

THE INTERNATIONAL ACADEMY OF BUSINESS DISCIPLINES

TWENTY – SEVENTH ANNUAL CONFERENCE

*** OFFICIAL PROGRAM ***

March 26 – 28, 2015

Orlando, Florida, USA

Wyndham Orlando Resort

8001 International Drive | Orlando | FL | 32819

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**

TABLE OF CONTENTS

27TH ANNUAL CONFERENCE OF THE IABD

A. General Information about the Conference:

IABD President’s Welcome.....	3 – 4
IABD Mission and Objectives	5
Acknowledgments.....	5
Hotel Contact.....	5
Registration	6
Presenting Your Research.....	6
IABD Webpage Administrator.....	6
2015 Quarterly Review of Business Disciplines	6
Journals and Periodicals.....	7
Message Boards.....	7
Next Year’s Conference.....	7
Special Events at the IABD 26th Annual Conference.....	7
Awards and Recognitions	8 – 9
IABD President, Former IABD Presidents, and IABD Board of Directors.....	10
Officers and Committees.....	11
Track Chairs and Area Coordinators.....	12 – 13
In Memorium.....	14 – 15

B. Presentation Schedule:

Thursday, March 26, 2015.....	18 – 39
Friday, March 27, 2015.....	40 – 58
Saturday, March 28, 2015.....	59 – 67
Participant Name Index.....	68 – 70

IABD President's Welcome

My Dear Friends,

Please allow me the honor of welcoming you to the 27th annual conference of the International Academy of Business Disciplines (IABD). I know that we all enjoy this time every year where we reconnect with old friends and meet new ones to share knowledge and ideas. This year we have members coming from all over the world including: Chile; Jordan; Germany; Spain; India; and Turkey just to name a few.

IABD is truly a melting pot of numerous cultures and races from all over the world. In other words, we are not only staging an international conference, we truly are an international organization. Every year we come together to discuss relevant, important, impactful issues in a friendly and supportive atmosphere. That is why once participants attend their first IABD conference, they almost always come back for more. We have numerous 10 – 20 year attendees and some of us have attended more than 20 of these conferences over the years. I would like to 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 “personal touch” we have become known for over the years.

First off, I would like 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 10 years and are past presidents, 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 for our journal, 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 heading up the publishing arm of IABD; Dr. Saurabh Gupta for creating and maintaining our new website; Dr. Cindi Smatt for taking over the Program Chair duties; Dr. John R. Fisher for becoming our new Proceedings editor; Dr. Louis K. 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 being our treasurer for many years; Dr. Kaye McKinzie for enthusiastically taking on the role of Associate Editor for QRBD; Dr. James Weber for taking on the herculean

task of Proceedings liaison; 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 27th meeting, please enjoy the scholarship, venue, and 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. I wish you a pleasant experience at the 2015 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 2015 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:

Wyndham Orlando Resort
8001 International Drive | Orlando | FL | 32819
Tel: 407-351-2420
<http://www.WyndhamOrlandoResort.com>

REGISTRATION

Take time to fully enjoy the IABD experience, meet other participants, and partake in the many opportunities afforded in Orlando. 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, March 25, 2015	4:30 PM – 6:00 PM	Main Lobby
Thursday, March 26, & Friday, March 27, 2015	7:30 AM – 4:00 PM	Main Lobby
Saturday, March 28, 2015	7:30 AM – 12:00 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 our Webpage Administrator: Saurabh Gupta, Email: s.gupta@unf.edu, Phone Number: (904) 620-1696.

2015 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 2015 and February 2016. 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

2016 is just around the corner. The **28th Annual IABD Conference will be in Las Vegas, Nevada???**

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, March 25, 2015, 5:00 – 7:00 p.m., Paradise Key
- **IABD BOARD OF DIRECTORS MEETING:** Wednesday, March 25, 2015, 7:30 – 9:30 p.m., Largo
- **IABD OFFICERS MEETING/WORKING LUNCHEON:** Thursday, March 26, 2015, 12:15 – 1:15 p.m., Paradise Key
- **GENERAL IABD MEETING (Open to All):** Thursday, March 26, 2015, 3:15 – 4:45 p.m., Paradise Key
- **ALL ACADEMY SESSION:** Thursday, March 26, 2015, 5:00 – 6:15 p.m., Siesta/Biscayne
- **ALL ACADEMY GALA RECEPTION/DINNER:** Thursday, March 26, 2015, 7:00 – 9:00 p.m., Orange/Lemon/Lime
- **IABD TRACK CHAIR & OFFICERS LUNCHEON:** Friday, March 27, 2015, 12:15 – 1:45 p.m., Paradise Key

AWARDS & RECOGNITIONS



2015 Best Paper Award

“Supporting and Empowering Knowledge Workers and Communities of Practice: An Organizational Systems Perspective.”

Diane Bandow, Troy University

Joseph Gerwick, DTE Energy

Terry Self, Independent Scholar

2015 David P. Twomey III Public Diplomacy Award

Mehroz Sajjad, Fulbright Scholar, Emerson College

Stephanie Bailey, Emerson College

2015 Zulene Payne Global Communication Award

The LA Emerson College Public Diplomacy Workshop Team

Lexie Liu, Emerson College

Ana Vivas, Emerson College

Yu Kuang, Emerson College

Minghui Fan, Emerson College

Shepard Vargo, Emerson College

2015 Outstanding Track Chair

Bonita Dostal Neff, Indiana University Northwest

Public Relations & Corporate Communications Track

AWARDS & RECOGNITIONS



The 2015 Annual IABD Lifetime Achievement Award



Joseph Horton, University of Central Arkansas

Joseph “Joe” Horton has been a Professor of Economics at the University of Central Arkansas since 1994. He has served as the Dean of the College of Business from 1996 – 2001. Dr. Horton received his BA in History from New Mexico State University and his PhD in Economics from Southern Methodist University. He received a National Science Foundation Graduate Fellowship and a Ford Foundation Dissertation Fellowship. He was a Postdoctoral Research Fellow at Harvard University. He is the author of more than one hundred scholarly articles published in journals such as *The Journal of Private Enterprise*, *The Quarterly Journal of Austrian Economics*, *The Journal of Commerce and Management*, *The American Journal of Economics and Sociology*, and *The American Economist*. Dr. Horton’s colleagues from around the nation and the world have elected him to numerous offices in professional associations including President of the International Academy of Business Disciplines, President of the Congress of Political Economists International, President of the Pennsylvania Economic Association, President of Arkansas College Teachers of Economics and Business, and many more. He is currently Secretary of the Academy of Business Economics and a member of the Boards of the American Society for Competitiveness, the International Academy of Business Disciplines, and the Congress of Political Economists.

IABD PRESIDENT

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

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Ahmad Tootoonchi President, 2007-2012, Frostburg State University
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Gregory Payne Emerson College
Ahmad Tootoonchi Frostburg State University
Zahid Y. Khairullah St. Bonaventure University

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

TRACK CHAIRS OF THE 2015 IABD ANNUAL CONFERENCE

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

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

In Memorium

Dr. Joseph Horton

Joseph “Joe” Horton, professor of economics at the University of Central Arkansas, left his mark on the campus community for 19 years before his death. Joe Horton, 78 of Conway, died Jan. 25. During his time at UCA, the economics professor was playfully known for entering class the first day and calling his students “dragon slayers” to help them feel comfortable studying economics. Apart from his time at UCA, the accomplished scholar and former administrator also traveled to “every continent except for Antarctica” for business meetings.

Tom Courtway, president of UCA, said in a statement that the “UCA family lost a distinguished teacher, mentor and friend” with the death of Joe Horton.

Tammy Rogers, chair of the Department of Economics, Finance and Insurance & Risk Management, said on many occasions she heard from students who were eager to have Joe Horton as their professor. “Students would literally fight to get into his classes,” she said. Among other things, Rogers said he was known for always bringing his signature desert. “He introduced everyone to chocolate bacon during Christmas one year and called it ‘pigs in mud’,” she said. “He encouraged all of us to try it. That was typical Joe.” Rogers said, with the help of the UCA Foundation, she would like to set up a memorial scholarship in Horton’s honor to help students in the way that he often did. “There were times that Joe would lay a \$1,000 down so a student could go on a trip,” she said. “I’m very certain that he would be in favor of establishing that in his memory. I think he’s the type of professor that we all want to be someday.”

Nick Partridge, a May 2014 graduate, took Dr. Horton’s macroeconomics course in Fall 2012. “[Horton] would have conversations with the students as they were leaving and was just always there on a daily basis,” he said. “Anyone in the College of Business could recognize him with his loafers and slacks on.”

