

THE INTERNATIONAL ACADEMY OF BUSINESS DISCIPLINES

TWENTY – EIGHTH ANNUAL CONFERENCE

*** OFFICIAL PROGRAM ***

March 31 – April 2, 2016

Las Vegas, Nevada, USA

Harrah's Las Vegas

3475 South Las Vegas Blvd | Las Vegas | NV | 89109

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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28TH ANNUAL CONFERENCE OF THE IABD

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IABD President's Welcome

My Dear Friends,

It is my honor and privilege to welcome you to the 28th annual conference of the International Academy of Business Disciplines (IABD), in Las Vegas, Nevada. I know that we all enjoy this time every year where we reconnect with old friends and create new relationships in which to share knowledge and ideas. As usual, we have been fortunate to have IABD members coming from all over the world. This year we have members coming from: Chile; Jordan; Great Britain; Spain; India; Turkey, China, and South Korea 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. 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” that has become synonymous with the IABD moniker.

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. They are truly my compass and have become the counsel upon which I rely. 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 signature journal, The Quarterly Review of Business Disciplines, IABD would not be able to logistically complete the necessary tasks for our annual conference or put a quality journal together. You all truly have my undying gratitude for all that you have done and continue to do for IABD.

I promise you, without a shadow of a doubt, that IABD has put together one of the best team of officers with whom I have ever had the pleasure of working. Thus, I would like to express my sincere appreciation to the following people: Dr. Margaret Goralski for heading up the publishing arm of IABD; Dr. Saurabh Gupta for creating and maintaining our new websites; Dr. Cindi Smatt for taking over the Program Chair duties; Dr. John Fisher for becoming our new Proceedings editor; Dr. Louis Falk, for becoming our resident historian so we can continue to honor our past; Dr. Gregory Payne for continuing to provide energy to our conference by opening it up to students; Dr. Reza Eftekharzadeh for being our treasurer for many years; Dr. Kaye McKinzie for filling the role of Associate Editor for QRBD; and Dr. James Weber for taking on the herculean task of Proceedings liaison.

For many of us, IABD is truly a labor of love. As we come together for our 28th 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 our 2016 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 2016 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:

HARRAH'S LAS VEGAS
3475 South Las Vegas Blvd.
Las Vegas, NV 89109

Tel: (800) 214-9110

<https://resweb.passkey.com/go/SHIAB6>

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 30, 2016	4:30 PM – 6:00 PM	Main Lobby
Thursday, March 31, & Friday, April 1, 2016	7:30 AM – 4:00 PM	Main Lobby
Saturday, April 2, 2016	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: Saurabh Gupta, Email: sgupta7@kennesaw.edu.

2016/2017 QUARTERLY REVIEW OF BUSINESS DISCIPLINES (QRBD)

Editor-in-Chief: Margaret A. Goralski

Associate Editor: Kaye McKinzie

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

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

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

JOURNALS AND PERIODICALS

IABD publishes and/or collaborates in producing:

- *Quarterly Review of Business Disciplines*
- *Journal of Competitiveness Studies*
- *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

2017 is just around the corner. The **29th Annual IABD Conference will be in ????????**

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 28TH ANNUAL CONFERENCE:

- **EARLY BIRD RECEPTION:** Wednesday, March 30, 2016, 4:30 – 6:30 p.m., Copper Room
- **IABD BOARD OF DIRECTORS MEETING:** Wednesday, March 30, 2016, 7:00 – 9:00 p.m., Studio 1
- **IABD OFFICERS MEETING/WORKING LUNCHEON:** Thursday, March 31, 2016, 12:00 – 1:15 p.m., Studio 1
- **ALL ACADEMY SESSION:** Thursday, March 31, 2016, 5:30 – 6:45 p.m., Copper Room
- **ALL ACADEMY GALA RECEPTION/DINNER:** Thursday, March 31, 2016, 7:15 – 9:15 p.m., Goldfield and Tonopah Room
- **IABD TRACK CHAIR & OFFICERS LUNCHEON:** Friday, April 1, 2016, 12:00 – 1:45 p.m., Laughlin Room
- **GENERAL IABD MEETING (Open to All):** Friday, April 1, 2016, 3:45 – 4:30 p.m., Copper Room

AWARDS & RECOGNITIONS



2016 Best Paper Award

“Thematizing Twinness: A Family Systems Theory Approach.”
Jennifer Summary-Smith, Culver-Stockton College

“Women in the Upper Echelons: How Do Female CEO’s Influence Top Management Teams.”

Susana Velez-Castrillon, University of West Georgia
Cory Angert, University of Houston-Downtown

2016 David P. Twomey III Public Diplomacy Award

JaNai Jones, Emerson College
Jae Williams, Emerson College

2016 Zulene Payne Global Communication Award

Maria Toru, Emerson College

2016 Outstanding Track Chair

Dale Steinreich, Drury University
Economics Track
Rodney A. Oglesby, Drury University
Accounting Theory Track

AWARDS & RECOGNITIONS



The 2016 Annual IABD Lifetime Achievement Award



Abbas J. Ali, Indiana University of Pennsylvania

Abbas J. Ali, Ph.D., is distinguished University Professor and Professor of Management, Director, School of International Management, Eberly college of Business, at Indiana University of Pennsylvania. He serves as the Executive Director of the American Society for Competitiveness. Ali has served as a visiting professor at King Saud University, University of Sharjah, and as a senior Fulbright Scholar at the University of Jordan. His current research interests include global business leadership, strategy, foreign policy, comparative management, competitiveness issues, organizational politics, and international management. He has published more than one hundred-sixty scholarly journal articles and more than 20 chapters in scholarly books. His articles published in such journals as *Academy of Management Executives*, *Business Horizon*, *Journal of Business Ethics*, *Journal of Psychology*, *Journal of Social Psychology*, *International Studies of Management & Organization*, *Journal of Small Business Management*, *Organization Studies*, *Personnel Review*, among others. In addition, he delivered more than 500 presentations at professional and academic meetings. He has authored or co-authored nine books, including, *Handbook of Research on Islamic Business Ethics(ed)* (2015), Edward Elgar Publishing; *Business Ethics in Islam* (2014), Edward Elgar Publishing; *Strategic Management: Concepts and Cases* (2011), Pearson Education; *Islamic Perspectives on Management and Organization* (2005), Edward Elgar Publishing; and *Business and Management Environment in Saudi Arabia: challenges and opportunities for multinational corporations* (2008), Routledge Publisher.

Ali is a recipient of several research awards and grants. He conducted several workshops and training sessions in the U.S. and abroad. Likewise, he delivered keynote addresses at several international seminars and conferences. Previously, he served as editor-in-chief of the *International Journal of Commerce and Management*, *Advances in Competitiveness Research*, *Competitiveness Review* and is currently editor of *Journal of Competitiveness Studies* and *Competition Forum*. In addition, he serves on the editorial board of more than twelve academic journals. His commentaries on international events appear in various newspapers and on line media outlets.

