

THE INTERNATIONAL ACADEMY OF BUSINESS DISCIPLINES

TWENTY – SIXTH ANNUAL CONFERENCE

*** OFFICIAL PROGRAM ***

April 10 – 12, 2014

San Diego, California, USA

The Declan Suites San Diego

701 A Street | San Diego | CA | 92101

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

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IABD President's Welcome

My Dear Friends,

It is with the utmost respect and pleasure that I welcome you to the 26th annual conference of the International Academy of Business Disciplines (IABD). I know that all of us relish this unique opportunity that we have every year to strengthen our ties with old friends and meet new ones from countries all over the world. This year is no different as we have participants from China to Sweden, Germany to Chile, Turkey to Canada, and everywhere in between.

The true beauty of IABD is that we not only talk the international talk, we also walk the walk. We are truly a melting pot of numerous cultures, races, and ethnicities from all over the world, coming together to discuss important, impactful issues in a friendly and supportive atmosphere. That is why once participants attend their first IABD conference, their loyalty to the organization has been paramount. Thank you all, for contributing to the growth of IABD, by choosing us as the forum to present and publish your influential research. We will continue to work with you in the coming years to move IABD forward while maintaining the recognition we have garnered as a quality outlet for your scholarly works.

First off, I would like to thank Our Board of Directors. Their never-ending support and sage advice have been invaluable to IABD accomplishing any of its goals. Many of these Board members have been with the organization for over 10 years, so they are incredibly invested in the workings of the organization. With their engaged leadership I am convinced IABD will continue to head in the right direction.

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, IABD would not be able to logistically complete the necessary tasks for our annual conference or put a journal like the Quarterly Review of Business Disciplines (QRBD) together. You all truly have my undying gratitude for all that you have done and continue to do for IABD.

A President of any organization is only as good as the people he/she works with. I promise you, without a shadow of a doubt, that IABD has put together one of the best teams with whom I have ever had the pleasure of working. Thus, I would like to express my sincere appreciation to the following people: Dr. Margaret Goralski for spearheading the creation and subsequent paperwork for QRBD; Dr. Saurabh Gupta for creating and maintaining our new website; Dr. Cindi Smatt for taking over the Program Chair duties; Dr. John Fisher for becoming our new Proceedings editor; Dr. Lou Falk, for becoming our resident historian so we can continue to honor our past; Dr. Greg Payne for continuing to provide energy to our conference by opening it up to students; Dr. Reza Eftekhazadeh for maintaining fiscal sanity during a transition year; Dr. Kaye McKinzie for filling the role of Associate Editor for QRBD; and, finally, Dr. Karin Reinhard for her incredibly novel and effective promotion efforts.

For many of us, IABD is truly a labor of love. As we come together for our 26th meeting, please enjoy the scholarship, venue, and opportunities that our organization provides. 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. I wish you a pleasant experience at the 2014 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 2014 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:

The Declan Suites San Diego
701 A Street | San Diego | CA | 92101
Tel: 619-696-9800
<http://www.declansuitessandiego.com>

We strongly encourage you to arrive at the hotel on Wednesday afternoon, **April 9th, 2014**. A reception will be held in the evening for those arriving that day. Beginning Thursday morning, the hotel will provide a full breakfast which will be followed by a full schedule of papers, panels, and business meetings. There is also a gala reception meal on Thursday evening (cost included in your registration fee).

REGISTRATION

Take time to fully enjoy the IABD experience, meet other participants, and partake in the many opportunities afforded in San Diego. 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

Wednesday, April 9, 2014	4:30 PM – 6:00 PM	Ovations Foyer
Thursday, April 10, & Friday, April 11th, 2014	7:30 AM – 4:00 PM	Ovations Foyer
Saturday, April 12, 2014	7:30 AM – 12:00 PM	Ovations Foyer

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 our Webpage Administrator: Saurabh Gupta, Email: s.gupta@unf.edu, Phone Number: (904) 620-1696.

2014 QUARTERLY REVIEW OF BUSINESS DISCIPLINES (QRBD)

Editor-in-Chief: Margaret A. Goralski

Associate Editor: Kaye McKinzie

Quarterly Review of Business Disciplines is the official publication of the International Academy of Business Disciplines (IABD) and will be published four times per year: May, August, and November 2014 and February 2015. In this premier year, we have secured our ISSN numbers for both the online and print journal from the Library of Congress. *QRBD* has already been approved 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 *QRBD* and IABD 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. For additional information, please visit www.iabd.org.

JOURNALS AND PERIODICALS

IABD publishes and/or collaborates in producing:

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

NEXT YEAR'S CONFERENCE

2015 is just around the corner. The **27th Annual IABD Conference will be in Orlando, Florida.**

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 26TH ANNUAL CONFERENCE:

- **EARLY BIRD RECEPTION:** Wednesday, April 9th, 2014, 5:00 – 6:00 p.m., Sky Lounge
- **IABD BOARD OF DIRECTORS MEETING:** Wednesday, April 9th, 2014, 6:30 – 8:30 p.m., Rhapsody A
- **GENERAL IABD MEETING (Open to All):** Thursday, April 10th, 2014, 3:15 – 4:45 p.m., Rhapsody A/B
- **ALL ACADEMY SESSION:** Thursday, April 10th, 2014, 5:00 – 6:15 p.m., Rhapsody A/B
- **ALL ACADEMY GALA RECEPTION/DINNER:** Thursday, April 10th, 2014, 7:00 – 9:00 p.m., Ovations Ballroom
- **IABD OFFICERS LUNCHEON:** Friday, April 11th, 2014, 12:15 – 1:15 p.m., Symphony Towers – Crescendo Room

AWARDS & RECOGNITIONS



2014 Best Paper Award

“Motivate to Participate: Promoting Campus Activities to Increase Student Participation”

Charles A. Lubbers, University of South Dakota

Teddi A. Joyce, University of South Dakota

2014 David P. Twomey III Public Diplomacy Award

Siyang Qi, Emerson College

2014 Zulene Payne Global Communication Award

Donavan Birch, Emerson College

Jordan Rummell, Emerson College

2014 Outstanding Track Chairs

Zahid Khairullah, St. Bonaventure University

Nada Farhat, Tufts University Medical School

AWARDS & RECOGNITIONS



The 2014 IABD Lifetime Achievement Award



Robert Page, Southern Connecticut State University

Robert (Rob) Page has been a tenured faculty member at Southern Connecticut State University (SCSU) since 1999. He has served at SCSU as Commissioner, University Commission on Research and Scholarly Activity; General Education Review Task Force (co-chair); Faculty Senate; Faculty Academic Strategic Planning Committee; Undergraduate Program Review Committee; and Curriculum-Related Activities Committee, as well as others. He is Editor-in-Chief of the *Journal of Business Management and Change*. Rob has been a member of IABD since 2003. He has served IABD in the capacity as a reviewer, discussant, and session chair. Additionally, he has held the position of Track Chair of Entrepreneurship, Spirituality in Organizations, and Sustainability. He has also been the Strategy Committee Chair and Managing Editor of the *Journal of International Business Disciplines* between 2006 and 2008. Rob has always been willing to lend a hand or help in any way possible, but most of all Rob has spread the word about IABD. He has brought many members into IABD, including Margaret Goralski, Chulguen (Charlie) Yang, and Greg Robbins among others. Rob Page has truly been an advocate of the International Academy of Business Disciplines in every capacity.