“What a gentlemen! Joe was on our AACSB accreditation review team when we were first accredited back in 2001. Great loss to our organization.”

Dr. Bob Camp, Indiana University of Pennsylvania

“Joe Horton was a loyal supporter of IABD and he will be sorely missed by all of us in the academy.”

Dr. Raymond A. K. Cox, Thompson Rivers University

“I remember Joe as a thoughtful, friendly, caring person who always was welcoming. He will be missed.”

Dr. Marty Mattare, Frostburg State University

“Terrible news. We are deeply saddened. Joe was such an inspiration to all of us in IABD. I was touched with his warmth when I first attended IABD conference as a PhD student. Reminds me a writings of Rabindranath Tagore (English translation not very accurate):

'Sorrow persists, death befalls, separation sings. Yet is there peace, yet is there joy, yet within stirs the Infinite'

Joe will be with us all along” ... Drs. Kaushik and Ronita Chaudhuri

“May light perpetual shine upon Dr. Joe. His accolades are too many to list here, but a wonderful scholar and visionary. Peace to his family.”

Dr. John Tedesco, Virginia Tech

“Having attended a large number of international venues, I have to say IABD is so unique. It is shown in these sad moments when we lose key people like Dr. Horton. God bless him!”

Dr. Enric Ordeix, Ramon Llull University

“I am deeply saddened by the news. We lost a great and wonderful human being.”

Dr. Hooshang Beheshti, Radford University

“A bedrock of IABD, he will be greatly missed. Condolences to his family.”

Dr. Harold Lucius, Rowan University

“My tribute to Joe is for his generosity with IABD, his sparkling mind, his valuable thoughts, and his beautiful soul. I want to quote Enric’s words: IABD is so unique. All of you make IABD unique. My blessings for Joe, and his family and friends.”

Paloma Bernal Turnes, Rey Juan Carlos University

“We will miss him. May his soul rest in peace.”

Dr. Felix Abeson, Coppin State University

“Such sad news about our dear colleague, Joe. From my first days as a visitor, Joe was always a mentor and friend who helped make me, my students and IABD a welcome respite for healthy dialogue and discussion. May his legacy live on with each of us.”

Dr. Gregory Payne, Emerson College

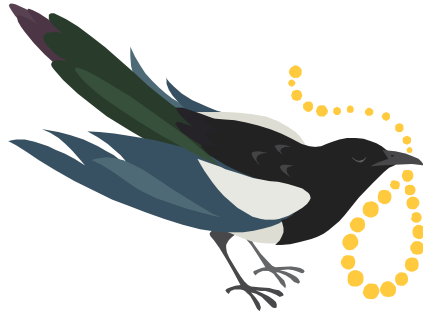
“Joe was one of the first two people on the IABD Board after IABD was established. He was an active, intellectual, kind-hearted gentleman. He was a man with integrity who displayed a strong commitment to a peaceful and stable world. We will miss him.”

Dr. Abbas Ali, Indiana University of Pennsylvania

“I have always wondered if an organization shapes its members or if the leaders shape the organization. In this case, it’s a no-brainer. If IABD can become the organization that Joe envisioned, and embody the values that he displayed, I believe we will all be better off for it. Rest in peace old friend. You will never be forgotten.”

Dr. Paul Fadil, University of North Florida

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



Wednesday, March 25, 2015

5:00 PM – 7:00 PM

***Location:
Paradise Key***

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



Wednesday, March 25, 2015
7:30 PM – 9:30 PM

***Location:
Largo***

Reception & Dinner

Thursday, March 26, 2015



Breakout Sessions

Thursday, March 26, 2015

8:30 A.M. – 10:00 A.M.

Room: Largo

SOCIAL MEDIA

Track: Social Media

Track Chair: Kaye McKinzie, University of Central Arkansas
Karin Reinhard, Baden Wurttemberg Cooperative State University

Session Title: Social Media

Session Chair: Kaye McKinzie, University of Central Arkansas

1. Presentation Title: "Consumer Desire for One-to-One Company Tweets: Using Twitter as a Relationship Marketing Tool."¹

Michael K. Coolsen, Shippensburg University
Cailey Aubrey, Shippensburg University
Ronald Taylor, Shippensburg University

2. Presentation Title: "Verifying Twitter Usage in Disasters Using Case Study Research."²

John R. Fisher, Utah Valley University
Jeffery Maxfield, Utah Valley University

3. Presentation Title: "Consumerism and Marketing in the Digital Age."³

Harold W. Lucius, Rowan University
John Hanson, West Chester University

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

¹ Proceedings page 8

² Proceedings page 46

³ Proceedings page 9

Thursday, March 26, 2015

8:30 A.M. – 10:00 A.M.

Room: Marathon

**OPERATIONS MANAGEMENT
MANAGEMENT OF DIVERSITY**

Track: Operations Management
Management of Diversity

Track Chair: Shakil Rahman, Frostburg State University
Chynette Nealy, University of Houston – Downtown

Session Title: Operations Potpourri

Session Chair: Shakil Rahman, Frostburg State University

-
1. Presentation Title: "Starting a New Program in Cloud Computing."
Azad Ali, Indiana University of Pennsylvania
 2. Presentation Title: "Afro-American Women and Leadership Positions: An Analysis of Young Adults Outlook Including the Way Current Young Adults Associate with these Leaders."⁴
Shakil Rahman, Frostburg State University
JoAnna Burley Shore, Frostburg State University
Carin Lighter-Laws, Frostburg State University
 3. Presentation Title: "Is She Mathilda the Hun? Women's Perceptions of Female Managers."⁵
Kellye Jones, Clark Atlanta University
 4. Presentation Title: "A View into Underrepresented Diversity: A Case Study of Organizational Accommodation of Autism."⁶
Angela Murphy, Florida A & M University
Jennifer Collins, Florida A & M University
-

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

⁴ Proceedings page 1

⁵ Proceedings page 24

⁶ Proceedings page 47

Thursday, March 26, 2015

8:30 A.M. – 10:00 A.M.

Room: Cedar

APPLIED MANAGEMENT SCIENCE & DECISION SUPPORT SYSTEMS

Track: Applied Management Science & Decision Support Systems

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

Session Title: Decisions in Health Care and Marketing

Session Chair: Jim Mahar, St. Bonaventure University

1. Presentation Title: "Integration of Artificial Neural Network and Genetic Algorithm for Breast Cancer Identification."⁷

Dinesh K. Sharma, University of Maryland Eastern Shore
H.S. Hota, Bilaspur University

2. Presentation Title: "Marketing Related Decisions: Evidence from Vietnam."⁸

Durriya H. Z. Khairullah, St. Bonaventure University

3. Presentation Title: "Behavioral Science and Teaching."⁹

Jim Mahar, St. Bonaventure University

4. Presentation Title: "Waste Reduction in the Manufacture of Industrial Dust Collector Bags - A Case Study."¹⁰

Zahid Y. Khairullah, St. Bonaventure University

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

⁷ Proceedings page 22

⁸ Proceedings page 26

⁹ Proceedings page 4

¹⁰ Proceedings page 47

Thursday, March 26, 2015

8:30 A.M. – 10:00 A.M.

Room: Fleming

ORGANIZATIONAL COMMUNICATION & CRISIS MANAGEMENT

Track: Organizational Communication & Crisis Management

Track Chair: Reza Eftekharzadeh, St. John's University

Session Title: International Management

Session Chair: Reza Eftekharzadeh, St. John's University

-
1. Presentation Title: "Denial, Blame and Fear: Crisis Communication in the Age of Ebola."¹¹
Amiso M. George, Texas Christian University
Maggie B. Thomas, Texas Christian University
 2. Presentation Title: "The Shuanghui (China) Group Pork Crisis: Lessons in Image Restoration."¹²
Kaiyi Sun, Texas Christian University
Jianyuo Change, Texas Christian University
Amiso M. George, Texas Christian University
 3. Presentation Title: "Touchdown or Fumble: Examining the Image Repair Strategies Used in the National Football League's Crisis."¹³
Carol Stewart, Southern Connecticut State University
 4. Presentation Title: "Searching for Antagonistic Counterpart of Manipulation: Does Genuine Communication Exist?"¹⁴
Olga Lazitski, University of California San Diego

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

¹¹ Proceedings page 12

¹² Proceedings page 40

¹³ Proceedings page 44

¹⁴ Proceedings page 37

Thursday, March 26, 2015

8:30 A.M. – 10:00 A.M.

