detroit Mercy
Lawrence Zeff, University of Detroit Mercy (retired)
Mary Higby, University of Detroit Mercy (retired)

2. Presentation Title: "The Impact of Practitioner Perspectives on Student Belief Revision in the Mentoring Context"⁶⁵

Darrin Theriault, University of North Georgia
Inchul Cho, University of North Georgia
Jie Guo, University of North Georgia

3. Presentation Title: "From Self-Regulation to Resilience: How Psychological Mechanisms Shape Employees, Teams, and Organizations at Work."⁶⁶

Gulsevim Kinali Madanoglu, Kennesaw State University
Melih Madanoglu, Kennesaw State University

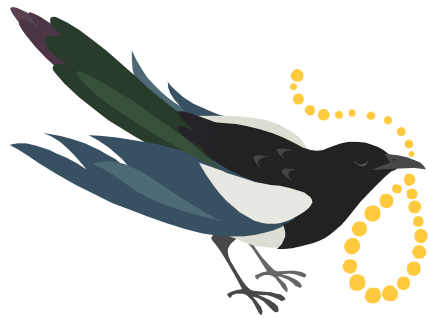
Discussants: The Session Chair will coordinate a discussion amongst all present.

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⁶⁵ Proceedings page 31

⁶⁶ Proceedings page 15

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



Friday, April 10th, 2026

7:00 PM – 9:00 PM

***Location:
Sports Bar Patio***

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