IABD PRESIDENT

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

FORMER IABD PRESIDENTS

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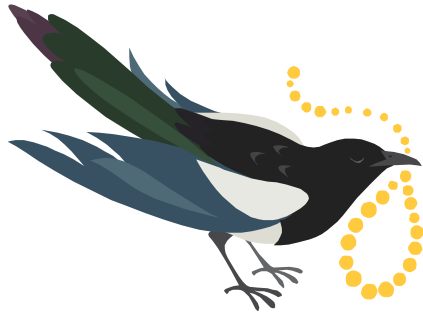
Abbas J. Ali, Indiana University of Pennsylvania <aaali@iup.edu>

TRACK CHAIRS OF THE 2016 IABD ANNUAL CONFERENCE

1. Accounting Theory	Rodney A. Oglesby, Drury University
2. Advertising & Marketing Communication	Louis K. Falk, Univ. of Texas Rio Grande Valley
3. Applied Management Science & DSS	Zahid Y. Khairullah, St. Bonaventure University
4. Communication and Media Studies	Olga Lazitski, Univ of California – San Diego
5. Communication and Technology	John C. Tedesco, Virginia Tech University
6. Cross-Cultural & Interpersonal Communication	Raquel Casino, Independent Comm. Consult. Jennifer Summary-Smith, Culver-Stockton College
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	Kellye Jones, Clark Atlanta University
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 Diane Bandow, Troy University
17. Information Systems & E-Learning	Saurabh Gupta, Kennesaw State University
18. Interdisciplinary Studies	Nada Farhat, Harvard University
19. Instructional and Pedagogical Issues	Amiso M. George, Texas Christian University
20. International Business	Philemon Oyewole, Howard University
21. Leadership	Robert H. Bennett, Georgia Southwestern State University
22. Managerial Accounting	Majidul Islam, Concordia University

23. Management of Diversity	Chynette Nealy, Univ. of Houston – Downtown
24. Manufacturing and Service	Mohammad Z. Bsat, 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	Carol Stewart, Southern Connecticut State Univ.
29. Organizational Comm. & Crisis Mgmt.	Reza Eftekharzadeh, St. John's University Christina Jackson, Univ. of Nebraska at Kearney
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
34. Sport Business	Brian Larson, Widener University
35. Strategic Management	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 University
39. Tourism, Travel, & Hospitality	Nathan K. Austin, Morgan State University

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



Wednesday, March 30, 2016

4:30 PM – 6:30 PM

***Location:
Copper Room***

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



Wednesday, March 30, 2016
7:00 PM – 9:00 PM

***Location:
Studio 1***

Reception & Dinner

Thursday, March 31, 2016



Breakout Sessions

Thursday, March 31, 2016

8:30 A.M. – 10:00 A.M.

Room: Copper Room

**SPORT BUSINESS/
OPERATIONS MANAGEMENT**

Track: Sport Business
Operations Management

Track Chair: Brian Larson, Widener University
Shakil Rahman, Frostburg State University

Session Title: Sport Business
Operations Management

Session Chair: Ric Jensen, Montclair State University

-
1. Presentation Title: "How Does the Quality of Concessions at an NFL Game Affect Fan Satisfaction and Future Behavior? Data Analysis of Fan Perceptions."¹
Brian Larson, Widener University
Ric Jensen, Montclair State University
Richard Haskell, Westminster College
 2. Presentation Title: "The Relationship Between Stress-Level and Awareness in the Task of Operating a Motorcycle."²
Paul Leblanc, The University of Texas at San Antonio
 3. Presentation Title: "Teaching Online Quantitative Business Course Effectively and Efficiently: A Faculty Perspective on Online Best Practices Certification."³
Shakil Rahman, Frostburg State University
 4. Presentation Title: "A Critical Analysis of the Link Between Customer Relationship Management and Customer Loyalty: Evidence from the Hospitality Industry."⁴
Abednego F. Okoe, University of Professional Studies Accra
Helen Arkorful, Morgan State University
Nathan K. Austin, Morgan State University

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

¹ Proceedings page 6

² Proceedings page 39

³ Proceedings page 47

⁴ Proceedings page 30

Thursday, March 31, 2016

8:30 A.M. – 10:00 A.M.

Room: Silver Room

**ACCOUNTING THEORY/
ECONOMICS**

Tracks: Accounting Theory
Economics

Track Chairs: Rodney A. Oglesby, Drury University
Dale Steinreich, Drury University

Session Title: Accounting Theory and Economics

Session Chairs: Rodney A. Oglesby, Drury University
Dale Steinreich, Drury University

-
1. Presentation Title: "An Exploratory Investigation of Effective Accounting Ethics CPE."⁵
Brian Wilson, St. Cloud State University
Joel Strong, St. Cloud State University
Kate Mooney, St. Cloud State University
 2. Presentation Title: "Religiosity, Freedom of Religion, and Income per Capita."⁶
Gregory Chase, West Liberty University
 3. Presentation Title: "Is Pollution an Inevitable Consequence of International Trade?"⁷
Sang Won Yoon, Southern Connecticut State University
-

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

⁵ Proceedings page 18

⁶ Proceedings page 39

⁷ Proceedings page 28

Thursday, March 31, 2016

8:30 A.M. – 10:00 A.M.

Room: Goldfield Room

ADVERTISING & MARKETING COMMUNICATION

Track: Advertising & Marketing Communication

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

Session Title: Mobile Advertising & Medical Tourism Choice

Session Chair: Christina Jackson, University of Nebraska Medical Center

1. Presentation Title: "Advertising on Mobile Devices: A Comparison of the Most Important Appeals and Benefits to Australian and Chinese Consumers."

Fang Liu, University of Western Australia

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

Yong Zhang, Hofstra University

Doina Olaru, University of Western Australia

2. Presentation Title: "The Effects of Interface of Mobile Devices on Mobile Advertising."

Efe Ceyhun, Bahcesehir University

Hasan Kemal Suher, Bahcesehir University

Safak Sahin, Bahcesehir University

3. Presentation Title: "Decisions, Decisions: Factors that Influence a Patient's Medical Tourism Choices."⁸

Tom Prinsen, Indiana Wesleyan University

Louis K. Falk, University of Texas Rio Grande Valley

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

⁸ Proceedings page 10

Thursday, March 31, 2016

8:30 A.M. – 10:00 A.M.

Room: Tonopah Room

POLITICS

Track: Politics

Track Chair: Spencer Kimball, Emerson College

Session Title: Politics

Session Chair: Gloria Boone, Suffolk University

1. Presentation Title: "The Emerson College Polling Society – Knowledge through Immersion."
Chris Kane, Emerson College

1. Presentation Title: "Political Visual Narrative and its Effect on Online Human
Communication."⁹
Maria Toru, Emerson College

4. Presentation Title: "Political Perspectives from Iowa, New Hampshire & Super Tuesday."
Spencer Kimball, Emerson College
Kerri Thompson, Emerson College
Diane Bystrom (skype), Iowa State University
John C. Tedesco, Virginia Tech University

5. Presentation Title: "Iowa From Ground Zero."
Connor Dane, Emerson College
Elias Romanos, Emerson College
Nikolas Emack-Bazelais, Emerson College

Discussants: John C. Tedesco, Virginia Tech University
Linda Gallant, Emerson College

⁹ Proceedings page 35

****Refreshments****



Thursday, March 31, 2016

10:00 AM – 10:30 AM

Thursday, March 31, 2016

10:30 A.M. – 12:00 P.M.