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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<rcox@unbc.ca>

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<rnelson@lsu.edu>

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<jhorton@mail.uca.edu>

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Robert C. Camp President, 1992, Indiana University of Pennsylvania
<robert.Camp@iup.edu>

Frank Mastrianna President, 1991, Slippery Rock University <smastrianna@sru.edu>

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

IABD BOARD OF DIRECTORS

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Phillip W. Balsmeier	Centenary College of Louisiana
Hooshang M. Beheshti	Radford University
Robert C. Camp	Indiana University of Pennsylvania
Raymond A. Cox	University of Northern British Columbia
Louis K. Falk	University of Texas at Brownsville
Joe Horton	University of Central Arkansas
Ali Kanso	University of Texas at San Antonio
Diane McFarland	Buffalo State College, SUNY
J. Gregory Payne	Emerson College
Ahmad Tootoonchi	Frostburg State University
Zahid Khairullah	St. Bonaventure University

IABD PROGRAM CHAIR

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IABD VP for COMMUNICATION/MEDIA RELATIONS AND HISTORIAN

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IABD DIRECTOR OF TECHNOLOGY

Saurabh Gupta, University of North Florida <s.gupta@unf.edu>

IABD DIRECTOR OF CONFERENCE PROMOTION

Karin Reinhard, Baden Wurttemberg Cooperative State University <reinhard@dhbw-ravensburg.de>

IABD AUDIT COMMITTEE

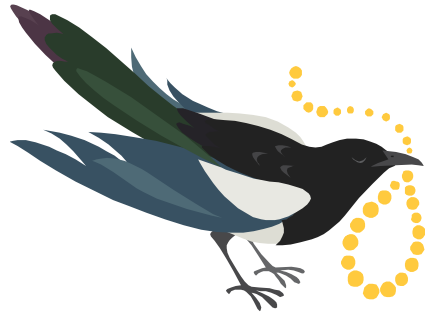
Hooshang M. Beheshti, Radford University <hbehesht@runet.edu>
Abbas J. Ali, Indiana University of Pennsylvania <aaali@iup.edu>

TRACK CHAIRS OF THE 2014 IABD ANNUAL CONFERENCE

1. Accounting Theory	Rodney A. Oglesby, Drury University
2. Accounting History	Darwin L. King, St. Bonaventure University
3. Advertising & Marketing Communication	Louis K. Falk, Univ. of Texas at Brownsville
4. Applied Management Science & DSS	Zahid Khairullah, St. Bonaventure University
5. Communication and Technology	John C. Tedesco, Virginia Tech University
6. Cross-Cultural Communication	Raquel Casino, Independent Comm. Consult.
7. Cross-Cultural Marketing	Ziad Swaidan, University of Houston-Victoria
8. Cross-Cultural Psychology	C. Dominik Güss, University of North Florida
9. Economics	Dale Steinreich, Drury University
10. Emotional Intelligence & Mindfulness	Chulguen Yang, Southern Connecticut State
11. Entrepreneurship & Small Business	Marty Mattare, Frostburg State University
12. Ethical & Social Issues	stewartyn Ashe, Univ of Houston – Downtown
13. Finance	Phillip Fuller, Jackson State University
14. Global Corp PR, Responsibility & Culture	Enric Ordeix, Ramon Llull University
15. Health Communication & Public Policy	J. Gregory Payne, Emerson College
16. Human Resources Management	Kaushik Chaudhuri, Shiv Nadar University
17. Information Systems	Saurabh Gupta, University of North Florida
18. Interdisciplinary Studies	Nada Farhat, Tufts University Medical School
19. Instructional and Pedagogical Issues	Amiso M. George, Texas Christian University
20. International Business	Philemon Oyewole, Howard University
21. Leadership	John Fisher, Utah Valley University
22. Managerial Accounting	Majidul Islam, Concordia University
23. Management of Diversity	Chynette Nealy, Univ of Houston – Downtown
24. Manufacturing and Service	Mohammad Z. Bsath, National University

25. Marketing	Felix Abeson, Coppin State University
26. Marketing Research	Talha D. Harcar, Penn State – Beaver
27. Operations Management	Shakil Rahman, Frostburg State University
28. Organizational Behavior & Theory	Kayong Holston, Ottawa University
29. Organizational Comm. & Crisis Mgmt.	Reza Eftekharzadeh, St. John's University
30. Political Comm. & Public Affairs	John King, East Tennessee State University
31. Project & Knowledge Management	Michael Baechle, Baden Wurttemberg Cooperative State University Arthur Kolb, Univ. of Applied Sciences-Kempton
32. Public Relations & Corp. Comm.	Bonita Dostal Neff, Indiana University Northwest
33. Service Marketing	Paloma Bernal Turnes, Univ. Rey Juan Carlos
34. Social Media	Karin Reinhard, Baden Wurttemberg Cooperative State University Kaye McKinzie, University of Central Arkansas
35. Sport Business	Brian Larson, Widener University
36. Strategic Management	Crystal Owen, University of North Florida
37. Strategic Marketing	Harold W. Lucius, Rowan University
38. Student Papers	Marty Mattare, Frostburg State University
39. Sustainability	Greg Robbins, Southern Connecticut State University
40. Tourism, Travel, & Hospitality	Nathan K. Austin, Morgan State University

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



Wednesday, April 9, 2014

5:00 PM – 6:00 PM

***Location:
Sky Lounge***

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



Wednesday, April 9, 2014
6:30 PM – 8:30 PM

***Location:
Rhapsody***

Reception & Dinner

**** Breakfast ****



Thursday, April 10, 2014

7:00 AM – 8:15 AM

***Location:
Renditions Restaurant***

Thursday, April 10, 2014

8:30 A.M. – 10:00 A.M.

Room: Rhapsody

HEALTH COMMUNICATION AND PUBLIC POLICY

Track: Health Communication

Track Chair: Gregory Payne, Emerson College

Session Title: Insights on Caring for the Alzheimer's Patient and the Elderly

Session Chair: John Tedesco, Virginia Tech University

1. Presentation Title: "Relationships with Audiences on an On-line Community: A Textual Analysis of the Facebook Pages of Alzheimer's Disease International and Affiliate Organizations in Three Countries"

Shannon Listorti, Texas Christian University

Amiso M. George, Texas Christian University

2. Presentation Title: "Caring for Those You Love with Dementia: Documenting the Caregiver's Narrative"

Janice Payne, Los Angeles Program

John McDaniels, Atlanta

3. Presentation Title: "Personal Narrative on Relationships and Caregiving for Grandpa"

Pete Hall, Emerson College

4. Presentation Title: "Music as the Means of Communication and Caring"

Gregory Payne, Emerson College

Discussants: Enric Ordeix, Ramon Llull University, as well as the panel members.

Thursday, April 10, 2014

8:30 A.M. – 10:00 A.M.

Room: Maestro

**INFORMATION SYSTEMS AND E-LEARNING/
ENTREPRENEURSHIP**

Track: Information Systems and e-Learning/
Entrepreneurship

Track Chair: Saurabh Gupta, University of North Florida

Session Title: e-Learning/
Entrepreneurship

Session Chair: Saurabh Gupta, University of North Florida

1. Presentation Title: "E-commerce Development: A Case Study Exploring Web Design and Development"¹
Renée M. E. Pratt, Washington and Lee University
Cindi Smatt, University of North Georgia
 2. Presentation Title: "Enhancing Engagement in Introductory Computing Classes via Interactive Online Coding"²
Markus A. Hitz, University of North Georgia
Bryson R. Payne, University of North Georgia
 3. Presentation Title: "Related and Unrelated Diversification Strategy in Venture Capital Market"
Pingying Zhang, University of North Florida
 4. Presentation Title: "Comparing Entrepreneurial Attitude: Theory & Evidence from a Cross-Country Study in Asia"
Archana Srivasatva
Justin Paul, University of Washington
-

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

¹ Proceedings page 26

² Proceedings page 28

Thursday, April 10, 2014

8:30 A.M. – 10:00 A.M.

Room: Symphony Bay 1

TOURISM, TRAVEL & HOSPITALITY

Track: Tourism, Travel & Hospitality
Track Chair: Nathan K. Austin, Morgan State University
Session Title: Tourism, Travel & Hospitality
Session Chair: Nathan K. Austin, Morgan State University

1. Presentation Title: “Millennial Job Placement in the Hospitality Industry: What They Don’t Know May Hurt You”³
Miranda Kitterlin, Florida International University
Mohan Song, Florida International University
Nathan E. Dodge, Florida International University
 2. Presentation Title: “Community Sanitation and Corporate Image in the Hospitality Industry: A Case of Ghana’s Top Rated Hotels”⁴
Abednego F. Okoe, University of Professional Studies Accra
Rhodalene Amartey, Ghana Institute of Journalism
Helen Arkorful, University of Professional Studies Accra
 3. Presentation Title: “Perceptual Importance of Socio-Political and Economic Advantages Vs. Disadvantages on Individual’s Assessment of Introducing Slot Machine Gaming Availability In-State”⁵
Nathan K. Austin, Morgan State University
Omar Khan, Morgan State University
-

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

³ Proceedings page 63

⁴ Proceedings page 63

⁵ Proceedings page 64

Thursday, April 10, 2014

8:30 A.M. – 10:00 A.M.

