

# **THE INTERNATIONAL ACADEMY OF BUSINESS DISCIPLINES**

**TWENTY – NINTH ANNUAL CONFERENCE**

**\* OFFICIAL PROGRAM \***

**April 6 – April 8, 2017**

**New Orleans, Louisiana, USA**

**Embassy Suites New Orleans Convention Center**

**315 Julia Street | New Orleans | LA | 70130**

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## **IABD PRESIDENT**

**Paul A. Fadil, University of North Florida**

## **PROGRAM CHAIR**

**Cindi Smatt, University of North Georgia**

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## **SPONSORING INSTITUTIONS AND INDIVIDUALS**

**University of North Florida, Coggin College of Business  
Emerson College**

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**29<sup>TH</sup> ANNUAL CONFERENCE OF THE IABD**

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## **IABD President's Welcome**

My Dear Friends,

It is with great pleasure that I welcome you to the 29th annual conference of the International Academy of Business Disciplines (IABD), in the "Big Easy", New Orleans, LA. I know that each of us values this unique opportunity to strengthen established ties with old friends, while creating treasured networks with new ones that hail from many different parts of the globe.

The true value of IABD is that we practice what we preach. In every aspect of the term, we are truly a melting pot of numerous cultures, races, and ethnicities from all over the world, coming together to discuss important, impactful issues in a friendly and supportive atmosphere. This year, with the current political climate, it is more important than ever to reaffirm one of our organization's most basic values; the facilitation of constructive, respectful, and courteous dialogue, no matter how divergent the members' views may be. For this, and many other reasons, participants who attend their first IABD conference always seem to return and continue participating. I would like to thank all of you, 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 foundation we have established as a quality outlet for your scholarly works.

First of all, I would like to recognize Our Board of Directors. Their never-ending support and sage advice have been invaluable to IABD accomplishing any of its goals. Although many of these Board members have been with the organization for over 10 years, for a few, this will be their first time serving IABD in this capacity. With their engaged leadership, I am sure they will infuse IABD with new ideas, while continuing to navigate the organization in the right direction.

I would also like to thank the heart and soul of IABD, our Track Chairs. Without our Track Chairs, there is no IABD. These Chairs also double as our editorial board, and without them, IABD would not be able to logistically complete the necessary tasks for our annual conference to take place or put a journal like the Quarterly Review of Business Disciplines (QRBD) together. You all have my undying gratitude for everything that you have done and continue to do for IABD.

As President of IABD, I am only as good as the people I surround myself with. Thus, I would like to express my sincere appreciation to the following people: Dr. Margaret Goralski, for continuing level of support and dedication toward our publishing arm of IABD; Dr. Saurabh Gupta, for heading up the technological side of our operations; Dr. Cindi Smatt, for serving as Program Chair, and doing whatever is needed whenever she is asked; Dr. John Fisher, for continuing to do a masterful job putting our proceedings together; Dr. Jim Weber, for his tireless contribution as the communications liaison and Associate Editor for the Proceedings, Dr. Lou Falk, our resident historian, who allows us to honor and respect our rich history; Dr. Greg Payne, for continuing to provide energy to

our conference by opening it up to students; Dr. Reza Eftekharzadeh, for maintaining our financial security; Dr. Kaye McKinzie for filling the role of Associate Editor for QRBD; and, finally, Dr. Karin Reinhard for her promotion efforts.

For many of us, IABD has become an integral part of our personal and professional lives. As we come together for our 29th meeting, please enjoy the scholarship, venue, and opportunities that our organization provides. I wish you all a very pleasant experience at the 2017 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](http://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 2017 conference. We also thank all those who have provided us with their professional contributions such as reviewing papers, chairing sessions and serving as discussants. And more importantly, we acknowledge the herculean contribution of our track chairs. They are one of the most important groups in IABD. Truly, there would be no IABD program without the hard work and dedicated efforts of the track chairs.

## **HOTEL CONTACT**

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

Embassy Suites New Orleans Convention Center  
315 Julia Street  
New Orleans, LA 70130  
**Tel:** 504-525-1993

[http://embassysuites.hilton.com/en/es/groups/personalized/M/MSYCCES-IAB-20170404/index.jhtml?WT.mc\\_id=POG](http://embassysuites.hilton.com/en/es/groups/personalized/M/MSYCCES-IAB-20170404/index.jhtml?WT.mc_id=POG)

## 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, April 5, 2017	4:30 PM – 6:00 PM	Main Lobby
Thursday, April 6, & Friday, April 7, 2017	7:30 AM – 4:00 PM	Main Lobby
Saturday, April 8, 2017	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](http://www.iabd.org).

For more information, please contact: Saurabh Gupta, Email: [sgupta7@kennesaw.edu](mailto:sgupta7@kennesaw.edu).

## 2017/2018 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**

2018 is just around the corner. The **30<sup>th</sup> 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 29<sup>TH</sup> ANNUAL CONFERENCE:**

- **EARLY BIRD RECEPTION:** Wednesday, April 5, 2017, 5:00 – 7:00 p.m., Fountainbleu Ballroom 1
- **IABD BOARD OF DIRECTORS MEETING:** Wednesday, April 5, 2017, 7:00 – 9:00 p.m., Esplanade Boardroom
- **IABD OFFICERS MEETING/WORKING LUNCHEON:** Thursday, April 6, 2017, 12:00 – 1:15 p.m., Esplanade Boardroom
- **ALL ACADEMY SESSION:** Thursday, April 6, 2017, 5:30 – 6:45 p.m., Freret
- **ALL ACADEMY GALA RECEPTION/DINNER:** Thursday, April 6, 2017, 7:15 – 9:15 p.m., Fountainbleu Ballroom Sections 1 – 4
- **IABD TRACK CHAIR & OFFICERS LUNCHEON:** Friday, April 7, 2017, 12:00 – 1:45 p.m., Atrium

## AWARDS & RECOGNITIONS



### **2017 Best Paper Awards**

“Sales and Operations Planning – A Potential Strategic Tool for The US Paper Industry?”

Dag Naslund, University of North Florida

Steven Williamson, University of North Florida

“Interactive Effects of Manager and Subordinate Job Satisfaction on Subordinate Turnover Intentions”

C. Brian Flynn, University of North Florida

Stanley G. Harris, Auburn University

Alan G. Walker, Auburn University

### **2017 Outstanding Track Chairs**

Kaushik Chaudhuri

Human Resources Management (Co-Chair)

Diane Badow

Human Resources Management (Co-Chair)



## AWARDS & RECOGNITIONS



### **The 2017 Annual IABD Lifetime Achievement Award**



Margaret Goralski, Quinnipiac University

Margaret A. Goralski received her PhD from the International School of Management in Paris France which included study at Temple University in Tokyo Japan and Fudan University in Shanghai China. Doctoral students from twenty-six different countries attended and participated in these international experiences as part of this immersive international education. Goralski is a full-time faculty member in the Entrepreneurship/Strategy Department in the

Quinnipiac University (QU) School of Business and the newly appointed Coordinator of the Capstone Business Experience. She has taught courses in International Business, Management, Strategy, Organizational Leadership, and in the MBA program, on campus and online.

In addition to being Vice President of Publications for the International Academy of Business Disciplines; and Editor in Chief of *Quarterly Review of Business Disciplines*, she is a Board Member and Senior Fellow of the American Society for Competitiveness; Treasurer of Academy of International Business – US – Northeast Chapter; and a member of the UN PRME (Principles for Responsible Management Education) working group on the sustainability mindset. She has published in numerous academic journals worldwide and continues to write and publish on a vast array of topics. Goralski is currently a Faculty Senator, a member of the Senate Faculty Policy committee, and a member of the Capstone Assessment Plan committee at Quinnipiac.

Prior to teaching at QU, Goralski traveled the world as an international businesswoman and co-founder of Global Markets India. She has spoken at numerous international business conferences and taught senior executives of multinational corporations about the cultural differences of doing business in India. In addition, she has written a small book entitled *A Passbook to India*, which was used by Loctite, Coca-Cola, et al. to train executives before sending them to India. On an entirely different topic, she has published a book entitled *Death: A Practical Guide to the Choices that Lie Beyond* with two co-authors. Goralski is currently co-writing a book chapter on ethics and artificial intelligence and is presenting at this conference a paper titled *Uncovering the Workings of our Mind: Mindful Perceptions, Decisions, and Strategies* and an All Session Panel with Ahmad Tootoonchi and Louis K. Falk entitled *Teaching Online: The Pleasures and The Pitfalls*.