Room: Sunset

STRATEGIC MANAGEMENT

Track: Strategic Management

Track Chair: Pingying Zhang, University of North Florida
Crystal Owen, University of North Florida

Session Title: Strategic Management

Session Chair: Pingying Zhang, University of North Florida

1. Presentation Title: "Learner-Contextualized Concept Elaboration and Knowledge of Concepts in Strategic Management."¹⁵
Michael Taku, Dillard University

2. Presentation Title: "Social and Business Connectivity: Blurring the Work/Home Boundary."¹⁶
Lawrence Zeff, University of Detroit Mercy
Mary Higby, University of Detroit Mercy

3. Presentation Title: "R&D Project Prioritization Using Analytic Hierarchy Process."¹⁷
Waqas Idrees, Northeastern University

4. Presentation Title: "A New Methodology to Construct Organization's Strategies Based on Supply Chain Concept."¹⁸
Seyed Mohammad Seyedhosseini, Iran University of Science & Technology
Kaveh M. Cyrus, Amirkabir University of Technology
Kaveh Fahimi, Iran University of Science & Technology

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

¹⁵ Proceedings page 25

¹⁶ Proceedings page 41

¹⁷ Proceedings page 34

¹⁸ Proceedings page 42

****Refreshments****



Thursday, March 26, 2015

10:00 AM – 10:30 AM

Thursday, March 26, 2015

10:30 A.M. – 12:00 P.M.

Room: Largo

ADVERTISING AND MARKETING COMMUNICATION

Track: Advertising and Marketing Communication

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

Session Title: Theories, Evaluation, and Tourism

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

1. Presentation Title: "Persuasion in Business Communication: Theories, Models, and Creative Strategies."¹⁹

Martin Shapiro, Berkeley College

2. Presentation Title: "Medical Tourism: How Far Are You Willing To Go To Save Money?"²⁰

Louis K. Falk, University of Texas at Brownsville

Thomas J. Prinsen, Indiana Wesleyan University

Javier Martinez, University of Texas at Brownsville

3. Presentation Title: "How Do U.S. Consumers' Evaluate "Made in China" Products? An Investigation of the Country-of-Origin (COO) Effects on Product Involvement, and Purchase Behaviors."²¹

Zhaohui Su, The University of Texas at Austin

Erdener Kaynak, The Pennsylvania State University at Harrisburg

Yukiko Yamaguchi, University of Nagasaki

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

¹⁹ Proceedings page 32

²⁰ Proceedings page 28

²¹ Proceedings page 20

Thursday, March 26, 2015

10:30 A.M. – 12:00 P.M.

Room: Marathon

PROJECT MANAGEMENT & KNOWLEDGE MANAGEMENT

Track: Project Management and Knowledge Management

Track Chair: Michael Baechle, Baden-Wuerttemberg State University

Session Title: Project Management

Session Chair: Michael Baechle, Baden-Wuerttemberg State University

1. Presentation Title: “Developing a Two-Phased Modeling Optimization Approach for Portfolio Project Selection.”²²

Seyed Mohammad Seyedhosseini, Iran University of Science & Technology

Tahere Heydari, Iran University of Science & Technology

Ahmad Makui, Iran University of Science & Technology

2. Presentation Title: “Management Cockpit as a Layer of Integration for a Holistic Performance Management.”²³

Armin Roth, Reutlingen University of Applied Sciences

3. Presentation Title: “Event Controlling.”

Joerg Beier, Baden-Wuerttemberg State University

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

²² Proceedings page 13

²³ Proceedings page 26

Thursday, March 26, 2015

10:30 A.M. – 12:00 P.M.

Room: Cedar

GLOBAL PR, CORPORATE RESPONSIBILITY AND CULTURE

Track: Global PR, Corporate Responsibility and Culture

Track Chair: Enric Ordeix, Ramon Llull University (Catalonia-Spain)

Session Title: Sustainability and Mobility in the Global Sphere

Session Chair: Josep Rom, Ramon Llull University (Catalonia-Spain)

1. Presentation Title: "Standards of Corporate Moral Responsibility: The Role of Opinion Leaders."²⁴

Pavel Slutsky, Chulalongkorn University
Enric Ordeix, Ramon Llull University

2. Presentation Title: "Sustainable Development and Social Cohesion in Algeria: What Perspectives?"²⁵

Fatima Zohra Adel, University of Bechar
Faraji Belhaj, University of Bechar
Abdelkader Guendouz, University of Tlemcen

3. Presentation Title: "Concept Evolution of Smart City in Europe: Political Communication Benchmark Among the Cities of: Barcelona, Amsterdam, Bucharest and Moscow."²⁶

Josep Rom, Ramon Llull University
Jordi Botey, Ramon Llull University

Discussants: Macarena Urenda, DUOC-UC
Gregory Payne, Emerson College

²⁴ Proceedings page 40

²⁵ Proceedings page 43

²⁶ Proceedings page 7

Thursday, March 26, 2015

10:30 A.M. – 12:00 P.M.

Room: Fleming

ORGANIZATIONAL BEHAVIOR & THEORY

Track: Organizational Behavior & Theory

Track Chairs: Kayong Holston, Ottawa University
Carol Stewart, Southern Connecticut State University

Session Title: Organizational Behavior & Theory

Session Chair: Carol Stewart, Southern Connecticut State University

1. Presentation Title: "Exploration of a New Survey Instrument: Sense of Community in the Workplace."

Danny Arnold, Rollins College
Wade Arnold, University of Central Florida
Morgan Miles, University of Tennessee - Martin

2. Presentation Title: "Supporting and Empowering Knowledge Workers and Communities of Practice: An Organizational Systems Perspective."²⁷

Diane Bandow, Troy University
Joseph Gerwick, DTE Energy
Terry Self, Independent Scholar

3. Presentation Title: "Effect of Organizational Citizenship Behavior on Sustainable Growth of the Organizations: A Case Study of NGO CECOEDECON in Jaipur, Rajasthan."

Rajeshwari Narendran, Academy of Human Resource Development
Bharti Sharma, IIIM

4. Presentation Title: "Bullying the Workplace: A Conceptual Examination of Possible Personality Traits of Perpetrators of Bullying."

Shanna Grant-Olshausen, University of North Florida
Carol Spector, University of North Florida
Paul A. Fadil, University of North Florida

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

²⁷ Proceedings page 42

Thursday, March 26, 2015

10:30 A.M. – 12:00 P.M.

Room: Sunset

ENTREPRENEURSHIP

Track: Entrepreneurship
Track Chair: Marty Mattare, Frostburg State University
Session Title: Strategy, Development, and Leadership in SMEs
Session Chair: Marty Mattare, Frostburg State University

1. Presentation Title: "Innovative Entrepreneurial Approach in Vietnamese Companies."²⁸
Eren Ozgen, Troy University
Barbara Minsky, Troy University
 2. Presentation Title: "Do International Network Activities Affect Firm Performance? Case Study of High-Tech SMEs UK."²⁹
Azhdar Karami, Bangor University
Rana Tajvidi, Bangor University
 3. Presentation Title: "Is More Better? A Study of Diversification Strategy in Venture Capital Market."³⁰
Pingying Zhang, University of North Florida
Marjory Templeton, University of North Florida
Andres Gallo, University of North Florida
 4. Presentation Title: "Using Myers-Briggs® in Leadership Development in Small Business."
Marty Mattare, Frostburg State University
-

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

²⁸ Proceedings page 22

²⁹ Proceedings page 14

³⁰ Proceedings page 24

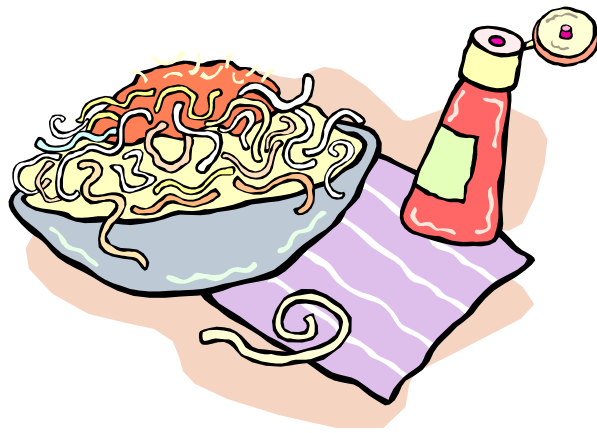
****Lunch Break****



Thursday, March 26, 2015

12:00 PM – 1:15 PM

****IABD Officers Meeting/Luncheon**



Thursday, March 26, 2015
12:00 PM – 1:15 PM

Location:
Paradise Key

NOTE:
This luncheon is ONLY for IABD Officers.