Room: Symphony Bay 2

ORGANIZATIONAL BEHAVIOR AND THEORY

Track: Organizational Behavior and Theory

Track Chair: Kayong Holston, Ottawa University

Session Title: Sustainable Advantage and Issues of Organizational Change

Session Chair: Kayong Holston, Ottawa University

-
1. Presentation Title: “The Sustainable Advantage Through Readiness For Change And Building A Learning Organization: A Conceptual Framework”
Mahmoud Elgamal, Kuwait University
 2. Presentation Title: “Is Management the Real Problem? Negligent Retention and Performance Management”⁶
Diane Bandow, Troy University
Dennis Self, Troy University
Terry Self, Independent Scholar
 3. Presentation Title: “Organizational Impression Management and Social Media”
Doula Zaharopoulos, Grand Canyon University
 4. Presentation Title: “The Banking Crisis of 2008’s Influence on Personality Profiles and Management Styles of Bankers”⁷
Robert H. Bennett III, Georgia Southwestern State University

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

⁶ Proceedings page 47

⁷ Proceedings page 50

Thursday, April 10, 2014

8:30 A.M. – 10:00 A.M.

Room: Symphony Bay 3

SOCIAL MEDIA

Track: Social Media

Track Chair: Kaye McKinzie, University of Central Arkansas

Session Title: Social Media

Session Chair: Kaye McKinzie, University of Central Arkansas

-
1. Presentation Title: "Teaching Students to Leverage Social Media"⁸
Kaye McKinzie, University of Central Arkansas
Catherine L. Crisp, University of Arkansas at Little Rock
 2. Presentation Title: "Why am I being sued in Juneau, Alaska, for what I posted in Ozark, Arkansas"⁹
Roy Whitehead, University of Central Arkansas
Kaye McKinzie, University of Central Arkansas
 3. Presentation Title: "Social Media in a Dictionary Format: Online Community"¹⁰
Karin Reinhard, Baden Wurttemberg Cooperative State University
Diren Bulut, Istanbul University, School of Business, Turkey

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

⁸ Proceedings page 57

⁹ Proceedings page 58

¹⁰ Proceedings page 57

****Refreshments****



Thursday, April 10, 2014

10:00 AM – 10:30 AM

***Location:
Ovations Foyer***

Thursday, April 10, 2014

10:30 A.M. – 12:00 P.M.

Room: Rhapsody

INTERDISCIPLINARY STUDIES

Track: Interdisciplinary Studies

Track Chair: Nada Farhat, Tufts University

Session Title: Public Diplomacy and Civic Engagement

Session Chair: Gregory Payne, Emerson College
Enric Ordeix, Ramon Llull University
Macarena Urenda, DUOC-Catholic University of Chili

-
1. Presentation Title: "Emerson-Chilean Public Diplomacy Project: Faculty and Student perspectives"*
Helen Han Xu*, Emerson College
Mehroz Sajjad*, Emerson College
Tamara Sacharczyk*, Emerson College
 2. Presentation Title: "The Emerson College-Barcelona Public Diplomacy Workshop"*
Meredith Barry*, Emerson College
Rebecca Rybczyk*, Emerson College
Taylor Smith*, Emerson College
 3. Presentation Title: "The Emerson College-Washington D.C. Program: Personal Narratives of the Impact of Interning in the Nation's Capital"*
Felix Chen*, Emerson College
Maddie Harrison*, Emerson College
Jordan Rummell*, Emerson College
 4. Presentation Title: "Global Communication Project: Visiting South Africa in the Mandela Era"*
Siobhan Robinson*, Emerson College
Donavan Birch*, Emerson College
 5. Presentation Title: "The Emerson College Bird Street Civic Engagement Project: Reaching Out to Challenged Youth"*
Andi Berger*, Emerson College
Alyssa Doyle*, Emerson College

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

*: Presentation by a student

Thursday, April 10, 2014

10:30 A.M. – 12:00 P.M.

Room: Maestro

STRATEGIC MANAGEMENT

Track: Strategic Management

Track Chair: Crystal L. Owen, University of North Florida

Session Title: Strategic Management

Session Chair: Pingying Zhang, University of North Florida

-
1. Presentation Title: “How Corporate Social Responsibility Affects Firm Value and Corporate Governance Firm Strategies”¹¹
Islam A. Azzam, Yarmouk University
 2. Presentation Title: “The Impact of Perception of Organizational Transfer Climate Factors and Trainees’ Characteristics on Training Transfer: The Context of Mergers & Acquisitions”
Anjali Bansal, University of Delhi
 3. Presentation Title: “Identifying Infrastructures of Successful Enterprises: Capacity Building as it Relates to Governance, Finance, and Resources Development”
Denise Gates, Texas A&M International University

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

¹¹ Proceedings page 20

Thursday, April 10, 2014

10:30 A.M. – 12:00 P.M.

Room: Symphony Bay 1

OPERATIONS MANAGEMENT

Track: Operations Management

Track Chair: Shakil Rahman, Frostburg State University

Session Title: Operations Potpourri

Session Chair: Shakil Rahman, Frostburg State University

-
1. Presentation Title: "Examining the Rules of Dealing with Cell Phone Use in the Classroom"¹²
Azad Ali, Indiana University of Pennsylvania
 2. Presentation Title: "Reengineering and Its Vital Role in the Economic Growth in the U.S.A"¹³
Mohammed Shaki, National University
Reoungeneria McFarland, LeMoyne-Owen College
Maria Luisa Medrano Garcia, University of Rey Juan Carlos
 3. Presentation Title: "Women and Leadership Positions: An Analysis of Young Adults outlook"¹⁴
JoAnna Burley Shore, Frostburg State University
Shakil Rahman, Frostburg State University
Patti Tilley, Frostburg State University

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

¹² Proceedings page 45

¹³ Proceedings page 45

¹⁴ Proceedings page 46

Thursday, April 10, 2014

10:30 A.M. – 12:00 P.M.

Room: Symphony Bay 2

**EMOTIONAL INTELLIGENCE AND MINDFULNESS/
POLITICAL COMMUNICATION AND PUBLIC AFFAIRS**

Track: Emotional Intelligence and Mindfulness
Political Communication and Public Affairs

Track Chair: Chulguen (Charlie) Yang, Southern Connecticut State University
John M. King, East Tennessee State University

Session Title: Emotional Intelligence, Global Mindset and Sex Trafficking

Session Chair: Margaret Goralski, Quinnipiac University

-
1. Presentation Title: "The Impact of an Expatriate's Home Country on a Host Country Employee's Perception of Quality: Mexican Managers in China"¹⁵
Margaret A. Goralski, Quinnipiac University
Omar Salgado Ramirez, Tecnologico de Monterrey
 2. Presentation Title: "Kin Altruism, Psychological Contract and Commitment in Immigrant Businesses: From an Evolutionary Perspective"¹⁶
Chulguen (Charlie) Yang, Southern Connecticut State University
 3. Presentation Title: "Sex Trafficking: A Public Affairs Plan to Help Curb a Form of Modern Slavery"¹⁷
Ali Kanso, University of Texas, San Antonio
Kathryn A. Dinnin, Media Consultant and Public Relations Practitioner

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

¹⁵ Proceedings page 15

¹⁶ Proceedings page 15

¹⁷ Proceedings page 48

Thursday, April 10, 2014

10:30 A.M. – 12:00 P.M.

Room: Symphony Bay 3

ADVERTISING AND MARKETING COMMUNICATION

Track: Advertising and Marketing Communication

Track Chair: Louis K. Falk , University of Texas at Brownsville

Session Title: Agencies and Reach

Session Chair:Carolynn McMahan, University of North Florida

1. Presentation Title: “The Implicit Theories of Copywriters in Turkish Advertising Agencies”

Ali Atif Bir, Bahcesehir University

H. Kemal Suher, Bahcesehir University

Safak Sahin, Bahcesehir University

2. Presentation Title: “Female Agency Owners: Forging Pathways and Meeting Challenges”¹⁸

Emma Daugherty, California State University, Long Beach

3. Presentation Title: “Can Advertisers Reach Millennials on Radio? – Millennial Radio Preferences”¹⁹

Christina M. Jackson, University of Nebraska at Kearney

Charles A. Lubbers, University of South Dakota

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

¹⁸ Proceedings page 3

¹⁹ Proceedings page 2

****Lunch Break****



Thursday, April 10, 2014

12:00 PM – 1:15 PM

Thursday, April 10, 2014

1:30 P.M. – 3:00 P.M.