## **IABD PRESIDENT**

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

## **FORMER IABD PRESIDENTS**

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

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

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

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

Raymond A. Cox President, 2000-2001, Thompson Rivers University <rcox@tru.ca>

Richard Alan Nelson President, 1998-1999, Louisiana State University and A&M College  
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Hooshang M. Beheshti President, 1996-1997, Radford University <hbehesht@radford.edu>

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Joseph Horton President, 1994, University of Central Arkansas  
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Robert C. Camp President, 1992, Indiana University of Pennsylvania  
<robert.camp@iup.edu>

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

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

## **IABD BOARD OF DIRECTORS**

Felix Abeson	Coppin State University
Abbas J. Ali	Indiana University of Pennsylvania
Hooshang M. Beheshti	Radford University
Robert C. Camp	Indiana University of Pennsylvania
Raymond A. Cox	Thompson Rivers University
Louis K. Falk	University of Texas Rio Grande Valley
Ali M. Kansa	The University of Texas at San Antonio
Brian Larson	Widener University
J. Gregory Payne	Emerson College
Ahmad Tootoonchi	Frostburg State University
Paloma Bernal Turnes	Universidad Rey Juan Carlos

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**IABD VP for ADVANCEMENT**

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**IABD VP for COMMUNICATION/MEDIA RELATIONS and HISTORIAN**

Louis K. Falk, University of Texas Rio Grande Valley <louis.falk@utrgv.edu>

**IABD VP of PUBLICATION**

Margaret A. Goralski, Quinnipiac University <margaret.goralski@quinnipiac.edu>

**IABD DIRECTOR of TECHNOLOGY**

Saurabh Gupta, Kennesaw State University <sgupta7@kennesaw.edu>

**IABD DIRECTOR OF CONFERENCE PROMOTION**

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

**IABD AUDIT COMMITTEE**

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

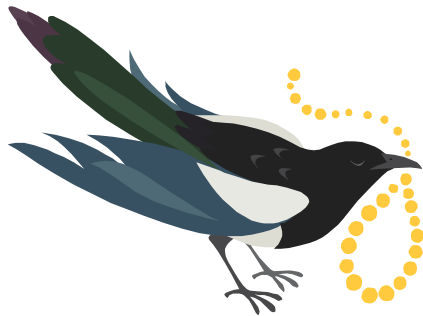
Abbas J. Ali, Indiana University of Pennsylvania <aaali@iup.edu>

## **TRACK CHAIRS OF THE 2017 IABD ANNUAL CONFERENCE**

- |  |  |
|--|--|
| 1. Accounting Research                             | Dana Hart, University of North Florida<br>Robert Slater, University of North Florida   |
| 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<br>Communication | Raquel Casino, Independent Comm. Consult.<br>Jennifer Summary, Culver-Stockton College |
| 7. Economics                                       | Dale Steinreich, Drury University<br>Albert Lohm University of North Florida           |
| 8. Emotional Intelligence & Mindfulness            | Chulguen Yang, Southern Connecticut State  |
| 9. Entrepreneurship & Small Business               | Marty Mattare, Frostburg State University  |
| 10. Ethical & Social Issues                        | Kellye Jones, Clark Atlanta University   |
| 11. Finance  | Phillip Fuller, Jackson State University   |
| 12. Global Corp PR, Responsibility & Culture       | Enric Ordeix, Ramon Llull University   |
| 13. Health Communication & Public Policy           | J. Gregory Payne, Emerson College  |
| 14. Human Resources Management                     | Kaushik Chaudhuri, Shiv Nadar University<br>Diane Bandow, Troy University              |
| 15. Information Systems & E-Learning               | Saurabh Gupta, Kennesaw State University   |
| 16. Interdisciplinary Studies                      | Nada Farhat, Harvard University  |
| 17. Instructional and Pedagogical Issues           | Amiso M. George, Texas Christian University  |
| 18. International Business                         | Philemon Oyewole, Howard University  |
| 19. Leadership                                     | Robert Bennett, Georgia Southwestern State<br>University                               |
| 20. Managerial Accounting                          | Majidul Islam, Concordia University  |

21. Marketing	Felix Abeson, Coppin State University
22. Marketing Research	Talha D. Harcar, Penn State – Beaver
23. Operations Management	Shakil Rahman, Frostburg State University
24. Organizational Behavior & Theory	C. Brian Flynn, University of North Florida Tobias Huning, University of North Florida
25. Organizational Comm. & Crisis Mgmt.	Christina Jackson, Univ. of Nebraska at Kearney
26. Project & Knowledge Management	Michael Baechle, Baden Wurttemberg Cooperative State University Arthur Kolb, Univ. of Applied Sciences-Kempton
27. Public Relations & Corp. Comm.	Bonita Dostal Neff, Indiana University Northwest
28. Social Media	Karin Reinhard, Baden Wurttemberg Cooperative State University
29. Sport Business	Brian Larson, Widener University
30. Strategic Management	Pingying Zhang, University of North Florida
31. Strategic Marketing	Harold W. Lucius, Rowan University
32. Supply Chain Management	Anthony S. Richardson, Southern Connecticut State University
33. Sustainability	Gregory Robbins, Southern Connecticut State University Chris Baynard, University of North Florida
34. Tourism, Travel, & Hospitality	Nathan K. Austin, Morgan State University Amanda Templeton, University of Central Florida

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



Wednesday, April 5, 2017

5:00 PM – 7:00 PM

***Location:  
Fountainbleu 1***

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



Wednesday, April 5, 2017  
7:30 PM – 9:30 PM

***Location:  
Esplanade Boardroom***

**Reception & Dinner**

**Thursday, April 6, 2017**



**Breakout Sessions**



**Thursday, April 6<sup>th</sup>, 2017**

**8:30 A.M. – 10:00 A.M.**

**Room: Fountainbleu 1**

## **HUMAN RESOURCES MANAGEMENT**

**Track:** Human Resources Management

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

**Session Title:** Job Satisfaction, Stressors and Employee Turnover

**Session Chair:** Diane Bandow, Troy University

- 
1. Presentation Title: “Interactive Effects of Manager and Subordinate Job Satisfaction on Subordinate Turnover Intentions”<sup>1</sup>  
C. Brian Flynn, University of North Florida  
Stanley G. Harris, Auburn University  
Alan G. Walker, Auburn University
  2. Presentation Title: “From Attachment to Detachment: The Role of Attachment Styles in Voluntary Employee Turnover”<sup>2</sup>  
Tobias Huning, University of North Florida  
Neal Thomson, Columbus State University
  3. Presentation Title: “Bullying in the Workplace: A Conceptual Examination of Personality Traits and Workplace Stressors of Perpetrators of Bullying Diversity Initiatives- Failures and Consequences”<sup>3</sup>  
Paul A. Fadil, University of North Florida  
Carol Spector, University of North Florida  
Shanna Grant-Olshausen, University of North Florida

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

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<sup>1</sup> Proceedings page 28

<sup>2</sup> Proceedings page 22

<sup>3</sup> Proceedings page 3

**Thursday, April 6<sup>th</sup>, 2017**

**8:30 A.M. – 10:00 A.M.**

**Room: Fountainbleu 2**

**GLOBAL CORPORATE PR, RESPONSIBILITY AND CULTURE**

**Track:** Global Corporate PR, Responsibility and Culture

**Track Chair:** Enric Ordeix, Blanquerna-Ramon Llull University

**Session Title:** Rethinking Social Sciences from the Corporate Perspective

**Session Chair:** Enric Ordeix, Blanquerna-Ramon Llull University

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1. Presentation Title: “The UN Sustainable Development Goals as Codes of Analysis of the Top Business Schools’ Sustainability Reports”<sup>4</sup>

Giorgia Miotto, Blanquerna-Ramon Llull University

Josep Rom, Blanquerna-Ramon Llull University

Enric Ordeix, Blanquerna-Ramon Llull University

2. Presentation Title: “Corporate Responsibility in Marketing Communications during a Polarized Cultural Environment”<sup>5</sup>

Oman Khan, Morgan State University

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

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<sup>4</sup> Proceedings page 49