Room: Copper Room

**ENTREPRENEURSHIP & SMALL BUSINESS/
CROSS-CULTURAL & INTERPERSONAL COMMUNICATION**

Track: Entrepreneurship & Small Business
Cross-Cultural & Interpersonal Communication

Track Chair: Marty Mattare, Frostburg State University
Jennifer Summary-Smith, Culver-Stockton College

Session Title: Entrepreneurial Issues/
Interpersonal Communication

Session Chair: Marty Mattare, Frostburg State University
Jennifer Summary-Smith, Culver-Stockton College

-
1. Presentation Title: "Innovation and Entrepreneurship: Teaching Opportunity Recognition by 'Walking Around'."¹⁰
Marty Mattare, Frostburg State University
 2. Presentation Title: "Social-Economic and Cultural Setting of South and North Vietnam on Vietnamese Companies' Entrepreneurial Innovation."¹¹
Eren Ozgen, Troy University Dothan Campus
Barbara Minsky, Troy University Dothan Campus
 3. Presentation Title: "Home-Based Businesses: We're a Long Way from 'Work-at-Home Moms'."¹²
Marty Mattare, Frostburg State University
 4. Presentation Title: "Thematizing Twinness: A Family Systems Theory Approach."¹³
Jennifer Summary-Smith, Culver-Stockton College

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

¹⁰ Proceedings page 25

¹¹ Proceedings page 41

¹² Proceedings page 21

¹³ Proceedings page 21

Thursday, March 31, 2016

10:30 A.M. – 12:00 P.M.

Room: Silver Room

INTERDISCIPLINARY STUDIES

Track: Interdisciplinary Studies

Track Chair: Nada Farhat, Harvard University

Session Title: Public Diplomacy: Education as a Bridge

Session Chair: Owen Eagan, Emerson College

1. Presentation Title: "Graduate Perspectives on Global PR and Sports Communication Workshop."

Jae Williams, Emerson College

JaNai Jones, Emerson College

Maria Toru, Emerson College

2. Presentation Title: "Case Studies in Emerson/Bird St. Civic Engagement Project."

Rahul Thayil, Emerson College

Josiah Seet, Emerson College

3. Presentation Title: "Undergraduate Perspectives, Sports as a Bridge, Barcelona Sports Communication workshop."

Maya Sevino, Emerson College

Molly Karen, Emerson College

Amelia Semprebon, Emerson College

Elias Romanos, Emerson College

Tyson Hallowell, Emerson College

Discussants: Gloria Boone, Suffolk University

Owen Eagan, Emerson College

Thursday, March 31, 2016

10:30 A.M. – 12:00 P.M.

Room: Goldfield Room

ADVERTISING & MARKETING COMMUNICATION

Track: Advertising & Marketing Communication

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

Session Title: Impact, Content, & Challenges

Session Chair: Tom Prinsen, Indiana Wesleyan University

1. Presentation Title: "You Act Like a Girl: An Examination of Femvertising and Consumer Perception."¹⁴

Alan Abitbol, Texas Tech University

Miglena Sternadori, Texas Tech University

2. Presentation Title: "Ethical Challenges of Women Entrepreneurs in Communications: A New Theoretical Approach."¹⁵

Emma Daugherty, California State University, Long Beach

3. Presentation Title: "The Impact of Repetition of Subtle and Prominent Product Placement on Audience."

Yigit Emre Ozaltin, Bahcesehir University

Safak Sahin, Bahcesehir University

Hasan Kemal Suher, Bahcesehir University

4. Presentation Title: "Content Marketing: A Review of Television Programming."¹⁶

Amiee Shelton, Roger Williams University

Christine Alario, Roger Williams University

Kristine Parker, Roger Williams University

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

¹⁴ Proceedings page 52

¹⁵ Proceedings page 16

¹⁶ Proceedings page 7

Thursday, March 31, 2016

10:30 A.M. – 12:00 P.M.

Room: Tonopah Room

HEALTH COMMUNICATION

Track: Health Communication
Track Chair: Gregory Payne, Emerson College
Session Title: Health Communication
Session Chair: Gregory Payne, Emerson College

1. Presentation Title: "The Adequacy of Obesity Content for General Public on State Public Health Department Websites."¹⁷
Linda Gallant, Emerson College
Gloria Boone, Suffolk University
Jane Secci, Suffolk University
 2. Presentation Title: "The Digital Overdose Era: Examining how the Misuse of Digital Media Technologies Leads to the Early Development of Digital Eye Strain and Musculoskeletal Discomfort in Millennials."¹⁸
JaNai Jones, Emerson College
 3. Presentation Title: "The Standardized Patient's Role in Improving Communication with Healthcare Providers."¹⁹
Christina Jackson, University of Nebraska Medical Center
 4. Presentation Title: "Guaranteed Renewability in Health Insurance: Taking into Account Changes in Risk Status and Cost of Death."²⁰
Annette Hofmann, St. John's University
Patrick Eugster, Allianz Suisse
Peter Zweifel, University of Zurich
-

Discussants: John C. Tedesco, Virginia Tech University
Janice Payne, Author

¹⁷ Proceedings page 1

¹⁸ Proceedings page 11

¹⁹ Proceedings page 45

²⁰ Proceedings page 20

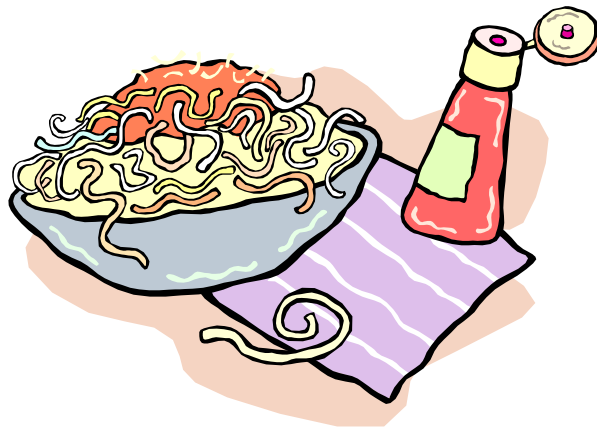
****Lunch Break****



Thursday, March 31, 2016

12:00 PM – 1:15 PM

****IABD Officers Meeting/Luncheon**



Thursday, March 31, 2016
12:00 PM – 1:15 PM

Location:
Studio 1

NOTE:
This luncheon is ONLY for IABD Officers.

Thursday, March 31, 2016

1:30 P.M. – 3:00 P.M.