Thursday, March 26, 2015

1:30 P.M. – 3:00 P.M.

Room: Largo

**ETHICAL AND SOCIAL ISSUES
SUSTAINABILITY**

Track: Ethical and Social Issues
Sustainability

Track Chair: Kellye Jones, Clark Atlanta University
Gregory Robbins, Southern Connecticut State University

Session Title: Ethical and Social Issues
Sustainability

Session Chair: Kellye Jones, Clark Atlanta University
Gregory Robbins, Southern Connecticut State University

-
1. Presentation Title: "Are Businesses That Withhold Overpayments Morally Correct?"³¹
Carolyn Ashe, University of Houston Downtown
 2. Presentation Title: "Have Faith in the System? Explaining the Pay Gap."³²
Amy Arnold, Penn State University
 3. Presentation Title: "Differently Abled Employees in Indian Organizations: Perspectives of Employers and General Employees."³³
Mohammed Tausif Iqbal, Cummins India Ltd.
Kaushik Chaudhuri, Shiv Nadar University
Paul A. Fadil, University of North Florida
 4. Presentation Title: "The Perceived State of Women's Empowerment in Rural India: The Case of Namkhana and Patharpratima."³⁴
Ronita Chaudhuri, Indira Gandhi National Open University
Kaushik Chaudhuri, Shiv Nadar University
Cindi Smatt, University of North Georgia

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

³¹ Proceedings page 2

³² Proceedings page 19

³³ Proceedings page 13

³⁴ Proceedings page 31

Thursday, March 26, 2015

1:30 P.M. – 3:00 P.M.

Room: Marathon

ECONOMICS

Track: Economics
Track Chair: Dale Steinreich, Drury University
Session Title: Economics
Session Chair: Dale Steinreich, Drury University

-
1. Presentation Title: "Oil, Voracity, and Growth: Do Political Constraints Matter? New Evidence From Oil-Developing Countries."³⁵
Amany A. El Anshasy, United Arab Emirates University
 2. Presentation Title: "Religiosity and Economic Growth in the U.S. by State."³⁶
Gregory Chase, West Liberty University
 3. Presentation Title: "U.S. Unemployment: Rigidities and Challenges in the Obama Era."³⁷
Reza Fadaei, National University
 4. Presentation Title: "The Savings and Loan Debacle Twenty-Five Years Later: A Critical Re-Appraisal and Interest-Group Theory Re-Examination."³⁸
Dale Steinreich, Drury University
Rodney A. Oglesby, Drury University

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

³⁵ Proceedings page 29

³⁶ Proceedings page 34

³⁷ Proceedings page 45

³⁸ Proceedings page 36

Thursday, March 26, 2015

1:30 P.M. – 3:00 P.M.

Room: Cedar

GLOBAL PR, CORPORATE RESPONSIBILITY AND CULTURE

Track: Global PR, Corporate Responsibility and Culture

Track Chair: Enric Ordeix, Ramon Llull University (Catalonia-Spain)

Session Title: Opinion Leadership, Sustainability and Smart Cities

Session Chair: Josep Rom, Ramon Llull University (Catalonia-Spain)

1. Presentation Title: "Financing a Sustainable Social Policy: The Case of Algeria."³⁹

Abdelkader Guendouz, University of Tlemcen

Leila Khouani, University of Tlemcen

Fatima Zohra Adel, University of Bechar

2. Presentation Title: "Barcelona as a Smart City: Identity Brand Changes and Citizen Perception."⁴⁰

Josep Rom, Ramon Llull University, Barcelona

Enric Ordeix, Ramon Llull University, Barcelona

3. Presentation Title: "The Failing States: The Business and Human Tragedy!"

Abbas J. Ali, Indiana University of Pennsylvania

Discussants: Macarena Urenda, DUOC-UC
Gregory Payne, Emerson College

³⁹ Proceedings page 18

⁴⁰ Proceedings page 4

Thursday, March 26, 2015

1:30 P.M. – 3:00 P.M.

Room: Fleming

MARKETING RESEARCH

Track: Marketing Research

Track Chair: Talha D. Harcar, The Pennsylvania State University at Harrisburg

Session Title: Consumer Behavior Research

Session Chair: Erdener Kaynak, The Pennsylvania State University at Harrisburg

1. Presentation Title: "Assessment of Moroccans Perception Towards Products/Services Advertising Credibility in the Telecommunication Sector."⁴¹

Laila Frija, Al Akhawayn University

Nicolas Hamelin, Al Akhawayn University

Talha D. Harcar, The Pennsylvania State University at Beaver

2. Presentation Title: "Marketing Research Budgets: How They Are Impacted by the Business Cycle."⁴²

Daniel W. Smith, The Pennsylvania State University at Beaver

3. Presentation Title: "What Are the Factors Affecting Price Perceptions? The Case of Guatemala."⁴³

John E. Spillan, University of North Carolina – Pembroke

Talha D. Harcar, The Pennsylvania State University at Beaver

Nicholas Virzi, Consultant-Guatemala City

4. Presentation Title: "Role of Adaptive Selling and Customer Orientation on Sales Performance: Evidence from Two Distinct Markets."⁴⁴

Erdener Kaynak, The Pennsylvania State University at Harrisburg

Ali Kara, The Pennsylvania State University at York

Clement S.F. Chow, University of Macau

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

⁴¹ Proceedings page 3

⁴² Proceedings page 27

⁴³ Proceedings page 48

⁴⁴ Proceedings page 35

Thursday, March 26, 2015

1:30 P.M. – 3:00 P.M.

Room: Sunset

INTERDISCIPLINARY STUDIES

Track: Interdisciplinary Studies

Track Chair: Nada Farhat, Harvard University

Session Title: Interdisciplinary Communication Studies

Session Chair: Gregory Payne, Emerson College

-
1. Presentation Title: "The Elements of Crises: Understanding their Influence on Outcomes."*
Owen Eagen, Emerson College
 2. Presentation Title: "Hosting the Globe Communication Project."*
Spencer Kimball, Emerson College
Mehroz Sajjad, Emerson College
 3. Presentation Title: "Communication Politics and Law Association: Networking and Preparing for the Job Market."*
Stephanie Bailey, Emerson College
Alan Kairo Vilimaitis, Emerson College
 4. Presentation Title: "Training Students in Polling and Survey Techniques: Blueprint for the Emerson College Polling Society."
Spencer Kimball, Emerson College
Eric Levy, Florida Atlantic University
 5. Presentation Title: "Emerson-Blanquerna Sports Communication Workshop."
Gregory Payne, Emerson College

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

*Student presentation

****General Meeting****

Upcoming Events & Announcements



OPEN TO ALL PARTICIPANTS

Thursday, March 26, 2015

3:15 PM – 4:45 PM



Refreshments Served

***Location:
Paradise Key***

Thursday, March 26, 2015

5:00 P.M. – 6:15 P.M.

Room: Siesta/Biscayne

ALL ACADEMY SESSION

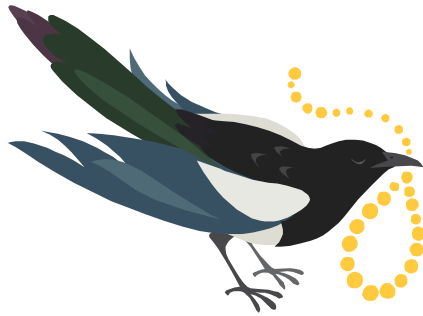
“The Shifting Middle Class – Worldwide”

Chairperson: Phillip W. Balsmeier, Nicolas State University

1. The Middle East Changing Expectations
Abbas J. Ali, Indiana University of Pennsylvania
 2. The North America Shrinking Middle Class
Raymond A. Cox, Thompson Rivers University
 3. The South Asia Boom and the Social Challenge
Zahid Y. Khairullah, St. Bonaventure University
-

Commentator: Gregory Payne, Emerson College

****All Academy Gala Reception/Dinner



Thursday, March 26, 2015

7:00 PM – 9:00 PM

***Location:
Orange/Lemon/Lime***

Friday, March 27, 2015



Breakout Sessions

Friday, March 27, 2015

8:30 A.M. – 10:00 A.M.