<sup>5</sup> Proceedings page 8

**Thursday, April 6<sup>th</sup>, 2017**

**8:30 AM – 10:00 AM**

**Room: Fountainbleu 3**

**OPERATIONS MANAGEMENT/  
TOURISM, TRAVEL & HOSPITALITY**

**Track:** Operations Management  
Tourism, Travel & Hospitality

**Track Chair:** Shakil Rahman, Frostburg State University  
Nathan K. Austin, Morgan State University

**Session Title:** Operations/Travel Potpourri

**Session Chair:** Shakil Rahman, Frostburg State University  
Nathan K. Austin, Morgan State University

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1. Presentation Title: “Customer Service Benefits through Product Substitution”  
Rahul Kale, University of North Florida  
Deepak Iyengar, Central Washington University
  2. Presentation Title: “Small Businesses in Appalachia: Impact of Social Media on  
Businesses’ Operation”<sup>6</sup>  
Shakil Rahman, Frostburg State University  
Joanna Shore, Frostburg State University  
Ehsan Ardjmand, Frostburg State University
  3. Presentation Title: “The Relationship between Co-Creation, Involvement, and  
Satisfaction as Moderated by Trip-Type within the Tourism  
Industry”<sup>7</sup>  
Amanda Templeton, University of Central Florida
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>6</sup> Proceedings page 44

<sup>7</sup> Proceedings page 13

**Thursday, April 6<sup>th</sup>, 2017**

**8:30 A.M. – 10:00 A.M.**

**Room: Fountainbleu 4**

**ADVERTISING & MARKETING COMMUNICATION**

**Track:** Advertising & Marketing Communication

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

**Session Title:** Culture, Media Selection, and Social Media

**Session Chair:** Teddi Joyce, University of South Dakota

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1. Presentation Title: “McDonald’s and its Menu – What are the Implications?”<sup>8</sup>

Louis K. Falk, University of Texas Rio Grande Valley

Jennifer Lemanski, University of Texas Rio Grande Valley

David Hinojosa, University of Texas Rio Grande Valley

2. Presentation Title: “Dynamics of Media Selection: U.S. Advertising Executives Lean  
Toward Domestic Criteria in Non-Domestic Markets”<sup>9</sup>

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

3. Presentation Title: “A Crisis for KFC in China: A Social Media Crisis Communication  
Case Study”<sup>10</sup>

Yuxiao Lu, University of South Dakota

Charles Lubbers, University of South Dakota

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

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<sup>8</sup> Proceedings page 32

<sup>9</sup> Proceedings page 51

<sup>10</sup> Proceedings page 11

**Thursday, April 6<sup>th</sup>, 2017**

**8:30 A.M. – 10:00 A.M.**

**Room: Freret**

**COMMUNICATION AND MEDIA STUDIES/  
COMMUNICATION AND TECHNOLOGY**

**Track:** Communication and Media Studies/  
Communication and Technology

**Track Chair:** Olga Lazitski, University of California – San Diego  
John C. Tedesco, Virginia Tech University

**Session Title:** Media Coverage in the Post-Truth Era

**Session Chair:** Cindi Smatt, University of North Georgia

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1. Presentation Title: “Front Page Coverage Foregoing the 2016 Presidential Election”<sup>11</sup>  
Sydney Clapp, Roger Williams University  
Jacqueline Garofalo, Roger Williams University
  2. Presentation Title: “Matthew versus the State of Louisiana: News Coverage of the Flood Events of 2016”<sup>12</sup>  
H. Paul LeBlanc III, The University of Texas at San Antonio  
Jared Max Edman, The University of Texas at San Antonio
  3. Presentation Title: “Shifting to an Augmented Reality Environment: A Journey with the Microsoft Hololens”<sup>13</sup>  
Christina Jackson, University of Nebraska Medical Center  
Nancy Stuart, University of Nebraska Medical Center
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>11</sup> Proceedings page 22

<sup>12</sup> Proceedings page 32

<sup>13</sup> Proceedings page 43

## **\*\*Refreshments\*\***



Thursday, April 6, 2017

10:00 AM – 10:30 AM

**Thursday, April 6<sup>th</sup>, 2017**

**10:30 A.M. – 12:00 P.M.**

**Room: Fountainbleu 1**

**ORGANIZATIONAL BEHAVIOR & THEORY/  
SPORTS BUSINESS**

**Track:** Organizational Behavior & Theory  
Sports Business

**Track Chair:** C. Brian Flynn & Tobias Huning, University of North Florida  
Brian V. Larson, Widener University

**Session Title:** Organizational Behavior & Sports Business

**Session Chair:** C. Brian Flynn, University of North Florida

- 
1. Presentation Title: "The Impact of Personal Religious Identity and Religious Organizational Identification on Organizational Opinion Leadership within Faith-based and Secular Non-profit Organizations"<sup>14</sup>

Lisa Chen, Georgia Gwinnett College  
Steven Brown, Georgia Gwinnett College  
Jennifer Ridley, Georgia Gwinnett College

2. Presentation Title: "A Congruence Based Approach to Designing Employee Engagement Strategies"<sup>15</sup>

Virajanand Varma, Nicholls State University  
Jeffrey Haynie, Nicholls State University

3. Presentation Title: "Exploring Linkages of Stressors on Employee Commitments in Indian HPWS Workplaces"<sup>16</sup>

Kaushik Chaudhuri, Shiv Nadar University  
Paul Fadil, University of North Florida  
Cindi Smatt, University of North Georgia

4. Presentation Title: "Understanding the Impact of Fan Identification on Attitudes and Intentions: The Moderating Effect of Onsite Sponsor Activation"<sup>17</sup>

Brian V. Larson, Widener University  
Scott Swanson, University of Wisconsin–Eau Claire  
Kevin Gwinner, Kansas State University

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<sup>14</sup> Proceedings page 14

<sup>15</sup> Proceedings page 8

<sup>16</sup> Proceedings page 18

<sup>17</sup> Proceedings page 49

**Thursday, April 6<sup>th</sup>, 2017**

**10:30 A.M. – 12:00 P.M.**

**Room: Fountainbleu 2**

**PUBLIC RELATIONS AND CORPORATE COMMUNICATION**

**Track:** Public Relations and Corporate Communication

**Track Chair:** Bonita Dostal Neff, Indiana University Northwest

**Session Title:** Issue Management & Crisis Strategy Approaches in Public Relations

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

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1. Presentation Title: “Media Framing of Julian Assange in English and Spanish Language Newspapers”<sup>18</sup>  
Meylin Mejia, East Tennessee State University  
John King, American University of Sharjah, UAE
  2. Presentation Title: “Proposed Public Relations Plan for Major Case Study-UTSA Campus Carry”<sup>19</sup>  
Kesley Smith, The University of Texas at San Antonio
  3. Presentation Title: “United States of America’s Image Building Media Campaign in South Asian Countries: The Study of USAID Advertising in Pakistan”  
Sohail Riaz, Comsats Institute of Information Technology
  4. Presentation Title: “Enrollment at St. Luke Catholic School”<sup>20</sup>  
Beth Veters, The University of Texas at San Antonio
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>18</sup> Proceedings page 33

<sup>19</sup> Proceedings page 39

<sup>20</sup> Proceedings page 12



**Thursday, April 6<sup>th</sup>, 2017**

**10:30 A.M. – 12:00 P.M.**

**Room: Fountainbleu 3**

**SUPPLY CHAIN MANAGEMENT**

**Track:** Supply Chain Management

**Track Chair:** Anthony S. Richardson, Southern Connecticut State University

**Session Title:** Supply Chain Management

**Session Chair:** Anthony S. Richardson, Southern Connecticut State University

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1. Presentation Title: "Strategic Inclusion of Non-Traditional Minority Business Enterprises with Supply Chain Organizations"<sup>21</sup>  
Terrence Williams, Pace University
  
  2. Presentation Title: "A VMI & Service Quality Study Proposal: Does VMI Really Provides Better Service Quality"<sup>22</sup>  
Cesar Ayala, University of North Georgia
  
  3. Presentation Title: "Optimization of Productivity for Finished Goods Inventory Within Retail Business Environments and IT-Enabled Distribution Chains"<sup>23</sup>  
Anthony S. Richardson, Southern Connecticut State University  
Afzal M. Modak, Pace University
  
  4. Presentation Title: "Disruption During The Product Life Cycle"<sup>24</sup>  
Cesar Ayala, University of North Georgia
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>21</sup> Proceedings page 45