Room: Copper Room

INSTRUCTIONAL & PEDAGOGICAL ISSUES

Track: Instructional & Pedagogical Issues

Track Chair: Amiso M. George, Texas Christian University

Session Title: Instructional & Pedagogical Issues

Session Chair: Amiso M. George, Texas Christian University

1. Presentation Title: "Maximizing the Benefit of the Cooperative Education Experience through Goal Setting and Journaling."²¹
Dennis Laker, Widener University
 2. Presentation Title: "Increasing Learner Satisfaction and Engagement Through Interactive Simulation Activities."²²
Christina Jackson, University of Nebraska Medical Center
Steven McGahan, University of Nebraska at Kearney
 3. Presentation Title: "Instructional and Pedagogical Lessons from the TCU VITALS Campaign: The Service Learning Project that Could."²³
Amiso M. George, Texas Christian University
 4. Presentation Title: "Creating Learning After the Assignment is Over: Using Technology to Give Effective, Comprehensive, and Timely Feedback."²⁴
Steven McGahan, University of Nebraska at Kearney
-

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

²¹ Proceedings page 31

²² Proceedings page 24

²³ Proceedings page 25

²⁴ Proceedings page 8

Thursday, March 31, 2016

1:30 P.M. – 3:00 P.M.

Room: Silver Room

GLOBAL COMMUNICATION MANAGEMENT

Track: Global Corporate Public Relations, Responsibility, and Culture

Track Chair: Enric Ordeix, Ramon Llull University

Session Title: Traditional Diplomacy versus Grassroots Communication

Session Chair: Jose Luis Meza, Universidad de Valparaiso

1. Presentation Title: "Facts and Figures of Glob Com Project: Analysis of a 16 years Old and Solid University Consortium."

Enric Ordeix, Ramon Llull University
Jose Luis Meza, Universidad de Valparaiso
Mehroz Sajjad, Emerson College

2. Presentation Title: "Conquistar el Mundo Desde un Rincon: La Experiencia de Chile Como Pais Pionero en la Explotacion de Conocimiento Universitario."

Macarena Urenda, DUOC-Universidad Catolica de Chile

3. Presentation Title: "Benchmarking Public Diplomacy Best Practices in the Field of Education."

Gregory Payne, Emerson College
Owen Eagan, Emerson College
Macarena Urenda, DUOC--Universidad Catolica de Chile

4. Presentation Title: "Overview of the Main Challenges & Problems in the CSR Field in the Kingdom of Saudi Arabia: Exploring Ways to Enhance CSR Initiatives."²⁵

Raghad Thabit, Emerson College
Owen Eagan, Emerson College

Discussants: Macarena Urenda, DUOC-Universidad Catolica de Chile.

This session will be partially provided in Spanish.

²⁵ Proceedings page 35

Thursday, March 31, 2016

1:30 P.M. – 3:00 P.M.

Room: Goldfield Room

COMMUNICATION AND TECHNOLOGY

Track: Communication and Technology

Track Chair: John C. Tedesco, Virginia Tech University

Session Title: Online Business Communication and Marketing

Session Chair: Bram Oosten, Emerson College

-
1. Presentation Title: "Nike's Social Media and Brand Management Strategies."
Dylan Goetz, Emerson College
 2. Presentation Title: "Walt Disney's Corporate Cultural Influence on Social Media Strategy."
Rita DeGuchi, Emerson College
 3. Presentation Title: "IKEA's Corporate Value Convergence in Social Media."
Dylan Goetz, Emerson College
 4. Presentation Title: "H&M on Twitter: Issue Scanning and its Relationship to Sales and Service."
Rita DeGuchi, Emerson College
-

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

Thursday, March 31, 2016

1:30 P.M. – 3:00 P.M.

Room: Tonopah Room

HEALTH COMMUNICATION

Track: Health Communication

Track Chair: Gregory Payne, Emerson College

Session Title: Open Dialogue on Caring for Loved Ones

Session Chair: Linda Gallant, Emerson College

1. Presentation Title: "Quality Comfort Care as a Driver of Quality Medical Care in Nursing Homes and Long Term Care Units."²⁶

Robert A. Page, Southern Connecticut State University

Anthony S. Richardson, Southern Connecticut State University

Jean F. Coppola, Pace University

2. Presentation Title: "Challenges of a Mother Whose Son is Fighting Cancer - Lessons Learned."

Hasnaa AlOufi, Emerson College

3. Presentation Title: "Unexpected Challenges in Caring for a Loved One: Never Trust a Nursing."

Janice Payne, Author

Discussants: Gloria Boone, Suffolk University

Robert A. Page, Southern Connecticut State University

Christina Jackson, University of Nebraska Medical Center

Linda Gallant, Emerson College

²⁶ Proceedings page 37

Thursday, March 31, 2016

3:30 P.M. – 5:00 P.M.

Room: Copper Room

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: "The Relationship between Co-Creation, Involvement, and Satisfaction as Moderated by Trip-Type within the Tourism Industry."²⁷
Elaine Mathis, University of Central Florida
Amanda Templeton, University of Central Florida
 2. Presentation Title: "Using Social Learning Theory to Understand Full Service Restaurant Employee Substance Abuse."²⁸
Kristen Kaminski, Florida International University
Miranda Kitterlin, Florida International University
 3. Presentation Title: "A Comparison of National Culture and Good Country Index as Predictors of Effective Tourism Marketing."²⁹
Lisa Fall, University of Tennessee Knoxville
Charles Lubbers, University of South Dakota
 4. Presentation Title: "An Investigation of the Role of Boundary Spanners in Hospitality Branding: Customer's Perspective."³⁰
Abednego F. Okoe, University of Professional Studies Accra
Rhodalene Amartey, Ghana Institute of Journalism
Nathan K. Austin, Morgan State University
-

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

²⁷ Proceedings page 38

²⁸ Proceedings page 50

²⁹ Proceedings page 6

³⁰ Proceedings page 27

Thursday, March 31, 2016

3:30 P.M. – 5:00 P.M.

Room: Silver Room

GLOBAL COMMUNICATION MANAGEMENT

Track: Global Corporate Public Relations, Responsibility, and Culture

Track Chair: Enric Ordeix, Ramon Llull University

Session Title: Smart Public Opinion: A Challenge for New Wave Communication

Session Chair: Spencer Kimball, Emerson College

1. Presentation Title: "Smart Storytelling: Sustainability and Technology as New Pillars for Rebranding Cities in Europe."³¹

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

2. Presentation Title: "Towards the Legitimacy of Deliberate Image-Building of a Country"

Pavel Slutsky, St. Petersburg State Electrotechnical University
Lyudmila Azarova, St. Petersburg State Electrotechnical University
Enric Ordeix, Ramon Llull University

Discussants: Bonita Dostal Neff, Indiana University Northwest

³¹ Proceedings page 44

Thursday, March 31, 2016

3:30 P.M. – 5:00 P.M.

Room: Goldfield Room

PANEL

**Investigación, Práctica y Enseñanza de las RR. PP.
Research, Practice and Teaching in Public Relations**
Moderadora Macarena Urenda

1. Presentation Title: “Perfil de Egreso y Portafolio de Evidencias de un Relacionador Público”
“Alumni Profile and Evidence Portfolio of a Public Relations Professional”³²
Isabel Margarita Quiroz, DUOC-Universidad Católica de Chile

 2. Presentation Title: “Percepciones de estudiantes y profesores de DuocUC sede Viña del Mar Acerca de su Modelo de Formación.”
“Students and Teachers Perceptions of DuocUC Viña del Mar's Educational Model.”³³
Macarena Urenda, DUOC-Universidad Católica de Chile

 3. Presentation Title: “Estructura Para la Función de Relaciones Públicas Internacionales en Universidades en Chile, un Análisis Cuantitativo de las Oficinas Responsables de las Relaciones Públicas Internacionales en el Sistema de Educación Superior Chileno.”
“Structure for the International Public Relations Function in Chilean Universities, A Quantitative Analysis of International Public Relations offices in Chilean Higher Education System.”³⁴
Jose Luis Meza, Universidad de Valparaiso
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³² Proceedings page 3

³³ Proceedings page 12

³⁴ Proceedings page 26

Thursday, March 31, 2016

3:30 P.M. – 5:00 P.M.