Room: Rhapsody

INTERDISCIPLINARY STUDIES

Track: Interdisciplinary Studies
Track Chair: Nada Farhat, Tufts University
Session Title: Interdisciplinary Research
Session Chair: Gregory Payne, Emerson College

1. Presentation Title: "Terror by Remote Control"*²⁰
Timothy Malley*, Emerson College
 2. Presentation Title: "Inclusiveness and Satisfaction in Marital Relationships"²¹
H. Paul LeBlanc III, The University of Texas at San Antonio
Karen Dass, The University of Texas at San Antonio
 3. Presentation Title: "Monsanto: The Flight Toward Mediated Reality"*²²
Aubrey Thomas*, Emerson College
 4. Presentation Title: "Predicting the Learning Effectiveness in Business Ethics Class by Experimental Measures"²³
Hamid Khan, Our Lady of the Lake University
 5. Presentation Title: "Art as Cultural Diplomacy in Wake of the Boston Marathon Bombings"²⁴
Nada Farhat, Tufts University
-

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

*: Presentation by a student

²⁰ Proceedings page 29

²¹ Proceedings page 30

²² Proceedings page 31

²³ Proceedings page 31

²⁴ Proceedings page 30

Thursday, April 10, 2014

1:30 P.M. – 3:00 P.M.

Room: Maestro

STRATEGIC MANAGEMENT

Track: Strategic Management

Track Chair: Crystal L. Owen, University of North Florida

Session Title: Strategic Management

Session Chair: Pingying Zhang, University of North Florida

-
1. Presentation Title: "The Strategic Attributes of Technological Knowledge in the AIDS Pharmaceutical Industry: Understanding the Conditions in Which Knowledge Matters to Performance"²⁵
Rogerio S. Victor, Fairleigh Dickinson University
 2. Presentation Title: "Implications of Knowledge and Learning for Alliance Performance and Post-Alliance Actions: A Knowledge Compatibility Approach"
Rimi Zakaria, University of Wisconsin-Whitewater
 3. Presentation Title: "CEOs Prefer Investment in Present Customers over New Product Development"²⁶
Lawrence E. Zeff, University of Detroit Mercy
Mary A. Higby, University of Detroit Mercy

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

²⁵ Proceedings page 59vele

²⁶ Proceedings page 59

Thursday, April 10, 2014

1:30 P.M. – 3:00 P.M.

Room: Symphony Bay 1

ECONOMICS

Track: Economics

Track Chair: Dale Steinreich, Drury University

Session Title: Economics

Session Chair: Rodney A. Oglesby, Drury University

-
1. Presentation Title: "Religiosity, Corruption, and Economic Growth"²⁷
Gregory L. Chase, West Liberty University
 2. Presentation Title: "Long-Term Moving Average Investing: A Sound Strategy for Defined-Contribution Retirement Plans?"²⁸
Gary L. DeBauche, Drury University
Rodney A. Oglesby, Drury University
Dale Steinreich, Drury University
 3. Presentation Title: "Variations in the Return to Skills Across Bachelor's Degree Occupations"²⁹
David B. Yerger, Indiana University of Pennsylvania

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

²⁷ Proceedings page 13

²⁸ Proceedings page 13

²⁹ Proceedings page 14

Thursday, April 10, 2014

1:30 P.M. – 3:00 P.M.

Room: Symphony Bay 2

SERVICE MARKETING

Track: Service Marketing

Track Chair: Paloma Bernal Turnes, Univ. Rey Juan Carlos

Session Title: International Management

Session Chair: Enric Ordeix, Ramon Llull University

-
1. Presentation Title: "Wanted: Contagious Gameday Staff. Testing The Effect of Smiling on Fan Responses"³⁰
Brian Larson, Widener University
 2. Presentation Title: "Assessing How Ecuadorian and Argentinian Fans Perceived Service Quality at a Major Futbol Match in New York City"³¹
Ricard Jensen, Montclair State University
Yam Limbu, Montclair State University
 3. Presentation Title: "Innovation processes in retail stores - An employees' perspective"
Rana Mostaghel,
Hooshang M. Beheshti, Radford University
Pejvak Oghazi, Linnaeus University

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

³⁰ Proceedings page 56

³¹ Proceedings page 56

Thursday, April 10, 2014

1:30 P.M. – 3:00 P.M.

Room: Symphony Bay 3

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Track: Public Relations and Corporate Communication

Track Chair: Bonita Dostal Neff, Indiana University Northwest

Session Title: Public Relations

Session Chair: Patricia Paystrup, Southern Utah University

-
1. Presentation title: "The Evolution of Social Media: Misremembering the Past; forgetting About the Future"³²
Michael Kent, University of Oklahoma
Maureen Taylor, University of Oklahoma
 2. Presentation Title: "Effective Communication, Satisfied Employees: A Guide to Leaders"³³
Idil Karademirlidag Suher, Bahcesehir University, Turkey
 3. Presentation Title: "Public Relations Class's Campaign Achieves Tobacco-Free Campus"³⁴
Timothy Howard, Sacramento State University
Heidi Nye, California State University
 4. Presentation Title: "Best Practices for Speaking to Emerging Public Relations Professionals: A Focus on Professional Development for Students"³⁵
Tricia Hansen-Horn, University of Central Missouri

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

³² Proceedings page 54

³³ Proceedings page 54

³⁴ Proceedings page 55

³⁵ Proceedings page 53

****General Meeting****

Upcoming Events & Announcements



OPEN TO ALL PARTICIPANTS

Thursday, April 10, 2014

3:15 PM – 4:45 PM



Refreshments Served

Location:
Rhapsody

Thursday, April 10, 2014

5:00 PM – 6:15 PM

Room: Rhapsody

ALL ACADEMY SESSION

“REIMAGINING THE WORLD”

Session Chair: Zahid Khairullah, St. Bonaventure University

Topic: “The Changing Demographic Landscape”
Presenter: Robert C. Camp, Indiana University of Pennsylvania

Topic: “Future Factory”
Presenter: Hooshang M. Beheshti, Radford University

Topic: “Reimagining the Emerging Economies”
Presenter: Abbas J. Ali, Indiana University of Pennsylvania

Commentator: Shahid Siddiqi, Long Island University

****All Academy Gala **
Dinner and Reception**



Thursday, April 10, 2014
7:00 PM – 9:00 PM

Location: Ovations Ballroom

Keynote Speaker

**** Breakfast ****



Friday, April 11, 2014
7:00 AM – 8:15 AM

***Location:
Renditions Restaurant***

Friday, April 11, 2014

8:30 A.M. – 10:00 A.M.

Room: Rhapsody A

STRATEGIC MARKETING

Track: Strategic Marketing
Track Chair: Harold W. Lucius, Rowan University
Session Title: Strategic Marketing
Session Chair: Harold W. Lucius, Rowan University

1. Presentation Title: "Business Group Heterogeneity, Diversification and Firm Performance: A Comparison Across Manufacturing and Service Sectors"
Saptarshi Purkayastha, Indian Institute of Management
Somnath Lahiri, Illinois State University
 2. Presentation Title: "The Determinants of Customer Selection of Cellular Phone Providers and Services in Sub-Saharan Africa"³⁶
Akins T. Ogungbure, Troy University
 3. Presentation Title: "A Longitudinal Study of Strategic Alliances in Eastern and Central Europe: The Case of ACCEL Share Company and Two Local Firms in Lithuania"
Desalegn Abraha, University of Skovde
Seyed Akmal Hyder, University of Gavle
-

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

³⁶ Proceedings page 60

Friday, April 11, 2014

8:30 A.M. – 10:00 A.M.

Room: Rhapsody B

INSTRUCTIONAL AND PEDAGOGICAL ISSUES

Track: Instructional and Pedagogical
Track Chair: Amiso George, Texas Christian University
Session Title: Instructional and Pedagogical: Simulation Pedagogy
Session Chair: James E. Weber, St. Cloud State University

1. Presentation Title: "Game On? Attitudes Toward And Evaluation Of Business Simulation Strategies"³⁷
Kellye Jones, Clark Atlanta University
Amiso George, Texas Christian University
 2. Presentation Title: "Pedagogical Effectiveness Using Design, Teach, And Evaluate With Case Based Reaction, Learning, Behavior Result"³⁸
Hamid Khan, Our Lady of The Lake University
 3. Presentation Title: "Students' Estimates Of Earnings By Major: Assessing Their Usefulness In The Classroom And The Implications Of Their Accuracy"³⁹
David B. Yerger, Indiana University of Pennsylvania
 4. Presentation Title: "Virtual public speaking case study: Maintaining rigor and enhancing relevance for digital natives"⁴⁰
Marlene Preston, Virginia Tech
Brandi Quesenberry, Virginia Tech
-

Discussants: The Session Chair will coordinate a discussion among all present

³⁷ Proceedings page 32

³⁸ Proceedings page 32

³⁹ Proceedings page 33

⁴⁰ Proceedings page 33

Friday, April 11, 2014

8:30 A.M. – 10:00 A.M.