<sup>22</sup> Proceedings page 50

<sup>23</sup> Proceedings page 38

<sup>24</sup> Proceedings page 15

**Thursday, April 6, 2017**

**10:30 A.M. – 12:00 P.M.**

**Room: Fountainbleu 4**

**ADVERTISING & MARKETING COMMUNICATION**

**Track:** Advertising & Marketing Communication

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

**Session Title:** Death, Advertising, and Visual Communication

**Session Chair:** Christina Jackson, University of Nebraska Medical Center

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1. Presentation Title: "For-profit and Non-profit University Advertising: What Matters at the Alma Mater"<sup>25</sup>

Teddi Joyce, University of South Dakota

Charles Lubbers, University of South Dakota

Brandon Nutting, University of Nebraska-Lincoln

2. Presentation Title: "People vs. Parties: Designing & Developing Effective Visual Communications to Persuade Unity among an Independent Electorate"<sup>26</sup>

Marina Red Madden, The University of Texas at San Antonio

3. Presentation Title: "Necromarketing: How Death Sells Products in U.S. Magazines"<sup>27</sup>

Amiee Shelton, Roger Williams University

Erica Misilo, Roger Williams University

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

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<sup>25</sup> Proceedings page 21

<sup>26</sup> Proceedings page 36

<sup>27</sup> Proceedings page 35

**Thursday, April 6, 2017**

**10:30 A.M. – 12:00 P.M.**

**Room: Freret**

**ECONOMICS/  
SUSTAINABILITY**

**Track:** Economics/  
Sustainability

**Track Chair:** Dale Steinreich, Drury University  
Gregory Robbins, Southern Connecticut State University

**Session Title:** Economics & Sustainability

**Session Chair:** Dale Steinreich, Drury University

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1. Presentation Title: "A Comparative Analysis of Ethiopian and Ghanaian Women Entrepreneurs"<sup>28</sup>

James Thorson, Southern Connecticut State University  
Yilma Gebremariam, Southern Connecticut State University  
Samuel Andoh, Southern Connecticut State University

2. Presentation Title: "Tuskegee at Forty-Five and the Economics of Epidemiology: Demographic Versus Social-Institution Factors in the U.S."<sup>29</sup>

Dale Steinreich, Drury University  
Gary DeBauche, Drury University

3. Presentation Title: "Oil and Earthquakes in Oklahoma: Mapping and Monitoring Risk"<sup>30</sup>

Chris W. Baynard, University of North Florida  
Chiradip Chatterjee, University of North Florida  
Robert W. Schupp, University of North Florida

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

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<sup>28</sup> Proceedings page 6

<sup>29</sup> Proceedings page 47

<sup>30</sup> Proceedings page 35

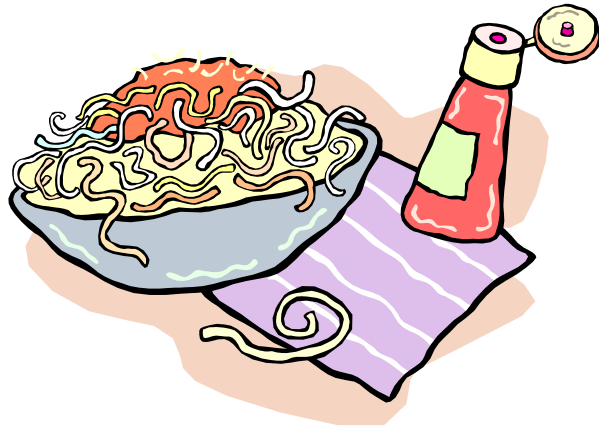
# **\*\*Lunch Break\*\***



Thursday, April 6, 2017

12:00 PM – 1:15 PM

**\*\*IABD Officers Meeting/Luncheon \*\***



Thursday, April 6, 2017  
12:00 PM – 1:15 PM

***Location:***  
*Atrium*

***NOTE:***  
***This luncheon is ONLY for IABD Officers.***

Thursday, April 6, 2017

1:30 P.M. – 3:00 P.M.

Room: Fountainbleu 1

**HEALTH COMMUNICATION & PUBLIC POLICY/  
HUMAN RESOURCES MANAGEMENT**

**Track:** Health Communication & Public Policy  
Human Resources Management

**Track Chair:** Gregory Payne, Emerson College  
Diane Bandow, Troy University

**Session Title:** Current Trends in Health Communication  
Perceptions of Aging and Disability in the Workplace

**Session Chair:** Gregory Payne, Emerson College  
Diane Bandow, Troy University

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1. Presentation Title: “Medical Talk Shows and the Communication of Information on Health and Illness: Examining Health Topics and Medical Claims from the Rebranded Dr. Oz Show”<sup>31</sup>

Cynthia Irizarry, Suffolk University  
Frank Irizarry, Suffolk University

2. Presentation Title: “Integrating High-Fidelity Human Patient Simulation Scenarios into Physician Assistant Programs”<sup>32</sup>

Christina Jackson, University of Nebraska Medical Center

3. Presentation Title: “Perceptions in Work Place Culture Towards Deaf and Hard of Hearing Employees”<sup>33</sup>

Erica Misilo, Roger Williams University  
Amiee Shelton, Roger Williams University

4. Presentation Title: “Aging in the Workplace: Training and Development Considerations for Employers”<sup>34</sup>

Tish Matuszek, Troy University  
Diane Bandow, Troy University

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

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<sup>31</sup> Proceedings page 34

<sup>32</sup> Proceedings page 27

<sup>33</sup> Proceedings page 37

<sup>34</sup> Proceedings page 1

**Thursday, April 6<sup>th</sup>, 2017**

**1:30 P.M. – 3:00 P.M.**

**Room: Fountainbleu 2**

**GLOBAL CORPORATE PR, RESPONSIBILITY AND CULTURE**

**Track:** Global Corporate PR, Responsibility and Culture

**Track Chair:** Enric Ordeix, Ramon Llull University

**Session Title:** Update in Innovation and Research in Global Communication

**Session Chair:** Enric Ordeix, Ramon Llull University

***This session will be partially given in Spanish.***

- 
1. Presentation Title: “La Política Desde Las Rr. Pp: Campaña De Concejala De Viña Del Mar”<sup>35</sup>  
Macarena Urenda, DUOC-UC (Chile)
  2. Presentation Title: “Public Relations in France: An Analysis of the Discipline and its Practice”  
Loarre Andreu Pérez, University of Oklahoma
  3. Presentation Title: “The Relationship Between Informal Economy and Social Legitimacy”  
Miguel Prado-Román, Juan Carlos University  
Raúl Gómez Martínez, Juan Carlos University  
Paola Plaza Casado, Juan Carlos University
  4. Presentation Title: “Public Relation and Sports: Analyzing the Practice of Public Relations as a Tool For Elite”<sup>36</sup>  
Luis Rendon, University of Oklahoma

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

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<sup>35</sup> Proceedings page 37

<sup>36</sup> Proceedings page 40

**Thursday, April 6<sup>th</sup>, 2017**

**1:30 P.M. – 3:00 P.M.**

**Room: Fountainbleu 3**

**ENTREPRENEURSHIP & FAMILY BUSINESS**

**Track:** Entrepreneurship & Family Business

**Track Chair:** Marty Mattare, Frostburg State University

**Session Title:** Entrepreneurial Intention & Culture

**Session Chair:** Marty Mattare, Frostburg State University

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1. Presentation Title: “The Skill of In-Person Social Networking: Teaching Entrepreneurship Students How to Do It”  
Marty Mattare, Frostburg State University
  2. Presentation Title: "Cultural Contingency in Entrepreneurial Intention"<sup>37</sup>  
Pingying Zhang, University of North Florida  
Yufeng Wang, Sun Yat-Sen University
  3. Presentation Title: “The Utility of Entrepreneurial Resource in Microbusiness in Maryland: A Comparison of Retail and Non-Retail Business”  
Marty Mattare, Frostburg State University  
Mike Monahan, Frostburg State University  
Amit Shah, Frostburg State University
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>37</sup> Proceedings page 12



**Thursday, April 6<sup>th</sup>, 2017**

**1:30 P.M. – 3:00 P.M.**

**Room: Fountainbleu 4**

**INTERNATIONAL BUSINESS**

**Track:** International Business

**Track Chair:** Philemon Oyewole, Howard University

**Session Title:** Understanding Business Practices in Emerging Economies

**Session Chair:** Harold Lucius, Rowan University

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1. Presentation Title: “Competitiveness in Foreign Trade Operations in Brazil”<sup>38</sup>  
Rafael Spadotto, Spadotto Law Firm