Room: Tonopah Room

MARKETING

Track: Marketing

Track Chair: Felix Abeson, Coppin State University

Session Title: Marketing

Session Chair: Felix Abeson, Coppin State University

-
1. Presentation Title: "Undergraduate Business Degree Students' Knowledge of Marketing Before Enrolling in Four Year Colleges and Universities."³⁵
Felix Abeson, Coppin State University
 2. Presentation Title: "The Rising Influence of South Korea in the Global Skin Care Market."³⁶
Deirdre Bird, Providence College
Helen Caldwell, Providence College
 3. Presentation Title: "The Effect of Service Quality on Customer Loyalty."³⁷
Michael Taku, Dillard University
Felix Abeson, Coppin State University
 4. Presentation Title: "A Closer Look at the "Future NFL Fan": Key Differences Important to Marketers Between the Non-Season Ticket Member and the Season Ticket Member."³⁸
Brian Larson, Widener University
-

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

³⁵ Proceedings page 48

³⁶ Proceedings page 40

³⁷ Proceedings page 13

³⁸ Proceedings page 5

Thursday, March 31, 2016

5:30 P.M. – 6:45 P.M.

Room: Silver Room

PUBLIC DIPLOMACY

Track: Public Diplomacy

Track Chair: Nada Farhat, Harvard University

Session Title: Art as Soft Power in Connecting Cultures

Session Chair: Owen Eagan, Emerson College

-
1. Presentation Title: "Reflections on Baja to Boston to Barcelona – Preparing for Beirut."
David Silvah, Artist
 2. Presentation Title: "Art as an Equalizer in Society."
Nada Farhat, Physician & Artist, Harvard University
-

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

Thursday, March 31, 2016

5:30 P.M. – 6:45 P.M.

Room: Copper Room

ALL ACADEMY SESSION

“The Future of Capitalism”

Chairperson: Ali M. Kanso, The University of Texas at San Antonio

1. Can Capitalism Survive?

Robert C. Camp, Indiana University of Pennsylvania

2. Capitalism and Developing Countries

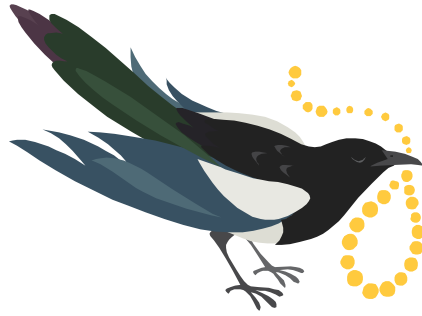
Abbas J. Ali, Indiana University of Pennsylvania

3. Intelligence in Late Capitalism

Omid Nodoushani, Southern Connecticut State University

Commentator: Raymond Cox, Thompson Rivers University

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



Thursday, March 31, 2016

7:15 PM – 9:15 PM

***Location:
Goldfield/Tonopah Room***

Friday, April 1, 2016



Breakout Sessions

Friday, April 1, 2016

8:30 A.M. – 10:00 A.M.

Room: Copper Room

MANAGERIAL ACCOUNTING

Track: Managerial Accounting
Track Chair: Majidul Islam, Concordia University
Session Title: Information in Pursuit of an Organization's Goals
Session Chair: Muhammad Jamal, Concordia University

1. Presentation Title: "Students' Performance in Flipped and Traditional Classroom Settings: A Comparison Study."³⁹
Ibrahim Aly, Concordia University
Manmohan R. Kapoor, Concordia University
 2. Presentation Title: "Drivers of US Bank Failures During the Financial Crisis."⁴⁰
Raymond A. Cox, Thompson Rivers University
Grace Wang, Thompson Rivers University
Randall Kimmel, Thompson Rivers University
 3. Presentation Title: "The Human Cost of Job Stress and Burnout in Four Countries: Implication for Global Management."⁴¹
Muhammad Jamal, Concordia University
Syed Waseeq Ahmed, University of Toronto
 4. Presentation Title: "How Do Competition and Capabilities Influence Managerial Performance?"⁴²
Majidul Islam, Concordia University
Ashrafee Hossain, Memorial University of Newfoundland
-

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

³⁹ Proceedings page 45

⁴⁰ Proceedings page 11

⁴¹ Proceedings page 22

⁴² Proceedings page 22

Friday, April 1, 2016

8:30 A.M. – 10:00 A.M.

Room: Silver Room

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: "The Ethics of Using Genetic Modification to Further Economic Development."⁴³

Carolyn Ashe, University of Houston Downtown

2. Presentation Title: "Qualities of the Principled Communicator: A Theoretical Framework."⁴⁴

Paul Leblanc, The University of Texas at San Antonio

3. Presentation Title: "Work Involvement and Ethics in Saudi Arabia."⁴⁵

Abbas J. Ali, Indiana University of Pennsylvania

Abdulrahman Al-Aali, King Saud University

Krish Krishnan, Indiana University of Pennsylvania

4. Presentation Title: "An Analysis of Diversity Reports Within the Technology Sector: Reactions and Remedies."⁴⁶

Kellye Jones, Clark Atlanta University

5. Presentation Title: "Understanding the State of Women Inmates in Correctional Centers of India: Welfare and Rehabilitation."⁴⁷

Ronita Ghosh, Independent Researcher

Kaushik Chaudhuri, Shiv Nadar University

Cindi Smatt, University of North Georgia

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

⁴³ Proceedings page 16

⁴⁴ Proceedings page 36

⁴⁵ Proceedings page 52

⁴⁶ Proceedings page 4

⁴⁷ Proceedings page 49

Friday, April 1, 2016

8:30 A.M. – 10:00 A.M.

Room: Goldfield Room

INTERDISCIPLINARY STUDIES

Track: Interdisciplinary Studies
Track Chair: Nada Farhat, Harvard University
Session Title: Global Civic Engagement
Session Chair: Nada Farhat, Harvard University

1. Presentation Title: "The Emerson/Japan Public Diplomacy Project: Benefits & Challenges as a Capstone Project."
Owen Eagan, Emerson College
 2. Presentation Title: "From an Ecological Tourist Attraction to a Globally Charming Community: an Exploratory Case of Branding Anji County in Zhejiang Province of China."
Hong Li, Emerson College
 3. Presentation Title: "Rosarito: Freshmen Perspective on Global Public Diplomacy Project Offered in a Non-Traditional Immersive Class."
Rahul Thayil, Emerson College
Nupur Amin, Emerson College
 4. Presentation Title: "Connecting Cultures through the Visual Medium."
Jae Williams, Emerson College
-

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

Friday, April 1, 2016

8:30 A.M. – 10:00 A.M.