Room: Maestro

ETHICAL AND SOCIAL ISSUES

Track: Ethical and Social Issues

Track Chair: Kellye Jones, Clark Atlanta University

Session Title: Ethical and Social Issues

Session Chair: Kellye Jones, Clark Atlanta University

-
1. Presentation Title: "Ethics and Sustainable Corporate Social Responsibility"⁴¹
Carolyn Ashe, University of Houston Downtown
 2. Presentation Title: "Socially Responsible Investment Rating Standards: Who Rates the Raters?"⁴²
Susana Velez-Castrillon, University of West Georgia
 3. Presentation Title: "Condoning Violence and Decision Making: The Purported Influence of Musical Genre"*
Chevanese Samms Brown*, Savannah State University
Ulysses J. Brown*, Savannah State University
 4. Presentation Title: "Media, Money and Morality: Analyzing Gender Differences. An Analysis From a Celebrity or Athlete Endorser"⁴³
Carol H. Stewart, Southern Connecticut State University

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

*: Presentation by a student

⁴¹ Proceedings page 16

⁴² Proceedings page 17

⁴³ Proceedings page 16

Friday, April 11, 2014

8:30 A.M. – 10:00 A.M.

Room: Symphony Bay 1

INFORMATION SYSTEMS AND E-LEARNING

Track: Information Systems and e-learning

Track Chair: Saurabh Gupta, University of North Florida

Session Title: Information Systems

Session Chair: Saurabh Gupta, University of North Florida

-
1. Presentation Title: "Technology Difficulties? An Examination of the Interactive Relationship of Technological and Political Efficacy on Satisfaction"⁴⁴
Cindi Smatt, University of North Georgia
Renée M. E. Pratt, Washington and Lee University
Paul A. Fadil, University of North Florida
 2. Presentation Title: "IT Disconfirmation Judgments, Satisfaction and Trust"⁴⁵
Liqiong Deng, University of West Georgia
 3. Presentation Title: "Decentralized Disk Storage: An Evaluation of Performance and Scalability to Ascertain their Appropriateness for Real time Business Applications"⁴⁶
Dennis Guster, Saint Cloud State University
Mark Schmidt, Saint Cloud State University
Erich Rice, Saint Cloud State University

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

⁴⁴ Proceedings page 27

⁴⁵ Proceedings page 26

⁴⁶ Proceedings page 25

Friday, April 11, 2014

8:30 A.M. – 10:00 A.M.

Room: Symphony Bay 2

GLOBAL CORPORATE PR, RESPONSIBILITY & CULTURE

Track: Global Corporate PR, Responsibility & Culture

Track Chair: Enric Ordeix, Ramon Llull University

Session Title: Personal and Organizational Legitimacy and Influence

Session Chair: Enric Ordeix, Ramon Llull University

-
1. Presentation Title: “The influence of the Spanish journalism in political actors opinion-making: who is behind the facts and figures?”⁴⁷
Andreu Casero, Univesitat Jaume I (Spain)
Pablo López-Rabadán. Universitat Jaume I (Spain)
Enric Ordeix, Ramon Llull University (Spain)
 2. Presentation Title: “Political Participation and Female Representations in Presidential Elections in Chile 2013”⁴⁸
Macarena Urenda, DuocUC Chile
 3. Presentation Title: “When the Past is Present in PR”
Antonio Noguero, Universitat Autònoma de Barcelona (Spain)

Discussants: Gregory Payne, Emerson College
Isabel Quiroz, DUOC-UC

⁴⁷ Proceedings page 21

⁴⁸ Proceedings page 22

Friday, April 11, 2014

8:30 A.M. – 10:00 A.M.

Room: Symphony Bay 3

ADVERTISING AND MARKETING COMMUNICATION

Track: Advertising and Marketing Communication

Track Chair: Louis K. Falk, University of Texas at Brownsville

Session Title: Motivation and Readjusting

Session Chair: Christina M. Jackson, University of Nebraska at Kearney

1. Presentation Title: "Readjusting Marketing Communications for a Different Era: The Term of the IMC Wheel"⁴⁹

Philip J. Kitchen, ESC Rennes School of Business

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

2. Presentation Title: "Motivate to Participate: Promoting Campus Activities to Increase Student Participation"⁵⁰

Charles A. Lubbers, University of South Dakota

Teddi A. Joyce, University of South Dakota

3. Presentation Title: "Advertising Tendencies of Degree Granting Institutions in the University System of Maryland During a Period of Economic Downturn"⁵¹

Felix Abeson, Coppin State University

4. Presentation Title: "Does Personality Effect the Young Creatives' Assessment of Advertising Creativity?"

H. Kemal Suher, Bahcesehir University

Safak Sahin, Bahcesehir University

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

⁴⁹ Proceedings page 5

⁵⁰ Proceedings page 4

⁵¹ Proceedings page 2

****Refreshments****



Friday, April 11, 2014

10:00 AM – 10:30 AM

Location:
Ovations Foyer

Friday, April 11, 2014

10:30 A.M. – 12:00 P.M.

Room: Rhapsody A

COMMUNICATION AND TECHNOLOGY

Panel Presentation

Track: Communication and Technology
Track Chair: John C. Tedesco, Virginia Tech University
Session Moderator: Ali M. Kanso, University of Texas, San Antonio

Panel Title: “Social Media: Journaling vs Broadcasting”

Panelists: Abdul Karim Sinno, Clarke University
Rafic Sinno, The University of Dubuque

This presentation provides an overview of the personal and professional use of social media and the erosion of demarkation lines between intrapersonal, interpersonal, and mass communication. Throughout the presentation, real cases of communication will be cited and examined in light of social media use and potential consequences. The orientation between what the communicator is intending to say vs. what the receiver is inferring consequently will be examined following a co-orientation approach.

Friday, April 11, 2014

10:30 A.M. – 12:00 P.M.

Room: Rhapsody B

MARKETING

Track: Marketing

Track Chair: Felix Abeson, Coppin State University

Session Title: Marketing

Session Chair: Felix Abeson, Coppin State University

-
1. Presentation Title: "The Role of Perceived Benefits in Online Price Fairness Judgment"⁵²
Shimi Naurin Ahmad, Morgan State University
 2. Presentation Title: "Halston: A Global Marketing Phenomenon"⁵³
Deirdre Bird, Providence College
Helen Caldwell, Providence College
 3. Presentation Title: "Closing the Gap Between Attitudes and Behavior in Environmental Marketing: The Impact of Pricing and Environmental Labeling"
Monique L. Murfield, Georgia Southern University
Linda C. Ueltschy, Florida Gulf Coast University

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

⁵² Proceedings page 41

⁵³ Proceedings page 40

Friday, April 11, 2014

10:30 A.M. – 12:00 P.M.

Room: Maestro

INTERNATIONAL BUSINESS

Track: International Business

Track Chair: Philemon Oyewole, Howard University

Session Title: Education and Strategies in International Business

Session Chair: Jean-Michel Quantier, France Business School, Campus Clermont

-
1. Presentation Title: "The Diplomacy of International Business Education"⁵⁴
Tish Matuszek, Troy University
Diane Bandow, Troy University
 2. Presentation Title: "Relevance of a Relational Typology in the Context of Cross-Border M&A Deal Negotiation"⁵⁵
Rimi Zakaria, University of Wisconsin
 3. Presentation Title: "Consumer Purchase Situations and Satisfaction with Services in the International Airline Industry"⁵⁶
Philemon Oyewole, Howard University
 4. Presentation Title: "Regulatory Strategy Analysis in Biotechnology/Pharmaceutical Industry: A Conceptual Framework"⁵⁷
Jean-Michel Quantier, France Business School, Campus Clermont
-

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

⁵⁴ Proceedings page 35

⁵⁵ Proceedings page 35

⁵⁶ Proceedings page 34

⁵⁷ Proceedings page 34

Friday, April 11, 2014

10:30 A.M. – 12:00 P.M.