2. Presentation Title: “Sources of Health Information of Baby Boomers in Taiwan”<sup>39</sup>  
Kaye McKinzie, University of Central Arkansas  
Alexander Chen, University of Central Arkansas  
Joe Cangelosi, University of Central Arkansas

3. Presentation Title: “U.S. Companies Offshore Outsourcing of Services: Are African Countries Benefiting? A Case of Selected African Countries”<sup>40</sup>  
Felix Abeson, Coppin State University  
Michael Taku, Dillard University

4. Presentation Title: “Socio-Demographic Characteristics and the Level of Importance That Consumers Attach to Services Offered in the Airline Industry”<sup>41</sup>  
Philemon Oyewole, Howard University

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

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<sup>38</sup> Proceedings page 7

<sup>39</sup> Proceedings page 24

<sup>40</sup> Proceedings page 50

<sup>41</sup> Proceedings page 44

**Thursday, April 6<sup>th</sup>, 2017**

**1:30 P.M. – 3:00 P.M.**

**Room: Freret**

### **STUDENT PAPERS**

**Track:** Student Papers

**Track Chair:** Paul A. Fadil, University of North Florida

**Session Title:** Organizational Behavior & Marketing Student

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

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1. Presentation Title: “Causal Attributions of Burnout: Looking at Married and Unmarried Mothers”<sup>42</sup>  
Theresa Ference, University of North Florida
  2. Presentation Title: “Full Disclosure: Exploring the Differences in Discrimination between Openly Gay and Privately Gay Employees”<sup>43</sup>  
Emily Kazdin, University of North Florida
  3. Presentation Title: “Is Common Methodology in the Natural and Social Sciences Necessary for Advancement?”<sup>44</sup>  
Christopher B. Levkoff, University of North Florida
  4. Presentation Title: “Christian Dior as a Luxury Brand on Social Media Observation & Analysis”<sup>45</sup>  
Uyen Le, Emerson College
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>42</sup> Proceedings page 5

<sup>43</sup> Proceedings page 23

<sup>44</sup> Proceedings page 30

<sup>45</sup> Proceedings page 5

**Thursday, April 6<sup>th</sup>, 2017**

**3:30 P.M. – 5:00 P.M.**

**Room: Fountainbleu 1**

### **INTERDISCIPLINARY STUDIES**

**Track:** Interdisciplinary Studies

**Track Chair:** Nada Farhat, Harvard University

**Session Title:** Global Educational Collaboration: Beyond the MOU- Grassroots Work To Meet Challenges of Global Collaboration

**Session Chair:** Macarena Urenda, DUOC, Catholic University of Chile  
Alicia Blanco, URJC, Madrid

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1. Presentation Title: “Global Educational Collaboration: Beyond the MOU- Grassroots Work To Meet Challenges of Global Collaboration: The Blanquerna- Emerson Experience”  
Enric Ordeix, Blanquerna-Ramon Llull University
  2. Presentation Title: “Reflections on the 2nd Annual Global Summit- Blanquerna, Ramon Llull University, Barcelona- Emerson College, Boston”  
Gregory Payne, Emerson College
  3. Presentation Title: “Student Perspective- The Emerson- Barcelona Sports Communication b Workshop”  
Elias Romanos, Emerson College  
Shepard Vargo, Lakeerie College, Blanquerna  
Ethan Michaud, Emerson College
  4. Presentation Title: “Segmentation of State Legitimacy: The Case of Spain”<sup>46</sup>  
Camilo Prado-Román, Rey Juan Carlos University  
Alicia Blanco-González, Rey Juan Carlos University  
Francisco Díez-Martín, Rey Juan Carlos University
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>46</sup> Proceedings page 43



# ALL ACADEMY SESSION

**Presentation Title:** The Pleasures and Pitfalls of Teaching Online

**Date:** Thursday, April 6<sup>th</sup>, 2017

**Time:** 3:30 P.M. – 5:00 P.M.

**Location:** Freret

**Presentation team:** Louis K. Falk, University of Texas Rio Grande Valley  
Margaret Goralski, Quinnipiac University  
Ahmad Tootoonchi, Frostburg State University



In general, teaching requires one to have the knowledge of the subject matter, clear understanding of the learning objectives, and the ability to utilize suitable teaching approaches. However, none of these factors really matter, if the instructor does not make a deliberate and determined effort to develop mastery of the methods that he/she uses to deliver the course-content (online, face-to-face, or hybrid).

In recent years, online teaching has become one of the fastest growing phenomenon in higher education, which makes course delivery a huge challenge to faculty; especially faculty who have been delivering classes using the traditional face-to-face model for most of their careers.

In this interactive workshop, the presenters share advantages, disadvantages, as well as success and failures associated with online programs. The floor will be open for the participants to share their own experiences and suggestions.

Please join us, so we can learn from one another and benefit from each other's experience!



**Thursday, April 6<sup>th</sup>, 2017**

**5:30 P.M. – 6:45 P.M.**

**Room: Freret**

## **ALL ACADEMY SESSION**

### **“Trump’s Performance in the First Three Months: Assessment”**

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

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1. Trade

Robert C. Camp, Indiana University of Pennsylvania

2. Banking and Financial Services

Raymond Cox, Thompson Rivers University

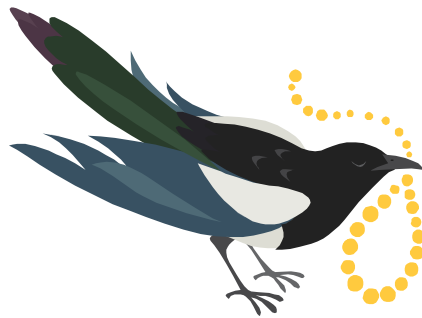
3. Foreign Policy

Abbas J. Ali, Indiana University of Pennsylvania

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**Commentator:** Omid Nodoushani, Southern Connecticut State University

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



Thursday, April 6<sup>th</sup>, 2017

7:15 PM – 9:15 PM

***Location:  
Fountainbleu Ballroom***

**Friday, April 7, 2017**



**Breakout Sessions**



**Friday, April 7<sup>th</sup>, 2017**

**8:30 A.M. – 10:00 A.M**

**Room: Fountainbleu 1**

## **FINANCE**

**Track:** Finance

**Track Chair:** Phillip Fuller, Jackson State University

**Session Title:** Investment Trends

**Session Chair:** K. Matthew Wong, St. John's University

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1. Presentation Title: "Impact of Representativeness Heuristic Related Biases on Investment Decision of Individuals"<sup>47</sup>

Yasir Hassan, The University of Lahore  
Syed Zain-ul Abdin, The University of Lahore  
Saleha Yasir, The University of Lahore

2. Presentation Title: "Collectible Tangible Assets as Complementary Investment to Financial Options"

Miguel Prado-Román, Rey Juan Carlos University  
Ana Cruz-Suárez, Rey Juan Carlos University  
Alberto Prado-Román, Rey Juan Carlos University

3. Presentation Title: "Analysis of Key Value Drivers of Leveraged Buyouts"<sup>48</sup>

Guillaume Torjman, IESEG  
K. Matthew Wong, St. John's University

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

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<sup>47</sup> Proceedings page 26

<sup>48</sup> Proceedings page 1

**Friday, April 7<sup>th</sup>, 2017**

**8:30 A.M. – 10:00 A.M.**

**Room: Fountainbleu 2**

**CROSS CULTURAL & INTERPERSONAL COMMUNICATION**

**Track:** Cross Cultural & Interpersonal Communication

**Track Chair:** Jennifer Summary, Culver-Stockton College

**Session Title:** Cross Cultural & Interpersonal Communication Research

**Session Chair:** Jennifer Summary, Culver-Stockton College

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1. Presentation Title: “Cross Cultural Diversity: A Mosaic Approach to International Education (edumarketing)”<sup>49</sup>  
Martin Shapiro, Berkeley College

2. Presentation Title: “Caller, Welcome to the Show! If You Are a Fan: A Conversation Analysis of the Sean Hannity Show”  
Jennifer Summary, Culver-Stockton College

3. Panel Discussion: “Intercultural Communication: Bridging the Divide”  
Jennifer Summary, Culver-Stockton College  
Gregory Payne, Emerson College

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

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<sup>49</sup> Proceedings page 11