Room: Tonopah Room

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 Different Environments

Session Chair: Brian C. McAllister, St. Bonaventure University

1. Presentation Title: "Deciding Whether an Earlier Emphasis on Statement of Cash Flows (Direct Method) May Result in a Better Understanding of Accrual Basis Accounting."⁴⁸

Brian C. McAllister, St. Bonaventure University

2. Presentation Title: "Acculturation and Marketing Decisions."⁴⁹

Durriya H. Z. Khairullah, St. Bonaventure University

Zahid Y. Khairullah, St. Bonaventure University

3. Presentation Title: "Reflecting on Globalization Through Shakespeare Iconic Images of the Medieval Ages."⁵⁰

Shahid Siddiqi, Long Island University

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

⁴⁸ Proceedings page 9

⁴⁹ Proceedings page 1

⁵⁰ Proceedings page 38

****Refreshments****



Friday, April 1, 2016

10:00 AM – 10:30 AM

Friday, April 1, 2016

10:30 A.M. – 12:00 P.M.

Room: Copper Room

ORGANIZATIONAL COMMUNICATION & CRISIS MANAGEMENT

Track: Organizational Communication & Crisis Management

Track Chair: Reza Eftekharzadeh, St. John's University
Christina Jackson, University of Nebraska Medical Center

Session Title: Organizational Communication & Crisis Management

Session Chair: Steven McGahan, University of Nebraska at Kearney

1. Presentation Title: "Analysis of Corporate Policies on Consumers' Online Business Reviews."⁵¹

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

2. Presentation Title: "A Study of Organizational Responses to Major Data Breaches in the Retail and Healthcare Industries."⁵²

Charles Lubbers, University of South Dakota
Allison McNamara, University of South Dakota
Yuxiao Lu, University of South Dakota
Tanner Sifferath, University of South Dakota

3. Presentation Title: "Meeting the Clery Act's Time Warning Guidelines During an Emergency: Student Communication Preferences."⁵³

Christina Jackson, University of Nebraska Medical Center

4. Presentation Title: "Identity and Contestation in the National Organic Standards."⁵⁴

Gregory Robbins, Southern Connecticut State University

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

⁵¹ Proceedings page 4

⁵² Proceedings page 46

⁵³ Proceedings page 33

⁵⁴ Proceedings page 24

Friday, April 1, 2016

10:30 A.M. – 12:00 P.M.

Room: Silver Room

EMOTIONAL INTELLIGENCE & MINDFULNESS

Track: Emotional Intelligence & Mindfulness

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

Session Title: Pedagogical and Professional Applications of EI & Mindfulness

Session Chair: Margaret A. Goralski, Quinnipiac University

1. Presentation Title: "Mindfulness in the Organization."⁵⁵
Margaret A. Goralski, Quinnipiac University

2. Presentation Title: "What Is Mindfulness *Anyway?* The Students' Perspectives."⁵⁶
Chulguen (Charlie) Yang, Southern Connecticut State University

3. Presentation Title: "The Effects of Emotionally Intelligent Leadership on the Employee's Perception of Fitness and Team Performance."⁵⁷
Nicole Reynolds, Southern Connecticut State University
Chulguen (Charlie) Yang, Southern Connecticut State University

4. Presentation Title: "The Effect of Eco-labeling on Willingness to Buy Genetically Modified (GM) Foods."⁵⁸
Roy Abrams, Southern Connecticut State University
Lynn E. Kwak, Southern Connecticut State University
Sang Won Yoon, Southern Connecticut State University

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

⁵⁵ Proceedings page 33

⁵⁶ Proceedings page 51

⁵⁷ Proceedings page 15

⁵⁸ Proceedings page 12

Friday, April 1, 2016

10:30 A.M. – 12:00 P.M.

Room: Goldfield Room

INFORMATION SYSTEMS & E-LEARNING

Track: Information Systems and E-learning

Track Chair: Saurabh Gupta, Kennesaw State University

Session Title: E-Learning

Session Chair: Saurabh Gupta, Kennesaw State University

1. Presentation Title: "Cloud Computing: An Accelerated Paradigm In Classroom Setting: Opportunities And Challenges."⁵⁹
Martin Shapiro, Berkeley College

2. Presentation Title: "Teaching Upper Level Analytics Courses Online."⁶⁰
Kaye McKinzie, University of Central Arkansas
Vicky Parish, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

3. Presentation Title: "Using Free and Open Source Software In Cyber Security Courses."⁶¹
Markus Hitz, University of North Georgia
Bryson Payne, University of North Georgia
Aron Walker, University of North Georgia

4. Presentation Title: "Advice Networks: Personal Ties, Electronic Ties, Network Position and Individual Performance."⁶²
Cindi Smatt, University of North Georgia

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

⁵⁹ Proceedings page 6

⁶⁰ Proceedings page 47

⁶¹ Proceedings page 49

⁶² Proceedings page 2

Friday, April 1, 2016

10:30 A.M. – 12:00 P.M.

Room: Tonopah Room

GLOBAL COMMUNICATION MANAGEMENT

Track: Global Corporate Public Relations, Responsibility, and Culture

Track Chair: Enric Ordeix, Ramon Llull University

Session Title: The Opinion Maker: A New Professional Profile

Session Chair: Gregory Payne, Emerson College

-
1. Presentation Title: "The Opinion Making process in the Political Arena: The Relationship among Media and Politics in a Cross-Cultural Environment"⁶³
Andreu Casero-Ripolles, Universitat Jaume I de Castello
Josep I Luis Mico, Ramon Llull University
Enric Ordeix, Ramon Llull University
 2. Presentation Title: "Best Practices in Writing Corporate Emergency Communications Plans."⁶⁴
John Fisher, Utah Valley University
 3. Presentation Title: "Contribution to a Cultural Identity of International and Independent Stores in a Touristic Destination: The Case of Barcelona."⁶⁵
Miquel Tresserras, Ramon Llull University
 4. Presentation Title: "The Effect of Movie Buzz."⁶⁶
Owen Eagan, Emerson College

Discussants: Paul A. Fadil, University of North Florida

⁶³ Proceedings page 34

⁶⁴ Proceedings page 5

⁶⁵ Proceedings page 8

⁶⁶ Proceedings page 14

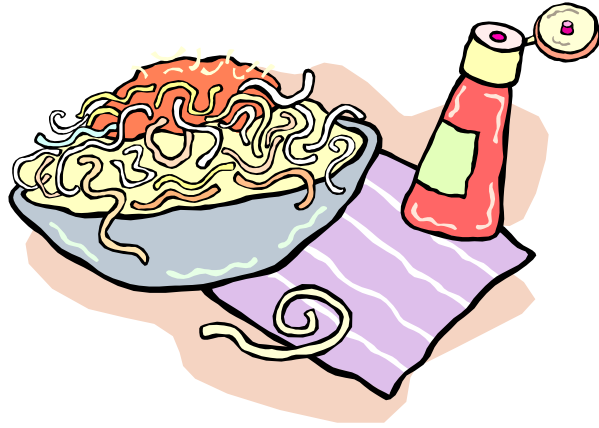
****Lunch Break****



Friday, April 1, 2016

12:00 PM – 1:45 PM

****Track Chairs Luncheon ****



Friday, April 1, 2016
12:00 PM – 1:45 PM

Location:
Laughlin Room

NOTE:
This luncheon is for all IABD Track Chairs.