Room: Symphony Bay 1

SUSTAINABILITY

Track: Sustainability

Track Chair: Gregory Robbins, Southern Connecticut State University

Session Title: Sustainability

Session Chair: Gregory Robbins, Southern Connecticut State University

1. Presentation Title: "Towards a Sustainable Environmental and Energy Policy in the GCC Region"⁵⁸

Amany El Anshasy, United Arab Emirates University

2. Presentation Title: "Public Sector Strategic Adaptation: Transitioning Shelters to End Homelessness"⁵⁹

Lorraine Young, Southern Connecticut State University

Carol H. Stewart, Southern Connecticut State University

Robert Page, Southern Connecticut State University

3. Presentation Title: "Gauging Issue Intensity Via Public Comment Analysis: The Case of Organic Food"⁶⁰

Gregory Robbins, Southern Connecticut State University

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

⁵⁸ Proceedings page 62

⁵⁹ Proceedings page 61

⁶⁰ Proceedings page 61

Friday, April 11, 2014

10:30 A.M. – 12:00 P.M.

Room: Symphony Bay 2

GLOBAL CORPORATE PR, RESPONSIBILITY & CULTURE

Track: Global PR, Corporate Responsibility and Culture

Track Chair: Enric Ordeix, Ramon Llull University

Session Title: Global PR Analysis and Representation

Session Chair: Enric Ordeix, Ramon Llull University

-
1. Presentation Title: "Firm Value and Corporate Governance Firm Strategies: Does Corporate Social Responsibility Matter!"
Islam Azzam, Yarmouk University
 3. Presentation Title: "Organizing Public Diplomacy In Catalonia. Case Study: The Approval of The Draft Of The 'Catalan Foreign Affairs Law (CFAL)'"⁶¹
Mireia Canals, University of Vic
Xavier Ginesta, University of Vic
Jordi De San Eugenio, University of Vic
 4. Presentation Title: "Clients' Expectations Management And Satisfaction Assurance In Media relations Services"⁶²
Pavel Slutsky, St. Petersburg State University
Enric Ordeix, Ramon Llull University
Josep A. Rom, Ramon Llull University

Discussants: Xavier Ginesta, University of Vic

⁶¹ Proceedings page 21

⁶² Proceedings page 20

Friday, April 11, 2014

10:30 A.M. – 12:00 P.M.

Room: Symphony Bay 3

ADVERTISING AND MARKETING COMMUNICATION

Track: Advertising and Marketing Communication

Track Chair: Louis K. Falk, University of Texas at Brownsville

Session Title: Responsibility and Electronic Trends

Session Chair: Emma Daugherty, California State University, Long Beach

-
1. Presentation Title: "Online Shopping Trends of Turkish Consumers: Effects of Online Advertising on Attitudes and E-shopping Confidence"
Ali Atif Bir, Bahcesehir University
Idil Karademirlidag Suher, Bahcesehir University
Esin Yalciner, Bahcesehir University
 2. Presentation Title: "Website & Mobile Usability"⁶³
Louis K. Falk, University of Texas at Brownsville
Hy M. Sockel, DIKW Management Group
 3. Presentation Title: "Corporate Social Responsibility (CSR) and Online Marketing Communications: Cross Cultural Analysis of U.S. and Chinese Websites"⁶⁴
Carolynn McMahan, University of North Florida
Jae Hee Park, University of North Florida

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

⁶³ Proceedings page 3

⁶⁴ Proceedings page 1

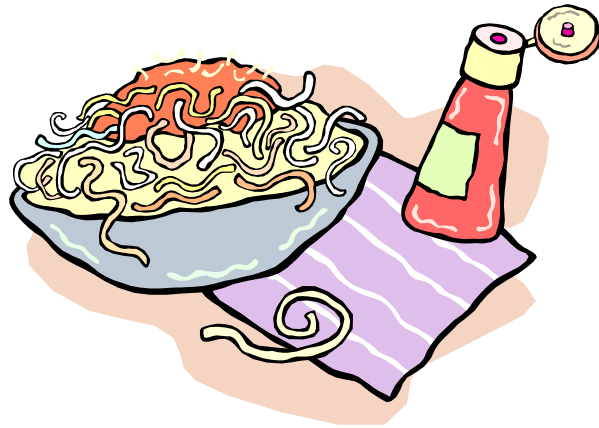
****Lunch Break****



Friday, April 11, 2014

12:00 PM – 1:45 PM

****Track Chairs Luncheon ****



Friday, April 11, 2014
12:00 Noon – 1:45 PM

Location:
Symphony Towers
760 B Street 34th Floor
Crescendo Room

NOTE:
This luncheon is for all IABD Officers.

Friday, April 11, 2014

2:00 P.M. – 3:30 P.M.

Room: Rhapsody

INTERDISCIPLINARY STUDIES

Track: Interdisciplinary Studies
Track Chair: Nada Farhat, Tufts University
Session Title: The Arts
Session Chair: Gregory Payne, Emerson College

1. Presentation Title: "Living the Heavy Metal Life: A Phenomenological Explication of Music as Identity"⁶⁵
H. Paul LeBlanc III, The University of Texas at San Antonio
 2. Presentation Title: "Home Design with the Environment in Mind"
Faisal Farhat*, Northeastern University
 3. Presentation Title: "Dialogue Through Art: A Retrospect on the Baja Mexico and Boston Artist Collaboration"⁶⁶
Nada Farhat, Tufts University
Silver Siyang Qi*, Emerson College
 4. Presentation Title: "Rediscover Rosarito: The Film Festival and Mexican Art Festival Case Studies"
Rebecca Ying Li*, Emerson College
Rachel Xu He*, Emerson College
Kyle Johnson*, Lake Erie College
 5. Presentation Title: "Baja Meets Boston: A Festival of Arts and Culture"
Sarah Baker*, Emerson College
Jackie Liwei Qiu*, Emerson College
Mehroz Sajjad*, Emerson College
-

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

*: Presentation by a student

⁶⁵ Proceedings page 29

⁶⁶ Proceedings page 30

Friday, April 11, 2014

2:00 P.M. – 3:30 P.M.

Room: Maestro

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Track: Public Relations and Corporate Communication

Track Chair: Bonita Dostal Neff, Indiana University Northwest

Session Title: Public Relations

Session Chair: Bonita Dostal Neff, Indiana University Northwest

-
1. Presentation Title: "The Initiative to Integrate Public Relations Curriculum Into MBA Programs: A National Approach from PRSA"
Bonita Dostal Neff, Indiana University Northwest
 2. Presentation Title: "Teaching PR Crisis Communication Course in a MBA Program: A Focus on Management Communication"
Mitchell Friedman, Presidio Graduate School
 3. Presentation Title: "The Value of Public Relations to MBA Programs"
Emma Daugherty, California State University
 4. Presentation Title: "Developing Public Relations Academic Relationships with MBA Program"
Tricia Hansen-Horn, University of Central Missouri

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

Friday, April 11, 2014

2:00 P.M. – 3:30 P.M.

Room: Symphony Bay 1

MANUFACTURING AND SERVICE

Track: Manufacturing and Service

Track Chair: Mohammad Z. Bsata, Tusculum College

Session Title: Manufacturing and Service

Session Chair: Mohammad Z. Bsata, Tusculum College

-
1. Presentation Title: "Quantitative Analysis and Extra Credit"⁶⁷
A. Beckers, Cultures Etc
Mohammad Z. Bsata, Tusculum College
 2. Presentation Title: "Profitability and Supply Chain Efficiency"
Mohammad Z. Bsata, Tusculum College
 3. Presentation Title: "Technology down the Supply Chain"*
Jennifer Ashton, University of California*

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

⁶⁷ Proceedings page 39

Friday, April 11, 2014

2:00 P.M. – 3:30 P.M.

Room: Symphony Bay 2

MANAGERIAL ACCOUNTING

Track: Managerial Accounting

Track Chair: Majidul Islam, Concordia University

Session Title: Global Perspective in Managerial Accounting

Session Chair: Muhammad Jamal, Concordia University

-
1. Presentation Title: "Assessment of student performance in a Managerial Accounting Course taught online and in a Classroom Setting over Three Semesters"⁶⁸
Ibrahim Aly, John Molson School of Business, Concordia University
 2. Presentation Title: "Studies of CRM: Management Capabilities and the Mediating Roles of Customer Satisfaction"⁶⁹
Cheng-Se Hsu, Da-Yeh University
Majidul Islam, Concordia University
Y-Feng Yang, Shu-Te University
 3. Presentation Title: "Job Stress Research in the Middle East: A Managerial Accounting Perspective"
Muhammad Jamal, John Molson School of Business, Concordia University

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

⁶⁸ Proceedings page 38

⁶⁹ Proceedings page 38

Friday, April 11, 2014

2:00 P.M. – 3:30 P.M.