**Friday, April 7<sup>th</sup>, 2017**

**8:30 A.M. – 10:00 A.M.**

**Room: Fountainbleu 3**

**MARKETING RESEARCH/  
MARKETING**

**Track:** Marketing Research/  
Marketing

**Track Chair:** Talha Harcar, Pennsylvania State University at Beaver  
Felix Abeson, Coppin State University

**Session Title:** Linking Marketing Research to the Decision Making Process

**Session Chair:** Karen Barr Harcar, Pennsylvania State University at Beaver

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1. Presentation Title: "Stadium Sponsorship: Customer Recall and Awareness in the Turkish Super League"<sup>50</sup>

Talha Harcar, Pennsylvania State University at Beaver  
Murat Hakan Altintas, Uludag University

2. Presentation Title: "Facebook: An Effective Tool for Small Business Marketing"<sup>51</sup>

Allison Crouse, Pennsylvania State University at Beaver  
Nicole Long, Pennsylvania State University at Beaver  
Karen Barr, Pennsylvania State University at Beaver

3. Presentation Title: "The Effect of Country of Origin and Color on Consumer Perception"<sup>52</sup>

Talha Harcar, Pennsylvania State University at Beaver  
Daniel W. Smith, Penn State University at Beaver

4. Presentation Title: "Linking Small Holder Coffee Farmers to Output Markets"<sup>53</sup>

Michael Taku, Dillard University  
Robert Chiuri, Phoenix University

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

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<sup>50</sup> Proceedings page 45

<sup>51</sup> Proceedings page 19

<sup>52</sup> Proceedings page 16

<sup>53</sup> Proceedings page 31

**Friday, April 7<sup>th</sup>, 2017**

**8:30 A.M. – 10:00 A.M.**

**Room: Fountainbleu 4**

## **ACCOUNTING RESEARCH**

**Track:** Accounting Research

**Track Chairs:** Robert Slater, University of North Florida  
Dana Hart, University of North Florida

**Session Title:** Lend an EAR: Eclectic Accounting Research

**Session Chair:** Robert Slater, University of North Florida

- 
1. Presentation Title: “Exploring Effective Accounting Ethics CPE from an Upper Echelon Theory Perspective”<sup>54</sup>  
Brian Wilson, St. Cloud State University  
Kate Mooney, St. Cloud State University
  2. Presentation Title: “Lessons from a Corrupt Organization”<sup>55</sup>  
William Black, University of North Georgia  
Jennifer Schneider, University of North Georgia
  3. Presentation Title: “Surface and Basal Components of Information: Explaining Order Effects in Auditor Judgment”<sup>56</sup>  
Robert Slater, University of North Florida  
Dana Hart, University of North Florida
  4. Presentation Title: “Internal Control and Audit Failure at Valeant Pharmaceuticals”  
Uma Sridharan, Columbus State University  
Linda Hadley, Columbus State University

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

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<sup>54</sup> Proceedings page 18

<sup>55</sup> Proceedings page 31

<sup>56</sup> Proceedings page 46

**Friday, April 7, 2017**

**8:30 A.M. – 10:00 A.M.**

**Room: Freret**

**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

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1. Presentation Title: “Rethinking Release Time: Issues and Suggestions”<sup>57</sup>  
James Weber, St. Cloud State University  
Paula Weber, St. Cloud State University  
Ning Hou, St. Cloud State University
  2. Presentation Title: “The Exploration of Service Learning Practice at Universiti Tunku Abdul Rahman (UTAR), Malaysia”<sup>58</sup>  
Diong Fong Wei, Universiti Tunku Abdul Rahman  
Amiso M. George, Texas Christian University
  3. Presentation Title: “Providing Online Students Learning Opportunities with a Travel Abroad Experience”<sup>59</sup>  
John Fisher, Utah Valley University  
Jonathan “Jed” Trumpet, Utah Valley University  
Kelsie Gauchay, Utah Valley University
  4. Presentation Title: “Internationalization and the Intercultural Aspects of Virtual Cross-Border Learning”<sup>60</sup>  
Allen Engle, Eastern Kentucky University  
Bianka Lichtenberger, DHBW Villingen-Schwenningen  
Alexander Dingeldey, DHBW Ravensburg
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>57</sup> Proceedings page 42

<sup>58</sup> Proceedings page 17

<sup>59</sup> Proceedings page 34

<sup>60</sup> Proceedings page 29

## **\*\* Refreshments \*\***



Friday, April 7, 2017

10:00 AM – 10:30 AM

**Friday, April 7<sup>th</sup>, 2017**

**10:30 A.M. – 12:00 P.M.**

**Room: Fountainbleu 1**

**INFORMATION SYSTEMS AND E-LEARNING**

**Track:** Information Systems and E-learning

**Track Chair:** Saurabh Gupta, Kennesaw State University

**Session Title:** Information Systems and E-learning

**Session Chair:** Saurabh Gupta, Kennesaw State University

- 
1. Presentation Title: "A Comparative Review of Business Analysis Tools"<sup>61</sup>  
Zhenyu Huang, Central Michigan University  
James Cappel, Central Michigan University
  2. Presentation Title: "Creating Value through Collaboration: A Longitudinal Case Study  
in a Deeply Functionalized Organization"<sup>62</sup>  
C Bruce Kavan, University of North Florida  
Lakshmi Goel, University of North Florida  
Lawrence J. Biess, CSX Corporation
  3. Presentation Title: "The Internet as an Information Source for Complex Products"<sup>63</sup>  
Michael Völler, Institut für Versicherungswesen TH Köln  
Lakshmi Goel, University of North Florida

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

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<sup>61</sup> Proceedings page 7

<sup>62</sup> Proceedings page 9

<sup>63</sup> Proceedings page 29

**Friday, April 7<sup>th</sup>, 2017**

**10:30 A.M. – 12:00 P.M.**

**Room: Fountainbleu 2**

**MANAGERIAL ACCOUNTING/  
LEADERSHIP**

**Track:** Managerial Accounting/  
Leadership

**Track Chair:** Majidul Islam, Concordia University/  
Robert H. Bennett, III, Georgia Southwestern State University

**Session Title:** Managerial Accounting in the Era of Globalization & Diversity/

**Session Chairs:** Raymond Cox, Thompson Rivers University  
C. Brian Flynn, University of North Florida

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1. Presentation Title: "A Proportional Hazards Model of Bank Failures: Empirical Evidence"<sup>64</sup>  
Raymond Cox, Thompson Rivers University  
Randall Kimmel, Thompson Rivers University  
Grace Wang, Texas A & M University at Galveston
  2. Presentation Title: "An International View of Corporate Governance and Management Accounting Practices"<sup>65</sup>  
Ashrafee T. Hossain, Memorial University of Newfoundland  
Majidul Islam, Concordia University
  3. Presentation Title: "Hope, Optimism, Resilience, and Self Efficacy as Predictors of Leadership Effectiveness"<sup>66</sup>  
Hamid Khan, Our Lady of the Lake University
  4. Presentation Title: "Is the Perception of Effective Leadership a Function of Attributional Biases?"<sup>67</sup>  
Neal Thomson, Columbus State University  
Tobias Huning, University of North Florida
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>64</sup> Proceedings page 39

<sup>65</sup> Proceedings page 28

<sup>66</sup> Proceedings page 25

<sup>67</sup> Proceedings page 30



**Friday, April 7<sup>th</sup>, 2017**

**10:30 A.M. – 12:00 P.M.**

**Room: Fountainbleu 3**

### **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: "Factors Affecting Decisions Based On Business Legitimacy"<sup>68</sup>  
Francisco Diez-Martin, Rey Juan Carlos University  
Alicia Blanco-Gonzalez, Rey Juan Carlos University  
Camilo Prado-Roman, Rey Juan Carlos University
  2. Presentation Title: "Computer Medicated Communication: Have We Lost Our Civility?"<sup>69</sup>  
Lawrence Zeff, University of Detroit Mercy  
Mary Higby, University of Detroit Mercy
  3. Presentation Title: "Strategy-Identity Dynamics – A Multi-Theory Perspective"<sup>70</sup>  
Virajanand Varma, Nicholls State University
  4. Presentation Title: "Sales and Operations Planning – A Potential Strategic Tool for the US Paper Industry?"<sup>71</sup>  
Dag Naslund, University of North Florida  
Steven Williamson, University of North Florida

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

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<sup>68</sup> Proceedings page 20