Room: Largo

ADVERTISING AND MARKETING COMMUNICATION

Track: Advertising and Marketing Communication

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

Session Title: Models, Strategies, and Survival

Session Chair: Martin Shapiro, Berkeley College

-
1. Presentation Title: "Models of the Public Relations Practice: Leadership Preferences of Top Agency Management."
Emma Daugherty, California State University
 2. Presentation Title: "Will the Print Edition Survive? A Look at the Sustainability of Collegiate Newspapers."⁴⁵
Christina M. Jackson, University of Nebraska at Kearney
 3. Presentation Title: "Seeking More Sophisticated Advertising Strategies: The Quandary Facing MNCs."⁴⁶
Ali Kanso, The University of Texas at San Antonio
-

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

⁴⁵ Proceedings page 49

⁴⁶ Proceedings page 38

Friday, March 27, 2015

8:30 A.M. – 10:00 A.M.

Room: Marathon

INTERNATIONAL BUSINESS

Track: International Business

Track Chair: Philemon Oyewole, Howard University

Session Title: Doing Business Effectively in a Changing World

Session Chair: Harold W. Lucius, Rowan University

1. Presentation Title: "The Portrayal of U.S. & U.K. Women's Roles in Advertising: Testing the Mirror Theory."⁴⁷

Ronald Taylor, Shippensburg University

Michael K. Coolsen, Shippensburg University

Cailey Aubrey, Shippensburg University

2. Presentation Title: "Exploring the Dynamics of FDI-FPI Inter-Linkage Through the ASEAN Lens."⁴⁸

Shahid Siddiqi, Long Island University

Vijay Vemuri, Prairie View A&M University

3. Presentation Title: "A Shift Share Analysis of Regional Competition in the International Market for Services."⁴⁹

Philemon Oyewole, Howard University

4. Presentation Title: "Improving Intercultural Business Communication."⁵⁰

Mohammad Z. Bsat, Tusculum College

Astrid M. Beckers, Cultures Etc.

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

⁴⁷ Proceedings page 33

⁴⁸ Proceedings page 17

⁴⁹ Proceedings page 39

⁵⁰ Proceedings page 21

Friday, March 27, 2015

8:30 A.M. – 10:00 A.M.

Room: Cedar

MANAGERIAL ACCOUNTING

Track: Managerial Accounting

Track Chair: Majidul Islam, Concordia University

Session Title: Managerial Accounting for Performance Measurement and Control

Session Chair: Ibrahim Aly, Concordia University

-
1. Presentation Title: "Comparing Student Performance in Managerial Accounting Course Taught in Classroom, Blended and Online Setting."
Ibrahim Aly, Concordia University
 2. Presentation Title: "Cultural Influences on Earnings Management."⁵¹
Raymond A. Cox, Thompson Rivers University
Chris He, Norcap Metal International Corporation
 3. Presentation Title: "The Impact of the Development IFRS and ISA on the Tax Legislation in Jordan."
Adel Mohammed Qatawneh, Al-Zaytoonah University of Jordan
-

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

⁵¹ Proceedings page 10

Friday, March 27, 2015

8:30 A.M. – 10:00 A.M.

Room: Fleming

INSTRUCTIONAL & PEDAGOGICAL STUDIES

Track: Instructional & Pedagogical Studies

Track Chair: Amiso M. George, Texas Christian University

Session Title: Instructional & Pedagogical Studies

Session Chair: Amiso M. George, Texas Christian University

-
1. Presentation Title: "Assessing the Impact of Multiple Service Learning Classes."⁵²
James Weber, St. Cloud State University
Paula Weber, St. Cloud State University
 2. Presentation Title: "The Utility of Learning Journals for MBA International Study Trips:
From Agnostic to True Believer."⁵³
William Murphy, University of Saskatchewan
 3. Presentation Title: "Implementing Service Learning Into Academic Programs."⁵⁴
Aimee J. Shelton, Roger Williams University
Xenja Linberg, Roger Williams University
 4. Presentation Title: "Renewable Energy in Bangladesh: Consumer Education on
Opportunities and Challenges."
Ujal Ibrahim, North South University, Bangladesh

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

⁵² Proceedings page 3

⁵³ Proceedings page 46

⁵⁴ Proceedings page 21

Friday, March 27, 2015

8:30 A.M. – 10:00 A.M.

Room: Sunset

INTERDISCIPLINARY STUDIES

Track: Interdisciplinary Studies

Track Chair: Nada Farhat, Harvard University

Session Title: Interdisciplinary Studies

Session Chair: Gregory Payne, Emerson College

1. Presentation Title: "Self-Awareness: A Necessary Precondition in Progressing Toward Your Transformational Leadership."⁵⁵
Hamid Khan, Our Lady of the Lake University
 2. Presentation Title: "Challenging the Stereotypes: Perspectives of Chinese Students Studying in the U.S."
Hongbin Ren, Emerson College
Minghui Fan, Emerson College
Nanxi Sun, Emerson College
 3. Presentation Title: "The Influence of Television Ads."*
Owen Eagen, Emerson College
 4. Presentation Title: "DUOC-Emerson Public Diplomacy Workshops: Lessons Learned and Next Steps."⁵⁶
Macarena Urenda Salamanca, DUOC-Catholic University of Chile
Shepard Vargo, Lake Erie College
 5. Presentation Title: "Sweetgreen Case Study: Marketing & Sales, Marketing & Service Relationships."*
Allison Peplau, Emerson College
 6. Presentation Title: "An Exploration of Brand Symbols in the Context of Cultural Frame Shifting."
Nada Farhat, Harvard University
-

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

*Student presentation

⁵⁵ Proceedings page 38

⁵⁶ Proceedings page 15

****Refreshments****



Friday, March 27, 2015

10:00 AM – 10:30 AM

Friday, March 27, 2015

10:30 A.M. – 12:00 P.M.

Room: Largo

ADVERTISING AND MARKETING COMMUNICATION

Track: Advertising and Marketing Communication

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

Session Title: Choice, Responsibility, and Generations

Session Chair: Ronald Taylor, Shippensburg University

-
1. Presentation Title: "What Does The Integrated Marketing Communication Trade Literature Say About The Millennial Generation?"⁵⁷
Charles A. Lubbers, University of South Dakota
Christina M. Jackson, University of Nebraska at Kearney
Thomas J. Prinsen, Indiana Wesleyan University
 2. Presentation Title: "Media Choice for Advertising by Degree Granting Institutions in the University System of Maryland During a Period of Economic Downturns."⁵⁸
Felix Abeson, Coppin State University
 3. Presentation Title: "Corporate Social Responsibility (CSR) and Online Marketing Communications: Analysis of Social Media in Multinational Corporations."
Carolynn McMahan, University of North Florida
Jae Hee Park, University of North Florida

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

⁵⁷ Proceedings page 48

⁵⁸ Proceedings page 27

Friday, March 27, 2015

10:30 A.M. – 12:00 P.M.

Room: Marathon

PANEL PRESENTATION

Track: Communication and Technology

Track Chair: John C. Tedesco, Virginia Tech University

Session Moderator: Ali Kanso, The University of Texas at San Antonio

Panel Title: “A Communication Model to Enhance Student Engagement in Active Learning”

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

This presentation proposes a communication model which helps teachers to better engage students in the classroom. The model classifies students into three categories: 1) Achievers, 2) Reactive and 3) Indifferent. For each of these categories, the authors recommend engagement strategies for each of the following dimensions: Interpersonal, Mediated, Social and Psychological. The authors' model is based on over 40 years in higher education teaching experience.

Friday, March 27, 2015

10:30 A.M. – 12:00 P.M.

Room: Cedar

EMOTIONAL INTELLIGENCE & MINDFULNESS

Track: Emotional Intelligence & Mindfulness

Track Chair: Chulguen (Charlie) Yang, Southern Connecticut State University

Session Title: Emotional Intelligence and Mindfulness

Session Chair: Margaret A. Goralski, Quinnipiac University

1. Presentation Title: "Investors or Colonizers: Exploring the Mindset of Chinese Investors in Africa."⁵⁹

Margaret A. Goralski, Quinnipiac University
Wenqian Shao, Quinnipiac University

2. Presentation Title: "Use of Emotional Intelligence in the Application of Authentic Transformational, Transactional and Servant Leadership."⁶⁰

Hamid Khan, Our Lady of the Lake University

3. Presentation Title: "Nature, Art, and Healing Places: A Visual Narrative Inquiry."⁶¹

Chulguen (Charlie) Yang, Southern Connecticut State University

4. Presentation Title: "Corporate Competence Matrix Mechanisms to Improve Knowledge Exchange and Reduce Gaps in the Network."⁶²

Omar Salgado, Foundation for the Mexican National Award for Technology and Innovation

Margaret A. Goralski, Quinnipiac University
Jiayong Gao, China Tianjin Foreign Studies University

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

⁵⁹ Proceedings page 23

⁶⁰ Proceedings page 45

⁶¹ Proceedings page 28

⁶² Proceedings page 9

Friday, March 27, 2015

10:30 A.M. – 12:00 P.M.