Friday, April 1, 2016

2:00 P.M. – 3:30 P.M.

Room: Copper Room

COMMUNICATION AND MEDIA STUDIES

Track: Communication and Media Studies

Track Chair: Olga Lazitski, University of California, San Diego

Session Title: Communication and Media Studies

Session Chair: Olga Lazitski, University of California, San Diego

1. PANEL DISCUSSION: "Syrian Crisis and Its Outcomes for the International Relations: Role of the Media in a New Cold War."

(Panelists: Gregory Payne, Emerson College
Spencer Kimball, Emerson College
Amiso M. George, Texas Christian University
Enric Ordeix-Rigo, Ramon Llull University
Maria Toru, Emerson College
Jeremy Stegman, University of California, San Diego)

2. Presentation Title: "Self-Representation of Female Athletes in Social Media."⁶⁷
Samantha Acevedo, University of California, San Diego

3. Presentation Title: "Football: The Prescription of Values."
Jeremy Stegman, University of California, San Diego

4. Presentation Title: "#LikeAGirl"⁶⁸
Yu Chen, University of California, San Diego

5. Presentation Title: "New Style of Recent Russian State Propaganda."⁶⁹
Olga Lazitski, University of California, San Diego

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

⁶⁷ Proceedings page 43

⁶⁸ Proceedings page 30

⁶⁹ Proceedings page 42

Friday, April 1, 2016

2:00 P.M. – 3:30 P.M.

Room: Silver Room

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Track: Public Relations and Corporate Communication

Track Chair: Bonita Dostal Neff, Indiana University Northwest

Session Title: Public Relations Platform Impact and Policy Implications

Session Chair: Bonita Dostal Neff, Indiana University Northwest

1. Presentation Title: "Longitudinal, Meta-analysis of Social Media Research in Public Relations."⁷⁰

Michael Kent, University of Tennessee, Knoxville
Maureen Taylor, University of Tennessee, Knoxville

2. Presentation Title: "Front Page: PR in Print."⁷¹

Amiee Shelton, Roger Williams University
Elisabeth Boucher, Roger Williams University
Steve Messina, Roger Williams University

3. Presentation Title: "Measuring the Impact of U.S. Activism and Policy Decisions on Hydraulic Fracturing Policy Globally."⁷²

Denise Ferguson, Pepperdine University
Michael Smith, Pepperdine University

4. Presentation Title: "Deepwater Horizon Oil Spill Crisis: British Petroleum Public Relations Efforts to Restore the Public Trust."⁷³

Ali M. Kalso, University of Texas, San Antonio
Paule-Emilie Dujour, University of Texas, San Antonio

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

⁷⁰ Proceedings page 36

⁷¹ Proceedings page 19

⁷² Proceedings page 32

⁷³ Proceedings page 10

Friday, April 1, 2016

2:00 P.M. – 3:30 P.M.

Room: Goldfield Room

INFORMATION SYSTEMS AND E-LEARNING

Track: Information Systems and E-learning
Track Chair: Saurabh Gupta, Kennesaw State University
Session Title: Information Systems
Session Chair: Saurabh Gupta, Kennesaw State University

1. Presentation Title: "Exploiting Big Data: A Socio-Technical Perspective."⁷⁴
Saurabh Gupta, Kennesaw State University
Vikas Agarwal, Jacksonville University
 2. Presentation Title: "Investigating Factors Influencing Adoption of Mobile Payment."⁷⁵
Liqong Deng, University of West Georgia
Brad Prince, University of West Georgia
Douglas Turner, University of West Georgia
 3. Presentation Title: "Software Testing Within The Framework of The Agile Software Development Method."⁷⁶
Bryson Payne, University of North Georgia
Kristen Stretch, Fabric.com
 4. Presentation Title: "Identifying and Remediating Rogue Services Within A Cloud Based Virtual Machine."⁷⁷
Dennis Guster, St. Cloud State University
Mark Schmidt, St. Cloud State University
Paidi Karthik, St. Cloud State University
-

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

⁷⁴ Proceedings page 17

⁷⁵ Proceedings page 27

⁷⁶ Proceedings page 44

⁷⁷ Proceedings page 23

Friday, April 1, 2016

2:00 P.M. – 3:30 P.M.

Room: Tonopah Room

INTERNATIONAL BUSINESS

Track: International Business

Track Chair: Philemon Oyewole, Howard University

Session Title: Worldwide Business Practices: From the Medieval Ages to the Modern Age

Session Chair: Harold W. Lucius, Rowan University

1. Presentation Title: "Nepotism: Can it Affect the Bottom Line?"⁷⁸
Dennis Laker, Widener University

2. Presentation Title: "International Marketing of Services and the Developing Countries: Past Trends, Future Prospects, and Challenges."⁷⁹
Philemon Oyewole, Howard University

3. Presentation Title: "Cultural Competence in Health Care for Middle Eastern and North Africans: A Socio-Economic Case."⁸⁰
Lara Thomas, The MILLA Project

4. Presentation Title: "Health Information Needs of Babyboomers in Taiwan."⁸¹
Kaye McKinzie, University of Central Arkansas
Alex Chen, University of Central Arkansas
Mendy Li, Shih Chien University

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

⁷⁸ Proceedings page 34

⁷⁹ Proceedings page 26

⁸⁰ Proceedings page 9

⁸¹ Proceedings page 20

****General Meeting****

Upcoming Events & Announcements



OPEN TO ALL PARTICIPANTS

Friday, April 1, 2016

3:45 PM – 4:30 PM



Refreshments Served

Location:
Copper Room

Saturday, April 2, 2016



Breakout Sessions

Saturday, April 2, 2016

8:30 A.M. – 10:00 A.M.

Room: Copper Room

LEADERSHIP

Track: Leadership

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

Session Title: Leadership

Session Chair: Eric Russell, Utah Valley University

1. Presentation Title: "Servant Leadership and Multinational Organizations."⁸²
Eric Russell, Utah Valley University
 2. Presentation Title: "Leadership at All Levels: Developing Managers to Develop Leaders."⁸³
Diane Bandow, Troy University
 3. Presentation Title: "Women in the Upper Echelons: How Do Female CEO's Influence Top Management Teams."⁸⁴
Susana Velez-Castrillon, University of West Georgia
Cory Angert, University of Houston-Downtown
 4. Presentation Title: "Leadership and Its Linkages on the Faculty-Staff Commitment, Student Engagement, and Gender Stereotypes in the Institutions of Higher Education."⁸⁵
R.A. Priyadharshini, Shiv Nadar University
Kaushik Chaudhuri, Shiv Nadar University
Paul A. Fadil, University of North Florida
-

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

⁸² Proceedings page 43

⁸³ Proceedings page 29

⁸⁴ Proceedings page 51

⁸⁵ Proceedings page 29

Saturday, April 2, 2016

8:30 A.M. – 10:00 A.M.