<sup>69</sup> Proceedings page 8

<sup>70</sup> Proceedings page 46

<sup>71</sup> Proceedings page 42

**Friday, April 7<sup>th</sup>, 2017**

**10:30 A.M. – 12:00 P.M.**

**Room: Fountainbleu 4**

**PUBLIC RELATIONS AND CORPORATE COMMUNICATION**

**Track:** Public Relations and Corporate Communication

**Track Chair:** Bonita Dostal Neff, Indiana University Northwest

**Session Title:** Examining and Applying Public Relations in a Variety of Contexts

**Session Chair:** Bonita Dostal Neff, Indiana University Northwest

- 
1. Presentation Title: “Face-ism Theory in the 2016 U.S. Presidential General Election”<sup>72</sup>  
John King, American University of Sharjah
  2. Presentation Title: “Addressing the Educational Business Position within PRSAs Business Case for Public Relations – Insights from Inside the Drive”<sup>73</sup>  
Tricia Hansen-Horn, University of Central Missouri  
Adam Horn, University of Central Missouri
  3. Presentation Title: “Carnival’s Tarnished Reputation after Triumph’s Ordeal: A Public Relations Plan to Regain Traveler’s Trust”<sup>74</sup>  
Ali Kanso, The University of Texas at San Antonio
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**Discussants:** The Session Chair will coordinate a discussion among all present.

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<sup>72</sup> Proceedings page 19

<sup>73</sup> Proceedings page 27

<sup>74</sup> Proceedings page 3

**Friday, April 7<sup>th</sup>, 2017**

**10:30 A.M. – 12:00 P.M.**

**Room: Freret**

## **INTERNATIONAL BUSINESS**

**Track:** International Business

**Track Chair:** Philemon Oyewole, Howard University

**Session Title:** Survival Strategies in Uncertain International Business Environment

**Session Chair:** Brian V. Larson, Widener University

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1. Presentation Title: “The Uncertain Future of the Trans Pacific Partnership (TPP): An Analytical Modeling of the Global and Regional Strategic Consequences”<sup>75</sup>

Vijaya Vemuri, Quinnipiac University  
Shahid Siddiqi, Long Island University

2. Presentation Title: “Dynamic Capabilities and Internationalization of Small Enterprises”<sup>76</sup>

Michael Taku, Dillard University  
Felix Abeson, Coppin State University

3. Presentation Title: “A Global Perspective on Turnaround Strategies: Leadership Traits Explored”<sup>77</sup>

Shahid Siddiqi, Long Island University

4. Presentation Title: “Ethnocentrism in an Age of Populism: A Comparison of US and French Consumers”<sup>78</sup>

Mohammad Elahee, Quinnipiac University  
Tilottama Ghosh Chowdhury, Quinnipiac University  
Farid Sadrieh, Quinnipiac University

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

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<sup>75</sup> Proceedings page 48

<sup>76</sup> Proceedings page 15

<sup>77</sup> Proceedings page 23

<sup>78</sup> Proceedings page 16

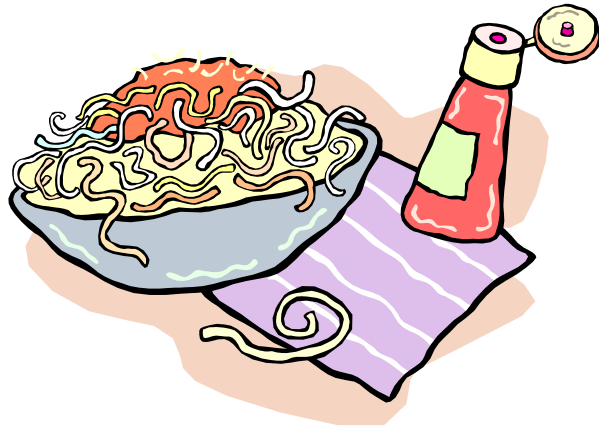
# **\*\*Lunch Break\*\***



Friday, April 7, 2017

12:00 PM – 1:45 PM

## **\*\*Track Chairs Luncheon \*\***



Friday, April 7, 2017  
12:00 PM – 1:45 PM

***Location:***  
***Atrium***

***NOTE:***  
***This luncheon is for all IABD Track Chairs.***

**Friday, April 7<sup>th</sup>, 2017**

**2:00 P.M. – 3:30 P.M.**

**Room: Fountainbleu 1**

**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

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1. Presentation Title: “Preparing Business Students for Complexity, Systems Theory and Paradox Through Classical Literature”<sup>79</sup>

Samuel Andoh, Southern Connecticut State University

Robert Page, Southern Connecticut State University

Robert Smith, Southern Connecticut State University

2. Presentation Title: “Teaching Leadership Using the Baldrige Leadership Criteria”<sup>80</sup>

Diane Bandow, Troy University

Tish Matuszek, Troy University

3. Presentation Title: “The Business Communication Course of 2020: Closing the Expectation Gap Between Students, Faculty and Corporate America”<sup>81</sup>

Lori Boyer, Clark Atlanta University

Alan Boyer, Georgia Gwinnett College

Jamie Pleasant, Clark Atlanta University

4. Presentation Title: “Business as a Profession: Introduction to Assessment”<sup>82</sup>

Mary A. Higby, University of Detroit Mercy

Lawrence E. Zeff, University of Detroit Mercy

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

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<sup>79</sup> Proceedings page 6

<sup>80</sup> Proceedings page 47

<sup>81</sup> Proceedings page 4

<sup>82</sup> Proceedings page 4



**Friday, April 7<sup>th</sup>, 2017**

**2:00 P.M. – 3:30 P.M.**

**Room: Fountainbleu 2**

### **EMOTIONAL INTELLIGENCE & MINDFULNESS**

**Track:** Emotional Intelligence & Mindfulness

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

**Session Title:** The Art of Mindful Decision-Making and Conscious Capitalism

**Session Chair:** Margaret Goralski, Quinnipiac University

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1. Presentation Title: “Uncovering the Workings of Our Mind: Mindful Perceptions, Decisions, & Strategies”<sup>83</sup>  
Margaret Goralski, Quinnipiac University
  2. Presentation Title: “On Conscious Capitalism: Exploring Its Pedagogical Implications for Management Education”<sup>84</sup>  
Chulguen (Charlie) Yang, Southern Connecticut State University
  3. Presentation Title: “Using Visual Arts as a Pedagogical Innovation in the Management Classroom: A Mindfulness Approach”  
Chulguen (Charlie) Yang, Southern Connecticut State University
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>83</sup> Proceedings page 48

<sup>84</sup> Proceedings page 36



**Friday, April 7<sup>th</sup>, 2017**

**2:00 P.M. – 3:30 P.M.**

**Room: Fountainbleu 3**

### **SOCIAL AND ETHICAL ISSUES**

**Track:** Social and Ethical Issues  
**Track Chair:** Kellye Jones, Clark Atlanta University  
**Session Title:** Social and Ethical Issues  
**Session Chair:** Kellye Jones, Clark Atlanta University

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1. Presentation Title: "Food Labels and Role Play as a Tool to Teach Stakeholder Negotiations"<sup>85</sup>  
Susana Velez-Castrillon, University of West Georgia
  2. Presentation Title: "Doing Well and Doing Good for Society: The Impact of a Professional Sport Stadium Effort"<sup>86</sup>  
Brian Larson, Widener University  
Megan Marley, Widener University
  3. Presentation Title: "Fair Treatment of Unauthorized Restaurant Workers as a Sustainable Competitive Advantage"<sup>87</sup>  
Robert Page, Southern Connecticut State University  
Smita Shrestha, Southern Connecticut State University  
Robert Smith, Southern Connecticut State University
  4. Presentation Title: "The Impact of Diversity Reports on Perceptions of Organizational Practices and Attitudes Toward Gender Equality"<sup>88</sup>  
Kellye Jones, Clark Atlanta University
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**Discussants:** The Session Chair will coordinate a discussion amongst all present.