Room: Symphony Bay 3

MARKETING RESEARCH

Track: Marketing Research

Track Chair: Talha Harcar, The Pennsylvania State University at Beaver

Session Title: Consumer Behavior Research

Session Chair: Erdener Kaynak, Gulf University for Science and Technology

-
1. Presentation Title: “Does Corporate Sponsorship of NCAA Sanctioned Events Impact Consumer Attitudes and Purchases?”⁷⁰
Talha Harcar, The Pennsylvania State University at Beaver
Daniel W. Smith, The Pennsylvania State University at Beaver
 2. Presentation Title: “Does Brick and Mortar Store Shopping Experience Effects of Online Shopping Preferences?”⁷¹
Talha Harcar, The Pennsylvania State University at Beaver
Joshua M. Nussbaum, The Pennsylvania State University at Beaver
 3. Presentation Title: “Brand Equity-Culture Interface in Different Cultural Contexts: A Comparison of Global Versus Local Brands?”⁷²
Erdener Kaynak, Gulf University for Science and Technology
 4. Presentation Title: “Electronic Word of Mouth (eWOM) and its effect on Consumer’s Decision to Buy Products and Services at Traditional Stores in Jordan”⁷³
Mahmud Alkailani, Yarmouk University, Irbid, Jordan

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

⁷⁰ Proceedings page 44

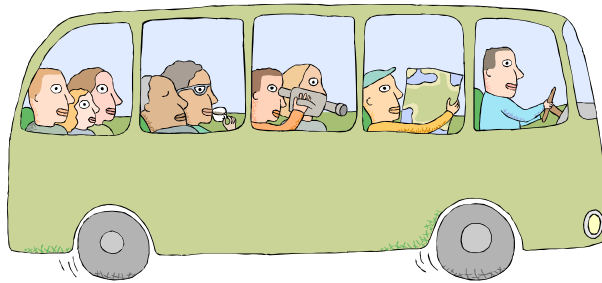
⁷¹ Proceedings page 43

⁷² Proceedings page 42

⁷³ Proceedings page 43

SAN DIEGO EXPLORATION TOUR

A guided bus and walking tour illuminating the history of San Diego through its most iconic locations:
Balboa Park, Coronado Island, etc.



Friday, April 12, 2014
4:00 PM – 7:30 PM

PRICE: \$50 per person

For more information, inquire at Registration Desk

Breakfast



Saturday, April 12, 2014
7:00 AM – 8:15 AM

Location:
Renditions Restaurant

Saturday, April 12, 2014

8:30 A.M. – 10:00 A.M.

Room: Rhapsody

LEADERSHIP

Track: Leadership

Track Chair: John R. Fisher, Utah Valley University

Session Title: Leadership

Session Chair: John R. Fisher, Utah Valley University

1. Presentation Title: “The Myth of the Overpaid, Underworked and Under-qualified Business Professoriate: A Case Study”⁷⁴

James E. Weber, St. Cloud State University

Paula S. Weber, St. Cloud State University

Martin Breaker, St. Cloud State University

2. Presentation Title: “Emergency Service Leader Perceptions of Ethics”⁷⁵

John R. Fisher, Utah Valley University

R. Jeffery Maxfield, Utah Valley University

3. Presentation Title: “Student Reflections on Servant Leadership in the Emergency Services”⁷⁶

Eric J. Russell, Utah Valley University

John R. Fisher, Utah Valley University

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

⁷⁴ Proceedings page 36

⁷⁵ Proceedings page 37

⁷⁶ Proceedings page 37

Saturday, April 12, 2014

8:30 A.M. – 10:00 A.M.

Room: Maestro

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Track: Public Relations and Corporate Communication

Track Chair: Bonita Dostal Neff, Indiana University Northwest

Session Title: Public Relations

Session Chair: Tricia Hansen-Horn, University of Central Missouri

1. Presentation Title: "The Value of Social Media for Pushing Activist Organizations Social Agendas: Implications for Public Relations Theory and Practice"⁷⁷
Maureen Taylor, University of Oklahoma
Michael Kent, University of Oklahoma

2. Presentation Title: "Hit or Miss? How One News Story Can Affect the Image of Public Figures"⁷⁸
Amiee Shelton, Roger Williams University
Caitlin Fisher, Roger Williams University

3. Presentation Title: "'Don't Frack Our Future': Understanding the Dynamics of Advocating and Challenging New Industrial Technologies and Assessing the Potential for Environmental or Health Risks"
Patricia Paystrup, Southern Utah University
Denise Ferguson, Pepperdine University
Michael Smith, LaSalle University

Discussants: The Session Chair will coordinate discussion with audience

⁷⁷ Proceedings page 52

⁷⁸ Proceedings page 53

Saturday, April 12, 2014

8:30 A.M. – 10:00 A.M.

Room: Symphony Bay 1

APPLIED MANAGEMENT SCIENCE & DECISION SUPPORT SYSTEMS

Track: Applied Management Science & Decision Support Systems

Track Chair: Zahid Y. Khairullah, St. Bonaventure University

Session Title: Management Science Applications in Manufacturing

Session Chair: Seyed Mohammad Seyedhosseini, Iran University of Science & Technology

1. Presentation Title: “Effect of Estimation Error on the Performance of EWMA/R Control Charts”

R. Noorossana, Islamic Azad University

M. R. Nayebpour, DeVry University

M. Aminmadany, Islamic Azad University

2. Presentation Title: “A Group-Based League Championship Algorithm for the Manufacturing-Cell Formation Problem”⁷⁹

Seyed Mohamad Seyedhosseini, Iran University of Science & Technology

Hassan Badkoobehi, National University

Azadeh Noktehdan, Iran University of Science & Technology

3. Presentation Title: “Economic Statistical Design of Variable Sample Size Simple Linear Profiles in Phase II”

R. Noorossana, Iran University of Science & Technology

M. R. Nayebpour, DeVry University

M. J. Ershadi, Iran University of Science & Technology

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

⁷⁹ Proceedings page 6

Saturday, April 12, 2014

8:30 A.M. – 10:00 A.M.

Room: Symphony Bay 2

FINANCE

Track: Finance

Track Chair: Phillip Fuller, Jackson State University

Session Title: Personal and Corporate Finance

Session Chair: Phillip Fuller, Jackson State University

-
1. Presentation Title: "The Influence of Financial Market Awareness and Interest on Practical Financial Experience in Young Adults"
Ruby L. Beale, Hampton University
Ulysses J. Brown III, Savannah State University
Simone O. Heyliger, Hampton University
 2. Presentation Title: "Implementing an Orientation-Free DEA-based Framework for Performance Evaluation of Bankruptcy Prediction Models"⁸⁰
Mohammad M. Mousavi, The University of Edinburgh
Jamal Ouenniche, The University of Edinburgh & ESC Rennes
Bing Xu, Heriot-Watt University
 3. Presentation Title: "Private Equity Practices in the Gulf Region: the Case of Kuwait"⁸¹
Hassan El-Sady, Gulf University for Science and Technology
Vasilya Sultanova, Australian College of Kuwait
K. Matthew Wong, St. John's University
 4. Presentation Title: "Confluence of Insurance and Nature in a Historic District"⁸²
Phillip Fuller, Jackson State University
Richard Russell, Jackson State University

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

⁸⁰ Proceedings page 19

⁸¹ Proceedings page 18

⁸² Proceedings page 18

****Refreshments****



Saturday, April 12, 2014

10:00 AM – 10:30 AM

***Location:
Ovations Foyer***

Saturday, April 12, 2014

10:30 A.M. – 12:00 P.M.