Room: Silver Room

**MARKETING RESEARCH/
STUDENT PAPERS**

Track: Marketing Research
Student Papers

Track Chair: Talha D. Harcar, The Pennsylvania State University at Beaver
Marty Mattare, Frostburg State University

Session Title: Fast Moving Consumer Goods Marketing

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

1. Presentation Title: "Measurement of Brand Equity: Domestic vs. Foreign Products
Contrasted."⁸⁶

Talha D. Harcar, The Pennsylvania State University at Beaver
Erdener Kaynak, The Pennsylvania State University at Harrisburg

2. Presentation Title: "Analysis of Corporate Policies on Consumers' Online Business
Reviews."⁸⁷

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

3. Presentation Title: "Labeling Schemes: What Do They Really Mean?"⁸⁸

Kristin Fox, University of West Georgia
Taylor McDermott, University of West Georgia
Susana Velez-Castrillon, University of West Georgia

4. Presentation Title: "Analysis of the Operational Efficiency of Attendance Tracking at the
Tyson Foods Inc. Glen Allen Poultry Processing Facility."

Zachary King, Radford University

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

⁸⁶ Proceedings page 31

⁸⁷ Proceedings page 4

⁸⁸ Proceedings page 28

Saturday, April 2, 2016

10:30 A.M. – 12:00 P.M.

Room: Goldfield Room

STRATEGIC MANAGEMENT

Track: Strategic Management

Track Chair: Pingying Zhang, University of North Florida

Session Title: Strategic Management

Session Chair: Pingying Zhang, University of North Florida

1. Presentation Title: "The Effect of TQM-HRM on Organizational Performance: The Mediating and Moderating Role of Organizational Excellence and Entrepreneurial Culture."⁸⁹

Hassan Al-Dhaafri, American University in the Emirates

Adrienne Isakovic, Walden University

Mohammed Alosani, University Utara Malaysia

2. Presentation Title: "Facing Other Cultures in Global Business: The Case of Chinese Business Leaders in U.S. Markets."⁹⁰

Lawrence Zeff, University of Detroit - Mercy

Mary Higby, University of Detroit - Mercy

Daowen Ren, University of Detroit - Mercy

3. Presentation Title: "Risk Averse in Entrepreneurial Intention."⁹¹

Kevin Cain, Augusta University

Pingying Zhang, University of North Florida

4. Presentation Title: "Does Foreign Direct Investment Promotes Economic Growth: An Empirical Analyses?"

Bassam AbuAl-Foul, American University of Sharjah

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

⁸⁹ Proceedings page 14

⁹⁰ Proceedings page 18

⁹¹ Proceedings page 40

Saturday, April 2, 2016

8:30 A.M. – 10:00 A.M.

Room: Tonopah Room

HUMAN RESOURCE MANAGEMENT

Track: Human Resource Management

Track Chair: Kaushik Chaudhuri, Shiv Nadar University
Diane Bandow, Troy University

Session Title: Human Resource Management

Session Chair: Paul A. Fadil, University of North Florida

1. Presentation Title: "Expanding HR Risk Assessment: A Call for Cross-Discipline Application and Research."⁹²
David Hoover, Troy University
Emma Cole, Troy University

2. Presentation Title: "Human Resources Responsibilities for Employee Care Givers."⁹³
Tish Matuszek, Troy University
Diane Bandow, Troy University

3. Presentation Title: "A Few Field Observations on the Academic Search Process."⁹⁴
Paul A. Fadil, University of North Florida
Bruce Fortado, University of North Florida

4. Presentation Title: "Advantages and Disadvantages of Free Health Care and How Its Costs Affects Tax Payers."⁹⁵
Reza Fadaei, National University
Arcadia Cruz, University of California, San Diego

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

⁹² Proceedings page 17

⁹³ Proceedings page 23

⁹⁴ Proceedings page 3

⁹⁵ Proceedings page 2

****Refreshments****



Saturday, April 2, 2016

10:00 AM – 10:30 AM

Saturday, April 2, 2016

10:30 A.M. – 12:00 P.M.

Room: Copper Room

FINANCE

Track: Finance

Track Chair: Phillip Fuller, Jackson State University

Session Title: Investment Trends and Health Insurance

Session Chair: Phillip Fuller, Jackson State University

1. Presentation Title: "The Ephemeral Life of an Emerging Fund Manager: A Changing Industry."⁹⁶

Joel Shulman, Babson College

2. Presentation Title: "The Venture Capital Industry in China."⁹⁷

Conrad Fernandes, International School of Management
K. Matthew Wong, St. John's University

3. Presentation Title: "Selecting a Medicare Supplemental Policy."⁹⁸

Phillip Fuller, Jackson State University
Geungu Yu, Jackson State University

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

⁹⁶ Proceedings page 15

⁹⁷ Proceedings page 50

⁹⁸ Proceedings page 42

Saturday, April 2, 2016

10:30 A.M. – 12:00 P.M.

Room: Silver Room

SOCIAL MEDIA

Track: Social Media

Track Chair: John C. Tedesco, Virginia Tech University

Session Title: Social Media, Twitter, and Politics

Session Chair: Owen Eagan, Emerson College

-
1. Presentation Title: "The Role of Social Media in Higher Education."⁹⁹
Michelle Hacunda, Emerson College
 2. Presentation Title: "Creating & Implementing the Unofficial Departmental Website."
Rahul Thayil, Emerson College
Josiah Seet, Emerson College
 3. Presentation Title: "How Internet Culture is Shaping our Political Landscape."
Dan Blomquist, Emerson College
 4. Presentation Title: "Social Media, Socialism, and Celebrity Spectacle: How Emerson College Took the Early Primaries by Storm."
Chris Kane, Emerson College
-

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

⁹⁹ Proceedings page 41

Saturday, April 2, 2016

10:30 A.M. – 12:00 P.M.

Room: Goldfield Room

HUMAN RESOURCE MANAGEMENT

Track: Human Resource Management

Track Chair: Kaushik Chaudhuri, Shiv Nadar University
Diane Bandow, Troy University

Session Title: Workplace Issues

Session Chair: Diane Bandow, Troy University

1. Presentation Title: "Fuddy Duddies in the Workplace: The Issues in Developing Mature Employees."¹⁰⁰

Tish Matuszek, Troy University
Diane Bandow, Troy University

2. Presentation Title: "The Mediating Role of HRM Practices in CMNCs Employees' Organizational Commitment."¹⁰¹

Kang-Hwa Shaw, Shandong University
Mohammad Rahman, Shandong University

3. Presentation Title: "The Tax Implications of Medical Tourism as a Health Benefit: What HR Managers Need to Know."¹⁰²

Dana Hart, University of North Florida
Robert Slater, University of North Florida
C. Bruce Kavan, University of North Florida

4. Presentation Title: "Rational Addiction in High Performance Sports."¹⁰³

Michael Barth, Friedrich Schiller University Jena
Frank Daumann, Friedrich Schiller University Jena
Eike Emrich, Saarland University

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

¹⁰⁰ Proceedings page 19

¹⁰¹ Proceedings page 32

¹⁰² Proceedings page 46

¹⁰³ Proceedings page 37

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