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<sup>85</sup> Proceedings page 21

<sup>86</sup> Proceedings page 14

<sup>87</sup> Proceedings page 20

<sup>88</sup> Proceedings page 25

**Friday, April 7<sup>th</sup>, 2017**

**2:00 P.M. – 3:30 P.M.**

**Room: Fountainbleu 4**

## **LEADERSHIP**

**Track:** Leadership

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

**Session Title:** Observations on Leadership Practice

**Session Chair:** Tobias Huning, University of North Florida

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1. Presentation Title: “Predicting Leader Performance: Field Test of an Integrated Model”<sup>89</sup>

C. Brian Flynn, University of North Florida  
Alan Walker, Auburn University  
Daniel Svyantek, Auburn University

2. Presentation Title: “Applying Agile Techniques to the Management of Non-IT Knowledge Workers”<sup>90</sup>

Bob Orwig, University of North Georgia  
Bryson Payne, University of North Georgia  
Nick Kastner, University of North Georgia

3. Presentation Title: “At the Summit: One Woman’s Model of Leadership”<sup>91</sup>

Robert L. Holbrook, Ohio University  
Kenneth M. Holt, Austin Peay State University

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

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<sup>89</sup> Proceedings page 38

<sup>90</sup> Proceedings page 2

<sup>91</sup> Proceedings page 2

**Friday, April 7<sup>th</sup>, 2017**

**2:00 P.M. – 3:30 P.M.**

**Room: Freret**

**INFORMATION SYSTEMS AND E-LEARNING**

**Track:** Information Systems and E-learning

**Track Chair:** Saurabh Gupta, Kennesaw State University

**Session Title:** Information Systems and E-learning

**Session Chair:** Saurabh Gupta, Kennesaw State University

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1. Presentation Title: “Does one size fill all? Training goals and epistemological beliefs”<sup>92</sup>

Saurabh Gupta, Kennesaw State University

2. Presentation Title: “Regulatory Focus, Emotions and Technology Adaptation”<sup>93</sup>  
Liqiong Deng, University of West Georgia

3. Presentation Title: “Measuring Information Systems Success”<sup>94</sup>  
Ashraf Mady, University of North Georgia  
Markus Hitz, University of North Georgia

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

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<sup>92</sup> Proceedings page 13

<sup>93</sup> Proceedings page 40

<sup>94</sup> Proceedings page 33

Friday, April 7<sup>th</sup>, 2017

3:45 P.M. – 5:15 P.M.

Room: Fountainbleu Ballroom

## A Tribute to Janice Payne



**Presentation Title:** Compassionate Advocate for Quality Health Care and Global Understanding

**Session Chair:** Enric Ordeix, Blanquerna-Ramon Llull University

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***This session will involve storytelling and sharing memories of lessons of compassionate care.***

**Participants:**

Ali Kansa, University of Texas  
Anthony Richardson, Southern Connecticut University  
Shepard Vargo, Lakerie College, Blanquerna  
Jennifer Summary, Culver Stockton College  
Enric Ordeix, Blanquerna-Ramon Llull University  
Macarena Urenda, DUOC, Catholic University of Chile

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**Saturday, April 8, 2017**



**Breakout Sessions**

**Saturday, April 8<sup>th</sup>, 2017**

**8:30 A.M. – 10:00 A.M.**

**Room: Fountainbleu 1**

**ORGANIZATIONAL & CRISIS COMMUNICATION**

**Track:** Organizational & Crisis Communication

**Track Chair:** Christina M. Jackson, University of Nebraska Medical Center

**Session Title:** Alleviating Uncertainty Through Effective Communication

**Session Chair:** Teddi Joyce, University of South Dakota

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1. Presentation Title: “Examining Impacts of Crisis Responses Strategies on Brand Trust and Purchase Intentions among Halal Consumers in Malaysia”<sup>95</sup>

Kok Shiong Pong, Universiti Tunku Abdul Rahman  
Amiso George, Texas Christian University

2. Presentation Title: “Crisis Communication in Higher Education: Strategic Communication Planning for Campus Emergencies”<sup>96</sup>

Angela Corbo, Widener University

3. Presentation Title: “How Perception Does Not Equal Reality in Academic Department Management: A Case Study”<sup>97</sup>

H. Paul LeBlanc III, The University of Texas at San Antonio

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

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<sup>95</sup> Proceedings page 17

<sup>96</sup> Proceedings page 10

<sup>97</sup> Proceedings page 24

**Saturday, April 8<sup>th</sup>, 2017**

**8:30 A.M. – 10:00 A.M.**

**Room: Fountainbleu 2**

**INTERDISCIPLINARY STUDIES**

**Track:** Interdisciplinary Studies

**Track Chair:** Nada Farhat, Harvard University

**Session Title:** Immersive Emerson: 2016 Election Primary/Caucus Workshop

**Session Chair:** Gregory Payne, Emerson College

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1. Presentation Title: “Immersive Emerson: Election Debrief”

Connor Dane, Emerson College  
Elias Romanos, Emerson College  
Niko Emack-Bazelais, Emerson College

2. Presentation Title: “Down Ballot Voter Roll Off and Communication strategies to Combat it”

Elias Romanos, Emerson College

3. Presentation Title: “Achieving Results: The Challenges of Combating Extremist Social Media in the 21st Century”

Niko Emack-Bazelais, Emerson College

4. Presentation Title: “US State-Department/ Emerson College 2016 Election Project”

Gregory Payne, Emerson College  
Enric Ordeix, Blanquerna-Ramon Llull University  
Abhishek Suryawanshi, Emerson College

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

**Saturday, April 8<sup>th</sup>, 2017**

**8:30 A.M. – 10:00 A.M.**

**Room: Fountainbleu 3**

## **PANEL PRESENTATION**

### **Introduction to Structural Equation Modeling**

**Presenter: Paloma Bernal Turnes, Universidad Rey Juan Carlos**

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This is an Introduction to Structural Equation Modelling (SEM). The purposes of this essential statistical technique will be discussed. This is the first of two panels which will serve as a refresher for some, and new knowledge for others, on how to apply SEM. Paloma Bernal, IABD Board Member, will be leading this interactive panel. Anyone looking to improve their statistical foundational knowledge should attend this panel.

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## **\*\*Refreshments\*\***



Saturday, April 8, 2017

10:00 AM – 10:30 AM

**Saturday, April 8<sup>th</sup>, 2017**

**10:30 A.M. – 12:00 P.M.**

**Room: Fountainbleu 1**

**FINANCE**

**Track:** Finance

**Track Chair:** Phillip Fuller, Jackson State University

**Session Title:** Financial Literacy and REITs

**Session Chair:** Phillip Fuller, Jackson State University

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1. Presentation Title: “The Creation of Financial Literacy Programs in Small Developing Countries”<sup>98</sup>

Donna Danns, University of North Georgia  
George Danns, University of North Georgia

2. Presentation Title: "Impact of the New Real Estate Sector on REITs"<sup>99</sup>

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

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

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<sup>98</sup> Proceedings page 10

<sup>99</sup> Proceedings page 26

**Saturday, April 8<sup>th</sup>, 2017**

**10:30 A.M. – 12:00 P.M.**

**Room: Fountainbleu 2**

**INTERDISCIPLINARY STUDIES**

**Track:** Interdisciplinary Studies

**Track Chair:** Nada Farhat, Harvard University

**Session Title:** Launching New Academic/ Immersive Programs

**Session Chair:** Jennifer Summary, Culver Stockton College  
Macarena Urenda, DUOC, Catholic University of Chile

- 
1. Presentation Title: "Launching Sports Communication Program at Emerson College"  
Gregory Payne, Emerson College  
Spencer Kimball, Emerson College (By skype)  
Charles Steinberg, Boston Red Sox/Pawtucket Ppawsox (By skype)
  2. Presentation Title: "Student Perspective- Grassroots Student Leadership: Sports Communication at Emerson College"  
Ethan Michaud, Emerson College
  3. Presentation Title: "E-Sports in Academia: Student's Perspective"  
Josiah Seat, Emerson College  
Aaron Van Leesten, Emerson College

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

**Saturday, April 8<sup>th</sup>, 2017**

**10:30 A.M. – 12:00 P.M.**

**Room: Fountainbleu 3**

## **PANEL PRESENTATION**

### **Climbing the Career Ladder of Academia**

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

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**Presenters:** Paul A. Fadil, University of North Florida  
Louis K. Falk, University of Texas Rio Grande Valley  
Charles Lubbers, University of South Dakota

This panel is a very general look at matriculating through the different ranks of our profession. From an ABD to an Endowed Full professor, each rank presents a whole host of challenges and opportunities. The Panel will be led and facilitated by Paul Fadil, a Full Professor at the University of North Florida.

Additionally, Lou Falk and Chuck Lubbers will also serve on this panel. Each of the members of this panel has been promoted and tenured at multiple institutions and can address institutional differences and similarities as you climb each rung on your career ladder.

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