Room: Fleming

HEALTH COMMUNICATION

Track: Health Communication

Track Chair: Gregory Payne, Emerson College

Session Title: Messaging Strategies in Health Communication

Session Chair: John C. Tedesco, Virginia Tech University

1. Presentation Title: "Enacted Family Roles, Identity, and Supportive Communication of Twin Siblings."⁶³

Jennifer Summary, Southeast Missouri State University

2. Presentation Title: "Lessons Learned and Passed On - My Gifted Journey as a Caregiver With Zulene, the Queen."

Janice Payne, Independent Scholar

3. Presentation Title: "Sustainability and Stratified Noncompliance in the Pharmaceutical Industry."

Robert A. Page, Jr., Southern Connecticut State University

Danielle Cyr, Southern Connecticut State University

Anthony Richardson, Southern Connecticut State University

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

⁶³ Proceedings page 16

Friday, March 27, 2015

10:30 A.M. – 12:00 P.M.

Room: Sunset

INTERDISCIPLINARY STUDIES

Track: Interdisciplinary Studies

Track Chair: Nada Farhat, Harvard University

Session Title: Public Diplomacy

Session Chair: Gregory Payne, Emerson College

-
1. Presentation Title: "Fulbright as a Public Diplomacy Tool."*
Maria Toru, Emerson College
Mehroz Sajjad, Emerson College
 2. Presentation Title: "Politics and Pop Culture: How the Face of Political Commentary and Analysis is Changing."⁶⁴
Ashley Torrence, Georgia College and State University
 3. Presentation Title: "Case Studies in Public Diplomacy: Saudi-American Exchange."*
Rayyan Al-Bakri, Emerson College
 4. Presentation Title: "Reflections and Lessons Learned: Emerson College-Los Angeles-Rosarito, Mexico Public Diplomacy Workshop."*
Ana Vivas, Emerson College
Lexie Liu, Emerson College
Yu Kuang, Emerson College
 5. Presentation Title: "Emerson Birdstreet Civic Engagement Project: Grass Roots Change Agents."*
Astrid Vega, Emerson College
Randy Boston, Emerson College
Djamilson Daveiga, Emerson College

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

*Student presentation

⁶⁴ Proceedings page 32

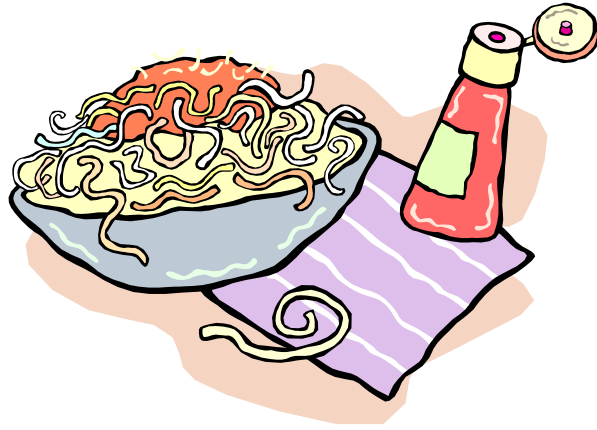
****Lunch Break****



Friday, March 27, 2015

12:00 PM – 1:45 PM

****Track Chairs Luncheon ****



Friday, March 27, 2015
12:00 PM – 1:45 PM

Location:
Paradise Key

NOTE:
This luncheon is for all IABD Track Chairs.

Friday, March 27, 2015

2:00 P.M. – 3:30 P.M.

Room: Largo

MARKETING

Track: Marketing

Track Chair: Felix Abeson, Coppin State University

Session Title: Marketing

Session Chair: Felix Abeson, Coppin State University

-
1. Presentation Title: "Role of Social Facilitation on Consumer Decision Making."⁶⁵
Shimi Naurin Ahmad, Morgan State University
 2. Presentation Title: "Global Luxury Products and the World of CSR: Do Consumers Know: Do Consumer Care?"⁶⁶
Deirdre Bird, Providence College
Helen Caldwell, Providence College
 3. Presentation Title: "Kate Spade New York: A Case Study Analysis of the Relationship Between Marketing and Sales and Marketing and Service."⁶⁷
Megan Nicholson, Emerson College
 4. Presentation Title: "Pacha Ibiza: A Case Study Analysis of the Relationship Between Marketing, Sales, and Customer Service."⁶⁸
Maria Vivas, Emerson College
-

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

⁶⁵ Proceedings page 36

⁶⁶ Proceedings page 19

⁶⁷ Proceedings page 25

⁶⁸ Proceedings page 31

Friday, March 27, 2015

2:00 P.M. – 3:30 P.M.

Room: Marathon

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Track: Public Relations and Corporate Communication

Track Chair: Bonita Dostal Neff, Indiana University Northwest

Session Title: The Undergraduate-Graduate-Practitioner Connection

Session Chair: Bonita Dostal Neff, Indiana University Northwest

-
1. Presentation Title: "Confronting Image Problems Head On: Monsanto's Public Relations Efforts to Restore the Company's Reputation."⁶⁹
Ali Kansa, The University of Texas at San Antonio
Alyssa Gonzales, Google Fiber-Austin, Texas
 2. Presentation Title: "Expanding Public Relations Education."⁷⁰
Aimee J. Shelton, Roger Williams University
Christina Alario, Roger Williams University
 3. Presentation Title: "A Communication Centric MBA — U.S. & Canadian."
Bonita Dostal Neff, Indiana University Northwest
 4. Presentation Title: "Using Metrics and Databases to Produce a Formidable Volume of Student Voter Turnout from a Data-Driven Campaign: An Influence Model."
Tim Lent Howard, Sacramento State University
Tyler Smith, Sacramento State University
Elyssa Seals, Sacramento State University

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

⁶⁹ Proceedings page 8

⁷⁰ Proceedings page 17

Friday, March 27, 2015

2:00 P.M. – 3:30 P.M.

Room: Cedar

MANAGERIAL ACCOUNTING

Track: Managerial Accounting

Track Chair: Majidul Islam, Concordia University

Session Title: Managerial Accounting for Performance Measurement and Control

Session Chair: Ibrahim Aly, Concordia University

1. Presentation Title: "Optimal Incentive Contracts, Common Uncertainty, and Intrinsic Value."⁷¹

Young Park, Southern Connecticut State University

2. Presentation Title: "Job Stress and Performance Relationship among Nurses in the Middle East: A Study in Behavioral Accounting."

Muhammad Jamal, Concordia University

Muhammad Rashid, University of New Brunswick

3. Presentation Title: "Competition, Technological Dynamism and Managerial Performance: in the Perspective of the BSC."⁷²

Majidul Islam, Concordia University

4. Presentation Title: "Risk Management in a Supply Chain Environment."⁷³

Mohammad Z. Bsar, Tusculum College

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

⁷¹ Proceedings page 30

⁷² Proceedings page 7

⁷³ Proceedings page 35

Friday, March 27, 2015

2:00 P.M. – 3:30 P.M.

Room: Fleming

HEALTH COMMUNICATION

Track: Health Communication

Track Chair: Gregory Payne, Emerson College

Session Title: Messaging Strategies in Health Communication

Session Chair: Jennifer Summary, Southeast Missouri State University

-
1. Presentation Title: "Importance of Cell Phones/Mobile Phones for Searching Health Related Issues on the Internet."
Diane McFarland, Buffalo State University
 2. Presentation Title: "Reflections on the Emerson -Tufts Communication Program in its 20th Year."
Gregory Payne, Emerson College
Nada Farhat, Harvard University
 3. Presentation Title: "Trends in Health Communication."
John C. Tedesco, Virginia Tech University
-

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

Friday, March 27, 2015

2:00 P.M. – 3:30 P.M.

Room: Sunset

INFORMATION SYSTEMS AND E-LEARNING

Track: Information Systems and e-learning

Track Chair: Saurabh Gupta, University of North Florida

Session Title: Information systems and e-learning

Session Chair: Saurabh Gupta, University of North Florida

-
1. Presentation Title: "Designing a Small Business Point of Sale System."⁷⁴
Markus Hitz, University of North Georgia
 2. Presentation Title: "Big Data on GPU: A Low-Cost Approach to Searching Large, Unstructured Data Using Commodity Graphics Processors."⁷⁵
Bryson Payne, University of North Georgia
Christopher Dluhy, University of North Georgia
 3. Presentation Title: "On the Implementation of Smart E-Government: A Viable Solution for Global Warning."⁷⁶
Gurdeep Hura, University of Maryland Eastern Shore
-

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

⁷⁴ Proceedings page 12

⁷⁵ Proceedings page 5

⁷⁶ Proceedings page 30

Saturday, March 28, 2015



Breakout Sessions

Saturday, March 28, 2015

8:30 A.M. – 10:00 A.M.