Room: Rhapsody

PROJECT AND KNOWLEDGE MANAGEMENT

Track: Project and Knowledge Management

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

Session Title: Project and Knowledge Management

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

-
1. Presentation Title: "How Much Do Board Outsiders Utilize Data and Explicit Knowledge: Evidence from Community Banks"⁸³
Robert H. Bennett III, Georgia Southwestern State University
 2. Presentation Title: "Some Cost-Benefit Analysis on the Use of Enterprise 2.0 for Business Processes"⁸⁴
Michael Baechle, Baden-Wuerttemberg Cooperative State University
 3. Presentation Title: "Conception of a Holistic and Long-Term Performance Management: 5 Part Disciplines as Systematizing Framework"⁸⁵
Armin Roth, Reutlingen University of Applied Sciences
 4. Presentation Title: "Partnership Chart – A Tool to Develop High Performance Teams in Agile Projects"⁸⁶
Arthur Kolb, Kempten University of Applied Sciences

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

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⁸⁴ Proceedings page 50

⁸⁵ Proceedings page 49

⁸⁶ Proceedings page 49

Saturday, April 12, 2014

10:30 A.M. – 12:30 P.M.

Room: Maestro

CROSS-CULTURAL MARKETING

Track: Cross-Cultural marketing

Track Chair: Ziad Swaidan, University of Houston-Victoria

Session Title: Cross-Cultural marketing

Session Chair: Mohammed Shaki, National University

1. Presentation Title: "International Marketing: Geographic Clusters as a Means for Rural Economic Growth"

Ralf Wilhelms, Lake Superior State University

Valerie Phillips, Lake Superior State University

2. Presentation Title: "Cross Cultural Diversity: A Mosaic Approach to International Education (Edumarketing)"⁸⁷

Martin Shapiro, Berkeley College, New York

3. Presentation Title: "Implications of the American Culture on International Marketing"⁸⁸

Reoungeneria McFarland, LeMoyne-OwenCollege

Ziad Swaidan, University of Houston-Victoria

Erik Jones, Alliant International University

4. Presentation Title: "United States Stock Market Volatility and Crises between 1913- 2013: Review and analysis"⁸⁹

Maria Luisa Medrano Garcia, University of Rey Juan Carlos

Mohammed Shaki, National University

5. Presentation Title: "Morality and CSR of Consumers"⁹⁰

Ziad Swaidan, University of Houston-Victoria

Bahaudin G. Mujtaba, Nova Southeastern University

Discussants:

Ralf Wilhelms, Lake Superior State University

Martin Shapiro, Berkeley College, New York

Maria Luisa Medrano Garcia, University of Rey Juan Carlos

Ziad Swaidan, University of Houston-Victoria

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⁸⁸ Proceedings page 12

⁸⁹ Proceedings page 12

⁹⁰ Proceedings page 11

Saturday, April 12, 2014

10:30 A.M. – 12:00 P.M.

Room: Symphony Bay 1

APPLIED MANAGEMENT SCIENCE & DECISION SUPPORT SYSTEMS

Track: Applied Management Science & Decision Support Systems

Track Chair: Zahid Y. Khairullah, St. Bonaventure University

Session Title: Decision-Making in Marketing & Volunteering

Session Chair: Jim Mahar, St. Bonaventure University

1. Presentation Title: “Estimating Customer Value by DM Approach: Iran Apple Center Chain Stores Case Study”⁹¹

Seyed Mohammad Seyedhosseini, Iran University of Science & Technology

Reza Samizadeh, Alzahra University

Fatemeh Adeli Koudehi, Alzahra University

2. Presentation Title: “Clouds After a Storm: A Look at a Cloud-Based Computing and Wiki Type Pages After Natural Disasters”⁹²

Jim Mahar, Saint Bonaventure University

Reed McElfresh, Saint Bonaventure University

3. Presentation Title: “Volunteering and Helping Women In Developing Countries”⁹³

Naeema Degani, West GTA Endoscopy Clinic

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

⁹¹ Proceedings page 8

⁹² Proceedings page 7

⁹³ Proceedings page 9

Saturday, April 12, 2014

10:30 A.M. – 12:00 P.M.

Room: Symphony Bay 2

HUMAN RESOURCE MANAGEMENT

Track: Human Resource Management

Track Chair: Kaushik Chaudhuri, Shiv Nadar University

Session Title: Human Resource Management

Session Chair: Kaushik Chaudhuri, Shiv Nadar University

1. Presentation Title: "From College to Career Competence: Business Principles for Life"⁹⁴
Diane D. Galbraith, Slippery Rock University.

2. Presentation Title: "Strategies for Aging America Given Seniors' Should Work"⁹⁵
William V. Rapp, New Jersey Institute of Technology
Patrick Montana, Hofstra University

3. Presentation Title: "Localnomics: The Challenge of Changing Corporate Business Priorities"
Abbas J. Ali, Indiana University of Pennsylvania

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

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⁹⁵ Proceedings page 24

****Lunch Break****



Saturday, April 12, 2014

12:00 Noon – 1:15 PM

Saturday, April 12, 2014

1:30 P.M. – 3:00 P.M.

Room: Rhapsody

COMMUNICATION AND TECHNOLOGY

Track: Communication and Technology

Track Chair: John Tedesco, Virginia Tech

Session Title: Social Media, Relationships and Reputation

Session Chair: John Tedesco, Virginia Tech

-
1. Presentation Title: "Rethinking corporate identity, reputation, and image in the social media era"
Roxana Maiorescu, Emerson College
 2. Presentation Title: "SMS Usage Patterns and Relationship Intimacy"⁹⁶
Liqiong Deng, University of West Georgia
 3. Presentation Title: "Social media commerce and The Real Housewives of New Jersey"⁹⁷
Kelly McBride, Virginia Tech
 4. Presentation Title: "Online communication and the five principles of the dialogic public relations theory in a global context"
Roxana Maiorescu, Emerson College
-

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

⁹⁶ Proceedings page 10

⁹⁷ Proceedings page 10

Saturday, April 12, 2014

1:30 P.M. – 3:00 P.M.

Room: Symphony Bay 1

APPLIED MANAGEMENT SCIENCE & DECISION SUPPORT SYSTEMS

Track: Applied Management Science & Decision Support Systems

Track Chair: Zahid Y. Khairullah, St. Bonaventure University

Session Title: Management Science Applications

Session Chair: Rabiz N. Foda, ePrism Solutions

-
1. Presentation Title: “Endoscopy Clinic as a Business: Past, Present & Future”⁹⁸
Cassim Degani, West GTA Endoscopy Clinic
 2. Presentation Title: “Decision-Making Criteria For Standardization Versus Adaptation of International Advertising Strategy”⁹⁹
Durriya H. Z. Khairullah, Saint Bonaventure University
 3. Presentation Title: “Innovative Project Management for Infrastructure Engineering Design”
Rabiz N. Foda, ePrism Solutions
 4. Presentation Title: “Big Data – Old Wine in a New Bottle?”¹⁰⁰
Zahid Y. Khairullah, Saint Bonaventure University
Azam N. Foda, Univa Corporation

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

⁹⁸ Proceedings page 6

⁹⁹ Proceedings page 7

¹⁰⁰ Proceedings page 8

Rosarito, Mexico Tour

Viva Mexico!!



OPEN TO IABD PARTICIPANTS

Enjoy a visit to beautiful Rosarito Beach, Baja Mexico (30 minutes from the Mexican Border and less than 1 hour from San Diego)

Leaving San Diego on April 12th mid-morning and returning to San Diego on April 13th early afternoon. Roundtrip transportation from the IABD hotel to the Rosarito Beach Hotel and back to San Diego Airport or hotel is provided by van/motor coach.

Dr. Gregory Payne of Emerson College, Boston, will accompany you on this trip and provide insights on the 6 year public relations project he and his students have been involved with citizens, students and business and government leaders of Rosarito Beach, Dr. Payne will assist in getting you checked into the hotel once you arrive in Rosarito and provide tips of great restaurants and sites to see in your one day adventure. Emerson College students also will be in Rosarito working on Rediscover Rosarito public relations/city branding projects (see www.rediscoverosaritobeach.org for more information)

Come spend a relaxing day and evening in Rosarito Beach, Baja Mexico, at the Rosarito Beach Hotel, on the Pacific Ocean.

Trip includes

- Round trip from hotel to Rosarito and back
- Ocean view room
- All American breakfast for two
- Two complementary Margaritas
- Option of Mexican Folklore Dance Show

Options for horseback riding on the beach, off road adventures, Mexican arts and curios, Baja cuisine. Newport Lobsters (3 lobsters, margarita, soup, beans and rice - \$15), beach, fishing and more!

If you are interested in this IABD option, please contact Gregory Payne at (617) 504-6112 or by email, zulene@aol.com by March 31. Cost of trip will be dependent on number of convention attendees' interest.

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