Room: Largo

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: "College Students as Consumers: A Determination of the Personal Financial Education Needs of a Diverse Population."⁷⁷
Donna Danns, University of North Georgia
George Danns, University of North Georgia
 2. Presentation Title: "Nonprofit Mergers: The Fundamental Factors for Success."⁷⁸
Kimberly M. Reeve, International School of Management
K. Matthew Wong, St. John's University
 3. Presentation Title: "Tax Inversion: A Primer."⁷⁹
Phillip Fuller, Jackson State University
Henry Thomas, Jackson State University
 4. Presentation Title: "Acceptance of Foreign Direct Investment in A Small Town in America."
C. Joe Ueng, The University of St. Thomas-Houston
C. Christopher Lee, Central Connecticut State University
Noel Granger, Lake Superior State University

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

⁷⁷ Proceedings page 6

⁷⁸ Proceedings page 29

⁷⁹ Proceedings page 43

Saturday, March 28, 2015

8:30 A.M. – 10:00 A.M.

Room: Marathon

COMMUNICATION & TECHNOLOGY

Track: Communication & Technology

Track Chair: John C. Tedesco, Virginia Tech University

Session Title: Communication & Technology: Translation, Information, & Innovation

Session Chair: John C. Tedesco, Virginia Tech University

1. Presentation Title: "A Study of Factors Influencing Machine Translation Comprehension."⁸⁰

Mahesh Vanjani, Texas Southern University

Milam Aiken, University of Mississippi

Mina Park, Southern Connecticut State University

2. Presentation Title: "The Digitization of Agricultural Information in Bangladesh: Use of Online Information by Farmers."⁸¹

Md. Didarul Islam, University of South Dakota

Charles A. Lubbers, University of South Dakota

3. Presentation Title: "Applying the Scholarship of Teaching and Learning to a Virtual Public Speaking Course."⁸²

Brandi Quesenberry, Virginia Tech University

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

⁸⁰ Proceedings page 41

⁸¹ Proceedings page 14

⁸² Proceedings page 2

Saturday, March 28, 2015

8:30 A.M. – 10:00 A.M.

Room: Cedar

HUMAN RESOURCE MANAGEMENT

Track: Human Resource Management

Track Chair: Kaushik Chaudhuri, Shiv Nadar University

Session Title: Human Resource Management

Session Chair: Cindi Smatt, University of North Georgia

-
1. Presentation Title: "A Comparative Study on Personnel Recruitment and Selection in the Telecom Sector: The Case of Huawei in Senegal and China."
Ba Abdoulaye, Wuhan University of Technology
Sun Zehou, Wuhan University of Technology
 2. Presentation Title: "Training vs Learning: From Training Man Days to Learning Days."
Nidhi Vashishtha, Jaipuria Institute of Management
Rajeshwari Narendran, MLS University
 3. Presentation Title: "Creating Effective Business Internships."⁸³
Diane Bandow, Troy University
 4. Presentation Title: "Psychological Capital, Adaptability, Engagement and Performance in a Multinational Company following the GFC."⁸⁴
Richard E. Hicks, Bond University
Eva-Maria Knies, Bond University
-

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

⁸³ Proceedings page 10

⁸⁴ Proceedings page 33

Saturday, March 28, 2015

8:30 A.M. – 10:00 A.M.

Room: Fleming

INFORMATION SYSTEMS AND E-LEARNING

Track: Information Systems and e-learning

Track Chair: Saurabh Gupta, University of North Florida

Session Title: Information systems and e-learning

Session Chair: Saurabh Gupta, University of North Florida

1. Presentation Title: "Self-Efficacy Conceptualizations in IS and the Effect of Training on Them."⁸⁵

Saurabh Gupta, University of North Florida

2. Presentation Title: "Challenges in educating College Bound Millennials: Leveraging Technology to Motivate Students."⁸⁶

Mahesh Vanjani, Texas Southern University

3. Presentation Title: "Effects of Regulatory Focus on IT Substitution."⁸⁷

Liqiong Deng, University of West Georgia

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

⁸⁵ Proceedings page 39

⁸⁶ Proceedings page 6

⁸⁷ Proceedings page 16

****Refreshments****



Saturday, March 28, 2015

10:00 AM – 10:30 AM

Saturday, March 28, 2015

10:30 A.M. – 12:00 P.M.

Room: Largo

LEADERSHIP

Track: Leadership

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

Session Title: Varying Perspectives on Leadership

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

-
1. Presentation Title: "Theocentric Leadership: A New Approach to God-Honoring Leadership."⁸⁸
Mark A. Grimes, Georgia Southwestern State University
Robert H. Bennett, III, Georgia Southwestern State University
 2. Presentation Title: "Defining Affective Leadership through Emergency Service Student Interviews of Leaders."⁸⁹
John R. Fisher, Utah Valley University
Jeffery Maxfield, Utah Valley University
Derek Maxfield, Sandy Fire Department, Utah
 3. Presentation Title: "Scholarly Leaders: Value-based Leadership and Linkages with Emotional Intelligence and Creativity Types."⁹⁰
Judy R. Van Doorn, Troy University
Danielle Sims, Troy University
John Van Doorn, Troy University
 4. Presentation Title: "The Challenge of Leadership Sustainability in Family Owned Businesses."⁹¹
Gaynor G. Cheokas, Georgia Southwestern State University
Robert H. Bennett, III, Georgia Southwestern State University

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

⁸⁸ Proceedings page 44

⁸⁹ Proceedings page 11

⁹⁰ Proceedings page 37

⁹¹ Proceedings page 5

Saturday, March 28, 2015

10:30 A.M. – 12:00 P.M.

Room: Marathon

SPORT BUSINESS

Track: Sport Business

Track Chair: Brian Larson, Widener University

Session Title: Sport Business

Session Chair: Ric Jensen, Montclair State University

-
1. Presentation Title: "Does Concession Experience Matter for Sport Fans?"⁹²
Yawei Wang, Montclair State University
Brian Larson, Widener University
Ric Jensen, Montclair State University
 2. Presentation Title: "The Impact of the 2008 Economic Downturn on Golf Clubs in the Northwest Pennsylvania/Southwest New York Regions."⁹³
Keary J Rouff, University of Pittsburgh-Bradford
 3. Presentation Title: "Investigating the Relationships between Sports Stadium Atmospherics, Sports Fans Satisfaction and Future Behavioral Intentions."⁹⁴
Ric Jensen, Montclair State University
Limbu Yam, Montclair State University
 4. Presentation Title: "Does Total Player Salary Matter in the Major League Baseball Team's Efficiency?"
C. Christopher Lee, Central Connecticut State University
Raymond Schuh, Lake Superior State University
Jinhee Yoo, Southern Connecticut State University

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

⁹² Proceedings page 15

⁹³ Proceedings page 20

⁹⁴ Proceedings page 23

Saturday, March 28, 2015

10:30 A.M. – 12:00 P.M.

Room: Cedar

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: "Factors Determining Customer Brand Choice of Hotels in Ghana."⁹⁵
Abednego F. Okoe, University of Professional Studies, Accra
Nathan K. Austin, Morgan State University
Helen Arkoful, University of Professional Studies, Accra
 2. Presentation Title: "Zimbabwe: Redefining Tourism in a Forgotten Land."⁹⁶
Deirdre Bird, Providence College
 3. Presentation Title: "Customer Purchasing Decisions and Brand Choice in the Hospitality Industry in Ghana."⁹⁷
Abednego F. Okoe, University of Professional Studies, Accra
Nathan K. Austin, Morgan State University
Rhodalene Amartey, Ghana Institute of Journalism
 4. Presentation Title: "Agritourism: A New Method of Sustainability for Rural Communities."⁹⁸
A.J. Templeton, University of Central Florida

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

⁹⁵ Proceedings page 18

⁹⁶ Proceedings page 49

⁹⁷ Proceedings page 11

⁹⁸ Proceedings page 1

INDEX

- Abdoulaye, Ba, 62
Abeson, Felix, 13, 47, 54
Ahmad, Shimi Naurin, 54
Aiken, Milam, 61
Alario, Christina, 55
Al-Bakri, Rayyan, 51
Ali, Abbas J., 10, 11, 34, 38
Ali, Azad, 20
Aly, Ibrahim, 43, 56
Amartey, Rhodalene, 67
Arkoful, Helen, 67
Arnold, Amy, 32
Arnold, Danny, 28
Arnold, Wade, 28
Ashe, Carolyn, 32
Aubrey, Cailey, 19, 42
Austin, Nathan K., 13, 67
Baechle, Michael, 13, 26
Bailey, Stephanie, 8, 36
Balsmeier, Phillip W., 10, 38
Bandow, Diane, 8, 28, 62
Beckers, Astrid M., 42
Beheshti, Hooshang M., 10, 11
Beier, Joerg, 26
Belhaj, Faraji, 27
Bennett, Robert H., 12, 65
Bird, Deirdre, 54, 67
Boston, Randy, 51
Botey, Jordi, 27
Bsat, Mohammad Z., 12, 42, 56
Burley Shore, JoAnna, 20
Caldwell, Helen, 54
Camp, Robert C., 10
Casino, Raquel, 12
Change, Jianyuo, 22
Chase, Gregory, 33
Chaudhuri, Kaushik, 12, 32, 62
Chaudhuri, Ronita, 14, 32
Cheokas, Gaynor G., 65
Chow, Clement S.F., 35
Collins, Jennifer, 20
Coolsen, Michael K., 19, 42
Cox, Raymond A., 10, 38, 43
Cyr, Danielle, 50
Cyrus, Kaveh M., 23
Danns, Donna, 60
Danns, George, 60
Daugherty, Emma, 41
Daveiga, Djamilson, 51
Deng, Liqiong, 63
Devine, Elton A., 10
Dluhy, Christopher, 58
Eagen, Owen, 36, 45
Eftekhazadeh, Reza, 3, 11, 13, 22
El Anshasy, Amany A., 33
Fadaei, Reza, 33
Fadil, Paul A., 1, 4, 10, 28, 32
Fahimi, Kaveh, 23
Falk, Louis K., 3, 10, 11, 12, 25, 41, 47
Fan, Minghui, 8, 45
Farhat, Nada, 12, 36, 45, 51, 57
Fisher, John R., 3, 11, 19, 65
Frija, Laila, 35
Fuller, Phillip, 12, 60
Gallo, Andres, 29
Gao, Jiayong, 49
George, Amiso M., 12, 22, 44
Gerwick, Joseph, 8, 28
Gonzales, Alyssa, 55
Goralski, Margaret A., 3, 6, 11, 49
Granger, Noel, 60
Grant-Olshausen, Shanna, 28
Grimes, Mark A., 65
Guendouz, Abdelkader, 27, 34
Gupta, Saurabh, 3, 6, 11, 12, 58, 63
Güss, C. Dominik, 12
Hamelin, Nicolas, 35
Harcar, Talha D., 13, 35
He, Chris, 43
Heydari, Tahere, 26
Hicks, Richard E., 62
Higby, Mary, 23
Hitz, Markus, 58
Horton, Joseph, 9, 10, 14
Hota, H.S., 21
Howard, Tim Lent, 55
Hura, Gurdeep, 58
Ibrahim, Ujal, 44
Idrees, Waqas, 23
Iqbal, Mohammed Tausif, 32
Islam, Didarul, 61
Islam, Majidul, 12, 43, 56
Jackson, Christina M., 25, 41, 47
Jamal, Muhammad, 56
Jensen, Ric, 66
Jones, Kellye, 12, 20, 32

Kanso, Ali, 10, 41, 48, 55
 Kara, Ali, 35
 Karami, Azhdar, 29
 Kaynak, Erdener, 25, 35
 Khairullah, Durriya H. Z., 21
 Khairullah, Zahid Y., 10, 12, 21, 38
 Khan, Hamid, 45, 49
 Khouani, Leila, 34
 Kimball, Spencer, 36
 King, John, 13
 Knies, Eva-Maria, 62
 Kolb, Arthur, 13
 Kuang, Yu, 8, 51
 Larson, Brian, 13, 66
 Lazitski, Olga, 22
 Lee, C. Christopher, 60, 66
 Levy, Eric, 36
 Lighter-Laws, Carin, 20
 Linberg, Xenja, 44
 Liu, Lexie, 8, 51
 Lubbers, Charles A., 47, 61
 Lucius, Harold W., 13, 19, 42
 Lutz, Raymond P., 10
 Mahar, Jim, 21
 Makui, Ahmad, 26
 Martinez, Javier, 25
 Mastrianna, Frank, 10
 Mattare, Marty, 12, 13, 29
 Maxfield, Derek, 65
 Maxfield, Jeffery, 19, 65
 McFarland, Diane, 10, 57
 McKee, David L., 10
 McKinzie, Kaye, 3, 6, 11, 13, 19
 McMahan,Carolynn, 47
 Miles, Morgan, 28
 Minsky, Barbara, 29
 Murphy, Angela, 20
 Murphy, William, 44
 Narendran, Rajeshwari, 28, 62
 Nealy, Chynette, 12, 20
 Neff, Bonita Dostal, 8, 13, 55
 Nelson, Richard Alan, 10
 Nicholson, Megan, 54
 Oglesby, Rodney A., 12, 33
 Okoe, Abednego F., 67
 Ordeix, Enric, 12, 27, 34
 Owen, Crystal, 13, 23
 Oyewole, Philemon, 12, 42
 Ozgen, Eren, 29
 Page, Robert A., 50
 Park, Jae Hee, 47
 Park, Mina, 61
 Park, Young, 56
 Payne, Bryson, 58
 Payne, Gregory, 3, 10, 11, 12, 27, 34, 36, 38, 45, 50, 51, 57
 Payne, Janice, 50
 Peplau, Allison, 45
 Prinsen, Thomas J., 25, 47
 Qatawneh, Adel Mohammed, 43
 Quesenberry, Brandi, 61
 Rahman, Shakil, 13, 20
 Rashid, Muhammad, 56
 Reeve, Kimberly M., 60
 Reinhard, Karin, 4, 11, 13, 19
 Ren, Hongbin, 45
 Richardson, Anthony, 50
 Robbins, Gregory, 13, 32
 Rom, Josep, 27, 34
 Roth, Armin, 26
 Rouff, Keary J, 66
 Sajjad, Mehroz, 8, 36, 51
 Salgado, Omar, 49
 Schuh, Raymond, 66
 Seals, Elyssa, 55
 Self, Terry, 8, 28
 Seyedhosseini, Seyed Mohammad, 23, 26
 Shao, Wenqian, 49
 Shapiro, Martin, 25, 41
 Sharma, Bharti, 28
 Sharma, Dinesh K., 21
 Shelton, Aimee J., 44, 55
 Siddiqi, Shahid, 42
 Sims, Danielle, 65
 Sinno, Abdul Karim, 48
 Sinno, Rafic, 48
 Slutsky, Pavel, 27
 Smatt, Cindi, 1, 3, 11, 32, 62
 Smith, Daniel W., 35
 Smith, Tyler, 55
 Spector, Carol, 28
 Spillan, John E., 35
 Steinreich, Dale, 12, 33
 Stewart, Carol, 13, 22, 28
 Su, Zhaohui, 25
 Summary, Jennifer, 50, 57
 Sun, Kaiyi, 22
 Swaidan, Ziad, 12
 Tajvidi, Rana, 29
 Taku, Michael, 23

Taylor, Ronald, 19, 42, 47
Tedesco, John C., 12, 48, 50, 57, 61
Templeton, A.J., 67
Templeton, Marjory, 29
Thibodeaux, Mary S., 10
Thomas, Henry, 60
Thomas, Maggie B., 22
Tootoonchi, Ahmad, 10
Torrance, Ashley, 51
Toru, Maria, 51
Turnes, Paloma Bernal, 13
Ueng, C. Joe, 60
Urenda, Macarena, 27, 34, 45
Van Doorn, John, 65
Van Doorn, Judy R., 65
Vanjani, Mahesh, 61, 63
Vargo, Shepard, 8, 45
Vashishtha, Nidhi, 62

Vega, Astrid, 51
Vemuri, Vijay, 42
Vilimaitis, Alan Kairo, 36
Virzi, Nicholas, 35
Vivas, Ana, 8, 51
Vivas, Maria, 54
Wang, Yawei, 66
Weber, James, 3, 11, 44
Weber, Paula, 44
Wong, K. Matthew, 60
Yam, Limbu, 66
Yamaguchi, Yukiko, 25
Yang, Chulguen, 12, 49
Yoo, Jinhee, 66
Zeff, Lawrence, 23
Zehou, Sun, 62
Zhang, Pingying, 13, 23, 29
Zohra Adel, Fatima, 27, 34